

# HSMC

## Newsletter 恒管通訊

08 • 2018



### HSMC Received Outstanding School Social Responsibility Award 恒管榮獲傑出學校社會責任獎



HSMC's Get-Together for World Cup Final 2018  
2018 世界盃決賽 – 恒管齊齊睇 Fun Fun 玩



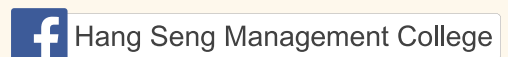
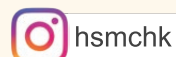
HSMC Hosted 27th World Business Congress  
恒管舉辦第二十七屆世界商業學術會議



HSMC People – Interview with Dr Wong Wai Hung, Collin Associate Professor (External) of School of Decision Sciences  
恒管人 – 決策科學學院 (外務) 副院長及副教授黃惠虹博士專訪



恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE



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## HSMC Received Outstanding School Social Responsibility Award 恒管榮獲傑出學校社會責任獎

HSMC received the Outstanding School Social Responsibility Award (university) from the *Mirror Post* on 18 July 2018 in recognition of its efforts made in corporate social responsibility (CSR). The College was awarded for its commitments to education and social development in different areas: nurturing talents with moral ethics and a sense of social responsibility, corporate governance and leadership, caring for students and staff members, community services and the promotion of environmental protection.

Glad about HSMC being the first and only university receiving such a renown, President Simon S M Ho remarked, “The College has spared no efforts to fulfil CSR. We not only strive for academic excellence to nurture the next-generation talents, but also introduce various measures to demonstrate how a higher education institution can excel itself in connecting closely with stakeholders and the community, enhancing sustainable and green facilities on

campus, as well as promoting business ethics and cultural heritage. We hope that with all these efforts, our level of CSR will continue to rise to benefit the College, students, staff, alumni, employers, business associates, the community and the society.”



恒管於2018年7月18日獲《鏡報》頒發「傑出學校社會責任獎(大學)」，表揚學校努力履行教育承諾及社會承擔，包括：培養德才兼備和具社

會責任的人才、院校管治及領導力、關愛學生及教職員、社區服務、推動環保等。

何順文校長很高興恒管成為首間及唯一的獲獎大學，他指出：「恒管一直努力不懈，履行企業社會責任。學院不單追求卓越學術成就，為未來培養人才；也致力與不同持份者和社區加強聯繫、提升可持續綠色校園建設、弘揚商業道德和推動文化傳承。希望憑藉這些工作，繼續提升企業社會責任水平，讓學院、師生、校友、僱主、合作單位、社區和社會都能得益。」

### Academic Excellence 卓越學術成就

- Taking mutual trust, value-addedness, innovativeness, caring attitude and responsibility as its core values and “erudition and perseverance” as its motto, HSMC aspires to be a leading private liberal-arts-oriented university in the region, which aims to:
  - provide students with an all-round transformational and empowering educational experience through its “Liberal + Professional” education model;
  - advance knowledge and to be committed to free enquiry and responsible scholarship; and
  - nurture responsible global citizens and leaders with critical thinking, innovative minds, caring attitude, moral values and social responsibility
- Setting an “iGPS desired graduate attributes” framework with i = Intellectual Competence, G = Generic Skills, P = Personal Development, and S = Social Engagement
- From 2014 to 2017, HSMC has secured HK\$111 million for 92 projects from different external funding schemes/bodies. Since 2014/15, HSMC has received the highest amount of the four-year cumulative funding and the highest number of funded research projects from the Research Grants Council among all the local self-financed degree-granting institutions in Hong Kong.
- In recent years, HSMC was the only institution in Hong Kong obtaining the ISO 9001 Certification in Quality Management System on its degree programmes from the Hong Kong Quality Assurance Agency.
- 恒管以互信、增值、創新、關懷及責任為核心價值，並以「博學篤行」為校訓，致力成為區內具領導地位並以博雅教育為主導的私立大學。恒管致力：
  - 透過「博雅 + 專業」教育模式，為學生提供全面、轉化及賦權的教育體驗；
  - 促進新知，承諾自由探索及負責任治學；及
  - 培養具備明辨思維、創新、人文關懷、道德價值觀和社會責任的全球公民與領袖。
- 建立 iGPS 「期望的畢業生特質」框架，包括：(i) 智能/思考能力、(G) 共通技能、(P) 個人發展和 (S) 投入社群。
- 由2014年至2017年，恒管獲不同的外部資助計劃或機構撥款共約1億1,100萬港元，資助進行92項教研項目。自2014/15年度，以研究資助局撥款計算，恒管所獲的四年累計資助金額及研究項目總數為全港自資院校之冠。
- 近年，恒管是唯一獲得香港品質保證局就其學位課程頒發ISO9001品質管理體系認證的院校。



## Close Connections with Stakeholders and Community 與持份者及社區緊密聯繫

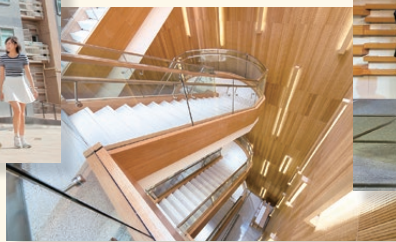
- Annual information day for prospective students, parents and the public to learn more about HSMC, while liaison is made to facilitate communications with community bodies such as parents' and teachers' associations
- Organise or co-organise various activities for secondary school students to unleash their talents such as Hong Kong Secondary School Students Putonghua Public Speaking Competition, Inter-Secondary School Mobile Phone Application Design Competition and ROBOFEST
- Organise community engagement activities such as HSMC FunD Run for U charity run; voluntary activities such as visits to elderly homes and kindergartens; and voluntary service schemes for students such as VolTrekks Service-learning Award and Training Scheme, and "We are Hear" Volunteer Training and Service scheme
- Organised for four consecutive years the Shatin Arts and Cultural Promotion Project together with Shatin Arts and Culture Promotion Committee and Shatin District Office
- Care about employee well-beings by providing leave entitlements above legal stipulations including twelve-week maternity leave, seven-day paternity leave, birthday leave, marriage leave, bereavement leave and family caring leave. In addition to staff training, professional advisory services are provided for staff in collaboration with professional bodies.
- Received a full score of 5.0 in the CSR Index assessment from the Hong Kong Quality Assurance Agency, the Caring Organisation 5 Years+ logo under the Caring Company Scheme and Good MPF Employer award from Mandatory Provident Fund Schemes Authority
- 每年舉辦資訊日與家長日，讓有意報讀的學生、家長和公眾人士加深了解恒管，同時促進與家教會等社區團體的聯繫。
- 以中學生為對象，舉辦或協辦各式各樣賽事，讓他們發揮潛能，例如香港中學生普通話演講大賽、手機應用程式設計比賽及ROBOFEST 機械人設計比賽。
- 舉辦社區共融活動，例如「恒管紛 FunD 跑」籌款跑步；志願活動，例如探訪安老院舍和幼稚園，以及組織學生義工活動，例如「順龍仁澤學義同行」服務學習獎勵及培訓計劃以及「We are Hear 聲聲相惜」義工訓練及服務。
- 連續四年與沙田文化藝術推廣委員會及沙田民政事務處合辦「傳新沙田」文化藝術推廣活動。
- 關懷及體恤員工，提供優於法定的假期，包括女性員工 12 個星期產假、男性員工七天侍產假、生日假、婚假、近親喪假、家庭關懷假期等。除了員工培訓外，更與心理輔導機構合作，為員工提供專業輔導服務。
- 在香港品質保證局的「社會企業責任指數」評核獲得滿分「5」的卓越成績；獲「商界展關懷」計劃頒發五年 Plus「同心展關懷」標誌，並獲強制性公積金計劃管理局嘉許為「積金好僱主」。



## Sustainable Development and Green Campus

### 可持續發展及綠色校園

- First higher education institution in Hong Kong to receive the highest platinum recognition for four new buildings from the Hong Kong Green Building Council
- Aspire to be a Junzi University and promote the bamboo culture, which are demonstrated in its commitment to sustainable development with an extensive bamboo planting and use of bamboo building materials and furniture
- Energy saving measures such as using lights and electrical appliances with higher energy efficiency; activating hibernation mode for staff computers for two-hour inactivity, and joining the Earth Hour activity organised by WWF
- Set up the Institute for Youth Sustainability Leadership as the first learning and research centre in Hong Kong to achieve 17 United Nations' Sustainability Development Goals
- 四所新大樓獲香港綠色建築議會頒發新建築物最高級別的鉑金認證，是香港首間高等院校獲此殊榮。
- 校園大量種植竹子與使用竹的建築材料與傢俱，弘揚「竹文化」，致力成為一所「君子大學」，充份體現在可持續發展方面的承擔。
- 推行節能措施，例如採用高能源效益的照明設施和電器產品，為辦公室電腦設定閒置兩小時後啟動「休眠」狀態，以及參加世界自然基金會舉辦的「地球一小時」活動。
- 成立「青年可持續發展領袖研習所」，是香港首個實踐聯合國 17 項可持續發展目標的教研中心。



## Promoting Business Ethics and Cultural Heritage

### 弘揚商業道德和推動文化傳承

- Conduct annual Junzi Corporation Survey and announce the HSMC Business Ethics Index to gauge the perception of the public towards business ethics of local corporations; and organise forums and symposiums on business ethics to promote the essence of traditional business ethics and its modern applications
- Organise various Chinese cultural activities to promote Chinese culture, inherit traditional arts and enrich campus life of students and staff
- 進行年度「君子企業調查」，收集市民對本地企業營商手法的意見，並公佈「恒管商業道德指數」；另舉行商業道德論壇及研討會，弘揚傳統商道精神，並探討其現代應用。
- 舉辦中國文化推廣活動，弘揚中國文化，繼承傳統文藝，令師生的校園生活更豐富。



## Do You Know Why Supply Chain and Logistics Matter?

### 供應鏈與物流為何重要，你知道嗎？

**Dr Wong Wai Hung, Collin**  
**Associate Dean (External) of School of Decision Sciences**  
**Associate Professor of Department of Supply Chain and Information Management**  
**Programme Director of BBA-SCM Programme**  
**Director of Policy Research Institute of Global Supply Chain**  
 決策科學學院（外務）副院長  
 供應鏈及資訊管理學系副教授  
 供應鏈管理工商管理（榮譽）學士課程主任  
 全球供應鏈管理政策研究所主任  
 黃惠虹博士

