Message from the Dean

As we begin this new academic year, it is once again my honour to welcome students, staff and academic colleagues to the Faculty of Business and Economics of The University of Hong Kong. Working together, our vision to lead business and economics education and research in Asia is being fulfilled.

As I highlight below, our programmes continue to rise in prominence and appeal to top students regionally and globally, despite the economic downturn. This success is not automatic. It reflects our continuing commitment to equip our students with the academic and leadership skills they need to succeed in business and life, in any economy, as our alumni prove.

McKinsey/HSBC Business Case Competition regionally. These are impressive achievements.

Similarly impressive are developments in our post-graduate programmes. In May we launched EMBA-Global Asia in partnership with London Business School and Columbia Business School, effectively bringing the world’s #1-ranked EMBA to Asia (Financial Times). Its “rising star” participants fly in from around the world to our new state-of-the-art facilities at Cyberport. Last fall we celebrated the 10th anniversary of our award-winning International MBA (IMBA) programme with Fudan, with guests including many distinguished alumni and Hong Kong and Mainland luminaries.

Our MBA programmes justifiably attract top professionals from around the region and world, with rising experience and positions at top companies. Together with our London and New York tracks, our China MBA track is increasingly popular, and we have introduced new region-focused electives. Our Masters in Economics and Finance programmes also continue to attract top students, including our Shenzhen MFin stream in partnership with Peking University. With the improving economy and the appointment of a Career Development Director, internships and job placements are increasingly strong.

Looking ahead

In the coming year we will continue our commitment to training tomorrow’s leaders by offering world-class programmes, conducting world-class research, and attracting top faculty and student talent to The University of Hong Kong. With teamwork and support from the University, our alumni and our friends in the community, we will have the resources we need to realise our vision.

Highlights of the past year

We are especially proud that in June, our Faculty was awarded EQUIS re-accreditation for five years, the maximum possible period. This premier recognition reflects the combined efforts of faculty, staff, students, alumni, and university and community leaders, to whom we are most grateful.

Further proof of our Faculty’s reputation is the rising quality of our undergraduate students. In fact, our BBA(IBGM) recently climbed to #1 among all 313 undergraduate programmes in Hong Kong, based on JUPAS recruitment results. Four of our programmes - BBA(Acc&Fin), BBA(IBGM), BBA(Law) and BSc(QFin) - rank among the top 25 in Hong Kong, and are all among the top 10 at the University.

Many of our undergraduate students have also won awards and championships in local, regional and international competitions. These include championships of the McCombs International Business Challenge at University of Texas, against teams from around the world, and the
Orientation for Non-local Students

On 28 August, over 100 students of different nationalities and cultural backgrounds gathered at an orientation event designed especially for non-local students. This year our Faculty has admitted non-local students from 19 countries: Australia, Canada, Germany, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Pakistan, Singapore, Sri Lanka, Sweden, Switzerland, Taiwan, the UK, the USA, Vietnam and Zimbabwe.

Prof. Bennett Yim, Dr. P.S. Tso and Mr. Edward Chiu gave students a brief introduction about the FBE. Students eagerly asked questions about their studies and the enrichment activities our Faculty offers. Afterwards, students had the opportunity to chat with Faculty members and fellow students at a tea reception.

Welcome to Our Freshmen

Our Faculty and various student associations hosted fun and informative orientation activities in August to welcome new students and enable them to get to know each other before the academic year began.

Business and Economics Association HKUSU (BEA)

BEA is the representative body for all students studying in the Faculty of Business and Economics at The University of Hong Kong. It is a faculty society, with three affiliated academic societies: the Business Association, the Economics and Finance Society and the Information Systems Association. It is devoted to the general welfare of its members and the promotion of the study of business and economics. To learn more: http://www3.hku.hk/beahkusu/home.php

Business Association BEA HKUSU (BA)

BA is a non-profit-making, student-run organisation representing all HKU students who are interested in business. Its missions are to encourage business studies and its applications in Hong Kong; to promote business studies, and to provide opportunities for members to increase their exposure to the business world. To learn more: http://www.hku.hk/hkuba/

Economics and Finance Society BEA HKUSU (EFS)

