

UGC/IIDS14/B02/14

RESEARCH GRANTS COUNCIL

**COMPETITIVE RESEARCH FUNDING SCHEMES FOR
THE LOCAL SELF-FINANCING DEGREE SECTOR**

INTER-INSTITUTIONAL DEVELOPMENT SCHEME (IIDS)

Completion Report
(for completed projects only)

<u>Submission Deadlines:</u>	1. The unspent balance, if applicable, and auditor's report: within six months of the approved project completion date.
	2. Completion report: within twelve months of the approved project completion date.

Part A: The Project and Investigator(s)

1. Project Title

Entrepreneurship and Innovation: Gateway and Barriers

2. Investigator(s) and Academic Department/Units Involved

Research Team	Name / Post	Unit / Department / Institution
Principal Investigator	Irene H S Chow/Professor	Management/HSMC
Co-investigator(s)	WONG Chung Yee Amy /Lecturer I	Management/HSMC
Co-investigator(s)	CHAN, Sunny/Lecturer II	Marketing/HSMC
Others		

3. Project Duration

	Original	Revised	Date of RGC Approval (must be quoted)
Project Start Date	1 st Oct., 2014	1 st Dec., 2014	3 rd Nov. 2014

Project Completion Date	31 st May, 2015	31 st May, 2015	3 rd Nov. 2014
Duration (<i>in month</i>)	8	6	3 rd Nov. 2014
Deadline for Submission of Completion Report	-	31 st May , 2016	-

Part B: The Final Report

5. Collaboration with other Self-financing Degree-awarding Institutions / Schools

Collaborating self-financing institution / school	% of participation	Distinctive element(s) that the institution / school is responsible for the project
Open University	5%	Promotion: Website link to promote the conference

6. Project Objectives

6.1 Project delivery

Timing	Original Milestones	Revised Milestones	Date of RGC Approval (<i>must be quoted</i>)
3 days conference within 6 months after approval	End of Feb., 2015	15-17 March, 2015	3 rd Nov. 2014

6.2 Speaker(s)

Title / Name (Surname in capital letters)	Post / Institution / School	Title / Topic of presentation / course	Previous research links with Hong Kong institutions / schools (Nature and Date (month/year))
Professor Garry D. Bruton	Professor/Neeley School of Business at Texas Christian University, USA	Entrepreneurship & China	The keynote speakers are familiar with HK and mainland China. He was a visiting scholar at the Chinese University of Hong Kong, 2005-2006
David Ahlstrom	Professor/The Chinese University of Hong Kong	Innovation, new ventures and Growth	From local university with 20 years of experience in Hong Kong
Kevin Y. Au	Associate Professor/ The Chinese University of Hong Kong	Crouching Tigers, Hidden Dragons	Director Center for Entrepreneurship The Chinese University of Hong Kong
Robert Lee	Executive Director,	Mini-startups & Mega-Ideas: New	Adjunct Professor & Associate Director of

	Center for Business Innovation & Globalization (Shenzhen and Hong Kong)	opportunities for H. K. Entrepreneurs	the MBA Program, The Chinese University of Hong Kong; Associate Director, CUHK Center for Entrepreneurship
Mr Eric S.S. Wong	Chairman, Ericorps Group (Multinational)	Business experience sharing	From local industry
Mr Mickey Yan Wai Kiu	Chairman and Managing Director/ Li Hing Holdings Ltd	Business experience sharing	From local industry
Mr Sam C. M. Leung	Managing Director / Lung Cheong Digitech (HK) Limited	Business experience sharing	From local industry
Mr. Steven Lam	Co-Founder & CEO/ GoGo Van	Business experience sharing	From local industry
Dr. Warren Chiu	Associate Professor/ Polytechnic University of Hong Kong	Factors affecting network building among entrepreneurs	From local university
Dr. Echo Ding	Assistant Professor/ Hang Seng Management College	Institution and entrepreneurship in China	From local university
Kenneth Chung Hoi Ki	Associate Head, Department of Economics and Finance, Hang Seng Management College	Barriers for entrepreneurs	From local university
Dr. Victor Lau	Associate Head, Department of Management, Hang Seng Management College	How strict/lenient you need to be a good entrepreneur/innovator: Theory and practice sharing	From local university
Dr. Willy	Acting Head,	A comparative analysis	From local university

Yue	Department of Computing, Hang Seng Management College	for trading in North America and China	
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- 6.3 Please provide copies of promotional materials, number of participants, survey/statistics on participants, e.g. country of origin, research background, etc., a copy of evaluation form/questionnaire and the consolidated feedback with response rate. Photos of the event(s) are preferred but optional.

Conference on March 16, 2015

The speakers came from Neeley School of Business at Texas Christian University, USA; Chinese University of Hong Kong; Hong Kong Polytechnic University, Hang Seng Management College, and industry sector.

