Sharing Information on Progress Report

Inaugural Report

Faculty of Business – The Hong Kong Polytechnic University

Submitted to

PRME Principles for Responsible Management Education
As an institution of higher education involved in the development of current and future managers, the Faculty of Business of The Hong Kong Polytechnic University is committed to progressing in the implementation of the Principles for Responsible Management Education, starting with those that are more relevant to our capacities and mission, reporting our progress to all stakeholders and exchanging effective practices related to these principles with other academic institutions.

Since signing up to PRME, we have been striving to set an example of the values and attitudes we convey to our students with our organizational practices and encouraging other academic institutions and associations to adopt and support these Principles.

We will make every endeavor to do the same in the days to come.

Letter from Edwin Cheng,
Dean of Faculty of Business, The Hong Kong Polytechnic University
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In the Confucian ideal, the ultimate of great learning is to develop great virtues such that one can then influence the rest of the world for the betterment of the society. This ideal has come to describe our role as educators and creators of knowledge – now more so than ever. As our world is stretched in every way to accommodate the economic and technological development of the humankind, it is time for us to reexamine what we can do to rebalancing our world socially, culturally, environmentally, and spiritually.

PRME embodies this idea of rebalancing.

By signing onto PRME, the Faculty of Business at the Hong Kong Polytechnic University has joined this collective soul-searching and reinvention of management education. It signals our deepening commitment to pursue the ideal of business as a force for good; and it allows us to systematically rethink how we can be this force for good through our research, education, and service to the community.

This document chronicles our journey from knowing, through doing, to being this platform of the ultimate great learning. It highlights how far we have come since 2013; it reminds us how much more we can still do; and it provides us a roadmap for the way forward.

Come, and join us on our journey.
**Principle 1: Purpose**

*We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.*

“To learn and to apply, for the benefit of mankind” is the motto of the Hong Kong Polytechnic University (PolyU). Embedded in this motto is a sense that all of us in PolyU are part of the larger community, and thus, it is our responsibility to give back to the larger community through education, research, and engaging different stakeholders in the society.

In parallel to the PolyU motto, at the Faculty of Business (FB), we follow the spirit of **IDEAS – Innovation-driven Education and Scholarship**. Underlining the IDEAS spirit is the stakeholder-focused problem-solving process of discovery, design, and delivery. We infuse the IDEAS spirit and the “3D” process in all our endeavors, be it learning and teaching initiatives, research projects, student development activities, or service to the business community and the wider society. The strength of the “3D” focus is that it is a stakeholder-facing process – stakeholders are an integral and central part of the process. This focus serves as a reminder that innovative solutions begin with the understanding of problems from the perspectives of those who are in their midst. Engaging the stakeholders is critical. They are our partners.

Starting in 2015, PolyU has taken on a pledge to **“Opening Minds • Shaping the Future”**. Core to the pledge is an even sharper focus on social responsibility and sustainability. This reinforces PolyU’s vision to contribute to sustainable development of Hong Kong, China, and the world through professional education, applied research, and
community partnership and engagement. The pursuit of excellence does not need to come at the expense of the betterment of humanity. Indeed, **excellence is often inspired and motivated by the wish to contribute meaningfully to humanity.**

Similarly, we at FB challenge the conventional misconception that business is the necessary evil in the development of our society. Instead, we firmly believe the opposite – that **business is the necessary good for sustainable development of our community, our nation, and the world.** We set out to open people’s minds about the role of business in social responsibility and sustainability through everything we do. In fact, **FB has made social responsibility and sustainability a key theme for education, research, and stakeholder engagement in recent years.**
Our Accomplishments (2013-2015) ...

We have gone through the **transformation of our vision and strategic direction** from a relatively neutral statement to incorporate heavy emphasis on social responsibility and sustainable development. As presented in later sections of this document, we have **built our values** around this refreshed vision and strategic direction. These values have, in turn, become the **guiding principles for our research, education, and stakeholder engagement initiatives**. We have seen tangible outcomes in all of these areas, as elaborated in later sections of this document.

Opportunities and Challenges Ahead ...

The future for injecting further elements of social responsibility and sustainability in our research, education, and services to the community is promising, especially with the increasing awareness among our stakeholders about sustainable development. With sharper focus and stronger support from within the university community, we can envisage more related initiatives ahead. However, we will need to **work out a better plan to structure** different initiatives such that they do not compete against each other for limited stakeholder attention and resources.
Responsible Education and Research via IDEAS

In order to facilitate responsible education and research via our IDEAS spirit, the following guiding principles have been adopted in many of our activities and decisions.

Glocal Sensitivity

Internationalization is a key objective for FB, and an expectation we have for our students. In an increasingly cosmopolitan world, being overly focused on our own local social circle or blindly imposing global standards on everyone prevents us from fully and positively contributing to the world around us. Therefore, we encourage and support our students to explore the world beyond their immediate social circle, and to cultivate understanding and sensitivity to the diversity that this world presents. Without this combination of global mentality and local sensitivity, it would be very difficult to embark on the “3D” process to innovation, i.e., to discover the multitude of problems that this diverse world is facing, to design plans to tackle these problems by sourcing ideas globally, and to deliver solutions that effectively tackle this diverse set of problems.

To encourage glocal sensitivity, FB has taken many steps to get students the exposure and immersion opportunities. We continue our commitment to recruit students internationally and to support our students to participate in international exchange programs. Through these two approaches, our students get to meet their counterparts from developed countries such as Australia, Denmark, Germany, and US, as well as emerging economies such as Brunei, Indonesia, Kazakhstan, Malaysia, Mexico, and Turkey. In the summer of 2015, we hosted the Asia Pacific Leadership Program, which brought together university students from the region for leadership and entrepreneurship training. Through this program, students from
the region can build friendship across the region, and **equip themselves to be future leaders working for peace and development in the region.**

FB has also been active participants in initiatives that are designed to bring students with diverse backgrounds together to **share ideas to solve social issues.** We have been long-term supporter for PolyU programs such as the Global Student Challenge, which is a business plan competition for secondary and university students from all over the world. Health, environment and sustainability, and social responsibility are key themes in this competition. In August, 2015, PolyU hosted the University Scholars Leadership Symposium for Humanitarian Affairs UK. This symposium aims to equip and empower young people to **initiate and execute social changes to benefit people in need.** FB was also a keen supporter for the event.

