



Organizer:

The Research Institute for Business (RIB)
School of Business
The Hang Seng University of Hong Kong

Strategic Corporate Partner:

SynTao Green Finance



2022 International Conference on Technology and Innovation in Business: A Sustainable Perspective

Conference Programme for Presentation

7 July 2022, Thursday

09:00 – 10:20	Opening Plenary	
09:00 – 09:30	Registration	Foyer, A401, Fung Yiu King Hall, S H Ho Academic Building
09:30 – 10:20	Opening Plenary	A401, Fung Yiu King Hall, S H Ho Academic Building
	09:30 – 09:40	Welcome Remarks Prof Louis T.W. CHENG Dr S H Ho Professor of Banking and Finance Director of the Research Institute for Business (RIB) <i>The Hang Seng University of Hong Kong</i>
	09:40 – 10:00	<u>Keynote Speech I</u> Prof Agnes C.S. CHENG Professor of Accounting Dale Looper Chair in Accounting <i>University of Oklahoma</i>
	10:00 – 10:20	<u>Keynote Speech II</u> Prof John W. GOODELL Professor of Finance <i>University of Akron</i>
10:20 – 10:30	Break	



16:00 – 17:45 Concurrent Session 3

Session C1: General Finance

Session Chair: Prof Qiang WU, The Hong Kong Polytechnic University

Venue: A403, S H Ho Academic Building

The Price of Losing Trust: The Case of YouTube Creators (MS07)

Jeong Ho John KIM (Emory University, USA) and

Sung Kwan LEE (Chinese University of Hong Kong Shenzhen, China)

Corruption Exposure and Firm Value of Multinationals (MS14)

John Fan ZHANG (Macau University of Science and Technology, Macau)

New Trading Strategy in Investment: A Study of the Hedge Funds from Emerging and Developed Markets (MS30)

Zhuhui LV (Guangdong University of Foreign Studies, China), James CHEONG (The Hang Seng University of Hong Kong, Hong Kong), Kam Hung CHUI (The Hang Seng University of Hong Kong, Hong Kong), and Wing-Keung WONG (Asia University, Taiwan)

Financial Openness, Stock Price Informativeness, and Firms' Productivity: Quasi-Experimental Evidence from China (MS35)

Fujun LAI (Yunnan University of Finance and Economics, China), Wui Wing Andy CHENG (The Hang Seng University of Hong Kong, Hong Kong), Wai Yan SHUM (The Hang Seng University of Hong Kong, Hong Kong), and Sha ZHU (Yunnan University of Finance and Economics, China)

Session C2: ESG and Corporate Finance

Session Chair: Prof Roman MATOUSEK, Queen Mary University of London

Venue: A404, S H Ho Academic Building

Does Media Coverage of Firms' Environment, Social, and Governance (ESG) Incidents Affect Analyst Coverage and Forecasts? (MS11)

Apirl Zhichao LI (Durham University, UK) and Guanming HE (Durham University, UK)

Environmental Information Disclosure and Stock Price Crash Risk: Evidence from China (MS19)

Tianlong LIAO (Sun Yat-sen University, China), Jerry CAO (The Hang Seng University of Hong Kong, Hong Kong), Rui LU (Sun Yat-sen University, China), Cheng YAN (University of Essex, UK), and Jiayue ZHAO (Sun Yat-sen University, China)

CEO Tenure and Environmental Fraud in Family Firms (MS21)

Yang WANG (University of Dundee, UK), Yifei ZHANG (The Hong Kong Polytechnic University, Hong Kong), Xiao CHANG (BNU-HKBU United International College, China), and Wei KANG (Anglia Ruskin University, UK)

Environmental Social Governance Policies and Corporate Investment Efficiency: Evidence from the Quasi-Natural Experiment in China (MS34)

Cheng YAN (University of Essex, UK), Zhicheng MAO (Zhejiang University of Technology, China), Chi Keung Marco LAU (The Hang Seng University of Hong Kong, Hong Kong), and Giray GOZGOR (Istanbul Medeniyet University, Turkey),