With over 60 years of history and experience, EFS is one of the oldest and most well-established student societies at The University of Hong Kong. It aims to enhance students’ interest in economics and finance, and acts as a bridge between the School of Economics and Finance and the students. To learn more: http://www.hku.hk/efs/

Information Systems Association BEA HKUSU (ISA)

ISA is the official student representative body for BBA(IS)/ BEng(CS) double-degree students. It aims to provide welfare services to students while promoting the application of information systems in the business world. To learn more: http://www.hku.hk/hkuisa/
Bringing New Students Together

MBA Orientations

At recent orientation events for the HKU MBA, new students were introduced to the vision and philosophy of the MBA programme, tuned their minds to begin a new journey in their professional careers, started new friendships with one another, acquired team-building skills, and benefitted from advice and encouragement from Dean Gary Biddle, Professor Marcus Schuetz and senior alumni.

Full-time MBA students gathered at the SkyCity Marriott Hotel on 30-31 July for a fun yet challenging orientation and team-building workshop.

At the workshop, students learned and performed a dragon dance. Participant Mr. Karan Kawatra from India commented: "The workshop introduced to us a very important part of Chinese culture, the dragon dance. That helped us get to know our classmates better, worked in teams and became imbued with the spirit of the HKU MBA.”

MBA alumni and current students also shared their experiences and mingled with the new students, offering them invaluable tips.

Dr. Chris Chan, Assistant Dean (MBA), said: "The HKU MBA continues to strengthen its reputation and reach by attracting students from across the globe, with a wide variety of backgrounds. Our full-time class includes an Indian student who worked and lived in Japan, a mainland student who is a Tsinghua graduate and worked for a multinational corporation in London, a neurosurgeon from Imperial College, a senior administrator from the National Museum of Korea, and a US naval officer. The students’ average GMAT scores and scope and breadth of experience continue to be in line with the top business schools around the world. Another key achievement is the almost 50% female student ratio, reflecting the global trend of more and more female business leaders."

Part-time MBA students attended the orientation and a team-building workshop at the Gold Coast Hotel on 22-23 August.

At the orientation, students were coached on how to make the most of their MBA experience. Professors Simon Tam and Bae Sung Ioo demonstrated why their courses (in Entrepreneurship and Creativity & Business Innovation respectively) are so popular among the students. The theme of the team-building workshop was African drumming, which filled the culturally diverse students with tremendous team spirit as they pursued a common goal. Current students and alumni joined the first day’s orientation and shared valuable insights about their experiences.

Dr. Chan commented: "Despite difficult market conditions and uncertainty with financing, our very high application rate and enrolment this year are encouraging as a confirmation of HKU MBA’s reputation and the community’s confidence in us. Most of our students are seasoned executives from diverse industries, with 10+ years of experience. We’re also proud that almost 30% of the students in this year’s class are international.”

BBA(IBGM) Orientation

On 5 September, the BBA(IBGM) Student Committee hosted an Orientation Day for new students at HKU’s Cyberport campus. Freshmen mingled with students from other class years, alumni, Faculty members and staff.

Afternoon activities included ice-breaking games, sharing by student representatives, and the introduction of the IBGM student committee. The event finished with speeches by various Faculty members and a buffet dinner for guests and participants.
Events: School of Economics and Finance

Master of Economics (MEcon) and Master of Finance (MFin) Orientations

Orientation events for the School’s MFin and MEcon programmes were held on 22 and 29 August respectively.

Students had the opportunity to learn more about their programmes and what to expect over the next two years. They also met with the School Director and programme directors, and participated in networking games to get to know each other before the start of the school year.

The orientation events were followed by evening dinners at which the students met their teachers, this year’s graduating students and committee members of the HKU Economics and Finance Postgraduates Association.

High Table Dinner

Some 250 students, alumni, Faculty members and guests from the MEcon, MFin, MBA and PhD programmes joined Dean Gary Biddle and Dr. Y.F. Luk, Director of the School of Economics and Finance, at the HKU Economics and Finance Postgraduates High Table Dinner in Loke Yew Hall on 13 June.

The dinner, jointly hosted by the HKU Economics and Finance Postgraduates Association (HKUEFPA) and the School of Economics and Finance, was an important platform for fostering the relationship between the School and our postgraduates. It was the second year that the dinner had been held.