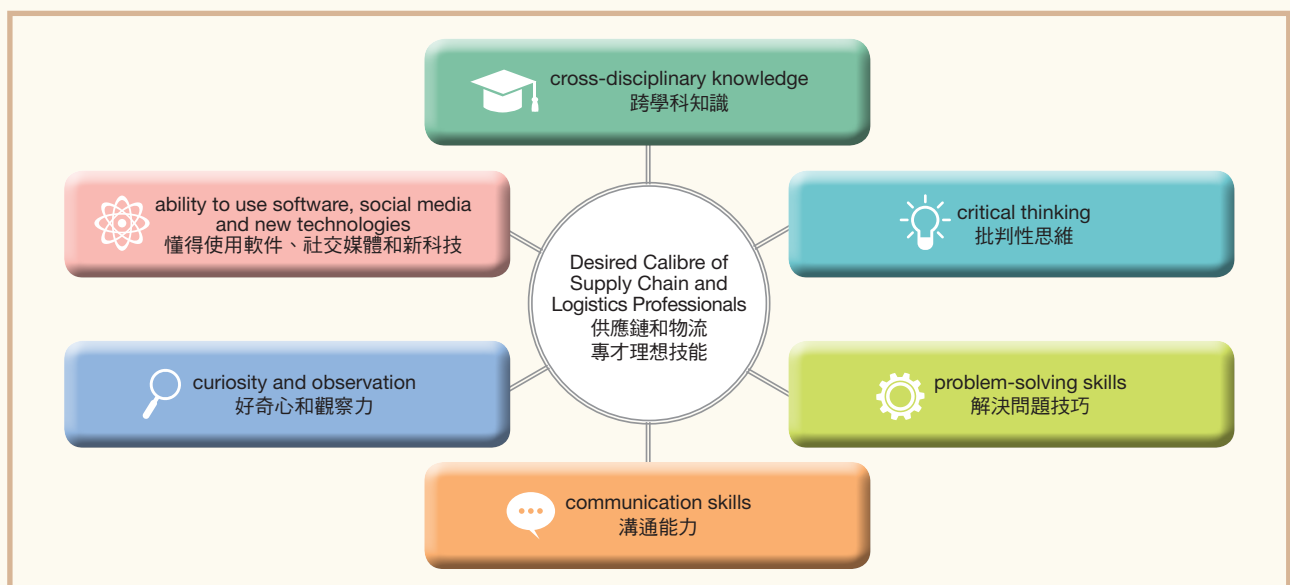


There is a local saying “If you do not study hard, you will end up a transportation worker”. Is this still true? In an interview with Dr Collin Wong, *HSMC Newsletter* learned about the key factors which have changed the landscape of trade and transportation. Dr Wong said, “Nowadays, managers in the transportation sector will lose edge if they do not possess academic excellence.” Looking at leading logistics corporations worldwide, many have emerged as billion-dollar large corporations with their founders or chief executive officers possessing high academic qualifications. For instance, Chief Executive Officer of Amazon graduated from Princeton University with degrees in electrical engineering and computer science; Chief Executive Officer of DHL Express Asia Pacific acquired a Master of Business Administration qualification in Singapore; while Mr Liu Qiangdong, Founder of JD.COM, was a top achiever in the National Higher Education Entrance Examination and graduated from the Renmin University of China. In Hong Kong, the major founders of the unicorn GoGoVan have completed degrees in global business or economics respectively in the US (one of them was a student of Hang Seng School of Commerce). Today, logistics and supply chain must integrate information, management, technology and value-added services to maintain competitive edges.

Dr Collin Wong, who has engaged in related research for nearly 20 years, has profound knowledge in this field. In deliberating on the multi-faceted development of supply chain and logistics which have already formed a pillar industry of Hong Kong since the 1980s, Dr

俗語說：「細個唔讀書，大個做運輸」。今時今日，這句話還適用嗎？《恒管通訊》訪問黃惠虹博士，了解改變貿易及運輸行業生態的重要因素。黃惠虹博士認為：「今日管運輸，唔讀書會執輸」。今天的物流龍頭公司，已經是億萬元的大企業，它們的創辦人或總裁很多都是高學歷的。例如：亞馬遜總裁畢業於普林斯頓大學，獲得電機工程和計算機科學學位；DHL Express 亞太區首席執行官在新加坡取得工商管理碩士；中國京東的創始人劉強東是高考狀元，畢業於中國人民大學。在香港，獨角獸 GoGoVan 的主要創辦人分別於美國取得環球商業管理及經濟學位（其中一位曾在恒生商學書院就讀）。現代的供應鏈和物流業必須融合資訊、管理、科技和增值服務，才可以保持競爭優勢。

供應鏈和物流行業早於 1980 年代已晉身香港支柱行業之列。黃惠虹博士從事這方面研究近 20 年，對行業非常熟悉，她分享了行業的多方面發展。「從前人們稱之為『運輸』，主要涉及貨物流動，貿易情況則是直接單向，由製造商交付批發商，批發商交付零售商，再經由



Wong said, “In the past, people used the term ‘transportation’ and it was all about the movement of goods. The world of trade involved a straight-forward flow of goods from manufacturer to wholesaler, to retailer and ultimately to customer.” What has changed the global trade environment? Dr Wong explained, “The economic opening policy of China, globalisation and technology advancement are key factors. After most factories in Hong Kong moved their production to the Mainland, the role of the territory had changed from a production base to a supply chain and logistics management base, and a goods trading and transshipment hub. Besides, globalisation has changed the nature of supply chain which is now cross functions, cross business collaborations and cross regions. The scale of supply chain is no longer localised.”

Online shopping, made possible by new technologies, has changed the consumption pattern and the roles of supply chain and logistics – being part of a value chain. According to Dr Wong, in a value chain, a string of collaborating players work together to bring a product or service from conception to delivery in order to satisfy market demands. “The production model has transformed – it has become more demand driven and delivery has to be door-to-door. Manufacturers can have a more accurate demand projection for better production planning, using big data analysis through online channels. Meanwhile, customers want their products or services to be placed in their hands as seamlessly as possible after online shopping. In between, supply chain and logistics play a crucial role in achieving good value chain management,” said Dr Wong. To win in this fierce competition, retailers or service providers should not compete on cost, but a total solution/product/service which customers value the most.

Far from what the laymen know, supply chain and logistics do not function alone, but are closely related to marketing and financial control. “That’s why students also need to have marketing and business knowledge,” remarked Dr Wong, “The degree of marketing success determines how many goods have to be produced, delivered and kept as inventory. Inventory control is extremely important. Poor control can result in storage problem, disposal of obsolete items which incur cost, or even insufficient cash flow.”

In nurturing talents for this sector, Dr Wong shared, “Cross-disciplinary knowledge is essential. We encourage students to expose themselves to new ideas and trends, to care about what’s going on in different parts of the world. For instance, what impact will be brought by the trade war between the US and China? How about political and social turbulences in other countries or regions? Will extreme weather affect people’s consumption pattern and needs? What are the latest technologies in recreation sector? All in all, curiosity and observation are the keys.” What’s more? The ability to use software for analysis, and knowledge of new technologies such as big data, Internet of Things (IoT), machine learning, artificial intelligence (AI), augmented reality (AR), and so on.

To conclude what she thinks about the study of supply chain and logistics, Dr Wong finds it highly rewarding. By acquiring knowledge from different aspects, one can feel the pulse of the society.

Dr Collin Wong shared that the learning process goes on every day as new technologies and practices emerge. To be a successful professional in this field, stay curious is the key.

黃惠虹博士表示，新科技和運作模式不斷冒起，每天都需要學習。要成為傑出的供應鏈和物流專才，凡事好奇求知是關鍵所在。



Dr Collin Wong (3rd from right) sent her best wishes to the graduates.

黃惠虹博士(右三)為畢業生送上祝福。

零售商賣給顧客。」那麼，甚麼改變了全球貿易環境？黃博士解釋：「中國的經濟開放政策、全球化和科技進步是主要因素。當大部分工廠北移內地後，香港由生產基地轉為供應鏈和物流管理基地，貿易和轉運樞紐。此外，全球化也改變了供應鏈的性質，變為跨職能、跨商業合作及跨地域。供應鏈的範圍已不限於本地。」

新科技帶來網上購物，也改變了消費模式以及供應鏈和物流的角色 – 成為價值鏈其中一環。按照黃博士解說，在價值鏈內，一群協作者因應市場需求，共同把產品或服務從概念發展成為可交付的東西。黃博士指出：「生產模式已經蛻變 – 趨向由需求帶動，以及要求門對門付貨。製造商可經由網上渠道進行大數據分析，更準確地預計需求，策劃生產。與此同時，顧客網上訂貨後，也希望產品或服務能夠盡量無縫送到他們手上。供應鏈和物流在製造商與顧客之間，擔當重要角色，就是要達致良好價值鏈管理。至於零售商或服務提供者，他們不宜從價格競爭，而是提供顧客最重視的全方位解決方案/產品/服務，才可在激烈的競爭致勝。」

行外人有所不知，供應鏈和物流與市場推廣及財務監控息息相關，並非單獨運作。黃博士表示：「因此，修讀這門學科需要具備市場推廣和商業知識。生產和運送多少貨物以及安排多少庫存，取決於市場推廣成效。庫存控制非常重要，管理不善可導致庫存問題、因銷毀過期貨品帶來的成本，甚至現金流不足。」

至於培養業界人才，黃博士分享說：「具備跨學科知識非常重要。我們鼓勵學生多認識新意念和新趨勢，關注世界各地事情。舉例說，中美貿易戰會帶來甚麼影響？其他國家或地區政治及社會動盪會產生甚麼後果？極端天氣會影響消費模式或需要嗎？消閒方面有哪些新科技？總的來說，好奇心和觀察力是關鍵所在。」除此之外，還需懂得應用分析軟件和認識新科技，例如大數據、物聯網、透過機器學習、人工智能、擴增實境等。

總括修讀供應鏈和物流課程，黃博士認為可獲益良多；學生從四方八面增進知識，能夠充份掌握社會脈搏。

## Learn and Teach to Enable Succession Planning 致力學習與教導 為傳承獻一分力

**Mr Chan Sai Hung, Stephen**  
Alumnus of Hang Seng School of Commerce  
Director, Trinity-C Management Limited



To Mr Stephen Chan, his study at Hang Seng School of Commerce (HSSC) had significantly affected his career choice – to be a professional accountant. Mr Chan thinks that three elements are important in shaping one's life experience – people,

events and things. Let's see how these elements at HSSC had affected him.

A graduate in 1983, Mr Chan finds HSSC a place for enlightenment. He recalled, "I am indebted to my accounting teacher who introduced me to the world of accountancy. She managed to explain the most abstract and difficult ideas in a simple and precise manner. I must also thank her for her valuable advice on study and career development. Group project was a novel idea in those days. By working with my classmates, I learned how to be a good team player. I loved the green campus environment and enjoyed the tranquillity which helped clear my mind."

Mr Chan joined an international accounting firm soon after completing a professional diploma in accountancy. A veteran accountant who has also completed a bachelor's degree programme and an EMBA programme, Mr Chan has witnessed many changes in the profession and Hong Kong as a whole. About talent development, he pointed out, "To enable the people of Hong Kong to excel themselves, forward-looking policies with appropriate strategic planning must be designed by the authorities. For instance, when designing academic programmes, different social and economic data should be considered to predict the city's development trend in the coming years. Only with detailed planning can suitable talents be trained."



Mr Stephen Chan has recently completed a Master in Christian Studies (Market Place) programme at the Chinese Graduate School of Theology.

陳世雄先生最近修畢中國神學研究院基督教研究碩士(職場神學)課程。

Mr Chan's zeal for nurturing talents is realised by taking up teaching positions in various institutions. He enjoyed the interactions with students and found the teaching experiences highly rewarding. He smiled, "I would like to share technical skills and life experiences. I also try to encourage them to unleash their potentials." One of the Founding Members of the Association of Hong Kong Accountants and its Deputy President 2018/19, Mr Chan spares no efforts to support talent development in the accountancy profession.

He believes that succession planning is important, also true for alumni affairs at HSMC. Having served the Alumni Association (AA) of HSMC and HSSC for some

**陳世雄先生**  
恒生商學書院校友  
捷思管理有限公司總監

time, he said it is time to let the new generation shine. He appreciates the continuous contribution of Mr Kenneth Leung, Founding Chairman of the Association. He said, "It's glad to see succession planning is on the way. As one of the Vice-Chairmen, I would play an auxiliary role and offer help whenever necessary." Looking forward, he hopes to see more young alumni participate in alumni affairs and support the sustainable development of the College.

