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香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

The Hang Seng University of Hong Kong Newsletter
香港恒生大學通訊

HSUHK Honours Academy Nurtures Future Public Leaders 恒大榮譽學院培育未來公共領袖

The Honours Academy (HA) of HSUHK, the first of its kind among local universities, was established in May 2020 with the aim to nurture future public leaders with outstanding academic performance, leadership and an international perspective. About 20 Year-two elite undergraduate students are selected every year by HA to offer them an additional three-year interdisciplinary and focused leadership training programme. Among the total of 53 students admitted, 16 first-cohort students, having gone through the HA journey, are well prepared to unleash their potential and contribute to society upon graduation.

Cradle for Future Leaders 未來領袖的搖籃

Extending the University's unique 'Liberal + Professional' education model, HA aims to nurture future public leaders with vision, commitment and all-round development. The HA curriculum offers courses additional to the students' undergraduate studies, covering subjects like self-discovery, social policy, interpersonal communication and leadership. According to President Simon S M Ho, HA is set apart from other student development programmes in the sense that it focuses on cultivating students' understanding of public policy, developing outstanding leadership, and expanding their horizons. Students are expected to become visionary servant leaders who drive public policy and social innovation.

Professor Jeanne Fu, Head of HA and the Department of Management, said that all HA students are rigorously selected. Apart from outstanding academic performance with CGPA 3.30 or above, the students should possess leadership potentials including independent analytical and decision-making ability, communication skills, commitment, maturity and social responsibility. "HA students are the high-flyers of HSUHK. They have to attend extra courses, seminars and workshops. They also have to conduct internship, exchange study and independent policy research projects guided by senior scholars at HSUHK".

Professor Fu added that with the easing of the pandemic, HA would resume organising overseas experiential learning and recommending students to attend summer courses abroad. They can have the opportunity to go to overseas world-renowned institutions like Harvard University, University of California, Berkeley, and the University of Oxford. In January 2023, Professor Fu led 20 HA students to Singapore for a one-week Global Immersion Programme. By attending seminars and visiting universities, start-up community bases and public facilities, they got to know more about Singapore's environmental development, multi-ethnic diversity and entrepreneurial ecosystem. HA students also benefitted from interacting with the students and start-up teams at the National University of Singapore.

為了培育具出色學術表現、領導才能及國際視野的未來領袖，恒大於 2020 年 5 月成立了本港大學首所榮譽學院，每年為大約 20 名二年級本科精英學生，提供為期三年的額外跨學科與領袖培訓。榮譽學院現時共有 53 名學員，其中第一屆 16 名學員將於畢業後振翅高飛，發揮所長，貢獻社會。



▲ Professor Jeanne Fu (2nd from left) and three HA students from the first cohort. They are: Fanny Cheung (1st from left), Tom Tang (2nd from right) and Christy Ng (1st from right).
符可瑩教授（左二）與三名首屆榮譽學院學員，張芯鳳（左一）、鄧嘉豪（右二）和吳思穎（右一）。

恒大榮譽學院貫徹「博雅 + 專業」的教育模式，培育有遠見、有承擔及全面發展的未來公共領袖。課程結合學術及體驗學習，為學員提供本科課程以外的額外培訓，涵蓋自我認識、社會政策、人際關係及領導才能等科目。何順文校長表示，榮譽學院有別於其他學生發展計劃，目光聚焦於培養學生對公共政策的了解，讓學員具備卓越的領導才能和廣闊視野，成為有遠見及承擔，塑造公共政策和社會創新的服務領導。

榮譽學院院長暨管理學系主任符可瑩教授指出，入選學員經嚴格遴選，除了成績優異，成績平均積點須達 3.30 分或以上，學院亦注重其領袖潛質，包括獨立分析能力、決策力、溝通能力、投入度、成熟程度及社會責任感等。「榮譽學員都是恒大的高材生。他們須要參與額外的課程、研討會及工作坊，並進行實習和交流，以及由校內資深學者的指導下，完成獨立政策研究項目。」

符教授指出，隨著疫情放緩，榮譽學院將復辦海外交流及實習，亦會推薦學生到海外院校參與暑期課程，包括哈佛大學、加州大學柏克萊分校、牛津大學等世界頂尖大學，冀提升學生的國際視野。2023 年 1 月，符教授帶領 20 名榮譽學院學生到新加坡交流，參與研討會、拜訪當地大學、創業中心及公共設施等，了解新加坡的環境發展、多元文化及創業生態。榮譽學院學生亦與新加坡國立大學的學生及創業團隊交流，獲益良多。

Sharing of the First Cohort of HA Students

第一屆學員分享

These three HA students from the first cohort who are in their fourth year of study at HSUHK believe that the diverse learning opportunities offered by HA have broadened their horizons and enriched their knowledge, as well as enhanced their competitiveness, ensuring their future direction.

Christy Ng from the BBA (Honours) in Finance and Banking learnt about HA when she entered HSUHK. She decided to give it a try and successfully joined the HA family. She recalled that the past three years have been fruitful, and was glad to have Mr Woon-kwong Lam, the former Convenor of the Non-official Members of the HKSAR Government's Executive Council, as her professional mentor for life and career coaching. "Mr Lam is both a mentor and a friend to me. We meet once every few months for dining, walking around the city and appreciating different types of architecture. He also shares with us interesting articles about leadership and is willing to answer our queries in detail." Learning that many secondary school students were lost in the way forward, Christy plans to write a book after graduation to encourage youngsters on their life planning. She is now joining start-up projects related to educational technology, and hopes to work in the higher education sector or charities in the future.

Tom Tang from the Bachelor of Management Science and Information Management (Honours) appreciated that the HA classes were highly interactive, in which teachers and students often put forward their own views, which in turn has enhanced his social and presentation skills. As lined up by HA, Tom had his 3-month internship at a gerontechnology social enterprise, learning to produce soft meals and Gerontech equipment for the elderly by applying information technology with business knowledge. The experience gave him a deeper understanding of the social policy and development of elderly care in Hong Kong. Tom plans to equip himself with digital marketing and data analysis knowledge, and to seize the opportunity of overseas learning. "A leader should have rich knowledge and an international perspective. As HA encourages us to have different experiences, I hope to learn more from different countries and different people, and further discover my own strengths and aspirations."

三名現時就讀四年級的首屆榮譽學院學生認為，榮譽學院的多元學習機會擴闊了其眼界和見識，從中發掘到自身長處，認清未來方向。

吳思穎同學現就讀金融及銀行學工商管理（榮譽）學士課程，她剛入讀恒大大時，了解到榮譽學院的課程和活動，抱着「一試無妨」的心態，成功成為首屆榮譽學院一員。她回想過去三年收穫甚豐，包括獲前行政會議非官守議員召集人林煥光先生擔任專業院使及個人導師，分享他的政府工作經驗和對個人與事業發展的寶貴意見。「我們的關係亦師亦友，大約幾個月至半年見面一次，一起吃飯、逛街、觀賞建築物等。他閒時與我們分享有關領導能力的有趣文章，也樂於仔細回答我們各方面的查詢。」思穎得知不少中學生對選科和前路感迷失，因此打算畢業後寫書勉勵中學生，如何早日裝備自己。她目前正參與教育科技領域相關的初創企業項目，將來有意從事高等教育及慈善的工作。

就讀管理科學與資訊管理（榮譽）學士課程的鄧嘉豪同學表示，榮譽學院的課堂互動性很高，師生經常提出自己的看法及意見，有助提升他的社交及演講技巧。在學院安排下，嘉豪曾於樂齡科技社會企業實習三個月，期間運用資訊科技結合商業知識，製作長者軟餐及其他樂齡科技器材，令他對香港安老服務業的政策及發展有更深刻認識。他計劃日後從數碼營銷、大數據分析等範疇裝備自己，並希望把握在學時的海外學習機會。「作為領袖，見識要比一般人廣闊，亦需具備國際視野及觸覺。榮譽學院鼓勵我們作多方面嘗試，我希望到不同國家及地方學習，集思廣益，從中再發掘自己的長處和志向。」



Fanny Cheung from the BBA (Honours) in Professional Accountancy has a clear career plan. She plans to obtain an accounting qualification and work in the government after graduation. Fanny has also consulted her professional mentor Ms Wendy Yuen, Deputy Head of Personal & Business Banking Group, China CITIC Bank of International Limited, on career planning. "Communicating with mentors and teachers always gives me inspiration on my life planning, and I have built up creativity and leadership skills through organising different activities." Fanny was thankful for the close relationship and mutual support of teachers and students at HA which has enriched her university life. She is going to Australia for exchange in this semester, and is looking forward to exploring the overseas market and the possibility of stepping out of her comfort zone in the future.