The evening also saw the first-time participation of over 60 students from the joint programme between The University of Hong Kong and the HSBC School of Business at Peking University in Shenzhen.

HKUEFPA is a not-for-profit students’ and alumni organisation for Economics and Finance postgraduates of HKU. Its goal is to promote the welfare of HKU Economics and Finance postgraduates and the continuing development of Economics and Finance studies at HKU.
The Asia Institute for Political Economy

Our Faculty’s School of Economics and Finance, in conjunction with The Fund for American Studies and Georgetown University in Washington DC, USA, presented a three-week international academic programme, the Asia Institute for Political Economy 2009 (AIPE), at HKU this summer.

This popular yet rigorous programme has been presented annually since 2002 (except during the SARS outbreak). It attracts some of Asia’s, America’s and Europe’s most outstanding university students, from a wide range of nationalities and cultures, to investigate the principles of free-market economics and political concepts.

Prestigious lecturers and keynote speakers at the event included:
Professor Andrew Morris and Professor John S. Baker, UIUC and LSU respectively
Professor Ali Farhoomand, Professor of Innovation and Information Management, School of Business, and Director of the Asia Case Research Centre, The University of Hong Kong
Mr. Andrew Work, Executive Director of The Canadian Chamber of Commerce in Hong Kong and Co-Founder of the Lion Rock Institute
Professor K.C. Fung, Department of Economics, University of California, Santa Cruz
Mr. Fred S. Armentrout, a journalist and commentator on Hong Kong, Chinese and Southeast Asian affairs
Dr. Douglas Arner, Director of the Asian Institute of International Finance Law, Faculty of Law, The University of Hong Kong
Mr. Frank Qiuming Sun from the law firm Skadden, Arps, Slate, Meagher & Flom
Ambassador Frank Lavin, Chairman, Public Affairs Practice, Edelman Asia Pacific; former US Ambassador to Singapore and former US Undersecretary of Commerce for International Trade
The Hon. Alan Leong, SC, Legislative Councillor, HKSAR

Dr. Y.F. Luk, the Academic Director of AIPE and the Director of our Faculty’s School of Economics and Finance, explained: “AIPE is designed for young leaders who have a strong analytical mind, a broad international outlook and an appreciation of cultural diversity. It creates a challenging yet rewarding social environment that promotes cross-cultural and academic exchange.”

This year’s programme, with 64 participants, took place on campus at HKU from 10 July to 1 August. It included lectures on political economy, American studies, free markets, democracy and the rule of law, plus social and cultural activities. The interdisciplinary curriculum emphasised dialogue and mutual understanding between the USA and Asia, as well as within Asia.

One of the participants in AIPE this year was Miss TSEUNG Chun, a Year 3 Bachelor of Social Sciences (Government and Law) student at HKU. She commented: “There’s an old saying, ‘East is East and West is West, and never the twain shall meet.’ But AIPE has been all about proving such stereotypes wrong. Many of us used to think that Americans were arrogant, self-centred party animals. At AIPE, we discovered that Americans are actually very friendly and always open to new ideas. On the other hand, many Americans considered Asian girls to be too shy and conservative, but in fact we’re very extroverted and talkative.”
>> Events: School of Economics and Finance

Seminars and a Workshop

Our School of Economics and Finance recently hosted several knowledge-sharing gatherings for international students and academics.

Fifth Annual Asia Pacific Trade Seminars

The fifth annual Asia Pacific Trade Seminars (APTS) was held at The University of Hong Kong on 29 and 30 June, hosted by the School of Economics and Finance. The aim of the annual event, held at a university in the Asia Pacific region, is to provide a forum for interested people to exchange their research ideas in the field of international trade and investment.

Speakers included over 40 researchers and graduate students from Australia, China, Japan, Korea, Singapore, Taiwan, the USA and other countries. They work on theoretical or empirical aspects of international trade and investment.

Master of Finance in Shenzhen - Summer Workshop 2009

From 8 to 17 June, 216 students of the MFin programme in Shenzhen attended the MFin Summer Workshop 2009, held on campus at HKU. It featured lectures, career seminars and workshops, and site visits to the Hong Kong Monetary Authority and Hong Kong Exchanges and Clearing Ltd.

