



MAY- JUL 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

RCGB Public Lecture: Exploring Green Business through ESG



The Research Centre for Green Business (RCGB) hosted a public lecture titled *Exploring Green Business through ESG*. The lecture featured Ms. Mona Wong, Director of Learning and Development at Sino Hotels, who spoke on *Cultivating a Sustainable Lifescape*, and our Dr. Yuanyuan Chen, who presented *Does a Founder's Cultural Imprint Affect Corporate ESG Performance?* This lecture provided an excellent platform for sharing research insights and fostering dialogue on sustainability.

Research Centre for Green Business (RCGB)
Exploring Green Business through ESG
 Date: 16 May 2025 (Friday)
 Time: 10:00 a.m. - 12:30 p.m.
 Venue: SL402, PolyU West Kowloon Campus
 Mode: Hybrid
 Language: English

Sino Hotels' ESG Initiatives: Cultivating a Sustainable Lifescape
 Speaker: Ms. Mona WONG
 Director of Learning and Development
 Sino Hotels

Ms. Mona Wong serves as the Director of Learning & Development for Sino Hotels, where she oversees the training and development initiatives across eight properties in Hong Kong. Her role is pivotal in shaping a culture of continuous learning, ensuring that all team members are equipped with the skills and knowledge necessary to deliver exceptional service and enhance guest experience. Ms. Wong's extensive career in the hospitality industry includes esteemed positions at Cathay Pacific, W Hotels, Christie's, and Melco Resorts & Entertainment. The diverse background has equipped her with a unique perspective on customer service and operational excellence. Ms. Wong is dedicated to ensuring that every guest experiences the highest level of service through the constant training and development of staff.

Does a Founder's Cultural Imprint Affect Corporate ESG Performance?
 Speaker: Dr. Yuanyuan CHEN
 Lecturer
 Division of Business and Hospitality Management
 PolyU SPEED

Dr. Chen's research interests include tax, auditing, disclosure, and Environmental, Social, and Governance (ESG) issues. Dr. Chen spent two years gaining practical experience in the field of AI solutions in accounting. During her PhD studies, Dr. Chen taught various undergraduate courses, including Corporate Finance and Control, Financial Accounting, and Managerial Accounting. Dr. Chen is committed to fostering a holistic learning environment, prioritizing students' personal growth alongside their academic development. She emphasizes the use of real-life scenarios to make abstract theories more accessible and relatable.

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All Public Lectures are fully supported by grants from the Institutional Development Scheme of the Hong Kong Applied Science and Technology Research Institute, Chinese Research Awards, and the Research Grants Council of the Hong Kong Government.



24/5

2025

Closing Ceremony of the Big Brothers and Sisters' Scheme

The Big Brothers and Sisters' Scheme concluded with a heartfelt ceremony on 24 May 2025 at PolyU U-Green. The event celebrated the mentorship journey of over 30 participants from the hospitality and tourism disciplines. Highlights included certificate presentations, a lunch gathering, and mentors' sharing sessions, offering guidance on career and academic development. The ceremony marked the end of an inspiring programme that promotes meaningful mentor-mentee connections.



30/5

2025



Celebrating BHM Students' Achievements at the CPCE Scholarship and Bursary Award Presentation Ceremony

The CPCE Scholarship and Bursary Award Presentation and Appreciation Luncheon was held on 30 May 2025. While we celebrated the outstanding achievements of BHM students for their dedication, talent, and potential, we also expressed our gratitude to the generous donors for BHM students. Donors included ACCA, AIA, Jiangxi Tourism Association, and Connexus Travel.



03/6

2025

RCGB Public Lecture: Advancing Green Business through Different Perspectives



Research Centre for Green Business (RCGB)
Advancing Green Business through Different Perspectives

Date: 3 June 2025 (Tuesday)
 Time: 2:00 p.m. - 4:00 p.m.
 Venue: N1204, PolyU West Kowloon Campus
 Mode: Hybrid
 Language: English

**Green Practices in Today's Ever-changing Financial World:
 "When Green Meets Green"**

Speaker: Ms Kazumi Chidachi
 Head of Marketing, Asia Cards
 HSBC Hong Kong Ltd.

A trilingual brand marketer fluent in English, Chinese, and Japanese, with over 20 years of experience in both tactical and brand-side roles with on-the-ground experience in APAC markets. Kazumi's expertise spans key verticals in the financial sector from life insurance, asset management, to retail & private banking, working with leading global brands like HSBC, Fidelity, and Prudential. Most recently awarded by HKMA with "Distinguished Marketing Leadership Award" in 2020. Specialised in brand marketing and execution of impactful marketing campaigns by leveraging state-of-the-art technologies to build meaningful brand-consumer relationships. With multiple APAC award winning campaigns under his belt, including a five-year wealth management campaign that integrated real-time global financial data into dynamic banner ads, significantly boosting engagement and conversion rates.

