

New Books by CPCE Scholars CPCE學者最新著作

Research and scholarly activities are highly encouraged at CPCE as they foster the development of knowledge. Below are the highlights of some books authored by CPCE academics:

CPCE積極推廣研究及學術活動，以推動知識的發展。以下為學院講師的部分最新著作簡介：

Dr John Lee, HKCC Lecturer



Hong Kong was once known as the "Football Kingdom of the Far East". In 1954 and 1958, ethnic Chinese players from Hong Kong represented the Republic of China and won the football gold medals in the 2nd and the 3rd Asian Games. Given that there had been no comprehensive account of this golden era of Hong Kong football, Dr Lee decided to write this book to document the contributions made by players and other members of Hong Kong's football community in the early years of the post-World War II era. This book also analyses the development of Hong Kong football from the 1950s to the 1970s by taking into account the political factors in the Cold War period. Another topic discussed in the book is the interplay between national identity and local identity manifested through football in Hong Kong. This book is therefore not only for football fans, but also for those interested in Hong Kong's political and social history.

《足球王國—戰後初期的香港足球》

HKCC講師李峻嶸博士

香港曾經被譽為「遠東足球王國」。1954年及1958年，有本港華人球員代表中華民國參加第二及第三屆亞運會並贏得金牌。鑑於未有書籍對香港這段輝煌的足球歷史作有系統的記載，李博士撰寫此書，記述二戰後初期香港足球員及其他足球界人士的貢獻。這本書不但從冷戰時期的政治形勢分析50至70年代的香港足球發展，亦探討了足球與港人身份認同和國族歸屬感的關係。這本書乃為足球迷及對本港政治和社會歷史有興趣的人士而撰寫。



Corporate Finance

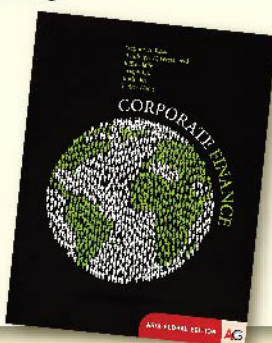
Dr Helen Wong, HKCC Associate Division Head (Business) and Principal Lecturer



Corporate Finance was co-authored by Dr Wong with renowned scholars from the United States and Singapore, such as Prof. Stephen A. Ross of Massachusetts Institute of Technology, Prof. Randolph W. Westerfield of University of Southern California, and Prof. Jeffrey F. Jaffe of University of Pennsylvania, and was published by McGraw-Hill Education in 2015. The last decade has witnessed fundamental changes in financial markets and financial instruments. These developments have placed new burdens on the teaching of corporate finance. The book emphasises modern fundamentals of the theory of finance and makes the theory come to life with contemporary examples. Well received by students at the undergraduate and MBA levels, the book has been adopted as a textbook in various education institutions like PolyU and The Chinese University of Hong Kong.

HKCC工商管理學部副主任兼首席講師黃舜敏博士

Corporate Finance 一書由黃博士與多位美國和新加坡著名學者，包括美國麻省理工學院 Stephen A. Ross 教授、南加州大學 Randolph W. Westerfield 教授及賓夕法尼亞大學 Jeffrey F. Jaffe 教授等聯合撰寫，2015年由 McGraw-Hill Education 出版。過去十年，財務市場及金融工具經歷了大幅變化，為企業財務的教學工作帶來衝擊。這本書著重以當代例子闡釋財務理論，務求令讀者掌握最新的理論知識；此書已獲香港理工大學及香港中文大學等院校採用為教科書籍，廣受學士及碩士商科生歡迎。



Governance Wisdom of the Great Learning

Dr Vincent Law, SPEED Lecturer

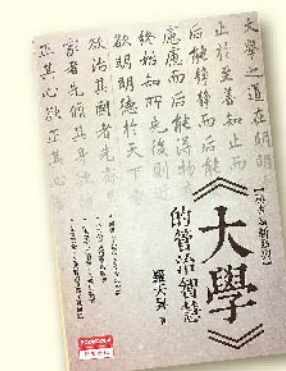
Dr Law authored the Chinese book *Governance Wisdom of the Great Learning* which was published in July 2015. The book was the first of the "Innovation from Ancient Thoughts" specialty series which attempts to apply ancient Chinese wisdom (especially Confucian philosophy) in contemporary public administration, management, and personal development. The *Great Learning* was one of the four classics "Four Books" in ancient China which contained a clear systematic philosophical framework based on "The Way of Great Learning", the "Three Principles", and the "Eight Items". The book contains full modern translation and annotations for the *Great Learning*, a brief review of western literature in governance, as well as governance wisdom extracted for application in the modern society. "My target readers are individuals who are interested in Chinese philosophy and its contemporary application. Hopefully they can encounter new reading experience offered by my book," said Dr Law.



《〈大學〉的管治智慧》

SPEED講師羅天昇博士

羅博士撰寫的《〈大學〉的管治智慧》一書於2015年7出版。此書是「與古為新系列」的第一部，嘗試將中國古代智慧（尤其儒家哲學）應用於現代公共行政、管理及個人發展。《大學》有一套清晰而系統化的思想體系，以「大學之道」、「三綱領」及「八條目」為中心。此書為《大學》全文今註今譯，扼要回顧西方管治的文獻，以及提煉一些適用於現代社會的管治智慧。羅博士說：「我的目標讀者是有興趣閱讀中國哲學及其現代應用的人士，希望此書能為他們帶來嶄新的閱讀體驗。」



CSR Orientation and Employer Attractiveness

Dr Mike Kan, SPEED Senior Lecturer

Achieving a good organisation-person fit is vital to organisational survival and can also create a win-win phenomenon for both employers and job applicants. One of the factors of this "fit" can hinge on how job applicants perceive whether their prospective employers have Corporate Social Responsibilities (CSR) that match their own CSR orientation ("CSRO") and CSRO can be one of the employer-attractiveness influencing factors. However, the construct and definition of CSR and CSRO have been elusive, subject to different social-cultural environments, time frame and value orientations of people. Few research studies have been done, mainly in Western culture, but none in the Hong Kong's graduate labour market. Dr Kan therefore conducted a study to investigate the relationships between CSRO of undergraduate students in their senior years and employer attractiveness in Hong Kong's labour market. The outcomes of the research are informative for both human resources management theories and practices in organisations where there is a debate over whether, and how, they should pursue a CSR agenda.



SPEED高級講師簡慶基博士

企業與員工之間的良好契合，不但對企業的健康發展十分重要，而且能夠為僱主與求職者帶來雙贏局面。一間機構的社會企業責任（CSR）策略能否符合求職者的CSR取向（CSR Orientation, CSRO），乃促進機構與員工順利契合的關鍵，故此CSRO是企業受歡迎程度的影響因素之一。受到社會文化環境、價值觀和時間因素的影響，要為CSR和CSRO作出定義及概念建構並不容易。過去學者圍繞CSR和CSRO所進行的數項調查，主要聚焦於西方企業環境，未嘗探討本地畢業生的就業情況。有鑑於此，簡博士向高年級學士學位課程學生進行了一項調查，以探討求職者的CSRO與企業吸引程度的關係，並把研究結果輯錄成書。由於企業在應否及如何履行CSR的問題上一直存在爭議，簡博士的研究結果為人力資源管理理論以及企業常規慣例方面，提供了寶貴的參考資訊。

