



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

School of
BUSINESS
工商管理學院

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Hong Kong Baptist University **School of Business**

Sharing Information on Progress
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PRME Principles for Responsible
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DEAN'S MESSAGE



For more than half a century, the School of Business has been at the vanguard of business education in Asia, moulding generations of business leaders. Steeped in a tradition of academic excellence, yet always looking forward to new intellectual horizons, the School prides itself in striving to be a pioneer in business education, with an emphasis on corporate sustainability, corporate social responsibility (CSR) and ethics. Located at the crossroads between the emerging countries of Asia and the West, the School is ideally situated to confront the changes impacting our world, be it the economic resurgence of China, the deepening impact of globalisation or the need for new ethical standards in this challenging age.

At the School, we are committed to providing an excellent education for our students, based on HKBU's liberal arts and Whole Person Education philosophy and practice.

We are pleased that our School was the first business school in Hong Kong to join the Principles for Responsible Management Education (PRME), providing its first information sharing report in 2011.

This is now our fifth report for PRME. We outline the progress made with all our stakeholders and describe how the School has engaged students, how it has supported faculty members in their teaching, research, community service, and contributions to practice in the area, building on the six PRME principles.

ED SNAPE

Dean, School of Business
Hong Kong Baptist University

PART I: PRINCIPLES 1, 2 AND 3



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.



PRINCIPLE 2 | VALUES: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



PRINCIPLE 3 | METHOD: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

1. GROOMING RESPONSIBLE LEADERS AND CITIZENS

The new Business School Strategic Plan 2019-2022 continues to reinforce the integration of corporate sustainability, business ethics and corporate social responsibility throughout the curriculum. This is reflected in the School's Mission:

"Through internationally recognised business education programmes and research achievements, our School seeks to nurture ethical business leaders with global vision, who make a difference to the organisations, industries and communities that they serve, in Hong Kong, Mainland China and the global community."

The School focuses on corporate sustainability as a differentiator and core theme, running through teaching, scholarship and engagement activities. The School includes courses on governance, CSR and business ethics in all programmes, and it extends into related areas of leadership and management practice, ethical marketing, and the accounting, economic and financial aspects of governance. The School's efforts and achievements in this area have received recognition from our international accreditation bodies.

The School continues to offer undergraduate (Ug) and postgraduate (Pg) courses which are designed to build up and strengthen student's capacity as future leaders with a focus on sustainability.

Sample courses that reflect the corporate sustainability theme include:

- Business Ethics and Corporate Social Responsibility
- Business Ethics and Corporate Governance
- Business Law and Corporate Governance
- Ethics in Human Resources Management
- Socially Responsible Marketing in an International Context
- Corporate Governance and Risk Management
- Risk, Compliance, and Corporate Social Responsibility

2. SUSTAINABILITY AND LEARNING OUTCOMES

The School has also incorporated sustainability, ethics, and CSR into the curriculum through the specification of intended learning outcomes within a wide range of courses, to ensure that they are infused throughout learning, teaching and assessment.

Commitment to sustainability, and the strong emphasis on ethical behaviour which is implied, has long been a differentiating feature of the School's ethos and activities, and those of the University as a whole. At University level one of the Graduate Attributes to be developed in all of the University's graduates is that they should be "*responsible citizens with an international outlook and a sense of ethics and civility*". Those aspirations are given more detailed form in the Learning Goals and Learning Objectives for every programme in the School.

For example, one of the learning goals of the Bachelor of Business Administration (Honours) (BBA) programme stipulates that students will have a solid understanding of the value of business ethics and good corporate governance upon completion of the programme. At taught postgraduate level, one of the learning goals for the MSc in Business Management programme is to help students acquire knowledge of business ethics, CSR and corporate sustainability issues affecting business.

