

RGC Ref. No.: <u>UGC/IIDS14/H02/20</u> (please insert ref. above)

**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)

<p><u>Submission Deadlines:</u> 1. <i>The unspent balance, if applicable, and auditor's report: within <u>six</u> months of the approved project completion date.</i></p> <p>2. <i>Completion report: within <u>12</u> months of the approved project completion date.</i></p>

Part A: The Project and Investigator(s)

1. Project Title

Dialogues on Strategies: Sustaining Hong Kong's Leadership and Competitiveness

in International Business Communication

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

Research Team	Name / Post	Unit / Department / Institution
Principal Investigator	Dr. ZHAO Mengmeng/ Assistant Professor	School of Communication/HSUHK
Co-Principal Investigator(s)	Prof. TSO Hung/ Dean and Professor	School of Communication/HSUHK
Co-Investigator(s)	Prof. HANG Min/ Associate Dean; Professor; Director of Economic Communication Research Centre	School of Journalism and Communication/Tsinghua University
	Dr. CHANG Chih Yu/ Associate Professor (Practice)	School of Communication/HSUHK
	Dr. HU Hsin Li/ Assistant Professor	School of Communication/HSUHK
Others		

3. Project Duration

	Original	Revised	Date of RGC / Institution Approval (<i>must be quoted</i>)
Project Start Date	1 January 2021	N/A	
Project Completion Date	31 December 2021	31 July 2022	Approved by RGC on 18 March 2022
Duration (<i>in month</i>)	12 months	19 months	
Deadline for Submission of Completion Report	31 December 2022	31 July 2023	

4.4 Please attach photo(s) of acknowledgement of RGC-funded activities.

香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

傳播學院
SCHOOL OF COMMUNICATION

Sustaining Hong Kong's
Leadership and Competitiveness
in International Business Communication

永續香港在國際商業傳播領域的
領導地位及競爭力

大中華區商業傳播研討會

議題： 商業傳播在新聞傳播教育中的意義及作用、商業傳播的研究趨勢、商業傳播實踐的前景及挑戰

時間： 2022年6月10日（五）9:30 - 17:00
2022年6月11日（六）9:30 - 12:15

地點： 騰訊會議 (VooV Meeting)

QR Code: [QR Code]

+852 3963 5228
scom@hsu.edu.hk
businesscommunication.hsu.edu.hk

此活動為香港特別行政區研究資助局之資助項目，項目編號：UGC/IIDS14/H02/20

Part B: The Final Report**5. Collaboration with Other Self-Financing Degree-Awarding Institutions**

	Name of Institution(s)	% of Participation	Distinctive <u>Element(s)</u> of the Institution in Responsible Project
Applying Institution	HSUHK	100%	N/A
Collaborating Institution(s) (If any) #	N/A	N/A	N/A
Total:		100%	N/A

If no other eligible local self-financing degree-awarding institutions are involved, please input "N/A" in this table.

6. Project Objectives**6.1 Objectives as per original application**

1. To strengthen Hong Kong's role as a hub linking business and communication professionals, locally and regionally, devoting to nurture the first business communication community in Greater China;
2. To provide a platform for knowledge-sharing and research enhancement on business communication models in Greater China;
3. To develop a better understanding of development trends, prospects and challenges, and future research agenda of business communication in Greater China;
4. To facilitate a long-term collaboration between academia and industry among professionals from Hong Kong, Taiwan, and Mainland China.

6.2 Revised objectives

Date of approval from the RGC: N/A

Reasons for the change: N/A

1.

2.

3.

(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)

A two-day online symposium featuring a keynote speech and three panel sessions by esteemed scholars and leading experts specializing in business communication within the Greater China region (Hong Kong, Mainland China, and Taiwan) was held in June 2022. The symposium provided a platform for these participants to share their insights on the theme of “Business Communication” with a focus on the role of higher education, research trends, and industry practices. This collaborative effort successfully brought together researchers and practitioners from both academic and industry backgrounds, facilitating an intensive exchange of ideas regarding the development, opportunities, and challenges faced by contemporary business communication.

The project has successfully accomplished its objectives, with each panel yielding excellent results. The interactive discussion sessions that followed the panel presentations served as a platform for panel speakers to engage with the audience. Through in-depth conversations, a deeper understanding of the issues at hand was achieved. The response from industry participants and external guests has been positive, as the project provided a valuable opportunity for scholarly interaction on crucial matters related to business communication.

Conference proceedings, event photos and relevant materials were made available and can be accessed on the project webpage at: <https://businesscommunication.hsu.edu.hk/>

6.4 Summary of objectives addressed to date

Objectives	Addressed <i>(please tick)</i>	Percentage Achieved <i>(please estimate)</i>
1. To strengthen Hong Kong’s role as a hub linking business and communication professionals, locally and regionally, devoting to nurture the first business communication community in Greater China	√	100%
2. To provide a platform for knowledge-sharing and research enhancement on business communication models in Greater China	√	100%
3. To develop a better understanding of development trends, prospects and challenges, and future research agenda of business communication in Greater China	√	100%
4. To facilitate a long-term collaboration between academia and industry among professionals from Hong Kong, Taiwan, and Mainland China	√	100%

