

博學



Erudition

11 · 2023



Service-learning promotes students' contribution to the community 以服務學習推動學生貢獻社群

Highlights 精選

HSUHK holds appreciation and naming ceremony to recognise Dr Alexander Law's donation to the University
恒生大學舉行羅許潔珊樓感謝暨命名典禮

"Uniquely Common" Concert raises HK\$8 million for university development
「不一樣的平凡」音樂會籌得 800 萬元支持大學發展

HSUHK scholar listed among World's Top 2% Scientists
恒生大學學者位列「全球首 2% 科學家」



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

Service-learning promotes students' contribution to the community 以服務學習推動學生貢獻社群



HSUHK's "Service-Learning" programme enhances students' learning experience and connection with the community. The programme incorporates elements of service-learning into various modules, allowing students to achieve positive learning outcomes through projects and participation in volunteer services. It also creates meaningful service-learning experiences for students, and enables proactive contributions for the community.

Dr Victor Chan Chi-ming, Associate Director (Service-Learning) of the Centre for Teaching and Learning (CTL) cum Assistant Professor of the Department of Social Science, says "The significance of service-learning lies in the concept of 'apply what you learn', which our students can apply academic knowledge to real service scenarios. Through interacting with service targets, students can reflect on their learning process, resulting in a higher level of interactivity compared to traditional classroom learning."

Integrating service into learning, applying knowledge to practical use 服務融入學習 達致學以致用

Since the launch of the service-learning programme, over 1,900 students have participated in more than 200 projects, benefiting over 40 social enterprises. In the 2022-23 academic year, a total of 14 credit-bearing service-learning modules were offered, providing relevant experiences for 675 students. In the 2023-24 academic year, a total of 20 service-learning modules are expected to be offered, covering leadership, communication technology, media production, cyber technology, sports event management, environmental sustainability, human resource management, marketing, Chinese literature, Asian studies, stress management, and social and political philosophy.

CTL recruits relevant modules each year to implement service-learning. The service-learning component must account for more than 20% of the overall assessment of the module. Currently, some core modules in different academic programmes, free electives and general education modules are incorporated with service-learning elements.

為加強學生的學習體驗以及與社區的連繫，香港恒生大學推行「服務學習」計劃，在不同學科加入「服務學習」元素，讓學生透過專題研習及參與義務社區活動等，取得正面的學習成果，創造富有成效和意義的服務學習體驗，同時為社區帶來正面積極的推動作用。

教與學發展中心副主任（服務學習）、社會科學系助理教授陳志明博士解釋：「服務學習的意義在於『學以致用』，將學術知識整合並融入真實的服務場景。學生透過與服務對象互動，反思學習進程，所以比一般課堂學習的互動性更高。」



Dr Victor Chan

陳志明博士

Associate Director (Service-Learning) of CTL
教與學發展中心副主任（服務學習）

「服務學習」計劃推出至今，已有超過 1,900 名學生參與逾 200 個項目，超過 40 個社會企業受惠。2022-23 學年共有 14 個服務學習學科（學分制），為 675 名學生提供服務學習體驗；2023-24 學年更計劃增至 20 科，涵蓋領導能力、溝通科技、媒體製作、數碼科技、運動項目管理、環境可持續性、人力資源管理、市場學、中國文學、亞洲研究、壓力管理，以及社會和政治哲學等。

教與學發展中心服務學習部每年招募合適的學科推行服務學習，相關部分需佔學科整體評比百分之 20 以上，現時有部分課程的必修科、選修科和通識科都已加入服務學習元素。

“Cyber Technology and Society” is one of the service-learning modules taught by Mr Justin Yum Chin-fung, Part-time Lecturer at the Department of Computer Science. He explains that this module focuses on critical thinking which enables students to observe how society operates. Students achieve learning goals by integrating and applying classroom knowledge to their daily lives. During the learning process, students engaged with representatives from social welfare organisations and members of the Legislative Council to discuss Hong Kong’s implementation of life planning education and career guidance measures. Students also conduct surveys and interviews to scientifically review the effectiveness of these measures and further propose and implement how cyber technology can enhance the effectiveness of those measures. “The result of service-learning and students’ feedback has been very good and positive. Students are glad to finally have a module in which they can step out of the classroom. This is very encouraging for me,” said Mr Yum.

“Understanding Japanese Identity through Literature” is another service-learning module taught by Dr Victor Chan and Mr Chan Chau, Senior Lecturer of the Department of Social Science. This module focuses on teaching Japanese culture and literature, which includes the role of sake in the local culture. Students held an exhibition at the Hong Kong Wine and Dine Festival 2023, where they introduced the history and culture of Japanese sake and its relationship with local literature to visitors, showcasing their knowledge and promoting Japanese culture.



▲ Students of “Understanding Japanese Identity through Literature” hold an exhibition at the Hong Kong Wine and Dine Festival 2023, where they introduce the significance of sake in Japanese literary traditions to the visitors.
就讀「從文學看日本人的身份認同」的學生於「香港美酒佳餚巡禮 2023」舉辦展覽，向在場人士介紹清酒在日本文學傳統的意義。

The Service-Learning Section regularly organises a series of activities. They include: The Service-Learning Excellence Awards Ceremony cum Student Forum 2023 which celebrates the accomplishments of students and teachers involved in the service-learning modules; and The Service-Learning Ambassador Programme in which ambassadors are selected to assist students in implementing meaningful service-learning experiences. There is also a Service-Learning Fair to showcase the results of HSUHK members’ service-learning projects.

In addition to academic achievements, service-learning also helps cultivate students’ sense of social responsibility. “When students interact with different groups such as the elderly, and understand the difficulties and social issues they face, it not only broadens their horizons and perspectives, but also makes them appreciate the opportunities to spend time with elderly family members. This is the value of service-learning.” Dr Chan said.

「數碼科技與社會」是其中一個服務學習學科，由計算機科學系兼任講師任展峰先生任教。他表示此科著重明辨性思考，旨在讓學生觀察社會運作，將課堂學到的知識整合和應用到日常生活中，進一步達到學習目標。在學習過程中，學生有機會與社福機構代表及立法會議員對談，探討香港推行的人生規劃教育及就業指導措施。學生亦進行問卷調查及訪問，再以科學角度及方法審視相關措施的效用，進一步建議及實踐如何利用數碼科技提高相關措施的效用。任先生說：「我認為服務學習的效果非常好，學生的評語也很正面，他們表示終於有一科可以走出課室，這對我來說是很大的鼓勵。」

陳志明博士及社會科學系高級講師陳洲先生任教另一學科「從文學看日本人的身份認同」，主要教授日本文化與文學，包括日本酒在當地文化扮演的角色。透過服務學習，學生於「香港美酒佳餚巡禮 2023」舉辦展覽，向在場人士介紹日本酒的歷史文化，以及與當地文學的關係，藉此展現所學，推廣日本文化。



▲ Students and teachers of “Personal Finance and the Society” module visit an elderly centre to promote financial literacy.
「個人理財與社會」科的師生到長者中心宣揚理財觀念。

為進一步推廣服務學習，服務學習部定期舉辦系列活動，例如「服務學習卓越獎」頒獎典禮暨學生論壇，以表揚在服務學習學科上表現傑出的師生，以及其服務和貢獻。服務學習部每年亦舉行「服務學習大使計劃」，選出學習大使協助同學實踐具意義的服務學習經驗。此外，「服務學習嘉年華」透過攤位和展覽，展示恒大大成員於服務學習的相關工作成果。

陳博士表示，除了學習上的得著，服務學習亦有助培育學生對社會的責任，「學生接觸不同群體譬如長者，了解他們所面對的困難及社會議題，不單擴闊眼界和胸襟，亦令他們更珍惜與家中長者相處的機會，這亦是服務學習的可貴之處。」

Looking ahead, Dr Chan hopes to further promote service-learning by incorporating it into more modules and further strengthening teachers' and students' understanding, as well as exploring opportunities for overseas service-learning experiences. The goal is to cultivate students to become responsible citizens who care about their local communities, and the world.