Adopting Sustainability in Events

Speaker: Dr. Chloe Lau
 President
 International Live Events Association - Asia Chapter

Dr. Chloe Lau is President of ILEA Asia Chapter, an Accredited Trainer of Meeting Professionals International (MPI) and also Director of Live-Planet Travel. She was an Assistant Professor and Subject Area Coordinator (Convention and Events) at the Hong Kong Polytechnic University's (PolyU) SHED, where she taught Bachelor and Master programmes and was the Programme Leader for BSC/NEA. Her achievements include the PolyU President's Award for Excellent Performance/Achievement in Teaching in 2009. Dr. Lau has also been involved in consultancy projects including: Executive Development Programme for the Korea Convention Event Industry Association (KCEA), TWNYO Career Institute of Tourism, TIES Manual for HKSNAR Education Bureau, MPT Training for TEDTC, Taiwan and WTA China, MICE Tourism for Sustainable Regional Development in ASEAN at UNWTO/CIU, and more.

Moderator:
 Dr Elaine Chan

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This Public Lecture is fully supported by a grant from the Research Grants Council of The Hong Kong Special Administrative Region, China (Project No. A/JC3/20/019/02). For enquiries, please contact Mr. Tom Leung at 2774 1021 or 12981200@polyu.edu.hk.

On 3 June 2025, the RCGB hosted a public lecture titled *Advancing Green Business through Different Perspectives*. The session featured Ms Kazumi Chidachi from HSBC Hong Kong Ltd discussing *When Green Meets Green: Green Practices in Finance* and Dr Chloe Lau from the International Live Events Association – Asia Chapter presenting *Adopting Sustainability in Events*. The lecture sparked engaging discussions and inspired attendees to explore new research directions.

05/6

2025

RCGB Research Seminar: Mandatory ESG Disclosure and Debt Concentration



The RCGB conducted a research seminar on 5 June 2025, focusing on *Mandatory ESG Disclosure and Debt Concentration*. Professor Walid Saffar from School of Accounting and Finance of The Hong Kong Polytechnic University shared his expertise with nearly 30 attendees. The seminar offered valuable insights into ESG-related financial research and enriched participants' understanding of the topic.



Research Centre for Green Business (RCGB)

**Research Seminar:
Mandatory ESG Disclosure and Debt Concentration**

Date: 5 June 2025 (Thursday)
Time: 2:00 p.m. - 3:00 p.m.
Venue: N1204, PolyU West Kowloon Campus
Language: English
Mode: Hybrid

Professor Walid Saffar
 Professor at the School of Accounting and Finance
 Hong Kong Polytechnic University

Prof. Saffar's research interests primarily cover privatization, political connections, political institutions, and corporate governance. He has an interdisciplinary scope with publications in top journals in Finance (*Journal of Financial Economics* and *Journal of Financial and Quantitative Analysis*), Accounting (*Journal of Accounting Research* and *Journal of Accounting and Economics*), International Business (*Journal of International Business Studies*), Management (Strategic Management Journal), and Ethics (*Journal of Business Ethics*).

Prof. Saffar received several research distinctions and awards, including the Eudoxus Minerva Award for the best Ph.D. student publication at HEC Montreal, the Emerald Cluster of Excellence Award, the Best Paper Award in Corporate Governance at the Global Finance Conference, and the Best Paper Award at the World Accounting Frontiers Series Conference. In 2014, he was awarded the Faculty of Business Prize for Outstanding Performance in Research and in 2016 he received the Faculty of Business Award for Outstanding Performance in Research. In 2017, he was awarded the Faculty of Business Fellow Award for making a significant contribution that raises the reputation of the Faculty of Business and the Hong Kong Polytechnic University.

Moderator:
 Dr. Wook Hung

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This seminar is free of charge by a grant from the Research Grants Council of the Hong Kong Government. For enquiries, please contact Mr. Yau Loung at 2746 9221 or registered@polyu.edu.hk.

09/6

2025

RCGB Company Visit to Four Seasons Hotel Hong Kong



On 9 June 2025, the RCGB organised a visit to the Four Seasons Hotel Hong Kong. The visit provided participants with an opportunity to explore the hotel's green and sustainability initiatives, such as energy conservation and food waste management. The experience offered valuable insights into sustainability practices in the hospitality industry.





