



For Immediate Release

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HSUHK Junzi Launch Ceremony 2024 cum Business Leader Forum

The Hang Seng University of Hong Kong (HSUHK) has been promoting the concept of the “Junzi” character and its five virtues of “Ren (benevolence)”, “Yi (righteousness)”, “Li (propriety)”, “Zhi (wisdom)”, and “Xin (trustworthiness)”, to corporations in Hong Kong, and had set these Junzi virtues as the yardstick to measure the ethical levels of businesses. HSUHK has conducted its annual Junzi Corporation Survey (“Survey”) since 2011 to foster a sense of social responsibility among businesses as they continue to develop profitable and sustainable operations.

HSUHK’s School of Business hosted the Junzi Launch Ceremony 2024 cum Business Leader Forum today. Dr Thomas Man, Associate Dean (Enterprise and Business Engagement) at HSUHK, introduced the 2024 Junzi Project in his opening remarks, and Dr Belinda Yau, Assistant Professor of the Department of Accountancy at HSUHK, introduced the 2024 Survey. Dr Yau confirmed that street interviews and online surveys will continue to be conducted this year to collect Hong Kong citizens’ feedback on general businesses across the city. Dr Yau also held a pledge with student surveyor representatives to officially launch the 2024 Survey.

Dr Lawrence Lei, Assistant Professor of the Department of Accountancy at HSUHK, introduced the judging criteria and award classifications for the 13th Junzi Corporation Awards, including the “Junzi Corporation Award”, “Junzi Corporation Award (Small and Medium Enterprises)”, and “Junzi Corporation Exemplary Award”. The “Junzi Corporation Exemplary Award” will be classified into individual “Ren”, “Yi”, “Li”, “Zhi” and “Xin” Junzi Virtues Awards, to felicitate Junzi corporations that meet high ethical standards in terms of the five virtues. The survey results and awardees list will be announced in June 2024.

At the Business Leader Forum held alongside the Junzi Launch Ceremony, Ms Sophia Chan, Corporate Communications Manager at The Macao Water Supply Company Limited, shared that the company has improved the efficiency and reliability of water operations by expanding different smart water services. This brings long-term returns to the company, and enables Macao to be a water-saving society and a caring city, which further promotes Macao’s sustainable development. The Macao Water Supply Company Limited was awarded the “Junzi Corporation Award” and “Junzi Corporation Exemplary Award (Wisdom)” for its excellent business practices in 2023.



Photos:



Photo 1: Dr Man delivers his opening remarks.



Photo 2: Dr Yau leads student surveyors in pledging ceremony.



Photo 3: Dr Lei shares classification and judging criteria for The Junzi Corporation Awards.



Photo 4: Ms Chan speaks at the Business Leader Forum.



Photo 5: Dr Lei and Dr Yau present souvenir to Ms Chan.

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香港恒生大學
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About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and over 6,000 full-time undergraduate and postgraduate students. Adopting a unique “Liberal + Professional” education model, HSUHK nurtures students with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

Aspiring to be a leading private university in the region, HSUHK features quality undergraduate education programmes, quality faculty members, award-winning green campus facilities, innovative degree programmes, a unique residential college system which combines living and learning, interactive small class teaching, close student-teacher relationships, RGC-funded impactful research, and excellent student development/support services. HSUHK was listed 7th (overall) in the ASEAN+ region, 1st in the Greater China region, and 1st in Employability in the 2023 AppliedHE ASEAN+ private university assessment by Singapore-based AppliedHE. It was also listed among the top 200 worldwide universities for “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.