

Erudition

2024 Issue 1

博學



HSUHK heralds
“Wisdom” amidst AI era

憑智慧邁進AI新世代

香港恒生大學
THE HANG SENG UNIVERSITY OF HONG KONG



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第四屆榮譽博士學位頒授典禮
4th Honorary Doctorate Conferment Ceremony
2024.3.14



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HSUHK heralds “Wisdom” amidst AI era

憑智慧邁進AI新世代

Earlier this year, **Professor Simon S M Ho**, President of The Hong Kong University of Hong Kong (HSUHK), revealed HSUHK’s Character of the Year “智” (“Wisdom”) at the Spring Media Reception. At HSUHK, the word “wisdom” will carry more importance than ever as the University continues to grow and educate talent in a world where reliance on Artificial Intelligence (AI) is increasing exponentially.

President Ho further elaborated “Generative AI such as ChatGPT has revolutionised various industries and will continue to transform how humans live, learn and work, and in such a time, more wisdom is needed not only to guide AI users in using new technologies responsibly, but also in what they aim to achieve with the use of AI.” “Wisdom” also refers to the ethical and moral intelligence that comes with the increasing use of AI. Students and staff need to learn how to distinguish the truth, be responsible in making one’s own choices and judgement, and respect academic integrity and intellectual property rights as the use of AI becomes more widespread.

香港恒生大學校長**何順文教授**於今年的新春傳媒聚會上，揭曉「智」為大學年度字。的確，面對當前世界依仗人工智能（AI），需求更以幾何級增長，「智」對於恒生大學的持續發展和人才培育更具意義。

何校長闡述說：「生成式人工智能如ChatGPT已席捲各個產業，並不斷改變人類的生活、學習和工作模式，因此我們需要更有智慧地引導AI使用者以負責任的態度運用新科技，以及他們想借助AI達成甚麼目標。」隨着AI日益普及並廣泛應用，「智」亦代表當中涉及的倫理和道德智慧，因此師生須學習明辨慎思、判別是非真偽，以負責任態度作出選擇及判斷，並尊重學術誠信與知識產權。





President Simon Ho reveals HSUHK's Character of the Year "Wisdom".
何順文校長揭曉今年大學的年度字「智」。

"In an AI era, universities should strengthen their leading roles in producing and disseminating new knowledge and informing societal changes. Teachers should also revise their roles and pedagogies to make room for more individualised learning guidance to inspire their students," says President Ho.

何校長說：「在AI時代，大學更應加強在產生和傳播新知識，以及促進社會變革方面的領導角色。教師也應相應調整角色和教學方法，以便為學生提供更個人化的學習指導，為他們帶來啟迪。」



Preparing students and staff to embrace AI 為師生作好迎接AI世代的準備

Keeping the advancement and integration of AI in mind, HSUHK is cultivating students' knowledge and attitudes in the field. In early 2023, HSUHK was among the first universities in Hong Kong to announce the offering of ChatGPT on its own platform for its staff and students to use freely. HSUHK also provides users with guidelines and trainings to ensure that they use the AI tool wisely. **Dr Ben Cheng**, Director of the Centre for Teaching and Learning, says "The guidelines offer a general direction for members of HSUHK on the use of generative AI in teaching and learning, while promoting digital literacy and critical thinking abilities."

Dr Cheng further added that the guidelines also emphasise that students should acknowledge the use of AI and credit the AI tools used to uphold academic integrity, originality and the authenticity of their work, and in doing so, make wise choices about how, where, when, why and what they use AI tools.

考慮到AI不斷進步並需要與教學融合，恒生大學正致力培育學生對AI的知識和應有態度。於2023年初，本校成為香港首批宣布在校內平台提供ChatGPT予教職員和學生免費使用的大學之一，並為使用者提供相關的指引和培訓，以確保他們用得其所。教與學發展中心主任**鄭家明博士**表示：「相關指引為恒生大學社群在教學中使用生成式人工智能提供方向，同時提高他們的數碼素養和慎思明辨的能力。」

鄭博士說，該指引強調學生必須承認對AI的使用，和註明曾使用的AI工具，以秉持學術誠信及維護作業的原創性和真確性，從而在過程中就如何、何時及何處使用AI工具及其原因和用途作出明智的選擇。



The Library's new "VR Speech Trainer" provides different virtual scenarios for speech practice with real-time AI feedback and detailed AI analytics. 圖書館新設的「虛擬演講訓練場景」為演講練習提供不同的虛擬場景，並提供實時人工智能反饋和詳細的人工智能分析。



The University's Virtual Reality Centre enhances the development in teaching and research using AI.
恒生大學虛擬實境中心提升於教學和研究使用AI的發展。

Applying AI in teaching and learning 在教與學上應用AI

In mid-2023, HSUHK partnered with Amazon Web Services to establish the first Cloud Innovation School (CIS) in Hong Kong, which offers students and teachers on-demand training on cloud computing, cloud security, cloud data engineering, cloud machine learning and AI. These practical course materials provide self-directed learning opportunities to supplement students' learning experiences beyond conventional classroom education.

Dr Daniel Mo, Head of CIS and Associate Dean of School of Decision Sciences, says "I consider the AI-focused programmes at HSUHK to be well-aligned with industry needs for talent in Hong Kong. Our programmes not only utilise the latest market-standard artificial intelligence software but are also developing our own featured AI-based solutions to drive future industry changes." The University has also incorporated AI elements in various undergraduate and postgraduate programmes, as well as in its general education modules for all undergraduates, that include a variety of data from international and regional case studies.

於2023年中，恒生大學夥拍Amazon Web Services成立全港首個雲創學院，按需要為師生提供雲端運算、雲端保安、雲端數據工程、雲端機器學習和AI等方面的培訓。這些實用的教材可讓學生自主學習，以豐富學生在傳統課堂教育以外的學習體驗。

雲創學院主任及決策科學學院副院長**巫耀榮博士**表示：「我認為恒生大學以AI為重點的課程十分符合香港產業對人才的需求。我們的課程不僅利用最新、符合市場標準的AI軟件，還會開發具本校特色的AI解決方案，以推動未來的行業變革。」恒生大學更將AI元素及來自國際和地區案例研究的各種數據納入不同的本科生和研究生課程，以及所有本科生必修的通識教育課程單元中。



The Cloud Innovation School will enhance the effectiveness of teaching and further equip students for the future.
雲創學院將提升教學效果，為學生裝備未來做好準備。

Boosting R&D on AI 加強AI研發

In addition to applying AI in academic research across various disciplines, HSUHK is also dedicated to advancing the research and development of AI tools. **Dr Tan Li**, Assistant Professor at the Department of Computer Science, shared “Our efforts span both system-oriented and algorithm-oriented research, promoting a comprehensive understanding and implementation of AI technologies.” HSUHK is applying AI algorithms to develop edge intelligence systems and e-commerce systems to enhance collaborative learning between connected devices in areas such as the Internet of Things (IoT) with the goal to facilitate efficient cooperation among various smart devices at the “edge” of the network. HSUHK is also working on the most current and popular areas of natural language processing (NLP) and foundational AI models, preparing them to be applied in areas such as financial opinion analysis, customer need analysis and language learning.

