

People 人才



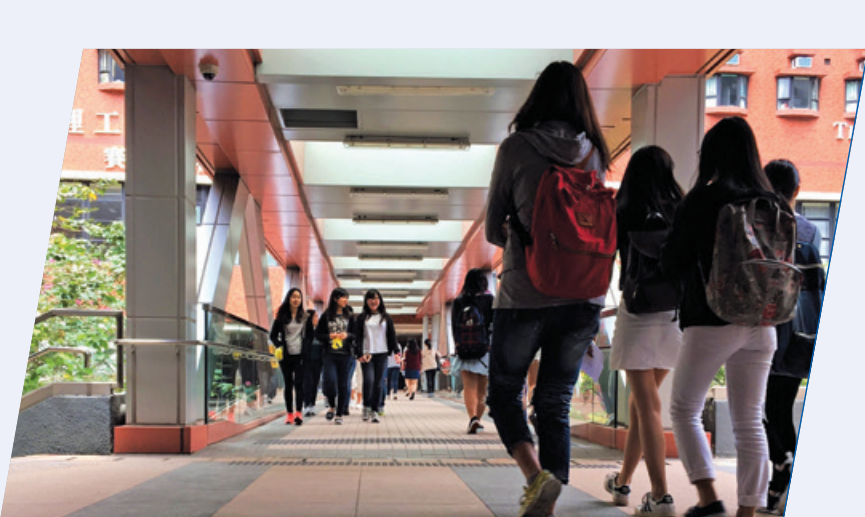
CPCE always regards people as its greatest asset. In 2018/19, the concerted efforts of all staff and students contributed to the College's remarkable achievements on various fronts.

CPCE一向視人才為最大的資產。於2018/19年度，有賴教職員及學生的共同努力，學院在不同方面達到卓越的成就。

CPCE Students CPCE 學生

In terms of full-time student enrolment, CPCE is one of the largest self-financing tertiary educational institutions in Hong Kong. With their outstanding academic achievements and performance in extra-curricular activities, our students brought home medals from a number of local or overseas contests.

以全日制學生人數計算，CPCE是香港最大的自資專上院校之一。我們的學生在學術以至課外活動領域，均成績優秀，在多個本地或海外比賽中奪取殊榮。



Student Achievements 學生成就

Prizes and Awards 獎項

1 The 38th Hong Kong Film Awards Poster Competition

With the theme of “Nothing to Lose”, the 38th Hong Kong Film Awards Poster Competition was held to invite promotional poster entries from artists in Hong Kong. Amidst fierce competition, **Liu Kai-hei Anson** (3rd right), a year-two student of Associate in Design (Advertising Design), became the champion, with his poster design displayed at the Hong Kong Cultural Centre in April 2019.

第38屆香港電影金像獎頒獎典禮海報設計比賽

第38屆香港電影金像獎頒獎典禮海報設計比賽以「烈火青春」為題，邀請香港藝術工作者設計宣傳海報。比賽競爭激烈，冠軍由設計學副學士（廣告設計）二年級同學**廖啟希**（右三）奪得，其作品於2019年4月在香港文化中心展出。

2 MTR Advertising – Innovate Festival Creative Contest 2018

Chow Ka-kiu (4th left), **Li Suet-wui** (4th right) and **Lo Wing-tung** (centre), year-two students of Associate in Design (Visual Communication), received a merit award in the “MTR Advertising – Innovate Festival Creative Contest 2018” organised by JCDcaux. Their project for Britannia StudyLink, an overseas education consultancy, was named one of the 17 finalists among over 100 participating groups and individuals.