In addition, FB has also been active participants of the Clinton Global Initiative University (CGI U), which aims to engage university students to take action on global challenges. Since joining CGI U in 2013, we have sent a team of students to the US each year to **share their ideas to tackle global challenges.**

Apart from joining PRME in 2013, we have also been member of Globally Responsible Leadership Initiative (GRLI) since 2014, and have participated actively in the **discussion on how to bring social responsibility and social consciousness into management education.** In this connection, we hosted the conference, 50 + 20 Agenda: Renewing Business Education in Asia, in July of 2014.
Socially-Inspired Creativity

A good innovation is one that solves end-user problems effectively. Therefore, doing good well requires us to find inspiration in the community where the problems are. This allows us to understand problems thoroughly and in their context.

With the implementation of the four-year university curriculum in 2012, PolyU added a new module for all students – Service Learning. Central to the concept of Service Learning is the cultivation of civic responsibility and social justice among our students. In line of this, FB has contributed several Service Learning subjects. As with all Service Learning subjects, students are immersed in the community in order to facilitate the discovery of core issues faced by those in need, and the design and delivery of solutions that are well-fitted to their needs and circumstances.

In addition to Service Learning, under the encouragement of FB, students have initiated and participated in various social responsibility projects by immersing themselves in the community. In 2014, a group of FB students initiated Voice Discovery Hong Kong, a program that took both local and international students to the world of the working poor and homeless people in Hong Kong. Through a series of activities, the program brought awareness to a seemingly invisible side behind the prosperous image of Hong Kong. Around the same time, several FB students also embarked on a journey to Myanmar to provide education services to school children there. All these are but a small number of examples of how our students attempt to achieve civic responsibility and social justice by working with issues from the inside out instead of imposing solutions from the outside in.
Stakeholder Interconnectivity

At PolyU, we understand the value of interconnectivity among stakeholders in the design and delivery of sustainable solutions to the society’s problems. Universities are natural platforms for business professionals, public leaders, community representatives, and our next generation to meet, express concerns, and exchange thoughts. In other words, we are the bridge.

When making decisions on our initiatives, we make the engagement of our stakeholders a critical consideration. Our students bring to the table fresh ideas, youthful idealism, passion, and energy; our faculty members bring to the table analytical skills, knowledge, and expertise; our alumni bring to the table resources, professional know-how, and valuable life experiences; the community around us brings to the table local insights and public support. Every stakeholder counts; together, their social impact multiplies.

Over the years, FB has invited a number of outstanding individuals from different sectors to come and share their experiences and thoughts on issues ranging from hunger, fair-trade economy, to green economy, and sustainable development. Our students, alumni, and staff are invited to join these sharing sessions. We also engage the business and public sector via our research centers, combining the wisdom of the professionals and the knowledge of the academics to address some of the key sustainability issues. A good example is the Business Sustainability Index developed and maintained by the Sustainability Management Research Centre (more to follow in later sections of the document). The index helps organizations to reflect and take action on reducing their environmental footprints and improving the economic and cultural sustainability in their business operations.

Within our spectrum of student development activities is a component called FB CARES (Community Awareness Readiness Engagement Services). FB CARES is meant to develop our students into well-rounded individuals who have not just a mind full of professional skills for their chosen careers but also a heart filled with passion to give back to the community. FB CARES provides a platform for our students to work with organizations such as ORBIS and Médecins Sans Frontières, among others.

Every year, our leadership training program provides students the opportunities to participate in short-term social responsibility projects. This brings home the emphasis on responsible
leadership. In 2015, FB’s leadership training program joined hands with the Hinrich Foundation. Students participating in the program worked in groups to help artisans/suppliers in developing economies to market their products. Their ideas and business models were shared with the artisans/suppliers in hope that they can carry out sustainable global trade, thereby facilitating the development of their home economies.

Through PolyU FB, students get the chance to reach out to and work together with an interconnected web of stakeholders.

I went to the Czech Republic for two months under the AIESEC Global Community Development Programme. In Karvina, I delivered presentations about Chinese culture and taught people Chinese calligraphy and paper cutting. After this experience, I summed up a strategy of “F-O-C-U-S” for overcoming challenges. F stands for having fun. O is being open-minded. C is short for communication. U stands for sense of urgency and S is sociability. I am now more curious about the world and would like to further explore it.

(Cici Zhao, Student, School of Accounting and Finance)

Sustainability

A good innovation is sustainable. It balances human needs for economic development in a socially just manner without over-burdening the environment. Sustainability is a principle guiding decisions and initiatives here at PolyU FB. Whether it is a conference, a collaborative project between our faculty members and our stakeholders, or a student development program, we consider the social impact and long-term continuity of the initiative seriously. As a public university, we are entrusted by the public to develop and deliver education and research that contribute to the betterment of the society. It is our responsibility to ensure that the resources are used accordingly.

Conferences provide a natural avenue for participants to review what they have done, reflect on on-going and upcoming challenges, and plan for future actions. The 50 + 20 Agenda conference we hosted served precisely such purposes. By linking the past to the future, it allowed participants to look back and then go forward. The event allowed a moment for participants to regroup and reenergize for sustained actions to renew business education for a world with shifting challenges.
The Business Sustainability Index mentioned above tracks participating organizations year in and year out to guide them continuously for more socially responsible business operations. FB has also maintained a long-term partnership with the Fair Trade Hong Kong Foundation, spreading the fair trade message to our students, alumni, and the general public whenever the opportunities present themselves.

In fact, our joining of communities such as GRLI, PRME, and CGI U is our way to show our long-term commitment to social responsibility and sustainability. We firmly believe that doing good is not about one-off initiatives. Through our participation in these communities, we hope to create an environment conducive to the training of responsible leaders for future generations, and to inspire our partners and stakeholders to commit to social responsibility and sustainability as well.

The IDEAS Project

To highlight our commitment to the abovementioned guiding principles, we implemented the IDEAS Project in 2014. Faculty members are encouraged to develop projects that embrace the IDEAS spirit and engage our stakeholders in initiatives related to responsible management and sustainability. For each supported project, FB will pledge up to HKD 500,000, with an additional HKD 100,000 pledged by the host department. Four projects have been funded since the inception of the scheme:
Development of a New Undergraduate Management Education for Tomorrow – The 50 + 20 Agenda

This project aims to promote the implementation of green initiatives in daily life as well as in the operations of organizations. Workshops and roundtable discussions are organized on topics around green initiatives and specific measurements of greenness. Students are engaged in competition to discovering innovative solutions to environmental challenges in various industries. They will also be trained to understand environmental management accounting and its implementation. An online platform will be developed to disseminate ideas, case, and resources related to this topic. Finally, a set of greenness indicators will be produced and tried out among selected companies, in hope of developing measurements that would help promote awareness of innovation and environment issues.