She further elaborated that “In the AI research, we view wisdom primarily as a guiding force that provides our AI models with the necessary experience and direction. Wisdom in AI stems largely from big data, and it is through data that our models gain the insights needed to perform complex tasks.” HSUHK’s Big Data Intelligence Centre has also been conducting applied research on big data and AI.

除了在不同學科的學術研究應用AI外，恒生大學也致力推動研發AI工具。計算機科學系助理教授**李檀博士**分享道：「我們的研究涵蓋系統導向和演算法導向，從而對AI技術有更全面的理解和實踐。」大學正應用AI演算法開發邊緣智能系統和電子商務系統，以加強互聯設備在物聯網等領域的協作學習，促進不同智能設備在網絡「邊緣」的高效協作。大學亦正開展當前最熱門的自然語言處理（NLP）和基礎人工智能模型的研究，冀應用於財金評論分析、客戶需求分析和語言學習等領域。

李博士補充說：「在AI研究中，我們視『智慧』為一種指導力量，為AI模型提供所需的經驗和方向。AI的智慧主要來自大數據，AI模型透過數據獲得啟迪從而執行複雜任務。」此外，恒生大學的大數據智能中心也一直進行大數據和AI的應用研究。

Integrating AI across the University community

將AI融入大學社群

The University Library serves a unique role in enhancing AI in teaching, learning and research. **Mr Michael Cheng**, University Librarian, says HSUHK's library resources encompass a wide range of databases, books and journal articles to facilitate the needs of students, staff and researchers. A recent example is the provision of the new "VR Speech Trainer" that provides different virtual scenarios for speech practice with real-time AI feedback and detailed AI analytics.

In addition to co-organising talks and workshops for staff and students on the use of wisdom in applying AI tools, the Library also consistently evaluates and explores AI-embedded databases and resources for trial by the University community, ensuring that HSUHK has the most advanced tools and resources to support research activities.

In discussing the impact of AI on students' future development, President Ho is optimistic: "While HSUHK embraces AI, it is important for us to educate our students on the wisdom needed to understand their own strengths over AI, allowing them to cultivate personal values and transferable competencies, and become responsible global citizens who can handle complex challenges in work and life with confidence and fulfilment in the future."

President Ho says, "Our University's unique 'Liberal + Professional' education model nurtures students' five core qualities (5Cs), namely Critical thinking, Creativity, Communication and Collaboration, Caring attitudes, and Continuous active learning. These transferrable competencies are difficult to replace with AI."

大學圖書館在加強AI於教學、學習和研究的應用上發揮了重要的作用。圖書館館長**鄭世福先生**表示，恒生大學的圖書館資源涵蓋廣泛的資料庫、書籍和期刊文章，以應付學生、教職員和研究人員的需要。最新例子是引進「虛擬演講訓練場景」，能為演講練習提供不同的虛擬場景，並提供實時人工智能反饋和詳細的人工智能分析。

除了為教職員和學生協辦講座和工作坊，探討應用AI工具的智慧外，圖書館亦不斷評估和探索AI嵌入式數據庫和資源，供大學師生試用，確保大學擁有最先進的技術工具和資源支援研究活動。

對於AI對學生未來發展的影響，何校長態度樂觀：「恒生大學雖擁抱AI，但更重要的是教育學生具備智慧去了解自己相對於AI的優勢，培養個人價值觀和可轉移能力，成為負責任的全球公民，能應對工作和人生中的複雜挑戰，對未來充滿信心和成就感。」

何校長說：「恒生大學獨特的『博雅+專業』教育模式，能培養學生的五項核心特質，即明辨思考、創意、溝通與合作、人文關懷及持續主動學習，這些可轉移特質均難以被AI所取代。」



HSUHK's AI-driven event management system wins Silver Award at the Geneva International Exhibition of Inventions 2024.
恒生大學開發的「元宇宙智能展覽管理系統」於2024年日內瓦國際發明展榮獲銀獎。

Step out of campus and experience cultural diversity

走出校園 體驗多元文化

There is a saying, "it is better to travel ten thousand miles than to read ten thousand books". It may be a cliché saying, but **Professor Jeanne Fu**, Vice-President (Learning and Student Experience) of HSUHK, adheres to the concept given her personal experiences. Raised in Hong Kong, Professor Fu earned her PhD in Psychology at The University of Hong Kong, followed by a post-doctoral fellowship at Stanford University in the United States. She then started teaching at Nanyang Technological University in Singapore, and City University of Hong Kong. In 2017, she joined the Department of Management at HSUHK. With global education and work opportunities, she truly experienced cultural diversity. She says "Establishing interpersonal networks by interacting with people from different places and cultures has enriched my personal growth and broadened my horizons. These are lifelong benefits." Years of multicultural experiences have sparked her interest in cross-cultural management, one of the academic research areas that she focuses on.

Professor Fu took up the position of Vice-President (Learning and Student Experience) at HSUHK in February 2024. She now leads student learning, development and growth, including the enhancement of teaching and learning quality, the Common Core Curriculum, student support services and development programmes, strategic partnerships with established institutions in the Greater China region and overseas to provide students with a comprehensive and transformative learning experience.

Encouraging HSUHK students to step out of the campus and enrich their learning experiences beyond Hong Kong is a key focus for Professor Fu. She explained how the University actively provides students with more opportunities for overseas

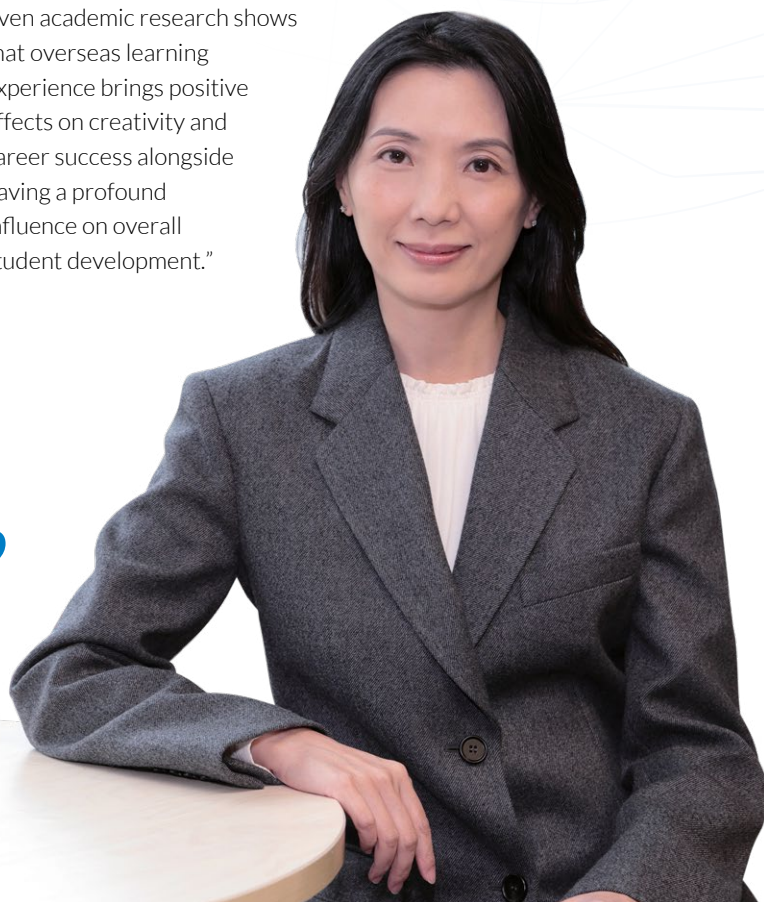
exchange programmes and learning experiences. This includes funding outstanding students to attend summer programmes at world-renowned universities such as the University of Oxford, the University of Cambridge, Harvard University, the University of California, Berkeley, and Cornell University. HSUHK's Honours Academy is also organising the Global Immersion Programme which allows students to go to Australia and Europe among other places for in-depth cultural exchanges and visits. HSUHK also arranges and encourages students to participate in large-scale international events such as the University Scholars Leadership Symposium supported by the United Nations, where they can meet emerging student leaders from different countries and join workshops to further develop their leadership abilities.