就讀專業會計學工商管理（榮譽）學士課程的張芯鳳同學，有非常清晰的職業生涯規劃，她計劃畢業後考取會計師牌照和加入政府工作。她獲中信銀行（國際）有限公司個人及商務銀行業務副總監袁妙齡女士擔任其專業院使，平日會主動向導師諮詢職業路向。「透過與導師及學院老師的交流，對我生涯規劃上很有啟發，籌備活動的經驗亦有助訓練我的創意及領導技巧。」她慶幸榮譽學院師生和同學之間連繫緊密，互相支持，令大學生活更豐盛。芯鳳這學期會到澳洲作交換生，她期待到外地探索及了解市場發展，不排除日後有機會跳出舒適圈向外闖。



▲ Christy (1st from left) enjoys appreciating architecture with her professional mentor Mr Woon-kwong Lam (centre).
吳思穎同學（左一）與其專業導師林煥光先生（中）結伴觀賞建築物。



▲ Tom (in blue tee, facing camera) learns to produce soft meals for the elderly during his internship.
鄧嘉豪同學（藍衫對鏡頭者）實習時學習製作長者軟餐。



▲ Shooting game for team building of HA.
榮譽學院師生參與射擊遊戲，寓學習於遊戲，建立團隊精神。

Future Leaders' Aspiration 未來領袖的願景

HA students aspire to be future public leaders who will contribute to Hong Kong, the region and beyond, by participating in various public services and policy making. For instance, apart from own private careers, they can serve as legislators, politically-appointed bureau secretaries, elected district council members, government-appointed chairmen / members of HKSAR committees, members of policy think tanks, and board chairmen and members of various professional bodies, NGO bodies, etc. HSUHK expects them to exercise responsible, entrepreneurial servant leadership, shaping a better society.

恒大榮譽學院的學員矢志成為未來公共領袖，參與各項公共服務及政策制定，為香港以至區內外作出貢獻。除了個人事業發展，畢業生可擔任例如立法會議員、政策局領導、區議員、政府委任的委員會主席或成員、智庫成員、專業學會和非政府機構的主席或理事等任務。恒大期望榮譽學院學員未來成為負責任及具企業家精神的僕人領導，塑造更美好的社會。

Years of Dedication and Loyalty to HSUHK

忠心耿耿 盡心服務

Ms Mable Yu (left)

Accounting Assistant of the Finance Office,
Awardee of the Second Long Service Award (30 years)

余美寶女士（左）

財務處會計助理
第二屆長期服務獎得主（30年）

Ms Joey Leung (right)

Clerical Officer II of the President's Office,
Awardee of the Second Long Service Award (25 years)

梁文齡女士（右）

校長室二級文員
第二屆長期服務獎得主（25年）



Mable and Joey, the most experienced awardees of the Second Long Service Award, joined the Hang Seng School of Commerce (HSSC, predecessor of HSUHK) in 1992 and 1997 respectively. The pair have known each other for many years ever since they worked in the former General Office.

“As the scale of the School was small in the past, there were not many offices or departments. The relationship between the colleagues at the General Office was close. We had gatherings all the time and even knew each other's parents.” Joey also recalled the day when Mable was about to give birth, all the colleagues at the General Office stayed outside the labour ward to wait and give support. Mable said that was an emergency, and she was grateful and touched for the colleagues' care and support.

With the development of the School, the pair later parted ways to work in different departments. Mable is now in the Finance Office to continue her accounting profession, while Joey has taken up clerical work in the President's Office. More than 25 years have passed in the blink of an eye.

Why have they stayed at HSUHK for so many years? Joey's home is in the neighbourhood and the saving on travelling time and expenses is undoubtedly an attraction. “HSUHK is a part of my life. Working here is stable and it gives me a sense of security. Colleagues here are of high-quality, and I enjoy working with them.” Mable also treats HSUHK as her family and is delighted to see students here passing on the torch. “There are alumni coming back to work at HSUHK, which proves that our students have a sense of belonging to the University and want to contribute to their alma mater.” During the HSSC years, Mable was once the instructor of a student dance group. A graduate later came back to visit her and thank her for inspiring him on dancing, which was an unforgettable memory for Mable.

Mable 與 Joey 分別於 1992 年及 1997 年加入恒大前身恒生商學書院（恒商），是恒大第二屆長期服務獎頒獎禮最資深的兩名得獎者。二人在前校務處共事，相交多年，友情非淺。

「以前學校規模小，部門數目較少，我們一班校務處同事非常親密，經常聚會，甚至認識彼此的父母。」Joey 說，記得當年 Mable 臨盆在即，校務處全部同事都在產房門外等候消息，替她打氣。Mable 表示當時情況有些緊急，同事都擔心她，沒料到他們會到產房，她知道後非常感動，心存感激。

隨著學校的發展，二人其後分道揚鑣，Mable 到財務處繼續發揮其會計專業，Joey 就轉往校長辦公室主力文書工作，轉眼逾 25 載。

是甚麼驅使她們持續留在恒大服務多年？Joey 笑說其中原因是自己家住附近，省回不少交通時間及費用，「恒大是我生活的一部分，這裏工作安穩，給予我安全感，同事亦高質素。」Mable 也同樣視恒大為家庭，她欣喜見證學生們「薪火相傳」。「有畢業生回來恒大工作，證明這裏的學生對學校有歸屬感，想回饋母校。」在恒商年代，Mable 曾教導同學跳舞，一位畢業生之後回校探望她，並說她是其舞蹈上的啟蒙老師，要親身向她道謝，讓 Mable 感動不已。

Now, everyone has their own computer and mobile phone, thanks to the advancement of technology. Mable recalled that when she first came to work, she had to be very careful because she used a typewriter to input data. Mable said, "10 years ago, it was the double-cohort year with the release of HKALE and HKDSE results together. At that time, we received over a million dollars enrolment deposit in cash, and we were wary to handle such a large sum of money. With the electronic payments adopted nowadays, the risk of handling money is relatively lower." For Joey, she has adapted to changes in computer applications and has learnt new things over the years. She learnt to use 'Google' by herself to find solutions on the Internet.

As experienced staff members, the pair have grown up with HSSC, HSMC and HSUHK, and they are not going to cease their contributions. Mable expects that she will continue to serve the University and to witness its attainment of important milestones. Joey said that she will keep her good working attitude until the day of her honourable retirement, "I will be proud to tell others that I have worked at HSUHK."

隨著科技發展，時至今日擁有電腦及手機已是平常事，但 Mable 憶述初來工作時，要用打字機入數，需十分小心。她又分享：「10 年前，『末代高考』與首屆文憑試同一年放榜，當時我們收到約七位數字現金的學生留位費，金額很大，大家都戰戰兢兢，現時改用了電子支付，風險較小。」Joey 則表示，多年來要適應電腦應用上的轉變，與時並進學習新事物，而她亦樂於「上網 Google」自學，找出解決辦法。

從恒商到恒管，再升格為恒大，二人伴隨學校成長。作為資深員工，她們並不會停下腳步。Mable 期望自己繼續以恒大員工的身份服務，見證大學各個階段的重要里程碑。Joey 則表示她會保持認真工作的態度，直至光榮退休的一天，「待將來我告訴別人自己曾在恒大工作，會感到自豪。」



▲ Mable as the instructor of a HSSC student dance group. The students' success on stage brings her a sense of satisfaction. (Photo taken in 2003)
Mable 曾為恒商學生課外活動舞蹈課擔任導師，學生在舞台上表演成功，為她帶來成功感。（相片攝於 2003 年）



▲ Joey with her son in the former General Office. She treats HSUHK as part of her life circle, where she experiences different stages of life. (Photo taken in 1998)
Joey 與兒子在昔日的校務處辦公室合照。恒大就是她的生活圈，她在此經歷了人生的不同階段。（相片攝於 1998 年）



▲ Mable (left) and Joey build their friendship in the former General Office. (Photo taken in 2001)
Mable（左）與 Joey 在前校務處共事，相交多年。（相片攝於 2001 年）

Embarking on a Cultural and Creative Journey 開展文創里程

Alumna Ms Vanessa Leung

Bachelor of Arts (Hons) in Cultural and Creative Industries (2021)
Executive, Marketing and Communication, Youth Square

梁凱婷女士

文化及創意產業（榮譽）文學士（2021）
青年廣場市場推廣及傳訊主任



Vanessa is currently working in the Marketing and Communication Department of the social enterprise 'Youth Square', and is responsible for organising exhibitions, workshops and marketing promotion.

