

## Message from the President (January 2025)

13 January 2025

Dear Members of the HSUHK Family,

As we welcome the start of the new year 2025 and the commencement of Semester Two, I would like to extend my warmest greetings to all Members of the HSUHK Community. Taking the opportunity, I am delighted to share with you some of the latest University developments since my last *New Academic Year Message (2024-25)* on 26 August 2024.

### 1. Student Admission in 2024-25

With the low number of 44,700 Secondary 6 students taking the HKDSE in 2024 and coupled with other uncertainties such as the emigration of some local families, although the situations have become stable lately, the University was able to conduct a very effective undergraduate student admission exercise for 2024-25. There was an intake of over 1,950 new UG students, a 12% increase compared to that of 2023-24 and bringing the total UG student population to nearly 6,000. We also welcomed 383 non-local UG students, a 52% increase from that of the previous year.

The University also admitted a record high of over 670 TPG new students in 2024-25, a 21% increase compared to the 2023-24 intake, with the majority of students coming from the Mainland.

To further enhance the diversity of our student body, we will continue expanding our international outreach, particularly in the Southeast Asian regions. This includes offering full tuition scholarships to selected students from ASEAN countries, more extensive publicity (such as via social media), more direct admission talks to some ASEAN secondary schools, etc.

In light of the recent media coverage regarding fake qualifications of non-local TPG admission applicants at a few local institutions, the University has proactively reviewed and enhanced its quality assurance measures in postgraduate student admissions, despite no similar issues have been identified or reported.

### 2. Teaching and Learning

#### 2.1 Development of LED Virtual Reality CAVE

With the growing demand for using immersive technologies in teaching and learning and the readiness of its technology applications, on top of the existing Cave Automatic Virtual Environment (CAVE) lab, a LED Virtual Reality CAVE is planned to be developed in the

campus to enhance the effectiveness and experience of teaching and learning. The development is carried out by the Virtual Reality Centre and supported by the Aw Boon Haw Foundation. The LED CAVE project, led by Dr Eugene Wong, Director of Virtual Reality Centre and Associate Professor of SCM Department, will be developed in a classroom for immersive, collaborative, interactive and smart learning. The proposed project is expected to be completed by 2027.

## **2.2 *Anti-scam Education and Research Programme***

Following the launching of the Anti-scam Education and Research Programme (the first of its kind in the region) in May 2024 led by Dr Belinda Yau and Dr Lawrence Lei, Assistant Professors of Department of Accountancy, two activities were organized in September 2024 including an anti-scam sharing session in Putonghua on campus and a seminar at the headquarter of the Hong Kong Police Force. Another seminar on cryptocurrency investment and anti-investment-scam techniques will be held on 16 Jan 2025 which will cover the basis of cryptocurrency investment, including what blockchain technology is, how a crypto exchange platform works, and how we could protect ourselves from any potential investment scams. HSUHK staff and students are welcomed to join the seminar.

## **2.3 *Supporting Student Start-up and Entrepreneurship***

The Centre for Innovation and Entrepreneurship (CIE) of HSUHK was granted a total of HK\$7,644,000 in December 2024 to support youth start-ups through the Youth Development Commission's Funding Scheme for Youth Entrepreneurship in the Guangdong-Hong Kong-Macao Greater Bay Area. The funding will support the "GBA Youth Start-up and Social Innovation Programme" which will offer a series of workshops and activities for approximately 300 students and alumni interested in embarking on their entrepreneurial journeys in the Greater Bay Area.

Since its establishment in 2018, CIE has been dedicated to promoting entrepreneurship and innovation within the HSUHK community. So far, over 40 start-up teams have been nurtured to kickstart their entrepreneurial journeys at different stages with CIE's support.

## **2.4 *Supporting Student Dual-Place Internship***

HSUHK Student Affairs Office piloted the "Hong Kong-GBA Dual-Place Internship Programme" with CLPS Incorporation in the summer of 2024 and subsequently signed a Memorandum of Understanding (MoU) on 7 October 2024, providing students with internship opportunities in both Hong Kong and Guangzhou for a total period of six months. Participating students spent the first three months at the CLPS Guangzhou subsidiary, followed by the remaining three months at the headquarters in Hong Kong. This collaboration enabled students to deepen their understanding of industry trends, different customer bases and business developments in both locations, while enhancing their professional skills. It also broadened their horizons, supporting future career exploration and development.