6.5 Project progress

Original Implementation Schedule	Revised Implementation Schedule (Date of RGC's Approval)	Updated Progress
The original plan of the project was to organize a 1.5-day face-to-face seminar featuring keynote speeches and three panel sessions by renowned scholars and leading experts specializing in business communication in Greater China area (i.e., Hong Kong, Mainland China, and Taiwan).	<ol style="list-style-type: none"> 1. Rescheduling the event from May 2022 to June 2022; 2. Changing the format of the event from face-to-face mode to online mode (Approved by RGC on 18 March 2022). 	<p>A two-day online symposium entitled “Dialogues on Strategies: Sustaining Hong Kong’s Leadership and Competitiveness in International Business Communication” was successfully held on 10-11 June 2022, with a total of 17 core participants acting as panel chairs and presenters.</p> <p>The project completion date has been extended to July 31, 2022.</p>

6.6 Speaker(s)

Title / Name (Surname in Capital Letters)	Post / Institution	Title / Topic of Presentation / Course	Previous Research Links with Hong Kong Institutions (Nature and Date (Month / Year))
Keynote Speech (June 10, 2022)			
Prof. DING Jun Jie	Dean & Professor / School of Advertising, Communication University of China (CUC); President / China’s National Institute of Advertising	Branding and marketing in the era of digital economy 數字經濟時代的 品牌與營銷 (Appendix 1)	School of Advertising of CUC has signed a memorandum with School of Communication of HSUHK on future collaboration in research, teaching and learning (09/2019)
Panel I: Dialogue among Deans – Business Education in Journalism and Communication Schools (June 10, 2022)			
Prof. CHEN Chang Feng	Executive Dean & Professor / School of Journalism and Communication, Tsinghua University	Higher education on business communication	School of Journalism and Communication of Tsinghua U has signed a memorandum with School of Communication of HSUHK on future collaboration in research, teaching and learning (09/2018)

Prof. HUANG Yi Hui	Chair Professor / Department of Media and Communication, CityU; Professor / School of Journalism and Communication, CUHK	Higher education on business communication	Professor at CityU and CUHK
Prof. CHANG Yu-Liang	Dean and Professor/ Nanhua University College of Social Sciences	Higher education on business communication (Annex 1)	N/A
Prof. HONG Yah Huei	Dean & Professor / College of Communication, Fu Jen Catholic University	Higher education on business communication	Prof. Hong has participated as a discussant at the 2018 Conference on the Development of Business Journalism and Corporate Communication Education in Mainland, Taiwan, Macau and Hong Kong held by School of Communication, HSUHK (11/2018)
Prof. TSO Hung	Dean and Professor /School of Communication, HSUHK	Higher education on business communication	Professor at HSUHK
Panel II: The Current Research Trends in Business Communication (June 10, 2022)			
Prof. MAK Ka Ying	Associate Professor & Programme Director / Public Relations Concentration, Department of Communication Studies, HKBU	CSR & Stakeholder Communication in ESG Development: Opportunities and Challenges (Appendix 2)	Professor at HKBU
Dr. WU Chia	Professional Consultant/ School of Journalism and Communication, CUHK	Examining the motives and types of corporate social responsibility actions “during” a public health crisis (Appendix 3)	Consultant at CUHK
Prof. HANG Min	Associate Dean; Director of Global Business Journalism Program; Professor / School of Journalism	From Financial Journalism to Economic Communication: An Exploration	Prof. Hang has presented at the International Conference on the Development of

	and Communication, Tsinghua University	of Education and Practice (Appendix 4)	Business Journalism and Communication Education organized by School of Communication, HSMC (05/2012)
Prof. WU Fang	Associate Professor/School of Media and Communication, Shanghai Jiaotong University	Digital Platform and Dataized Social Responsibility in Crises (Appendix 5)	N/A
Prof. LIN Cheng-Yu	Professor/Department of Radio, Television & Film, Shih Hsin University	Deconstructing the advertising and marketing strategy of the pharmaceutical industry: The example of Taiwan market (Appendix 6)	N/A
Panel III: Communication Practices in Cotemporary Businesses (June 11, 2022)			
Ms. Elin WONG	Head of Corporate Affairs of Modern Terminals	The Opportunities and Challenges of Business Communications (Appendix 7)	N/A
Mr. TSANG Lap Ki	Founder & Chairman / Strategic Public Relations Group	Communicate Effectively with Your Stakeholders Through Impactful ESG Practices (Appendix 8)	N/A
Mr. ZHENG Yan Nong	Former Executive Vice President and Secretary General of China International Public Relations Association General Advisor of Brand Communication Committee of China Cultural Management Association	Consumption patterns and brand communication in the digital economy (Appendix 9)	N/A
Ms. Babie LI	PR Director, MEMO Plus Production	NFT+ESG: Big Data Communication (Appendix 10)	N/A

Ms. TSAI, Chiu An	Former CEO of TaiwanPlus; Former Executive Vice President and Managing Director, Greater China, Fox Corporation	TaiwanPlus: Taiwan to the World (Appendix 11)	N/A
Panel Chairs:			
Prof. TSO Hung	Dean and Professor /School of Communication, HSUHK		
Prof. CHEN Chang Feng	Executive Dean & Professor / School of Journalism and Communication, Tsinghua University		
Prof. CHIU Ying-chun Ronald	Associate Dean and Professor (Practice)/School of Communication, HSUHK		

- 6.7 Please provide details of the activities organized, including the theme / objectives of the activities, targeted participants, attendance, analysis of participants, e.g. country of origin, research background, etc., evaluation forms of the activities and a summary of the participants' evaluation. (Photos of the activities are preferred.)