港鐵廣告創意巡禮創意設計比賽2018

設計學副學士（視覺傳意）二年級同學**周嘉喬**（左四）、**李說茴**（右四）及**盧穎彤**（中）在德高貝登有限公司舉辦的2018年「港鐵廣告創意巡禮創意設計比賽」榮獲優異獎。在逾百個參賽團隊及個人單位中，她們為海外升學諮詢機構「英識教育」設計的宣傳海報，躋身決賽17強。



3 Reusable Bag Design Competition under the 9th Hong Kong Corporate Citizenship Program

Tang Hoi-man Hazel, a year-two student of Associate in Design (Visual Communication), received the first runner-up award in the Reusable Bag Design Competition (Student Division) under “The 9th Hong Kong Corporate Citizenship Program” co-organised by the Hong Kong Productivity Council and the Committee on the Promotion of Civic Education. The competition aimed at raising public awareness of corporate citizenship and promoting the use of eco-friendly reusable bags.

4 CILTHK Student Day 2019

A team of five year-two students of Associate in Business (Logistics and Supply Chain Management), namely **Cheung Shun-yat** (3rd left), **Choy Chun-hang** (3rd right), **Leung Ka-sin** (2nd right), **Lo Hou-kwan** (right) and **Wong Chi-yat** (2nd left), won a merit award in The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) Student Day 2019. Seven participating teams from tertiary institutions in Hong Kong and Macau were required to formulate solutions for pressing logistics and transportation related problems under tight time constraints.

第九屆香港企業公民計劃環保袋設計比賽

設計學副學士（視覺傳意）二年級同學**鄧凱文**榮獲香港生產力促進局與公民教育委員會合辦的「第九屆香港企業公民計劃」環保袋設計比賽（學生組）亞軍。比賽旨在宣揚企業公民理念，以及提升大眾使用環保袋的意識。

運輸與物流學術交流學藝比賽2019

工商業副學士（物流及供應鏈管理）五名二年級同學：**張信一**（左三）、**蔡俊恒**（右三）、**梁嘉倩**（右二）、**勞昊堃**（右）及**王致逸**（左二）組成隊伍，於香港運輸物流學會舉辦的2019年度「運輸與物流學術交流學藝比賽」，贏得優異獎。是次比賽共有七支來自香港及澳門大專院校的隊伍參加，他們需於時限內就物流及運輸相關的迫切問題提出解決方案。

5 Hang Seng Bank – Help the Police Fight Youth Crime Competition 2018

Four students of Associate in Design (Advertising Design), namely **Chan Cho-yan** (left), **Chan Pei-hang** (centre), **Mok Sze-kwan** (right) and **Tsang Tsz-yan**, won the championship in the Tertiary Section of “Hang Seng Bank – Help the Police Fight Youth Crime Competition 2018”. They received certificates and scholarships from Mr Lo Wai-chung, the then Commissioner of Police, and Ms Louisa Cheang, Vice-Chairman and Chief Executive of Hang Seng Bank, at the award presentation ceremony.

6 SOJLEHK Group Project Award 2017/18

Three students of Associate in Language and Culture, namely **Chan Ka-wai** (3rd right), **Ho Ka-chun** (2nd left) and **Mak Kin-shing** (2nd right), won a scholarship in the SOJLEHK Group Project Award 2017/18 granted by the Society of Japanese Language Education Hong Kong. They proudly received the award in the presence of Mr Tomofumi Koida (3rd left), Consul of the Public Relations and Cultural Affairs Division of the Consulate-General of Japan in Hong Kong.

恒生銀行之協助警方撲滅青少年罪行比賽 2018

設計學副學士（廣告設計）四名同學：**陳楚茵**（左）、**陳佩行**（中）、**莫詩君**（右）及**曾紫茵**，在「恒生銀行之協助警方撲滅青少年罪行比賽2018」奪得專上組冠軍。於頒獎典禮上，時任警務處處長盧偉聰先生及恒生銀行副董事長兼行政總裁鄭慧敏女士向她們頒發獎狀及獎學金。