The number of participants (registered) 96 as on March 1, 2015. Other non-registered, walk-in attendants were over 100. The majority of conference participants are students and teaching staff from HSMC. Participants from other institutes included

CASH Axiom Capital Limited	Managing director
StreetAd Media Limited	Business Director
HSBC	Assistant
Institute for Entrepreneurship, The Hong Kong Polytechnic University	Senior Programme Manager
Education for Good	Intrapreneur

Factory-visit on March 18, 2015

There were around 60 participants registered. According to the crush of mid-term test week, students had to prepare for the tests for different modules and were not able to take leave to join the field trip. Finally, a total of 35 students participated in the field trip to Dongguan. Some of them could not go because they did not want to miss the revision classes on March 17, Tuesday.

Survey/statistics on participants

The conference attendants voluntarily participated in the feedback survey. A total of 200 forms were distributed and 139 responses were returned. The response rate was 69.5%.

Session(s) attended	Number of responses
<input type="checkbox"/> Keynote presentation: Professor Garry Bruton	55
<input type="checkbox"/> Plenary Session: Prof Kevin Au, & Prof David	39

Ahlstrom	
<input type="checkbox"/> Keynote Presentation: Prof Robert Lee	22
<input type="checkbox"/> Panel session of entrepreneurs from the industry	22
<input type="checkbox"/> Roundtable Discussions	11

The consolidated feedback is provided in the following charts. The rating scale is from 1 (strongly disagree) to 6 (strongly Agree).