The School further advances students' understanding of corporate sustainability by requiring them to organise complete learning activities beyond the classroom. For example, in 2016/17 students enrolled in the course "*Socially Responsible Marketing*" organised a mini-fair called "*22 Things You Didn't Know About Smart Consumption*" as a group project to promote responsible consumption. During the event, students set up 22 booths dealing with issues of fair trade, eco-friendly products, animal cruelty, excessive consumption, sustainable consumption, and the survival of small business. By organising this mini-fair, students learned how to apply their marketing knowledge to make a positive social impact and become agents of change through socially responsible marketing.



In 2018/19, 100 undergraduate students in MKTG3025 Integrated Marketing Communications were divided into 17 teams. Each team was required to produce a video to promote one of the 17 Sustainable Development Goals (SDG) on a designated Facebook Page ([Goals17 HKBU](#)). Each team was assigned as “advertiser role” on the Facebook page and given HK\$500 to monitor the social media campaign for 3 weeks. Upon completion, each team was required to present an impact analysis and self-reflection. The authentic learning experiences have enabled the students to foster significant awareness of the power of marketing in addressing social issues, demonstrate creativity and empathy for others. A paper “Assessing Now or the Future? Designing Teaching and Learning Activity to Empower Students’ Ownership”, was presented at the 5th International Conference on Learning and Teaching on 28 May 2019 in Seoul, Korea.

3. REACHING OUT TO THE GLOBAL COMMUNITY

In line with the University strategic vision, the School has been working hard on all aspects of internationalisation, with the aim of providing students with high-quality international experience. For instance, the School strives to improve the quality of international partnerships. With considerable efforts made in engaging in partnership building conferences and reviewing the academic exchange agreements, the School has 92 School-level exchange partners, 73 of them (79%) are AACSB, EQUIS or AMBA accredited as of May 2019.

The School continues to make efforts to achieve the target of expanding outbound exchange with the provision of school-based subsidies to students going on exchange. With such incentives provided, the percentage of BBA students has increased to 44% in 2017/18. In addition, 13% completed international internships in 2017/18, bringing the total with some form of international learning activity to 55%. Summer exchange opportunities were also promoted more actively to postgraduate (Pg) students, resulting in an increase in the percentage of Pg students going on international exchange from 1% in 2014/15 to 6% in 2017/18. With English as the medium of instruction, a growing number of incoming exchange students are drawn to the School, with the number taking business courses up by 12% from 2014/15 (242) to 2017/18 (272).

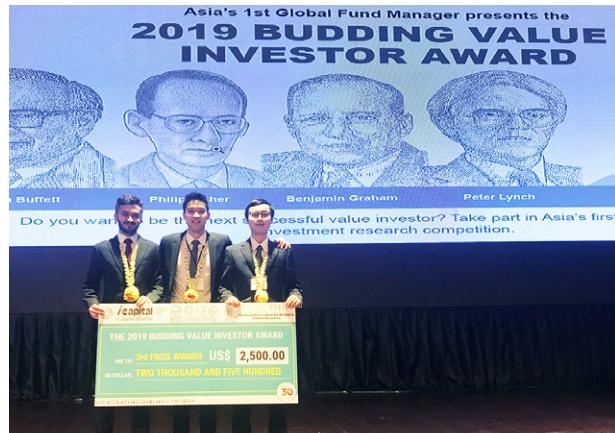
The School is also making great progress in internationalising the student body, with increasing numbers of international students joining our undergraduate and postgraduate programmes. The number of international first-year BBA students shows a ten-fold increase, from 2 for the 2014 intake to 22 for 2018. A growth of 300% was witnessed in the number of full-time TPg students admitted in 2018/19 (16) when compared to the figure for 2014 (4). The international students come from diverse countries including: Bangladesh, Chile, France, India, Indonesia, Italy, Kazakhstan, Kenya, Malaysia, Mauritius, Myanmar, Nepal, Poland, Portugal, South Korea, Taiwan, Tajikistan, Thailand, the Philippines, UK and USA. Scholarships are available to attract