2017/18香港日本語教育研究會小組研究項目獎

語文及文化副學士三名同學：**陳家偉**（右三）、**何家俊**（左二）及**麥健誠**（右二）獲頒「2017/18香港日本語教育研究會小組研究項目獎」獎學金。他們於頒獎典禮上接過獎項，日本駐香港總領事館廣報文化部領事鯉田知史先生（左三）也有出席。



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7 GTTP X Lotus Tours Itinerary Design Competition 2018

Three students of Associate in Business (Tourism Management), namely **Lee Wai-ting** (left), **Tam Ka-chun** (2nd left) and **Tse Long-yin** (centre), were awarded the Merit Prize in the Tertiary Institution Group of the “GTTP X Lotus Tours Itinerary Design Competition 2018” co-organised by The Global Travel & Tourism Partnership and Lotus Tours. The competition aimed at encouraging tertiary students studying hotel and tourism to create their unique itineraries based on market needs and theories. They received their prize from Ms Keller Mak (right), General Manager of Lotus Tours.

8 “The Chin Family” Personal Finance Ambassador Programme

A team of six SPEED students, namely **Chan Hoi-ching** (3rd right), **Cheng Tak-cheung** (2nd left), **Cheung Wai-man** (3rd left), **Chiu Sze-ting** (middle), **Li Wing-yi** (4th left) and **Ho Pui-yee** (4th right), won the Silver Award for “Excellent Financial Education Initiative” at “The Chin Family” Personal Finance Ambassador Programme organised by the Investor and Financial Education Council. Trained as Personal Finance Ambassadors, contesting teams from different local tertiary institutions were required to develop financial management educational campaigns for their own institutions.

GTTP X 安達旅運行程設計比賽2018

工商業副學士（旅遊管理）三名同學：**李偉亭**（左）、**譚嘉駿**（左二）及**謝朗言**（中），在全球旅遊與旅遊業合作組織和安達旅運合辦的「GTTPX安達旅運行程設計比賽2018」，獲得大專組優異獎。是次比賽旨在鼓勵修讀酒店及旅遊課程的大專生融合實際市場需要和理論，設計獨特的旅遊行程。他們從安達旅運總經理麥秀蘭女士（右）手中接過獎項。

「錢家有道」個人理財大使計劃

SPEED六名同學：**陳海晴**（右三）、**鄭惠彰**（左二）、**張瑋文**（左三）、**趙詩婷**（中）、**李穎怡**（左四）及**何珮而**（右四）組成的隊伍，參加由投資者及理財教育委員會主辦的「錢家有道」個人理財大使計劃，並奪得「優秀理財教育動議」亞軍。來自本地多間大專院校的參賽隊伍，在比賽中擔任理財大使，為所屬院校設計理財教育宣傳計劃。

9 IPSHK Outstanding Student Award

Lau Yiu-man, a student from BA (Hons) in Business (Operations and Supply Chain Management), was honoured with the Outstanding Student Award by The Institute of Purchasing & Supply of Hong Kong on 13 April 2019.

10 CIPS Best Student Awards 2018

Three students from BA (Hons) in Business (Operations and Supply Chain Management) received accolades from the Chartered Institute of Procurement & Supply (CIPS) Best Student Awards 2018 in recognition of their outstanding performance in essay writing, panel interviews and discussions on procurement and supply chain issues. **Lau Yiu-man** (right) was awarded the Certificate of Merit, and **So Pui-shan** (left) and **Yau Mui** (2nd left) the Certificate of Appreciation in the prize presentation ceremony.

11 Global Business Case Challenge at Ritsumeikan Asia Pacific University

A team of four students from the BA (Hons) Scheme in Business, namely **Leung Siu-wa Samuel** (left), **Yuen Wai-chiu** (2nd left), **Lee Sung-yuen Jerry** (centre) and **Yu Ka-ho Jimmy** (2nd right), won the Social Media Award in the Global Business Case Challenge organised by Ritsumeikan Asia Pacific University, Japan, from 1 to 7 October 2018. Contesting teams were required to solve a real-world business challenge within a tight timeframe. They were also required to produce a video introducing the team and their city of origin.

