



# AUG 2025

## Monthly Updates



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

COLLEGE OF PROFESSIONAL AND  
CONTINUING EDUCATION  
專業及持續教育學院

# 11/8

2025



## RCGB Research Seminar –

*“Mirror in the Brand Metaverse:  
How Avatar-Self Resemblance Shapes Brand Attitude and  
Purchase Intentions Through Behavioral Engagement”*



On 11 August 2025, the Research Centre for Green Business (RCGB) hosted an insightful research seminar delivered by Prof. MingChung Kim from the Ulsan National Institute of Science and Technology (UNIST). Prof. Kim presented his research titled *“Mirror in the Brand Metaverse: How Avatar-Self Resemblance Shapes Brand Attitude and Purchase Intentions Through Behavioural Engagement”*. The seminar provided a dynamic platform for colleagues to explore how avatar design in the metaverse influences consumer behaviour and brand perception. Prof. Kim’s thought-provoking presentation sparked lively discussions about the role of virtual identity in shaping consumer purchase decisions.

**Research Centre for Green Business (RCGB)**  
**Mirror in the Brand Metaverse:  
 How Avatar-Self Resemblance Shapes Brand Attitude and  
 Purchase Intentions Through Behavioral Engagement**

**Date:** 11 August 2025 (Monday)  
**Time:** 2:30 p.m. - 3:30 p.m.  
**Venue:** WK-S901  
**Mode:** Hybrid via MS Teams  
**Language:** English

**Prof. MinChung KIM**  
 Associate Professor of Marketing and International  
 Business at Ulsan National Institute of Science and  
 Technology (UNIST)

Professor MinChung (MC) Kim is an Associate Professor of Marketing and International Business at Ulsan National Institute of Science and Technology (UNIST). Before joining UNIST, he worked as an assistant professor at the Hong Kong Polytechnic University and the University of Hong Kong. His research focuses on understanding the firm's different marketing strategies including advertising, branding, and corporate social responsibility, and their impacts on financial performance. He recently expanded his research scope to AI/Metaverse marketing. He has published his research articles at leading marketing, management, and international business journals including Journal of Marketing, Journal of International Business Studies, Journal of the Academy of Marketing Science, Journal of Management, International Journal of Research in Marketing, He currently serves as an associate editor for Psychology & Marketing.

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# 20/8

2025

## MOU Signing Ceremony between CPCE and Chiang Mai University Business School

We are delighted to announce the signing of a Memorandum of Understanding (MOU) between CPCE and Chiang Mai University Business School, Chiang Mai University, Thailand on 20 August 2025. This partnership aims to strengthen educational opportunities through student activities, staff and student exchange programmes, and collaborative research initiatives. Together, we are committed to fostering academic excellence while creating enriching experiences for our students and advancing the missions of both institutions.





# 21/8

2025



## RCGB Conference:

### Pathways to Green Business Transition: Advancement & Resilience

The Conference on Pathways to Green Business Transition: Advancement & Resilience, organized by the RCGB, took place successfully on 21 August 2025. This international event drew over 230 distinguished scholars and industry practitioners from both local and international arenas, creating a vibrant platform for knowledge exchange. Throughout the day, attendees engaged in 55 insightful presentations across diverse fields, including Accounting & Finance, Consumer & Organizational Behavior, Tourism, and Supply Chain Management. Speakers shared their expertise and examined both theoretical and practical implications related to the advancement and resilience of green business practices. The conference fostered meaningful discussions and collaborations, reinforcing our commitment to promoting sustainable business practices. We extend our heartfelt thanks to all participants and contributors who made this event a remarkable success.



# 27/8

2025

## CPCE Welcoming Ceremony for BHM Students



At the various sessions of the CPCE Welcoming Ceremony held on 27 August 2025, BHM freshmen from sub-degree to master's levels gathered to mark the start of an exciting academic chapter. This special occasion celebrated the beginning of their journey toward personal and professional growth. As the new academic year begins on 1 September 2025, our freshmen are well-prepared to excel in their chosen fields. With determination and curiosity, they are ready to embrace the enriching opportunities and experiences that lie ahead in our dynamic academic environment.



# 2025

## Summer Internships in China



BHM students completed their 2025 summer placements with Shangri-La Hotels, Ascott China, and Six Senses Chengdu. The placements took place across six vibrant cities in Mainland China, offering students invaluable understanding and hands-on experience in the global hospitality industry. Our students eagerly embraced this opportunity, working alongside diverse teams and tackling real-world challenges. Beyond personal growth, they contributed valuable customer insights to their host organisations through impactful project presentations. We are especially proud to highlight that five students were recognised as Outstanding Interns, receiving commendations from both their employers and lecturers. Their dedication, adaptability, and exemplary presentation skills earned high praise, making a meaningful impact on their respective organisations.



## CPCE Outstanding Teaching/ Service Performance/ Achievement Awards 2025

We are proud to celebrate the accomplishments of the three BHM colleagues, who have demonstrated outstanding dedication and excellence in their teaching and service performance at CPCE. Their achievements have been recognised among several respected colleagues from other divisions across CPCE with the following awards



**Dr Carmen Sum**

*CPCE Outstanding Teaching Performance/  
Achievement Award 2025*



**Dr Joseph Lau**

*CPCE Dean's Award for  
Outstanding Service Performance/  
Achievement 2025*



**Dr Andy Tai**

*CPCE Outstanding Service Performance/  
Achievement Award 2025*

Congratulations to all awardees for their contributions to the CPCE family!



**DIVISION OF BUSINESS AND  
HOSPITALITY MANAGEMENT**

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