Professor Fu emphasised that students highly value these non-local experiential learning opportunities as personal experiences, which are always more profound than theoretical discussions. Based on her observations, students undergo remarkable transformations after participating in overseas exchanges, through which they become more mature, independent, responsible, adaptable, and improve their communication and problem-solving abilities. "Some employers have mentioned that they prefer students with overseas exchange experiences when recruiting for high-ranking positions. Even academic research shows that overseas learning experience brings positive effects on creativity and career success alongside having a profound influence on overall student development."

“Overseas exposure, experiential learning and co-curriculum participation help cultivate students' all-round development and personal growth.

海外交流、體驗式學習和課外活動，
有助培育學生的全方位發展和個人成長。”

Professor Jeanne Fu
符可瑩教授





Professor Fu (left, 2nd row) leads Honours Academy students in Singapore as part of the Global Immersion Programme.
符教授（第二行左一）帶領榮譽學院學員參與「海外沉浸計劃」，到新加坡進行交流考察。

HSUHK also plans to organise an international student leadership conference in the future, inviting students from universities around the world to come to Hong Kong. Professor Fu explained “Not every HSUHK student can go abroad for exchange, so it is important to invite foreign students to our campus, to further encourage exchanges between local and foreign students.” She believes that when students from different nationalities come to HSUHK, they can deepen their understanding of each other’s cultures, share perspectives on issues and social topics, and help broaden each other’s worldviews and perspectives. This also gives local students an opportunity to improve their language and communication skills.

「讀萬卷書不如行萬里路」，看似老生常談，不過對恒生大學副校長（教學及學生體驗）**符可瑩教授**而言，卻是從親身經歷中領會到其精髓。在香港成長的符教授，於香港大學取得心理學博士後，遠赴美國史丹福大學任博士後研究員，其後到新加坡南洋理工大學任教，再回到香港城市大學任職，2017年加入恒生大學管理學系。在不同國家與地方工作，讓她親身接觸多元文化，「在海外與來自不同地方和文化的人交流，建立人際網絡，種種體驗都使人加速成長，胸襟和視野變得廣闊，終身受用。」多年的多元文化體驗，使她對跨文化管理感到興趣，成為她學術研究範疇之一。

符教授在2024年2月履任恒生大學副校長（教學及學生體驗），領導大學在學生學習、發展和成長的工作，包括持續提升教與學質素、共同核心課程、學生支援與發展、與內地和海外知名院校機構的合作夥伴關係等，為學生提供豐富的全方位轉化式學習體驗。

推動恒大學生「走出校園」，到香港以外的地方豐富學習體驗，是符教授的重點工作。她表示，大學積極為學生提供更多的海外交流計劃和學習機會，包括計劃資助校內優秀學生到牛津大學、劍橋大學、哈佛大學、加州大學柏克萊分校和康奈爾大學等世界知名學府修讀暑期課程。此外，恒大榮譽學院亦正積極籌辦「環球沉浸計劃」，讓學員到澳洲、歐洲等外地深入交流考察，體驗文化。恒大亦安排學生參與聯合國支持的學生領袖研討會等大型國際活動，認識來自世界各地的新興學生領袖，共同參與活動及工作坊，培養領導能力。

In Professor Fu’s eyes, HSUHK students are diligent and always look for room to improve. She believes that every stage of university life brings valuable experiences to students and encourages students to participate in overseas academic exchanges, internships and experiential co-curriculum to build confidence and interpersonal networks. “Your university classmates or roommates may become your most important friends and partners in life and provide strong support for your future.”

符教授說，學生對這些非本地體驗式學習評價很高，畢竟親身體驗比「紙上談兵」來得真實及深刻。以她觀察所得，學生到海外交流後的蛻變往往令人刮目相看，變得成熟獨立、具責任感、靈活開放，溝通及解難能力都大大提高。她形容：「有僱主甚至反映，招聘高級職位時只會挑選有海外交流經驗的學生。事實上，這並非僅是僱主的主觀意願。有學術研究指出，海外學習的經驗對創造力及事業成功帶來正面效果，對學生發展有關鍵且深遠的影響。」

恒生大學將來亦計劃舉辦「國際級」學生領袖會議，廣邀全球高等院校學生來港參與，把世界帶進校園。符教授解釋：「未必每個恒大學生都有機會離港交流，倒不如主動吸引外國同學到來，促進恒大學生與外國學生之間的交流，對學生而言也是很好的學習體驗。」她認為不同國籍的學生來到恒大，與本地生能夠深入認識彼此的文化，互相分享對事情和社會議題的看法，有助擴闊雙方的世界觀及視野；而本地生在協助非本地同學融入校園及香港生活的過程中，亦能提升語言和溝通能力。

在符教授眼中，恒大學生勤奮、求變，帶上進精神。她認為大學路上每一個階段，都會為學生帶來寶貴經驗，因此鼓勵學生多參與海外學術交流、實習和體驗式課外活動，建立自信和人際網絡。她寄語同學：「不要小看大學時期的戰友或宿友，他們可能就是妳人生中最重要的好朋友和夥伴，成為妳往後的強大後盾。」