恒生商學書院(恒商)的學習生活,影響了陳世雄先生的職業選擇 – 立志成為專業會計師。他認為建構人生經歷,有三大元素:人、事和物。且看看這些元素如何在恒商影響他的發展。

陳先生 1983 年畢業,恒商是個啟蒙的地方。他回想說:「感謝教授會計的老師引領我進入會計專業的世界。老師以簡單扼要的方式,解說最抽象和艱深的概念,更在學業和事業發展方面,提供寶貴意見。當時,小組研習是個嶄新教學方法,然而,跟同學一起合作,讓我學懂如何成為團隊的好成員。我也鍾愛綠油油的校園和恬靜的環境,有助整理思緒。」

陳先生修畢專業會計文憑課程後,旋即加入國際會計師事務所工作。期後,他先後完成學士課程及行政人員工商管理碩士課程。這位資深會計師見證了會計專業和香港的整體變遷。在人才發展方面,他指出:「當局必須制定前瞻的政策,配合策略規劃,才能讓香港人發揮所長。舉例說,設計學術課程時,需要參考各種社會和經濟數據,預計未來發展趨勢。只有透過周詳計劃,才可培養合適的人才。」

陳先生熱心培育人才,先後在多間院校任教。他喜歡與學生互動,認為教學體驗回報豐富。他笑說:「我期望分享專業技能和人生經驗,也希望鼓勵學生發揮潛能。」身為香港會計師專業協會始創成員之一,也是該會 2018/19 年度副會長,陳先生支持會計專業人才培訓,不遺餘力。

陳先生認為培養接班人十分重要,恒管的校友事務也如是。他為恒管暨恒商校友會服務已有好一段日子,認為是時候讓新一代盡展所長。他尤其欣賞校友會創會主席梁家強先生的無私奉獻,並表示:「很高興見到新舊交接的過程邁步向前。身為副主席之一,我希望能從旁輔助,有需要時予以協助。」展望將來,他期望更多年輕校友參與校友事務,支持學院持續發展。



Taking part in alumni affairs and picturing with Mr Kenneth Leung (2nd from left, front row); Dr Moses Cheng, Chairman of HSMC College Council (2nd from right, front row); Mr Dicky Yuen, new Chairman of AA (2nd from left, back row), other AA committee members and HSMC staff

陳先生積極參與校友事務,與梁家強先生(前排左二)、恒管校務委員會主席鄭慕智博士(前排右二)、校友會新任主席袁益霆先生(後排左二)、其他校友會幹事及恒管職員合照。



## A Tale of Exploration and Creation 探索與創造的故事

**Mr Fung Chun Hei, Rufus**

Bachelor of Business Administration (Honours) in  
Supply Chain Management, HSMC  
Partner, Triple Square Event Management



In the last eight years, Mr Fung Chun Hei, Rufus, a graduate of the Bachelor of Business Administration (Honours) in Supply Chain Management (BBA-SCM) programme in 2014, enjoyed his exploration and creation which tremendously enriched his experience and insights. He recalled, “SCM was quite new in Hong Kong. HSMC was one of the very few tertiary institutions which offered SCM as a major study at that time. The College provides sufficient teaching resources and learning support. To me, this programme choice was both a small exploration and a wise one.”

Rufus's exploration at HSMC also included the creation of a student interest group – the Drama Society. Rufus explained, “The Drama Society started from scratch by a few drama enthusiasts including me. Our committee members worked very hard for its growth. While an orientation camp is a must, the annual performance is the signature project. Much time and effort were made in planning, preparation and practice. We enjoyed both the process and the results!” Co-operation at the Drama Society had paved the way for his business exploration in the later years. The other four partners of his company were all associates at the Drama Society.

His latest exploration and creation was the setting up of an event management company with the above-mentioned four partners some three years ago, with two of them being SCM graduates, and the other two studying marketing and accountancy respectively. Before that, Rufus had left Hong Kong for a one-year working holiday and took a job in inventory control management. Had he come across any hard time in running his own business? “Sure, since we are inexperienced. It is not easy to earn trust from the very experienced customers. What we must do is to learn from mistakes and to avoid their recurrence. It is fortunate that our partners know each other well through our previous collaboration. We have our own expertise but will render support in different areas of our business. There is a Chinese saying – ‘Fear not doing something extra’. I believe that the willingness to contribute is one of the clues to success.”

Though Rufus is not working in the supply chain or logistics field, his knowledge in these areas helps from time to time, “The importance of lead time, SWOT analysis, inventory management, scheduling, etc plays a part in our business planning and development.” Despite all the difficulties, job satisfaction comes from appreciation and recognition from customers and other stakeholders, which encourage him to aim higher.



Rufus (2nd from left) with associates of the Drama Society at HSMC  
馮俊禧 (左二) 與志同道合的恒管劇社同學

**馮俊禧先生**

恒管供應鏈管理工商管理 (榮譽) 學士  
Triple Square Event Management 合夥人

Rufus encouraged young people to explore more in their interests and careers if time and condition allow. This can help them see the world from different perspectives. He believes that to those who are prepared and well-equipped, rewards will finally be received.

過去八年，供應鏈管理工商管理 (榮譽) 學士課程 2014 年畢業生馮俊禧先生努力探索和創造，人生經驗及識見大大增長。他回想入讀恒管的經過：「當時，供應鏈管理在香港仍是嶄新課程，恒管是少數開辦供應鏈管理專修課程的大專院校之一。學院提供豐富的教學資源和學習支援。對我而言，選修這個課程既是小小探索，也是明智之選。」

馮俊禧在恒管的探索還包括創立學生興趣組織 – 劇社。他細說當年：「劇社由我在內的幾位戲劇愛好者創辦，莊員為劇社的發展全情投入。迎新營是必備活動，年度匯演則是亮點項目。我們為年度匯演投入許多時間和精力，策劃、籌備和排練，既享受過程，亦珍惜成果！」劇社社員的合作關係為日後的創業探索，打下基礎；與他一起創業的四位夥伴，都是當年的劇社莊員。

至於最新的探索與創造成果，是三年多前與上述四位夥伴一同創業，成立一家活動統籌公司。合作夥伴當中，兩位是供應鏈管理課程畢業生，另外兩位分別修讀市場學及會計學。創業前，馮俊禧曾離港一年參與工作假期，也曾從事庫存控制管理工作。經營自己的事業有否遇過困難？「困難當然有。因為我們年資尚淺，要獲得經驗豐富客戶的信任並不容易。我們必須從錯誤中學習，避免重蹈覆轍。慶幸夥伴之間合作無間，早已建立默契。我們各擅所長，但會在不同業務範疇互補互助。中國人有說『唔好怕蝕底』，我相信願意付出是成功關鍵之一。」

雖然馮俊禧現時並非供應鏈或物流領域一員，但相關行業知識不時助他一把。「付貨前生產時間、優勢/弱點/機會/危機分析、庫存管理、排程等都很重要，它們足以影響業務策劃及發展。」雖然面對困難，能夠獲得顧客及其他持份者賞識和認同，就是工作滿足感的泉源，推動他繼續努力向上。

馮俊禧表示若時間和條件許可，年輕人不妨多探索自己的興趣及事業路向，這樣有助他們從不同角度認識世界。他相信能夠準備和裝備充足，終可享受成果。



Rufus (1st from left) and his business partners pictured at an event organised by their company.  
馮俊禧 (左一) 與業務夥伴於公司統籌的活動留影。

## HSMC Builds the First Smart Campus in Hong Kong 恒管建設香港首個智慧校園



President Simon Ho (2nd from right) and Mr K K Wong, Director of Universal Pocket (2nd from left), signed the collaboration agreement. 何順文校長(右二)與前寶通董事王嘉琪先生(左二)簽署合作協議。

Following an agreement signed on 16 July 2018 between HSMC and Universal Pocket (HK) Co Limited (Universal Pocket), a local innovation and technology enterprise, a new step has been advanced by the College in its development of the first smart campus initiative in Hong Kong. Under this collaboration, the WeChat smart technology services will be introduced into HSMC including the e-payment option, allowing applicants in the Mainland to pay admission application fees and tuition fee deposit. Through the WeChat official account, users in the Mainland can access the website of the College with ease via their electronic devices.

In mapping out the blueprint of a smart campus at HSMC, President Simon S M Ho shared, "In recent years, the College has already introduced some smart devices and services which are enabled via Internet. To move further, we will promote more smart internet services for students and teachers, benefitting them in information management, teaching, learning and interaction. We hope that with an integration of technology, humanities and management, students' development can be more all-rounded."

A HSMC delegation, comprising more than 20 senior management and academic staff, together with Mr Dannie Cheung, Council Member of HSMC; Mr K K Wong, Director of Universal Pocket and Ms Maggie Li,

General Manager of Universal Pocket, visited Tencent's headquarters at Shenzhen High-tech Industrial Park on 9 July this year, and met with Ms Mia Ma and Mr Frank Geng, Directors of International Business Development of WeChat Pay. The delegation was impressed by the intelligent and humanised management of the new Tencent headquarters tower and reaffirmed the intentions on further industry-university collaborations with Tencent as one of the College's information technology solution partners.

Professor P C Wong, Director of Information Technology of HSMC, pointed out, "HSMC is relatively advanced in information management among higher education institutions in Hong Kong and is striving to move forward as a smart campus. Smart connection via internet is currently applied on campus facilities and the management of its Residential Colleges. Tencent's WeChat is only one of the smart services that HSMC would be experimenting and we are exploring collaborations with other international partners and suppliers. System reliability, security and personal privacy protections will be taken into account when developing new smart campus solutions."

At present, HSMC students can view lecture notes using digital copies, scan handouts free via photocopier and use mobile printing service if needed through the Smart Stations. At the Residential Colleges, students can check the availability of washers and dryers before going to the laundry room, which are connected by Internet of Things technologies, and monitored and controlled via software application. Payment can be made by e-coupon.

Looking forward, smart learning and study initiatives will be explored so that students can access their study materials and pay service fees through mobile devices. It is also hoped that with the wider use of big data, more tailored services can be provided for students and teachers.

隨著恒管與香港創科企業前寶通(香港)有限公司(前寶通)於2018年7月16日簽署合作協議,學院致力建設成為香港首個智慧校園的發展更進一步。根據協議所訂,恒管將引進微信智慧技術服務,包括讓內地入學申請人以微信支付作為繳付申請費及學費按金的繳費途徑之一。恒管建立微信官方帳號後,內地使用者便可簡便地透過電子器材,瀏覽學院網站。



Representatives of HSMC and Universal Pocket attended the signing ceremony. 恒管及前寶通代表出席簽約儀式。

就恒管智慧校園的發展藍圖，何順文校長分享說：「近年，恒管利用互聯網，已推出多項智慧設備和服務。我們將會更進一步，為師生帶來更多網上智慧服務，讓他們在資訊管理、教學、互動各方面，獲得裨益。期望可糅合科技、人文及管理，令學生的發展更加全面。」

恒管管理層和教師等 20 多人，今年 7 月 9 日聯同恒管教務委員會成員張江亭先生、前寶通董事王嘉琪先生及總經理李玉珺女士，前往深圳南山高新技術區騰訊總部參觀，對新總部大樓智能化、人性化的管理留下深刻印象。期間，代表團更與騰訊微信支付國際業務商務總監馬遙女士及耿直先生會面，確立未來進一步加強產學合作的意向，讓騰訊成為恒管其中一個資訊科技方案合作夥伴。

恒管資訊科技處總監黃寶財教授表示：「恒管是一所資訊管理方面發展較快的高等院校，現時在校園設施及住宿書院管理方面，基本上已能透過互聯網作智慧型的連接。騰訊的微信服務將會是恒管智慧服務其中一項試驗。我們也正在探討與其他國際夥伴和供應商合作的可能性。引入智慧校園新方案時，系統可靠程度、安全及保障個人私隱都是主要關注點。」

現時，恒管學生可透過智慧收發站，閱覽數碼版本教材，利用影印機免費掃描筆記以及有需要時經由手機



Visiting Tencent's headquarters in Shenzhen  
參觀位於深圳的騰訊總部

傳送打印指令。在住宿書院，所有洗衣機及乾衣機經由物聯網技術連結以及軟件應用程式監控。宿生前往洗衣房之前，可先查看洗衣機及乾衣機是否可供使用。此外，他們可使用電子券付款，簡單方便。

展望未來，恒管將致力研究智慧學習，讓學生利用流動設備取用學習材料及繳交服務費。此外，恒管又可善用大數據，為師生度身訂造更多服務。

## Sharing with Lingnan Hang Yee Memorial Secondary School Graduates by President 校長與嶺南衡怡紀念中學畢業生分享經驗



President Simon Ho shared views on life and career planning.  
何順文校長分享對生涯規劃的看法。

On 23 June 2018, President Simon S M Ho was invited to be the guest speaker at the graduation ceremony of Lingnan Hang Yee Memorial Secondary School (LHYMSS). In his sharing on life and career planning, President Ho encouraged the students to better understand themselves, to explore options following one's own values and interests, and to find fulfillment and meanings in pursuing life goals. When choosing a higher education institution and major programme for undergraduate studies, he reminded the graduates to handle

vast admission information wisely and to exercise independent critical thinking, instead of just considering the size, fame and popularity of an institution/programme. He also cited the stories of one of his former CUHK students to explain how one chooses between "success" and "values" in career development. President Ho also hoped that HSMC and LHYMSS can collaborate further in the future on life and value education.