A two-day online symposium entitled “Dialogues on Strategies: Sustaining Hong Kong’s Leadership and Competitiveness in International Business Communication” was successfully held on 10-11 June 2022 at the Hang Seng University of Hong Kong, with a total of 17 core participants acting as panel chairs and presenters, along with approximately 50 attendees each day. The symposium attracted not only academic staff from HSUHK but also students from various universities in Hong Kong, Mainland China, and Taiwan, as well as industry practitioners. This diverse audience contributed to the richness and depth of discussions throughout the event.

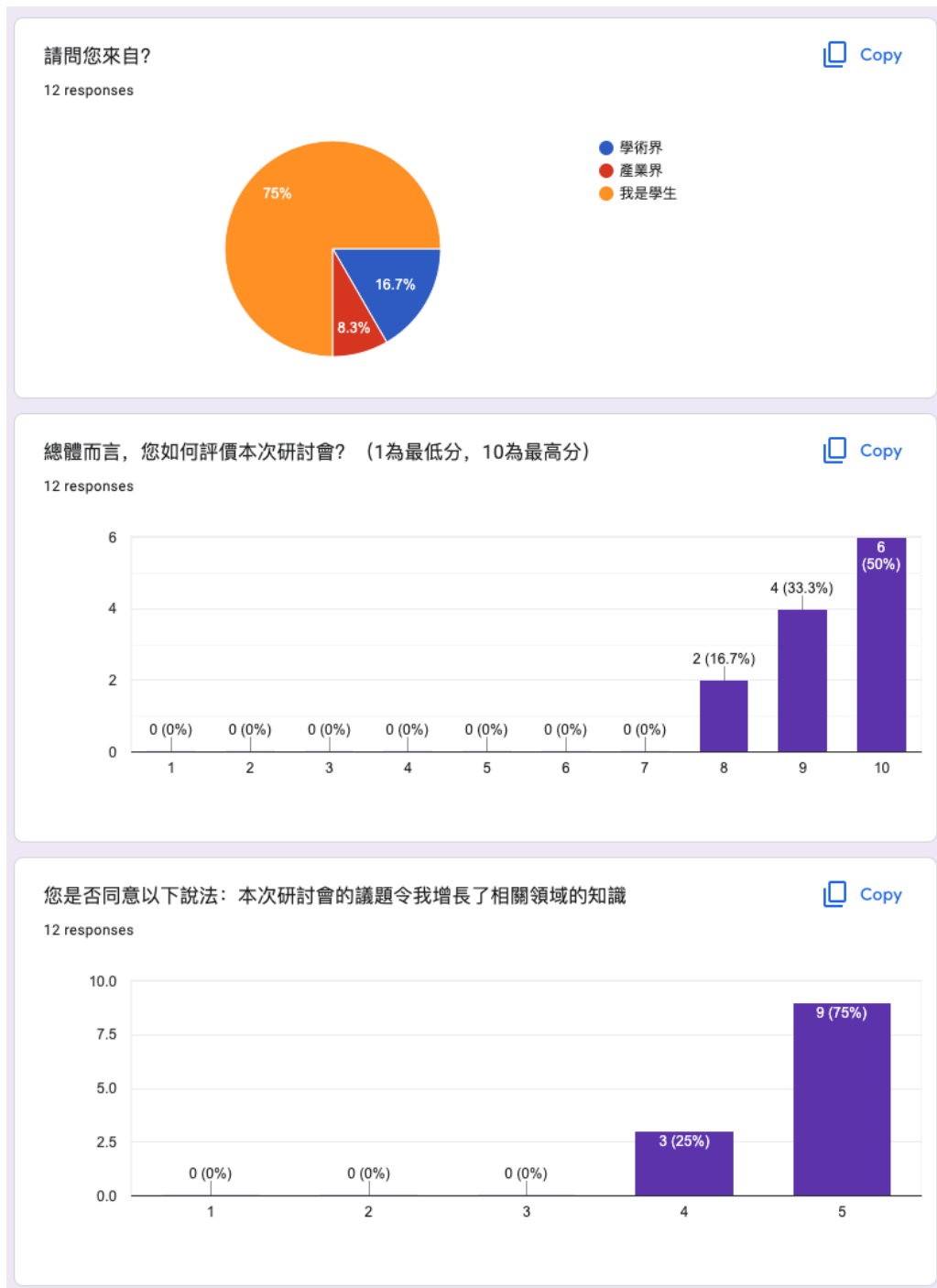
The symposium aimed to facilitate the convergence of academics and professionals specializing in business communication, fostering an in-depth exploration of the significance of higher education, ongoing research trends, and modern-day communication practices within businesses. The symposium sought to analyze the development, opportunities, and challenges of the field, with a specific emphasis on the Greater China region. The primary objective was to create a platform for scholars and practitioners to engage in comprehensive discussions regarding the current state and future prospects of business communication within this geographical context.