展望未來，陳博士期望進一步推廣服務學習，在更多學科加入服務學習元素，鞏固師生對服務學習的理解，甚至開拓海外服務學習體驗的機會，培育學生成為關心本地社會以及世界的負責任公民。



▲ Dr Victor Chan (centre) and the service-learning ambassadors 2023-24 陳志明博士（中）與 2023-24 服務學習大使。

Voluntary service to promote personal growth 課外義務服務 促進個人成長



▲ The service targets of voluntary service cover ethnic minorities and persons with disabilities. 社區義務服務對象包括少數族裔和殘疾人士。

In addition to implementing service-learning through academic practices, the Student Affairs Office (SAO) also organises various non-credit bearing community service activities to promote service-learning, including the VolTrek Service-Learning Training Scheme and the HSUHK Volunteer Team. The VolTrek scheme emphasises both training and practice, encouraging students to participate in local and overseas service projects, in which they are expected to utilise their knowledge to provide service, and contribute to society while promoting their personal growth.

In 2022-23, the service-learning projects covered various themes such as caring for the elderly, persons with disabilities, ethnic minorities, and waste reduction. The projects also incorporated content related to the United Nations Sustainable Development Goals to encourage students to focus on global development issues and promote sustainable development through local and overseas community service. In June 2023, HSUHK students visited Mongolia for a service-learning trip, during which they engaged in activities such as river cleaning and playground renovation. They also shared environmental conservation knowledge with nomadic children and provided services at a local nomadic boarding school.

除了透過學科實踐服務學習，學生事務處亦舉辦不帶學分的社區義務活動推動服務學習，包括「順龍仁澤 學義同行」服務學習實踐計劃，以及恒生大學義工隊「恒義」。其中，「順龍仁澤 學義同行」服務學習實踐計劃培訓與實踐並重，鼓勵同學參與本地及海外服務，運用所學知識組織服務回饋社會，促進個人成長。

回顧 2022-23 學年的計劃，主題涵蓋關顧長者、殘疾人士和少數族裔，以及減廢，並加入聯合國可持續發展目標的內容，推動同學放眼世界、關注環球發展議題，冀透過本地及海外社會服務推動可持續發展。其中，學生事務處於 2023 年 6 月組織了蒙古服務學習之旅，參與的學生除了與蒙古青少年進行交流，亦體驗清潔河道和修復遊樂場，向游牧民族兒童分享環境保育，以及於當地游牧民族寄宿學校進行服務。

Spearheading campus development to enhance teaching and learning facilities

帶領校園發展及管理 提升教學空間與設施

Interview with Mr Landy Hung Tung-ming

Director of Campus Development and Management

校園發展及管理總監洪同明先生專訪

HSUHK has experienced rapid growth in recent years with the increasing number of staff and students. However, the University's growth has come with its challenges, such as insufficient teaching spaces. This prompted the University to actively expand its campus development areas. The initiatives include the construction of HSUHK's new academic building, the Creative Humanities Hub (CR), to be completed by the end of 2023. As the new Director of Campus Development and Management, Mr Landy Hung has taken the lead in overseeing the progress of the CR building project, as well as coordinating the departmental relocation. "While the completion of the new building project is imminent, it only marks the beginning of our journey. Prior to its completion, there is a lot of preparatory work to be done, and afterwards, comes the gradual migration of staff and relocation of certain departmental offices. These involve complicated planning and logistical arrangements, underscoring the complexity of the process."

CR will house various teaching facilities, including a lecture hall, classrooms, gallery and offices for academic and administrative staff members. Landy notes that the new building will embody HSUHK's commitment to environmental sustainability, and the University will submit an entry for CR to gain the highest-level "Platinum" certification issued by the Hong Kong Green Building Council. HSUHK is the first local institution to achieve the final "Platinum" rating for most of its buildings on campus.

Scarcity of land in Hong Kong poses certain limitations on the development of tertiary institutions. Self-financed institutions have even more resource constraints compared to government-funded counterparts. According to Landy, HSUHK's most significant long-term challenge lied in leveraging limited resources to provide students with ample, comprehensive and high-quality learning and activity spaces. "The Campus Development and Management Office (CDMO) will continue to explore both on-campus and off-campus development potential, and make provisions for enhanced teaching facilities while elevating the overall campus environment and teaching quality."

As a professional surveyor, Landy gained a wealth of experience in property and facility project management, and before joining HSUHK, Landy worked for various public and private organisations including Jones Lang LaSalle and the City University of Hong Kong. The crisis management skills gained from previous employment enabled Landy to pay more attention to every detail in his work, ensuring the provision of a healthy, safe and stable campus environment and culture for staff and students.



恒生大學近年發展迅速，面對師生人數增加，教學空間不敷應用，大學正積極擴展校園發展空間。其中，新教學大樓「創意人文館」預計在 2023 年底落成，而監督工程進展和籌劃部門搬遷成為新任校園發展及管理總監洪同明先生（Landy）的首要處理工作之一。他說：「新大樓工程即將完結，但對我來說只是一個開始。大樓落成前，固然有一連串前期準備功夫，而大樓落成後，教職員將陸續遷入，同時亦有一些部門辦公室需調遷，當中涉及龐大的規劃及物流安排，一點也不簡單。」

創意人文館設有演講廳、課室、展館等教學設施，以及教職員辦公室。Landy 表示，新大樓將貫徹恒生大學在環保及校園可持續發展方面的努力，並爭取由香港綠色建築議會頒發最高級別的「鉑金級」認證。恒生大學是本港首間在校園內大部分建築物均獲「鉑金級」認證的高等院校。

香港寸金尺土，「土地問題」對各院校的發展造成一定限制。相比教資會資助大學，自資院校資源更加緊絀。Landy 指，恒生大學長遠最大的挑戰在於如何從有限的資源中，為學生提供更充足完善和優質的學習及活動空間。他表示：「校園發展及管理處將繼續探索校內和校外的發展潛力，為我們的教職員和學生提供更多的教學設施，提升校園環境及教學質素。」

本身是測量師的 Landy 擁有豐富的物業及設施項目管理經驗，在加入恒生大學前，曾先後於多間公私營機構工作，包括仲量聯行和香港城市大學。從以往的危機管理經驗，讓 Landy 在往後的工作上，更著重每一項細節，務求為師生提供一個健康、安全和穩定的校園環境及文化。



▲ Landy (4th from left, front row) and Ms Antonia Yeung, Associate Vice-President (Development and Campus Services) (centre, front row), attend townhall meeting with CDMO staff.
Landy (前排左四)、協理副校長(校園發展服務)楊如虹女士(前排中)以及校園發展及管理處同仁出席全員大會。

Landy's experience in managing campus facilities fuelled his desire to work on campus, as he enjoyed interacting with teachers and students. He said, "Students are the main stakeholders in a university. They make the campus atmosphere fresh and lively and I feel energised too." Landy and his CDMO colleagues have been working to further strengthen communication with students to provide them with the right support, as they understand that student organisations often require assistance from CDMO for organising activities, such as venue booking and manpower arrangement.

Beyond that, what Landy appreciates the most about HSUHK, is the University's dedication to people and building genuine connections. "Senior management always considers the needs of students and colleagues before making any decisions or policies, ensuring a flexible and adaptable approach. As part of the University community, CDMO is committed to being people-centric. We wish to provide services that prioritise the well-being of students, colleagues and stakeholders. We also aim to find cost-effective solutions for managing the campus and facilities, creating an environment that represents excellence for all."