何順文校長應邀於 2018 年 6 月 23 日出席嶺南衡怡紀念中學畢業典禮，擔任主講嘉賓。何校長以生涯規劃為題，鼓勵同學認識自己，按照自己的價值觀和興趣探索機會，在追求人生目標的道路上，尋找滿足感和意義。他提醒畢業生升學選擇高等院校及主修課程時，應明智地處理大量收生資訊，作獨立思考判斷。挑選院校/課程時，不要單憑院校規模、名氣及受歡迎程度。何校長又引用他的一位前中大學生為例，闡述事業發展時，如何在「成功」和「價值」之間作出取



President Simon Ho pictured with Mr Chiu Tin Lap, Supervisor (left) and Mr Li Chi Lam, Principal (right) of Lingnan Hang Yee Memorial Secondary School.  
何順文校長與嶺南衡怡紀念中學招天立校監(左)及李志霖校長(右)合照。

捨。何校長期望恒管和嶺南衡怡未來在生涯規劃與價值教育上可加強合作。

## President Spoke at Symposium on Enhancing Connectivity in Asia and Beyond at Kyushu University, Japan

### 校長於日本九州大學「提升亞洲區內外連繫」研討會發表演說



President Simon Ho shared his views at the symposium.  
何順文校長於研討會上分享見解。

After participating in the Kyushu Economic Forum held on 19 July 2018 in Kukuoka, Kyushu, Japan, President Simon S M Ho was invited to deliver a speech at the Symposium on Enhancing Connectivity in Asia and Beyond on 20 July at the Jonathan K S Choi Cultural Centre of Japan, Kyushu University. Asia, as a geographically broad region, has great diversity and encompasses extreme complexities. Using the keyword “connectivity” instead of “network”, this symposium explores new face-to-face collaboration relationship possibilities mainly of East Asia, South East Asia, and Western Pacific.

In his speech titled “Enhancing Higher Education in and beyond Asia”, President Ho pointed out although about 800,000 students were engaged in cross-border exchanges activities (studying and/or internship for two to 12 months) in the Asia-Pacific Economic Co-operation (APEC) region in 2016, 85% of them visited only the advanced APEC economies. The student mobility progress has been slow in East Asia and diversity in income levels, languages, cultures, institutional quality and curriculum structure are some reasons for the unbalanced distribution of exchange students.

President Ho proposed to develop an East Asia + Higher Education Area, making reference to European Union’s Bologna Process (in terms of a common qualification framework and credit transfer system) and the Erasmus+ (European Community Action Scheme for the Mobility of University Students) Mobility Programme. This new higher education collaboration relationship could help less-developed and non-English speaking economies have more both incoming and outgoing exchange students. Any nationally-recognised higher education institutions in the region can sign up as members and an e-platform needs to be built facilitating student enrolments, financial aids and intensive language training before exchange, and finding/swapping local accommodations including home stay.

Right before the symposium, President Ho attended the opening ceremony of the Jonathan K S Choi Cultural

Centre of Japan and conveyed his congratulations to the benefactor Dr Jonathan K S Choi, Chairman of the Sunwah Group. He also met with senior management of the University of Macau and Kitakyushu University exploring the formation of a tripartite collaboration platform on tourism research.

何順文校長於 2018 年 7 月 19 日出席在日本九州福岡舉行的九州經濟論壇，之後應邀參與 7 月 20 日於九州大學蔡冠深文化中心舉行的「提升亞洲區內外連繫」研討會，並發表演說。亞洲幅員遼闊，多元複雜。研討會選用「連繫」而非「網絡」一詞，旨在探討東亞、東南亞和西太平洋地區如何人與人親自接觸，達致全新合作關係。

何校長的演說題目為「提升亞洲區內外高等教育連繫」。他指出在 2016 年，亞太經濟合作組織區內約有 80 萬學生參與跨境交流活動（學習及/或實習，由兩個月至 12 個月不等）。這些學生當中，85% 只前往先進經濟體。在東亞，學生的流動進程緩慢，交流學生數目在不同經濟體分配不平均，當中原因包括收入水平、語言、文化、院校質素、課程架構等方面的差異。

何校長建議參考歐盟的博洛尼亞進程（採取共通的資歷架構和學分轉移系統）以及伊拉斯謨計劃（學生交換項目），建立東亞 + 高等教育區域。希望這個嶄新高等教育合作，有助發展較慢及非英語經濟區有更多雙向交流生。所有區內獲當地國家認可的高等院校均可參與成為會員。此外，必須共同建立網上平台，方便處理學生報名、經濟資助、出發前密集語言訓練、尋找/配對本地住宿（包括接待家庭）等各方面事宜。

何校長出席研討會前，參與蔡冠深文化中心的開幕典禮，並祝賀中心捐助人新華集團主席蔡冠深博士。同時他與澳門大學及北九州市立大學管理層會面，商討建立一個旅遊學研究三方平台的可行性。



Exchanging views with President Chiharu Kubo (left) and Executive Vice-President Hiroto Yasuura (right) of Kyushu University 與九州大學久保千春校長(左)及安浦寬人副校長(右)交流意見。



Thanking Dr Jonathan Choi, Chairman of the Sunwah Group (right) for his support to higher education development 感謝新華集團主席蔡冠深博士(右)支持高等教育發展。

## HSMC's Get – Together for World Cup Final 2018 2018 世界盃決賽 – 恒管齊齊睇 Fun Fun 玩



Gathered together to watch the exciting final of World Cup 2018.  
一起觀看緊湊的 2018 世界盃決賽。

The quadrennial World Cup had been the talk of the town for a whole month. To join in this soccer fever, HSMC, the College's Students' Union and the Alumni Association of HSMC and HSSC jointly organised the "HSMC's Get-Together for World Cup Final 2018" on 15 July 2018. President Simon S M Ho, HSMC senior management, together with close to 200 students, staff, alumni, and their families and friends gathered at the newly named Lee Shau Kee Complex to watch live broadcast of the final through a giant screen. They witnessed how France won the championship of World Cup 2018 over Croatia at a match result of 4:2.

Plenty of fun-filled programmes were arranged including stage performances by HSMC Band Society and freestyle football winners Mr Pang Kin Fat and Mr Ma Wai Ching, and lucky draw. Besides, the participants took part in battling ropes and football shooting games using different sizes of football. They could also stick one-off tattoo stickers with patterns of the national flags of France and Croatia on their faces and arms to show support to their beloved teams. All the participants enjoyed a thrilling night.

四年一度的足球壇盛事 – 世界盃整整一個月成為全城焦點。恒管校方聯同學生會和校友會與眾同樂，於 2018 年 7 月 15 日世界盃決賽日，在恒管剛命名的「李兆基綜合大樓」舉辦「2018 世界盃決賽 – 恒管齊齊睇 Fun Fun 玩」。何順文校長、恒管管理層以及近 200 名恒管師生、校友及其親友一同參與，透過巨型屏幕即場觀賞世界盃決賽，一起見證法國以 4:2 擊敗克羅地亞，勇奪冠軍。

當晚節目非常豐富，包括恒管樂隊學會暖場表演、花式足球得獎者彭健發先生和馬偉澄先生大顯身手、抽獎等。場內並設有足球九宮格、射門、戰繩等活動。觀眾更可在手臂和臉貼上印有法國及克羅地亞國旗圖案的印水紙，以示支持。大家共渡一個熱鬧的晚上。



President Simon Ho (left) and Dr Tom Fong, Vice-President (Organisational Development) (right) welcomed Mr Frankie Wong, General Manager of Human Resources Department of Henderson Land Development Co Ltd to HSMC.  
何順文校長 (左) 與副校長 (機構發展) 方永豪博士 (右) 歡迎恒基兆業地產有限公司人力資源部總經理黃應健先生蒞臨恒管。



Fun and joy at the gathering.  
活動充滿歡聲笑語。

## HSMC Hosted 27th World Business Congress 恒管舉辦第二十七屆世界商業學術會議



Organising committee members and distinguished guests pictured at the opening ceremony of the 27th World Business Congress. 第二十七屆世界商業學術會議開幕典禮，籌委會成員與嘉賓合照。

The Department of Marketing and the Research Institute for Business, in conjunction with the International Management Development Association (IMDA), hosted the 27th World Business Congress at HSMC from 11 to 13 June 2018. With the theme “Transformation, Coopetition and Sustainability in the Era of Globalisation, Engagement, and Disruptive Technology”, this annual conference attracted more than 120 academics and senior executives from some 20 countries and regions. Participants shared insights and exchanged views on major business topics such as the Belt and Road initiative, and the creative and sharing economy in Greater China.

The conference was opened with a welcome message by President Simon S M Ho. Dr Bernard Chan, Under Secretary for Commerce and Economic Development, emphasised in his keynote speech how Hong Kong can play an important role in the development of the Belt and Road, and the Greater Bay Area. For example, local tertiary institutions can nurture talents in engineering, finance, management and planning to support the infrastructure and investment projects arising from Belt and Road. Dr Chan also answered

questions from the floor on pertinent issues such as property rights and business risks.

Researchers from around the world presented over 60 topics in 22 academic sessions, which covered brand management, digital marketing, global marketing, business education, business ethics and sustainability. Three best paper awards were presented by Professor Erdener Kaynak, Executive Vice-President and Director of IMDA at the Gala Dinner.

第二十七屆世界商業學術會議於2018年6月11日至13日在恒管舉行，超過120位來自近20個國家和地區的學者和高級行政人員參加。這個國際年度盛會由恒管市場學系和商學研究所聯同美國國際管理發展協會舉辦，探討商界如何在全球一體化、講求參與以及顛覆性技術的環境下，面對轉變、競爭和可持續發展。與會者就主要商業議題分享觀點和交換意見，例如「一帶一路」以及大中華地區的創意和共享經濟。

何順文校長為會議致開幕詞，商務及經濟發展局副局長陳百里博士以「一帶一路」為題作主題演講。陳博士指出香港在「一帶一路」和大灣區的發展可擔當重要角色，例如本地大專院校可培養工程、金融、

管理、規劃等各方面人才，支持「一帶一路」的基建和投資項目。陳博士並回答台下提問，課題包括產權和業務風險。

會議設有22節演講會，來自全球各地的研究人員發表超過60篇論文，題目涵蓋品牌管理、數碼營銷、環球市場學、商學教育、商業道德、持續發展等。美國國際管理發展協會執行副主席及理事 Erdener Kaynak 教授於大會晚宴頒發三項最佳論文獎。



President Simon Ho delivered a welcome message. 何順文校長致歡迎詞。



Dr Bernard Chan, Under Secretary for Commerce and Economic Development, was the keynote speaker. 商務及經濟發展局副局長陳百里博士發表主題演講。

## MOST School @ HSMC



HSMC representatives pictured with speakers and panellists.  
恒管代表與講者及嘉賓合照。



President Simon Ho delivered the opening remarks.  
何順文校長致開幕詞。

The first MOST School @ HSMC was held from 3 to 6 July 2018. This four-day workshop titled “Managing People in Times of Social Transformation: An International and Cross Regional Border Perspective” was co-organised by the School of Business and the Research Institute for Business, in association with the Management of Social Transformations (MOST) Programme of UNESCO. The workshop was a great success in terms of gathering academics, civil society leaders and government officials to exchange their views on managing people in social transformation.



Professor Bradley Barnes, Dean of the School of Business, welcomed the participating guests.  
商學院院長李海東教授歡迎出席的嘉賓。

A warm welcome by Professor Bradley Barnes, Dean of the School of Business, was followed by an opening speech by President Simon S M Ho and a souvenir presentation by Provost Gilbert Fong to the speakers and panellists, to thank them for their contributions.