A welcome dinner was held at Loke Yew Hall on 8 June. Guests of honour included Prof. Gary Biddle, Dean of our Faculty; Dr. Y.F. Luk, Director of the School of Economics and Finance; Prof. Eric Chang, Master of Finance Programme Director; Prof. Wen Hai, Dean of the HSBC School of Business and Vice President of Peking University, Faculty members from HKU and the HSBC School of Business, and some committee members from the HKU Economics and Finance Postgraduates Association.

Summer Microeconomics Seminars 2009

Every year, the School of Economics and Finance and The Hong Kong Institute of Economics and Business Strategy at HKU host Summer Microeconomics Seminars, at which academic professors from around the world gather to share their research ideas about Microeconomics.

This year’s event was held from 29 to 31 July at HKU. About 40 academic professors from the following universities participated: Princeton University; Shanghai University of Finance and Economics; The University of Illinois Urbana Champaign; The University of Texas at Austin; Yale University; Stanford University; The University of California, Riverside; Northwestern University and Tel Aviv University.
Students’ Achievements

Banking on Success

Two outstanding students from our Faculty have won places in the prestigious HSBC Overseas Scholarship Scheme 2009/2010, offered by the Hongkong Bank Foundation to reward academically excellent students studying at tertiary institutions in Hong Kong.

Mr. Dixon KWONG Tak Kan, who has just completed Year 1 of his BBA(IBGM), is heading to Harvard University for the academic year 2009/2010.

The HSBC Overseas Scholarship, valued at over HK$400,000, will cover Dixon’s tuition fees, an economy return airfare, reasonable room and board costs, books and some of his living expenses.

Dixon commented: “I am very grateful to the Faculty for nominating me for this scholarship. I have always valued international exchanges as very rewarding opportunities - I’ve done two summer exchanges, one in Finland and one in Germany.”

Dixon has impressed his peers and teachers with his commitment to community work and environmental protection in Hong Kong - he has done extensive volunteer work with the “Greennagers” group (part of the HK200 Leadership Project).

While at Harvard, Dixon plans to study Environmental Science, Public Policy, Economics, Government, Psychology and German, and to get involved in environment-related extra-curricular activities. “I would like to learn more about the subject of Environmental Policy, which is not offered here in Hong Kong. Harvard offers one of the best environmental policy programmes in the world, so I believe I’ll learn a great deal from my teachers and peers throughout my year there.”

After completing his year at Harvard, Dixon will return to HKU to continue his studies as a Year 3 student, and hopes to start his career in a “green-related” field in business, academia, the government or the NGO sector.

One of his teachers, Ms. Ada Wong from the School of Business, said: “When Dixon took my course (Introduction to Management Information Systems), I was hugely impressed with his analytical capabilities, his positive attitude towards learning and his passion for the issue of environmental protection. So I had no hesitation in writing a reference letter to support his scholarship application.”

Miss Judy LAU Meng leng has just completed the third year of her five-year BBA(Law)/LLB double-degree programme. She will spend her fourth year in the UK, studying Law at University College London (UCL).

She explained: “I didn’t originally plan to apply for the HSBC Overseas Scholarship, because I wasn’t confident about getting it. However, one of my teachers encouraged me to apply, and I realised that the interviews would be valuable experience for me. Several Faculty members and staff helped me to complete my application within just one day, and I really appreciate their help.”

Attending UCL is a dream for many law students, said Judy. “It is renowned as one of the top five law schools in the UK because of its long history and outstanding academic staff.” At UCL, she will study jurisprudence, public international law, the law of evidence and criminal law.

Judy is looking forward to meeting elite law students from all around the world. “I hope to share insights with them about the law and other issues; share my perspectives as a young Chinese person, and learn how people view the development of China.”

After her year in London, Judy will return to Hong Kong to finish her studies, and aims to become a solicitor. “Ultimately I may become a barrister or work in an NGO to help the minorities in society.”

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Judy in a Bangladesh village during her internship with Grameen Bank, summer 2008
Congratulations to the many students from our Faculty who proved their talents in recent local, national and international competitions.

Business & Entrepreneurship Enhancement Programme (BEEP) on ICT

A team of four Year 2 BBA(IBGM) students won the ICT Entrepreneurship Grand Award (Champion), the Best Creativity Award and the Best Business Proposal Award in the recent “Business & Entrepreneurship Enhancement Programme (BEEP) on ICT” competition.