過往管理校園設施的經驗，亦令 Landy 嚮往在校園工作，享受與師生互動。「在學校工作，持份者大多數是學生，放眼校園盡是年輕人，感覺相當新鮮、有活力，人也變得年輕有朝氣。」來到恒大，他與同事也致力加強與學生的溝通，因為學生組織舉辦活動，往往需要與校方協調借場地、人手安排等事項，校園發展及管理處為學生提供最適切的協助。

除此以外，最令 Landy 印象深刻的是恒生大學以人為本，人與人之間濃厚的人情味。「大學管理層落實每一項措施和政策前，都很重視同學和同事的需要和感受，而且富靈活彈性。作為大學的一份子，校園發展及管理處將繼續貫徹以人為本的精神，為同學、同事及持份者提供以人為本的校園管理服務，並為大學提供具成本效益的校園及設施管理方案，為大家創造一個美好的校園環境。」



▲ Landy (right) receives the IFMA APAC Awards of Excellence for "Winner in Best Public Institution Management Award 2022-2023" on behalf of Jones Lang LaSalle.
Landy (右)代表仲量聯行領取「IFMA 亞太卓越獎——亞太區最佳公共機構管理獎 2022-2023」。



◀ Landy and his wife enjoying the snow in Japan. Outside of work, Landy loves spending time with his family and traveling.
工作以外，Landy 亦享受家庭生活和旅遊，圖為與太太到日本旅遊。

HSUHK holds appreciation and naming ceremony to recognise Dr Alexander Law's donation to the University

恒生大學舉行羅許潔珊樓感謝暨命名典禮



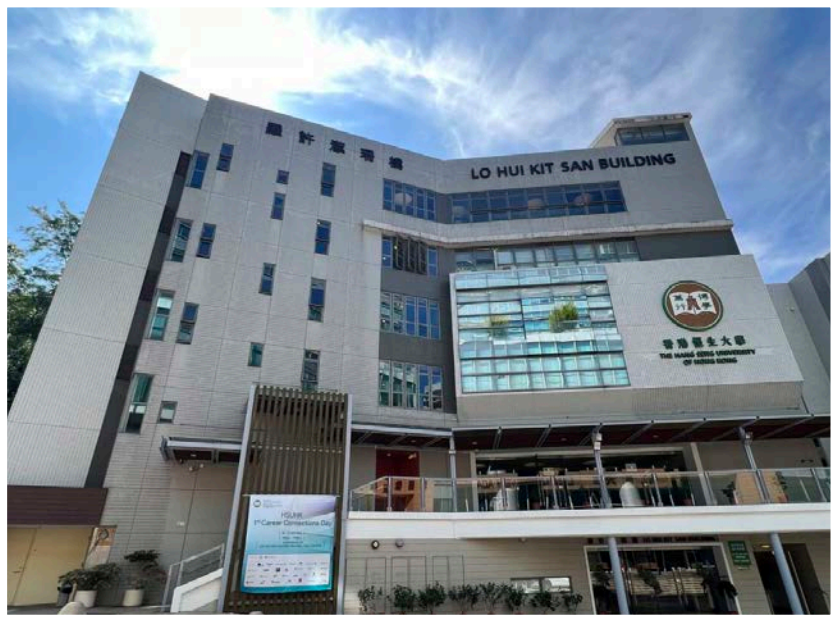
▲ (From left) President Ho, Dr Poon, Ms Cesar, Dr Law and members of the Law family officiate at the ceremony.
(左起) 何順文校長、潘樂昌博士、施穎茵女士、羅守弘博士和羅氏家族成員一同主持揭幕儀式。

HSUHK has named its “N Building” the “Lo Hui Kit San Building” in appreciation of Dr Alexander Law Sau-wang’s generous donation of HK\$50 million, which will support the construction of the new Creative Humanities Hub building, and also go towards the establishment of the “Dr Alexander Sau Wang Law Fund for Research in Global Cultural Dynamics”. The Building’s naming also pays tribute to the late Mrs Lo Hui Kit-san, mother of Dr Law, for her continuous support of education in Hong Kong.

Alongside the appreciation and naming ceremony, a statue of Mrs Lo, located on the ground floor of the Lo Hui Kit San Building, was also unveiled on 18 October 2023. The ceremony was officiated by Dr Alexander Law; Ms Diana Cesar, HSUHK Chairman of the Board of Governors; Dr Patrick Poon, Governor and Chairman of HSUHK Fundraising and Donation Committee and Foundation Management Committee; and President Simon S M Ho.

恒生大學喜獲羅守弘博士慷慨捐贈 5,000 萬港元，支持興建「創意人文館」並設立「羅守弘博士全球文化動態研究基金」。為答謝羅博士一直以來的支持，恒生大學特將 N 座大樓命名為「羅許潔珊樓」，作為對羅博士母親——已故羅許潔珊夫人對香港教育事業持續奉獻的特別致敬。

「羅許潔珊樓」命名典禮於 2023 年 10 月 18 日舉行，位於大樓地下的羅許潔珊銅像亦於同日揭幕。典禮由羅守弘博士、恒生大學校董會主席施穎茵女士、校董兼籌募及捐款委員會主席及基金管理委員會主席潘樂昌博士，與何順文校長一同主禮。



▲ Lo Hui Kit San Building
羅許潔珊樓

HSUHK's "Uniquely Common" Concert raises HK\$8 million for university development

恒生大學「不一樣的平凡」音樂會籌得 800 萬元支持大學發展

HSUHK held its first large-scale fundraising concert at Hong Kong City Hall's Concert Hall on 26 October 2023, to celebrate the 5th anniversary of the acquisition of its University title, as well as to raise funds for the University's long-term strategic development and for its new Creative Humanities Hub building. The "Uniquely Common" Concert attracted over 1,000 guests, alumni, staff members, students and friends of the University, raising over HK\$8 million for HSUHK.

The concert featured Dr Warren Mok, Dr Moses Cheng, Dr Stephen Suen, Mr Ronald Kwok, Dr Patrick Poon, Dr Francis Yuen, Professor Roy Chung, Dr Jacky Cheung, Mr Edward Cheng, Dr Anthony Chow, Mr Edwin Cheung, Dr Alex Chui, President Simon S M Ho and Dr Tom Fong. The HSUHK Sinfonietta, A Cappella Group, HSUHK staff, alumni and students also performed at the event.

恒生大學為慶祝正名大學五周年，並支持新教學大樓「創意人文館」興建計劃及大學長遠策略發展，於 2023 年 10 月 26 日假香港大會堂音樂廳舉行首次大型籌款音樂會——「不一樣的平凡」音樂會。當晚音樂會有超過 1,000 位嘉賓、校友、教職員、學生及友好聚首一堂，成功為恒生大學籌得逾 800 萬港元。

音樂會節目豐富多彩，表演嘉賓包括莫華倫博士、鄭慕智博士、孫漢明博士、郭永聰先生、潘樂昌博士、袁天凡博士、鍾志平教授、張華強博士、鄭維新先生、周永健博士、張漢傑先生、徐傳順博士、何順文教授和方永豪博士。恒生大學小交響樂團、無伴奏合唱團、教職員、校友和學生亦參與演出。



▲ Mr Kevin Yeung Yun-hung (4th from left), Secretary for Culture, Sports and Tourism; Dr Moses Cheng (4th from right), Council Chairman; President Simon Ho (2nd from right), Chief Executive of Wei Lun Foundation Limited, the principal supporter of the Concert; Mr Thomas Liang (2nd from left), Chairman of Opera Hong Kong, officiate at the Concert's opening ceremony.

音樂會啟動儀式由文化體育及旅遊局局長楊潤雄先生（左四）聯同校務委員會主席鄭慕智博士（右四）、何順文校長（右二）、音樂會籌委會聯席主席潘樂昌博士（左三）及袁天凡博士（右三）、音樂會主要捐助偉倫基金有限公司行政總裁梁祥彪先生（左二）、世界知名男高音莫華倫博士（右一）及香港歌劇院主席郭永聰先生（左一）聯合主持。



▲ President Simon Ho (4th from right); Dr Patrick Poon (3rd from right); Dr Francis Yuen (4th from left); Professor Roy Chung (3rd from left); Dr Jacky Cheung (2nd from right); Dr Tom Fong (2nd from left), student (1st from left) and staff representative (1st from right) perform a Chinese drum show.
何順文校長（右四）、潘樂昌博士（右三）、袁天凡博士（左四）、鍾志平教授（左三）、張華強博士（右二）、方永豪博士（左二）、學生（左一）及教職員代表（右一）表演中國鼓。



Dr Warren Mok (left), Dr Moses Cheng and Mr Ronald Kwok create a symphony.
莫華倫博士（左）、鄭慕智博士及郭永聰先生獻唱多首經典歌劇樂曲。



◀ Dr Moses Cheng performs with HSUHK A Cappella Group.
鄭慕智博士與恒太無伴奏合唱團一同合唱。

HSUHK appoints Professor Joshua Mok as Provost and Vice-President (Academic and Research)

恒生大學委任莫家豪教授為常務暨學術及研究副校長

HSUHK announced the appointment of Professor Joshua Mok Ka-ho, an internationally renowned comparative policy research scholar, as the Provost and Vice-President (Academic and Research) with effect from 1 August 2024, to succeed Professor Hui Yer-van, who will retire at the end of July 2024.

