



MAY & JUN 2024

Monthly Updates

5 & 6



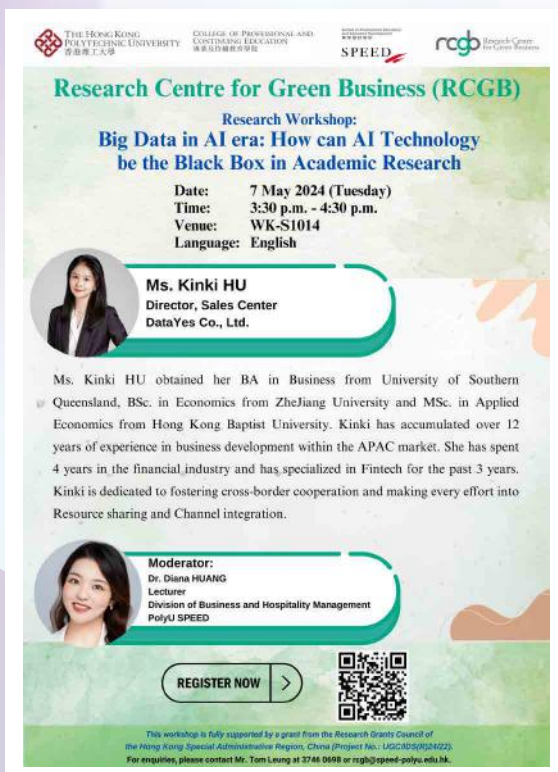
THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

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

07
MAY
2024

RCGB Research Workshop on “Big Data in AI era: How can AI Technology be the Black Box in Academic Research”

We are honored to have Ms. Kinki HU, Director of the Sales Center at DataYes, hosting the Research Workshop on 7 May 2024 for the Research Centre on Green Business (RCGB). DataYes is a provider of integrated investment research platforms. During the workshop, Ms. HU shared DataYes' expertise in financial data collection and analysis, demonstrating their data ingestion and analytics methods.



Research Centre for Green Business (RCGB)

Research Workshop:
Big Data in AI era: How can AI Technology be the Black Box in Academic Research

Date: 7 May 2024 (Tuesday)
Time: 3:30 p.m. - 4:30 p.m.
Venue: WK-S1014
Language: English

Ms. Kinki HU
Director, Sales Center
DataYes Co., Ltd.

Ms. Kinki HU obtained her BA in Business from University of Southern Queensland, BSc. in Economics from Zhejiang University and MSc. in Applied Economics from Hong Kong Baptist University. Kinki has accumulated over 12 years of experience in business development within the APAC market. She has spent 4 years in the financial industry and has specialized in Fintech for the past 3 years. Kinki is dedicated to fostering cross-border cooperation and making every effort into Resource sharing and Channel integration.

Moderator:
Dr. Diana HUANG
Lecturer
Division of Business and Hospitality Management
PolyU SPEED

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This workshop is fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project No.: LGG2/20/024222). For enquiries, please contact Mr. Tom Leung at 3746 0658 or rcgb@spsc@polyu.edu.hk.



RCGB Research Workshop on “Research Methodology: SEM for and Potential Methodological Biases in Survey-based Green Research”

24
MAY
2024



THE HONG KONG POLYTECHNIC UNIVERSITY
COLLEGE OF PROFESSIONAL AND CONTINUING EDUCATION
SPEED

Research Centre for Green Business (RCGB)

Research Workshop: Research Methodology

Date: 24 May 2024 (Friday)
Time: 9:30 a.m. - 10:30 a.m.
Venue: S103, PolyU West Kowloon Campus
Language: English

Prof. Ricky CHAN
Professor of the Division of Business and Hospitality Management
PolyU SPEED

Prof. Ricky Chan is the Associate Dean (Education) and Professor of the Division of Business and Hospitality Management at the College of Professional and Continuing Education of The Hong Kong Polytechnic University (PolyU CPCE). Ricky's research interests lie in green consumption, consumer ethics, and environmental strategies. He is included on Research.com's list of Best Business and Management Scientists (world's top 1%). Since 2020, he has also been included on Elsevier BV/Stanford University's list of the top 2% scientists in the world across all disciplines. According to a study published in the *Australian Marketing Journal* in 2017 (Vol. 25, No. 2, pp. 88-96), he was ranked as the world's 2nd and 3rd most influential author in green consumer research in terms of "total articles" and "total citations" respectively. Ricky was honoured with AUT's Faculty of Business, Economics and Law Research Team Award in 2021, and the Best Reviewer Award by Psychology and Marketing in 2023. He is currently serving as a Detailed Assessor for the Australian Research Council.