Do Good Well and Social Venture Capital Platform

This project seeks to engage stakeholders of business education, identify skills and attributes that are critical to the future, and pinpoint where the current curriculum in the FB deviates from stakeholder expectations. Findings from the project will be used to revamp current undergraduate education such that FB graduates will be more equipped to tackle challenges, particularly with respect to social responsibility and sustainability, in the future.

Bring Innovation to Students and Staff through a Focus on Environmental Awareness

This project seeks to develop a social venture capital platform for the Greater China region. It aims to apply practices in the financial industry, especially in the entrepreneurial finance area, to the non-profit sector such that the social impact can be maximized with efficient use of limited resources. In the process, networks of social entrepreneurs, social innovators, and social financiers will be developed, allowing for more efficient matching of resources and needs, and more effective exchanges of ideas. To aid the promotion of this idea of a social venture capital platform, a Chinese translation of the book “Do Good Well” will be produced.
Enhancing Global Exposure and Local Support for Shipping Education and Scholarship

This project aims to engage stakeholders in the shipping industry in the discussion of contemporary issues in the industry via a variety of activities and events. These include the organizing of an international conference, the conducting of industry-based/guided studies to understand these issues, acting as assessment agency for the “Recognition of Prior Learning” for import/export professionals, developing book series discussing the latest shipping knowledge, and editing special issues for shipping journals.

Our Accomplishments (2013-2015) ...

We have sharpened our understanding of the IDEAS spirit over the years, and have tied it to social responsibility and sustainability more explicitly than before. The spirit guides decisions and initiatives in FB. More will be elaborated in the remainder of this document.

Related to this, we have implemented the IDEAS Project. The projects were selected based on their innovativeness, impact, and stakeholder engagement.
Looking Back to Go Forward ...

We will continue to step up our efforts on **infusing values related to IDEAS in our education programs, research activities, and events.**

We will increase our presence in initiatives aimed at training socially responsible leaders and entrepreneurs for the future. For instance, there is plan to expand APL enrolment, and more students will be encouraged to join our leadership training program (e.g., EDGE). More structure will be given to these programs to ensure synergy across them.

We will provide better training and advisory support for students pursuing good social projects. More cross-disciplinary initiatives (e.g., disease prevention program among underprivileged groups in Hong Kong, organized with the School of Nursing) will be developed and implemented.

We will continue to organize thought-provoking seminars and conferences with the aim to encourage our stakeholders and partners to reflect on sustainability issues. In fact, this will be one of our key directions in this area.

Future directions for curriculum development and research endeavors will be discussed in later sections.
Developing Responsible Leaders for the Future

FB aims to provide business leaders for the future via a multitude of programs. At the undergraduate level, we have seven majors grouped under a general Bachelor of Business Administration (BBA) scheme. At the master level, we offer general programs such as Master of Business Administration (MBA) and Master of Science in China Business Studies. We also have a host of specialized master programs in Corporate Finance, Corporate Governance, Investment Management, Accountancy, Global Supply Chain Management, International Shipping and Transport Logistics, Quality Management, Operations Management, Marketing Management, Human Resource Management, and Public Sector Management. Finally, at the doctoral level, we have the practice-oriented Doctor of Business Administration (DBA) and the research-oriented Doctor of Philosophy (PhD) programs.

The IDEAS spirit encourages out of the box thinking. Consistent with this spirit, our approach to education involves a spectrum of activities both inside and outside of the classrooms. This approach is particularly evident in the seven programs under the BBA scheme, where young adults are exploring possibilities and forming perspectives. To develop responsible leaders for the future, we rely on the design and delivery of the four pillars of academics, work-integrated education, leadership development program, and whole person development program.

Academics

Delivery of quality education is our most fundamental responsibility for the society. All our curricula follow a stringent quality assurance process. This process enables us to attain the AACSB and EQUIS accreditations. Many of the programs are also designed with additional professional qualifications in mind. Graduates from these programs are expected to have sound technical skills to tackle professional issues.
However, sound technical skills do not a responsible leader make. Accreditation bodies such as AACSB and EQUIS recognize this as well, and have increasingly highlighted **positive social impact** as a crucial element for accredited programs and institutions.

Over the years, we have implemented and refined learning outcomes embedded in subjects throughout our curricula. With an aim to equip our students “with professional knowledge and personal skills they need to make an effective contribution to the economy and society” both locally and globally, we have included in our BBA learning outcomes the following:

- Demonstrate a global outlook and an understanding of cultural diversity, globalization and the implications for business; and
- Identify and respond appropriately to ethical issues as they arise generally and in the business settings.

We believe that **matters of social responsibility and sustainability are related to many different facets of the business world**. Therefore, instead of just packaging these topics neatly into a few subjects, many of our subjects have also integrated the topics and the related learning outcomes into their contents. In addition, we also offer subjects that are devoted entirely to topics related to social responsibility and sustainability. Some examples include: Corporate Social Responsibility, the Hong Kong Basic Law and Human Rights, Ethics in Accountancy, Forensic Accounting, Business Ethics, Corporate Governance and Compliance, Environmental Accounting and Finance, Maritime Administration and Environment, Environmental Issues in Operations Management, Social Entrepreneurship – Addressing Social Issues, Social Entrepreneurship Practicum, Gender and Organizations, and Environmental Management for Business. Through this two-pronged approach, we aim to **emphasize the centrality of issues around social responsibility and sustainability in a complete business education**.

“We nurture competent business professionals who are also ethical leaders and life-long learners.”

Dr Man-Kwong Leung, Associate Dean (Academic Support), Faculty of Business
As the social and business environment continues to evolve, we continue to evolve the learning outcomes embedded in our curricula as well. In parallel to this, we also continuously refresh our subject offering to reflect the need to train professionals to tackle pressing challenges in the world. Since the implementation of the four-year curriculum in 2012, all PolyU students must take a **Service Learning** subject before they can graduate. In response, FB has been developing Service Learning subjects that **allow students to put what they learn in the classrooms to serve their immediate communities**. Some examples include Service Learning in Financial Literacy for Low-income Youth in Hong Kong, and Building Green Communities with Environmental NGOs. Our students can also choose from a host of Service Learning subjects offered by other faculties. Such subjects include Educating Rural Farmers on Healthier Food Production, Engineering Design for the Community, and Inter-professional Health Promotion & Rehabilitation Services in Hong Kong.