During secondary school, she had already developed a keen interest in the cultural and creative industries, which she expected would be an emerging industry in the future. This led her to enroll in the Bachelor of Arts (Hons) in Cultural and Creative Industries Programme at HSUHK. "The curriculum is comprehensive and multifaceted, covering the major areas of the cultural and creative industries, including arts, media, cultural activity planning, advertising, film and architecture. It allowed me to acquire knowledge about different areas and to know more about my own interests, which was beneficial to my career goal setting." During her study, she had opportunities to get in touch with new technologies. In addition to the Virtual Reality Centre on campus, the University also provided sufficient off-campus activities and visits, allowing her to acquire knowledge out of textbooks and get in touch with the industry's substantive work.

By maintaining close collaboration with these industries, HSUHK regularly invites professionals from different sectors to share the latest information and developments of the job market, in addition to offering various internship opportunities to students. Vanessa had four internships altogether, including doing digital content work at local art and cultural companies, and working for a new media company in Guizhou and an art education company in Shanghai. During her study at HSUHK, she also helped in the three-month Yu Lan Cultural Festival co-organised by the University and The Conservancy Association, involving publicity and operations work. "I can apply what I have learnt and experienced at HSUHK to my current job, which has facilitated my adaptation to the working pace and environment."

梁凱婷於恒大畢業後，現於社會企業「青年廣場」負責市場推廣及傳訊工作，包括策劃展覽、工作坊和市場推廣等。

凱婷自小對文化及創意工作深感興趣，就讀中學時已預期文化產業會成為新興行業，於是選讀恒大文化及創意產業（榮譽）文學士學位課程。「文化及創意產業課程全面且多元化，涵蓋文創產業各大範疇，包括藝術、媒體、文化活動策劃、廣告、電影以及建築等，讓我對各方面有一定的認識，並有助了解自己的興趣，確立日後的事業目標。」凱婷認為，課程提供不少接觸新科技的機會，除了校園的虛擬實境中心，大學亦提供充足的校外活動體驗和參觀活動，讓她獲得課本以外的知識和行業的實質工作內容。

恒大與業界合作緊密，除了經常邀請不同業界的專業人士演講，與學生分享行業最新發展和資訊，亦提供多元化實習機會。凱婷共做過四份實習工作，包括在本港的文化及藝術公司負責數碼媒體內容，亦曾於貴州新媒體公司和上海的藝術教育公司實習，為她帶來豐富而實用的經驗。她在學時亦參加了恒大與長春社合作為期三個月的香港孟蘭文化節，當中涉及籌辦、宣傳、運作等。「在恒大所學的知識和舉辦活動的經驗，與我現時的工作內容十分吻合，令我更快適應工作環境和節奏。」

Vanessa has the aspiration of developing her career in the marketing field, hoping to organise international large-scale exhibitions in the future. She wishes that HSUHK students, like her, can shine at their workplace by building a desirable career path.

凱婷希望繼續在市場推廣上發展，除了籌劃本地活動，更放眼國際大型展覽。她希望恒大學生能充份學習不同行業的知識，找到心儀的職業，在職場上發光發亮。



▲ Students and staff of HSUHK share a close relationship. Vanessa (centre, with hat) participates in off-campus visits with teachers and classmates, enriching her learning life.
恒大師生關係緊密，梁凱婷（中間戴帽者）與老師和同學參與課外參觀活動，豐富學習生活。

Vanessa (3rd from left, back row) ► participates in a cultural and creative industry inspection tour in Macau and visits cultural and creative attractions.
梁凱婷（後排左三）到澳門參加文創產業考察之旅，並參觀當地的文創景點。



The 2nd Long Service Award Presentation Ceremony 第二屆長期服務獎頒獎禮

The Second Long Service Award Presentation Ceremony was held on 10 January 2023 to recognise staff members who have served HSUHK for at least a decade and to appreciate their contributions and dedication to the University. This year, a total of 23 staff members were awarded for their 10, 15, 25 or 30 years of service to HSUHK.

恒大於 2023 年 1 月 10 日舉行第二屆長期服務獎頒獎禮，表揚一眾服務恒大逾 10 年或以上的同事，感謝他們多年來為恒大服務，作出貢獻。本屆共有 23 位同事獲獎，他們分別服務了恒大 10、15、25 及 30 年。



Two New Taught Postgraduate Programmes Launched 恒大新增兩碩士課程

Approved by the HKSAR Chief Executive in Council, HSUHK will launch two new taught postgraduate programmes, namely Master of Arts in Cultural Heritage Management (MA-CHM) and Master of Social Sciences in Public Policy and Risk Governance (MSS-PPRG), in 2023-24. With the two new programmes, HSUHK will offer a total of 26 undergraduate and 14 postgraduate programmes.

MA-CHM is designed for tangible and intangible cultural heritage, conservation and value creation, operation, management and public education of the Revitalisation Scheme. For MSS-PPRG, it is the first public policy master's programme in Hong Kong focusing on risk research. It aims to cultivate students who are interested in public administration, risk governance and policy research-related career development.

恒大獲特區行政長官會同行政會議批准，於 2023-24 學年推出兩個全新修課式碩士學位課程，包括「文化遺產管理文學碩士」及「公共政策及風險治理社會科學碩士」。連同這兩個新課程，恒大現共設有 26 個學士課程及 14 個碩士課程。

「文化遺產管理文學碩士」主要針對物質與非物質文化遺產、「活化歷史建築伙伴計劃」項目的保育和價值創造、營運、管理及公眾教育等範疇而設。至於「公共政策及風險治理社會科學碩士」是全港首個以風險研究為重點的公共政策碩士學位課程，旨在培育有志於公共行政、風險治理及政策研究相關工作發展的人才。

HSUHK's 'FunD Virtual Run' Triumphs in International Fundraising Awards 恒大「紛 FunD 跑」榮獲兩國際籌款獎項

HSUHK's 'FunD Virtual Run' garnered a Silver Award (Special Events/Online Fundraisers) at the global level and 'The Best of Asia-Pacific Award' in the 2022 Circle of Excellence Awards by The Council for Advancement and Support of Education (CASE). HSUHK was the only university in Hong Kong winning these international awards in 2022.

The CASE judges were impressed by how HSUHK made this virtual event engaging and meaningful by uniting all sectors of stakeholders. 'FunD Virtual Run' outperformed 4,500 entries submitted by 636 higher education institutions from about 30 countries.



恒大早前舉辦的「紛 FunD 跑」籌款活動，最近榮獲國際教育機構「教育資源拓展協會」（CASE）頒發「卓越項目 2022（特別活動／網上籌款）」全球銀獎和「亞太區最佳項目獎」，成為本年度唯一獲此國際殊榮的本地大學。

CASE 評審團讚揚該活動獨創先河、別具創意，在疫情下排除萬難，以虛擬互動形式凝聚社會各界持份者一同參與饒有意義的體育活動，所以能於近 30 個國家共 636 所高等院校逾 4,500 份參賽申請之中脫穎而出。

IYSL Recognised for Growing Social Capital 青年可持續發展領袖研習所榮獲「社會資本動力標誌獎」

The Institute for Youth Sustainability Leadership (IYSL) was awarded the 'Social Capital Builder Logo Award', which was presented by the Community Investment and Inclusion Fund of the Labour and Welfare Bureau. The award was to recognise IYSL's oral history project 'Teen Teen - Life Stories' which focuses on quality education and sustainable communities, serving one of IYSL's social capital achievements.