Professor Mok is currently the Vice-President and Lam Man Tsan Chair Professor of Comparative Policy at Lingnan University. As the Provost and Vice-President (Academic and Research), Professor Mok will lead the University's academic development, including the academic curriculum structure, programme development, and quality assurance, in-line with the University's overall strategic direction and community needs. He will also develop policies and strategies for academic research, academic staff recruitment, student admissions, and knowledge exchange.



▲ HSUHK appoints Professor Joshua Mok as Provost and Vice-President (Academic and Research).
恒生大學委任莫家豪教授為常務暨學術及研究副校長。

恒生大學宣佈委任國際著名的比較政策研究學者莫家豪教授為常務暨學術及研究副校長，由2024年8月1日起生效，以接替將於明年7月底退休的許溢宏教授。

莫教授現為嶺南大學副校長兼林文贊比較政策講座教授。作為常務暨學術及研究副校長，莫教授將負責帶領大學的學術發展，包括課程結構、課程發展和質素保證，以配合大學的策略發展方向和社會需要，並制定學術研究、學術人才招聘、收生和知識交流等範疇的政策和發展策略。

HSUHK scholar listed among World's Top 2% Scientists

恒生大學學者位列「全球首 2% 科學家」

Professor Bradley Barnes, Dean of the School of Business at HSUHK, is listed in the latest World's Top 2% Scientists, released by Stanford University in the US. He has been recognised for the significant impact of his research output in the field of Marketing.

Compiled by a research team at Stanford University, the list adopts a composite indicator based on standardised citation metrics, which include the number of citations, the h-index (measuring scientific research output) and co-authorship, to rank top scientists from a wide range of fields.

A leading scholar in international marketing and business, Professor Barnes is also listed 51st in the Best Business and Management Scientists in China 2023 ranking, conducted by international academic research portal, Research.com.



▲ Professor Bradley Barnes is listed in the latest World's Top 2% Scientists ranking, released by Stanford University in the US.
李海東教授躋身美國史丹福大學最新發布的全球前 2% 頂尖科學家排行榜。

恒生大學商學院院長李海東教授躋身美國史丹福大學最新發布的全球前 2% 頂尖科學家排行榜，足證他在「市場學」領域的學術貢獻獲得國際肯定。

名單由史丹福大學的專家團隊編製，依據學術文獻採用綜合引文指標，包括文章被引用次數、衡量個人科研成果的 h 指數及合著文章等，評估學者在年度內的研究表現。

李海東教授是國際市場和商管學的著名學者，

早前在國際學術研究網站 Research.com 的「2023 中國最佳商管學者」排名中位列 51。

President's external events 校長校外活動



▲ President Simon S M Ho visits Griffith University in Brisbane during his Australia trip in mid-October 2023. He also visited the University of New South Wales in Sydney and Bond University in Gold Coast to discuss further academic collaborations. Right picture: (From left) Professor Caitlin Byrne, Pro Vice Chancellor (Business) and Professor Carolyn Evans, Vice Chancellor, of Griffith University; and President Ho. Left picture: President Ho (left) and Dr Anna Kwek, Director (International) of Griffith Business School.
 ▲ 何順文校長於 2023 年 10 月中到訪澳洲，期間參訪布里斯本格里菲斯大學。他亦到訪悉尼的新南威爾士大學，以及黃金海岸的邦德大學，進一步商討學術合作。右圖：（左起）格里菲斯大學副校長 Caitlin Byrne 教授、校長 Carolyn Evans 教授與何校長。左圖：何校長（左）與格里菲斯大學商學院國際事務主管 Anna Kwek 博士。



▲ President Ho acts as the moderator at the panel discussion at the “ESG and Green Finance Opportunities Forum 2023” organised by The Chamber of Hong Kong Listed Companies. He also spoke on ESG at the talk organised by the Austria Albert Schweitzer Society.
 ▲ 何校長於「2023 年環境、社會及管治與綠色金融機遇論壇」擔任座談會主持，另外亦於奧地利史懷哲協會舉辦的講座分享對 ESG 的見解。



◀ President Ho serves as guest speaker at “ESG for Climate Action International Conference 2023” to share his views on the Asia-Pacific Green Deal. He also spoke on “ESG: a burden or opportunity?” at the “GBA Corporate Sustainability Forum 2023.”
 ▲ 何校長擔任「ESG for Climate Action International Conference 2023」演講嘉賓，分享對「亞太區綠色經濟綱領」的看法。他亦於「大灣區企業可持續論壇 2023」擔任講者，就「ESG 是負擔還是機遇？」分享見解。

Enhancing collaborations with partners

加強與夥伴合作

Signing of Memorandums of Understanding

簽署合作協議

AS Watson's Group 屈臣氏集團



President Simon S M Ho (right) signs an MoU with Ms Malina Ngai, COO, AS Watson Group and CEO, AS Watson (Asia & Europe). The MoU supports the academic and career development of HSUHK students by providing scholarships, internships, an early careers programme, and for the first time, the ASW Group will offer a “store manager for a day” experience to local university students.

何順文校長（右）與屈臣氏集團首席營運總監及屈臣氏集團（亞洲及歐洲）行政總裁倪文玲女士簽署合作備忘錄，為恒大大學生提供多元化的學習支援，包括獎學金、實習、早期職涯計劃等，並首次為本地大學生推行「一日店長」體驗計劃。

Jinan University 暨南大學



President Simon Ho (left) and Professor Song Xianzhong, President of Jinan University, Guangzhou, sign an MoU to embark on collaborative initiatives in cultivating young talents, and in joint efforts to address cross-border issues, such as the prevention of financial fraud, AI-aided translation, professional English training for JNU medical graduates to work in Hong Kong, the development of the Greater Bay Area, and Greater China Studies.

何順文校長（左）與廣州暨南大學宋獻中校長簽署合作備忘，兩校將共同培育年青專才，並合作應對跨境議題，如在預防金融詐騙、AI 輔助翻譯、暨大畢業醫生到港工作的前期專業英語培訓、大灣區發展及大中華研究等領域。

National Chengchi University 政治大學



Professor Scarlet Tso, Dean of the School of Communication (right) and Professor Chen Yining, Dean of the College of Communication at National Chengchi University in Taiwan (left) sign an MoU to encourage visits and exchanges between teachers and students, as well as conduct extensive cooperation in research and other areas related to news and communication.

傳播學院院長曹虹教授（右）與台灣政治大學傳播學院院長陳憶寧教授簽署合作備忘錄，推動師生互訪交流，並在研究及其他新聞傳播領域進行廣泛合作。

Jardine Aviation Services Group 怡中航空服務集團



Ms Irene Tang, Head of Human Resources of Jardine Aviation Services Group (5th from left) and Professor Chan Wai-sum, Dean of the School of Decision Sciences (5th from the right) sign an MoU to nurture the next generation of talent for the aviation industry, and promote industry development through various projects and programmes.

怡中航空服務集團人力資源總監鄧慧賢女士（左五）及決策科學學院院長陳偉森教授（右五）簽署合作備忘錄，攜手合作透過不同項目及計劃，共同培育航空業新一代人才，推動行業發展。

Inauguration ceremony of GBA Actuarial and Insurance School 粵港澳大灣區精算和保險產業學院揭牌儀式

HSUHK and Guangdong University of Finance and Economics (GDUFE) signed a Memorandum of Cooperation to jointly establish the Greater Bay Area Actuarial and Insurance School. The inauguration ceremony was held at GDUFE on 23 September 2023. The first collaborative project between HSUHK and GDUFE “2023 Academic Conference for Graduate Students (Guangdong) – Insurance Session”, was also held on the same day to explore the future direction of the actuarial and insurance industry in a digital era.

