



HSUHK SBUS Summer Research Camp 2026

The HSUHK School of Business (SBUS) is hosting a Summer Research Camp on June 11 (Thur), 2026 at our main campus (Siu Lek Yuen, Shatin). The purpose of the Camp is twofold:

1) to provide opportunities for colleagues to catch up with latest research issues in their own areas (Accounting, Economics and Finance, Management, and Marketing), to present and share research findings among peers, in order to receive useful feedback to enhance their research.

2) to provide opportunities for colleagues from different departments to discuss interdisciplinary research possibilities by getting to know each other's research and to explore ideas for writing proposals for the forthcoming RGC grant exercise.

Non-SBUS and external academic may attend the Camp by invitation. Light lunch will be provided, and refreshments will be available at the Departmental Research Planning Roundtable. Below please see a brief programme rundown of the event. For more details, please visit <https://rib.hsu.edu.hk/conference-and-symposium-3/>

Physical attendance only. To register:
<https://forms.office.com/r/ZX7ar5hVEW>



10AM-4:45PM

11


JUNE 2026
THURSDAY

Main Campus of HSUHK
Hang Shin Link, Siu Lek Yuen, Shatin
Hong Kong

Contact Us

 rib.support@hsu.edu.hk

More Information

 <https://rib.hsu.edu.hk/conference-and-symposium-3/>

Keynote Speakers



Prof Raymond KAN
HKUST/U Toronto



Prof Harry WU Feng
Lingnan University



Prof Wendong LI
CUHK



Prof Vincent WONG
CityU



HSUHK SBUS Summer Research Camp 2026


Programme

June 11 (Thur), 2026	
10:00am-10:15am	Registration (Room: Space4All, Library, Block A)
10:15am-10:30am	Opening Remarks (by Dean Park) (Room: Space4All, Library, Block A)
10:30am-10:45am	Research Database Overview (Library representative) (Room: Space4All, Library, Block A)
10:45am-12:15pm	<p><u>Concurrent Session A1: ACY & EAF (Room: Space4All, Library, Block A)</u></p> <ul style="list-style-type: none"> • Featured Presentation: EAF (45mins): Prof. Raymond KAN, Professor of Finance, Rotman School of Management, University of Toronto, Visiting Professor of Finance, HKUST Topic: Optimal Portfolio with Options • Featured Presentation: ACY (45mins) Prof. Harry WU Feng, Professor of Accountancy, Lingnan University Topic: Accountants' Understanding of Accounting Standards: IFRS Training and Firms' International Investment
	<p><u>Concurrent Session B1: MGT & MKT (Room: A314)</u></p> <ul style="list-style-type: none"> • Featured Presentation: MGT (45mins) Prof. Wendong LI, Associate Professor of Management, CUHK Topic: Do Money and Time Change Who You Are? A Continuous-Time Meta Analysis of Reciprocal Relationships between Income and Personality • Featured Presentation: MKT (45mins) Prof Vincent WONG, Associate Professor of Marketing, CityU Topic: Built to Be Forgotten: The Soul's Cost of a Throwaway World
12:15pm-1:45pm	Lunch at HSUHK campus (The Always and tables outside)

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HSUHK SBUS Summer Research Camp 2026 Programme

2:00pm- 3:30pm	Concurrent Session A2: ACY & EAF (Room: A314)	
	Panel Chair: Dr Kaz KWOK, Associate Professor, Department of Economics & Finance	
	A2.1	Dr Vivian ZHANG, Assistant Professor, Department of Accountancy
	A2.2	Dr Belinda YAU, Assistant Professor, Department of Accountancy
	A2.3	Dr Jerry CAO, Associate Professor, Department of Economics & Finance
	A2.4	Dr Sophia CHEONG, Assistant Professor, Department of Economics & Finance
	Concurrent Session B2: MGT & MKT (Room: A315)	
	Panel Chair: Dr Linda WANG, Associate Professor, Department of Management	
	B2.1	Dr Stephen HWANG, Assistant Professor, Department of Management
	B2.2	Dr Seonghoon KIM, Assistant Professor, Department of Management
	B2.3	Dr Kevin ZENG, Assistant Professor, Department of Marketing
	B2.4	Dr Crystal WU, Assistant Professor, Department of Marketing
	Concurrent Session P: Pedagogical Research Workshop (for all SBUS teaching track) (Room: Space4All, Library, Block A)	
	Topic: How to Conduct Pedagogical Research leading to Publication?	
Moderator: Prof Louis CHENG, Dr S H Ho Professor of Banking and Finance, HSUHK		
Speaker(s):		
<ul style="list-style-type: none"> Dr Kevin YUNG, Associate Professor, Department of Curriculum and Instruction, and Associate Co-Director, Academy for Educational Development and Innovation, EdUHK Topic: Publishing Practitioner Research for the Scholarship of Teaching Dr Dawn LO and Ms Ada TSE, Senior Educational Development Managers, Educational Development Centre, PolyU Topic: Evidence-based Teaching Enhancement: Using Learning Analytics to Improve Teaching and Assessment Practices 		
3:45pm- 4:45pm	Concurrent Departmental Research Planning Roundtable ACY: Room A314 EAF: Room D409 MGT: Room A315 MKT: Room D410	
4:45pm	End of Programme	

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