Figure 1 Topic of the Conference is Interesting

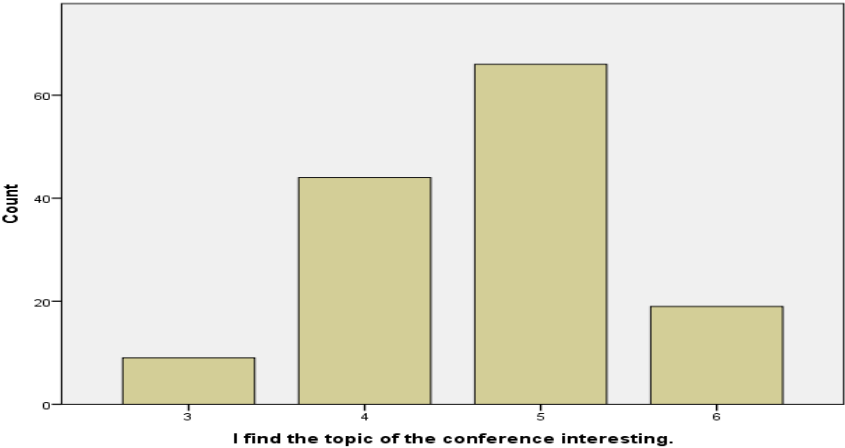


Figure 2 Content of the Conference is Useful

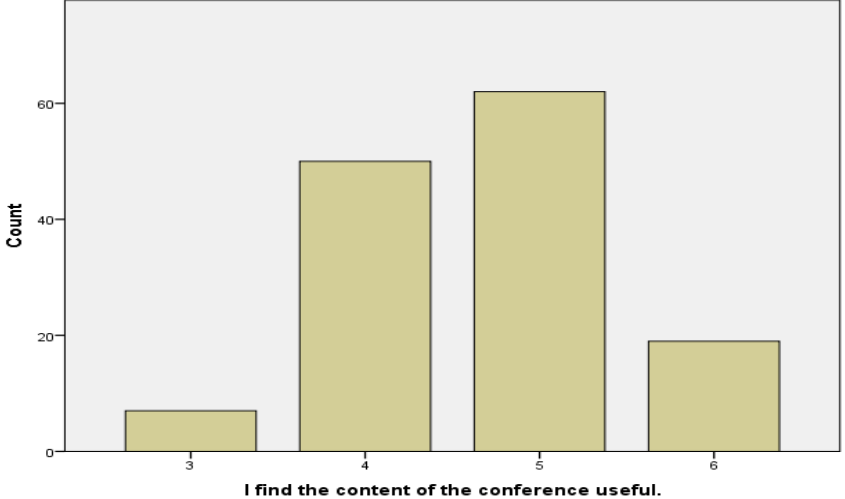


Figure 3 The Speakers Convey Their Message Clearly

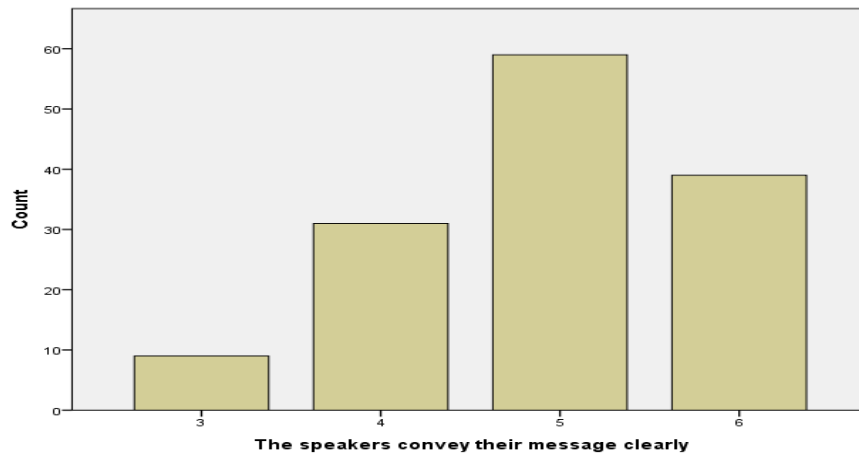


Figure 4 Overall Satisfaction



Other comments:

- Students can be rewarded from the expertise's sharing.
- The speeches of guests are quite inspiring. The guests are willing to tell. They are very nice.
- Greatly inspired by the speakers and the discussion among the floor. Hope more similar scale of conference can conduct to rich the mind on HSMC student.
- Session can be longer. Information is useful but not enough.

- The story about the banker is impressive.
- The conference is informative!
- An interesting conference; clear information
- Very good, hope I can join it again!

Copies of promotional materials are attached in Appendix 1. Photos of the events are attached in Appendix 2.

Conference Feedback Form

Conference: Entrepreneurship and Innovation: Gateway and Barriers

Date: 15-17 March, 2015

Session(s) attended

- Keynote presentation: Professor Garry Bruton
- Plenary Session: Prof Kevin Au, & Prof David Ahlstrom
- Keynote Presentation: Prof Robert Lee
- Panel session of entrepreneurs from the industry
- Roundtable Discussions

Opinions of this conference

	Disagree		Agree			
1. I find the topic of the conference interesting.	1	2	3	4	5	6
2. I find the content of the conference useful.	1	2	3	4	5	6
3. The speakers convey their message clearly	1	2	3	4	5	6
4. Overall, I am satisfied with the speakers' Performance	1	2	3	4	5	6

Other comments:

6.4 Objectives as per original application

1. Stimulate research ideas on entrepreneurship and innovation
2. Collaborate with faculty members in interdisciplinary research in entrepreneurship and innovation
3. Disseminate research findings and information not only to academics but also to those working in entrepreneurial practices and policy decision makers who are interested in entrepreneurship
4. Provide a forum for interacting and linking with scholars and practitioners in the field of entrepreneurship and innovation

6.5 Revised objectives

Date of approval from the RGC: N.A.

Reasons for the change:

- 1.
- 2.
3.

6.6 Realisation of the objectives

(Maximum 1 page; please state how and to what extent the project objectives have been achieved; give reasons for under-achievements and outline attempts to overcome problems, if any)

The theme this conference is entrepreneurship and innovation. Its objectives is to provide scholars, educators and entrepreneurs with a forum for discussion on the impacts of entrepreneurial and innovative theory and practices that will pave the way for a better understanding of the role of entrepreneurial and innovative initiatives in fostering a sustainable and competitive advantage. This conference is an excellent example of bridging the gap between theory and practices and offers the opportunity for sharing and exchange between academic research and entrepreneurs.

We successfully held a three day conference on March 15-17, 2015. The conference was organized around different formats. The morning sessions focused more on the academic side while the afternoon sessions focused on the practical issues. Two keynote presentations aimed at the academic and practical aspects respectively. In addition to keynote speech, two plenary sessions by academics and entrepreneurs from the industry were organized. Towards the end, faculty members led two roundtable discussions.

We had two prominent keynote speakers: (1) Professor Garry D. Bruton, Neeley School of Business at Texas Christian University, USA. And (2) Professor Robert Lee, The Chinese University of Hong Kong. Other speakers came from The Chinese University of Hong, Hong Kong Polytechnic University, Hang Seng Management College, and industry sector.

The stated objectives of the conference are:

1. Stimulate research ideas on entrepreneurship and innovation

2. Collaborate with faculty members in interdisciplinary research in entrepreneurship and innovation
3. Disseminate research findings and information not only to academics but also to those working in entrepreneurial practices and policy decision makers who are interested in entrepreneurship
4. Provide a forum for interacting and linking with scholars and practitioners in the field of entrepreneurship and innovation

These objectives were successfully achieved and realized.

Over 200 participated in the conference including students, teachers and practitioners. It was a great turnout. Feedback from the participants was generally positive. The rating score by the conference participants were very good. Specific scores were given for interesting (4.69); useful (4.67); convey clear message (4.93); overall satisfaction (4.83) on a 6-point scale. Descriptive comments from the attendants can be summarized as rewarding from the expertise's sharing; greatly inspired by the speakers and the discussion among the floor; informative; very good and hope to join it again!