恒生大學與廣東財經大學早前簽訂合作備忘錄，共同成立「粵港澳大灣區精算和保險產業學院」，揭牌儀式於2023年9月23日在廣東財經大學舉行。兩校首個合作項目「2023年廣東省研究生學術論壇——保險分論壇」同日舉行，探討精算與保險業界在數碼時代的未來發展方向。



▲ HSUHK and GDUFE representatives officiate at the inauguration ceremony of the Greater Bay Area Actuarial and Insurance School. 恒生大學與廣東財經大學的代表共同主持粵港澳大灣區精算和保險產業學院揭牌儀式。

President's Reception for Parents 校長·家長交流日

HSUHK held the President's Reception for Parents on 21 October 2023, inviting parents of new students to visit the campus and gain a better understanding of the University's unique "Liberal + Professional" education model, as well as its future development. The President, Vice Presidents, School Deans, and teachers from various departments responded directly to parents' enquiries.

恒生大學於 2023 年 10 月 21 日舉辦家長聯繫活動「相聚在恒大——校長·家長交流日」，邀請新生家長親臨校園，了解大學獨特的「博雅+專業」教育模式和未來發展，並由校長、副校長、學院院長及學系老師與家長傾談交流，解答問題。



▲ President Simon Ho in discussion with parents
何順文校長與家長交流



◀ Parents go on a campus tour to learn more about HSUHK's state-of-the-art facilities
家長參觀校園，了解大學的先進設施。

HSUHK Information Day 2023 恒生大學「資訊日 2023」

HSUHK held its Information Day 2023 on 18 November 2023, bringing many prospective secondary school students and their parents to campus, who attended a variety of activities to learn more about HSUHK's latest programmes and admissions information. The event also marked the commencement of the undergraduate admission for the 2024-25 academic year, and many Form 6 students applied for admission to their desired programmes and took on-site assessments.

The five Schools of HSUHK set up information booths and organised briefing sessions. A variety of workshops and taster activities were held on campus, including Hands-on Workshop on Artificial Intelligence, TV News Production Workshop, and Creative Workshop. There were also campus tours featuring the University's state-of-the-art teaching facilities, so that visitors could experience HSUHK's learning environment.

恒生大學於 2023 年 11 月 18 日於校園舉辦「資訊日 2023」，吸引眾多中學生及家長到場了解大學的最新課程及入學資訊。大學同時展開 2024-25 學年的本科招生工作，收生首日即吸引不少中六生即場報讀心儀課程及參加考核。

五所學院於資訊日現場設不同課程的攤位及簡介會。大學亦安排各種工作坊及體驗活動，包括「AI 實作工作坊」、「電視新聞製作工作坊」、「創意工作坊」等；又設校園導覽，讓參加者造訪各項先進教學設施，率先體驗恒大的學習生活。



HSUHK Career Connections Day 恒大行業就業博覽

The first HSUHK Career Connections Day, organised by the Career Planning and Development Section of the Student Affairs Office, was held on 26 and 27 September 2023. Over 30 renowned employers from the accounting, banking and finance sectors as well as multinational corporations participated in the event, which was attended by over 500 students.

學生事務處事業策劃及發展組於 2023 年 9 月 26 至 27 日舉辦全新的就業活動「恒大行業就業博覽」。為期兩天的活動合共邀請 30 間來自會計、銀行和金融界別的公司，以及知名跨國企業參與，吸引逾 500 位同學出席。



▲ The first HSUHK Career Connections Day 2023
恒大行業就業博覽 2023

HSUHK recognised in SportsHour Organisation Scheme 恒大再獲《機構「一」起動》計劃嘉許

HSUHK was recognised for the second time in the “SportsHour Company Scheme”. Being the only private local university recognised under the Scheme, HSUHK was acknowledged for outstanding performance in ACTIVE Physical Environment, ACTIVE Social Environment, and ACTIVE Community Engagement. HSUHK is actively developing its “Liberal Physical Education”, and continues to organise a wide range of activities for staff and students’ physical and mental wellness. Free sessions for campus sports facilities are also offered to staff and students to further encourage playing sports.

The Scheme, founded and launched by InspiringHK Sports Foundation, encourages Hong Kong companies and organisations to foster a healthy lifestyle as part of their company culture. The SportsHour Symposium cum Recognition Ceremony was held on 25 September 2023.

恒生大學再次獲《機構「一」起動》計劃嘉許，在「創造『一』起動的工作環境」、「鼓勵員工『一』起動」及「『一』起動連結回饋社會」三項評審標準均表現出色，是唯一獲嘉許的私立大學。恒生大學視體育運動為全人教育的一部分，積極建立「博雅體育」校園，定期舉辦不同活動予學生及職員參加，以推廣教職員和學生的身心健康。校園內的體育設施並設免費時段供職員及學生使用。

嘉許計劃由凝動香港體育基金成立及推行，旨在鼓勵企業及機構建立健康活力的工作環境。研討會暨嘉許典禮於 2023 年 9 月 25 日舉行。



▲ Mr Jim Sze-chung, Acting Director of Student Affairs (left) and Mr Matthew Wai, Associate Director of Human Resources (right) receive the award from Professor Sophia Chan, Member of Judging Panel.
署理學生事務總監詹斯聰先生（左）及人力資源副總監韋銘棠先生（右）獲評審陳肇始教授頒發獎項。

HSUHK's award-winning AI system enhances operational efficiency for e-commerce industry

恒生大學研發獲獎一站式人工系統

A research team from HSUHK's School of Decision Sciences developed an all-in-one e-commerce sales and inventory management Artificial Intelligence (AI) application system, EBizbot, which aims to improve warehouse management efficiency and enhance online product promotion for businesses. EBizbot utilises latest technologies, including the Internet of Things (IoT), AI, Robotic Process Automation (RPA), and Mixed Reality (MR). The project, supported by the Government's Innovation and Technology Fund of over HK\$1.7 million, has won the "Silver Award" at the Geneva International Exhibition of Inventions 2023.

Project coordinator, Dr George Ho To-sum, Associate Professor of the Department of Supply Chain and Information Management, said "Nowadays, e-commerce based small and medium enterprises (SMEs) encounter challenges such as tight deadlines for repetitive tasks, complex processes and a shortage of manpower. Additionally, limited warehouse spaces make it difficult for SMEs to establish effective inventory management systems. To address these challenges, HSUHK has developed EBizbot, an innovative solution that digitalises and improves operational processes, streamlines workflow, and thus enhance overall efficiency."

Dr Ho hopes to expand EBizbot to more e-commerce platforms in the future, so that it can consistently monitor popular topics and trends on social media to assist merchants in product marketing. EBizbot has now entered the commercialisation stage. The research team is actively engaging with various types of merchants to promote the system and further expand its reach to more e-commerce companies.



▲ Dr George Ho, EBizbot project coordinator (2nd from right), Dr Valerie Tang, Lecturer of the Department of Supply Chain and Information Management (2nd from left), with members of research team. EBizbot 項目總負責人何道森博士（右二）、供應鏈及資訊管理學系講師鄧慧盈博士（左二）及研發團隊成員。



▲ Dr Ho demonstrates how to use EBizbot's Mixed Reality head-mounted device. 何博士示範使用 EBizbot 系統配備的混合實境頭戴式裝置。

恒生大學決策科學學院研究團隊早前成功研發人工智能應用系統「EBizbot」，該一站式電商銷售及倉存管理智能方案，利用物聯網（IoT）、人工智能（AI）、機器人流程自動化（RPA）及混合實境（Mixed Reality）等嶄新技術，提升企業的倉庫管理效率和促進商品的網上推廣。項目得到政府創新科技基金支持，資助總額逾 170 萬港元，並在「2023 日內瓦國際發明展」獲得銀獎。

項目總負責人、供應鏈及資訊管理學系副教授何道森博士表示，「現今中小企電商公司面對工作緊湊、工序繁複及人手不足的問題，加上倉庫空間較小，難以建立庫存管理系統。有見及此，團隊開發 EBizbot 系統，透過電子化改善中小企的營運模式，簡化工作流程，提升整體工作效率。」

何博士期望日後將 EBizbot 推展到更多電商平台，並持續監察社交媒體上的熱門話題和趨勢，助商戶推銷產品。目前，EBizbot 已進入商品化階段，團隊正積極與不同類型的商戶洽談及推廣系統，並計劃進一步推廣至更多電商公司。

Communication talk on creativity decoding and screenwriting secrets 傳播學院講座探討創意解碼與編劇秘笈

The School of Communication hosted the SCOM Talk Series 50 on 12 October 2023, with Mr Lau Tin-chi, recipient of the Hong Kong Film Writers' Association Honorary Award, sharing his insights on "Creativity Decoding and Screenwriting Secrets."