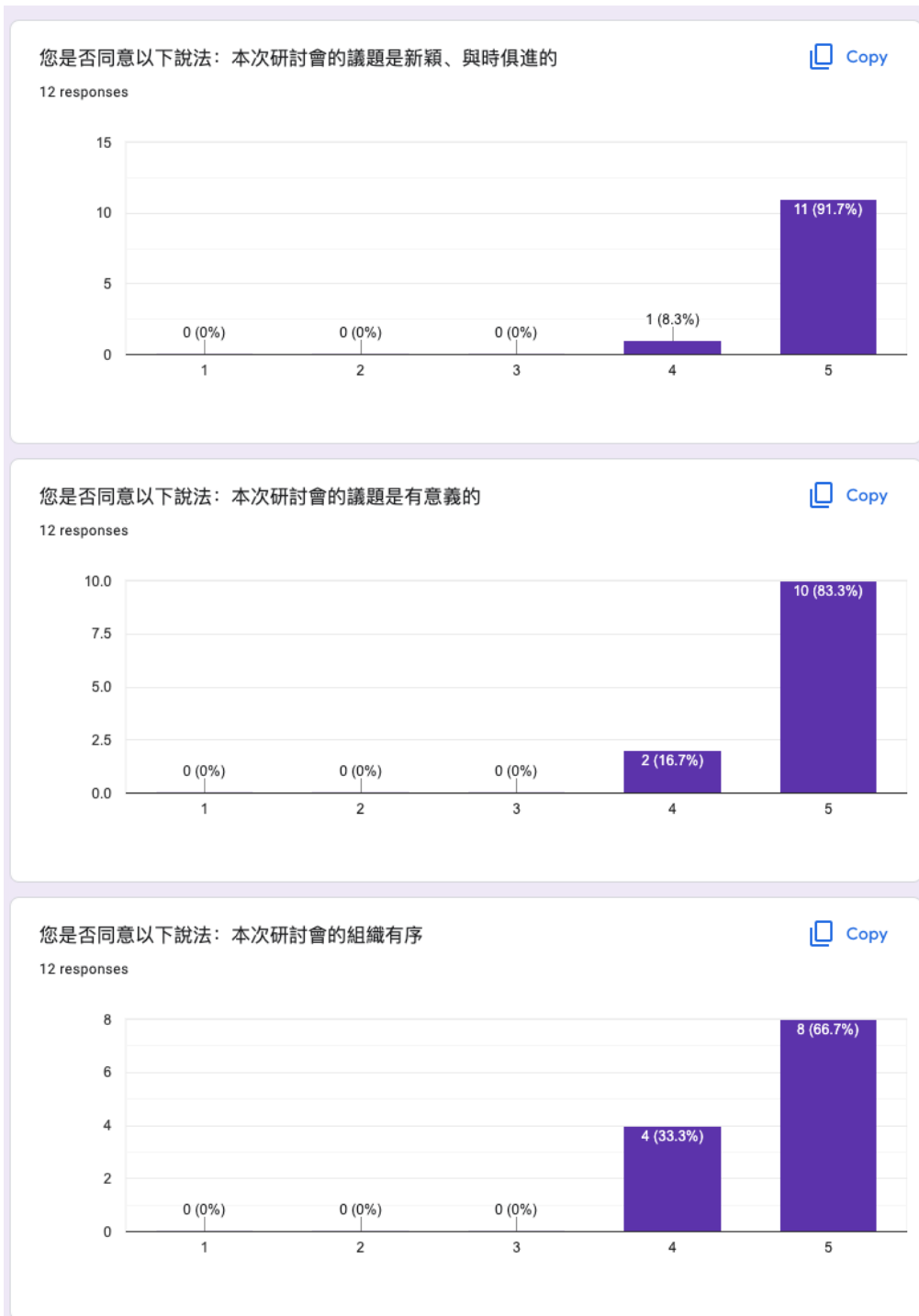
The group of 16 presenters consisted primarily of esteemed researchers and executives who possess extensive expertise in various areas of communication and business. Their knowledge spanned diverse fields such as media and communication, public relations, corporate social responsibility, intercultural communication, film, and advertising. These presenters came from different regions including Beijing, Shanghai, Hong Kong, and Taiwan, further enriching the Symposium with their unique perspectives and insights.