The School continues to contribute its expertise to the teaching of GE courses for students from across the entire University, again often with a focus on sustainability and ethics. Electives for undergraduates in *Service Learning and Community Engagement* provide opportunities to work as interns in non-profit organisations. The Service Leadership Education Project brings individual General Education courses together to build students' leadership abilities and the School developed a *Leadership in Sustainability* course to contribute to that initiative.



overseas applicants of high calibre. In 2018/19, 12 international BBA students received full HKBU Admission Scholarships and 5 TPg students received International Postgraduate Scholarship (IPGS) (Full tuition waiver plus \$100,000 living allowance).

In addition, the School continues to encourage students to actively participate in international and local competitions to learn and integrate the values of sustainability and accountability beyond the classroom. Highlights of recent student achievements include:



HKBU BBA Student Team wins Second runner-up in Regional Finance Competition.

| Recent competition (Year) | Brief description |
|--|---|
| HKBU BBA Student Team Wins Second runner-up in Regional Finance Competition (Apr 2019) | A team of three BBA students won third place in the regional 2019 Budding Value Investor Award. The HKBU team competed against five finalist teams from other universities, and was the only team from Hong Kong that made it to the top three. |
| Business Student named Champion in International Sustainable Trade Challenge (Mar 2019) | A student from the MSc in Applied Economics Programme won first place in the 2018 Sustainable Trade Challenge organised by the Hinrich Foundation and APRU (The Association of Pacific Rim Universities). The idea of the winning policy proposal was to introduce a carbon tax in China using a model-building method learnt in the econometrics class, which aimed to alleviate the alarming smog level in Beijing. |
| HKBU business student wins category champion in international case competition (Nov 2018) | A Year 4 BBA Accounting student, and fellow team members won the first place in their category of the Team Case Competition at the Beta Gamma Sigma (BGS) 2018 Global Leadership Summit. The team, comprised of students from Canada, Hong Kong, Mexico and the US, outshone the other eight teams in their category with their outstanding analysis of the assigned business case and entered the final round along with three other teams. |
| HKBU students win HK\$100,000 Cyberport Creative Micro Fund for fintech startup (Oct 2018) | One student of the MSc in Applied Economics and a Year 4 BBA Finance student of the School of Business and another HKBU student were selected to join the Cyberport University Partnership Programme 2018. The team stood out from 19 teams at the demonstration, and won a seed funding of HK\$100,000 and a fast-track interview opportunity to the signature Cyberport Incubation Programme to achieve their startup dreams. The team will use the seed funding to develop prototype for further investment. |
| BBA students scoop second runner-up at PeepTrade global investment challenge (Apr 2018) | A team of four BBA students got the third place at the PeepTrade University Challenge, a two-month-long investment challenge with participants from top universities and business schools across the globe. The final round was held at University of Chicago on 21 April 2018. The winning team were applauded for their presentation to defend their investment choices and strategy in front of the panels. |
| Postgraduate business student scoops Champion at startup pitching competition (Jan 2018) | A student of the MSc in Applied Economics, scooped the Champion with his team at the Startup Weekend Hong Kong Travel, a startup pitching competition organised by Techstars, a global network originated in the USA that connects and supports entrepreneurs worldwide. The event was held on 19-21 January 2018 in Hong Kong. |

Table 1: Recent student achievements in international and local competitions

4. SERVICE LEARNING IN THE COMMUNITY

Extra-curricular activities encourage learning through serving the community, not least through the Service Learning project. The School's Service Learning Programme for undergraduates nurtures business leaders who care about society and understand the evolving needs of their communities. The School also promotes non-local service learning projects that allow students to see first-hand the impact of poverty in some Mainland cities and regions (e.g. Sichuan, Guizhou and Yunnan), working with non-profit organisations like the World Wildlife Fund for Nature and the Agency for Volunteer Service.