Opening of HSUHK's Creative Humanities Hub

創意人文館開幕 人文、科技與綠色兼備



Offices of SHSS and its departments
人文社會科學學院及部門辦公室



Photovoltaic panels on the rooftop
天台置有太陽能板

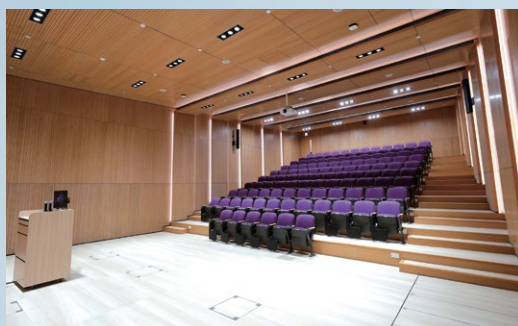


Martin Ka Shing Lee Innovation Lab
李家誠創新實驗室





Gallery
展覽廊



Lecture Hall
演講廳



The Opening Ceremony of the Creative Humanities Hub is officiated by (from left) Mr Martin Tam, Governor and Chairman of Steering Committee on Campus Expansion; Ms Diana Cesar, Chairman of the Board of Governors; Dr Moses Cheng, Chairman of the Council and President Simon Ho.
「創意人文館」開幕典禮由（左起）校董暨校園擴展督導委員會主席譚天放先生、校董會主席施穎茵女士、校務委員會主席鄭慕智博士和何順文校長主禮。

HSUHK built the Creative Humanities Hub to meet growing learning needs, and to provide an advanced and comfortable environment for teaching and research. Located between the oldest section of the campus and the more recent developments, the Hub is a new building that connects “the old with the new” in a physical and a metaphorical sense. With a gross floor area of approximately 3,000 square metres, and in addition to being the new home for the offices of the School of Humanities and Social Science (SHSS) and its three Departments, the Hub houses a Gallery, the Martin Ka Shing Lee Innovation Lab, the Multimedia Commons, and a Lecture Hall, facilities to be equipped with cutting-edge lighting and sound system, animation, computer graphics, and video editing capabilities.

The Hub incorporates humanistic, technological and sustainability-conscious construction. From its building design to its construction, green features have been incorporated in every aspect to reduce carbon footprint, such as high efficiency energy and water facilities, eco-friendly construction materials, and integrated design with the support of Building Information Modelling. Photovoltaic panels installed on the rooftop serve as an alternative electricity power supply for general lighting and power within the building. The Hub was awarded the Provisional Platinum rating of BEAM Plus New Buildings V2.0 certification by the Hong Kong Green Building Council in December 2023. It also won the Gold Award at the Hong Kong Institute of Surveyors' QS Awards (Innovation).

為滿足日益增長的學習需求，恒生大學興建新教學大樓「創意人文館」，提供最先進及舒適的環境予師生進行教學與研究。「創意人文館」位處校園最具歷史部分和新近開發項目的交界，貫通校園新舊建築，象徵「新舊」連結。大樓樓面面積約3,000平方米，設有展覽廊、李家誠創新實驗室、多媒體空間、演講廳等，配備尖端燈光和音響系統、動畫、電腦、圖像和影片編輯製作設施。人文社會科學學院及其三個學系的辦公室亦已遷至創意人文館。

人文、科技與綠色兼備的「創意人文館」從建築設計到施工，各個環節都融入環保元素，減低碳足跡。例如採用具高效能的照明和電源設施、環保建築材料和建築信息模擬支援的整合設計等，而在天台裝置的太陽能光伏系統為大樓的一般照明和電源提供替代能源。新大樓於2023年12月獲香港綠色建築議會頒發「綠建環評新建建築2.0版暫定鉑金級」認證，以及香港測量師學會頒發「QS大獎（創新服務）金獎」。

HSUHK strengthens family succession knowledge exchange

恒生大學推動家族傳承教研

Last year, the Hong Kong Government issued a policy statement to develop family office businesses in Hong Kong to create a conducive and competitive environment for the businesses of global family offices to thrive in Hong Kong. To support Hong Kong's global positioning, HSUHK is doing its part in promoting study and research, and providing professional training in family wealth management.

Research on family succession

In 2020, the Chinese Family Succession Research Centre (CFSRC) was established under the School of Business as a leading research platform to generate and disseminate new knowledge on family succession. The Centre undertakes research on Chinese culture and family succession, family business, family governance, family wealth and estate management, and family as a brand. It also provides consultations to family business and organises seminars, trainings, and workshops to promote best practices in family wealth management.

Dr Kenneth Kwong, Co-Director of CFSRC, elaborated on the activities at the Centre, "Recently, the Centre was involved in a pioneer research on family wealth under the domain of family succession to better understand family wealth as a combination of financial capital, intellectual capital, social capital, and human capital, collectively known as the FISH framework. This research initiative will explore what predecessors pass to next generation and how family succession is done."

Professional training on family wealth management for practitioners

In 2024, HSUHK's Institute of Knowledge Exchange (IKE) launched the Global Family Office and Wealth Management Hub to nurture family office management professionals with international perspectives, professional skills and innovative thinking by providing rich educational resources, research opportunities and industry exchanges, to help Hong Kong become a leader in the global family office and wealth management sector.

As a cradle for nurturing family office talent, the Hub is establishing partnerships with international professional institutions to provide industry certification and professional qualifications. These activities will provide professional training



IKE and CFSRC co-organise the first Asia-Pacific Family Office Development Forum with Metro Finance in March 2024, attended by over 200 participants.

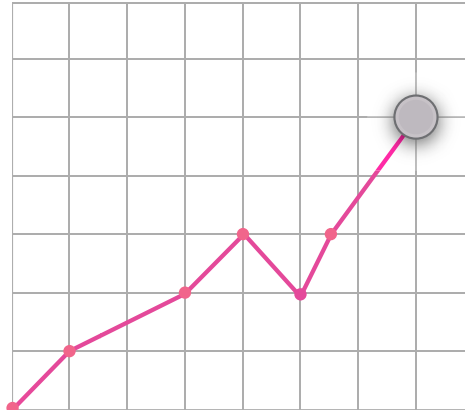
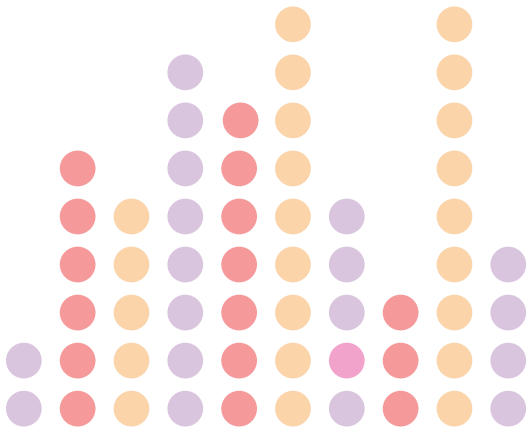
知識交流學院、華人家族傳承研究中心與新城財經台於2024年3月合辦首屆「亞太區家族辦公室發展論壇」，吸引逾200人出席。

in family office and wealth management, impart in-depth industry knowledge, as well as cultivate and attract top-notch talent in the family office industry.

Earlier this year, IKE and Sun Life Hong Kong Limited launched a training series to give industry practitioners a platform to share their professional knowledge, discuss family wealth succession, family offices, and other areas that pertain to high-net-worth individuals' financial needs. Over 500 practitioners have taken foundation-level training courses, and more courses on advanced and professional levels have been planned for May 2024 onwards.