The members of the winning team were:
Miss Natalie LIU Ngai Kan
Miss Shyvee SHI Xinyu
Mr. Dixon KWONG Tak Kan
Miss Silva SHUM Wai Yee

The competition was jointly organised by General Education Unit and The Convocation of The University of Hong Kong, together with the Econschool of the Hong Kong Economic Times.

Annually, BEEP invites creative business proposals for entrepreneurial projects involving ICT (Information and Communication Technologies) that capitalise on a business opportunity and/or address a community need. It is open to all F.5 and F.7 students in Hong Kong and all full-time students at The University of Hong Kong. The aims are:
• to nurture creative entrepreneurship among young people;
• to improve students’ understanding of ICT;
• to promote the use of ICT to capitalise on a business opportunity and/or to address a community need, and
• to provide an avenue for students to realise their entrepreneurial ideas.

In the finals of the competition, held on 11 July, teams had to present a proposal for a business with a one-year operating budget of HK$100,000.

The winning team’s proposal was called “Green E”, an e-platform that promotes energy saving. The judges commented that the proposal was “very creative” and “quickly deployable, therefore more attractive to investors”.

The winning team will receive start-up capital of up to HK$100,000 to run their business for one year.

The Manchester Innovation Award 2009

On 30 June, Year 1 BBA(IBGM) student Miss Trista HUNG Wing Yan was announced as the winner of the prestigious international Manchester Innovation Award 2009.

Organised by the Manchester Business School (MBS), the Award aims to encourage creativity and an entrepreneurial spirit among residents aged 20 or over in the Asia Pacific region.

Participants were required to submit the outline of a business plan that could lead to the creation of a successful business. Over 350 business plans were submitted from across the region, and were judged based on their innovation, creativity and commercial viability.

Trista’s business plan outlined her vision for TakeMandarinEasy.com, an online Mandarin tutoring centre based in the online world Second Life, where students will be able to instant-voice-chat with native Chinese speakers/tutors.

One of the judges, Dr. Martin Henery, enterprise specialist and Manchester Innovation Award’s head panelist, commented about Trista’s entry: “The depth and insight of Hung’s business plan was what impressed me the most. She has unveiled a field with incredible growth potential and coupled it with equally cost-effective marketing using social networks like Facebook and YouTube. The proposal of Second Life as a learning platform is most daring, but it is certainly innovative and really pushes the envelope of what’s possible, which is exactly what we were looking for.”

Trista was of course delighted with the result, saying: “I felt privileged to share my idea with a team of experienced and knowledgeable scholars who, to my surprise, have expressed interest and confidence in my plan.”

As well as winning a cash award of GBP1,500, Trista won a trophy and an all-expenses-paid trip to Manchester to discuss her business plan with a team of professors from the Manchester Business School and Manchester Enterprise Centre.
YDC Entrepreneurs’ Challenge 2009

Teams of full-time tertiary students in Hong Kong recently participated in the YDC Entrepreneurs’ Challenge, a business plan competition that has been run annually since 2000 by the Young Entrepreneurs Development Council (YDC). The final of the 2009 event took place in June.

The purpose is to provide students with exposure to the entrepreneurial community and to help them develop an entrepreneurial spirit and mindset. Each team had to come up with a creative business idea, develop it into a detailed business plan and then put their business plan to the test.

Winning the 1st Runner-Up prize in the 2009 competition was a team comprised of three undergraduate students from our Faculty; three postgraduate students from HKU’s Faculty of Engineering, and one postgraduate student from Hong Kong Polytechnic University. They were:

Mr. Robert WANG Qian, Year 2 BBA (Acc&Fin), HKU
Miss Jin WONG Yu Sin, Year 2 BBA (Acc&Fin), HKU
Mr. Philip YIN Yuxi, Year 1 BBA (IBGM), HKU
Mr. Aaron Li Bo, MSc student, Faculty of Engineering, HKU
Mr. WANG Kai, MSc student, Faculty of Engineering, HKU
Mr. Henry ZHENG Tianhang, PhD student, Faculty of Engineering, HKU
Mr. Ken WONG Chung Kin, MDes student, Hong Kong Polytechnic University

Their business idea, called LIGHTEN, is based on the technology of the Organic Lighting Emission Device (OLED), which allows for various applications related to flat lighting panels.