Mr Lau encouraged creators to observe everyday objects and people with a sensitive perspective and to note down observations and experiences for future use. He also taught the "Projection Method" for character development, in which characteristics of acquaintances and family members are projected onto fictional characters.

傳播學院於2023年10月12日舉辦「恒傳匯談(五十)」講座，邀請香港電影編劇家協會榮譽大獎得主劉天賜先生擔任講者，與師生分享「創意解碼與編劇秘笈」。劉先生鼓勵創作人以敏銳的視角觀察日常生活的人和事，並把所見所聞記錄下來，作為日後的創作素材。至於塑造人物方面，他傳授了「投影法」，即是把身邊認識的親朋戚友投射於角色上。



▲ Mr Lau Tin-chi on how to unlock the code of creation.
劉天賜先生啟發學生如何打開創作的密碼。

Marketing seminar — Diversity, Equity and Inclusion in Practice 市場學系多元、共融、平等研討會

On 4 October 2023, Department of Marketing and the Centre for Teaching and Learning co-organised a seminar on "Diversity, Equity and Inclusion" with real life and practical application discussions by representatives from L'Oréal Group, Maybelline, Jardine Aviation Services Group and Encompass HK. The organisations also provided internship opportunities for students to apply for.

市場學系和教與學發展中心於2023年10月4日合辦以「多元、共融、平等」為題的講座，邀請來自L'Oréal、Maybelline、怡中航空服務集團及Encompass HK的講者，分享如何將「多元、共融、平等」融入公司核心業務及實踐經驗，並提供實習機會予學生申請。



▲ The speakers discuss diversity, equity and inclusion
講者以「多元、共融、平等」為題作分享

10th anniversary seminar of Institute for Chinese Language and Culture 中國語言及文化研習所十周年慶典名人講座系列

The Institute for Chinese Language and Culture organised a seminar series to be delivered by renowned scholars in celebration of its 10th anniversary. Following the first talk, "The 20th Century Memo", by Professor Leo Ou-fan, the Institute organised three seminars by famous scholars in September and October 2023. Professor Edward L Shaughnessy from the University of Chicago discussed the different editions of the *Bamboo Annals*, while Professor Lai Ming-chiu from the Chinese University of Hong Kong elaborated on the historical value of the fire incidents recorded in the bamboo manuscripts of the Eastern Han unearthed in Changsha. Professor Zhu Fenghan from the Peking University discussed the transmission of *Passages of Cangjie* and its Han bamboo manuscripts, covering form and style.

中國語言及文化研習所舉辦一系列名人講座，為成立十周年誌慶。繼李歐梵教授的「二十世紀備忘錄」後，研習所在今年9月至10月舉辦三場講座，分別邀得芝加哥大學夏含夷教授探討《竹書紀年》的不同版本，香港中文大學黎明釗教授闡釋長沙東漢簡牘所載失火事件的歷史意義，以及北京大學朱鳳瀚教授疏理《蒼頡篇》的流傳狀況與漢簡所見形制和體例。



▲ Professor Edward L Shaughnessy
夏含夷教授



▲ Professor Lai Ming-chiu
黎明釗教授



▲ Professor Zhu Fenghan
朱鳳瀚教授

Virtual Reality Week 2023 虛擬實境週 2023

The Virtual Reality Centre hosted its Virtual Reality Week from 18 to 22 September 2023, showcasing the latest developments and applications in virtual reality across various disciplines. The event gave teachers and students the opportunity to immerse themselves in a world of virtual reality and the Metaverse through three distinct themes, arts and heritage, aviation and maritime logistics, and journalism and finance.

虛擬實境中心於 2023 年 9 月 18 日至 22 日舉辦「虛擬實境週」，透過不同的活動介紹及展示虛擬實境中心的最新發展和技術。參加者可透過「藝術與文化遺產」、「航空與海運物流」和「新聞傳播與金融」三個不同的虛擬實境主題，親歷獨有的沉浸體驗特色及感觀世界。



Generative AI in higher education: application and action 生成型人工智能技術：應用與實踐

The Centre for Teaching and Learning organised two seminars in the “GenAI in higher education and action” series in October 2023, focusing on the latest developments in Generative AI and ChatGPT, as well as their applications in teaching and learning.

In the first seminar, Mr Donn Gonda, Lecturer from the Faculty of Education at the University of Hong Kong, introduced three ways to integrate ChatGPT into teaching. The second seminar was delivered by Dr Tang Yuk-ming, senior teaching fellow from the Department of Industrial and Systems Engineering at the Hong Kong Polytechnic University, who discussed how generative AI can revolutionise assessment design and provide insightful and personalised evaluations.

教與學發展中心於 2023 年 10 月舉辦兩場研討會，分享並探討人工智能和 ChatGPT 的最新發展，以及教與學上的應用技術。

首場研討會邀請了香港大學教育學院講師 Donn Gonda 先生，講解如何將 ChatGPT 有效融入教學的三大策略。第二場研討會由香港理工大學工業及系統工程學系高級專任導師鄧育明博士主講，闡述人工智能技術在教學評估設計方面的創新啟發。



▲ Mr Donn Gonda
Donn Gonda 先生



▲ Dr Tang Yuk-ming
鄧育明博士

CIE Welcoming Day and guest talk

創新及創業中心迎新日與嘉賓分享會

The Centre for Innovation and Entrepreneurship (CIE) hosted an orientation on 25 September 2023 to welcome aspiring young entrepreneurs at HSUHK, as well as those interested in exploring entrepreneurship as a profession. A highlight of the event was a talk presented by Stella Yap from Teams Artick, a young student entrepreneur affiliated with CIE. Focusing on NFT Arts in Web 3.0, her team was awarded Gold Badge by the HSUHK x HKSTP Co-ideation Programme (1st cohort). They were also the second runners-up of the HSUHK Entrepreneurship Challenge 2023. Stella shared her entrepreneurial journey with the audience, giving them an insight into getting started as an entrepreneur.

CIE also organised a Guest Speaker Talk titled “Transforming the Future of Food: Embracing Sustainability and Enhancing Customer Eating Experience through Innovative Food Technology” on 4 October 2023. Ms Michelle Che, Business Development Manager of Meat the Next, a multiple award-winning start-up in the food tech industry, shared how the latest superfood technology unlocks nature’s potential for a sustainable future, as well as her company’s experience of meeting sustainability development goals.

創新及創業中心於 2023 年 9 月 25 日舉辦迎新日，吸引有志創業的師生參與。另外，恒大初創隊伍 Artick 成員葉淑琳同學亦分享了創業之旅，她的團隊憑著 Web 3.0 中的 NFT 藝術，獲得恒大 x 科技園 Co-Ideation 計劃（第一期）金章及 2023 年企業挑戰賽季軍。

創新與創業中心於 2023 年 10 月 4 日舉辦了嘉賓演講活動，主題為「改變未來的食物：透過創新食品科技實現可持續發展和提升顧客用餐體驗」，邀請了初創公司益創膳業務拓展經理車曉雪女士分享最新的食品技術發展方向，並講解如何透過產品實現永續發展目標的經驗，創造可持續的未來。



▲ Ms Michelle Che (right) speaks with a student (left) in a meeting room.



▲ Dr Thomas Man, Director of CIE (left) and participants at the CIE Welcoming Day.