Promotion of family succession knowledge

HSUHK and Metro Broadcast Corporation Limited solidified a two-year partnership to propel the field of "Chinese Family Succession". Through a series of radio and online programmes, this collaboration enhances public awareness of family succession, and gives HSUHK the recognition of being one of the few universities that is actively involved in research on Chinese family succession. Episodes air every Sunday, and feature dialogues between HSUHK professors, family heads, successors, and practitioners on family wealth management.



Mainland brokers attend a foundation-level course in the family office training series.
國內經紀參與家族辦公室培訓系列基礎課程。



HSUHK and Metro Broadcast launch the "Family Succession" programme.
恒生大學與新城廣播合作推出「繼·族·財富」節目。

去年，特區政府發表有關香港發展家族辦公室業務的政策宣言，提倡創造有利且具競爭力的環境，以支持全球家族辦公室業務在香港蓬勃發展。有見及此，恒生大學積極推動家族財富管理的研究和專業培訓。

家族傳承研究

恒生大學商學院於2020年成立華人家族傳承研究中心，是創造和傳播家族傳承新知識的領先研究平台。中心從事的研究範疇包括中國文化與家族傳承、家族企業、家族管治、家族財富與遺產管理，以至家族品牌；更為家族企業提供諮詢，並組織研討會、培訓和工作坊，以推廣家族財富管理的最佳實踐方案。

華人家族傳承研究中心聯合主任**鄭家麒博士**表示：「中心最近開展一項關於家族財富的創新研究，冀深入理解傳承家族財富的『FISH』架構，即金融資本、知識資本、社會資本與人力資本的結合，並探討前人留下的產業及家族傳承的方式。」

家族財富管理專業培訓

恒生大學知識交流學院於2024年成立環球家族辦公室及財富管理平台，培育具備國際視野、專業技能與創新思維的家族辦公室管理專才，成為全球家族辦公室與財富管理領域的領袖。

作為培訓家辦人才的搖籃，平台致力與國際專業機構和學會建立合作夥伴關係，為業界提供國際認證和專業資格。透過提供專業化的家族辦公室及財富管理培訓，深度傳遞行業知識，為家族辦公室服務業培養和吸引一流的專業人才。

早前，知識交流學院與香港永明金融有限公司開展一系列培訓課程，為保險業界從業員建立分享前沿專業知識的平台，讓他們學習家族傳承、家族辦公室和高淨值人士理財的知識。至今，已有逾500名從業員完成基礎課程，學院並計劃於今年5月推出進階和專業課程。

推廣家族傳承知識

此外，恒生大學與新城廣播有限公司開展為期兩年的合作計劃，共同推動華人家族傳承。恒是少數對研究華人家族傳承的院校，透過一系列電台及網上節目，提高公眾對此範疇的認識。節目逢星期日播出，由恒大學者、家族代表與繼承人，以及家族財富管理從業員作分享。

"Family Succession"
programme replay
「繼·族·財富」
節目重溫



HSUHK confers Honorary Doctorates on fourth cohort

恒生大學頒授第四屆榮譽博士



HSUHK held its Fourth Honorary Doctorate Conferment Ceremony, bestowing honorary doctorate degrees on three outstanding individuals who have remarkable accomplishments in their professional fields, and have made outstanding contributions to society and to the University. The Ceremony was officiated by Ms Diana Cesar, Chairman of the HSUHK Board of Governors, and Dr Moses Cheng, Chairman of the HSUHK Council.

The three recipients are: distinguished urologist and Director of the S H Ho Foundation Limited, Dr Ho Tzu-leung (Doctor of Laws *honoris causa*); renowned actuarial science scholar, Professor Elias Shiu (Doctor of Science *honoris causa*); and insurance industry leader, Dr Edmund Tse (Doctor of Social Science *honoris causa*).

恒生大學舉行第四屆榮譽博士學位頒授典禮，表揚三位傑出人士於相關專業領域的卓越成就，以及對社會和恒生大學的貢獻。典禮由恒生大學校董會主席施穎茵女士和校務委員會主席鄭慕智博士主禮。

三位榮譽博士為：泌尿科專家及何善衡慈善基金會董事何子樑醫生（榮譽法學博士）、著名精算學者邵世運教授（榮譽科學博士）和保險業翹楚謝仕榮博士（榮譽社會科學博士）。



The three Honorary Doctors (from 4th from left) Dr Edmund Tse, Dr Ho Tzu-leung, and Professor Elias Shiu with HSUHK senior management.

三位榮譽博士（左四起）：謝仕榮博士、何子樑醫生和邵世運教授與恒生大學管理層。

Profile of Honorary Doctors 榮譽博士簡介



Dr Ho Tzu-leung is a leading urologist, as well as the Director of the S H Ho Foundation Limited, and Bethlehem Management Limited. Dr Ho has carried on his father, the late Dr Ho Sin-hang's legacy by actively contributing to the advancement of higher education. Over the years, Dr Ho and his family have made generous donations to support the long-term strategic development of HSUHK. Dr Ho was a Director of Hang Seng School of Commerce and a Governor of HSUHK from 2009 to 2023. He is now the Life Honorary President of the HSUHK-Foundation, and Chairman of the Board of S H Ho Wellness College of HSUHK.

何子樑醫生是傑出的泌尿科專科醫生，現為「何善衡慈善基金會」董事及伯利衡投資管理有限公司董事。他秉承父親已故何善衡博士熱心高等教育發展的精神，與其家族多年來慷慨捐資支持恒生大學長遠策略發展，2009至2023年間擔任恒生商學書院校董和恒生大學校董，現為恒生大學基金永遠榮譽會長及善衡康活書院院董會主席。

Professor Elias Shiu is a renowned scholar with a strong international reputation in the field of actuarial science. He is a Professor of Actuarial Science and a Collegiate Fellow of the College of Liberal Arts and Sciences at the University of Iowa, USA. He is also an Honorary Professor of HSUHK's School of Decision Sciences.

With over five decades of academic and teaching experience in actuarial science, asset and liability management, mathematical finance, and risk theory, Professor Shiu has produced voluminous publications, including over 100 papers and book chapters. His distinguished achievements as a pioneering researcher and teacher have earned him a number of unique recognitions.

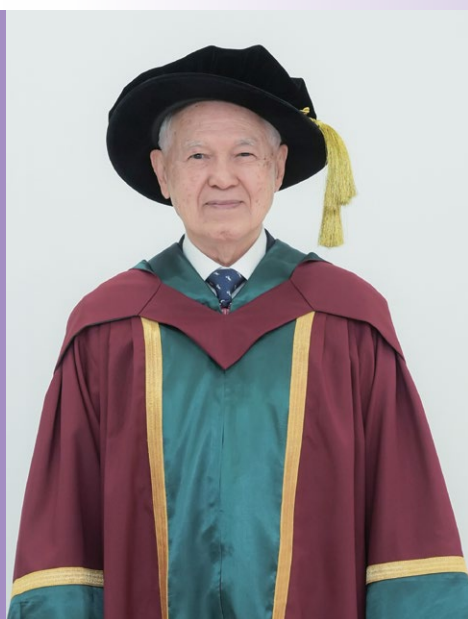
邵世運教授是世界知名的精算學學者，現為美國愛荷華大學精算學教授和文理學院院士，以及恒生大學決策科學學院榮譽教授。他擁有逾50年精算、資產負債管理、數理金融、風險理論等教研經驗，著作豐富，包括逾100項學術論文及書籍章節，並屢獲國際殊榮。



With over six decades of experience in the insurance industry, **Dr Edmund Tse**, an insurance industry leader, is the Independent Non-executive Chairman, Independent Non-executive Director of AIA Group, and a Director of AIA Foundation. He was the first Chinese individual to be elected to the esteemed Insurance Hall of Fame and was awarded the first ever Lifetime Achievement Award at the Pacific Insurance Conference.