Other comments from the speakers include:

- Great session; I thought it went well – some interesting papers and roundtable talks. Glad we all could come also, and the students were also good. Hope we can visit again sometime.
- The speakers were positive and knowledgeable, and I am sure they helped inspire the students.
- Congratulations on the great success of the Entrepreneurship Conference!

6.7 Summary of objectives addressed to date

Objectives (as per 5.1/5.2 above)	Addressed (please tick)	Percentage achieved (please estimate)
1.	✓	100%
2.	✓	100%
3.	✓	100%
4.	✓	100%

7. Research-related Outcome

7.1 Potential for further development of the research and the proposed course of action
(*Maximum half a page*)

- Collaborating with Department of Supply Chain Management and Information Systems to offer a module in Entrepreneurship as a major elective for the BBA-MGT programme
- Building on the contacts and relationships established in this conference, we plan to set up an innovative management consortium to further pursue related activities, for example entrepreneur forum, in the future. To foster a closer links between the faculty members and the industry, we will collaborate with entrepreneurs to conduct research-related activities, organize workshops, sharing sessions, and internship for students.
- An entrepreneur forum on “Sustainable Development through Innovation and Entrepreneurship”
- Internship opportunities for undergraduate students to get practical, hand-on experience in real business operations

7.2 Research collaboration achieved
(*Please give details on the achievement and its relevant impact*)

- To foster a closer links between the faculty members and the industry, we will collaborate with entrepreneurs to organize workshops, business sharing sessions, and internship for students
- Mr. Steven Lam shared his vision, development of GoGoVan with students and offered internship, part-time jobs for students in terms of a prior conference Business Sharing Series 1 held on February 25, 2015. The session was well attended (around 90 students).
- Mr. Sam Leung, Managing Director of Lung Cheong Digitech Company Ltd and Mr. Eric Wong, Chariman of EriCorps Group shared their business development and strategies with students in terms of a post conference Business Sharing Seminar Series 2 held on April 24, 2015 and offered internship to students. The session was well attended (around 85 students).

7.3 Any new development and/or challenging research topic has / have been identified and inspired the possible new initiative(s) in future research work.

- Conference and workshops on social enterprises
- Visit to successful social enterprises
- An entrepreneur forum on “Sustainable Development through Innovation and Entrepreneurship”

8. The Layman’s Summary

(Describe in layman’s language the nature, significance and value of the research project, in no more than 200 words)

This conference bridges the gap between theory and practices as it offers a good opportunity for sharing and exchanges between academic researchers and entrepreneurs. The major objective is to provide scholars, educators, and entrepreneurs with a forum for discussion about the impacts of entrepreneurial and innovative theory and practices that will pave the way for a better understanding of the role of entrepreneurial and innovative initiatives in fostering a sustainable and competitive advantage.

On the academic side, it features two prominent keynote speakers from local and overseas universities as well as a panel of academic speakers to share their ideas and experience in the plenary sessions of the conference. Besides, a panel of local entrepreneurs with more than 30 years of business experience will share their views and down-to-earth approaches in the industry.

In addition, guests and faculty members from across departments together with facilitators bridge the gap between the theoretical and practical approaches in the roundtable session. To explore more possible business practices and strategies of the industry to capture market opportunities, we organized a day trip to a Dongguan factory. The factory management team shared their practical experience in recent product development and operations.

Part C: Research Output

9. Recognized conference(s) paper(s) related to this project was/were delivered

(Please attach a copy of each conference abstract)

Month/Year/Place	Title	Conference Name	Submitted to RGC (indicate the year ending of the relevant progress report)	Attached to this report (Yes or No)	Acknowledged the support of RGC (Yes or No)
N.A.	Powerpoint slides and video shooting of the conference speakers are available for sharing. A newspaper article is attached.				Yes

10. Research Personnel trained

Name	Capacity
23 students	Student helpers were trained in organizing the conference in terms of event management, promotion, customer services, etc; and trained to be master of ceremony


11. Other impact

(e.g. prizes, collaboration with other research institutions, technology transfer, etc.)

N.A.