學者、社會領袖及政府代表一同就社會變革管理議題，交換意見。

Each day of the workshop consisted of presentations by distinguished local and overseas scholars as well as management experts on various MOST issues, including human capital development, living wage, social enterprise and work-life balance. The afternoon sessions began with a case study followed by a tripartite discussion facilitated by several panels to encourage interdisciplinary exchange between the panellists, civil social leaders and the participants.

商學院院長李海東教授歡迎參與嘉賓，接著由何順文校長致開幕詞，方梓勳常務副校長頒贈紀念品予講者及嘉賓，感謝他們的貢獻。

恒管商學院及商學研究所與聯合國教科文組織 (UNESCO) 社會變革管理 (MOST) 計劃於 2018 年 7 月 3 日至 6 日合辦首個 MOST School @ HSMC 研討工作坊，為期四天。工作坊主題為 Managing People in Times of Social Transformation: An International and Cross Regional Border Perspective，獲得社會各界支持和參與，

多位本地及海外傑出學者連同業界管理專才在研討工作坊先後就人力資本發展、生活工資、社會企業、工作與生活平衡等議題，擔任主講嘉賓。參加者在下午的環節透過個案研究和會談，與主持人及社會領袖作三方討論，互動交流。



Tripartite discussion by (from left) Ms Jennet Achyldurdyeva, PhD Candidate at National Sun Yat-Sen University; Mr Philip Wong, Programme Director of Gifted Education Hub; Mr Martin Kwan, Chairperson of Lap Sing Educational Charity Funding Ltd; and Dr Amy Wang, HSMC Lecturer  
(左起) 國立中山大學博士生 Jennet Achyldurdyeva 女士、資優發展基地課程總監黃金成先生，以及立昇慈善教育基金會創會會長關啟光先生及恒管講師王亞美博士參與三方討論環節。



Tripartite discussion by (from left) Mr Niki Wong, Policy Research Officer of Oxfam; Dr William Leung, Chairman of Employee Retraining Board and Professor Peter Prowse from Sheffield Hallam University  
三方討論環節嘉賓：(左起) 樂施會政策研究幹事黃丞尉先生、僱員再培訓局主席梁永祥博士及雪菲爾哈倫大學 Peter Prowse 教授。

## Consumer Product Carbon Label Survey Findings Released 消費者產品碳標籤研究結果公佈

HSMC announced a report on a research project titled “Consumer carbon label: Development of supply chain product carbon footprint and consumer carbon index for beverage merchandise” on 5 June 2018, the World Environment Day. One of the research activities was a large-scale consumer survey conducted in collaboration with the Green Council early this year with 1,000 respondents. The survey explored consumer perceptions of product carbon footprint and carbon labelling, and examined consumers’ awareness, readiness and behavioural intention towards carbon reduction. The level of social influence was also measured. A Consumer Carbon Index was compiled based on the above dimensions.

Survey results showed that about 60% of the respondents were not aware of carbon emissions of products, but a majority of respondents believed that their responsibilities towards climate change were lower than manufacturers and the government. Nearly 85% of the respondents said that they were willing to pay 5% or more for purchasing low-carbon beverages in order to cut carbon emission by half.

The consumer survey was conducted by the HSMC research team comprising Dr Eugene Wong and Dr Stuart So from the Department of Supply Chain and Information Management, and Dr Fanny Chan from the Department of Marketing. They worked hand in hand with Ms Linda Ho from the Green Council.

Another empirical study conducted by the research team revealed that the amount of carbon dioxide emitted during the packaging and retail processes was the highest in the entire product life-cycle. Based on the survey findings, the research team put forward four important recommendations:

1. Promotion, policies and legislation – the government may consider strengthening the promotion and education of carbon reduction and introduce relevant policies and measures in the future;
2. Diversified education and promotion programmes – the programmes may include three components: basic knowledge, social values and norms, and environmental literacy and sustainable consumptions to cultivate more environmental friendly behaviours and lifestyles;
3. Simple design of product carbon labelling – the survey results suggested that a simple and easy-to-understand carbon label design is likely to be more acceptable and efficient; and
4. Expand beverage container recovery and recycling – it is suggested that manufacturers should consider adopting low carbon-emission materials for beverage package. The government may consider speeding up the process of expanding the scope of beverage container recovery, for instance, to include other packaging materials such as plastic bottles and paper packaging, in addition to glass bottles.

恒管於2018年6月5日世界環境日公佈一項名為「消費者碳標籤：開發飲料商品的供應鏈產品碳足跡和消費者碳指標」的研究報告。研究項目其中一項活動是恒管聯同環保促進會於今年年初進行的消費者問卷調查，共有1,000位受訪者。調查探討香港消費者對碳足跡及碳標籤的認知，並審視消費者對減碳方面的認知、準備度及行為意向，也量度社會影響的程度。研究亦制定消費者碳指標，對以上範疇進行量化分析。



(From left) Dr Fanny Chan, Dr Eugene Wong and Ms Linda Ho  
(左起) 陳芳怡博士、黃彥璋博士和何惠萍女士

研究結果顯示約60%受訪者並不清楚產品的碳排放，但大部分受訪者認為他們對氣候變化的責任比製造商及政府為低。接近85%受訪者願意多支付5%或以上價錢購買低碳飲品，以減少一半碳排放。

消費者問卷調查由恒管研究團隊負責，成員包括供應鏈及資訊管理學系黃彥璋博士和蘇子堅博士，以及市場學系陳芳怡博士；他們與環保促進會何惠萍女士攜手合作。

由研究團隊進行的另一項實證研究發現，包裝和零售過程的二氧化碳排放量，在整個產品生命週期當中最高。參考研究結果後，研究團隊提出四項重要建議：

1. 先推廣，後政策，再立法 – 政府可考慮加強減碳宣傳和教育，並在未來採納相關政策措施；
2. 多方面教育推廣 – 教育及推廣可包括三大部分：基本知識、社會價值及規範，以及對環境的認知和可持續消費，讓市民培養環保行為和生活方式；
3. 簡單的碳標籤展示方法 – 研究結果顯示，簡單易明的碳標籤設計和展示方法較有效，也較容易令消費者接受；及
4. 擴大包裝回收及循環再用 – 建議製造商可採用低碳物料包裝飲品，而政府亦可考慮擴大飲品包裝回收範圍，除了玻璃樽外，擴展至其他包裝物料，例如塑膠樽、紙包裝等。



## Symposium on Business Ethics and Culture 2018 商道與文化研討會 2018

The Symposium on Business Ethics and Culture 2018, jointly organised by the Research Institute for Business and the Institute for Chinese Language and Culture, was held on 7 and 8 June 2018. The symposium provided a platform for exchanges of views on the essence of traditional business ethics as well as its modern application. Over 15 scholars from Hong Kong, mainland China, Taiwan and Korea were invited to deliver their conference papers, examining business ethics from the perspectives of philosophy, history and social institution, as well as the value of business ethics in fostering business development nowadays.

In his opening remarks, President Simon S M Ho pointed out that HSMC spares no efforts to nurture business talents and emphasises the value of humanity education. He added that discussions at the symposium helped facilitate participants' understanding of the values and impact of business ethics and traditional cultures.

由商學研究所及中國語言及文化研習所合辦的「商道與文化研討會 2018」，於 2018 年 6 月 7 日及 8 日舉行，旨在弘揚傳統中國文化的商道精神，並探討其現代價值。超過 15 位來自香港、中國內地、台灣、韓國等地學者獲邀發表論文，主題包括從哲學、歷史、社會制度等角度探討商道精神，並分析傳統商道如何促進現代企業發展。

何順文校長致開幕詞時表示，恒管致力培育商學人才，亦著重人文教育的價值；研討會有助與會者認識商道與傳統文化的價值和影響。



Insightful sharing was made at the Symposium on Business Ethics and Culture 2018. 與會者在「商道與文化研討會 2018」交流，啟發思考。

## Build King Classroom Naming Ceremony 「利基教室」命名典禮

In appreciation of the donation from Build King Holdings Limited (Build King), a naming ceremony was held for Build King Classroom on 24 July 2018 at D409 in Lee Quo Wei Academic Building. The ceremony was officiated by Mr Derek Zen, Chairman of Build King and Mr Kenneth Yiu, Director of Build King; together with Dr Moses Cheng, Chairman of HSMC College Council; Dr Patrick Poon, HSMC Governor; and President Simon S M Ho.

In his address, Mr Zen said Build King shared the same core values with HSMC – professionalism, innovation and integrity. He looked forward to further collaboration and exchange between Build King and the College in nurturing more young talents for the community in the years to come.

「利基教室」命名典禮於 2018 年 7 月 24 日在利國偉教學大樓 D409 室舉行，表彰利基控股有限公司（利基）慷慨捐贈。主禮嘉賓包括利基主席單偉彪先生、利基董事姚卓雄先生、恒管校務委員會主席鄭慕智博士、恒管校董潘榮昌博士以及何順文校長。

單先生致詞時表示，利基與恒管均以專業、創意、誠信為核心價值，期望日後雙方繼續緊密合作及交流，在未來日子為社會培育更多菁英。



(From left) President Simon Ho, Dr Patrick Poon, Dr Moses Cheng, Mr Derek Zen and Mr Kenneth Yiu officiated at the naming ceremony.

命名典禮主禮嘉賓：(左起) 何順文校長、潘榮昌博士、鄭慕智博士、單偉彪先生及姚卓雄先生



Guests and HSMC representatives at the naming ceremony 命名典禮上嘉賓與恒管代表濟濟一堂。

## Mr and Mrs Wong Siu Hung Classroom Naming Ceremony 「黃紹雄張麗卿教室」命名典禮



(From left) Professor Y V Hui, Vice-President (Academic and Research); President Simon Ho; Mr and Mrs Wong Siu Hung and their family  
(左起) 副校長(學術及研究)許溢宏教授、何順文校長、黃紹雄伉儷及其家人



President Simon Ho delivered his welcome remarks.  
何順文校長致歡迎詞。

In appreciation of the donation from Mr and Mrs Wong Siu Hung to support HSMC's long-term development, a naming ceremony of Mr and Mrs Wong Siu Hung Classroom was held on 1 June 2018 at D205 in Lee Quo Wei Academic Building. The ceremony, officiated by Mr and Mrs Wong and President Simon S M Ho, was attended by family and friends of Mr and Mrs Wong, as well as HSMC representatives.

In his welcome remarks, President Ho expressed his heartiest gratitude to Mr and Mrs Wong for their generous support to the College. He added that Mr Wong, Chief Executive Officer of Glory Sea Holdings Limited, has also donated to other initiatives of HSMC.

恒管於2018年6月1日在利國偉教學大樓D205室舉行「黃紹雄張麗卿教室」命名典禮，感謝黃紹雄先生及夫人張麗卿女士慷慨捐贈，支持學院長遠發展。主禮嘉賓包括黃紹雄先生和夫人，以及何順文校長。黃氏伉儷親友及恒管代表出席典禮。

黃紹雄先生為譽海集團有限公司總裁。何校長致歡迎詞時，衷心感謝黃先生及黃夫人是次捐贈，並答謝黃先生一直以來對恒管其他項目熱心捐助。

## 22nd International Symposium on Translation and Interpreting Teaching 第二十二屆口筆譯教學國際學術研討會

The 22nd International Symposium on Translation and Interpreting Teaching, organised by the Graduate Institute of Cross-cultural Studies, Fu Jen Catholic University in collaboration with the School of Translation of HSMC, was held on 2 and 3 June 2018 in Taipei with the theme "Translation and Knowledge Management". Specialists and scholars from Hong Kong, mainland China, Taiwan and Japan gathered to share their latest research findings in translation studies.