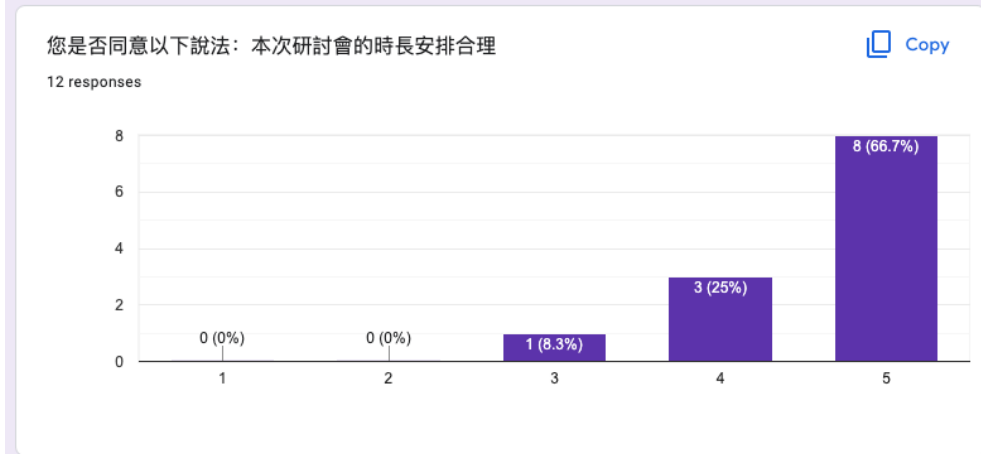
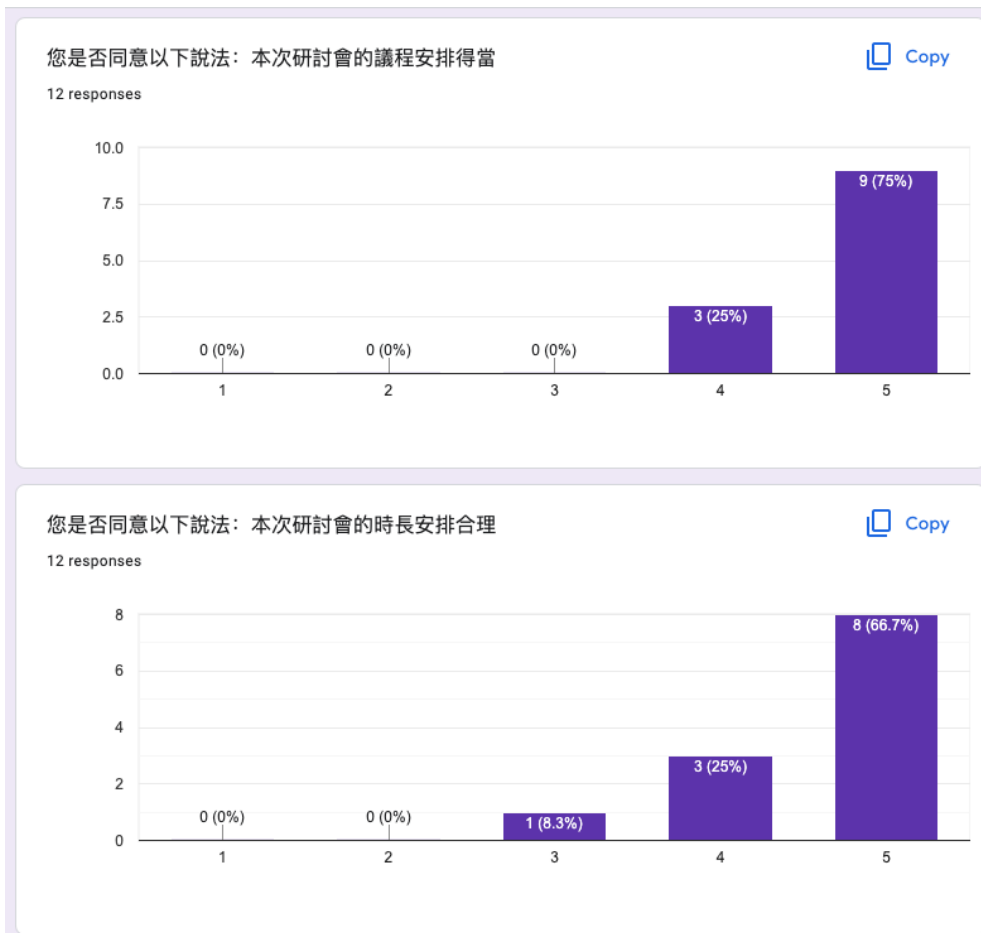
The core participants expressed great satisfaction with the opportunity to connect with other researchers and practitioners in the field, engaging in a meaningful dialogue centered around business communication. The symposium served as a platform for faculty members, particularly those from the School of Communication, to exchange ideas not only with local professionals but also with academics and industry representatives from overseas. This diverse range of backgrounds among the core participants and attendees contributed to the Symposium's success, fostering valuable

exchanges and collaboration between the University community and the wider academic and industry spheres.

A survey was done after the Symposium to measure the satisfaction from participants:







Publicity materials for Symposium:

The poster features a dark blue background with a grid pattern. At the top left is the logo of The Hong Kong University of Applied Sciences, and at the top right is the logo of the School of Communication. The main title is in English and Chinese. Below the title is a yellow banner with the Chinese title. A stylized yellow city skyline is in the center. At the bottom right is a wireframe globe. Contact information and a QR code are at the bottom left.

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此活動為香港特別行政區研究資助局之資助項目，項目編號：UGC/IIDS14/H02/20

