



The Mission of Business Review

The inaugural issue of HSMC Business Review is available **NOW!!!** Six interesting articles are included in this unique very first issue, which serves as a milestone in the field of business related research in HSMC. It arouses and leads the discussion in business practice. It aims at circulating new business-related research and innovative ideas, especially about interdisciplinary subjects, so that readers can draw advantages on the challenges generated by changes in local and global economy and business environments.

- Contents of the 1st issue -



- Drivers behind Dietary Supplement Consumption
- The Impact of an Aging Population in China
- International Marketing and Positioning Strategies for Thai Universities
- How Taiwan Companies drive performance by investing in people
- An Exploratory Study on the Social Enterprise Sector in Hong Kong
- Mitigating Employment Discrimination Against Immigrants

We are now preparing the next issue of HSMC Business Review, HSMC staff who would like to submit articles (around 2,000-3,000 words) are encouraged to email your works to us through businessreview@hsmc.edu.hk. Should you have any questions, please feel free to email us.



Special thanks to two Editors-in-Chief, five Associate Editors and members of the Editorial Reviewer Board and Editorial Support Team. We couldn't have published the HSMC Business Review without their great help.