Dr Cheung King Man from the School of Translation, part-time Lecturer and a leading expert in translation and interpretation, delivered a keynote speech titled "Equal

第二十二屆口筆譯教學國際學術研討會由台灣輔仁大學跨文化研究所主辦，恒管翻譯學院合辦，於2018年6月2日及3日在台北舉行。研討會主題為「翻譯與知識管理」，讓來自香港、中國內地、台灣和日本的專家及學者分享最新翻譯研究成果。

翻譯學院兼任講師及口筆譯專家張敬文博士發表主題演講，以「中英並重，名副其實還是徒具形式？從言語行為理論的角度探討中、英文在香港相對地位的轉變」為題。副教授蕭世昌博士及講師蕭世友先生發表論文，分別題為「香港公共衛生資訊的神經網絡翻譯質量評估(英譯漢)」及「中醫、翻譯與科技：漢英雙語敦煌醫藥文獻線上語料庫之建置框架」。

Status of Chinese and English: a Reality or Formality? Exploring the Dynamics of Bilingualism in Hong Kong from the Perspective of Speech Act Theory". Dr Siu Sai Cheong, Associate Professor and Mr Siu Sai Yau, Lecturer, presented papers on technology for medical translation, namely "The Quality of the Neural Machine Translation of Public Health Information in Hong Kong (English-Chinese Translation)" and "Traditional Chinese Medicine, Translation, and Technology: A Framework for the Development of a Chinese-English Parallel Corpus of Medical Manuscripts in Dunhuang" respectively.



(From left) Mr Siu Sai Yau, Dr Cheung King Man and Dr Siu Sai Cheong.  
(左起) 蕭世友先生、張敬文博士及蕭世昌博士

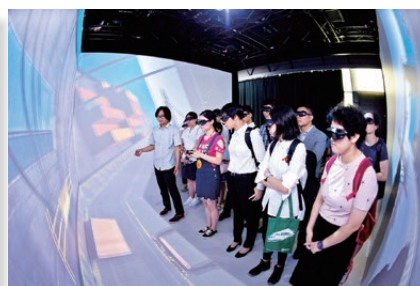
## Programme Consultation Day 2018 2018 課程諮詢日



Mr Ng Po Shing, Director of Student Guidance Centre of Hok Yau Club hosted a feature talk. 學友社學生輔導中心總幹事吳寶城先生主持專題講座。

HSMC held its Programme Consultation Day 2018 on 16 June 2018 for prospective students and parents to better understand its programmes, admission requirements and application procedures, teaching and recreational facilities, scholarships and subsidies, Residential Colleges and graduates' career prospects. Mr Ng Po Shing, Director of Student Guidance Centre of Hok Yau Club, shared valuable experience and inspiring insights into programme selection during a feature talk titled "Non-JUPAS Choices for Further Study".

恒管於 2018 年 6 月 16 日舉行課程諮詢日，讓有意報讀的同學及家長加深了解課程、入學要求及申請手續、教學及康樂設施、獎學金及資助、住宿書院及畢業生就業前景。學友社學生輔導中心總幹事吳寶城先生應邀主持「放榜攻略：聯招以外新出路」專題講座，分享豐富經驗和觀點。



Participants learned more about HSMC during the Programme Consultation Day. 參加者出席課程諮詢日，認識恒管。

## HSMC Recruited Non-local Students 恒管招收非本地生

In the past year, HSMC participated in and organised a series of activities for the recruitment of non-local students. The countries and regions covered included mainland China, Macau, Indonesia, Malaysia, Taiwan and Thailand. The Ministry of Education has granted HSMC approval to resume admitting Mainland students to its undergraduate programmes starting from 2018/2019 academic year. Apart from meeting the representatives of the Ministry of Education and Student Recruitment Offices of 19 Mainland provinces and cities in Guangzhou in late February 2018, HSMC also took part in education expositions and admission talks in mainland China to promote the College and its programmes.

過去一年，恒管在中國內地、澳門、印尼、馬來西亞、台灣、泰國等地參加或舉辦活動，招收非本地生。國家教育部已批准恒管於 2018/19 學年，恢復招收內地生報讀本科課程。恒管於 2018 年 2 月底在廣州與國家教育部及 19 個省市招生辦公室的代表會面，此外更參與多個在中國內地舉辦的教育展覽及招生說明會，介紹恒管及學院的課程。



HSMC met representatives from the Ministry of Education and Student Recruitment Offices of 19 Mainland provinces and cities in Guangzhou. 恒管於廣州與國家教育部及 19 個省市的招生辦公室代表會面。



H E Bai Tian, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to Malaysia (1st from left), visited the HSMC counter. 中華人民共和國駐馬來西亞特命全權大使白天先生（左一）參觀恒管展位。

## “HR & Talent Dialogues: Multi-generation in the Workplace” Conference HR x 學生 – 職場跨世代交流會



A full house of audience at the “HR & Talent Dialogues: Multi-generation in the Workplace” Conference.  
「HR x 學生 – 職場跨世代交流會」高朋滿座

More than 350 registrations from corporate heads of different sectors, HR professionals, new-joiners in the workplace, as well as HSMC students and alumni were received for the “HR & Talent Dialogues: Multi-generation in the Workplace” Conference held by the Executive Development Centre of HSMC (HSMC-EDC) on 22 June 2018. The event was co-organised by the Department of Management, the Student Affairs Office and the Research Institute for Business; and supported by the Advancement and Alumni Affairs Office, all five Schools of HSMC, media partner CTgoodjobs, professional bodies and commercial entities.

In his welcome remarks, President Simon S M Ho expressed his gratitude to all the participants for the mutual learning opportunity and introduced the development and objectives of HSMC.

Various multi-generation communication and management topics were covered in the three panel discussion sessions with the themes “How can we create a harmonious cross gen culture and its impact?”, “Best practices on integrating new gen culture” and “What does the new gen want?” respectively. Challenges and strategies of multi-generation communications at the workplace; and the ways different generations can adopt to facilitate operation and demonstrate their strengths in the fast-moving digital era were deliberated with an aim to build a harmonious team. The conference concluded with a sharing titled “Implications and what’s next” by Ms Joanna Kwok, Director of HSMC-EDC.



恒管企管發展中心於 2018 年 6 月 22 日舉辦人力資源會議「HR x 學生 – 職場跨世代交流會」，超過 350 人報名參與，包括不同界別的公司主管、人力資源專才、職場新鮮人、恒管學生及校友等。活動由管理學系、學生事務處及商學研究所協辦，並獲得發展及校友事務處、恒管五大學院、媒體夥伴 CTgoodjobs、專業團體及商業機構鼎力支持。

何順文校長致歡迎詞時表示，很高興與出席人士聚首一堂，互相學習，並介紹恒管的發展及目標。

交流會共有三場主題論壇，探討多個關乎跨世代溝通及管理的議題，並且分享職場上跨世代溝通的挑戰和策略；以及如何在不斷變遷的數碼時代，與不同世代合作，各自發揮所長，共建和諧團隊。主題論壇的題目分別為：「如何建立融洽的跨世代文化及其影響」、「融合新世代文化的最佳案例」及「聆聽新世代的聲音及需要」。恒管企管發展中心總監郭美德女士以「交流的啟迪」為題作分享，為活動作結。

President Simon Ho (5th from right, front row), HSMC representatives and guest speakers pictured at the conference.  
何順文校長（前排右五）連同恒管代表與講者留影。

## ROBOFEST 2018 World Championship Awards Ceremony 2018 ROBOFEST 國際比賽頒獎典禮



The winning teams and the guest presenters rejoiced at the encouraging results. 得獎隊伍與頒獎嘉賓為獲取佳績，感到欣喜。

ROBOFEST 2018 World Championship Awards Ceremony, organised by the Robot Institute of Hong Kong (RIHK) and co-organised by the Department of Computing of HSMC, was held on 10 July 2018. For the third consecutive year, RIHK had led outstanding Hong Kong teams to attend the ROBOFEST 2018 hosted by the Lawrence Technological University. The competition was held in the United States in May this year. The participating students, who showed their creativity and talents, achieved good results among a total of 230 teams from 15 countries, comprising nearly 1,000 contestants. The students not only demonstrated their creativity and team spirit to the fullest, but also took the opportunity to exchange ideas on designing robots with like-minded students from different countries and regions.

2018 ROBOFEST 國際比賽頒獎典禮由香港機械人學院主辦，恒管電子計算系協辦，於2018年7月10日舉行。香港機械人學院連續三年帶領香港區優秀隊伍，參加由美國勞倫斯理工大學主辦的2018 ROBOFEST 機械人比賽。賽事於今年5月在美國舉行，同學發揮創意及才華，在15個國家合共230支隊伍近1,000位參賽者當中，脫穎而出，奪取佳績。他們不但發揮創意及團隊精神，亦藉此機會與來自世界各地的參賽者，交換製作機械人的心得。

## English Intercultural Exchange Camp 暑期文化交流英語學習營



Central Cultural Heritage Tour  
中環文化古蹟遊

Sponsored by Tin Ka Ping Foundation, an English Intercultural Exchange Camp was held by the Department of English from 16 to 20 July 2018 for 30 HSMC students and students from Dapu County Tin Ka Ping Experimental High School. It was held to foster intercultural collaboration between HSMC and Mainland students, provide students with an opportunity to expand their cultural literacy and “glocal” awareness, as well as boosting students’ English proficiency and confidence in speaking English. Intercultural activities were organised such as Hakka Heritage City Hunt and Central Cultural Heritage Tour. Led by HSMC students, the high school students also created their own original radio episodes on cultural themes, performed “glocalised” skits adapted from *Pride and Prejudice*, and made presentations on their memorable moments during the camp.

英文系獲田家炳基金贊助，於2018年7月16日至20日舉辦暑期文化交流英語學習營，30位恒管學生及廣東省大埔縣田家炳實驗中學學生參加。活動旨在促進兩地學生跨文化交流，提升文化修為及全球/本地意識，同時增進他們的英語能力，讓他們以英語交談時更有信心。

文化交流活動包括客家文化遺跡城市導向及中環文化古蹟遊。在恒管學生帶領下，中學生更參與電台節目製作、話劇工作坊和演說工作坊，並製作以文化為主題的播客節目，改編和演出了莎士比亞的幽默小劇，以及簡報參加學習營的感受。



A high school student created her own radio episode. 中學生製作自家電台節目。

## HSMC Chinese Literary Prizes 恒管中文文學獎

Eight students were honoured at the first HSMC Chinese Literary Prizes presentation ceremony held on 16 June 2018, which was officiated by adjudicator Dr Chan Tsz Him and Dr Ivan Chen, Associate Head of the Department of Chinese. Theme of the contest this year was “Good

morning, Hong Kong!”. Chiu Yuen Yi, Yanny (SKH St Mary’s Church Mok Hing Yiu College), Chan Bowen (The Church of Christ in China Kei To Secondary School) and Huang Jieling (Pui Kiu College) were champion, 1st runner-up and 2nd runner-up respectively. Dr Chan

encouraged the winners to further develop their talent for Chinese writing. The HSMC Chinese Literary Prizes programme was organised by the Department of Chinese to encourage Chinese writing and promote literary appreciation and youth publication.



The winners and the guest presenters  
得獎同學與頒獎嘉賓

第一屆恒管中文文學獎頒獎典禮於2018年6月16日舉行，由評判陳子謙博士及中文系副系主任陳鴻圖博士主禮，共頒發八個獎項。今屆徵文比賽以「香港，早晨！」為題，最終由趙婉兒（聖公會聖馬利亞堂莫慶堯中學）、陳博優（中華基督教會基道中學）和黃杰靈（培僑書院）分別獲得冠、亞、季軍。陳子謙博士勉勵得獎者繼續在寫作道路邁進。恒管中文文學獎由中文系主辦，旨在提高中文寫作興趣，並推動文學欣賞及青年出版。

## BJC Students Won Gold Award in Consumer Rights Reporting Awards 新聞及傳播課程學生榮獲「消費權益新聞報道獎」金獎



(From left) Ms Eileen Chua, Senior Lecturer of School of Communication; Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of School of Communication; Ms Gilly Wong, Chief Executive of Consumer Council; Mr Ronald Chiu, Executive Director of i-CABLE News Limited and i-CABLE Sports Limited; Tsang King Man; Lam Yik and Wan Hok Chung  
(左起) 傳播學院蔡月雲高級講師、協理副校長(傳訊及公共事務)及傳播學院院長曹虹教授、消費者委員會總幹事黃鳳嫻女士、香港有線新聞有限公司及香港有線體育有限公司執行董事趙應春先生、曾敬文、林亦及溫學聰。

A team formed by five BJC students received the Gold Award in the “Campus” category of the 18th Consumer Rights Reporting Awards programme. The team members are Lam Yik, Shum Ka Ngai, Tsang King Man, Tsoi Hui Fai and Wan Hok Chung. They were guided by Ms Chua Guek Hoon, Eileen, Senior Lecturer of School of Communication. Theme of their winning entry is illegal food outlets at Kwai Chung Plaza, which pose threats to food and fire safety, as well as hygiene. Last year, BJC students also won in the award programme: winner of the “Sustainable Consumption Awards – Campus” category and Silver Award in the “Campus” category.