**RCGB Company Visit
Four Seasons Hotel
Hong Kong**

**Monday
9 June 2025
10:15 AM - 12:15 PM**

8 Finance Street, Central,
Hong Kong

Enquiry:
Mr Tom LEUNG (3746 0021)

For Registration
(Limited Quota)



09-13/6

2025

BHM Hangzhou Study Tour



The BHM Hangzhou Study Tour, held from 9–13 June 2025, delivered a rich blend of cultural, academic, and experiential learning. Students visited heritage sites such as Wuzhen and the Liangzhu Museum while gaining insights into innovation at corporations like Alibaba's Future Hotel. Cultural experiences, including the immersive show *Dream of Shangtang*, further deepened students' appreciation for contemporary art. The study tour not only enhanced academic and professional development but also nurtured cultural identity and personal growth, making it a meaningful and transformative journey for all participants.



18/6

2025

RCGB Research Seminar: Investigating Green Business through Accounting and Consumer Behaviors

THE HONG KONG POLYTECHNIC UNIVERSITY
COLLEGE OF PROFESSIONAL AND EDUCATION STUDIES
SPEED RCGB Research Centre for Green Business

Research Centre for Green Business (RCGB) Investigating Green Practices through Consumer Behaviour

Date: 18 June 2025 (Wednesday)
Time: 10:00 a.m. - 1:00 p.m.
Venue: NZB4, PolyU West Kowloon Campus
Mode: Hybrid
Language: English

Towards Sustainability: ESG and Consumer Lifestyle

Speaker: Dr Kenneth K. KWONG
Assistant Professor, Department of Marketing
The Hong Kong University of Hong Kong

Dr. Kwong is a marketing faculty of the Business School at The Hong Kong University of Hong Kong. He has published widely in peer-reviewed journals on marketing strategy and business ethics. As an academic, he does not only advance knowledge development through scholarly publication but also actively takes part in consultancy work of knowledge transfer. One of his recent applied research projects was to keep track of consumers' embracing sustainable living to complement the existing measures on ESG in forming a holistic view on the effectiveness to achieve sustainability. He often appears in the media to comment on business and economic issues and shares his professional views with the public. Currently, he is a guest host of the programme on family wealth succession at Metro Finance. He also serves on the expert panel of the Hong Kong Council for Accreditation of Academic & Vocational Qualification (HKCAAVQ) on business and management.

The Impact of Adaptability and Technology Readiness on Green Service Innovative Behaviour: Multilevel Insights from Hospitality Practitioners

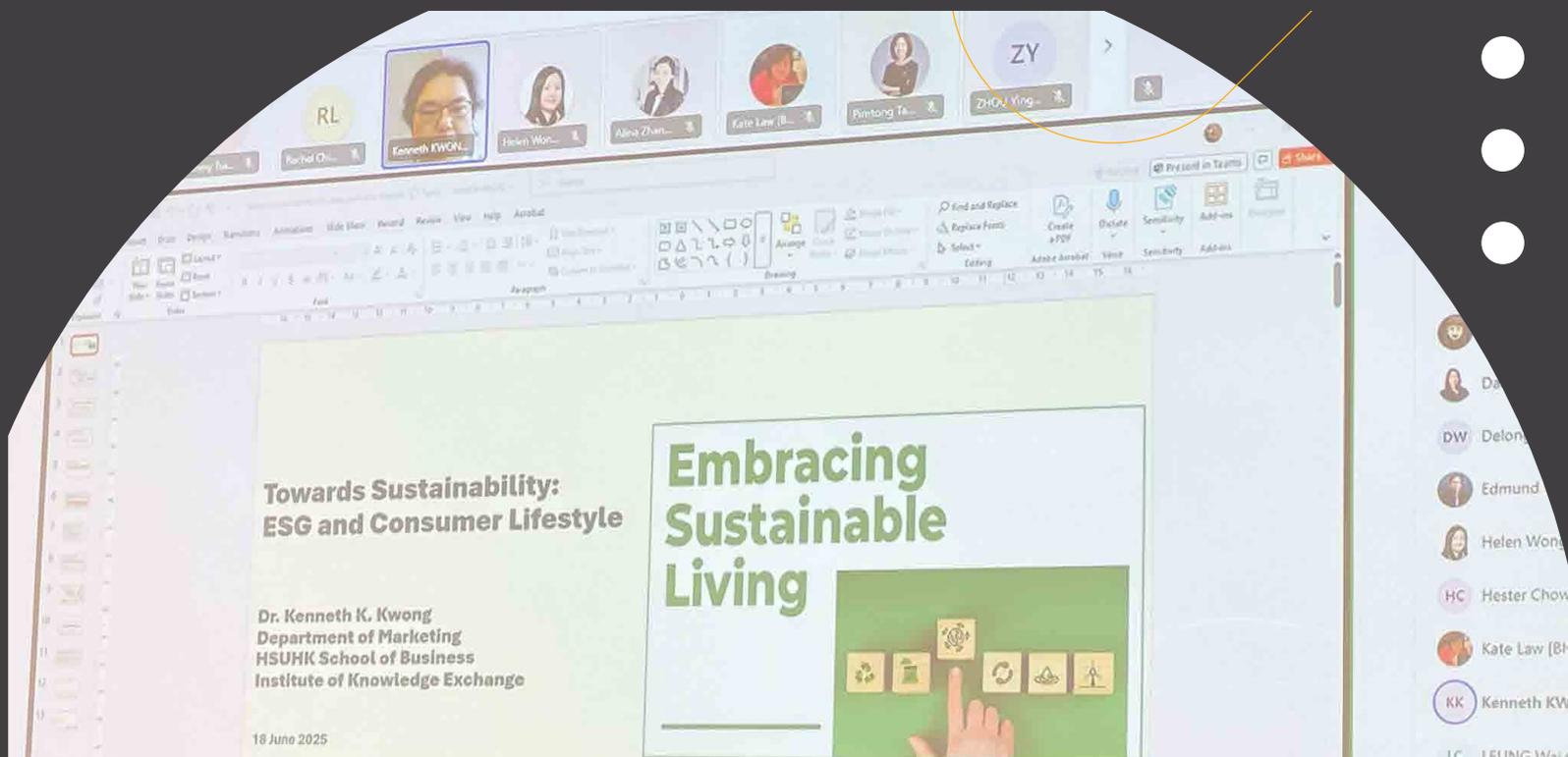
Speaker: Dr Rachel LAM
Lecturer
Division of Business and Hospitality Management
PolyU SPEED