A newspaper article published in SingDao

談企業生存之道



恒管語絲

現時
企業處身
於充滿挑

戰與困難的營商環境，涉及不斷變化的應用科技、市場趨勢和消費者喜好等。企業能夠在行業中屹立不倒，確是一件不容易的事。有政府機構現時提供經費，讓眾學者與教育家繼續探索研究，希望能對創業者和業界提供一些與時並進的營商知識與資訊。革新是對企業至為關鍵的生存之道。無論是革新營運模式、採用多元化的產品與服務策略，抑或創立新的產品與服務，只有掌握如何實踐革新與創新，才能在市場穩佔一席位。

傳統的營運模式未必能夠應付市場需要，適當的改革往往能為企業創造機會。本港有一家數碼科技公司由主力生產玩具，改革轉型至研發自家品牌及生產高端電子玩具。管理層更將產品多元化，業務擴展至研發遙遠控制器、水力發電、輕鐵和電車等。另一成功例子是一家清潔公司轉型為本地知名的環保顧問公司，其業務範圍遍及衛生管理、環境保護、政策倡導、資源貿易等，可見掌握市場脈搏等於掌握商機。

改革轉型創造新機遇

在改革的同時，如能做到推陳出新，提升服務質素，也能夠拓展更大的市場。有一家初期主攻成衣生產和貿易的公司，與其他專業夥伴進行策略性聯盟，共同發展不同市場，以發揮協同效應和有效控制營運成本，更進一步提供高端軟件、商業諮詢服務、出口高科技物料和分銷不同的消費品等服務，為企業帶來更大的市場、更多的商機。

科技發展日新月異，如能夠了解和利用新科技加強服務質素，定能為企業增加競爭力。一家創新的物流企業在創業兩年間已經將業務遍及香港、新加坡、台灣、南韓、內地及澳洲等地。

其成功之處在於管理層研發出一個創新的物流應用程式，幫助員工有效地聯繫停泊在不同地點的小型巴士，從而有效地控制貨物收發的時間，提升公司競爭力。

綜合以上例子，顯示今天企業生存之道，全賴不斷求變與創新。事實上，世上並沒有絕對的企業生存必勝法。業界、學者和教育家必須繼續深入討論有關創業與革新的理論和實踐，了解企業和創新活動的主要作用，以及促進企業可持續的競爭優勢。業界和創業者既可以分享及借鑒有效的營商模式以及策略，同時亦需要高瞻遠矚，具開放的胸懷和不懈的努力，才能充分掌握市場的趨勢，在行業內不易被取替。

註：小題為本報所加

恒生管理學院管理學系一級講師
黃琮貽女士
恒生管理學院管理學系兼職高級講師
周盧麗玲女士

本欄由恒生管理學院高層輪流執筆，就所見所聞與讀者分享。若讀者對本文有任何意見，歡迎與作者聯絡，電郵：amywong@hsmc.edu.hk及lll@hsmc.edu.hk

Appendix 1

The Open University of Hong Kong: IIDS Projects Funded by Research Gr... Page 1 of 1



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IIDS Projects Funded by Research Grants Council



Project Reference No.	Project Title	Principal Investigator	Institution
UGC/IIDS14/B02/14	Entrepreneurship and Innovation: Gateway and Barriers	Prof CHOW Irene Hau-siu	Hang Seng
UGC/IIDS13/E01/14	Inter-institutional Architectural and Urban Design Programme - 'Adaptive Urbanism - Hong Kong New Town development 1960-2046'	Mr CHU Hoi-shan	Chu Hai
UGC/IIDS16/H01/14	Research Capability Enhancement Programme (1) for the Self-financing Degree Sector of Hong Kong	Prof IP Yiu-keung	OUHK
UGC/IIDS14/P01/14	Workshop Series in Applied Statistics	Dr LIU Nga-wai	Hang Seng
UGC/IIDS13/E02/14	Highway Development and the Environment	Prof PUN Kwok-leung	Chu Hai
UGC/IIDS13/B01/14	China and Australia: Links through Education, Trade, Investment and Migration	Prof YU Eden Siu-hung	Chu Hai

Maintained by: University Research Centre (urc@ouhk.edu.hk)

Modified Date: Jan 28, 2015

The Open University of Hong Kong 2014

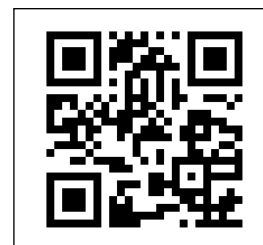
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Topic: Entrepreneurship and Innovation: Gateway and Barriers**Time & date:** 9:00 pm – 5:30 pm, 16 March 2015, Monday**Venue:** D401, Block A, Hang Seng Management College, Shatin, N.T.**Language:** English/Chinese**Speakers:** *Keynote speakers**Garry D. Bruton, Professor of entrepreneurship at the Neeley School of Business at Texas Christian University**Robert Lee, Professor of Practice in Entrepreneurship, The Chinese University of Hong Kong, Associate Director, MBA Programs; Executive Board Member, Center for Entrepreneurship; and Executive Director, Center for Business Innovation and Globalization***Abstract:** This conference will bridge the gap between theory and practices, as it offers a good opportunity for sharing and exchange between academic researchers and entrepreneurs. The major objective is to provide scholars, educators, and entrepreneurs a forum for discussion about the impact of entrepreneurial and innovative theory and practices that will pave the way to a better understanding of the role of entrepreneurial and innovative initiatives in fostering a sustainable competitive advantage.