IPSHK 傑出學生獎

商業（榮譽）文學士（營運及供應鏈管理）同學**劉耀文**，於2019年4月13日獲香港物資採購與供銷學會頒發傑出學生獎。

CIPS卓越學生大賽2018

商業（榮譽）文學士（營運及供應鏈管理）三名同學於英國皇家採購與供應學會（CIPS）舉辦的卓越學生大賽2018，憑藉出色的採購及供應鏈論文作品，以及小組討論與面試表現，獲頒不同殊榮。於頒獎禮上，**劉耀文**（右）獲頒優異獎，**蘇佩珊**（左）及**丘妹**（左二）則分別獲頒嘉許狀殊榮。

立命館亞洲太平洋大學環球商業案例比賽

由商業（榮譽）文學士組合課程的四名同學：**梁兆華**（左）、**袁偉釗**（左二）、**李崇遠**（中）及**余家灝**（右二）組成的隊伍，於2018年10月1日至7日在日本立命館亞洲太平洋大學舉行的環球商業案例比賽，奪得社交媒體獎。參賽隊伍需於限時內解決一個真實的商業難題，並須製作一段短片，介紹團隊及其居住的城市。



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Athletic Achievements 運動成就

12 Secondary School and Tertiary Institution Taekwondo Competition 2019

Fourteen members of the PolyU Taekwondo Team, including nine students from HKCC, became the overall champion in the “Secondary School and Tertiary Institution Taekwondo Competition 2019” held by Hong Kong Taekwondo Association. HKCC athletes captured two champions, two first runners-up and two second runners-up.

13 USFHK Taekwondo Competition 2017/18

Tang Chun-kit (right), a year-two student of BSc (Hons) in Applied Sciences (Health Studies), was crowned champion in the Men’s Black Belt (Bantam) Taekwondo Competition 2017/18 organised by The University Sports Federation of Hong Kong, China.

香港學界跆拳道比賽2019

香港理工大學跆拳道隊伍14名成員，包括九名HKCC同學，在香港跆拳道協會舉辦的「香港學界跆拳道比賽2019（中學及大專組）」，贏得全場總冠軍。HKCC健兒勇奪兩項冠軍、兩項亞軍及兩項季軍。

中國香港大專體育協會跆拳道比賽 2017/18

應用科學（榮譽）理學士（健康學）二年級同學鄧俊傑（右），於中國香港大專體育協會（USFHK）男子黑帶（雛量級）跆拳道比賽2017/18贏得冠軍。

14 The 13th World Firefighters Games

Lam Yim-ping (centre), a year-one student of BSc (Hons) in Psychology, was crowned champion in both the road race and time trail in the 13th World Firefighters Games held in Chungju, South Korea, in September 2018.

15 International Gateball Championship Miaoli 2018

Ng Wing-ye (4th right), a year-two student of BSc (Hons) in Applied Sciences (Health Studies), and her teammates became the champion in the triple match of the International Gateball Championship Miaoli 2018 organised by the Chinese Taipei Gateball Association. Her team also won the second runner-up in the 2nd Asian Youth Gateball Championship 2018.

第13屆世界消防運動會

心理學（榮譽）社會科學學士一年級同學林艷萍（中），於2018年9月在南韓忠州舉行的第13屆世界消防運動會，奪得公路賽及個人計時賽兩項冠軍。

2018年苗栗國際槌球邀請賽

應用科學（榮譽）理學士（健康學）二年級同學吳泳儀（右四）及其隊伍，於中華台北槌球協會舉辦的2018年苗栗國際槌球邀請賽，贏得三人組場地冠軍。他們亦於2018年第二屆亞洲青少年門球錦標賽，獲得季軍。



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16 Standard Chartered Tertiary League 2018

Tam Wing-yan, a year-one student of BA (Hons) in Hospitality Management, and her teammates won the second runner-up in the Standard Chartered Tertiary League 2018 organised by the Hong Kong Rugby Union.