Additionally, the School actively organises activities to advocate the core values of CSR among secondary school students. In June 2018, the Department of Marketing launched the Jockey Club Responsible Consumption Programme, a three-year community project supported by the Hong Kong Jockey Club (HKJC) Charities Trust with a HK\$8.22 million donation.

The Programme comprises three major components – a secondary school marketing contest, a TV education programme and a research project to establish a validated measure of the social impact of responsible consumption. This Programme was launched in collaboration with the Education Bureau Business–School Partnership Programme, Consumer Council, HKCSS–HSBC Social Enterprise Business Centre and Sounds Great Services Limited. In 2019, the programme has named “The Hong Kong Chapter of the United Nations’ Sustainable Development Solutions Network (SDSN)” as “Supporting Organisation” as endorsed by HKJC.

The Programme aims at raising the awareness of responsible consumption in Hong Kong and especially among young people. It engages young people in responsible consumption behaviours by focusing on three designated themes – “Ugly Food”, “Shopping Bags and Packaging Reduction” and “Fast Fashion”.

In March 2019, the Department of Marketing organised a forum with the theme of “Marketing for Sustainable Food Consumption” under the Jockey Club Responsible Consumption Programme. Over 200 guests and students of diverse nationalities attended the forum to discuss best practice for sustainable food consumption.



PART II: PRINCIPLES 4, 5 AND 6



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.



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.



PRINCIPLE 6 | DIALOGUE: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

5. RESEARCH DEVELOPMENT

CSR, ethics and sustainability have long been key features of the School's activities and are now an important focus for its research effort. The aim is to produce world-class research with high academic significance and impact. In addition, faculty conduct research with significant corporate advisory and/or policy implications, and serve the private and public sectors as consultants, advisors and committee members.

In 2016, the University required all faculties to develop a specific "Faculty Niche Research Area" (FNRA), as part of the strategy of focusing research efforts. Consistent with its long-term direction, the School of Business has adopted "corporate sustainability" as its FNRA. The School has identified the following four research sub-themes within this: corporate governance and disclosures, governance structure and economic performance, sustainability and people management, and socially responsible marketing. Among these, corporate governance and disclosures was chosen as the priority area for investment under the FNRA.

Research is as important as teaching for the School, and our five departments focus their research efforts on a number of key areas as shown below, with each department having at least one theme related to corporate sustainability and the FNRA.

| Department | Research theme |
|-------------------------------|--|
| Accountancy and Law | <ul style="list-style-type: none">• Financial reporting and auditing• Corporate governance and CSR |
| Economics | <ul style="list-style-type: none">• Governance structure and economic performance• Chinese economy• Business analytics and the digital economy |
| Finance and Decision Sciences | <ul style="list-style-type: none">• Corporate finance and corporate governance• E-business and information systems management |
| Management | <ul style="list-style-type: none">• Human resource management and sustainability• Leadership and interpersonal dynamics• Entrepreneurship and innovation |
| Marketing | <ul style="list-style-type: none">• Business ethics and socially responsible marketing (SRM)• Customer and channel relationship management |

In 2006, the School and the Business School of the University of Macau co-founded the World Business Ethics Forum (WBEF), which has been supported by the *Journal of Business Ethics* and *Asian Journal of Business Ethics*. Hosted biennially by the School, the 7th Forum took place during December 2018 as reported in Section 7.

As described in previous SIP reports, with funding from the University's Strategic Development Fund (SDF) the School implemented a major project entitled "Corporate Sustainability: A Community Dialogue". Beginning in 2009, the aim was to promote the understanding of corporate sustainability through activities such as academic research, conferences, symposia, competitions and debates that would engage faculty, students, the academic community, business corporations, and the Hong Kong community at large. A total of 24 journal papers and 35 conference papers were published as a result of the research funding provided to School faculty. While this six-year project was initially scheduled for completion in 2016, but an application to continue the work was approved by the University and the Centre for Corporate Governance and Financial Policy received funding for its project on corruption.