青年可持續發展領袖研習所（IYSL）榮獲由勞工及福利局社區投資共享基金頒發的「社會資本動力標誌獎」，以表揚其口述歷史項目「Teen Teen 有情天——Teen Teen 說故事」。該項目專注於優質教育和可持續社區，是 IYSL 在社會資本方面的其中一項貢獻。



▲ Dr Chi-kit Chan, Director of IYSL, attends the Social Capital Builder Awards Presentation Ceremony. 青年可持續發展領袖研習所主任陳智傑博士出席「社會資本動力獎頒獎禮」。

Yuen Campus First Anniversary 袁炳濤校園慶祝命名一周年

The HSUHK South Campus was named as the 'Yuen Campus' in 2021 in recognition of Professor Francis Yuen and Dr Rose Lee's staunch support to the University's strategic development. In November 2022, the couple was invited to revisit and celebrate the first anniversary of the Yuen Campus. They were updated on HSUHK's recent developments by President Simon S M Ho, and were impressed by HSUHK's achievements. They also shared their valuable advice for the long-term development of the University.

恒大於 2021 年命名南校園為「袁炳濤校園」，以答謝袁天凡教授及李慧敏博士慷慨捐贈支持大學長遠發展。適逢命名一周年，袁天凡伉儷應邀於 2022 年 11 月重臨校園一同慶祝，並聽取何順文校長分享恒大的最新發展。袁天凡伉儷喜見恒大發展迅速，並就大學的長遠發展提出寶貴意見。



▲ President Simon Ho (1st from left) and Dr Patrick Poon, Governor of HSUHK (1st from right) present an oil painting of the Yuen Campus and a souvenir of the HSUHK Foundation to Professor Francis Yuen (2nd from left) and Dr Rose Lee (2nd from right).
何順文校長（左一）及校董潘榮昌博士（右一）致贈袁炳濤校園油畫及恒大基金紀念品予袁天凡教授（左二）及李慧敏博士（右二），答謝他們對恒大的支持。

Naming Ceremony of Stella Fung Siu Wan Space For All 馮少雲集坊命名典禮

In appreciation of the generous donation from Ms Stella Fung, Managing Director of the Beijing Tong Ren Tang Fook Ming Tong Chinese Medical Center, in support of the construction of a new Academic Building and the long-term development of HSUHK, the Naming Ceremony of the 'Stella Fung Siu Wan Space For All' was held on 12 January 2023. Officiating at the Ceremony were Ms Stella Fung, Dr Patrick Poon, Chairman of the Fundraising and Donation Committee and the HSUHK – Foundation Management Committee, and President Simon S M Ho.

The Stella Fung Siu Wan Space For All is located at the Library on the ground floor of the S H Ho Academic Building on the North Campus. Enjoying beautiful scenery through the windows, the Space for All's furniture and equipment are flexible for different kinds of activities. It is also a 24-hour study area for students' work and revision.



▲ (From left) President Simon Ho, Ms Stella Fung and Dr Patrick Poon officiate at the Naming Ceremony of the Stella Fung Siu Wan Space For All.
（左起）何順文校長、馮少雲女士和潘榮昌博士一同主持馮少雲集坊揭幕儀式。

恒大於 2023 年 1 月 12 日舉行「馮少雲集坊」命名典禮，以感謝北京同仁堂福明堂中醫藥中心創辦人及董事總經理馮少雲女士的慷慨捐助，支持恒大新教學大樓項目及長遠發展。典禮由馮少雲女士、籌募及捐款委員會及恒大基金管理委員會主席潘榮昌博士和何順文校長擔任主禮嘉賓及主持揭幕儀式。

馮少雲集坊位於北校園何善衡教學大樓地下圖書館內，環境開揚，配合靈活多變的室內布置，適合舉行各種活動。集坊更是 24 小時研習區，供學生日常自修、溫習之用。

HSUHK Establishes Footholds at Nansha and Qianhai

恒大於南沙及前海首設「香港恒生大學內地中心」



▲ President Simon Ho (centre) signs an agreement with the representatives of SZAIIA and the AI & Shen Group.
何順文校長（中）與兩間贊助機構代表舉行合作協議網上簽訂儀式。

HSUHK announced the establishment of its first 'Hang Seng University of Hong Kong Mainland Centre' in Qianhai-Shenzhen and Nansha-Guangzhou, respectively. An online agreement signing ceremony was held to mark the University's active participation in the development of the Greater Bay Area (GBA). Thanks to the generous support from the AI & Shen Group and Shenzhen AI Industry Association (SZAIIA) respectively, ample space in the GBA MAH Eco-Industrial Park in Nansha and the Qianhai Shenzhen-Hong Kong Youth Innovation and Entrepreneur Hub in Qianhai will be lent for free to HSUHK for teaching and research purposes, as well as to support staff and students' development in the GBA.

恒大宣佈於深圳前海和廣州南沙首設「香港恒生大學中心」，早前舉行合作協議網上簽訂儀式，標誌大學積極投入大灣區的發展。恒大是次獲愛永星辰生命健康集團及深圳市人工智能產業協會的贊助支持，分別無償借出南沙生態產業園及前海的深港青年夢工場的部分場地，作大學教研活動以及支援師生於大灣區發展之用。

HSUHK and GUFL Sign MOU to Support Student Development in GBA and ASEAN Region

恒大與廣西外院簽署合作備忘錄

HSUHK signed a Memorandum of Understanding (MOU) with Guangxi University of Foreign Languages (GUFL) in the Mainland for a three-year collaboration framework in providing students with development opportunities in the Greater Bay Area and ASEAN region. The collaboration aims to enhance the teaching and learning quality of both universities through conducting student exchange programmes, encouraging visits of academic staff, and exploring collaboration opportunities in research, international conferences and academic exchanges.

恒大與廣西外國語學院（廣西外院）近日簽署為期三年的合作備忘錄，期望透過兩校獨特的教學背景及地理優勢，共同培育兼備國際視野和語言能力的人才，並推進兩地高等教育行業多元化和國際化，投入大灣區及東盟地區發展。合作備忘錄內容包括兩校每年安排學生作交換生、鼓勵兩校教職員互訪交流，以及推進在教學、研究及其他學術方面的合作，融合資源，互補優勢。



▲ The MOU is signed by Professor Gilbert Fong, Dean of the School of Translation and Foreign Languages (front row, 4th from left); Professor Bradley R Barnes, Dean of the School of Business (front row, 3rd from left); Dr Cathy Wei, Managing Director, Chief Executive Officer and Chairman of the Board, InnoEd Group Limited (front row, 2nd from right); and Mr Alex Chow, Chief Financial Officer, InnoEd Group Holdings (front row, 1st from right).

恒大翻譯及外語學院院長方梓勳教授（前排左四）、商學院院長李海東教授（前排左三）、新高迪集團執行董事、董事會主席兼首席執行官韋茜女士（前排右二）和新高迪集團首席財務官周家和先生（前排右一）簽署合作協議。

President Ho's Academic Visit to Singapore

校長赴新加坡學術交流



On 1 and 2 December 2022, President Simon S M Ho was invited to attend the International Symposium on Blockchain Advancements 2022 at the National University of Singapore. Afterwards, he also visited the Nanyang Business School of Nanyang Technological University for possible academic collaborations.

何順文校長應邀於 2022 年 12 月 1 及 2 日到新加坡國立大學出席 2022 年區塊鏈發展國際研討會，之後並到訪新加坡南洋理工大學南洋商學院，商討學術合作。

◀ President Simon Ho (right) and Professor Wai-fong Boh, Deputy Dean of Nanyang Business School of Nanyang Technological University, Singapore.
何順文校長（右）和新加坡南洋理工大學南洋商學院執行院長莫慧鈞教授。

President Attends Professional Events

校長出席專業活動

On 16 November 2022, President Simon Ho delivered a speech at the HKICT Awards 2022: Smart Business Awards Presentation Ceremony. He remarked that as the Chairperson of the Judging Panel, it was a privilege to work with such a distinguished panel of assessors and judges and witness many remarkable ICT innovations over the past year. He sincerely hoped that the awards will continue to flourish, so that more original IT products and services can be created to benefit businesses and society at large.