Following the above collaboration, HSUHK signed another MoU with the Guangdong-Hong Kong-Macao Greater Bay Area Youth Society on 7 November 2024 to also promote the “Hong Kong-GBA Dual-Place Internship Programme”. Both parties will collaborate on projects such as summer internships and career exploration tours, providing HSUHK students with insights into how the GBA cities complement each other to achieve shared benefits. After the signing ceremony, students were introduced to the policy support and the entrepreneurship opportunities in Shenzhen as well as the demonstration of the live streaming sales industry, which serve as a preview of the learning activities they would experience through the Programme.

### **3. Research and Knowledge Transfer**

#### **3.1 *Establishment of the GILT Research Centre***

With a funding support of HK\$4.04 million from the RGC Institutional Development Scheme (Research Infrastructure Grant) in 2023, the University established in August 2024 the GILT Research Centre (Globalisation, Internationalisation, Localisation and Translation), the first of its kind in Hong Kong. By leveraging the cross-disciplinary expertise of HSUHK’s five schools, the Centre aims to foster academic exploration of multilingual communication and language services, as well as investigating the multifaceted aspects of GILT. One of the initiatives was to consider how professionals in sectors related to crosslingual and cross-regional promotion can contribute to addressing challenges and seizing opportunities in an ever-changing, post-pandemic world.

#### **3.2 *2024/25 RGC Competitive Research Funding Exercise for the Local Self-financing Degree Sector***

In the 2024-25 RGC competitive research funding exercise, HSUHK continued to perform well by securing a funding amount of HK\$10.38 million for 16 projects in the Faculty Development Scheme (“FDS”) and two projects in the Inter-institutional Development Scheme (“IIDS”). Our success rate in FDS was 36.36% in comparison with 26.97% across the sector, which was also the highest among the four eligible self-financed universities. HSUHK performed particularly well in humanities & social sciences, engineering, and physical sciences with a success rate of 40% or above in these three panels.

Over the past 11 years, HSUHK received the highest cumulative number of approved research projects among all eligible self-financing institutions. We will continue to strive for greater research funding to advance academic excellence and foster innovative and impactful research for the benefit of education and society.

#### **3.3 *HSUHK Scholars Listed among World’s Top 2% Scientists***

Professor Joshua Mok, PV and VPAR, and Dr Kwong Ying-ho, Assistant Professor of the Department of Social Science, are listed among the latest “World’s Top 2% Scientists” by Stanford University. They have been recognised for the significant impact of their

research output in the fields of education & public administration and cultural studies & geography respectively.

### **3.4 Academic Publications**

In 2023-24, HSUHK continued to perform well in academic publications, having published a total of 126 refereed journal articles, with 90 of these appearing in SSCI, SCI, and AHCI-indexed journals. There are also 37 refereed books and book chapters published by respected publishers. Research by HSUHK scholars has also been featured in the world's leading journals such as *IEEE Transactions*, *Contemporary Accounting Research*, *Journal of International Economics*, *Critical Asian Studies*, *Journal of Contemporary China*, and more. As of July 2024, HSUHK achieved a Category Normalized Citation Impact (CNCI) of 1.52 which is the highest among local self-financed universities. Additionally, 15.85% of our papers have been cited enough times to rank among the top 10% in their respective fields, underscoring the significant impact and recognition of our scholarly contributions.

### **3.5 The Climate-U Network**

HSUHK is the first institution in the Greater China Region to become a member of the prestigious global initiative, the Climate-U Network. The Network, initiated by University College London in the UK, unites universities globally to address the pressing climate crisis. Other members include institutions from Brazil, Fiji, India, Indonesia, Rwanda, Kenya, Tanzania, Morocco, South Africa, Uganda, and the UK. As part of the Climate-U Network, HSUHK will engage in collaborative research, share best practices, and participate in joint initiatives aimed at mitigating climate change.

## **4. University-wide Events**

### **4.1 AALAU Annual Presidents' Forum 2024**

The Annual President's Forum serves as a platform for leaders from member institutions to identify significant issues and challenges, explore innovative approaches to liberal arts education, and address emerging opportunities and obstacles in the educational landscape.