Dr Tse is deeply committed to philanthropy. As Chairman of different foundations, he oversees donations to a range of programmes that support education, healthcare and local communities.

謝仕榮博士是保險業界翹楚，從事保險業逾60載，現為友邦保險集團獨立非執行主席及獨立非執行董事、友邦慈善基金董事。謝博士為首位華人入選內享負盛名的「全球保險名人堂」，並獲太平洋保險會議頒發大會首個終身成就獎。他熱心支持慈善事業，負責監督旗下基金會的捐款，以支持教育、醫療保健及當地社區的慈善項目。



Honorary Doctors share visionary wisdom in lecture series

榮譽博士分享高瞻睿智

Professor Elias Shiu and **Dr Peter Wong**, Honorary Doctorate recipients from HSUHK, were invited to deliver lectures as part of the University's "Visionary Wisdom — HSUHK Honorary Doctorate Lecture Series".

恒生大學舉行「高瞻睿智——榮譽博士講座系列」，分別邀得本校榮譽博士**邵世運教授**及**王冬勝博士**分享真知灼見。



Professor Elias Shiu, a world-renowned actuarial science scholar and 2024 Honorary Doctor of HSUHK, delivered a lecture on the topic of "Interest Rate Risk Management – Extending Immunisation Theory". He also discussed the issue of asset/liability management and presented a solution to the problem of interest rate risk management.

本年度榮譽博士、世界著名精算學者邵世運教授以「利率風險管理」為主題，分享對資產及負債管理問題的看法，並提出在隨機優勢理論下，利率風險管理問題的解決方案。

Dr Peter Wong, Chairman of The Hongkong and Shanghai Banking Corporation Limited and 2023 Honorary Doctor of HSUHK, delivered a lecture on the topic of "Opportunities and Challenges for Younger Generations amidst the Globalised Economy", and shared his seasoned personal experience.

2023年度榮譽博士、香港上海滙豐銀行有限公司主席王冬勝博士，以「新世代在全球化經濟中的機遇和挑戰」為題，剖析新世代面對的挑戰，分享其豐富人生經驗。





Dr Cathy Fung is awarded the Teaching Excellence Awards 2022-23.

馮慧心博士以武俠小說提升學生學習興趣，獲頒2022-23學年卓越教學獎。

Teaching and learning Chinese through martial arts classics

以武俠經典提升中文教與學

2024 marks the centenary of the birth of Jin Yong (Louis Cha), a literary giant in martial arts novels. His works have had a profound influence, and are regarded as excellent teaching materials for learning Chinese. As a fan of martial arts novels, **Dr Cathy Fung**, Senior Lecturer at the Department of Chinese, hopes to pass on these classics by incorporating videos into textual discussion in her teaching. She encourages her students to explore the spirit of chivalry and improve their Chinese language skills.

Dr Fung was also surprised to learn that over half the students who enrolled in her class “Chinese Martial Arts Novel and Xiayi Spirit” had never read Jin Yong’s original novels. “Jin Yong’s works are ‘clean’ in terms of language, with well-structured plots and well-designed characters. The novels are easy to understand, making them an excellent starting point for learning Chinese.”

The prevalence of images and internet slang have led to a decline in students’ interest in reading. Dr Fung uses images to initiate discussions about the novel texts in her classes, aiming to attract students to read the original works.

“Words are relatively implicit, leaving room for imagination and interpretation that images cannot express,” she said. She hopes students can understand and reflect on traditional thoughts and values, and establish their own moral judgments, through these novels.



2024年是武俠小說泰斗金庸的百年誕辰，

其作品通俗兼具文學價值，影響深遠，被視為學習中文的上佳教材。

恒生大學中文系高級講師馮慧心博士作為武俠小說愛好者，期望將經典傳承，於教學中活用小說文本及影像，鼓勵學生探索俠義精神，同時學好中文。

馮博士任教「中國武俠小說與俠義精神」課程，班上逾半學生未曾讀過金庸小說原著，令她甚為驚訝。她說：「金庸的作品文字『乾淨』，劇情鋪排及人物設計俱佳，通俗且容易理解，是學好中文的切入點。」

近年影像及網絡用語盛行，導致學生閱讀興致遞減。馮博士於課堂上特意以影像引入文字討論，吸引學生閱讀原著，「文字相對含蓄，有留白及想像空間，可盛載影像表達不到的東西。」她期望學生透過閱讀武俠小說作品，理解傳統思想及價值觀，並藉此反思傳統的價值，建立一己的道德判斷。

Dr Fung (front left) brings students to the Digital Dunhuang exhibition tour.
馮博士（前排左一）與學生參觀數碼敦煌展覽。

Transnational family migration from Hong Kong: The challenges and impacts

跨國香港家庭移民的挑戰與影響

The topic of migration has garnered significant attention and raised concerns in Hong Kong in recent years. The social impact of migration on migrants and their families is being extensively researched in the field of migration studies. **Dr Lucille Ngan**, Associate Head and Associate Professor at the Department of Social Science at HSUHK, is a specialist in transnational migration. Her recent three papers* focus on various aspects of transnational Hong Kong families' migration journeys.

In her newest paper, "Negotiating Work-Family Transitions: Reverse Family Migration among Second-Generation Hong Kong Mothers", Dr Ngan explores the work-family transitions of previously employed, overseas-educated mothers who have re-migrated from Hong Kong to their former countries of settlement – Canada, Australia, the United States, or the United Kingdom.

Despite their transnational backgrounds that set them apart from most first-generation immigrant mothers, they too experience compromised careers and domestication upon reverse migration. Yet, these second-generation returnee mothers accept, and in some cases embrace, such compromises.

Dr Ngan discusses how the process of family migration often restricts skilled Chinese women's ability to have the totality of a meaningful family life, personal satisfaction, professional success, and financial independence. Such process often leads to downward career paths and an increase in domestic responsibilities for these mothers. She argues that, in addition to economic considerations, various interconnected factors such as gender dynamics, cultural influences, transnational connections, and family lifestyles significantly influence how second-generation returnee mothers navigate the transitions between work and family life.

The stories of these returnee mothers shed light on a conflicting sense of the sacrificial self that is often associated with new Chinese immigrant women, and a sense of personal fulfilment as wives and mothers who were achieving their aspirations for a better quality of family life.

