



HONOURS ACADEMY
FIRST SYMPOSIUM

4 JULY 2022



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

RUNDOWN

- 2:30 PM President's
Opening Remark
- 2:40 PM HA Students' Presentation
Q&A
- 4:25 PM Best Presenter
Award Presentation

HA4001 Senior Research Project

To provide our HA students with research experience that incorporates concepts and techniques learned throughout their undergraduate studies, and to allow students to make original scholarly contributions to their academic disciplines, HA4001 is where our HA students are to choose their own interdisciplinary topic, and conduct independent research, under the supervision of our experienced faculty members.

Our HA Students can choose to undertake the Project individually, or pair up with another HA student.



The Investment Behaviors of University Students in Hong Kong

Brandon WU

Honours Academy, 1st Cohort
Data Science and Business Intelligence,
School of Decision Sciences

In 2021, the share price for GameStop soared by 1,700 percent as millions of small investors, many of whom were college-age, came together to buy the stock. Therefore, it is essential to understand the investment behaviors of university students. Multiple studies have been conducted to understand the investment behaviors of university students. Yet no studies are focused on Hong Kong. Hence, this paper hopes to shed light on this area. The study is a mixed study and utilizes data science techniques such as classification and association analysis. The majority of students use mobile apps as the main investment platform as they are beginner-friendly. The major factors in whether a student invests or not depend on their field of study, risk tolerance, and age. Male students whose investment decisions are influenced by their studies are very likely to invest. It is hoped that this research can provide business insights or initiate further research focused on particular behaviors.

MESSAGE FROM THE SUPERVISOR



Dr YU Kwok-wai, Carisa
Associate Professor
Department of Mathematics,
Statistics and Insurance,
School of Decision Sciences

It is with great pleasure to be a supervisor for the HA senior research project. Brandon is self-motivated and responsible. I am happy to provide guidance and work with him on the development of his research project. It's really a wonderful experience for me.



Fanny CHEUNG Sum-fung

Honours Academy, 1st Cohort
Professional Accountancy,
School of Business

Perspective of Work-life Balance in the Audit

In recent decades, the term work-life balance has been the subject of much attention in the public. The existing issue in the accounting industry is concerned with the workload pressure faced by accounting professionals. The workload pressure will potentially negatively affect audit quality. This research report will examine what the work-life balance is, how to achieve it, and how companies can develop policies to foster it.

MESSAGE FROM SUPERVISORS

Fanny is a hard-working student and she has the drive to excel in her chosen field. In this research project, she takes her own initiatives to obtain admirable collaboration from the targeted population. The sample size of her dataset of over 600 responses from accounting professionals is laudable. She also learns statistical analysis by herself with very little coaching from us. It's a pleasure to work with such an outstanding student.

I also wish to thank Jeanne and Holly for organizing HA and providing these students with important background training.



Prof LAM Chee-keung, Kevin
Head and Professor
Department of Accountancy,
School of Business

Online Learning Platforms as An Alternative Solution for Talent Shortage in IT Industry: From an Employment Perspective

Ray CHAN Tsz-chun
Honours Academy, 1st Cohort
Applied Human-Centred Computing,
School of Decision Sciences

With the continuous digital transformation, Information Technology (IT) has an increasingly significant impact on an array of sectors. However, the IT sector is confronting the talent scarcity issue, which constrains the industry's future growth and the digitalization of non-IT sectors.

While education technology has been maturing, the emergence of Online Learning Platforms (OLPs) seems to be a potential solution. Therefore, this project aimed to investigate the credibility and recognition of OLP courses, and discuss whether they could be an alternative solution to talent shortages in the IT industry.

MESSAGE FROM SUPERVISOR

It has been an inspiring journey to work with Ray on his project about online learning platforms. We often find interesting angle to look at a question from his sharing of new ideas and creative perspectives. Setting up the focus of his project on talent shortage in local IT industry, Ray has done great work to put together different sources of information such as scholarly literature, local newspaper outlet, and social media. In conducting interviews from the data collection process, he prepared rich background information to familiarize his interviewees for the project purposes in order to get in-depth answers. For me, it is also a learning journey to step out of my "routine" research mindset. Thank you HA for the great opportunity, and dearest Holly for her considerate and thoughtful guide throughout the process!