As a new member of the Alliance of Asian Liberal Arts Universities (AALAU) in January 2024, HSUHK hosted the AALAU Annual Presidents' Forum 2024 on our campus on 1 November 2024. The Forum featured a keynote speech by President Hiram E. Chodosh of Claremont McKenna College, and insights from Ms Ada Wong Ying-kay, a distinguished alumna of Pomona College. Both Colleges are among the top liberal arts colleges in USA. Speakers from 10 member institutions from AALAU, including HSUHK, discussed the theme "Sustainability Leadership: The Role of Liberal Arts Education". Initiated by HSUHK, the attending member institutions signed a joint declaration at the conclusion of the Forum to reaffirm their collective commitment to sustainable leadership and to a set of principles aimed at fostering more green, just and prosperous global

societies. This showcased the leading position of HSUHK in the areas of sustainability and ESG in the region.

#### **4.2 *Bhutanese Royal Family's Visit to HSUHK***

On 6 January 2025, a delegation from the Bhutanese Royal Family led by Her Majesty Queen Mother Ashi Dorji Wangmo Wangchuck and Her Royal Highness Ashi Sonam Dechan Wangchuck visited HSUHK and had a fruitful discussion with the President, Provost/VPAR, VPOD and the team of senior academic staff. Members of the Bhutanese Royal Family engaged in discussions with HSUHK on topics including art, culture, heritage, tourism, well-being, sustainability, translation, Buddhism studies, comparative legal studies, etc. HSUHK plans to explore future collaborative projects in cultural heritage management and Asian Studies which aims to create meaningful impacts on both the Hong Kong and Bhutanese communities.

### **5. Campus Development**

#### **5.1 *Inauguration of The Create at the M+ Tower***

HSUHK inaugurated its first town centre, The Create (創意薈), on 15/F of the M+ Tower in the West Kowloon Cultural District at an Opening Ceremony on 4 October 2024. Designed to meet diverse learning needs and foster innovation in teaching and learning, The Create serves as a hub for taught postgraduate and executive development programmes while supporting HSUHK's educational and public engagement initiatives. Adding vibrancy to the occasion, the creative works by graduates of the HSUHK Department of Art and Design through cross-media presentations were showcased at the inauguration.

#### **5.2 *Bidding for Government Vacant Land in Tai Wai***

The University continues to pursue its request to the Education Bureau for vacant lands for campus development especially in student residential facilities. Meanwhile, the University plans to submit the application of the piece of vacant land (in the category of Government, Institution or Community) at Man Lai Road, Tai Wai, Sha Tin, which is now open for bidding among interested non-profit making self-financed post-secondary institutions.

#### **5.3 *Comprehensive Digital Campus Map***

HSUHK is proud to be the first educational institution in Hong Kong to offer a comprehensive digital campus map, enhancing its commitment to building a smart, inclusive, and barrier-free campus environment.

#### **5.4 *Progress on the Incorporation of WFOE in Nansha***

Following the successful registration of the Special Purpose Vehicle (SPV) in HK and the wholly foreign owned enterprise (WFOE) in the Mainland (Nansha), the University

Guidelines for Teaching/ Learning and Business Activities in Mainland China, which set out the infrastructure of the GBA operations under the WFOE, have been formulated and distributed to all Schools and Units. The Guidelines are intended to facilitate support services for all Schools and Offices regarding teaching, learning, and business activities to be conducted in the Mainland.

## 6. University Achievements

HSUHK received various prestigious awards and recognitions over the past six months or so, some are highlighted as follows:

- *Yazhou Zhoukan* Asia Excellence Brand Award for six consecutive years since 2018.
- HSUHK Creative Humanities Hub was presented the Gold Award under the “Universal Design Award Scheme 2024-25 (UDAS)” by the Equal Opportunities Commission on 1 November 2024.
- HSUHK was awarded the Carbon Neutrality and Sustainable Development – Gold Award in December 2024 by The Hong Kong Legacy Foundation, in recognition of its outstanding efforts in achieving carbon neutrality and promoting sustainability.
- Three University projects have been shortlisted in QS Reimagine Education Awards 2024, a platform which recognises and celebrates the pioneers of education across the world, fostering a vibrant community of innovators committed to redefining learning and employability for future generations. The following three projects were showcased at the QS Reimagine Education Conference in London from 9 to 11 December 2024 and stood out as the top 25% out of over 1,300 submissions in the first round of evaluations.
  - ✚ Game-Based Learning and Generative AI: Transforming Education Across Disciplines was nominated in the Best Use of Generative AI category (*CTL project*);
  - ✚ Metaverse4ALL: Problem-based Collaborative Learning via Metaverse for Higher Education Disciplines was shortlisted for the Immersive Experiential Learning Award (*CTL project*); and
  - ✚ Honours Academy Pre-Teens Financial Literacy Workshop Series was shortlisted for the Developing Emerging Skills and Competencies Award (*Honours Academy project*).
- The Centre for Teaching and Learning received the Volunteer New Star Award from The Christian Family Service Centre at the Corporate Recognition Ceremony 2024. This award recognised the outstanding contributions of two impactful service-learning projects conducted by HSUHK: 「跨代理財嘉年華」 from the module FIN1001 Personal Finance and the Society and 「小確幸·好生活」 *Service-Learning Art Exhibition* from the module CCI4002 Cultural Governance and Ethics.