The team members explained: “Our success was due to our large pool of talent, because we had members from different fields, including accounting, finance, marketing, engineering and design, so everyone was able to contribute useful skills. We would like to thank our mentor, Ms. Ada Wong, and the following teachers from our Faculty: Mr. Edward Chiu, Prof. Patrick Chau and Dr. Raymond Wong.”

The students shared a cash prize of HK$20,000.

L’Oreal Brandstorm 2009 (Hong Kong Finals)

Three Year 3 BBA (IBGM) students demonstrated their marketing skills and creativity by winning the 1st Runner-Up prize in the Hong Kong finals of the L’Oreal Brandstorm 2009 competition in May.

The students were: Miss Pauline CHAN Hiu Yan
Miss Stephanie HUI Ka Yan
Miss Sabrina JENSEN Quirinus

Teams in this annual, international competition take on the role of an International Marketing Brand Manager within the beauty products industry. The challenge is to revamp an existing L’Oreal brand by analyzing the market, devising a new marketing strategy, designing new packaging, and developing a communications campaign in conjunction with a world-renowned advertising agency.

For this year’s competition, the task was to help Maybelline, a world-leading make-up brand, to come up with its first fragrance.

Pauline, Stephanie and Sabrina reported: “Our research showed us there was an increasing demand for a portable, functional and customised perfume. So we came up with the concept of LET ME BE. Our product contains both a liquid and a solid form of perfume with various blendable fragrances, and the design has a twistable outer core. The judges commented that our concept and product embody the true meaning of the Maybelline brand.”

Looking good (from left): Miss Stephanie Hui Ka Yan, Miss Sabrina Jensen Quirinus and Miss Pauline Chan Hiu Yan with Professor Bennett Yim, Associate Dean (UG), Faculty of Business and Economics
ACCA Job Hunting Competition China Grand Final 2009

Year 4 BBA(Law) student Mr. Andrew WONG On Yu was the 1st Runner-Up in the China Grand Final of the ACCA Job Hunting Competition 2009, held in Shanghai on 16 July.

The annual competition, run by The Association of Chartered Certified Accountants (ACCA), aims to equip university undergraduates with job-hunting skills and the “soft” communication and interpersonal skills that employers are looking for.

At the award ceremony: Mr. Andrew Wong On Yu (second from left) and other winners accept their awards from Ms. May Law, Director of ACCA China (far right)

In order to reach the Hong Kong regional final and advance to the national grand final, Andrew had to pass a written test; participate in a group discussion about current issues (in Putonghua, Cantonese and English), and join a group of randomly assigned team-mates to make a presentation to a judging panel.

Andrew stated: “One of my strengths is that I was a good team member in both the regional and the national rounds. As one of the judges said, although the winner was selected on an individual basis, good teamwork can boost the performance of a group and thus an individual’s performance. Also, I like to keep up with the latest news, so I was able to link the competition topic to current affairs in China and internationally.”

CIMA Global Business Challenge in Hong Kong

A team of four Year 1 students from HKU, including one from our Faculty, was the runner-up in the Hong Kong final of the Global Business Challenge, an international competition organised by the Chartered Institute of Management Accountants (CIMA) on 20 June. The competition is designed to bring out the best in young potential business leaders.

Participating in the Hong Kong competition were 120 teams comprised of undergraduates studying in a local university, college or educational institution.

The runner-up team, which called itself “Radiant”, consisted of: Miss Emily TANG Zhan, Year 1 BCom&Fin Miss Joni HOU Yi Jun, Year 1 BSc Miss Nancy HUANG Dan, Year 1 BSc Miss Vivi YU Wei, Year 1 BSc

Panel chairman Mr. Leo Cheung, Divisional President of CIMA Hong Kong and the panel chairman, noted that it was a very tough competition. “It was designed to give students a taste of what a management accountant does and what it is like to act as an internal consultant, helping a company to be more profitable.”

The “Radiant” team expressed their thanks to their mentor Dr. Tao Lin, Assistant Professor in the Faculty of Business and Economics.