由林亦、沈家毅、曾敬文、蔡曉輝及溫學聰五位新聞及傳播課程學生組成的隊伍，在傳播學院蔡月雲高

級講師帶領下，勇奪「第十八屆消費權益新聞報道獎」「校園組」金獎。得獎作品以《葵涌廣場多間食店無牌經營 二樓問題嚴重》為主題，探討當中涉及的食物安全、火災危機、環境衛生等課題。去年，新聞及傳播課程學生在此項賽事也奪得佳績：「可持續消費獎－校園組」得獎者及「校園組」銀獎。



Pictured with Mr Edward Yau, Secretary for Commerce and Economic Development (2nd from left) 與商務及經濟發展局局長邱騰華先生(左二)留影。

## BBA-SCM Students First Runner-up in Chartered Institute of Logistics and Transport in Hong Kong Competition 2018

### 供應鏈及資訊管理課程學生榮獲「香港運輸物流學會比賽 2018」亞軍

A team formed by four BBA-SCM Year 4 students was 1st runner-up in the Chartered Institute of Logistics and Transport in Hong Kong – Pitch Competition 2018. Team members included Tse Kam Ha, Joanna; Lee Ho Hing, Neil; Kwok Lai Ha, Sonia and Tam Wing Yan, Cynthia. They were led by Dr Eugene Wong, Assistant Professor of the Department of Supply Chain and Information Management.

With rapid development of technology such as 5G network, the team believed that “smart transportation” could become a new focus in Hong Kong by applying the ideas of Internet of Things (IoT) and big data. Their idea of transforming local transportation to an automated, system-guided and real-time responding transportation in Hong Kong was recognised.



(From left, left photo) Cynthia Tam, Sonia Kwok and Joanna Tse; (2nd and 1st from right, right photo) Dr Eugene Wong and Neil Lee.  
(左圖左起) 譚詠茵、郭麗霞及謝錦霞；(右圖右二及右一) 黃彥璋博士及李豪興。

由四位供應鏈及資訊管理學系四年級學生組成的隊伍，在學系助理教授黃彥璋博士帶領下，於「香港運輸物流學會比賽 2018」榮獲亞軍。隊伍成員包括：謝錦霞、李豪興、郭麗霞及譚詠茵。

隊員認為科技迅速發展，例如 5G 網絡，因此可應用物聯網和大數據等，推動「智能物流」成為香港的新焦點。恒管隊伍憑著本地物流自動化、系統帶領及實時回應等概念，獲得認同。

## HSMC Students Awarded HSBC Hong Kong Scholarship 恒管學生獲頒「滙豐香港獎學金」



(From left) Rind Liang, Ella Cheng, Mr Hui Feng Zhang (Regional Head of Corporate Sustainability, Asia Pacific, HSBC), Ms Rebecca Chan (Director of Student Affairs, HSMC) and Ms Jessie Wong (Assistant Manager – Student Finance and Resources, HSMC)  
(左起) 梁智信、鄭雅雯、香港滙豐銀行有限公司亞太區企業可持續發展總監張惠峰先生、恒管學生事務總監陳寶瑜女士及恒管學生事務處助理經理黃芷茵女士。

Three HSMC students were awarded the HSBC Hong Kong Scholarship 2017/18, amounting to HK\$150,000. HSBC has a long history of encouraging young people to unleash their potential through educational support in Hong Kong. Funded by the Hongkong Bank Foundation, the HSBC Hong Kong Scholarship Scheme benefits top tertiary students with all-round excellence and significant commitment to Hong Kong.

After rounds of selection interviews, Cheng Nga Man, Ella (BBA-Financial Analysis, Year 4); Liang Chi Shun, Rind (BBA-Management, Year 4) and Tam Pui Kei, Alice (BBA-Corporate Governance, Year 4) were selected as scholarship recipients. They are now members of the HSBC Scholars Network which gathers past HSBC scholarship recipients through networking events and community service activities.

今年，三位恒管學生獲頒「滙豐香港獎學金 2017/18」，總金額為 15 萬港元。滙豐銀行多年來致力推動香港高等教育，支持年輕人發揮潛能。「滙豐香港獎學金計劃」由滙豐銀行慈善基金成立，旨在鼓勵具備全人發展並對香港高度承擔的傑出專上學生。

經過多輪面試，鄭雅雯（金融分析工商管理四年級生）、梁智信（管理學工商管理四年級生）及譚沛祺（企業管治工商管理四年級生）獲選為獎學金得主。他們也成為「滙豐學人」網絡成員，可透過不同聯誼聚會及服務活動，與各屆滙豐獎學金得主連繫。

### BBA-Accounting Students First Runner-up and Best Team Spirit Award Winner in TIHK Tax Debate Competition 2018

#### 工商管理 (會計學專修) 學生榮獲「全港大專學生稅務辯論賽 2018」亞軍及最具團隊精神獎



(From left) Ada Poon, Alison So, Chris Tam and Kenny Ho  
(左起) 潘鈺湘、蘇穎欣、譚家俊及何姜俊



Teachers and schoolmates congratulated the winning team.  
老師和同學恭賀得獎隊伍。

A team formed by four BBA-Accounting students was 1st runner-up and received the Best Team Spirit Award in the Tax Debate Competition 2018 organised by the Taxation Institute of Hong Kong on 26 and 27 May 2018. Members of the winning team are Ho Keung Chun, Kenny (Year 3); Poon Yuk Sheung, Ada (Year 4); So Wing Yan, Alison (Year 4) and Tam Ka Chun, Chris (Year 4).

This is the third year HSMC participated in the competition. Last year, the HSMC team won the championship and the Best Debater Award, whilst in 2016 1st runner-up. Special thanks went to members of winning teams in the past years for their coaching and support to the HSMC contestants.

由香港稅務學會主辦的「全港大專學生稅務比賽 2018」於 2018 年 5 月 26 日及 27 日舉行。由四位工商管理 (會計學專修) 學生組成的隊伍，勇奪亞軍及最具團隊精神獎。得獎隊員包括：何姜俊 (三年級生)、潘鈺湘 (四年級生)、蘇穎欣 (四年級生) 及譚家俊 (四年級生)。恒管今年第三度參賽。去年，恒管參賽隊伍獲得冠軍及最佳辯論員獎，前年奪得亞軍。歷屆得獎隊伍成員給予參賽同學指導及支持，感謝他們的付出。

### BBA-Corporate Governance Student Selected in Classified Post's "Shadow a CEO Programme"

#### 企業管治工商管理學生當選 Classified Post Shadow a CEO Programme 精英學生

Wong Lok Sze, Vyo (BBA-Corporate Governance, Year 4) was selected in Classified Post's "Shadow a CEO Programme". Under this programme, each of the eight selected elite students will have the opportunity to shadow business leaders from renowned companies. Vyo will learn from Mr Stan Tang, Chairman of Stan Group (Holdings) Limited, the work life of a senior management officer.

黃樂詩 (企業管治工商管理四年級生) 參加 Classified Post 舉辦的 Shadow a CEO Programme，成功入選成為八名精英學生之一。她將會跟隨陞域 (控股) 有限公司主席鄧耀昇先生學習，了解高級管理人員的工作情況。



Mr Stan Tang and Vyo Wong  
鄧耀昇先生與黃樂詩



## Carthage College, United States 美國迦太基學院



On 26 July 2018, President John Swallow and Professor Thomas Kline, Vice-President for Institutional Advancement of Carthage College from the United States were warmly received by President Simon S M Ho and Professor Bradley Barnes, Dean of School of Business and Co-Chairman of the Academic Exchange Committee. The guests learned about the latest development of HSMC and explored more collaboration with the College. Carthage College has been a partner of HSMC since 2014.

美國迦太基學院 John Swallow 校長及 Thomas Kline 副校長 (大學拓展) 於 2018 年 7 月 26 日到訪恒管，與何順文校長及商學院院長暨學術交流委員會聯席主席李海東教授會面，了解恒管最新發展，研究加強合作。迦太基學院自 2014 年起與恒管建立夥伴關係。

## Ms Shirley Poon, Head of Administration, Marketing & Sales Division of Television Broadcasts Limited 電視廣播有限公司市場及營業部行政主管潘雪怡校友

Ms Shirley Poon, Head of Administration, Marketing & Sales Division of Television Broadcasts Limited (and an alumna of HSSC, 3rd from left in the picture) visited HSMC on 4 July 2018 and met with President Simon S M Ho; Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of School of Communication; Mr James Chang, Associate Dean of School of Communication; Ms Joanna Kwok, Director of Executive and Development Centre; Ms Glacial Cheng, Senior Lecturer of School of Communication; and Ms Betty To, Manager of Advancement and Alumni Affairs Office. A guided tour was arranged for Ms Poon to visit different facilities of the College, followed by a luncheon hosted by President Ho discussing future collaboration opportunities.



電視廣播有限公司市場及營業部行政主管 (亦為恒商校友，圖中左三) 潘雪怡女士於 2018 年 7 月 4 日到訪恒管，與何順文校長、協理副校長 (傳訊及公共事務) 暨傳播學院院長曹虹教授、傳播學院副院長張志宇先生、企管發展中心總監郭美德女士、傳播學院高級講師鄭雪愛女士以及發展及校友事務處經理杜家如女士會面。學院安排潘女士參觀校園多項設施，其後由何校長設宴款待，共商未來合作機會。

## Mr Chen Entian, Chairman of Belt and Road International Day Foundation 一帶一路國際日基金會主席陳恩田先生



Mr Chen Entian, Chairman of the Belt and Road International Day Foundation, accompanied by Mr Dannie Cheung, Member of College Council, led a delegation to visit HSMC on 28 June 2018. They met with President Simon S M Ho; Provost Gilbert Fong; Professor Y V Hui, Vice-President (Academic and Research) and Professor Desmond Hui, Programme Director of Bachelor of Arts (Honours) in Cultural and Creative Industries programme. Views were exchanged on cultural and creative industries, as well as industry-university collaborations on arts and design. Future co-operation opportunities were also explored.

一帶一路國際日基金會主席陳恩田先生率領代表團，在校務委員會成員張江亭校友陪同下，於 2018 年 6 月 28 日到訪恒管。何順文校長、方梓勳常務副校長、副校長 (學術及研究) 許溢宏教授和文化及創意產業 (榮譽) 文學士課程主任許焯權教授與來賓會面。雙方就文化創意產業及藝術設計教育產學結合等議題交換意見，並探討未來合作機會。

## Mr Carlson Tong, Chairman of University Grants Committee 大學教育資助委員會主席唐家成先生



Mr Carlson Tong, Chairman of University Grants Committee, visited HSMC on 25 June 2018. Mr Tong exchanged views with Ms Rose Lee, former Chairman of the Board of Governors; President Simon S M Ho and senior management of HSMC on various education topics. Mr Tong visited different teaching and learning facilities.