## 7. Student Achievements

HSUHK students continued to excel in various open competitions. Below is a highlight of some of their recent achievements:

- A team of four BBA-SCM students won the Champion in The Industrial System Engineering Management Innovation Project Competition 2024, organized by The Institute of Industrial and Systems Engineers – Hong Kong.
- Our BBA-MKT student together with a student from CUHK was shortlisted among the top ten teams in the Cyberport University Partnership Programme (CUPP) 2024. They attended the Web 3.0 Entrepreneurship Boot Camp at Draper University in the U.S., and further received a grant of HK\$100,000 from the Cyberport Creative Micro Fund.
- Our two BBA-MKT graduates (of 2023 and 2024 respectively) led a team and won the first prize in the Youth Elite Aspiration Programme One-Belt-One-Road Competition (2024), organized by The Hong Kong Professionals and Senior Executives Association.
- Our BA-AD student received the Best Concept Award and The Most Favorite Design Award (Cross Category) in the FujiFilm BI Design Competition 2024 - Design a Sustainable Future, organized by FUJIFILM Business Innovation Hong Kong.
- Our team of six BJC students received the Outstanding Future PR Practitioner Award in the Hong Kong Creative PR Competition 2024, organized by the Hong Kong Creative PR Competition Organizing Committee.
- Our team of another six BJC students won the Gold Award (Tertiary Student Journalism Award Category) in the 2024 Consumer Rights Reporting Awards, organized by the Consumer Council.
- Our team of two BBA-GBM students and one BBA-MGT student won the Project Innovation Award in the 13th 「贏在廣州」暨粵港澳大灣區大學生創業大賽, organized by The Human Resources and Social Security Department of Guangdong Province.
- "Flying in the Darkness", directed by our BA-CMCT 2024 graduate, was selected as the opening film for the "2024 Asia-Pacific Youth Micro Film Festival" in November 2024 and was awarded the "Opening Micro Movie Commemorative Award". Earlier in March 2024, the film was also selected for the "Fight for Show-Future Micro Film Festival and Changemakers Roundtable".
- Our 2023 BSc-AIN graduate earned her Associate of the Society of Actuaries (ASA) designation in 2024. She is one of the very few university graduates in HK who has completed all training and professional examination requirements of this prestigious U.S. professional qualification within a year of graduation. She is now an Actuarial

Analyst in one of the world's largest reinsurance firms, and has been pursuing the Fellow of the Society of Actuaries (FSA) qualification through further examinations.

## 8. Our Gratitude and 45th Anniversary Celebrations

Over the past year, we have witnessed some remarkable developments and achievements. I would like to express my heartfelt gratitude to all Members and Supporters of our University for your continuous dedications and contributions. Looking forward, Year 2025 will be the University's 45th anniversary of its founding. We have planned a variety of events to commemorate the significant milestones, celebrate our accomplishments and showcase our aspirations to the community. Some events include the Cocktail Reception on 13 March 2025, the Anniversary Concert at the HK City Hall on 18 September 2025, the HSUHK Green Run/Walk in the 4th quarter of 2025, academic conferences, creative humanities festival, etc. I encourage you to actively take part in many of these activities.

As we embark on 2025, let us continue to work together with passion and embrace the future with renewed energy. Wishing you all a fulfilling and prosperous Chinese New Year of the Snake ahead!

Truly,



Simon S.M. Ho 何順文

President, The Hang Seng University of Hong Kong 香港恒生大學校長