President Ho also attended the PAIB Conference 2022 in November 2022 and spoke at the panel discussion on the topic of 'The value of CPAs – Are we among the collateral casualties of digitalisation?', in addition to speaking on Hong Kong's culture and creative development at a youth forum.

何順文校長於 2022 年 11 月 16 日在「2022 香港資訊及通訊科技獎：商業方案獎頒獎禮」上致辭，他表示作為評審委員會主席，很高興與專業的評審委員團隊合作，於過去一年見證傑出資訊及通訊科技人員在新常態下發明的智能商業方案優秀作品。他希望「香港資訊及通訊科技獎」繼續蓬勃發展，激勵更多本地企業創造資訊科技產品和服務，從而惠及商界以至整體社會。

何校長同月亦出席商界專業會計師會議 2022，就「專業會計師的價值——我們是數字化的附帶受害者嗎？」參與小組討論；以及出席「中外文化青年藝術交流中心青年論壇」，就香港文化創意發展的定位與策略發言。



▲ President Simon Ho delivers a speech at HKICT Awards 2022: Smart Business Awards Presentation Ceremony.
何順文校長在「2022 香港資訊及通訊科技獎：商業方案獎頒獎禮」上致辭。



▲ President Simon Ho speaks at the panel discussion of PAIB Conference 2022.
何順文校長在「商界專業會計師會議 2022」參與小組討論。

Drifters in GBA: Their Acculturative Stress, Coping Strategies and Social Support

粵港澳大灣區 港漂與北漂的文化適應壓力、應對策略與社會支援研究

Dr Howard Song

宋昭勛博士

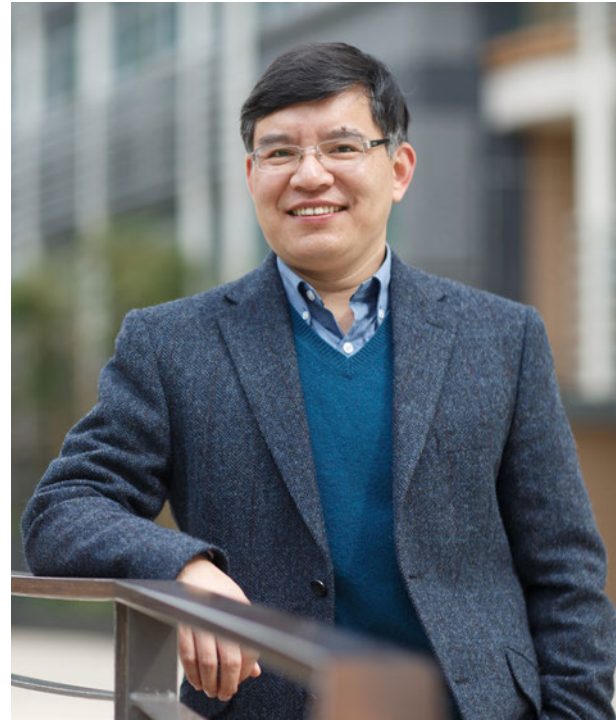
Associate Professor, School of Communication
傳播學院副教授

The Guangdong-Hong Kong-Macau Greater Bay Area (GBA) is being promoted as a national strategic development plan by both the central authorities and the Hong Kong Government to become a seamless interchange of business, people, and ideas in the southern region of China. Mainlanders living in Hong Kong and Hongkongers living in the Mainland, dubbed 'Hong Kong drifters' and 'northward drifters' respectively, encounter various acculturative stress. The word 'drifter' in Chinese reflects the restlessness and anxiety experienced by these two acculturative groups.

We have been funded by the Research Grants Council to study the cross-cultural adaptation, coping strategies and social support of the drifters. In the past two years, we have overcome the difficulties and challenges of the pandemic and arrived at some research findings of both theoretical value and practical significance.

粵港澳大灣區作為國家發展的重大戰略部署，正朝著經濟、人民、觀念等多方面深度融合發展。在此過程中，不論是「港漂」（內地到香港留學或就業者）還是「北漂」（香港到內地留學或就業者），都會遇到文化適應方面的問題，而「漂」字本身就折射出這兩個群體所經歷的焦慮和不安。

我們的團隊獲得研究資助局的資助，兩年來克服了疫情帶來的種種不便，有序地開展了港漂與北漂的跨文化適應、應對策略和社會支援等議題的研究，獲取的研究成果既有一定的理論價值，也有具體的現實指導作用。



Redefining Hong Kong drifters

港漂定義的擴展及其意義

At the beginning, we defined Hong Kong drifters as Mainlanders who come to study, work and live in Hong Kong temporally for a period of time. Once they obtain Hong Kong permanent identity cards, they would be no longer regarded as drifters. However, most of our interviewees think that 'drifting' should be viewed as a state of life and/or a psychological feeling rather than a status. Quite a number of Hong Kong drifters suffer even greater drifting pressure after they obtain the permanent identity cards, and some permanent identity card holders finally return to the Mainland. They should not be excluded from the acculturative group of Hong Kong drifters because holding a permanent identity card doesn't mean the end of their drifter status. The redefinition of Hong Kong drifters to include those with permanent identity cards is of significance when the government formulates policy to provide social support to this group. The Hong Kong Government should proactively nurture and retain these talents when they launch a series of strategies to attract foreign talents in the future.

研究之初，我們將港漂定義為來香港工作、學習、生活的內地人，一旦獲得永久居民（「永居」）身份便正式成為香港人，不再是港漂；但研究發現，絕大多數受訪者認為「漂」是一種生活狀態和心理感受，而非一種身份。很多港漂獲得「永居」身份後，「漂」的壓力不但沒有減少，反而更增加了，最後還是回到內地，因此不應該把獲得「永居」的港漂排除在定義之外。港漂定義的擴展使有關部門在制定社會支援政策時，需要關顧到這一部分人，政府從外面「搶人才」的同時，也應在內部「留人才」。

Identifying factors affecting northward drifting

北漂跨文化經驗的重要性

Our research shows that most of the northward drifters choose to work and study in the GBA because they used to travel and/or visit relatives in the area. Their previous knowledge of and good impression towards the Mainland help them drift northward. They think that many Hongkongers are unwilling to work in the GBA most probably because of their lack of basic understanding of the Mainland, apart from other often mentioned factors such as lower salary. This finding confirms the importance of organising Hong Kong youth to visit the GBA.

從北漂的訪談中發現，大多數選擇到大灣區工作和學習的港人，是由於以前經常到內地旅遊或探親，對內地的政治經濟文化有一定的認知和好感。他們認為很多港人不願意北漂，除了薪金待遇較低等因素外，最大的可能性是對大陸沒有感性認知。這佐證了香港青年去大灣區參訪交流的重要性。



Integrating cross-cultural and co-cultural theories

整合跨文化與共文化理論

Our interdisciplinary research is well grounded in cross-cultural psychology and co-cultural communication. Berry's Stress and Coping Framework for Acculturation has been modified to study the acculturative stress and coping strategies of the drifters in the GBA. Drifters are not only acculturative groups but also co-cultural groups that have an identity within a larger, privileged cultural group. We hope to make a theoretical contribution by integrating the acculturation strategies in the cross-cultural psychology with the co-cultural strategies in the co-cultural communication.

The project, still in progress, has yielded a research paper (*'Education Transformation for Hong Kong Cross-Boundary Students During the Pandemic and Beyond: A Planned Behaviour Perspective'*) and two international conference papers (*'One Country, Two Cultures: How Berry's Model of Acculturation is Developed to Study the Stress and Coping Strategies of Hong Kong Drifters'*; *'Integrated Co-cultural Communication Accommodation Strategies, an Exploratory Study'*). Our team is currently working on an academic book on the acculturation of the drifters in the GBA.