Moderator:
Dr. Pimpong TAVITIYAMAN
Associate Division Head
Division of Business and Hospitality Management
PolyU SPEED

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This workshop is fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project No. UGCAR5/024/02). For enquiries, please contact Mr. Tom Leung at 3746 0688 or rgl@speed.polyu.edu.hk.

We were privileged to host Prof. Ricky CHAN again as the speaker for the RCGB Research Workshop held on 24 May 2024. Prof. CHAN delivered an insightful presentation on "Research Methodology: SEM for and Potential Methodological Biases in Survey-based Green Research". The 25 colleagues who participated in the workshop were inspired by the comprehensive and thought-provoking content presented by Prof. CHAN.

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2024

Visit Yakult Factory *in Tai Po*

On 27 May 2024, 34 BHM students visited the Yakult Factory in Tai Po. The students were guided through the production facility, learning about Yakult's manufacturing process and attending a presentation on the brand's development and impact. They also had the opportunity to taste freshly produced Yakult samples, providing a direct experience of the product quality. The site visit offered the students valuable insights into the operations and strategy of a leading health and nutrition company.



Greater Bay Area One-day Tour

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2024



On 31 May 2024, 19 BHM students accompanied by Ms. Yanny PANG and Dr. Mindy XU visited various institutions in Qianhai. At the Bank of East Asia, they learned about innovative banking services like Rosslyn Lab and BEAST, digital zone operations, AI collaborations, and ESG-integrated office design. The tour included the 29th floor of Qianhai Kerry Centre, offering stunning views of regional development. Students also visited institutions supporting startups and young entrepreneurs, such as SZ-HK Incubator Venture Capital, Qianhai International Talent Hub, and Zebras. Students were particularly impressed by Inspro Science Limited, which turns food waste into high-tech solutions using insect-based bioconversion and AI technologies to address organic waste recycling and protein shortages.

03
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2024

2024 Summer Internship *in China*

Our BHM students have successfully embarked on their 2024 internship journey in Mainland China. The cohort of students is currently situated across 6 Mainland China cities, residing in 9 different hotels. The hotel representatives have extended a warm welcome to our interns, providing an invaluable opportunity for our students to apply their classroom knowledge on an international stage and expand their professional networks within the global hospitality industry. We are confident that our students will thrive in this transformative learning experience, representing our programmes with excellence and professionalism.



RCGB Public Lecture on "Exploring Green Business through ESG"

05
JUN
2024



THE HONG KONG POLYTECHNIC UNIVERSITY
COLLEGE OF PROFESSIONAL AND APPLIED STUDIES
RCGB English Centre

Research Centre for Green Business (RCGB)
Public Lecture:
Exploring Green Business through ESG

Date: 5 June 2024 (Wednesday)
Time: 2:30 p.m. - 5:00 p.m.
Venue: SU/G2, PolyU West Kowloon Campus
Mode: Hybrid
Language: English

Get Involved from ONE to ZERO: Recycling is not Enough, and What's More?
Speaker: Ms. Florence LEE,
Head of Corporate Communications
Cornerstone Smart Recycling Ltd.

Ms. Florence Lee participates in the environmental industry for nearly 10 years, revolves about sustainability area related to community recycling and resource circulation. By way of marketing promotion together perceiving the needs from the community, Florence, alongside Cornerstone Team, support the government bodies and corporate partners by introducing smart recycling technologies and waste reduction solutions to the community, uplifting the intention of the public to participate in clean recycling and separate recyclables in their waste by category at source.

The Synergies between Renewable Energy and Human Development
Speaker: Dr. Andy TAI,
Senior Lecturer
Division of Business and Hospitality Management
PolyU SPEED

Dr. Andy Tai is an economist working on Financial Economics, Macroeconomics, Tourism Development and Economics, Sustainable Development. With over two decades of experience in the higher education sector in Hong Kong and served a visiting lecturer for overseas universities. Andy is currently serving as the Programme Leader for the BBA (Hons) in Finance at PolyU SPEED, he has been in charge of the recruitment of Mainland students to CPCE for over 20 years. His expertise in both local and mainland education landscapes allows him to make contributions to CPCE's strategic planning, programme development, and cross-border collaborations.

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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. UGC/GR/G01/22/0222). For enquiries, please contact Mr. Tom Leung at 3746 9650 or rcgb@speed-polyu.edu.hk.