**Work-Integrated Education**

Another unique feature of our BBA curriculum is the Work-Integrated Education program. All BBA students are required to complete 300 hours of work experience before their graduation. In the past, many students use the 300 hours to explore their career paths, trying out jobs in different sectors and functional areas. Increasingly, students are using the 300 hours to **explore careers in areas related to social responsibility and sustainability**. For instance, many students have participated in programs such as the Citi Community Intern Program, which is a community internship initiative linking business school students in Hong Kong to local non-profit organizations for three-month internship assignments. Upon finishing such internships, many students eventually opt for a career in related areas.

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**Summer Internship at the Cluster Human Resources Division of the Hong Kong Hospital Authority is very rewarding to my career planning and interpersonal development. Working in HR department allows me understand the practices and criteria of an HR professional in evaluating a job candidate, providing me with insights in preparing and equipping myself before entering the job market. It is also a valuable experience to work in a statutory body that shares many similarities with other government departments. The extensive cross department cooperation improved my communication and interpersonal skills. For example, I conducted an Occupational Safety and Health related task in delivery rooms that involved HR staff and nursing staff from different departments. Together with the presentation to cluster top management at the end of my internship, my horizon had been broadened.**

*(Annie Wong, Student, Department of Management and Marketing)*
Leadership Development Program

The third leg of our BBA education is the leadership development program, which we name Enabling Development through Guidance and Equipping (EDGE). Through workshops and activities organized around the year, EDGE seeks to facilitate our students’ development into effective and responsible leaders, ready for the challenges of the future.

The two cornerstones of the EDGE program are the Generation.Next program and the Advanced Competition Club. The Generation.Next program includes three stages of activities. The first stage includes a series of workshops that focus on developing soft skills that complement the technical knowledge that students learn in the classrooms. These soft skills, including communication skills, networking skills, and personal branding techniques, allow our students to be more effective influencers and change makers. Upon the completion of the workshops, some of the workshop attendees will be selected to join the second stage, where they form teams to run a short social responsibility project using their skills and creativity. Previously, one team came up with ideas to get the mentally disabled to be involved in raising funds for organizations that help them, while others developed ideas for causes that helped the homeless, facilitate green living, etc. These projects will be judged by a panel. Students who are judged to have high potential to be effective responsible leaders will be selected to enter the third round, where they will be provided more tailored and intensive leadership training.

The Generation.Next program is built upon a belief that great leadership is a combination of effective leadership and social responsibility. Thus, the program is designed to highlight the two key features as well. Participants often come out of the program full of ideas about how to make the world a better place.

The Citi-HKCSS Community Intern Program’s internship experience has been a beacon showing me the right path to my career.

CIP was an internship tailor-made for business students to contribute their knowledge and expertise to non-profit organizations. In those two months, I got exposed to various types of people and issues in the welfare sector, which has allowed me to find my own value and to dedicate my career to charity. I feel really lucky for being at where this internship has led me to now.

(Sarah Lam, Graduate, Department of Management and Marketing)
The Advanced Competition Club (ACC) is a focused program that aims to train students for business case and business plan competitions. In the past, many such competitions focused on the demonstration of technical and professional skills. Increasingly, however, these competitions have increased their emphasis on ethical and sustainability issues. In fact, some of the business plan competitions encourage the development of social enterprises that tackle pressing social issues in our community. Through these business competitions, students get opportunities to consider concrete examples of ethical and sustainability issues, and provide solutions. Furthermore, they may get encouragement and funding to make their social enterprise ideas into reality.

In addition to the above, students have also participated in competitions outside of the ACC structure. As mentioned, FB students have performed well in Global Student Challenge. In the 2013-14 PolyU pre-challenge, a team from the Department of Management and Marketing won the Diamond Award for Innovation and the Theme Award: Environment and Sustainability with their Green Plate Campaign.

“As business students in the university, we always talk about entrepreneurial drive, about innovation, critical thinking and strategic problem solving. But we seldom have the opportunity to put these in practice. That is what makes the Generation.Next experience so special. We started from scratch, dealt with real issues of planning and execution on a daily basis.

We needed to figure out how to initiate an idea, how to make the team work, how to acquire the resources needed, and how to get to the market we targeted. Solving all these issues and maintaining a smooth operation of our project was not an easy task, but we did it. During this process the experience and learning we gained were priceless.”

Daniel Shu
BBA (Hons) Major in Financial Services
The Green Plate Campaign promoted eco-eating habits and food waste reduction. The idea was to have participating restaurants offered buffet customers an extra choice of green plate, which signified the customers’ promise to finish the food on the plate. The Green Plate Campaign provided a one-stop service that helped companies with the design, promotion, and implementation of their green plate plans.

In the 2014-15 competition, two Accounting and Finance students joined a four-member team that won the Gold Award for Innovation and the Theme Award: Environment and Sustainability with a TP Band idea. The TP Band is a wristband-shaped power bank charged by temperature differences, turning thermal energy into electricity, and thus, providing a sustainable source of energy.

Three FB students won the Young Entrepreneurs Development Council E-Challenge in 2014 with their business plan, Hungry Bird Marketing Solutions. The business plan promoted environmental protection and offered small and medium-sized restaurants free biodegradable food packages funded by advertisers who got their messages displayed at their premises.

Two students from the School of Accounting and Finance joined a team that won the championship at EYAcademy CSR Challenge with a campaign titled “Smart Eating, Greener Living”. In an effort to promote fruit waste minimization, the team recommended to make jam with very ripe fruits, make detergent
with the peel, and make fertilizer with the other parts of the fruits. The nine-member team was made up of students from several local institutions.

Finally, two teams also did very well in the Hong Kong Social Enterprise Challenge. In 2013, a team led by a FB student won the Most Popular Project Award in the competition with WEDO Global. WEDO envisioned a racial-barrier-free society. It encouraged cultural awareness and understanding toward South Asians with a travel program created and implemented in collaboration with coordinators from different countries. In fact, before joining the competition, WEDO already obtained funding from the PolyU Micro Fund Scheme, a scheme set up to encourage entrepreneurship and promote social values among students. FB

**WEDO GLOBAL**, established in 2011, is operated by a PolyU graduate and an awardee of the PolyU Micro Fund Competition in 2012. It has gone on to obtain further funding via competitions such as DBS Social Enterprise Advancement Grant 2014, Social Venture Competition Asia 2015, and Global Social Venture Competition 2015. It organizes cultural tours to deepen participants’ understanding of South Asians and their cultures and to foster social and racial harmony.