本研究改進了「貝瑞跨文化涵化框架」來研究港漂和北漂的適應壓力及其應對策略，與此同時，也在探索使用共文化理論來研究這兩個群體，因為共文化傳播研究的是非主流文化群體與主流文化群體之間的互動關係，港漂和北漂不僅是涵化群體也是共文化群體。因此，整合這兩種理論來研究港漂和北漂，對傳播理論的發展是一種有意義的嘗試。

該項目目前還在進行之中，已有的成果包括論文《Education Transformation for Hong Kong Cross-Boundary Students During the Pandemic and Beyond: A Planned Behaviour Perspective》；國際學術會議論文《One Country, Two Cultures: How Berry's Model of Acculturation Is Developed to Study the Stress and Coping Strategies of Hong Kong Drifters》和《Integrated Co-cultural Communication Accommodation Strategies: An Exploratory Study》。目前團隊正在撰寫大灣區港漂與北漂的跨文化傳播學術著作。

Graduation Ceremony 2022

2022 年度畢業典禮



The Graduation Ceremony 2022 of HSUHK was held on 8 and 9 December 2022 to confer bachelor's and master's degrees on nearly 1,900 graduates. Ms Diana Cesar, Chairman of the Board of Governors of HSUHK, and Dr Moses Cheng, Chairman of the Council, officiated at the Ceremony.

President Simon S M Ho expressed his warmest congratulations to all graduates. He encouraged them to demonstrate their qualities of critical thinking, creativity, inter-personal communication, human caring attitudes, moral values, and social responsibility, as well as to be brave to chart their own course, uphold their values and beliefs, and try to merge their calling with their job or career to find the most fulfilment in life and work.

恒大於 2022 年 12 月 8 日至 9 日舉行 2022 年度畢業典禮，頒發學士和碩士學位予近 1,900 名畢業生。校董會主席施穎茵女士和校務委員會主席鄭慕智博士擔任主禮嘉賓。

何順文校長致辭祝賀應屆畢業生，鼓勵他們繼續展現恒大人具明辨思維、創新力、人際溝通、人文關懷、道德價值和社會責任的特質，勇敢規劃未來路向，堅守自身價值信念，並寄語學生嘗試將工作或事業與志業結合，獲得生活及工作上最大的成就感。

Please scan the QR code for the full text of President Ho's Speech.
請掃描二維碼參閱何校長致辭全文。



▲ Ms Diana Cesar (left) and Dr Moses Cheng (right) officiate at the Graduation Ceremony 2022.
施穎茵女士（左圖）及鄭慕智博士（右圖）為畢業典禮擔任主禮嘉賓。



HSUHK Information Day 2022

恒大資訊日 2022

The HSUHK Information Day was held on 19 November 2022 and attracted many prospective students to attend and submit applications, as well as making assessments on-site. In addition to programme seminars, workshops and admission talks, campus tours were also held to showcase the University's professional and state-of-the-art teaching facilities. Visitors actively interacted with HSUHK's teachers and students to learn about the University's academic programmes and campus life.

恒大於 2022 年 11 月 19 日舉辦「恒大資訊日」，吸引眾多有興趣報讀的學生到場，不少中六生更即場報名及參與考核。當天設有課程講座、工作坊及入學講座，並舉行校園導賞，讓參加者了解大學先進和專業的教學設施。中學生和家長積極與恒大師生代表交流，了解恒大課程及校園生活。



International Plenary Forum at 12th Asian Logistics, Maritime and Aviation Conference

第十二屆亞洲物流航運及空運會議——國際主題論壇

At this Conference, HSUHK co-organised an international plenary forum on 23 November 2022, titled 'Leading in the New Era – Advancing Global Trading and Logistics Business with Meta Technologies in a Dynamic Landscape'. It gave insights on the strategies a leader should take for driving innovation and technologies in transport and logistics operations under the global trends of AI, 5G digitalisation and Metaverse technologies.

恒大於 2022 年 11 月 23 日聯合主辦第十二屆亞洲物流航運及空運會議——國際主題論壇，主題為「引領新時代——在動態環境中用元技術推進全球貿易和物流業務」。論壇探討在全球應用人工智能、5G、數字化、元宇宙技術的趨勢下，企業領袖有何策略去推動運輸及物流業應用創新科技。



▲ Dr Eugene Wong, Director of the Policy Research Institute of Global Supply Chain, introduces the latest VR technology.
恒大全球供應鏈政策研究所所長黃彥璋博士介紹虛擬實境最新技術。



▲ Instructors from various tertiary institutions share their experiences on teaching the Chinese Language.
各大專院校的老師到恒大分享中文教學之心得。

University Chinese Teaching Seminar 大學中文教學交流會

The University Chinese Curriculum Task Force of the Department of Chinese of HSUHK conducted the 'University Chinese Teaching Seminar' on 12 December 2022. Instructors from various tertiary institutions were invited to share their experiences on teaching the Chinese Language, and discuss the challenges they face and the future development of Chinese Language teaching.

恒大中文系「大學中文課程專責小組」於 2022 年 12 月 12 日舉辦「大學中文教學交流會」，邀請其他大專院校的老師到校分享中文教學之心得，以及討論中文教育當前面對的挑戰與未來發展。

Reconstructing Lost Heritage of Tiger Balm Garden 重建萬金油花園失落文物

A Culture and Technology Talk on 'Reconstructing lost heritage of Tiger Balm Garden' was organised by HSUHK. Ms Sally Aw, Founder of the Aw Boon Haw Foundation, was invited to share about the history, culture and stories of the garden. This was followed by a panel discussion about the reconstruction of the garden through Virtual Reality meta technologies.

恒大早前舉辦「重建萬金油花園失落文物」文化科技講座，邀請胡文虎慈善基金創辦人胡仙女士分享花園的歷史、文化和故事，並進行以虛擬實境技術將此珍貴文化遺產重現的相關討論。

Ms Sally Aw (centre) shares about the history and culture of the Haw Par Mansion and Tiger Balm Garden.
胡仙女士（中）分享虎豹別墅和萬金油花園的歷史和文化。



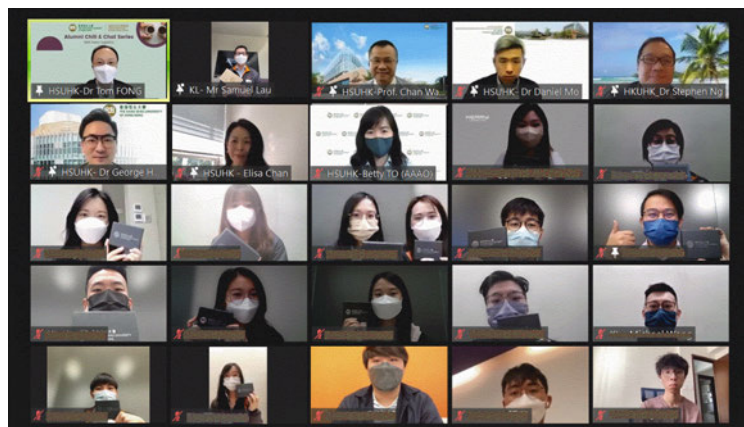
HSUHK Alumni Sharing 恒大校友分享

The second episode of the 'HSUHK Alumni Chill & Chat Series', hosted by Dr Tom Fong, Vice-President (Organisational Development), was launched online on 9 November 2022. Mr Samuel Lau, Managing Director – Integrated Logistics North Asia of Kerry Logistics, gave an overview of the industry as well as both the work culture and career prospects at Kerry Logistics. Four alumni working at Kerry Logistics also shared their working experience.

On 17 November 2022, the Department of Supply Chain and Information Management co-organised with DHL a recruitment talk for the Operations Management Trainee Programme 2023. Mr Anson Au, a graduate of the BBA-SCM Programme, shared his working experience and discussed the potential career paths.