On the academic side, it features two prominent keynote speakers from local and overseas universities as well as a panel of academic speakers to share their ideas and experience in the plenary sessions of the conference.

Besides, a panel of local entrepreneurs with more than 30 years of business experience will share their views and down-to-earth approaches in the industry.

In addition, guests and faculty members from across departments together with facilitators will bridge the gap between the theoretical and practical approaches in the roundtable session. To explore more possible business practices and strategies of the industry to capture market opportunities, we will also organize a day trip to d Dongguan factory. The factor management team will share their practical experience in recent product development and operations in and for the meantime.

Enquiry: Christine Li
Tel: 3653 5565
Email: christineli@hsmc.edu.hk**Website:** <http://ei.hsmc.edu.hk>

Conference website

[Home](#) [Conference Theme](#) [Programme Sessions](#) [Register Now !](#)



Entrepreneurship and Innovation: Gateway and Barriers

創業與革新 – 迎難而上 營商有道

March 15 - 17, 2015

Hang Seng Management College, Hong Kong

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The major objective of the conference is to provide scholars, educators, and entrepreneurs with a forum for discussion on the impacts of entrepreneurial and innovative theory and practices that will pave the way for a better understanding of the role of entrepreneurial and innovative initiatives in fostering a sustainable and competitive advantage ...

[\(Click here for more details\)](#)

10 March, 2015

Registration Deadline

15 March, 2014 (pm)

Welcome Dinner

16 March, 2015 (full day)

Conference Sessions

17 March, 2015 (full day)

Day Trip to Dongguan

Conference Venue

The conference will be hosted by the Hang Seng Management College.

Address : Hang Shin Link, Siu Lek Yuen, Shatin, New Territories, Hong Kong

Phone : (+852) 3963-5565 / (+852) 3963-5022

Email : christineli@hsmc.edu.hk / karenho@hsmc.edu.hk

[Airport to HSMC](#)



[Campus Map](#)

Email to participants

Subject: Invitation to Conference and Field Trip (16 – 17 March)

Dear colleague & students

On behalf of the Department of Management of Hang Seng Management College, you are cordially invited to our RCG funded Conference themed “Entrepreneurship and Innovation: Gateway and Barriers” 創業與革新 – 迎難而上 營商有道. This conference will be hosted on 16th March 2015 at the Hang Seng Management College.

The conference objective is to provide scholars, educators, and entrepreneurs a platform for discussion on the impact of entrepreneurial and innovative theory and practices. It features by two prominent keynote speakers from local and overseas universities as well as a panel of academic speakers to share their ideas and experience in the plenary sessions. Besides, a panel of local entrepreneurs will share their views of possible approaches to survive in the industry. In the roundtable session, guests and faculty members from across disciplines together with facilitators will bridge the gap between the theoretical and practical approaches.

To explore possible practices and strategies of the industry to capture market opportunities, we will also organize a day trip to a Dongguan factory on 17 March, 2015. The factory management team will share their practical experience in recent product development and operations in the meantime.

For your information, the first 80 participants will enjoy free lunch for the conference and for a free day trip to Dongguan factory respectively. Please register through our website: <http://ei.hsmc.edu.hk> to indicate your preference on or before 10th March 2015. This will be served as a “first come first serve” basis. Except for free lunch and trip to Dongguan factory, you are welcomed to register to join in part of the conference.

We are looking forward to seeing you at the Conference and/or factory visit on 16th and 17th March 2015 respectively.

Yours sincerely,

Prof. Irene Chow, Principal Investigator
Ms Amy Wong, Conference Chair
Department of Management
Hang Seng Management College

Newsletter May 2015

Conference: Entrepreneurship and Innovation: Gateway and Barriers

A conference on “Entrepreneurship and Innovation: Gateway and Barriers” funded by the Research Grants Council was hosted by the Department of Management on 16 March 2015, with the major objective to provide scholars, educators, and entrepreneurs a platform for discussion on the impact of entrepreneurial and innovative theory and practices. It was featured by two prominent keynote speakers from local and overseas universities as well as a panel of academic speakers to share their ideas and experience in the plenary sessions. Besides, a panel of local entrepreneurs with more than 30 years of business experience shared their views of possible approaches to survive the industry downturn.

In the roundtable discussion, guests and faculty members from departments together with facilitators bridged the gap between the theoretical and practical approaches. To explore possible practices and strategies of the industry to capture market opportunities, a day trip to a factory in Dongguan, PRC was organised on 17 March 2015. The factory management team shared their experience on recent product development and operations.

The conference was well-attended and the feedback was positive.