大學教育資助委員會主席唐家成先生於 2018 年 6 月 25 日到訪恒管，與前校董會主席李慧敏女士、何順文校長及管理層成員會面，並就多項教育議題交流。唐先生亦參觀恒管不同的教學設施。

## Mr Kenneth Ng, Managing Director of Sanyu Industrial (Holdings) Co Ltd 三友實業 (集團) 有限公司董事總經理吳清煥先生

On 13 June 2018, Mr Kenneth Ng, Managing Director of Sanyu Industrial (Holdings) Co Ltd set foot on HSMC campus and was warmly received by Ms Elisa Chan, Director; Ms Alice Chan and Ms Betty To, Managers of Advancement and Alumni Affairs Office. During a campus tour, Mr Ng visited various student-centric teaching and learning facilities. President Simon S M Ho hosted a welcome lunch which was joined by Dr Dennis Ng, Member of the Fundraising and Donation Committee.

三友實業 (集團) 有限公司董事總經理吳清煥先生於 2018 年 6 月 13 日蒞臨恒管，由發展及校友事務處總監陳雯慧女士、經理陳少英女士及杜家如女士接待。吳先生參觀校園內各式各樣以學生為本的教學設施。何順文校長設宴款待吳先生，籌募及捐款委員會委員吳宏斌博士亦一同出席。



## Ms Irene Lee, Chairman of Hysan Development Company Limited 希慎興業有限公司主席利蘊蓮女士



On 11 June 2018, Ms Irene Lee, Chairman of Hysan Development Company Limited, visited HSMC and met with Mrs Patricia Wong, Vice-Chairman of Fundraising and Donation Committee; President Simon S M Ho; as well as Ms Elisa Chan, Director, and Ms Alice Chan, Manager of Advancement and Alumni Affairs Office. Following a campus tour, a luncheon was hosted by President Ho, during which more exchanges on future co-operation opportunities were made.

希慎興業有限公司主席利蘊蓮女士於 2018 年 6 月 11 日到訪恒管，與籌募及捐款委員會副主席黃林詩韻女士、何順文校長，以及發展及校友事務處總監陳雯慧女士及經理陳少英女士會面。利女士參觀恒管校園後，由何校長設宴款待，席間探討雙方未來合作機會。

## Whittier College, United States 美國惠蒂爾學院

Dr Gary Gold from the Department of Business Administration of Whittier College from the United States led a group of 14 students to visit HSMC on 8 June 2018. They met with Dr Thomas Man, Director of Wu Jieh Yee Centre for Innovation and Entrepreneurship and Dr Chan Chi Kit, Director of Institute for Youth Sustainability Leadership to discuss possible student projects and other collaborations between HSMC and Whittier College. They also met with local students and visited different facilities of the College during a campus tour. Whittier has been a partner of HSMC since 2016.



美國惠蒂爾學院商學系 Gary Gold 博士帶領 14 名學生於 2018 年 6 月 8 日到訪恒管，與伍潔宜創新及創業中心總監萬穎恩博士及青年可持續發展領袖研習所總監陳智傑博士會面，商討學生相關項目和合作事宜。他們更與恒管學生會面交流並參觀校園設施。惠蒂爾學院自 2016 年起與恒管建立夥伴關係。

We would like to extend our warmest welcome to new full-time academic and senior executive staff who joined the HSMC family from July to September 2018 and congratulate colleagues who have taken up new positions starting from August 2018. Heart-felt thanks are given to retired academic and senior executive staff for their valuable contributions.

熱烈歡迎於 2018 年 7 月至 9 月加入恒管大家庭的全職教學及高級行政人員，並恭賀於 2018 年 8 月調任新職位的同事。此外，衷心感謝榮休教學及高級行政人員為學院作出重大貢獻。

New Academic/Senior Executive Staff 新加入教學/高級行政人員	Position 職位
<b>Department of Accountancy 會計學系</b>	
Mr Shum On Sum, Johnson 岑安心先生	Lecturer I 一級講師
Ms Nip Sin Man, Angela 聶倩雯女士	Lecturer I 一級講師
<b>Department of Economics and Finance 經濟及金融學系</b>	
Dr Chan Wai Kit, Ken 陳偉傑博士	Senior Lecturer 高級講師
Dr Shum Wai Yan, Ancus 岑懷恩博士	Lecturer I 一級講師
<b>Department of Management 管理學系</b>	
Dr Chui Lai Man, Susanna 徐麗雯博士	Assistant Professor 助理教授
Dr Leung Miu Yee, Cathy 梁妙儀博士	Senior Lecturer 高級講師
<b>Department of Marketing 市場學系</b>	
Dr Zeng Jing, Kevin 曾靖博士	Lecturer I 一級講師
<b>Department of Computing 電子計算系</b>	
Professor Poon Chung Keung 潘忠強教授	Head and Professor 系主任及教授
<b>Department of Mathematics and Statistics 數學及統計學系</b>	
Dr Fung Wing Hong, Derrick 馮穎康博士	Assistant Professor 助理教授
<b>Department of Supply Chain and Information Management 供應鏈及資訊管理學系</b>	
Dr Wong Yiu Man 王耀文博士	Senior Lecturer 高級講師
<b>School of Humanities and Social Science 人文社會科學學院</b>	
Professor Tam Kwok Kan 譚國根教授	Dean and Chair Professor 院長及講座教授

New Academic/Senior Executive Staff 新加入教學/高級行政人員	Position 職位
<b>Department of Chinese 中文系</b>	
Dr Chau Tsz Yan, Emily 鄒芷茵博士	Assistant Professor 助理教授
<b>Department of English 英文系</b>	
Dr Wong Wai Lam, Heidi 黃瑋琳博士	Lecturer I 一級講師
<b>Department of Social Science 社會科學系</b>	
Dr Wang Shiru 王世茹博士	Assistant Professor 助理教授
Dr Tang Kin Yat, Gary 鄧鍵一博士	Lecturer I 一級講師
Dr Wong Tai Tak, Andy 黃大德博士	Lecturer I 一級講師
<b>Finance Office 財務處</b>	
Ms Lin Sze Man, Ronnie 林思敏女士	Finance Manager, Financial Planning 財務經理 - 財務策劃
<b>Senior Executive Staff 高級行政人員</b>	
<b>Information Technology Services Centre 資訊科技服務中心</b>	
Mr Shum Tse Ming, Samuel 岑子明先生	Assistant Director of Information Technology 助理資訊科技總監
Mr Ching Chun Kit, Mike 程俊傑先生	Senior Information Technology Manager 高級資訊科技經理
<b>Registry 教務處</b>	
Ms Chey Fung Lin, Merry 謝鳳蓮女士	Academic Manager 學術事務經理

Retired Academic/Senior Executive Staff 榮休教學/高級行政人員
Professor Luk Yun Tong, Thomas, Dean of School of Humanities and Social Science and Head of Department of English 人文社會科學學院院長及英文系系主任陸潤棠教授
Professor Chin Yuk Lun, Francis, Chair Professor of Department of Computing 電子計算系講座教授錢玉麟教授
Mr Man Chi Kwong, Cornelius, Registrar of Registry 教務處教務長萬志光先生

## Forthcoming Events

### 活動預告



<b>Student Affairs Office 學生事務處</b>		
<b>HSMC College Orientation Day 2018 恒生管理學院迎新日 2018</b>		
21 August 2018 (Tue) 2018 年 8 月 21 日 (星期二)	9:00 am – 5:00 pm 上午 9 時至下午 5 時	HSMC Campus 恒管校園
<b>Registry 教務處</b>		
<b>HSMC Convocation for New Students 2018/19 恒生管理學院新生入學禮 2018/19</b>		
6 September 2018 (Thu) 2018 年 9 月 6 日 (星期四)	2:00 pm 下午 2 時	College Hall, 4/F, Academic and Administration Building (Block M), HSMC 恒管教學行政大樓 (M 座) 4 樓學院禮堂
<b>Executive Development Centre 企管發展中心</b>		
<b>Executive Certificate Course in Successful Negotiation Skills 行政人員證書課程之「成功商業談判技巧」</b>		
6 September 2018 (Thu) 2018 年 9 月 6 日 (星期四)	9:30 am – 5:00 pm 上午 9 時 30 分至下午 5 時	HSMC Campus 恒管校園
<b>Executive Certificate Course in New Ideas on Cross Generation Management 行政人員證書課程之跨世代管理的新思維</b>		
20 September 2018 (Thu) 2018 年 9 月 20 日 (星期四)	10:00 am – 5:30 pm 上午 10 時至下午 5 時 30 分	HSMC Campus 恒管校園
<b>Executive Certificate Course in Servant Leadership – Leadership with Heart 行政人員證書課程之僕人領導 – 由心出發</b>		
4 October 2018 (Thu) 2018 年 10 月 4 日 (星期四)	10:00 am – 5:30 pm 上午 10 時至下午 5 時 30 分	HSMC Campus 恒管校園
<b>Executive Certificate Course in Effective Crisis Communication and Media Handling 行政人員證書課程之與傳媒共舞及危機管理</b>		
11 October 2018 (Thu) 2018 年 10 月 11 日 (星期四)	10:00 am – 5:30 pm 上午 10 時至下午 5 時 30 分	HSMC Campus 恒管校園
<b>Arts at HSMC – Provost's Office 「文藝在恒管」 – 常務副校長室</b>		
<b>South Country in Days of Yore – Paintings and Calligraphy by Zhang Xiaoyou 《南鄉舊夢》張孝友書畫展</b>		
11 October 2018 (Opening) 2018 年 10 月 11 日 (開幕)	3:30 pm – 8:00 pm 下午 3 時 30 分至晚上 8 時	Auditorium, 2/F, Lee Quo Wei Academic Building, HSMC 恒管利國偉教學大樓 2 樓演藝廳
12 – 23 October 2018* 2018 年 10 月 12 日至 23 日*	10:30 am – 6:00 pm <sup>^</sup> 上午 10 時 30 分至下午 6 時 <sup>^</sup>	
* Closed on 17 October 2018 * 2018 年 10 月 17 日暫停開放	<sup>^</sup> Opening hours on 19 October 2018 extended to 8:00 pm <sup>^</sup> 2018 年 10 月 19 日開放時間延長至晚上 8 時	
<b>Research Institute for Business 商學研究所</b>		
<b>7th World Business Ethics Forum 第七屆世界商業倫理論壇</b>		
4 December 2018 (Tue) 2018 年 12 月 4 日 (星期二)	9:00 am – 4:00 pm 上午 9 時至下午 4 時	HSMC Campus 恒管校園

# 2018 HSMC Summer Academy 恒管暑期體驗 4 - 5.7.2018



President Simon Ho welcomed the participants.  
何順文校長歡迎參加者。

The two-day HSMC Summer Academy 2018, with the theme “Smart City Makes the City Small”, attracted more than 90 senior secondary students who explored the future development of a smart city and different possibilities in daily life through a variety of academic activities. Participants also had the opportunity to experience residential life by staying at Mosaic College of the Jockey Club Residential Colleges on HSMC campus.

2018 恒管暑期體驗為期兩天，吸引超過 90 位高中生參與，活動以「智慧城市・近在咫尺」為主題，期望參加者透過各式各樣學術活動，探討智慧城市的未來發展，發掘生活上各種可能性。參加者更獲安排於博文書院留宿，親身體驗恒管的住宿書院生活。

Presenting what they have learned  
in the Poster Session  
在海報展示環節發表學習成果。



“Professional Video Production  
with a Smartphone” workshop  
智能手機專業拍攝工作坊



Trying out the “tower building game”  
organised by the Department of Management  
參與由管理學系帶領的「建築塔遊戲」。



Learning more about HSMC after a variety of interesting activities  
透過各式各樣有趣活動，加深認識恒管。

Information as of 31 July 2018. *HSMC Newsletter* is published by the Communications and Public Affairs Office in every even month. If you have any materials for publication, please send your submission in both English and Chinese (not more than 250 words each) and 1-2 photos (>1MB, if any) to cpao@hsmc.edu.hk via your HSMC email account.

資料截至 2018 年 7 月 31 日。《恒管通訊》逢雙數月由傳訊及公共事務處出版，如欲投稿，請以恒管電郵帳戶發送至 cpao@hsmc.edu.hk。稿件中英文內容各不超過 250 字並附上 1-2 張 1MB 以上的照片 (如有)。