**Unsuspending** is a social venture business plan formulated by FB students. Another awardee of the PolyU Micro Fund Competition (in 2014), the team has also won other competitions, including the Hong Kong Social Enterprise Challenge.
had injected top-up funding into this project as well.

In the same competition, five students from the Department of Management and Marketing proposed the idea of Unsuspended, and won the competition. Through Unsuspended, supporters bought meal coupons for non-profit organizations to pass to the needy. The plan was to expand the idea to other daily necessities once the meal coupon idea was implemented.

Whole Person Development Program

The fourth pillar of our BBA education is the Whole Person Development Program (WPDP), which includes activities that aim to develop our students as compassionate and culturally sensitive individuals. Under the umbrella of WPDP are such programs as international exchange, mentorship, and FB CARES. The international exchange experience immerses students in social and cultural environments that are different from ones that they are used to. Through the experience, they are exposed to people with different perspectives and approaches to life. This exposure allows them to develop the glocal sensitivity that has been discussed under Principle 2 above.

Our mentorship program is further sub-divided into professional mentorship and peer mentorship. For professional mentorship, industry professionals (oftentimes our own alumni) who volunteer to participate will provide guidance to our students on how to plan their careers, and how to conduct themselves professionally. For peer mentorship, senior students volunteer to help guide junior students through their struggles in the beginning of their university life. Through this program, students build friendships beyond their cohorts; moreover, both alumni and students demonstrate compassion via volunteering their time and effort to help.
FB CARES brings the PolyU community out into the surrounding community and non-profit organizations. Students volunteer their time, effort, and ideas to help those in need. This is a pure expression of compassion. **At FB, we believe that compassion is a critical element in responsible leadership.**

The 50 + 20 Agenda and Its Implications

After the hosting of the 50 + 20 Agenda conference, we have put our resources and effort where our words are in many ways. One of the first major IDEAS Project is devoted to the review and improvement of our BBA education to bring it more in line with the spirit of PRME. Business education has long been criticized as being out of touch with business and societal needs. Through this project, **we seek to bring business education closer to the demands of the society, with a focus on sustainable development and growth.**

With this objective in mind, we will further develop the four aspects of our BBA education such that the spirit of social responsibility and sustainability are more smoothly interwoven into learning experience inside and outside of the classroom.
Our Accomplishments (2013-15) ...

A host of **sustainability-themed subjects**, as well as Service Learning subjects, have been offered.

Ethics and social responsibility have become a **key topic** that is integrated in a wide spectrum of our subjects.

According to our annual survey of our graduates, the majority of them agree that the learning outcomes of global outlook and ethics are **achieved through our BBA education**.

We have increased our efforts on international recruitment and international exchange, with encouraging results. These efforts provide fertile ground to develop the **sense of glocal sensitivity** among our students.

<table>
<thead>
<tr>
<th>Country</th>
<th>2013/14</th>
<th>2014/15</th>
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</table>

We have also stepped up our participation in initiatives aimed at training socially responsible leaders and entrepreneurs for the future, and have seen an increasing presence of student-led initiatives that bring positive social impact. Our students have participated in many projects related to social responsibility and sustainability, with encouraging outcomes:
Global Student Challenge: PolyU Pre-Challenge 2014/15 Excellence Award for Innovation
Cellulase Capsules

Excellence Award for Innovation

Global Student Challenge: PolyU Pre-Challenge 2013/14 Diamond Award for Innovation
The Green Plate Campaign

PolyU Micro Fund 2015 The Second Box

EDGE Project: Color
Set up a counter for promoting food waste issues at PolyU podium for 2 days. All environmental-friendly products (more than 300 pieces) were sold within 2 days and raised HKD 3,662 for Greeners Action.

EDGE Project: Polygrapher
Successfully sold more than 30 sets of instant photo and photo frame. Profit donated to Hong Kong Alzheimer’s Disease Association.

EDGE Project: Ra3n
Developed a sustainable cooperation with Fu Hong Society by holding campaigns and visits in the future. Raised more than HKD 3,000 for Fu Hong Society.

EDGE Project: Mark Six
212 boxes of cookies were sold. A visit to homeless people in Sham Shui Po district was completed. The team provided each homeless person with 2 boxes of cookies and conducted a casual chat.
Many of our graduates have taken up careers related to or are very actively engaged in social responsibility and sustainability.

Looking Back to Go Forward ...

With the commencement of the IDEAS Project on the 50 + 20 Agenda, the BBA curriculum will be examined. We will revamp our subject offering and student development activities based on the gaps identified by the project.

While the learning outcomes with regards to global outlook and ethics are satisfied, there is still room for improvement. We will look into how we can improve our design and delivery of related subject contents.

More Service Learning subjects are in the pipeline for future academic years.

More student-led initiatives will be encouraged and supported.
Principle 4: Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Backing the Value of Responsibility and Sustainability via Research

FB is a community of researchers coming from a diverse set of research training backgrounds. Accordingly, we as a community produce research examining the value of responsibility and sustainability from a multitude of perspectives. A few examples are:

Regulatory Compliance When the Rule of Law is Weak: Evidence from China's Environmental Reform

*Wai Hang Yee, Shui Yan Tang, & Carlo Wing-Hung Lo*

What drives regulatees’ behaviors when the institution of law is weak? This study seeks to answer the question by examining environmental regulation enforcement in China. Based on survey and interview data on Hong Kong-owned manufacturing enterprises in the Pearl River Delta Region, Guangdong Province, we found that their decisions to adopt basic and proactive environmental management practices were less driven by concerns for legality than by their perceptions of the regulators’ actions and gestures. Enterprises adopted basic environmental practices to avoid potential punishment, and they adopted more proactive practices to avoid potentially arbitrary impositions from regulatory officials. Regulated enterprises were more likely to adopt both basic and proactive environmental practices if they had less difficulties understanding the enforced regulations. These findings suggest important ways in which regulatory compliance behaviors in a developmental context may differ from those in Western countries.
Development of Green Shipping Network to Enhance Environmental and Economic Performance

Polish Maritime Research

Venus Lun*

To secure cargoes, containerships operate double or triple calling of ports in the Pearl River Delta (PRD) region in China. Such shipping operations generate high CO2 emissions. This paper suggests a green shipping network (GSN) as a useful tool to transship containers from feeder ports to hub ports to lower the overall CO2 emissions in the region. From the perspective of scale operations from using the hub-and-spoke approach and the deployment of mega ships, developing a GSN within the PRD region can be beneficial, both economically and environmentally, to port users in the container transport chain.