For details, please refer to : <https://ei.hsme.edu.hk/main.php>



HSMC Newsletter 6.2015 p.14

Conference on “Entrepreneurship and Innovation: Gateway and Barriers”

「創業與革新－迎難而上 營商有道」會議

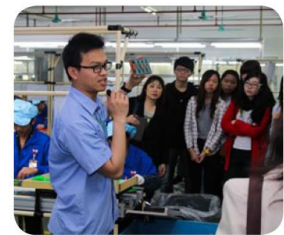


The RGC-funded conference, held on 15-17 March 2015, offered a good opportunity for sharing and exchanges between academic researchers and entrepreneurs. The major objective was to provide a forum for discussion on the impacts of entrepreneurship and innovation theory and practices.

Two prominent speakers, Professor Garry D Bruton and Professor Robert P Lee, a panel of academic speakers and local entrepreneurs shared their ideas and experience in the plenary sessions.

由研究經費資助局贊助之「創業與革新－迎難而上 營商有道」會議於2015年3月15日舉行，為學術研究人員與企業家提供一個交流的平台，討論企業家與創新的理論與實踐，從而增加這些計劃於促進可持續和競爭力優勢的認識。

在全體環節上，兩位著名講者Professor Garry D Bruton 與 Professor Robert P Lee、一組學術講者及本地的企業家分享他們的構思和經驗。



Big Banner



Backdrop



Poster




恒生管理學院
 HANG SENG
 MANAGEMENT COLLEGE

**Entrepreneurship and Innovation:
 Gateway and Barriers**
創業與革新 - 迎難而上 營商有道

Organized by
 Department of Management
 Hang Seng Management College
 15th - 17th March, 2015

Keynote Speakers
Prof. Garry D. Bruton - Texas Christian University
Prof. Robert Lee - The Chinese University of Hong Kong

Plenary Speakers
Prof. David Ahlstrom
The Chinese University of Hong Kong
Prof. Kevin Y. Au
The Chinese University of Hong Kong

Conference Advisors
Prof. Simon Ho - President, HSMC
Prof. Gilbert Fong - Provost, HSMC

**Panel Session of Entrepreneurs from
 the Industry**
Mr. Eric S.S. Wong
Chairman of Ericcorps Group
Mr. Mickey Yan Wai Kiu
*Chairman and Managing Director of Li Hing
 Holdings Limited.*
Mr. Sam Leung
*Managing Director of Lung Cheong Digitech
 (HK) Limited*
Mr. Steven Lam
Co-founder and CEO of GoGoVan

Organizing Committee
Prof. Irene Chow
Principal Investigator
Ms. Amy Wong
Conference Chair
Mrs. Mariana Chow
Mr. Joe Tsui
Mr. Sunny Chan
Coordinators

Financial support by Research Grant Council, HKSAR, UGC/IIDS14/B02/14



Programme pamphlet

Group 2: Facilitator: Ms. Carman Chu, Hang Seng Management College

- Dr. Victor Lau (Deputy Programme Director of Management Department), Hang Seng Management College, How Strict/Lenient You Need to be a Good Entrepreneur/Innovator: Theory and Practice Sharing
- Dr. Willy Yue (Acting Head of Department of Computer), Hang Seng Management College, A Comparative Analysis for Trading in North America and China

17:30 The end

18:30 Farewell Dinner (By invitation)

Closing remarks, Prof. Gilbert Fong, Provost, Hang Seng Management College

Day 3 (17th March 2015)

8:30 Departure to Dongguan, China – factory visit: Dongguan Lung Cheung Toys Co. Limited

Dongguan Factory Visit

A one day cross-border factory visit to Dongguan Lung Cheung Toys Co. Limited will be held. In the factor visit, the factory management will share their practical experience in product development & operations. Below is the background of the company.

With over 40 years history Lung Cheung International Holdings Limited is a great multinational group listed company, which takes Hong Kong as headquarter, Dongguan for research and manufacture foundation, Indonesia as production centre and setting business office in the United States and Hong Kong. Main products of the company are diversification entertainment toys e.g., radio control electronic toys and high technology digital products, which unites with research, design, produce and selling. The products mainly distributes to over 100 developed countries and areas, such as Europe, America, Japan and so on. International famous toys companies and electronic playing companies equally see Lung Cheung's long lasting cooperation partners.

Conference Advisors

Professor Simon Ho, President,
Hang Seng Management College



Professor Gilbert Fong, Provost,
Hang Seng Management



Organizing Committee

Principal Investigator: Professor Irene Chow
Conference Chair: Ms. Amy Wong
Coordinators: Mrs. Marianna Chow, Mr. Joe Tsui, Mr. Sunny Chan



Entrepreneurship and Innovation: Gateway and Barriers

創業與革新 迎難而上 營商有道

Hang Seng Management College Conference Prospectus 2015

Organized by
Department of Management



Financial support by Research Grant Council, HKSAR, CSC/JH01/04/04

Entrepreneurship and Innovation: Gateway and Barriers

This conference will bridge the gap between theory and practices as it offers a good opportunity for sharing and exchanges between academic researchers and entrepreneurs. The major objective is to provide scholars, educators, and entrepreneurs with a forum for discussion on the impacts of entrepreneurial and innovative theory and practices that will pave the way for a better understanding of the role of entrepreneurial and innovative initiatives in fostering a sustainable and competitive advantage.