17 Open 8+ Shing Mun River Regatta 2018

Wong Wai-lam (right, back row), a year-two student of BA (Hons) in Business (Health Services Management), and her teammates won the first runner-up in the Women's Open 8+ Shing Mun River Regatta 2018 organised by the Hong Kong, China Rowing Association.



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渣打大專欖球聯賽2018

款待業管理（榮譽）文學士一年級同學**譚詠恩**及其隊伍，於香港欖球總會舉辦的渣打大專欖球聯賽2018獲得季軍。

城門河賽艇賽女子8+公開賽2018

商業（榮譽）文學士（醫務行政管理）二年級同學**王慧霖**（後排右）及其隊伍，於中國香港賽艇協會舉辦的城門河賽艇賽女子8+公開賽2018奪得銀牌。

18 The 3rd East Asia Tchoukball Championships

Cheng Wai-yan, a year-one student of BA (Hons) in Travel Industry Management, and her teammates won the first runner-up in the 3rd East Asia Tchoukball Championships held in Zhuhai, China, in June 2018. The team also won the second runner-up in the 8th Asia Pacific Tchoukball Championships held in Singapore in July 2018.

19 The 38th Hong Kong Volleyball Championship

Tsui Hiu-man, a year-one student of BA (Hons) in Marketing Management, and her teammates won a silver medal in the 38th Hong Kong Volleyball Championship organised by the Volleyball Association of Hong Kong, China, in July 2018. Her team also won the first runner-up in the Women's Volleyball Competition 2018/19 organised by The University Sports Federation of Hong Kong, China in March 2019.

第三屆東亞巧固球錦標賽

旅遊服務業管理（榮譽）文學士一年級同學**鄭慧恩**及其隊員，於2018年6月在中國珠海舉行的第三屆東亞巧固球錦標賽獲得亞軍，亦於同年7月在新加坡舉行的第八屆亞洲盃巧固球錦標賽獲得季軍。

第38屆全港公開排球錦標賽

市場營銷管理（榮譽）文學士一年級同學**徐曉雯**及其隊伍，於2018年7月香港排球總會舉辦的第38屆全港公開排球錦標賽獲得銀牌，並於2019年3月中國香港大專體育協會舉辦的女子排球比賽2018/19奪得亞軍。



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Exhibitions 展覽

20 Exhibition on Hong Kong Grassroots Housing and Community Design

Six year-two students of Associate in Design (Environment and Interior Design), namely **Chan Shuk-ting, Chan Yuen-lam, Kwok Tsz-ching, Mak Ka-yee, Sin Pik-yu and Tam Ka-yau**, showcased their tailor-made furniture for families living in sub-divided flats at an exhibition on Hong Kong grassroots housing and community design from 22 to 23 December 2018 in Kwun Tong. Organised by The Hong Kong Council of Social Service, this project aimed at improving the living conditions of underprivileged families and cultivating young social designers.

21 Fishpond Diving Sustainable Art Festival 2019

Five students of Associate in Design (Visual Communication), namely **Chow Ka-kiu, Ho Hau-hei Matthew, Tong Wing-lam Cherrie, Wong Yuen-ting and Yeung Cheuk-hin**, created five individual artworks for the “Fishpond Diving Sustainable Art Festival 2019” held at Tai Sang Wai, Yuen Long on 19 and 20 January 2019. Initiated in 2018, the art festival was co-organised by the non-profit art group Art Together and Hong Kong Bird Watching Society, with the aim of popularising the idea of sustainability and nature education.