Ethical Leadership and Ethical Climate in the Container Shipping Industry

International Journal of Shipping and Transport Logistics

Chin-Shan Lu*, Szu-Yu Guo, & Yi-Tai Chiu

This study examined ethical leadership and ethical climate in the container shipping context. Using data collected from 147 container shipping firms in Taiwan, exploratory factor analysis identified four dimensions underlying ethical climate attributes: rules, independent thinking, law and ethical code, and caring. Subsequent analysis indicated that respondent perceived the law and ethical code dimension to be performed higher than the rules, caring, and independent thinking dimensions in their employing organizations. A structural equation model was employed to examine the relationship between ethical leadership and ethical climate, and indicated that ethical leadership has a positive influence on ethical climate. Areas suggested for future research are presented in the final section of the paper.

Do-no-harm versus Do-good Social Responsibility: Attributional Thinking and the Liability of Foreignness

Strategic Management Journal

Donal Crilly, Na Ni*, Yuwei Jiang*

There is no guarantee that efforts to be socially responsible will improve multinational corporations' relations with overseas stakeholders, such as customers, governments, and activists. In a field study and an experiment, we unpack when foreign firms suffer from harsh stakeholder evaluations. Foreign firms especially suffer from harsh evaluations when they conduct “do-no-harm” CSR rather than “do-good” CSR. Stakeholders attribute the motive for foreign firms' do-no-harm CSR to managerial interests and shareholder pressures, perceiving a wedge between managers and owners (who may be unmotivated to reduce the negative impacts of their business activities) and local stakeholders (who bear the social costs). A practical implication is that foreign firms gain more from highlighting do-good rather than do-(no)-harm CSR initiatives.
The Extensiveness of Corporate Social and Environmental Commitment across Firms over Time

Organization Studies
Pratima Bansal, Jijin Gao, & Israr Qureshi*

Corporate social commitment (CSC) and corporate environmental commitment (CEC) are often combined under the general rubric of corporate social responsibility. Although the two sets of activities are similar, they are also very different. Both CSC and CEC respond to issues raised by stakeholders, but CEC tends to be more “technical”. This characteristic demands that CEC fit with the organization, which exposes greater economic opportunities than CSC. As a result, we argue that the extent to which these practices are implemented differs across firms over time. We analyze the extensiveness of implementation of CSC and CEC across 266 firms from 1991 to 2003, using latent growth curve modeling and one-way ANOVA. We find that firms moved towards at least a moderate level of CSC over time, but tended to bifurcate in the extent to which they implemented CEC practices, towards either the high or low end of the scale, over time. In this paper, we contribute to the institutional analysis of practice diffusion by examining how the characteristics of different kinds of practices shape the extensiveness of firm adoption patterns. As well, this research also speaks to corporate social responsibility researchers, pointing to the need to sometimes discriminate between social and environmental practices.

How CEO Hubris Affects Corporate Social (Ir)responsibility

Strategic Management Journal
Yi Tang*, Cuili Qian, Guoli Chen, & Rui Shen

Grounded in the upper echelons perspective and stakeholder theory, this study establishes a link between CEO hubris and corporate social responsibility (CSR). We first develop the theoretical argument that CEO hubris is negatively related to a firm’s socially responsible activities but positively related to its socially irresponsible activities. We then explore the boundary conditions of hubris effects and how these relationships are moderated by resource dependence mechanisms. With a longitudinal dataset of S&P 1500 index firms for the period 2001–2010, we find that the relationship between CEO hubris and CSR is weakened when the firm depends more on stakeholders for resources, such as when its internal resource endowments are diminished as indicated by firm size and slack, and when the external market becomes more uncertain and competitive. The implications of our findings for upper echelons theory and the CSR research are discussed.

In addition to individual research efforts, two research centers were set up to leverage FB researchers’ knowledge on matters related to social responsibility and sustainability. In 2013, the Sustainability Management Research Centre (SMRC) was established to promote business sustainability through research and transfer of knowledge to the academic and business communities. Through SMRC, research and consultancy work related to economic, social, and environmental sustainability is conducted. The research center is also involved in the development of the Hong Kong Small and Medium Enterprises Business Sustainability Index, which is to be
compiled annually to **guide organizations to conduct business in a more sustainable manner.**

In 2015, the Center for Economic Sustainability and Entrepreneurial Finance (CESEF) was established, expanding our focus on sustainability into areas of accounting, finance, economics, and law. Drawing on FB researchers’ expertise, CESEF has identified three key focus areas: (1) economic sustainability (environment related accounting, finance, economics, and law); (2) entrepreneurial finance; and (3) internet finance. The aim for this research center is to **bring together scholars, corporate partners, and professional bodies to work collectively toward a market and regulatory framework that support sustainable development.**

Encouraged by the IDEAS Project, the School of Accounting and Finance has also started the IDEAS Seminar Series. The series focuses on **bridging the gap between academics and industry practitioners in the areas of sustainability issues.** Five seminars were carried out in 2015, with topics related to carbon emissions and green energy.

**Our Accomplishments (2013-15) ...**

Establishment of two research centers dedicated to the development and dissemination of knowledge related to sustainability issues from different perspectives. This helps us realigned the focus of our research to topics that are consistent with the idea of **business as a force of good, and business as a partner in our achieving the Sustainable Development Goals.**


The publication of a good number of papers in the areas of corporate governance, corporate social responsibility, environmental policies, green shipping, etc.

Looking Back to Go Forward ...

With the inauguration of CESEF, we look forward to seeing more sustainability research in accounting, finance, economics, and law – areas previously with relatively less research dedicated to this aspect.

With both SMRC and CESEF beginning to engage their respective stakeholders, we can expect FB to play a stronger role in bridging the academia and the community, as will be discussed in the next two sections, Partnership and Dialog.

Overall, FB will further deepen the linkage between sustainability and our core spirit of IDEAS. Even if a research topic is not directly related to social responsibility and sustainability, the research must be conducted with these elements, as well as social impact and knowledge transfer, in mind. As part of the community, shutting ourselves inside the ivory tower is no longer an option. Connecting to the community is a necessity if we wish to produce research that does something positive for the community.
Engaging Businesses

In 2013, upon the establishment of the Sustainability Management Research Centre, a **Hong Kong Small and Medium-sized Enterprises (SME) Business Sustainability Index** was compiled. The Index aimed at promoting corporate social responsibility among businesses, particularly SMEs. The Index, released on December 12, 2014, showed that SMEs did consider sustainability management seriously. Based on experience and feedback from the industry, the compilation scheme for the Index was revised, and an online reporting platform was created. The platform would facilitate the annual assessment of the SMEs’ practice and achievement in terms of their sustainability management.