Symposium webpage: <https://businesscommunication.hsu.edu.hk/>

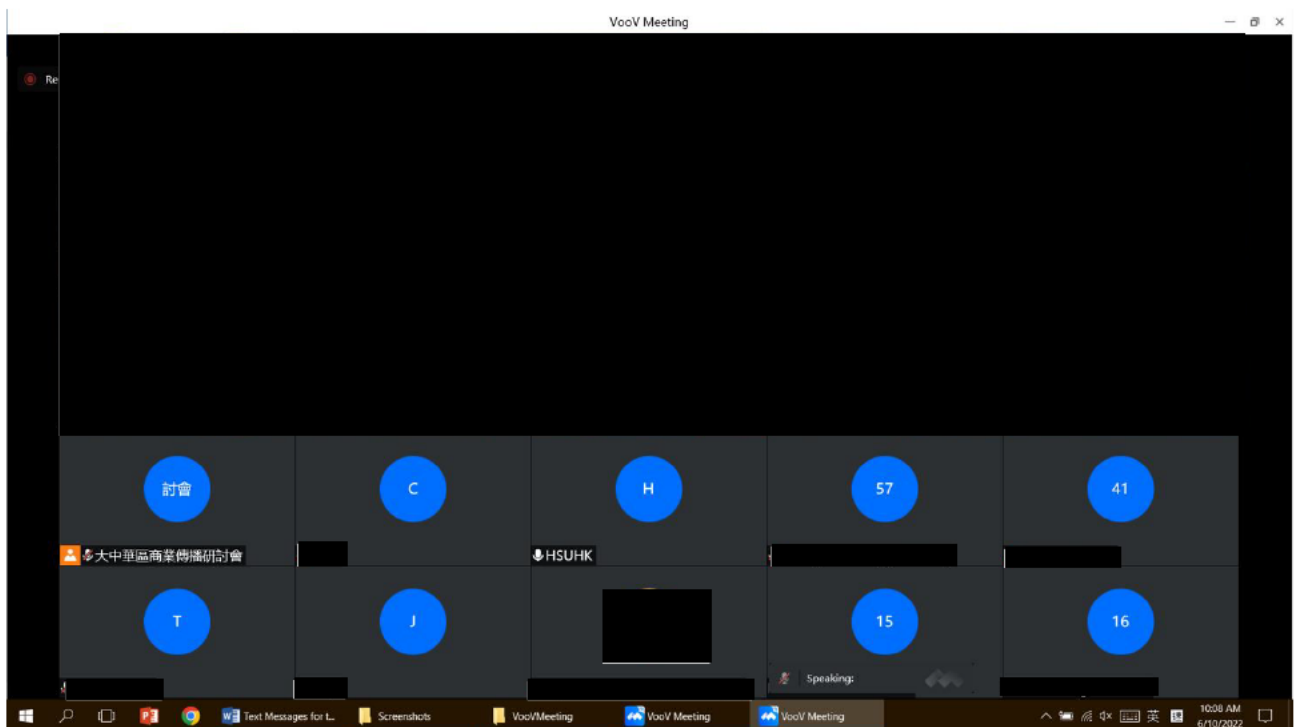
News in the HSUHK website:

<https://scom.hsu.edu.hk/en/2022/06/11/%E9%A6%99%E6%B8%AF%E6%81%92%E7%94%9F%E5%A4%A7%E5%AD%B8%E5%82%B3%E6%92%AD%E5%AD%B8%E9%99%A2%E8%88%89%E8%BE%A6%E5%A4%A7%E4%B8%AD%E8%8F%AF%E5%8D%80%E5%95%86%E6%A5%AD%E5%82%B3%E6%92%AD%E7%A0%94%E8%A8%8E/>

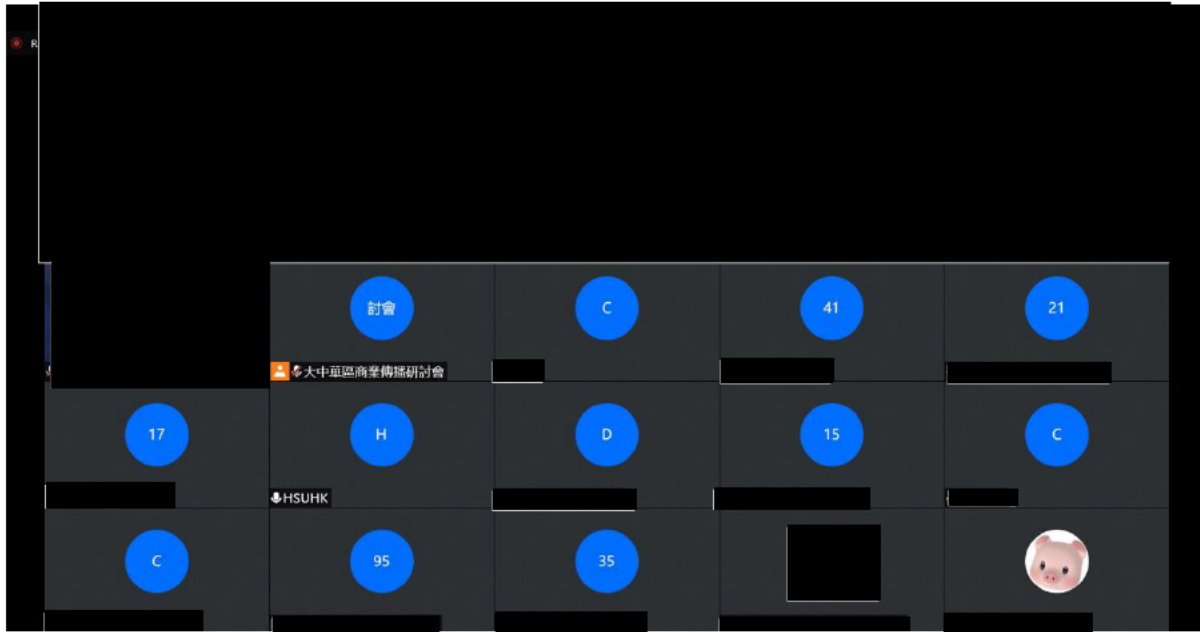
Selected photos of the Symposium:



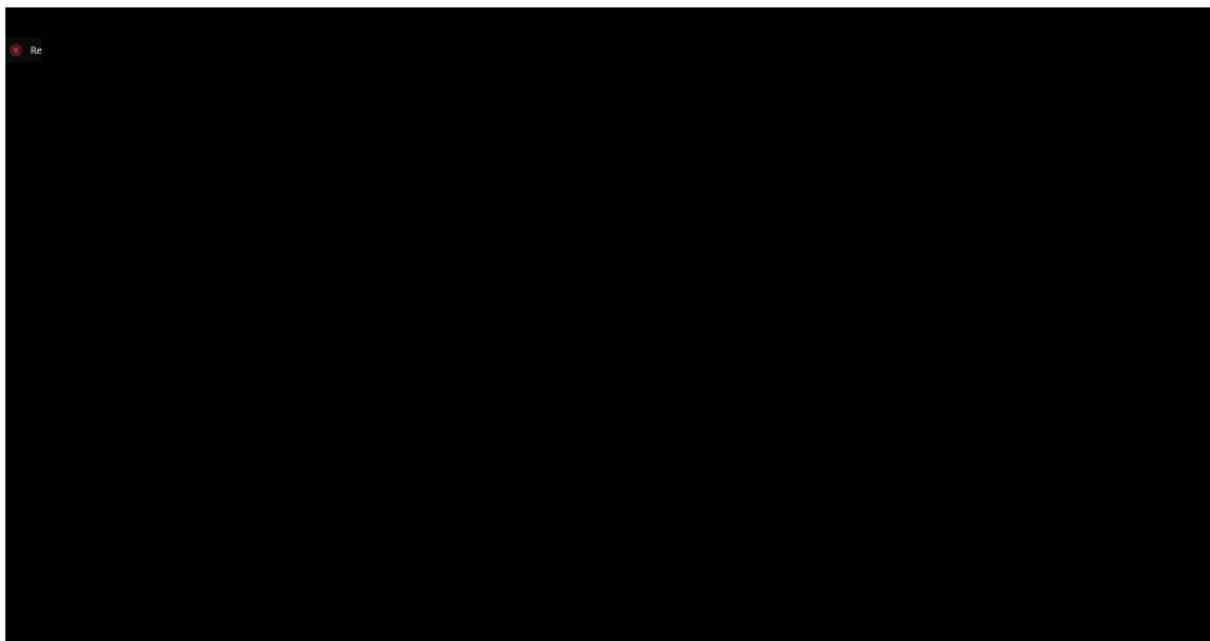
Organizing committee and staff of the School of Communication

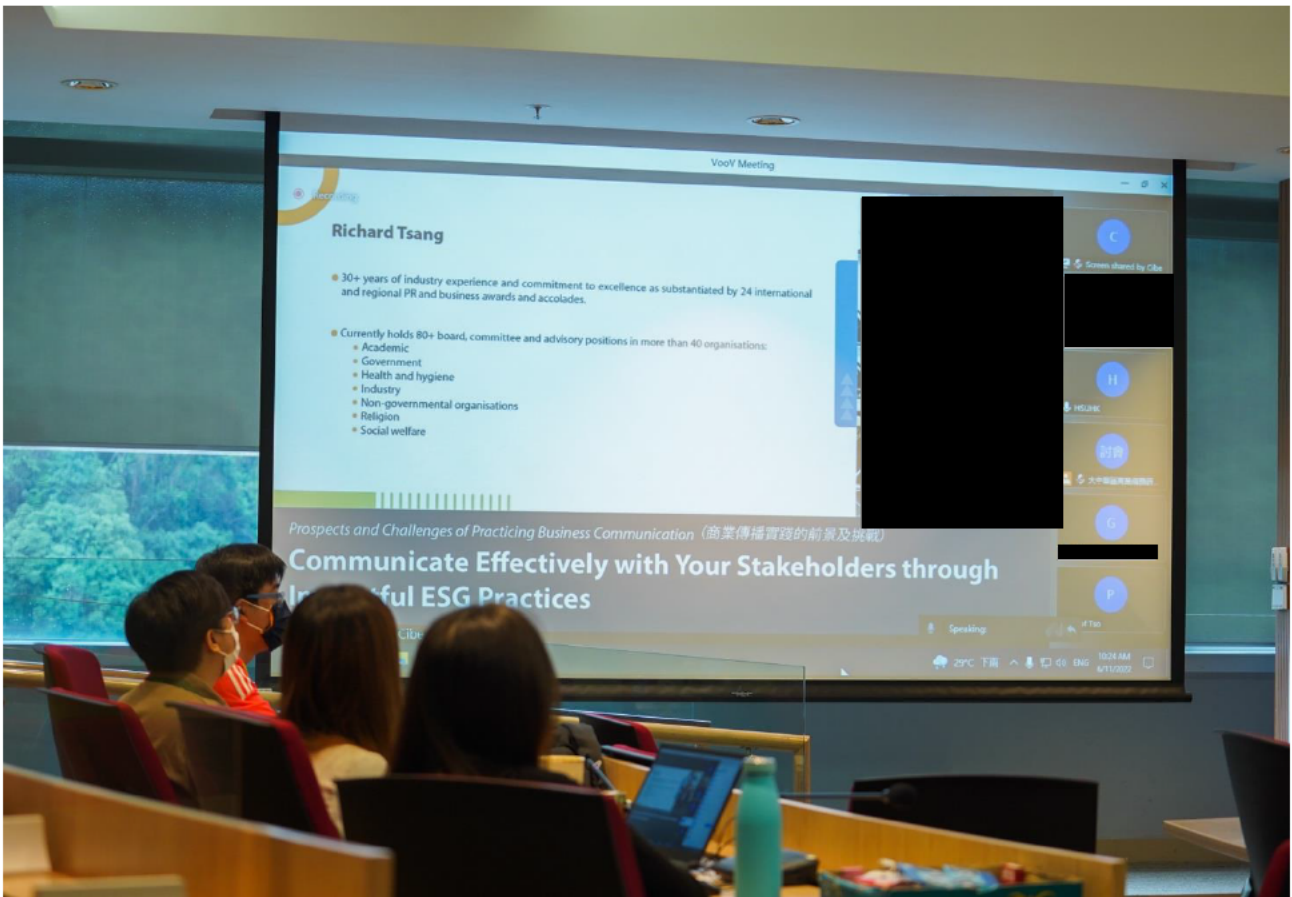


Panel I: Dialogue among Deans – Business Education in Journalism and Communication Schools