理·地·想 — 基層生活空間協作展：港式基層家居 X 社區設計

六名設計學副學士（環境及室內設計）二年級同學：**陳淑婷、陳琬霖、郭子晴、麥嘉儀、單碧瑜及譚家柔**，於2018年12月22及23日在觀塘舉辦的「理·地·想—基層生活空間協作展：港式基層家居X社區設計」中，展出了他們為居於分間單位（劏房）的家庭特製的家具。是次計劃由香港社會服務聯會主辦，旨在改善基層家庭的生活環境，並培育年輕的社會設計師。

落塘源野藝術節2019

五名設計學副學士（視覺傳意）同學：**周嘉喬、何厚熹、唐穎琳、黃琬婷及楊焯軒**，為「落塘源野藝術節2019」創作五份藝術作品，於2019年1月19及20日在元朗大生圍展出。是次藝術節於2018年首次由民間非牟利藝術組織「藝術到家」及香港觀鳥會合辦，旨在推廣永續生活及自然教育。



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Student Enrolment Numbers in 2018/19
2018/19 年度學生人數

Programme Category 課程類別	Number of Students 學生人數	
	Full-time 全日制	Part-time 兼讀制
Sub-degree Programmes 副學位課程		
Programmes leading to PolyU-HKCC awards 理大香港專上學院學銜課程	9,433	-
Top-up Honours Degree Programmes 榮譽學士學位銜接課程		
Programmes leading to PolyU-SPEED awards 理大專業進修學院學銜課程	2,401	597
Programmes leading to PolyU awards 理大學銜課程	241	1,229
Total 總數	12,075	1,826

(Figures as of 31 December 2018 截至 2018年12月31日)

Graduate Numbers in 2018/19
2018/19 年度畢業生人數

Level of Award 學術水平	Number of Graduates 畢業生人數 ¹
Sub-degree 副學位 ²	3,921
Bachelor's degree 學士學位	1,184
Total 總數	5,105

Remarks:

- 1. The above refers to the total number of graduates from programmes leading to PolyU-HKCC and PolyU-SPEED awards, including credit-bearing continuing education courses under the Credit Accumulation Mechanism (CAM).
- 2. Including Associate Degree, Higher Diploma, Professional and Continuing Education Diploma and Certificate.

備註：

- 1. 指各項理大香港專上學院學銜及理大專業進修學院學銜課程（包括學分累積制下持續進修課程）的總畢業生人數。
- 2. 包括副學士、高級文憑、專業進修文憑及證書。

CPCE Staff
CPCE 教職員

CPCE has a team of experienced academic staff with diverse professional expertise, with a majority of them holding doctoral degrees conferred by prestigious universities. Besides teaching duties, they are engaged in research and scholarly activities, and active in maintaining close ties with business and industry. Our staff members collaborate closely to help students excel in their studies and personal development.

CPCE的教員團隊於各自的專業範疇，擁有豐富的經驗，大部分教員均獲知名大學頒授博士學位。除教學工作外，他們亦參與研究及學術活動，並積極與工商業界建立連繫。教職員團結一致，協助學生提升學習表現及個人成長。

Staff Numbers 教職員人數

CPCE staff numbers as of 30 June 2019:
截至2019年6月30日，CPCE教職員人數為：

	CPCE Teaching Units CPCE 教學單位		Other CPCE Offices CPCE其他部門	All CPCE Teaching Units and Offices 所有CPCE教學單位及部門
	HKCC	SPEED		
Full-time academic staff number 全職教學人員人數	223	72	1	296
Full-time non-academic staff number 全職非教學人員人數	81	75	115	271
Total number of full-time staff 全職教職員總人數	304	147	116	567
	Teaching Units 教學單位			
	HKCC	SPEED		
Doctorally-qualified full-time academic staff (%) 擁有博士學位資歷的全職教學人員比例	57%	84%		

Doctoral Degrees of CPCE Faculty Members CPCE 教員的博士學位資歷



Our faculty members obtained their doctoral degrees from the following universities:
我們的教員從以下的大學取得博士學位：