In fact, before FB signed on to PRME, we had already started to engage the industry on sustainability issues. For instance, in 2012, supported by the SME Development Fund of the Trade and Industry Department of the Hong Kong government, a promotional project was launched jointly by the CY Tung International Centre for Maritime Studies, the Department of Logistics and Maritime Studies, and the Chartered Institute of Logistics and Transport in Hong Kong to familiarize local SMEs with **low-carbon policies and good practices in logistics services** in the Greater Pearl River Delta. Through the reduction of carbon emissions with low carbon manufacturing, low carbon packing, low carbon warehousing, and low carbon transportation, it was hoped that this project could enhance the SMEs’ competitiveness in the global market.

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**Principle 5: Partnership**

*We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.*
Related to the above project, a book, titled *Low Carbon Logistics: Good Practice and Guidelines for SMEs* was published to promote green logistics in Hong Kong. To gather information for the book, the authors, Dr T L Yip and Ms Mei Wong visited SMEs in shipping, logistics, transport, trading, and manufacturing enterprises to observe industrial behaviors and potential problems related to the realization of low carbon logistics. The book covers the latest concepts, policies, and regulations of Hong Kong and the Pearl River Delta, in addition to operation and management practices recommended for SMEs.

Engaging Non-profit Organizations

The Department of Management and Marketing, in collaboration with Fair Trade Hong Kong Foundation, conducted a blind tasting test to assess consumers’ taste judgments, purchase intentions and willingness to pay for fair trade and regular products. 112 individuals, most of them local students, participated in the study. They tasted three products – milk chocolate, tea, and cookies. The study found that consumers had a hard time distinguishing fair trade from regular products. However, upon learning about the true meaning of fair trade, they were willing to pay more for the fair trade products. These results suggested that fair trade products were competition in the marketplace. In fact, this study corroborated with the findings in Europe that suggested socially responsible appeal could help even familiar brands add brand value. Together these findings were encouraging to the development of fair trade brands. On March 31, 2014, the findings were shared and released at a press conference to promote free trade products.

On April 23, 2015, another press conference was hosted with Fair Trade Hong Kong Foundation to shared findings of a new survey about fair trade products conducted by the Asian Centre for Branding and Marketing, the Department of Management and Marketing. The survey revealed that Hong Kong people were not familiar with the fair trade idea. While 62% of the 1,045 people
surveyed had heard of fair trade, over 70% of them knew nothing or very little about it – to the extent that almost half of them did not even recognize the fair trade certification mark. Consistent with earlier findings, when told about how fair trade could bring farmers and workers fair prices and pay, respondents were willing to buy fair trade products. The findings once again suggested that there was much room for improvement in the promotion of fair trade products.

Beside conducting surveys, FB was also a supporting organization for the Fair Trade Fortnight 2014 Fair and Exhibition, held on May 9 to 11, 2014.

Our Accomplishments (2013-15) ...

Through our research centers in areas ranging from shipping and logistics, to management and marketing, we are actively engaging business and non-profit organizations to promote corporate responsibility and sustainable development. In fact, our research centers help compile information and provide insights about ways that businesses and individuals can contribute to a greener and fairer world.

Looking Back to Go Forward ...

With the further development of SMRC and CESEF, and the commencement of new IDEAS Projects, more stakeholder engagement – in terms of number, depth of engagement, and breadth of stakeholders – can be expected. FB aims to support our research centers to become the guiding forces for social responsibility and sustainability for our stakeholders.
In recent years, PolyU FB has utilized different avenues to bring together experts and stakeholders, providing them the platforms to discuss issues related to social responsibility and sustainability.

Conferences

On July 17, 2014, FB hosted the 50 + 20 Agenda Conference, bringing together academics, researchers, educators, students, businesses, professionals, and policymakers from around the world to discuss the path forward in renewing business education in Asia. The conference was an attempt to answer the call of the 2012 United Nations to business schools to embed ethics, sustainability, and social responsibility in their curricula. This renewed focus was, in turn, a response to two landmark events in management education history: (1) the major reform of management education 50 years before 2012; and (2) the Rio Earth Summit 20 years prior to 2012 calling for businesses to practice sustainability. During the conference, the ideals and models of business schools of the future and for the future were explored. Such exploration encompassed topics such as responsible leadership, innovation for sustainability, and corporate social responsibility. A new vision – creating businesses that are designed and led to achieve the best for the world – was brought forth as a new vision for management education.

Public Lectures and Talk Series

On November 27, 2013, FB hosted a Public Lecture by Professor Wenyuan Niu, a pioneer in the field of environment and sustainable development of China, as well as the Director and Chief
Scientist of the Chinese Academy of Sciences’ Sustainable Development Strategy Program of China. Professor Niu argued that sustainability depended on the coexistence of nature and human beings, as well as the harmony within the humankind. In his presentation, entitled “Sustainable Development: From Practice to Science,” he focused on the balancing among nature, economy, and society.

The Department of Management and Marketing subsequently hosted another Public Lecture on March 14, 2014. Viswanath Venkatesh, Distinguished Professor in Information Systems at the Walton College of Business, University of Arkansas, shared with audience the issue of digital divide in India. Professor Venkatesh presented insights about bridging the digital haves and have-nots in developing countries, based on findings in a study that covered over 3,000 farming families across 10 villages in India.

On November 24, 2014, the School of Accounting and Finance hosted a Public Lecture titled “Prospects for Global Financial Stability.” Speaking at the lecture was Professor Robert F. Engle, the 2003 Nobel Laureate in Economics, the Michael Armellino Professor of Finance at New York University Stern School of Business. In the lecture, Professor Engle discussed systemic risks in the financial system, stress tests, and challenges to the regulation of the financial system.

To bring the IDEAS spirit to life among students, alumni, faculty members, other stakeholders in the university and community, FB has been organizing a series of talks under the Innovation Talk Series. In the first talk of the series, entitled “Replacing Hunger with a Smile” and delivered on March 6, 2013, representatives from a charity, Foodlink
Foundation introduced a social innovation that helped reduce food waste on one hand, and encouraged corporate social responsibility to help the underprivileged on the other. This social innovation linked food donors (hotels, food and beverage companies) with beneficiaries (the homeless and hungry). In the talk, Foodlink’s story, including its purpose and growth, was shared.