Corporate sustainability continues to be a significant theme in the School's research and journal publications. Below are selected top-rated journal publications centring on corporate sustainability published since 2017:

Tang, Y., Mack, D., & Chen, G. (2018). The differential effects of CEO narcissism and CEO hubris on corporate social responsibility. *Strategic Management Journal*, 39(5), 1370-1387.

Cheung, Y., **Tan, W.**, & Wang, W. (2018). National Stakeholder Orientation, Corporate Social Responsibility, and Bank Loan Cost. *Journal of Business Ethics*, 150 (2), 505-524, doi: 10.1007/s10551-016-3140-8.

Chen, B., & **Cheng, Y. S.** (2017). The Impacts of Environmental Regulation on Industrial Activities: Evidence from A Quasi-natural Experiment in Chinese Prefectures. *Sustainability*, 9(4), 571-589.

Lin, Z. K., Cheng, S., & **Zhang, F.** (2017). Corporate social responsibility, institutional environments, and tax avoidance: Evidence from a subnational comparison. *International Journal of Accounting*, 52(4), 303-318.



The 7th WBEF was held on 2-4 December 2018 in Macau and Hong Kong.

6. ENGAGEMENT, PARTNERSHIP AND KNOWLEDGE TRANSFER

In line with the PRME framework, we continue to provide various kinds of authentic settings for students to present their ideas on how the values of sustainability and accountability can be integrated into management.

The School's research, and in particular its research centres, play an important role in engaging with the community and building social impact. Two of the School's research centres, the Centre for Corporate Governance and Financial Policy (CCGFP) and the Centre for Human Resources Strategy and Development (CHRSD) promote public debate on corporate governance, related financial issues, and best practice people-management in Hong Kong, the Mainland and the wider region. Issues of governance, sustainability, and ethics, feature strongly in their work. The third research centre, Centre for Business Analytics and the Digital Economy, whilst focused primarily on data analytics and artificial intelligence in business, also reflects the corporate sustainability theme, dealing for example with issues of privacy and ethics in the application of analytics and AI.

Through the research centres, the School aims to actively engage with the business and wider community and in so doing to bring together students, alumni, faculty members, practitioners and corporate executives. The following high profile event, which highlights best practice with respect to governance and sustainability, provides an example of this approach.

Since 2007, the CCGFP has worked with the Chamber of Hong Kong Listed Companies to present the annual Hong Kong Corporate Governance Excellence Awards. These awards recognise listed companies with a holistic approach to corporate governance and business ethics, and outstanding performance in upholding shareholder rights, compliance, integrity, fairness, responsibility, accountability, transparency, board independence and leadership, and CSR. Awards are made in three categories: Hang Seng Index Constituents; Hang Seng Composite Index Constituents, and; other Main Board and Growth

Enterprise Market companies. Starting from 2012 a Sustainability Excellence Award was added, and in 2017 two new categories were created to encourage participation from a wider range of companies: Hang Seng China (Hong Kong-listed) 100 Index Constituent Companies, and Newly-listed Companies. In the first round of selection, senior students and alumni from the MSc in Corporate Governance and Compliance/ MSc in Corporate Governance and Directorship are invited to join the Expert Review Group (ERG) to assess entrants' performance, with oversight from faculty members, before the final decisions are made. Thus far more than 120 companies have participated, 40 of which have received awards.