Currently Dr Ngan is working on a Research Grants Committee-funded Faculty Development Scheme research project that explores transnational ageing, and family processes among older parents from Hong Kong. She explains that older people can face specific conditions — such as retirement, reduced income, age-related health conditions, reduced physical mobility, need for daily living assistance — not commonly shared by those in

other age groups. Research and policies related to ageing tend to explore and support "ageing in place" in local communities. However, for older Hong Kong parents who find themselves in continuous migration movement, or who are part of families separated by national borders, the processes of ageing intersect with dynamic familial, social, cultural and economic forces that impact their everyday transnational lives.

Dr Ngan points out that migration involves uprooting and resettlement which can have implications not only on oneself, but also on family relationships and friendships. It is not a simple process. Therefore, for students with plans to emigrate, she advises that it is crucial for them to carefully assess their own circumstances, aspirations, and priorities before making any decisions. Additionally, they should thoroughly understand the job market, educational opportunities, cultural norms, and legal requirements of the destination country.



Dr Lucille Ngan
顏樂榮博士



近年，「移民」話題在香港備受討論和關注，學者也仔細研究「移民」對移民人士及其家庭成員的社會影響。恒生大學社會科學系副系主任兼副教授**顏樂榮博士**聚焦跨國移民研究，她最近發表的三篇論文*，就探討跨國香港家庭移民軌跡的相關議題。

顏博士在她最新發表的論文《工作與家庭轉變之間的協商：第二代再次移民的香港母親》中，探討曾在海外接受教育和香港工作的第二代移民母親，從香港再次移居到加拿大、澳洲、美國或英國，所面對的工作及家庭轉變。

儘管這些第二代回流母親的跨國背景，使她們與大多數第一代移民母親不同，但她們在再次移民時同樣經歷對事業的妥協並需負擔更多家務，而她們在某些情況下也甘於接受和妥協。

顏博士探討家庭移民如何限制具技能的中國女性追求有意義的家庭生活、個人滿足、事業成功和財政獨立，因為移民往往使其職業生涯「走下坡」，照顧家庭的責任亦隨之增加。她認為除了經濟考慮外，性別動態、文化影響、跨國聯繫和家庭生活方式等各種互相關聯的因素，均對第二代回流母親如何度過工作和家庭生活的轉變有顯著影響。

這些回流母親的故事，揭示了新移民的中國女性常有一種矛盾的「自我犧牲」意識，以及她們作為妻子和母親，冀實現美好家庭生活的個人滿足感。

目前，顏博士正進行研究資助局資助的「教員發展計劃」研究項目，探究香港長者的跨國養老與家庭生活經驗。她解釋，老年人有機會面臨其年齡層獨有的問題，如退休、收入減少、健康衰退、行動力減弱，生活援助需求增加等，而與人口老化相關的研究和政策往往傾向聚焦本地社區的老化問題。然而，對一些香港年邁父母來說，他們的家庭成員分佈世界各地，他們或有需要在各地遊走，因此其生活及老化問題，亦與跨國家庭、社會、文化和經濟因素息息相關，影響他們的日常生活。

顏博士認為，移民涉及離鄉別井和重新安頓，對個人、家庭關係和友誼皆有影響，過程並不簡單。因此，她建議有意移民的學生需謹慎計劃，在作出任何決定前，必須仔細評估自己的情況、意願和優先事項，同時充分瞭解目的地的就業市場、教育機會、文化常態和法律要求。

* The three papers are: 三篇論文為：

Ngan, L L (2024). Negotiating Work-Family Transitions: Reverse Family Migration among Second-Generation Hong Kong Mothers. *Critical Asian Studies*, 1-20. <https://doi.org/10.1080/14672715.2024.2329983>.

Ngan, L L, & Chan, A K (2024). The Quest for Lifestyle: Reverse Family Migration among Hong Kong Returnee Parents. *International Migration Review*, 58(1), 94-116. <https://doi.org/10.1177/01979183221149024>

Ngan, L L, Chan, A K, Chan, R H, & Siu, Q K (2023). The impact of a transnational background on family migration considerations amid political uncertainty: Second-generation returnees in Hong Kong. *China Review*, 23(3), 217-243. <https://muse.jhu.edu/pub/250/article/905454>



HSUHK enhances collaborations with partners

恒生大學加強與夥伴合作

HSUHK is increasing its partnerships regionally and globally. A delegation led by President Simon Ho visited the Dongguan University of Technology, Guangdong University of Science and Technology (GDUST), and EtonHouse (Laguna Verona) Foreign Language School Dongguan. During the visit to GDUST's Songshan Campus, both parties signed a Memorandum of Understanding (MoU) to leverage the unique strengths of HSUHK and GDUST by exploring a variety of joint initiatives and nurturing talent in an era of technological innovation.

恒生大學積極鼓勵區域及全球合作。何順文校長早前率領代表團，訪問東莞理工學院、廣東科技學院和東莞伊頓海逸外國語學校。代表團訪問廣東科技學院松山湖校區期間，雙方簽署合作備忘錄推動兩校協作，共同培養兩地的創新型人才。



HSUHK and the Guangzhou Human Resources Market Service Centre signed an MoU, in which the scope of the cooperation includes establishing a liaison system, regularly organising joint campus recruitment activities, facilitating corporate visits in Hong Kong and Guangzhou, and creating an internship and employment base in Guangzhou specifically for HSUHK students.

恒生大學亦與廣州市人力資源市場服務中心簽署合作框架協議，內容包括建立聯繫制度、定期合作舉辦校園招聘活動、兩地青年訪企交流，特別為恒生大學學生建立提供實習和就業機會的基地等。



The School of Decision Sciences signed a MoU with the School of Business and Zhuhai Research Institute of Hubei University in Wuhan. The two parties will strengthen cooperation in academic programmes, academic exchanges, student exchanges, and research to cultivate high-quality talent, and promote academic and research development.

決策科學學院於武漢與湖北大學商學院及珠海研究院簽署合作備忘錄，雙方將在學術課程、學術交流、學生交流及研究等方面加強合作，共同培育高質素人才，推動學術及科研發展。





The 8th Business Journalism Awards of HSUHK

恒生大學第八屆商業新聞獎

The School of Communication held the 8th Business Journalism Awards to recognise outstanding journalists in business news, and their contributions to society and the industry. The Award Presentation Ceremony was officiated by Professor Frederick Ma, former Secretary for Commerce and Economic Development and current Chairman of FWD Group.

With over 30 awards for business journalists, the Awards were divided into nine categories and covered various fields of business and financial news, including the newly added "Business 'Environment, Social, and Governance' News" Award.