Student Development Activities

FB is the first Asian member of the Clinton Global Initiative University (CGI U), a community of young leaders who take concrete steps to develop innovative solutions to pressing challenges worldwide. In 2014, our first year with CGI U, we sent a team of students to Arizona State University to share their ideas with students from all over the world and non-profit organizations. The students shared their plan for poverty alleviation in an exhibition there, sought partnership, and attended workshops related to social innovation. They also spent a day with other participants at the conference to work with community organizations, transforming a vacant 15-acre lot in downtown Phoenix into a vibrant public space. We participated again in 2015 with a team of student sharing their idea on upcycling plastic to produce environmentally-conscious condoms to promote safe sex. This time around, the students spent their final day at the conference working with others on neighborhood and school improvement projects in Liberty City, Florida.

**Year 2014 Project “Social Problem: Poverty Alleviation”**

This project provides a solution for two problems facing Hong Kong. In Hong Kong, many people are unskilled and unemployed. And everyday objects that can be re-used are thrown in the trash. This project aims to provide learning opportunities and equip this group with valuable skills to collect these unwanted materials and turn them into marketable products. The ultimate purpose of this project is to improve the poverty situation among unskilled population in Hong Kong.

**Year 2015 Project “Environmentally Safe Sex”**

The Environmental Protection Department of Hong Kong reported that in 2006, some 135 tonnes of polystyrene waste were disposed of at Hong Kong landfills every day. Also, the commercial sex industry in Hong Kong is rife. In 2002, there were at least 200,000 female sex workers (FSWs) in Hong Kong and more than 1 million people acquire a sexually transmitted infection (STI) every day according to World Health Organisation. Both plastic pollution problem and STD problem are serious in Hong Kong, and worldwide. This project ‘Environmentally Safe Sex’ aims to recycle plastic, for example polystyrene and polyisoprene, into other products. We aim to chemically recycle expanded polystyrene or other possible plastic and reform them into different products, like condom. This new product will then be used in future promotion campaign for safe sex to avoid sexually transmitted disease(STD). This project addresses both problems and uses a special way to remind people of their seriousness.
FB launched the **Generation.Next: Global Leadership for the 21st Century** as part of the EDGE program in 2013. Part of the program involved a competition, in which teams of students competed with each other in business projects that had a social responsibility element. In 2013, various teams **engaged local non-profit organizations** in their projects. In 2014, FB joined force with Hinrich Foundation, and student teams would implement business plans to help artisans in developing countries sell their products. The idea was to **facilitate development in these communities through international trade**.

During the academic year 2014-15, FB co-organized a competition named **Recycle More Waste Less** with Yan Oi Tong EcoPark Plastic Resources Recycling Centre, PolyU’s Campus Sustainability Committee, and Health, Safety and Environment Office. The competition was supported by Coca-Cola China Foundation Ltd., the Hong Kong government’s Environmental Protection Department, and the Environment and Conservation Fund. It aimed to **promote recycling of plastic bottles on campus**. A team of four students from the Department of Management and Marketing won the championship and the Most Like Award in this competition. Apart from being able to implement their plan on PolyU campus, they were given the chance to join a Coca-Cola internship program in the following academic year. More importantly, the competition sought to **engage students and staff in the PolyU community**.

Late in 2013, FB conducted a business plan competition for the first-ever student-run physiotherapy clinic in Hong Kong. The winning plan was subsequently implemented and a clinic was established jointly with the Department of Rehabilitation Sciences. The clinic, formally known as **PolyU Student-run Wellness Clinic**, aimed at **promoting preventive care and better health in Hong Kong** while creating an environment for students to apply their knowledge and develop their communication, leadership, and other skills. Since the opening ceremony in November, 2014, the clinic has rolled out a series of workshops for the elderly and working adults in the community.
workshops included educational talks, risk assessment, and dance and exercise sessions. Training was conducted by PolyU’s physiotherapy students, under the supervision of a registered physiotherapist. Meanwhile, FB students contributed with their skills and knowledge in accounting, marketing, and strategic planning. The clinic is a positive way through which our students can engage the local community directly.

Other Events

FB organized the PolyU Green Economy Luncheon on October 16, 2013. A highlight of the event was the address given by Professor Siwei Cheng, economist and former Vice Chairman of the Standing Committee of the National People’s Congress of the People’s Republic of China. In the presence of government officials, journalists, students, staff, PolyU alumni, academics from various universities, and business professionals, Professor Cheng put forth the green economy as a way to foster sustainable growth in China, and outlined different ways to develop a low-carbon economy in the country.

To encourage social innovation, our MBA Alumni Association hosted a seminar on January 31, 2015. Speakers from Food Angel and St James Settlement shared their ideas about using surplus food and clothing to serve the needy and promote environmental consciousness. A third speaker from Fullness Social Enterprises Society elaborated on the concepts of social innovation and social enterprise.

FB organized a Sustainability Carnival on February 28, 2015 to promote sustainable ideas such as aquaponics, fair trade, organic farming, upcycling, etc. The event was an alumni event, and all alumni and their families were invited. In addition to our DBA and MBA Alumni Associations, FB students and colleagues were involved as well.
Our Accomplishments (2013-15) ...

During the period, we have developed a set of long-term initiatives to engage different stakeholders on issues surrounding social responsibility and sustainability on regular basis. These initiatives have included conferences, Public Lecture series, Innovation Talk series, and other alumni activities. Through the design and delivery of student development activities, we have also engaged our students to engage the needy in their community.

Looking Back to Go Forward ...

Going forward, we will seek further opportunities to deepen our commitment to social responsibility and sustainable development goals. We intend to engage our partners around the world in general, but especially in the region to share with us this ideal. We are currently taking an active leading role to establish the PRME East Asian chapter, and will be hosting the 2016 PRME Asia Forum. We believe that this is the beginning of our effort to help spread the ideals of PRME to the rest of the region.
“Tell me and I will forget; show me and I may remember; involve me and I will understand.”

The age-old Chinese proverb applies well in our PRME journey thus far. To be a force for good ourselves, we need to involve all our internal and external stakeholders in this effort of promoting social responsibility and sustainability.

We have taken a promising and encouraging first step. We are well-aware and prepared for the challenges ahead. We are committed to involve our stakeholders such that they, too, can move from knowing, through doing, to being forces for good.

The future begins now.