Australia 澳洲

- Australian National University
澳洲國立大學
- Macquarie University
麥覺理大學
- The University of Newcastle, Australia
澳洲紐卡素大學
- The University of Western Australia
西澳大學
- University of South Australia
南澳大學

Canada 加拿大

- Wilfrid Laurier University
威爾弗里德·勞雷爾大學

France 法國

- Paris Diderot University
巴黎狄德羅大學

Hong Kong 香港

- City University of Hong Kong
香港城市大學
- Hong Kong Baptist University
香港浸會大學
- Lingnan University
嶺南大學

- The Chinese University of Hong Kong
香港中文大學
- The Education University of Hong Kong
香港教育大學
- The Hong Kong Polytechnic University
香港理工大學
- The Hong Kong University of Science and Technology
香港科技大學
- The University of Hong Kong
香港大學

The Chinese Mainland and Other Asian Countries
中國內地及其他亞洲國家

- National University of Singapore
新加坡國立大學
- Shanghai University of Finance and Economics
上海財經大學

The United Kingdom 英國

- Durham University
杜倫大學
- Heriot-Watt University
海華大學
- Imperial College London
倫敦帝國學院

- Lancaster University
蘭卡斯特大學
- Newcastle University
紐卡素大學
- Sunderland University
桑德蘭大學
- The University of Manchester
曼徹斯特大學
- The University of Warwick
華威大學
- University of Birmingham
伯明翰大學
- University of Bristol
布里斯托大學
- University of Essex
艾克斯大學
- University of Glasgow
格拉斯哥大學
- University of Leicester
萊斯特大學
- University of Liverpool
利物浦大學
- University of London
倫敦大學
- University of Southampton
南安普敦大學
- University of St Andrews
聖安德魯斯大學

The United States 美國

- Oklahoma State University
奧克拉荷馬州立大學
- University at Albany, S.U.N.Y.
紐約州立大學阿爾巴尼分校
- University of California, Los Angeles
加州大學洛杉磯分校
- University of Wisconsin-Madison
威斯康辛大學麥迪遜分校
- Upstate Medical University, S.U.N.Y.
紐約州立大學上州醫科大學

Staff Achievements 教職員成就

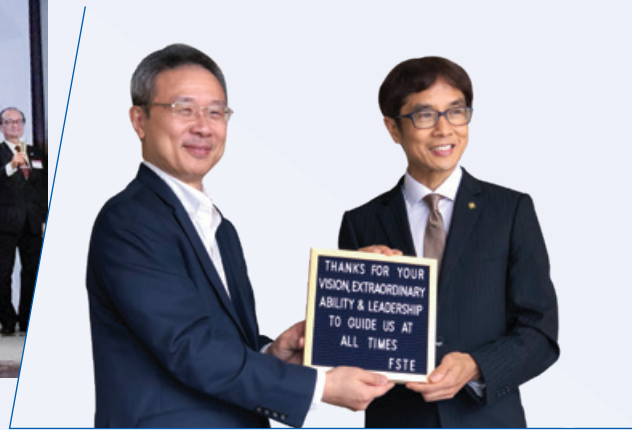
In 2018/19, CPCE staff members received accolades or public service appointments for their achievements in research-scholarly activities or expertise in related professions.

Prof Peter Yuen, Dean of CPCE, received a special commendation from the Federation for Self-financing Tertiary Education (FSTE) for his service as Chairman for three consecutive terms. Prof Yuen remains on FSTE's Executive Committee as immediate past Chairman.