Dr Rachel Lam obtained her Bachelor of Arts in Hotel Management and Master of Business Administration from The Hong Kong Polytechnic University and the University of Canberra respectively. In order to further enhance her academic attainments, she further pursued the Doctor of Hotel and Tourism Management from The Hong Kong Polytechnic University. Dr Lam held different management positions in various hotels and hospitality enterprises with extensive expertise in this spectrum. She endeavours to put her best effort into nurturing new blood and enhancing the management of the hospitality and service industry. Her research interests lie in the areas of hospitality management, leadership, emotional intelligence, cultural intelligence, and smart tourism etc.

[REGISTER NOW](#)

This seminar is hosted in July, sponsored by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, Grant Number: 15202520 (15/00000/2025). For enquiries, please contact Dr. Tsz Leung at 2708 0823 or registered@polyu.edu.hk.

The RCGB hosted an online research seminar on 18 June 2025 titled *Investigating Green Practices through Consumer Behaviour*. Dr Kenneth K. Wong from The Hong Kong University presented *Towards Sustainability: ESG and Consumer Lifestyle*, while our Dr Rachel Lam discussed *The Impact of Adaptability and Technology Readiness on Green Service Innovation Behaviour*. The seminar offered participants new perspectives on green practices.



24–29/6

2025

2025 International Logistics Case Competition and Workshop



The 2025 International Logistics Case Competition and Workshop, organised by the Hong Kong Logistics Association, took place in Kuala Lumpur, Malaysia on 24-29 June 2025. Four students from our *Bachelor of Arts (Honours) in Operations and Supply Chain Management* programme participated in the event. Congratulations to Mr Chan Jun Sheng and Mr Lo Cheuk Fai for winning the *Best Effective Solution* award. Their achievement highlights the talent and dedication of our students.





7-8/7

2025

W193 Global Tech Challenges

BHM students supported and gained valuable experience as event helpers at the W193 Global Tech Challenges, an international competition for primary and secondary school teams aimed at fostering innovative thinking and collaborative solutions for a better future. Dr Joseph Lee, Senior Lecturer of BHM, accompanied the students and delivered a keynote address for the event. The event provided students with opportunities to participate in meaningful initiatives, enhance their skills, and broaden their perspectives.



17/7

2025

Academic Visit from Hangzhou City University



On 17 July 2025, BHM had the privilege of hosting a delegation of lecturers and undergraduate students from Hangzhou City University (HZCU). The visit commenced with a warm reception by Prof. Peter Yuen, Dean of PolyU CPCE, followed by an insightful presentation on the BHM Master's programmes and a guided campus tour. A key highlight of the visit was the dynamic Q&A session, where HZCU students engaged enthusiastically with our academic staff and student ambassadors. This exchange fostered mutual understanding and underscored the vibrancy, professionalism, and collaborative spirit of our academic community.