傳播學院舉行「第八屆商業新聞獎」，以表揚在商業新聞有卓越表現的新聞從業員，肯定他們對社會及業界的貢獻。頒獎禮邀得前商務及經濟發展局長、現任富衛集團主席馬時亨教授擔任主禮嘉賓。

本屆商業新聞獎共設九大範疇、逾30個獎項，涵蓋商業及金融新聞等各個領域，其中「最佳商業『環境、社會和企業管治』新聞報道獎」為新設獎項。

Managing for Social Impact conference

「管理的社會影響力」會議

HSUHK's Centre for Management as a Liberal Art organised the "Managing for Social Impact" conference, which brought together top global business and academic leaders, including the "Father of Modern Marketing" Professor Philip Kotler; The Hon Bernard Chan, Chairman and President of Asia Financial Holdings Ltd; and President Simon Ho, to share their insights on the concepts and practices of human-centred management, integrated wealth creation, human fulfilments and social concerns. The speakers also addressed pressing issues such as the climate crisis, social inequality, ethical governance and additional sustainability concerns.



恒生大學博雅管理學研中心舉辦「管理的社會影響力」會議，匯集世界級商界及學術界領袖，包括邀得「現代營銷學之父」Philip Kotler教授、亞洲金融集團主席兼總裁及亞洲保險主席陳智思先生及何順文校長擔任主講嘉賓，分享以人為本的管理學理念及實踐經驗，融合財富創造、人類貢獻以及社會議題等範疇。會議亦討論氣候變化、社會不平等、道德與管治，以及可持續發展等議題。

The Hon Bernard Chan shares his insights on management. 陳智思先生分享對管理學的見解。

Leading by example

卓越典範

Jason Hui (Year 4, BBA (Hons) in Supply Chain Management) (left) won the HKIE LTD Best Students Papers Awards 2023. He shared his innovative ideas on supply chain management on the topic of "Development of an Augmented Reality-based Mobile Application (AR-23) for Dangerous Goods Handling and Warehouse Management".

供應鏈管理工商管理（榮譽）學士四年級學生許彥培（左）獲頒「香港工程師學會最佳學生論文獎2023」。他以「開發以擴增實境為基礎的流動應用程式—用於危險貨物處理和倉庫管理」為題，提出有關供應鏈管理及設計的創新理念。

領展大學生獎學金嘉

Link University Scholarship 2023 Present



Dr George Ho, Associate Professor at the Department of Supply Chain and Information Management, School of Decision Sciences, won the Silver Award for his collaborative research project "OPlusO Hub: Event Management in the Metaverse" with Chef Digital Limited at the 49th Geneva International Exhibition of Inventions.

決策科學學院供應鏈及資訊管理學系副教授何道森博士與Chef Digital Limited合作的項目「元宇宙智能展覽管理系統」，於第49屆日內瓦國際發明展上榮獲銀獎。



Cheung You-kin (Year 4, BA (Hons) in Applied and Human-Centred Computing) (left) and Aero Law (Year 2, BBA (Hons) in Global Business Management), were awarded the Link University Scholarship for their outstanding performance in teamwork and communications, logical reasoning and presentation, and active participation in social services.

嘉許禮 Award Presentation Ceremony



應用及人本計算學（榮譽）文學士四年級生張曜堅（左一）與環球商業管理工商管理（榮譽）學士二年級生羅俊軒（右一）獲頒「領展大學生獎學金」，嘉許他們在團隊協作及溝通技巧、邏輯思維及演示，以及社會服務三大範疇的出色表現。

Award Presentation Ceremony of the CILTHK Student Essay Competition



Five BBA (Hons) in Supply Chain Management students won second runners-up in the CILTHK Student Day 2024 Competition, with their excellent presentation and analysis of a case study on the management model of global airports.

供應鏈管理工商管理（榮譽）學士五名學生於「香港運輸物流學會學界專題研習比賽2024」，就外國機場管理模式運輸物流個案，憑優秀的分析和解說，榮獲專題研習團體賽季軍。



Four BBA (Hons) Year 4 Marketing students achieved remarkable results in the HSBC/HKU HK Business Case Competition 2024. They stood out among a variety of teams across nine local universities, and won second runners-up. This marked the first time HSUHK students have achieved such excellent results in this competition.

四名市場學工商管理（榮譽）學士四年級學生於「滙豐/香港大學香港區商業案例比賽2024」，從九支本地大學隊伍中脫穎而出勇奪季軍，是恒生大學學生首奪佳績。

Joyous moments

輕鬆時刻



1



- ❶ Student residents enjoy the Pillow Fight Competition at the Residential Colleges, a signature event that originates from Japan. 源自日本的「枕投大戰」是恒大住宿書院的重頭戲，宿生都積極投入。
- ❷❸ Students enjoy themselves at the Joint-Residential Colleges High Table Dinner 2024. 學生參與住宿書院聯合高桌晚宴 2024。
- ❹ Exchange students prepare and share authentic cuisines from their home countries at the Global Café. 交流生親手炮製多款環球美食，於Global Café上分享。
- ❺ Student Affairs Office sets up an “Add Oil Station” to hand out snacks and small gifts to students, and cheer them on during examinations. 學生事務處設立考試加油站，設各式糖果及小禮物，為同學打氣。
- ❻ Students have an exciting afternoon at Dodgeball Fun Day while learning the basic techniques of attack, block, and dodge of the sport. 學生於閃避球體驗日學習此運動的基本攻擊、擋擊與閃避技巧。



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6

How far we've come

恒大今昔

Founded over 40 years ago, HSUHK has witnessed the growth and development of its students through every brick and every blade of grass on its campus. Let us look back at the changes and transformations of the campus over the years.

恒生大學創校逾40載，校園內一磚一瓦、一草一木，見證著大學培育學生成材，一同茁壯成長。讓我們回顧恒大校園今昔與變遷。

• The Old Hall 元舍堂 •



Built over four decades ago, the Old Hall at HSUHK featured a quadrangle courtyard design, with a garden in the middle, and also provided space for student events. The historic Norfolk Island Pine in the garden is the tallest tree on campus.

恒生大學元舍堂已有40多年歷史，採用四合院設計，中庭為宿生創造休憩與活動空間；佇立其中的異葉南洋杉仍屹立至今，是校園最高的樹木。

• Outdoor swimming pool 室外游泳池 •



The outdoor swimming pool, now adjacent to the newly built Creative Humanities Hub, was built when the institution was established, and is accessible to staff and students. It is now utilised for firefighting purposes.

恒生大學的室外游泳池於創校時已建成，今毗鄰新落成的創意人民館。此泳池主要功能為貯水救火，日常亦開放予師生使用。





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Published by the Communications and Public Affairs Office
Chief Editor: Fung Man-sang
Writers & Editors: Virginea Ng, Anisha Sindher, Jennifer Tsang
May 2024

傳訊及公共事務處編製

總編輯：馮民生

撰稿及編輯：伍琬妮、艾莉莎、曾巧珠

2024年5月

Giving to HSUHK
支持恒生大學



Connect with
alma mater
與母校保持聯繫



Creative Work

創意藝作



Painting interpreted from architecture:
homage to Dr Curutchet House in Argentina by Le Corbusier in 1949
建築啟發繪畫：向柯布西1949年在阿根廷設計的房子致敬

Digital illustration, 542mm high x 362mm long, 2024
數碼插圖，542mm高、362mm長，2024年

Wong Pak-him
黃伯謙

BA (Hons) in Art and Design, Year 3
藝術設計（榮譽）文學士三年級