創新及創業中心主任萬穎恩博士（左）與有志創業的師生。

Arts@HSUHK 文藝在恒大

Arts@HSUHK brought the drama “Cantonese Opera Right or Wrong – Your Choice!” to campus on 10 October 2023. The One Table Two Chairs Charitable Foundation was invited to perform a classic scenes from You Long Xi Feng, and the audience was invited to vote for the ending, making it an even more interactive and enjoyable Cantonese opera experience for students.

Arts@HSUHK also brought the musical theatre “Music at the Dai Pai Dong” to campus on 19 September 2023. The programme introduced Lingnan music through the narration of local food culture at a Dai Pai Dong. The Windpipe Chinese Music Ensemble played music pieces that delivered vivid Lingnan flavours through sound.

「文藝在恒大」於 2023 年 10 月 10 日邀得一桌兩椅慈善基金到校園表演《拆拆折子戲》戲曲劇場，演出粵劇折子戲《游龍戲鳳》的經典場口，觀眾並可現場投票選擇鳳姐與正德皇的結局。同學們在充滿互動和趣味的節目中，體驗欣賞粵劇的樂趣。

此外，「文藝在恒大」於 2023 年 9 月 19 日帶來音樂劇場《樂在大排檔》。節目通過講述香港地道大排檔飲食文化的故事，介紹嶺南音樂及其特色。竹韻小集並演奏一系列地道音樂小品，讓同學們在午間細味嶺南音樂及文化。



Choreographer and lighting design expert share in college assembly 舞蹈家和舞台燈光設計師在月會分享

Co-organised by Liberal Agora and Arts@HSUHK, Ms Mui Cheuk-yin, Choreographer and Dancer, and Mr Lee Chi-wai, Lighting Designer, were invited to campus to perform “Diary VII . The Story Of” on 12 October 2023. A sharing session followed the performance so that HSUHK students could learn more about dance and art culture and be inspired.

恒生大學博雅講場與「文藝在恒大」於 2023 年 10 月 12 日合辦主題為「日記 VII ——我來給你講個故事」的月會，邀得香港著名舞蹈家及編舞家梅卓燕女士和香港舞台燈光設計師李智偉先生進行舞蹈演出，以及與師生分享藝術創作及表演心得。



Student awarded in 13th Citi-HKCSS Community Intern Programme 學生於「花旗集團——社聯大學生社責實踐計劃」獲獎

Alongside two students from HKU and CUHK, HSUHK student Ng Tsoi-yi (BBA Marketing, Year 4) won the “Awards for Excellence” at the 13th Citi-HKCSS Community Intern Programme. The programme provides internship opportunities in social welfare organisations for local university students, nurturing them to become future leaders who care about society.

恒生大學市場學系四年級學生吳采誼與兩名來自港大及中大的學生，於第十三屆「花旗集團——社聯大學生社責實踐計劃」脫穎而出，奪得「超凡卓越大獎」。該計劃為本地大學生提供社福團體的實習機會，培育他們成為關心社會的未來領袖。



▲ Ng Tsoi-yi (2nd from left) receives the award.
吳采誼（左二）與其他得獎者及頒獎嘉賓合照。

Outstanding students receive AIA Scholarships 恒生大學學生獲頒「友邦獎學金」

Five HSUHK students were awarded AIA Scholarships this year. They were Yuen Lok-yan (Bachelor of Translation with Business, Year 1), Mak Lik-wai and Fung Chun-hei (BBA in Global Business Management, Year 1), Fung Wing-ki (BBA in Supply Chain Management, Year 1), and Lee Ka-wing (BBA in General Business, Year 1).

今年共有五位恒生大學學生獲頒「友邦獎學金」，分別為商務翻譯學士一年級袁洛恩、環球商業管理工商管理學士一年級麥力威及馮雋晞、供應鏈管理工商管理學士一年級馮詠棋，以及綜合工商管理學士一年級李珈穎。



▲ Awarded students take a group photo with award presenters and Professor Jeanne Fu, Acting Vice-President (Learning and Student Experience) (right).
恒生大學得獎學生與頒獎嘉賓及署理副校長（教學及學生體驗）符可瑩教授（右一）合照。

Student team triumphs at International Final Year Project Poster Competition

恒大大學生團隊國際畢業習作專題海報競賽奪金獎

Out of over 100 teams, three Bachelor of Arts in Applied and Human-Centred Computing students from HSUHK, Li Weizong, Fan Man-ho and Calvin Lam, won the gold prize in the International Final Year Project Poster Competition. In their final year project, the HSUHK team built a digital twin for the C-V2X communication networks to emulate the C-V2X network in seven cities, and proposed a simple but accurate prediction model to estimate packet reception rate without requiring additional signaling from the receiver's side.

三位應用及人本計算學文學士學生李韋宗、范文浩和林似霏在國際期末專題海報競賽中，從超過100支隊伍脫穎而出奪得金獎。恒生大學團隊在畢業習作中建立了一個數字孿生體，用於模擬七個城市的C-V2X通信網絡，並提出一個簡單而準確的預測模型，在不需要接收端額外信令的情況下估計數據封包的接收率。



International Carnival

國際嘉年華

With the aim to enhance cross-cultural exposure, the Student Affairs Office held its annual International Carnival. Exchange students from Austria, Germany, the Netherlands, Norway, Spain, Sweden, Switzerland, Mainland China and other countries introduced their cultures through games, handicrafts and local dishes.

為培養學生的跨文化意識，學生事務處舉辦一年一度「國際嘉年華」，來自奧地利、德國、荷蘭、挪威、西班牙、瑞典、瑞士及中國內地等國家的交換生透過遊戲、手工藝及地道美食，介紹各地獨特的文化特色。



Activities for exchange students

交換生活動

HSUHK is delighted to receive a group of inbound exchange students from Austria, Finland, France, Germany, Mainland China, the Netherlands, Norway, Spain, Sweden and Switzerland. To enrich their learning and campus experience, inbound exchange students were invited to participate in Cantonese classes. On 18 October 2023, the Student Affairs Office hosted a language learning session for local students to learn phrases in different European languages from the exchange students as well.

恒生大學歡迎本學期來自奧地利、芬蘭、法國、德國、中國內地、荷蘭、挪威、西班牙、瑞典及瑞士的交換生。為豐富交換生的學習及校園生活體驗，恒大友儕於2023年9月舉辦廣東話班，向一眾交換生介紹香港的文化語言和校園環境。此外，學生事務處於2023年10月18日舉辦活動，邀請交換生向本地學生介紹簡單外語，增加彼此的交流和互動。



▲ Language learning session hosted by exchange students
交換生向本地同學介紹外語。



Honours Academy welcomes 4th cohort of students

榮譽學院歡迎第四屆學員

The Honours Academy (HA) held an inauguration ceremony for its 4th cohort on 20 October 2023, marking the beginning of a three-year interdisciplinary leadership learning journey for its 16 new students.

New HA students received their HA pins and cohort-to-cohort gifts at the Ceremony, with the HA's professional and academic fellows in attendance. Fellows were also invited to participate in a symbolic "grow a starry tree" ceremony, representing their support and blessings to the new cohort. Council Chairman Dr Moses Cheng, and President Simon S M Ho, encouraged HA students to create positive impacts in society by embracing service leadership.

榮譽學院於 2023 年 10 月 20 日舉行第四屆學員啟動禮，歡迎 16 位新同學展開三年的跨學科領袖學習之旅。

在啟動禮上，新學員接受榮譽學院徽章及上一屆學員傳承的禮物。學院專業及學術院使應邀參與「種植星光樹」儀式，象徵對新學員的祝福。校委會主席鄭慕智博士和何順文校長鼓勵學員實踐服務領導，為社會作積極貢獻。



▲ The new student cohort take a group photo with Dr Holly Chung, Acting Head of HA, Professor Jeanne Fu, Acting Vice-President (Learning and Student Experience), and Dr Willy Yue, Associate Head of HA.
新一屆學員與榮譽學院署理院長鍾可盈博士、署理副校長（教學及學生體驗）符可瑩教授及榮譽學院副院長余浩然博士合照。

Prior to the inauguration, students attended a two-day leadership training camp to develop their problem-solving and communication skills through various group games, team challenges and adventure-based activities.