22/7

2025

RCGB Research Workshop on S&P Global - ESG Database



Research Centre for Green Business (RCGB)

**Research Workshop on
S&P Global - ESG Database**

Date: 22 July 2025 (Tuesday)
Time: 2:30 p.m. - 3:30 p.m.
Venue: WK-N1104
Mode: Hybrid via MS Teams
Language: English

Mr. Jacob Hung
Sustainability Specialist
S&P Global

Jacob is ESG Client Engagement Specialist of S&P Global Sustainable. He obtained Certified Environmental, Social and Governance Analyst (CESGA®), Certificate in ESG Investing (CFA Institute), BSc in Mathematics and Statistics. He has 12 years of professional experience such as advisory on ESG metrics for reporting, engagement and integration for financial institutions. Academic metrics in the past few years have revolved around sustainability topics such as carbon emission, ESG ratings, TCFD/ISSB reporting, climate risks, nature & biodiversity risks and TNFD reporting. S&P Global has also been developing ESG capabilities since then and introducing a wide range of ESG datasets, which is also widely cited across the globe ([ISSRS Link](#)). In this 1-hour session, Mr. Jacob Hung would give an overview on the full suite of ESG datasets they offer and deep-dive into the development and methodology behind their most-cited database: S&P Global ESG Scores and Trucost Environmental dataset and share the application of our data into academic research projects.

Moderator:
Dr Wenti Huang

This workshop is fully sponsored by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project No. 14602022422).
 For enquiries, please contact Ms. Tom Luong at 3746 0221 or rogh@speed-polyu.edu.hk.

On 22 July 2025, the RCGB hosted a research workshop featuring experts from S&P Global - Mr Jacob Hung, Sustainability Specialist, and Ms Sabrina Lam, Sales Associate. Around 20 academic staff members attended, gaining valuable insights into leveraging the ESG database for scholarly research. The workshop provided a platform for academic staff to deepen their understanding of sustainability metrics and explore how the database can drive impactful research in the fields of ESG practices.



23/7

2025

RCGB Research Seminar - Exploring ESG Practices through Different Perspectives



On 23 July 2025, the RCGB hosted a research seminar featuring two speakers. Dr Amy Errmann, Assistant Professor at Auckland University of Technology, presented “Green Choices, Responsible Actions: Decision-Making and Practices in Sustainable Tourism”. Dr Raymond Kwong, Assistant Professor at Hong Kong Metropolitan University, followed with his presentation, “ESG as a Strategic Pivot: How Firms Respond to Performance Shortfalls and What Follows”. The seminar offered a multidimensional exploration of ESG practices, showcasing diverse approaches to sustainability and corporate strategy.

Research Centre for Green Business (RCGB)
Exploring ESG Practices through Different Perspectives

Date: 23 July 2025 (Wednesday)
Time: 2:00 pm - 5:00 pm
Venue: N1204, PolyU West Kowloon Campus
Mode: Hybrid
Language: English

Green Choices, Responsible Actions: Decision-Making and Practices in Sustainable Tourism

Speaker: **Dr Amy Errmann**
Senior Lecturer (Assistant Professor)
Auckland University of Technology

Dr Amy Errmann is a consumer wellbeing advocate and marketing scholar whose research focuses on sustainability, green consumption, and prosocial decision-making. Drawing primarily from information processing and decision-making theories, she explores how psychological and sociological factors influence sustainable consumer choices. With over 20 publications in leading journals and multiple early-career research awards—including the Association for Consumer Research Distinguished Award (2022) and the Academy of Marketing Science Dissertation Award (2023)—Dr Errmann brings consumer insights, sustainability practices, and money-making for an engaging speaker for academic and industry audiences alike.

ESG as a Strategic Pivot: How Firms Respond to Performance Shortfalls and What Follows

Speaker: **Dr Raymond KWONG**
Assistant Professor
Hong Kong Metropolitan University

Dr Raymond Kwong is an Assistant Professor in Economics at Hong Kong Metropolitan University. He holds a PhD in Economics from Newcastle University and is both a CFA charterholder and a certified Financial Risk Manager (FRM). His research focuses on ESG, green finance, risk management, and behavioural economics. Dr. Kwong has been an award reviewer for the HKJPA Best ESG Awards from 2022 to 2023. In his talk, he examines how firms respond to performance shortfalls by adopting ESG practices, and assesses the effectiveness of such strategies in both the short and long term—offering insights at the intersection of corporate finance and sustainability.

Moderator: Dr Jonathan KWOK

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