「校友 Chill & Chat 系列」第二輯於 2022 年 11 月 9 日在線上舉行，由副校長（機構及發展）方永豪博士主持，邀得嘉里物流集團綜合物流北亞總裁劉健培先生擔任主講嘉賓，分享業界最新發展、集團工作文化和晉升階梯。四位現職於嘉里物流集團的校友亦分享他們的工作經驗。

供應鏈及資訊管理學系與 DHL 於 2022 年 11 月 17 日合辦招聘講座，介紹 DHL 2023 年度的管理培訓生計劃，由供應鏈管理工商管理學士 2021 年畢業生區德成先生分享參與該計劃的經驗及未來發展前景。



▲ HSUHK Alumni Chill & Chat.
恒大校友 Chill & Chat。



▲ Alumnus Mr Anson Au shares his experience as a management trainee at DHL.
校友區德成先生分享參與 DHL 見習培訓生計劃的經驗。

Service-Learning Fair 2022 服務學習嘉年華 2022

The Service-Learning Fair 2022, co-organised by the Service-Learning Section of The Centre for Teaching and Learning, the Student Affairs Office, and the Patrick S C Poon Amity College, was held from 11 to 13 October 2022. The three-day Fair featured bazaar booths and a project exhibition to showcase the various types of meaningful work of different social enterprises and the fruits of HSUHK members' interesting service-learning projects.

由教與學發展中心（服務學習部）、學生事務處及潘樂昌樂群書院合辦的服務學習嘉年華於 2022 年 10 月 11 至 13 日舉行。一連三日的嘉年華設有攤位和展覽，展示不同社企富有意義的工作，以及恒大成員服務學習工作的成果。



▲ The three-day Fair features bazaar booths, interactive games and experiential workshops.
一連三日的嘉年華設有展覽攤位、互動遊戲和工作坊。



CTL Talk Series

教與學發展中心主題講座系列

The HSUHK Innovation Project Competition 2023, organised by the Centre for Teaching and Learning (CTL), has entered its eighth year. Themed 'Smart Campus' this year, two talks were held during November and December 2022, inviting guest speakers to share their entrepreneurial experiences and the skills of crafting pitching proposals. HSUHK colleagues were also invited to speak on the development of a smart campus.

CTL also invited Mr Paul Tai, alumnus of the Hang Seng School of Commerce (HSSC), to be the speaker of the third talk of 'My Learning Story' under the theme of 'All Roads Lead to Rome'. Mr Tai is currently the Far East Regional Managing Director of Mainetti (HK) Limited and Trustee Member and School Supervisor of the Forest House Waldorf School. He shared his experiences and stories from his school days and his career, and encouraged HSUHK students to be lifelong learners.

由教與學發展中心主辦的「香港恒生大學創新計劃比賽」踏入第八個年頭，今年比賽主題為「智慧校園」。中心在 2022 年 11 至 12 月舉行了兩場主題講座，邀請校外嘉賓分享創業及撰寫計劃書的心得，以及由恒大同事講解智慧校園的發展。

教與學發展中心早前舉辦「恒學集」第三講：「條條大路通羅馬」，邀得恒生商學書院校友、萬美集團遠東區總裁戴麟先生擔任嘉賓，分享在學及事業發展的奮鬥經驗及挑戰，勉勵同學持續學習及與時並進。



▲ Mr Paul Tai (right) and the Director of CTL Dr Ben Cheng.
戴麟先生（右）和教與學發展中心主任鄭家明博士。



The 10th Seminar on Hong Kong Culture and Society 第十屆香港文化與社會研討會

The 10th Seminar on Hong Kong Culture and Society, jointly organised by the Centre for Public Policy Research and the Department of Social Science of HSUHK, and the Centre for Cultural Studies of The Chinese University of Hong Kong, was held on 5 November 2022. There were five themes for this year's Seminar, namely popular culture, rural and islands, intellectual history, precarious society, and digital technology. It served as a platform for scholars and public intellectuals to share and exchange their research findings on Hong Kong studies.

第十屆香港文化與社會研討會於 2022 年 11 月 5 日舉行，活動由恒大公共政策研究中心、社會科學系，以及香港中文大學文化研究中心共同舉辦。今屆研討會共有五個環節，分別是流行文化、鄉郊島嶼、知識思想、脆弱社會和數碼技術，旨在讓學者及民間組織分享和交流香港研究的成果。



'Wearable Art' Catwalk Show 「可穿戴藝術」展覽

'Wearable Art', a catwalk show of Bachelor of Social Sciences students' Final Project, was held on 5 December 2022 to showcase their creative works.

藝術設計系學生作品展於 2022 年 12 月 5 日舉行，展覽主題為「可穿戴藝術」，同學以時裝表演展出別具一格的作品。



Musical Performance: 'The Adventures of Zoo' 音樂劇場：動物園歷險記

On 3 November 2022, the Liberal Arts@HSUHK invited the Windpipe Chinese Music Ensemble, a renowned local Chinese orchestra, to conduct an afternoon show themed 'The Adventures of Zoo'. Various pieces were played to enhance students' understanding of the culture of Chinese music.

「博雅恒大·中國文化推廣計劃」於 2022 年 11 月 3 日舉行「音樂劇場：動物園歷險記」，邀得本地著名中樂室內樂團「竹韻小集」到校演出。樂團演奏了多首以動物為題材的作品，讓師生了解中國音樂文化。



HSUHK Student Recognised for Volunteer Service

恒大學生獲頒義工獎項

HSUHK student Martin Yip, President of the University YMCA (HSUHK) and committee member of the Alliance of University & College YMCAs, received the 'YM Volunteer Highest Service Score (Individual) Award' and 'YM Volunteer Service Award'. A total of 53 HSUHK students were awarded in the YM Volunteer Awards Ceremony 2021-2022 organised by the Chinese YMCA of Hong Kong.

大學青年會（恒大）第十屆學生幹事會主席暨大學及學院青年會協會學生幹事葉家鴻同學，於香港中華基督教青年會舉辦的「YM Volunteer 頒章禮 2021-2022」中榮獲青年組「YM Volunteer 最高義工服務得分（個人）獎」及「YM Volunteer 年資服務獎」。恒大共有 53 位同學於頒章禮中獲得義工獎項，表揚他們的出色表現。



▲ Martin Yip (right) is awarded for his devoted volunteer service.
葉家鴻同學（右）的出色義工表現獲得嘉許。

CIPS Best Student Awards 2022

英國皇家採購與供應學會卓越學生獎 2022

Three BBA (Honours) in Supply Chain Management Year-4 students were awarded in the Chartered Institute of Procurement & Supply (CIPS) Best Student Awards 2022. Elisha Leung was awarded the Best Student Award, while both Ryan Chan and April Wu received the Good Performer Award. Nominated by the Department of Supply Chain and Information Management, they were required to submit an essay on sustainable procurement and attend a panel interview for a discussion on the procurement and supply chain profession.

三名供應鏈管理工商管理（榮譽）學士四年級生獲得英國皇家採購與供應學會卓越學生獎，包括獲得「Best Student Award」的梁卓欣同學，以及取得「Good Performer Award」的陳健文同學和胡果同學。他們由供應鏈管理學系提名參加甄選，需撰寫與採購相關的論文及通過甄選委員會就採購及供應鏈相關專業範疇進行面試的討論。



▲ BBA-SCM students awarded for their professional knowledge on procurement and supply chains.
供應鏈管理工商管理學生憑採購及供應鏈相關專業範疇知識得獎。

SCOM Students Awarded for Journalistic Excellence

傳播學院學生獲新聞獎項

Students of the School of Communication (SCOM) won a total of five awards at China Daily Hong Kong's 2022 Campus Newspaper Awards, securing the champion of the 'Best in News Page Design (Chinese)' for two consecutive years, and four 2nd runners-up for 'Best in News Reporting (Chinese)'. In addition, two teams of SCOM students got a Silver Award and a Merit Award respectively in the tertiary institution category of the 22nd Consumer Rights Reporting Awards.

恒大傳播學院學生於公開比賽獲得多個新聞獎項，其中在《中國日報》舉辦的「2022 大學新聞獎」中榮獲五個大獎，包括連續兩屆得到「最佳版面設計（中文組）」冠軍，並取得四個季軍。與此同時，傳播學院的兩組同學在第 22 屆「消費權益新聞報道獎」中，分別獲得大專院校組別銀獎及優異獎。



International Carnival 2022

國際嘉年華 2022

The HSUHK International Carnival, organised annually by the Student Affairs Office, was held on 10 November 2022 to promote cultural diversity on campus. Inbound exchange students set up colourful booths featuring games, gourmet dishes and handicrafts to introduce the vibrant cultures of their home countries.

