



Press Release – For Immediate Release

To: Assignment Editor/ Editor of Local, Education and Financial News

20 March 2025

HSUHK launches Junzi Corporation Awards 2025

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

HSUHK’s School of Business recently hosted the Junzi Corporation Awards Project 2025 Launching Ceremony cum Business Leaders Forum. In his opening remarks, Professor Simon Ho, President of HSUHK, introduced the Junzi Corporation Awards Project 2025, highlighting that the project embodies HSUHK’s dedication to promoting ethical practices and fostering a culture of respect, thereby contributing to the building of a harmonious society.

Dr Belinda Yau, Assistant Professor of the Department of Accountancy at HSUHK shared the objectives and the methodology of the Junzi Corporation Survey 2025 with the audience, and Dr Lawrence Lei, Assistant Professor of the Department of Accountancy, Co-Chairman of the Organising Committee of the Junzi Corporation Awards Project 2025, introduced details of the awards classification for the Awards, including “The Junzi Corporation Award”, “The Junzi Corporation Award (Small and Medium Enterprises)”, “The Junzi Corporation Award For Exemplary Business Practices”, and the newly added “The Hang Seng University of Hong Kong 45th Anniversary Special Junzi Corporation Award” to celebrate the University’s 45th Anniversary.

During the event, the Business Leaders Forum was also held with discussions on the topic “How Technology and New Workplace Culture Impact Business Ethical Values”. Mr Ricky Lam,



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Associate Dean (Enterprise and Business Engagement) of HSUHK, along with guest speakers including Dr June Leung, Founder and Chairperson of Beacon Group who is also the Honorary Advisor of the Chief Happiness Officer Association; Ms Elaine Wang, Adjunct Professor of the Department of Management at the School of Business at HSUHK; and Ms Raina Yeung, Honorary Fellow of the Centre for Civil Society and Governance at the University of Hong Kong, shared their insights.

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Photos:



Photo 1: President Simon Ho delivers opening remarks.



Photo 2: Dr Lawrence Lei introduces the awards classification and judging criteria for the 14th Junzi Corporation Awards.



Photo 3: Guest speakers share their insights during Business Leaders Forum.



Photo 4: Professor Joshua Mok, Provost and Vice-President (Academic and Research) at HSUHK presents souvenirs to the honourable guest speakers of the Business Leaders Forum.

Photos Download: <https://bit.ly/4iirRaJ>



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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 6,700 full-time undergraduate and postgraduate students. Adopting the unique “Liberal + Professional” education model, HSUHK aims to nurture young talent with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

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