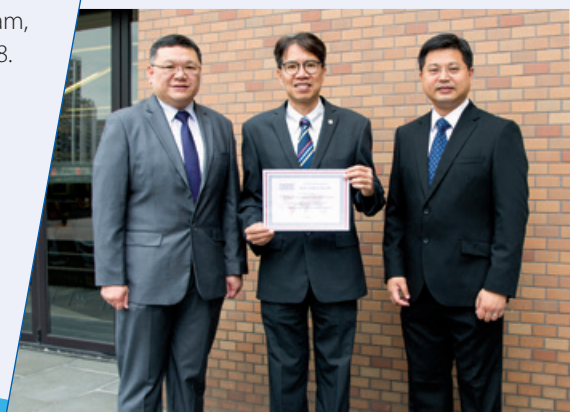


2018/19年，CPCE教職員憑藉在學術研究活動方面的成就，或在相關領域的專業知識，獲得殊榮或出任公職。

CPCE院長**阮博文教授**獲自資高等教育聯盟特別表揚，感謝他連續三屆出任主席的貢獻。阮教授將以上屆主席身份擔任執行委員會成員。



Dr Adam Wong, Senior Lecturer, **Dr Simon Wong**, Lecturer, **Dr Eric Woo**, Principal Lecturer, and **Mr Jacky Wong**, Research Assistant, received the Best Paper Award for the paper, *Student Perceptions on the Use of Student Response System in Higher Education in Hong Kong*, at the 5th Teaching and Education Conference held in Amsterdam, the Netherlands, in June 2018.



高級講師**黃嘉樂博士**、講師**王志宏博士**、首席講師**胡建生博士**及研究助理**黃嘉偉先生**，於2018年6月在荷蘭阿姆斯特丹舉行的第五屆教學及教育研討會發表論文*Student Perceptions on the Use of Student Response System in Higher Education in Hong Kong*，獲頒最佳論文獎。

◀ (From left) Dr Eric Woo, Dr Adam Wong and Dr Simon Wong
(左起) 胡建生博士、黃嘉樂博士及王志宏博士

The research paper, *The Consumer's Attitude Regarding Online Advertising in Hong Kong*, co-authored by **Mr Joseph Lau**, Lecturer, and **Ms Jenny Lam**, 2018 graduate of BA (Hons) in Marketing and Public Relations, was honoured with the Excellent Paper Award at the 159th International Society for Engineering Research and Development (ISERD) International Conference held in Seoul, South Korea, in May 2019.

Mr Lau also won the Best Paper Award at the MAG Scholar Conference in Business, Marketing & Tourism in Macau in June 2019 for his paper, *The Impact of Social Media Marketing on Young Generation's Purchasing Behavior of Smart Product*, which was co-authored with Dr Jieqi Guan, Lecturer of Institute for Tourism Studies, Macau.



▶ Mr Joseph Lau won the Excellent Paper Award in a research conference in South Korea.
劉銳業先生在南韓的研究會議中奪得最傑出論文獎。

Dr Artie Ng, SPEED Deputy Director, was appointed as a member and the Convenor of the Advisory Group – Financial Education for Tertiary Students for 2018 and 2019. Additionally, Dr Ng was appointed as a member of the Working Group for the Development of the Hong Kong Financial Competency Framework 2.0 in January 2019. The two working groups which Dr Ng served are under the Investor and Financial Education Council, a subsidiary of the Securities and Futures Commission (SFC) of the HKSAR Government responsible for improving financial literacy in Hong Kong.

▶ Dr Artie Ng
吳偉昌博士



講師**劉銳業先生**及市場營銷及公共關係（榮譽）文學士2018年畢業生**林穎君女士**，聯合撰寫的論文*The Consumer's Attitude Regarding Online Advertising in Hong Kong*，於2019年5月在南韓首爾舉行的第159屆國際工程研究與發展協會國際研討會中，獲得最傑出論文獎。

另外，劉先生及澳門旅遊學院講師**管潔琦博士**聯合撰寫的論文*The Impact of Social Media Marketing on Young Generation's Purchasing Behavior of Smart Product*，則於2019年6月在澳門舉行的MAG學者商業、營銷及旅遊會議中，奪得最佳論文獎。



▶ Best paper award received by Mr Lau for his co-authored paper presented in Macau.
劉先生參與撰寫的論文於澳門獲頒最佳論文獎。