學生事務處於 2022 年 11 月 10 日舉辦一年一度的「國際嘉年華」，促進校園多元文化交流。一班交換生精心佈置攤位，透過遊戲、特色美食及手作，向師生介紹其國家的獨特文化。



Farewell for Exchange Students

送別交換生

The 'Mini Bus Calligraphy Sign' DIY workshop was organised on 6 December 2022 to bid farewell to exchange students. They were introduced to the history of handwritten mini bus signs, which is one of the most iconic features in Hong Kong. The exchange students also created their own mini bus calligraphy signs to be brought back to their homes as part of the memory created in Hong Kong.

學生事務處於 2022 年 12 月 6 日舉辦「小巴牌」製作工作坊，向交換生介紹香港手寫小巴牌的歷史及特色。臨別在即，他們製作屬於自己的小巴牌，把香港的回憶帶回家，以作紀念。



Autumn Festival on Campus 校園秋日祭

The Japanese Culture Society of the HSUHK Students' Union organised an Autumn Festival, Jugoya, on campus. Booths and workshops related to the traditional Japanese festival were staged for staff and students to engage in the Japanese festive atmosphere.

恒大大學生會日本文化學會早前在校園舉行第一屆秋日祭——「十五夜」，設有各種日式傳統祭典攤位和工作坊，讓師生感受日本文化氣息。



The Third College Assembly – HSUHK Liberal Agora in November 第三次月會——恒大博雅講場

At the Third College Assembly on 10 November 2022, six students shared their learning experiences from participating in exchange and global internship programmes in different countries. They included inbound students from Germany and the Netherlands, and outbound students to Germany and South Korea. Participants of the Global Internship Programmes also shared how they had engaged with overseas companies under the new normal and got along with colleagues through the online platforms during their virtual internships.

2022年11月10日舉行的第三次月會，六位恒大學生講述他們過往一年參與國際交流及實習的學習經驗，當中包括由德國及荷蘭來港的交換生，以及正在德國和南韓參與交流計劃的本地同學；而參與環球實習的同學則分享了他們如何透過互聯網參與海外實習及與當地同事相處。



▲ Assistant Professor of the School of Translation and Foreign Languages Dr Sai-yau Siu (left), facilitator of the Third College Assembly, leads outbound exchange students to share their exchange stories.
月會由翻譯及外語學院助理教授蕭世友博士（左一）主持，邀請身在外地交流的同學分享當地見聞。

Visit by Mr and Mrs Stewart Wong 王世濤伉儷到訪恒大大

Mr Stewart Wong, Managing Director of Hanison Construction Holdings Limited, paid a visit to HSUHK on 22 November 2022 with his wife. They were warmly received by the University's senior management and briefed on HSUHK's latest developments.

興勝創建控股有限公司董事總經理王世濤先生與夫人於2022年11月22日到訪恒大大，由恒大管理層代表接待，了解大學的最新發展。



▲ Mr and Mrs Stewart Wong (centre and 3rd from left) and HSUHK representatives. 王世濤伉儷（左三及四）和恒大代表。

Personnel Updates

人事快訊

Academic Staff with New Appointment / Promotion 教學人員新任命 / 晉升

School / Department / Office 學院 / 學系 / 部門	Academic Staff 教學人員	Position 職位
Computing 電子計算	Dr Chen Zhang 張晨博士	Assistant Professor 助理教授
English 英文	Ms Regina Zeng 曾楷珊女士	Lecturer 講師
	Ms Claire Zhou 周伊歡女士	Lecturer 講師
Marketing 市場學系	Professor Lianxi Zhou 周連喜教授	Visiting Professor 客座教授
Mathematics, Statistics and Insurance 數學、統計及保險學系	Dr Alan Chu 朱冠麟博士	Lecturer 講師
Supply Chain and Information Management 供應鏈及資訊管理學系	Mr Kelvin Poon 潘兆輝先生	Senior Lecturer 高級講師
	Mr Eddy Chan 陳希承先生	Lecturer 講師

Newly Joined Senior Administrative Staff 新加入高級行政人員

School / Department / Office 學院 / 學系 / 部門	Senior Administrative Staff 高級行政人員	Position 職位
Library 圖書館	Mr Michael Cheng 鄭世福先生	University Librarian 館長

Senior Administrative Staff with Promotion 高級行政人員晉升

School / Department / Office 學院 / 學系 / 部門	Senior Administrative Staff 高級行政人員	Position 職位
Campus Development and Management Office 校園發展及管理處	Ms Winnie Yiu 姚麗君女士	Manager (Quantity Surveying) 經理（工料測量）
	Mr William Yu 余偉傑先生	Manager (Building Works) 經理（建築）
Human Resources Office 人力資源處	Mr Matthew Wai 韋銘棠先生	Associate Director of Human Resources 人力資源副總監
	Ms Queenie Ho 何嘉怡女士	Human Resources Manager 人力資源經理
School of Communication 傳播學院	Ms Carmen Ko 高美儀女士	Senior Academic Manager 高級教務經理
School of Decision Sciences 決策科學學院	Ms Doris Wan 溫慧雅女士	Senior Academic Manager 高級教務經理
School of Humanities and Social Science 人文社會科學學院	Ms Rachel Lo 羅德容女士	Senior Academic Manager 高級教務經理
School of Translation and Foreign Languages 翻譯及外語學院	Ms Scarlett Leung 梁瑞景女士	Senior Academic Manager 高級教務經理

Stronger Support Base for HSUHK

誠邀支持捐獻恒大

Recent years have seen HSUHK progress in leaps and bounds on both the teaching and research fronts. To maintain its growth momentum, HSUHK is looking to enlist the support and help of reliable and generous benefactors. In the light of HSUHK's self-financing nature, their generosity is sure to go a long way towards laying a solid foundation for its future development.

Donation can be made by cheque payable to 'The Hang Seng University of Hong Kong – Foundation'. With your kind help, HSUHK will get the solidarity it needs to grow faster, do better and make a difference.

香港恒生大學近年在教學與研究兩方面發展迅速，成績有目共睹。為確保今後持續發展的動力，大學積極聯絡各界有心人支持本校長遠發展，為未來更上層樓打下穩固基礎。

捐款抬頭請書「香港恒生大學 — 基金」。您的支持將有助恒大大加速發展，精益求精。

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The Hang Seng University of Hong Kong — Foundation Secretariat

Advancement and Alumni Affairs Office

「香港恒生大學 — 基金」秘書處

發展及校友事務處

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Connect with Alma Mater – Help Strengthen a Close-knit Alumni Community

與母校保持聯繫 — 攜手創建緊密校友網絡

To keep the HSUHK (including HSSC and HSMC) alumni community abreast of HSUHK's latest news and developments and to strengthen close-knit relationships within the community, we invite our alumni to support the alumni community by updating your personal information and helping other unregistered alumni get reconnected with their Alma Mater. Don't forget to check out the latest HSUHK and alumni events, as well as a wide array of exclusive alumni benefits and privileges on the website: <https://aaao.hsu.edu.hk/en/alumni-affairs>.

為讓香港恒生大學（包括恒商與恒管）校友社群能夠緊貼母校的最新資訊及發展，以及建構緊密網絡，我們誠邀校友更新您的個人資料，並協助其他未登記的校友重新聯繫母校，支持校友社群。請瀏覽 <https://aaao.hsu.edu.hk/en/alumni-affairs>，以時刻緊貼大學及校友活動資訊，以及校友專屬優惠。



<https://bit.ly/3bL8Sp3>

Please scan the QR code to fill in the online form to update your information, or pass the QR code to any unregistered alumni in your network. A souvenir will be offered as a token of appreciation for those enrolling for the first time or keeping us updated.

請掃描二維碼填寫網上表格以更新您的資料，或與您認識而未登記的校友分享此二維碼。為答謝各位支持，首次登記或更新資料的校友將獲贈精美紀念品一份。

Enquiries 查詢

Tel 電話：3963 5169

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資料截至 2023 年 1 月 12 日。《博學》(香港恒生大學通訊) 逢單數月由傳訊及公共事務處出版。如欲投稿，請以恒大大電郵帳戶發送至 cpao@hsu.edu.hk。稿件中英文內容各約 200 字並附上 1-2 張 1MB 以上的照片 (如有)。

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