We were honored to host Ms. Florence LEE, Head of Corporate Communications at Cornerstone Smart Recycling, and Dr. Andy TAI for the RCGB Public Lecture on "Exploring Green Business through ESG" held on 5 June 2024. Ms. LEE's presentation, titled "Get Involved from ONE to ZERO: Recycling is not Enough, and What's More?", shared Cornerstone's expertise in innovative recycling solutions and the need to go beyond traditional recycling to drive true sustainability. Dr. Tai's topic, "The Synergies between Renewable Energy and Human Development", explored the interconnections between renewable energy adoption and positive societal impacts. The 30 colleagues in attendance actively participated in the lecture and engaged in insightful discussions on the critical issues surrounding green business and ESG.

07
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2024

Disney's Executive Sharing *in Marketing and Promotion*

On 7 June 2024, a group of 66 BHM students attended a professional seminar titled "Disney's Executive Sharing in Marketing and Promotion". The seminar was delivered by Mr. Jenkin HO, Marketing Director of Hong Kong Disneyland Resort, who shared insights on the marketing strategy behind the launch of the "World of Frozen" themed land at the park in November of the previous year. Mr. HO's presentation covered the approach to creating exceptional storytelling and guest experiences within the first and largest Frozen-themed area, as well as the tactics used to re-engage both local and international visitors. Students were highly impressed and engaged by the seminar, which provided them with invaluable industry knowledge and best practices in destination marketing and promotion.



RCGB Research Seminar

“Investigating Sustainability through ESG and Tourism”

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JUN
2024

THE HONG KONG POLYTECHNIC UNIVERSITY
SCHOOL OF PROFESSIONAL AND CONTINUING EDUCATION
SPEED
rcgb Research Centre for Green Business

Research Centre for Green Business (RCGB)

Research Seminar: Investigating Sustainability through ESG and Tourism

Date: 28 June 2024 (Friday)
Time: 2:30 p.m. – 5:00 p.m.
Venue: SU G02, PolyU West Kowloon Campus
Mode: Hybrid
Language: English

S for ESG – Promoting Workplace Inclusive and Empathy

Speaker: Prof. Martin SZETO,
Professor of Practice (Corporate Governance), PolyU
CEO, Dialogue In The Dark (HK) Foundation

Prof. Martin Szeto is an executive and educator with decades of global experience driving innovation, growth, and meaningful change. He currently serves as Professor of Practice in Corporate Governance at the Hong Kong Polytechnic University and CEO of the Dialogue In The Dark (HK) Foundation (DIDE), sharing insights on technology, strategy, and leadership. Prior to joining DIDE, Prof. Szeto held roles, including Chief Operating Officer at the Hong Kong Applied Science and Technology Research Institute (ASTRI), where he led optimizations that topped technology commercialization revenue. In corporate executive positions with multinationals, Prof. Szeto consistently drove double-digit global growth through strategic planning, market expansion, and building high-performance teams. His extensive C-suite and senior executive expertise make him a seasoned leader of multifaceted cross-cultural organizations.

Is Covid-19 an Opportunity or Threat to an 'Overtourism' Destination?

Speaker: Dr. Elaine CHAN,
Lecturer
Division of Business and Hospitality Management
PolyU SPEED

Dr. Elaine Chan currently serves as Lecturer in Division of Business and Hospitality Management at PolyU SPEED. Elaine conducts teaching in several areas such as Hospitality and Tourism Marketing, Consumer Behaviour, Event, Convention and Meeting Management, and Strategic Management. Furthermore, she has previously served as an external examiner for an Applied Learning course in Event Management as well as HD and AD courses in Hospitality and Tourism Management in other local institutions.

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This Research Seminar is fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project No. UGC2/021(R)24/022).
For enquiries, please contact Ms. Tom Leung at 2746 0898 or rcgb@speed.polyu.edu.hk.



A Research Seminar on "Investigating Sustainability through ESG and Tourism" was organized by the RCGB on 28 June 2024. Prof. Martin SZETO, Professor of Practice (Corporate Governance) from PolyU and CEO of Dialogue In The Dark (HK) Foundation, was invited to present on the topic "S for ESG – Promoting Workplace Inclusive and Empathy". Dr. Elaine CHAN also presented on "Is COVID-19 an Opportunity or Threat to an 'Overtourism' Destination?" at the seminar. The event was well-attended with 25 colleagues exchanging insights about related research topics.



DIVISION OF BUSINESS AND
HOSPITALITY MANAGEMENT

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