PricewaterhouseCoopers Scholarship Programme

Miss Colleen LEUNG Hiu Hung, a Year 1 BBA(Acc&Fin) student in our Faculty, was the Runner-Up in this year’s PricewaterhouseCoopers Scholarship Programme, organised by Big 4 accounting firm PricewaterhouseCoopers (PwC).

The firm awards scholarships annually to outstanding undergraduate accounting students who have demonstrated commitment, dedication and the potential to succeed in the accounting profession.

Colleen had to undergo an arduous selection process involving a written test, a group assessment, and an interview in May with a panel of judges. She commented: “PwC was looking for students with passion and enthusiasm, so in my essay I presented my vision for the accounting profession now and in the future. I also emphasized the importance of professional ethics.”

As a runner-up, Colleen won a cash award of HK$10,000 and is eligible for a six-to-eight-week internship with PricewaterhouseCoopers Hong Kong in the summer of 2010.

Note: Each student’s year of study as listed above indicates his/her year of study as at the date of the competition.
## Faculty Achievements – In Print

Congratulations to three Faculty members who have had papers accepted for publication in recent or forthcoming top-tier journals.

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## Faculty Appointments

We welcome the following new Faculty members.

### School of Business

**Dr. Sung Joo BAE**<br>Assistant Professor<br>PhD, Massachusetts Institute of Technology<br>Dr. Bae undertook his PhD at the MIT Sloan School of Management, where he studied technological innovation and entrepreneurship from the user and market-oriented perspective. His current research focuses on how a manufacturer and its diverse users interact and learn from each other to create better products and services.

**Dr. John Jianjun ZHU**<br>Assistant Professor<br>PhD, University of Iowa<br>Before his graduate studies, Dr. Zhu worked extensively in marketing and general management in the consumer packaged goods, fast food and real estate industries. His research interests include brand equity, the product/service profit chain, customer relationship management and marketing metrics.

**Dr. Mei LIN**<br>Assistant Professor<br>PhD, University of Texas at Austin<br>Dr. Lin is conducting research projects with the Center for Research in Electronic Commerce (CREC). She is the associate editor for the journal Decision Support Systems. Her research interests are innovation policy, online advertising and open innovation.

### Regular appointments (Finance)

**Mr. David BISHOP**<br>Senior Teaching Consultant<br>JD, Georgetown University Law Center<br>Mr. Bishop’s research interests relate largely to the philosophy of law and cultural heritage as the cornerstones of political-legal systems. He will teach various undergraduate and graduate-level business law courses including Company Law, Business Law & Ethics, and International and Cross-Border Trade Law.

**Dr. Tse-chun LIN**<br>Assistant Professor<br>PhD, University of Amsterdam<br>Dr. Lin will be teaching undergraduate courses in Corporate Finance. His research interests are private equity, the financial market and behavioral finance.

### School of Economics and Finance

**Dr. Kaiji CHEN**<br>Assistant Professor<br>PhD, University of Southern California<br>Dr. Chen will be teaching various Economics and Macroeconomics courses. His research interests include quantitative macroeconomics, political economy and public finance. Before joining HKU, he was a Postdoctoral Fellow (Assistant Professor) in the Department of Economics at the University of Oslo.

**Dr. Frances XU**<br>Assistant Professor<br>PhD, Kellogg School of Management, Northwestern University<br>Dr. Xu will be teaching undergraduate and MEcon courses in Microeconomic Theory. Her research focuses on industrial organisation and applied microeconomics.

### New Visiting Appointments (Economics)

**Miss Rao FU**<br>Visiting Lecturer<br>PhD, University of Texas at Austin<br>(expected Oct. 2009)<br>Miss Fu will be teaching undergraduate courses in Introduction to Economics. Her research interests include industrial organisation and game theory.

**Professor K.C. FUNG**<br>Visiting Professor<br>PhD, University of Wisconsin-Madison<br>Professor Fung is a Professor of Economics at UC Santa Cruz. At HKU, he will be teaching an undergraduate course in Introduction to Economics and an MEcon course in Macroeconomic Analysis. His research interests are international trade and the economics of East Asia.
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Company Name and Address:__________________________________________________________________________

Year of Graduation*:_____________________________ Major*:______________________________________________

* denotes a required field