Corporate Governance Excellence Awards 2017 Judging Panel



Corporate Governance Excellence Awards 2017 Expert Review Group executive committee

The School's alumni community is one of the major avenues for cultivating corporate connections and promoting the sustainability agenda in the community. The School maintains close relationships with alumni via the nine alumni associations, which organise a wide variety of networking, mentoring, consulting and other joint activities that contribute to enhancing student learning and shaping public policies in respect of sustainability. Recent activities hosted or jointly organised are cited below:

| Activity (Date) | Brief description |
|--|---|
| Hundreds of alumni and industry leaders deep dive into AI and HR (10 Mar 2018) | Centre for Human Resources Strategy and Development (CHRSD) organised the annual public forum titled "HKBU HRMers Forum on Artificial Intelligence and HRM", gathering hundreds of human resources (HR) professionals, alumni, business and community leaders and faculty, to promote HR best practices and exchange ideas on the impact of artificial intelligence (AI) on the industry. |
| Hundreds of alumni reunited in the season of joy for celebrations (12 Dec 2017) | A cocktail reception was held on 11 December 2017 in Admiralty, with over 100 alumni across cohorts and programmes, friends and fellows of HKBU attending. Co-organised by the School and the School's Alumni Association (SBAA), the event provided alumni with the perfect setting to reconnect with classmates and faculty, and network with new friends from their alma mater. |

Table 3: Recent Alumni Activities

In addition to academic conferences, the School is strongly committed to facilitating dialogue and debate between academics and practitioners around corporate sustainability. Recently, the Department of Accountancy and Law held the 2019 Corporate Sustainability Forum, gathering academics and senior practitioners to exchange insights and best practice on corporate sustainability and reporting in Hong Kong and worldwide. The keynote speaker was Professor Zabihollah Rezaee, Thompson-Hill Chair of Excellence and Professor of Accountancy, The University of Memphis. He spoke on "Business Sustainability in Asia: Education, Practice and Research Implications". Several speakers from business, professional organisations and regulatory bodies shared their experience. For example, Dr Gary Chan, the Chief Operation Officer of Giordano, showed how the company has established a sustainability culture and reports on the company's sustainability activities. Ms Melissa Fung, a partner of Deloitte Touche Tohmatsu, and Ms Sammie Leung, a partner of PricewaterhouseCoopers, shared their views on how to implement and report business sustainability in a firm. Dr Wang Wenming and Dr Zhou Gaoguang from the Department of Accountancy and Law also shared their research findings at the forum.



7. INTERNATIONAL CONFERENCES ON CORPORATE SUSTAINABILITY, BUSINESS ETHICS AND GOVERNANCE

During the reporting period, two major conferences in the broad area of corporate sustainability were organised by the School, with the aim of disseminating and promoting high-quality research.

As mentioned in Section 5, the School initiated and hosts the World Business Ethics Forum (WBEF), an international academic conference that serves as a platform for scholars to present their research and to interact with the business community. The 7th WBEF was successfully held on 2-4 December 2018, supported by *Asian Journal of Business Ethics*. The theme of the 7th WBEF, “Business Ethics, Leadership and the New Economy”, engaged around 100 scholars and practitioners across the globe to share insights of doing business ethically and sustainably, with more than 30 academic paper presentations. Two of the three Best Paper Awards were received by Assistant Professors of the Department of Finance and Decision Sciences, for their outstanding papers on CSR and business ethics issues in corporate finance. Details of the keynote speakers are as follows:

| Keynote Speaker | Topic of Keynote Speech |
|---|---|
| Dr Jorge Neto Valente Chairman, Sunwah Group Group Advisor and Galaxy Casino S.A.'s Managing Director, GEG | Towards the Common Good – Business Ethics in Macau's Gaming Industry |
| Dr Jonathan Choi Koon Shum GBS, BBS, JP Permanent Honorary President, The Chinese General Chamber of Commerce | Business Ethics for an International Conglomerate |
| Prof Robin Snell Director of Service-Learning and Professor of Management, Lingnan University | Why Researching Business Ethics is a Worthwhile Activity |