此前，新學員參與了為期兩日的領袖訓練營，透過一系列團體遊戲和歷奇挑戰，訓練學員的解難能力和溝通技巧。



▲ HA students gain leadership competence through team building activities
榮譽學院學員透過不同的團隊活動，培養未來領袖的特質。

Student Ambassadors Programme 2023-24

學生大使計劃 2023-24

The HSUHK Student Ambassadors Programme 2023-24 kick-off meeting was held in October 2023. This year, 30 students were selected to become student ambassadors (SAs), with six senior SAs taking a leading role. SAs will receive training in business etiquette, public speaking and emcee training. They will also represent the University at events and service activities.

恒生大學學生大使計劃 2023-24 啟動會議於 2023 年 10 月舉行。今年有 30 位同學獲選為學生大使，當中六位為擔任領袖角色的資深學生大使。同學將接受商務禮儀、公開演說、司儀培訓等多方面訓練，為未來代表大學參與不同活動及服務作準備。



▲ Dr Holly Chung, Advisor of the Student Ambassadors Programme (front centre) congratulates Student Ambassadors.
學生大使顧問鍾可盈博士（前排中）祝賀新一屆學生大使。

ICAC Ambassador Programme 2023-24

廉政大使計劃 2023-24

Since 2013-14, Student Affairs Office (SAO) and the Independent Commission Against Corruption (ICAC) have collaborated to organise the ICAC Ambassador Programme, which promotes the importance of integrity to HSUHK students.

A personal ethics talk and briefing session was held in September 2023, alongside recruitment for the ICAC Ambassador Programme 2023-24. An education officer from ICAC was invited to share the importance of personal integrity and share cases of campus integrity issues with students. The previous ICAC Ambassador also shared some of his learning outcomes after participating in the programme.

自 2013-14 學年起，學生事務處與廉政公署合作舉辦「廉政大使計劃」，向學生宣揚誠信及廉潔的重要性。

本學年，學生事務處於 9 月份舉辦「個人誠信講座暨廉政大使計劃簡介會」，邀請廉政公署人員與同學分享個人誠信的重要性及校園誠信問題的案例。此外，學生事務處亦邀請上屆廉政大使分享參加計劃後的學習成果，並展開「廉政大使計劃 2023-24」的招募。



▲ An ICAC Ambassador shares his learning outcomes under the ICAC Ambassador Programme.
廉政大使分享參與計劃後的學習成果。

Honours Academy Pre-teens Financial Literacy Workshop

榮譽學院青少年理財工作坊

On 16 September 2023, the Honours Academy (HA) hosted a community-service event titled "Be Smart – Pre-teens Financial Literacy Workshop 2023" in collaboration with The Boys' and Girls' Clubs Association of Hong Kong's Community Creativity Learning Centre. The event aimed to empower school students, ranging from Primary 5 to Form 1, with essential financial literacy skills.

HA students crafted a unique board game consisting of various financial decisions one faces throughout their educational and early-career journeys. From budgeting for school expenses, to making strategic choices about higher education and career empowerment options, the workshop provided an understanding of the financial responsibilities and opportunities that lie ahead for the next generation.



榮譽學院與香港小童群益會社區創意學習中心於2023年9月16日合辦社區服務活動「理財智叻星」，為小五至中一學生教導基本的理財技巧。

榮譽學院學員運用創意和專業知識，設計了獨一無二的桌上遊戲，內容圍繞青少年在學和早期職業生涯中可能經歷的各種財務決定，例如學費預算、高等教育和職業規劃的策略選擇，讓中小學生們對財務責任和機遇有更深入的了解。

◀ Participants play the financial literacy board game designed by HA students. 參加者投入於榮譽學院學員設計的理財桌上遊戲。

EOC anti-sexual harassment in campus talk

平機會防止校園性騷擾講座

Co-organised by Student Affairs Office and Equal Opportunity Committee (EOC), the Anti-Sexual Harassment in Campus Talk was delivered on 5 October 2023. The presenters shared information through inspiring videos and interactions between students, so that students and staff could familiarise themselves with different issues and better understand how to avoid sexual harassment on campus.

學生事務處與平等機會委員會於2023年10月5日合辦防止校園性騷擾講座，透過播放影片和學生的互動示範，介紹最新的防止校園性騷擾資訊，讓學生與教職員了解及預防校園性騷擾。



▲ Campus talk is held to familiarise students how to avoid sexual harassment on campus. 講座讓學生了解及預防校園性騷擾。

Delegation visit by Affiliated School of Jinan University for Hong Kong and Macao Students

暨大港澳子弟學校代表團訪問恒生大學

A delegation from the Affiliated School of Jinan University for Hong Kong and Macao Students in Guangzhou, Dongguan, and Foshan, led by Mr Lai Wing-chun, Academic Chief Inspector of ASJ, visited HSUHK on 5 October 2023. They were received by the University's senior management and discussed the facilitation of Mainland students' pursuit of further studies in Hong Kong.

暨大港澳子弟學校總督學賴永春先生率領由廣州、東莞和佛山的暨大港澳子弟學校組成的代表團，於2023年10月5日訪問恒生大學，由恒大管理層成員接待。代表團與恒大就協助在內地就讀的中學生升讀本港大學，展開積極討論。



▲ Dr Tom Fong, Acting President and Vice-President (Organisational Development) (4th from right, front); Professor Jeanne Fu, Acting Vice-President (Learning and Student Experience) (3rd from left, front); and Dr Ken Yau, Head of Global Affairs (front right), receive the delegation led by Mr Lai Wing-chun, Academic Chief Inspector of the ASJ (4th from left, front); Mr Tam Yat-yuk, Chief Principal of ASJ (Guangzhou) (3rd from right, front), and Mr Yiu Yu-kei, Vice-Principal of ASJ (Foshan) (2nd from right, front).
署理校長暨副校長（機構發展）方永豪博士（前排右四）、署理副校長（教學及學生體驗）符可瑩教授（前排左三）與環球事務主管丘梓勤博士（前排右一）接待由暨大港澳子弟學校總督學賴永春先生（前排左四）、廣州暨大港澳子弟學校總校長譚日旭先生（前排右三）和佛山暨大港澳子弟學校副校長姚汝基先生（前排右二）率領的代表團。

Personnel Updates

人事快訊

Newly Joined Academic Staff 新加入教學人員

School / Department / Office 學院 / 學系 / 部門	Name 姓名	Position 職位
Economics and Finance 經濟及金融學系	Dr Jason Liao Jiarui 廖嘉睿博士	Associate Professor (Practice) 副教授（實務）

Senior Administrative Staff with New Appointment 高級行政人員新任命

School / Department / Office 學院 / 學系 / 部門	Name 姓名	Position 職位
Student Affairs Office 學生事務處	Ms Jessie Wong Tsz-yan 黃芷茵女士	Assistant Director of Student Affairs 學生事務助理總監

Stronger support base for HSUHK

誠邀支持捐獻恒生大學

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」。您的支持將有助恒生大學加速發展，精益求精。

Contact us 聯絡我們

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

Tel 電話：3963 5169 Fax 傳真：3963 5276

Email 電郵：foundation@hsu.edu.hk Website 網址：aaao.hsu.edu.hk

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

Email 電郵：alumni@hsu.edu.hk

Information as of 23 Nov 2023. *Erudition (The Hang Seng University of Hong Kong Newsletter)* is published by the Communications and Public Affairs Office every odd month. If you have any materials for publication, please send your submission in both English and Chinese (about 200 words each) and 1-2 photos (>1MB, if any) to cpao@hsu.edu.hk via your HSUHK email account.

資料截至 2023 年 11 月 23 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)。

More about HSUHK



The Hang Seng University of Hong Kong



hsuhk_official



hsuhkofficial



香港恒生大學 HSUHK

1	POSTAGE PAID HONG KONG CHINA 中國香港 郵資已付	Permit No. 特許編號 08137
---	--	-----------------------------

博學
Erudition



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

Hang Shin Link, Siu Lek Yuen, Shatin, N.T. Hong Kong 香港新界沙田小瀝源行善里