Panel II: The Current Research Trends in Business Communication





Panel III: Communication Practices in Cotemporary Businesses





7. Research-Related Outcome

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

The participants, including academics from HSUHK and other educational institutions, established a network and nurtured inter-institutional collaboration on diverse research subjects. These topics ranged from addressing challenges in social media within business communication to developing effective strategies for corporate crisis communication. Academics from HSUHK were particularly encouraged to submit research proposals in partnership with their colleagues from HSUHK or scholars from other institutions, further promoting collaboration and knowledge exchange in the field. In addition, the PI also initiated potential collaborations with participants of the symposium. This promising development suggests that research proposals or projects focusing on business communication may emerge in the near future.

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

The panel sessions and discussions received extensive support and participation from academics representing various institutions, including Tsinghua University, Shanghai Jiao Tong University, the Communication University of China, the Chinese University of Hong Kong, the City University of Hong Kong, Hong Kong Baptist University, Fu Jen Catholic University, Shih Hsin University, and Nanhua University. Through the symposium, academics were able to gain valuable insights and address pertinent issues related to their ongoing research studies. This project effectively facilitated collaboration and support in the field of business communication among scholars from diverse institutions and disciplines. With their continued support, the events reached a wider audience of professionals and practitioners, attracting many attendees from these sectors.

7.3 Any new development and/or challenging research topic(s) has / have been identified and any new initiative(s) for future research has / have been inspired.

Through the symposium and panel discussion, collaborative efforts between academia and practitioners have resulted in the identification of various topics for future research directions in the field of business communication in Hong Kong. These areas of interest span a wide range of subjects, including but not limited to media convergence, the role of business in public health, stakeholder engagement in the era of ESG, the social responsibility of digital platforms, and the integration of blockchain technologies with ESG practices.

In this era of big data, artificial intelligence, and blockchain, it is anticipated that the data-driven approach will revolutionize conventional business communication strategies. The advancements in technology offer unprecedented opportunities to leverage data for more effective communication practices. Recognizing the potential impact of these emerging technologies, the Investigators involved in this project plan to submit research proposals aimed at realizing the transformative possibilities in the future.

By fostering collaboration between academia and industry professionals, this academic project has not only facilitated knowledge exchange but also laid the groundwork for cutting-edge research in the field of business communication. The identified research directions serve as a roadmap for future investigations, enabling scholars and practitioners to delve deeper into these areas and contribute to the advancement of business communication practices in Hong Kong. The insights gained from this project hold the potential to shape the future landscape of business communication by embracing innovative technologies and addressing contemporary challenges faced by organizations.

8. The Layman's Summary

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

The Greater China area (Hong Kong, Mainland China and Taiwan) has witnessed significant economic growth in recent decades. As businesses become more interconnected and integrated, effective communication has become increasingly vital across all business domains. Positioned as an international financial hub, Hong Kong is well-placed to comprehend the evolution of business communication while fostering regional collaborations. However, research and discussion on business communication regarding the differences and similarities in communication models among these three regions, remain scarce.

The project encompassed a two-day symposium that included one keynote speech and three panel sessions featuring distinguished scholars and leading experts specializing in business communication within the Greater China region. This symposium served as a platform for the exchange of knowledge among scholars and practitioners in the field. Notably, experts presented their recent research findings during the symposium, covering various significant topics such as stakeholder engagement in ESG development and the role of NFT and ESG in facilitating business communication. Moreover, seasoned executives and experienced entrepreneurs from Hong Kong, Mainland China, and Taiwan shared valuable insights on business communication strategies and implementation in the digital era. As a result, this symposium stimulated research collaborations between scholars from Mainland China, Hong Kong, and overseas.

Part C: Research Output**9. Recognized Conference(s) Paper(s) Related To This Project Was / Were Delivered (As Applicable)***(Please attach a copy of each conference abstract)*

Month / Year / Place	Title	Conference Name	Submitted to RGC <i>(indicate the year ending of the relevant progress report)</i>	Attached to this Report <i>(Yes or No)</i>	Acknowledged the Support of RGC <i>(Yes or No)</i>
N/A	N/A	N/A	N/A	N/A	N/A

10. Research Personnel Trained (As Applicable)

Name	Capacity
N/A	N/A

11. Other Impact (As Applicable)*(e.g. prizes, collaboration with other research institutions, technology transfer, etc.)*

N/A

12. Statistics on Research Outputs

	Peer-reviewed Journal Publications	Conference Papers	Scholarly Books, Monographs and Chapters	Patents Awarded	Other Research Outputs (please specify)	
No. of outputs arising directly from this project	N/A	N/A	N/A	N/A	Type	No.

13. Public Access Of Completion Report

(Please specify the information, if any, that cannot be provided for public access and give the reasons.)

Information that Cannot Be Provided for Public Access	Reasons
N/A	N/A