Table 4: Keynote Speakers and Topics of Keynote Speech for the 7th WBEF

The 4th International Corporate Governance Conference was held on 11-12 December 2017. Organised by the Centre for Corporate Governance & Financial Policy, sustainability, corporate governance, corporate social responsibility, and corruption were the themes of this interdisciplinary conference. The aim was to promote high-quality research in this field by HKBU faculty, by bringing to the campus renowned academics with a long track record of publications in prestigious journals in these fields. Dr Christos Cabolis, Chief Economist at the IMD World Competitiveness Center gave an open talk in the first session on IMD's World Talent Ranking results. Overseas participants of the conference include Renee Adams (University of New South Wales), Summit Agarwal (Georgetown University), Hun Tong Tan (Nanyang Business School), Pedro Matos (University of Virginia), who

were joined by Prof Chung Kim Sau, Dr Shirley Zou, Dr Liu Zhenbin, and Prof Aris Stouraitis from HKBU, in presenting their latest research findings.



8. PROMOTION OF ENVIRONMENTAL SUSTAINABILITY AT UNIVERSITY LEVEL

HKBU is an environmentally responsible institution, which strives to promote environmental sustainability, as one of the strategic themes in its new strategic plan. Since 2009, the Environmental Health and Safety Committee, which reports directly to the Senior Executive Committee, has undertaken a project on "Sustainable Low Carbon Campus", and a delegated "Task Force on a Sustainable Campus" has been established to formulate sustainable policies for the University.



To further the low-carbon initiatives, a Campus Sustainability Guide was published in January 2016 to assist colleagues and students to participate in and contribute to the fostering of a low-carbon culture on campus by offering practical recommendations in line with the Sustainability Policy of the University. A wide range of events and activities have been held and a number of initiatives have been taken (e.g. for energy saving and recycling) to promote the sustainable low carbon campus.

A recent example is the Green Event Regulations, rolled out in January 2018. This involved the University providing 200 sets of reusable tableware available for borrowing at HK\$1 per set and including a washing service after use. This initiative is to encourage us to use reusable tableware when we hold events and/or functions, thereby minimising single-use disposable waste.

9. HKBU RANKED 60TH GLOBALLY IN THE UNIVERSITY IMPACT RANKINGS 2019

As announced in April 2019, HKBU is ranked 60th globally in the inaugural 2019 Times Higher Education (THE) University Impact Rankings. The new ranking focuses on universities' social, economic, and environmental impact, aligning with the United Nations Sustainable Development Goals (SDGs). HKBU is one of only two ranked universities in Hong Kong among over the 450 institutions from 76 countries being ranked.

HKBU has been rated high on sustainable development parameters in Climate Action, Decent Work and Economic Growth, Reducing Inequalities and Partnership for the Goals, which are ranked 15th, 16th, 29th and 63rd worldwide respectively.

Corporate sustainability, CSR and ethics have always been at the core of the School. The THE University Impact Rankings 2019 clearly reflect the positive contribution the School's teaching, research and day-to-day activities is making to the world.



PART III: CONCLUDING REMARKS

Based on the solid foundation of the work done in earlier years, the School provides classroom and extra-curricular activities to enhance students' awareness of the potential ethical dilemmas that business professionals encounter, and to reinforce the School's and the University's commitment to upholding ethical conduct, professionalism, and integrity. The School also prides itself in serving as a platform for scholars and the business community to explore innovative approaches and ideas in the various aspects of corporate sustainability. Furthermore, the School continuously engages with the community and the public through various public seminars/forum as a means to proactively transfer knowledge on sustainable business.

Hong Kong Baptist University School of Business

Since 2013, the School has become one of the few business schools worldwide to hold accreditations from the three major management education associations: the European Foundation for Management Development's EQUIS system, the US-based AACSB - the Association to Advance Collegiate Schools of Business, and the UK-based Association of MBAs (AMBA). This multiple accreditation status reflects a high level of international benchmarking that the School has achieved, and recognised the School's commitment to excellence. The School has been successfully re-accredited by AMBA in 2017 and EQUIS in 2019. The AACSB re-accreditation will take place in 2020.