On the academic side, it features two prominent keynote speakers from local and overseas universities as well as a panel of academic speakers to share their ideas and experience in the plenary sessions of the conference. Besides, a panel of local entrepreneurs with more than 30 years of business experience will share their views and down-to-earth approaches in the industry.

In addition, guests and faculty members from across departments together with facilitator will bridge the gap between theoretical and practical approaches in the roundtable session. To explore more possible business practices and strategies of the industry to capture market opportunities, we will also organize a day trip to a Dongguan factory. The factory management team will share their practical experience in recent product development and operations in and for the meantime.

Keynote Speakers

Professor Garry D. Bruton, Ph.D.

- Professor – Neeley School of Business in TCU
- Honorary Professor – School of Management at Jilin University – China
- Honorary Professor – School of Business at Sun Yat Sen University – China



Professor Lee, Robert P., BA (UC Berkeley), M9 and Ph.D. degrees (UCLA)

- Professor – The Chinese University of Hong Kong
- Associate Director, MBA Programme, The Chinese University of Hong Kong
- Executive Board Member, Center for Entrepreneurship, The Chinese University of Hong Kong
- Executive Director, Center for Business Innovation & Globalization, The Chinese University of Hong Kong



Plenary Speakers

Professor Kevin Y. Au

- Associate Professor – The Chinese University of Hong Kong
- Director, Center for Entrepreneurship, The Chinese University of Hong Kong
- Director, Center for Family Business, The Chinese University of Hong Kong



Professor David Ahlstrom

Professor, The Chinese University of Hong Kong



Panel Session of

Mr. Eric S.S. Wong
Chairman of Ericcorp Group



Mr. Mickey Yan Wai Kin
Chairman & Managing Director of Li Hing Holdings Ltd.



Mr. Sam C.M. Leung
Managing Director of Lung Cheung Digitech (HK) Ltd.



Mr. Steven Lam
Co-founder and CEO of GoGoVan



Conference Rundown

Day 1 (15th March 2015)

18:30 Welcome Dinner (By invitation)

Welcome message, Prof. Simon Ho, President, Hang Seng Management College

Day 2 (16th March 2015)

9:00 Registration

9:15 Keynote Presentation

Garry D. Bruton, Professor of entrepreneurship at the Neeley School of Business at Texas Christian University

10:45 Coffee Break

11:15 Plenary Session

Moderator: Ms. Amy Wong

Speakers:

- Kevin Y. Au, Associate Professor, Director, Center for Entrepreneurship, and Director, Center for Family Business, The Chinese University of Hong Kong
- David Ahlstrom, Professor, The Chinese University of Hong Kong

12:30 Conference Luncheon at Chinese restaurant on campus

2:00 Keynote Presentation

Robert Lee, Professor of Practice in Entrepreneurship, The Chinese University of Hong Kong, Associate Director, MBA Programs, Executive Board Member, Center for Entrepreneurship, and Executive Director, Center for Business Innovation and Globalization

3:00 Panel session of entrepreneurs from the industry (Cantonese)

Moderator: Ms. Amy Wong

- Mr. Eric S.S. Wong, Chairman of Ericcorp Group
- Mr. Mickey Yan Wai Kin, Chairman and Managing Director of Li Hing Holdings Ltd
- Mr. Sam C. M. Leung, Managing Director of Lung Cheung Digitech (HK) Limited
- Mr. Stephen Lam, Co-founder & CEO of GoGoVan

4:15 Coffee Break

4:30 Round Table Discussions

Group 1: Facilitator: Mr. Sunny Chan, Hang Seng Management College:

- Dr. Warren Chiu, Polytechnic University of Hong Kong, Factors affecting network building among entrepreneurs
- Dr. Echo Ding (Department of Management), Hang Seng Management College, Institution and entrepreneurship in China
- Dr. Kenneth Chung (Associate Head of Department of Economics & Finance), Hang Seng Management College, Barriers for Entrepreneurs

Leaflet




恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

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 創業與革新 - 迎難而上 營商有道

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Pull-up stand



Show TV in HSMC



Appendix 2 Photos of the Events

Keynote speakers: Professor Garry Bruton



Professor Kevin Au



Professor David Ahlstrom



Keynote speaker: Professor Robert Lee



Panel session of entrepreneurs from the industry



Firm visit: Dongguan Lung Cheong Toys Co. Limited

