

Welcome Remarks at the Managing for Social Impact Conference

12 April 2024

Fung Yiu King Hall, 4/F, S H Ho Academic Building, North Campus, HSUHK

Darwin, Bernard, John, Julia, distinguished speakers and guests,

A very warm welcome to you all to the conference on "Managing for Social Impact", co-organized by the Centre for Management as a Liberal Art of HSUHK and the MLA Academy. We are honored to have our distinguished guests, faculty members, business leaders, social leaders, and students gather here today to engage in discussions and foster collaborations that can drive meaningful social changes through this platform.

The theme of this conference, "Managing for Social Impact," is timely and relevant in today's world. As we navigate through complex societal challenges, it becomes imperative for us to examine and explore how management practices can be leveraged to create more positive impacts on our stakeholders, our communities and beyond.

Throughout the conference, I believe you will gain insights from distinguished speakers and experts who have dedicated their much efforts for years to addressing pressing social issues through innovative management strategies and creating sustainable values to their stakeholders. We are particularly honored to have Mr Bernard Chan, Chairman and President of Asia Financial Holdings Limited, and Prof Philip Kotler, known as the father of modern marketing, as our key speakers. Their expertise and experiences will undoubtedly enrich our understanding and inspire us to take more prompt actions. From sustainable business practices to social entrepreneurship, from inclusive leadership to ESG, we will explore various dimensions of managing for social impact.

Moreover, this conference is not just about academic discussions but also practical applications. We encourage all of you to share your real-world experiences and stories. Let us identify the best practices, innovative solutions, and strategies that can be implemented across industries and sectors to create a more equitable and sustainable future.

As the President of The Hang Seng University of Hong Kong, I am proud to see our institution at the forefront of this conversation. Our University has always emphasized the importance of business ethics, stakeholder values, and sustainable development, and this conference is another testament of our commitment to nurturing socially

conscious leaders and change-makers. I highly commend all the colleagues, organizers and volunteers who have worked tirelessly to make this event happen.

Lastly, I would like to express my heartfelt gratitude to all our sponsors and partners, whose generous support have made this conference a reality. We hope we can have your continued support.

Thank you, and I wish you all a very fruitful and enlightening conference.