Dr Eko LIAO
Associate Head
and Associate Professor
Department of Management,
School of Business





Music Consumptions on YouTube: How Individual Seasonality Change and Mood Management Affect Music Preferences

Stella YAP Shu-lin

Honours Academy, 1st Cohort
Corporate Governance and Compliance,
School of Business

Tom TANG Ka-ho

Honours Academy, 1st Cohort
Management Science and Information Management,
School of Decision Sciences

Given the rise of various music streaming platforms and social media that have been altering how consumers listen to music, it is worthwhile to explore the motives behind music consumption behaviour. This study explores to what extent mood management and seasonality change will affect music preferences. Based on YouTube, a popular music streaming platform around the globe, this study hopes to determine what drives consumers' listening behaviour through a mixed-method analysis of the data returned from this platform by surveys and text mining. We hope that this research could help shed light on the psychological motives behind music consumption behaviour academically and provide industry insights on experiential product development.

MESSAGE FROM SUPERVISORS

This research journey with Stella and Tom is an inspiring, passionate and unforgettable memory which I witness their growth to pursue the theoretical advancement in an interdisciplinary topic. Having rounds of discussion meetings with Stella and Tom, it is exciting to see how passionate and curious they are to conduct a research on how individual mood management and seasonality change affects the music consumption. Integrating their individual academic background in corporate governance and management science, I shared with them my interdisciplinary research experience across the fields of creative industries, media and communication and mixed methodologies. I am surprised to find how well they have picked up the topics independently and intellectually within a relatively short span of time which demonstrates the success of the training they received in the Honours Academy. Wishing Stella and Tom and all the Honours Academy students all the best!



Dr CHOY Hiu-ying, Christine
Associate Head
and Assistant Professor
Department of Art and Design,
School of Humanities and Social Science



Dr CHUNG Ho-ying, Holly
Senior Lecturer
Department of English,
School of Humanities and Social Science

Isn't it the essence of an interdisciplinary research where the two students involved, Stella and Tom, are coming from two different Schools (and of course two completely different programme)? Their passion for looking at music consumption from such an academic angle overwhelmed Dr Choy and me, and we are convinced that their work whose quality is already up for academic conferences and publications, shall overwhelm the international academia further. Stella and Tom never stopped experimenting and refining their research methods till perfection. They one time showed me one of the most meticulously and interactively designed survey pages and my jaw dropped already. They further upped their game by informing Christine and me that they prepared another backup plan to collect data, just in case. Stella and Tom lived and experienced what a research journey was and is supposed to be. What an epitome for all of our Honours Academy students!

Audio News in a High-choice Online Environment: A Qualitative Research on News Podcasters in Hong Kong

Lauren LIN Wenjia

Honours Academy, 1st Cohort
Financial Analysis,
School of Business

In this digital world dominated by visual stimulation, while both celebrities and news media seem to be gaining a foothold on YouTube, Instagram and Facebook, the podcast, which merely uses audio as a medium to deliver information, is quietly entering our public life. As past studies of news have largely found their footing in television media and radio, there is still much more to learn about this genre's new iterations that have emerged in the digital age: news podcast. While popularity for the medium is on the rise, research that examines podcasts has been varied and not fully comprehensive. In the past studies, more research lies on the analysis of psychological factors and the consumption behaviors of podcast listeners. Therefore, to analyse the tactics and the framing from the production side of news podcasts is going to be further discussed in this research project. To try and better ascertain answers to the proposed research questions, this project has undertaken a qualitative research method examining three popular news podcasters in Hong Kong. Three podcasters varied from individual, news agency and advocacy group were interviewed in this study to investigate the diversity in the news podcasting world in Hong Kong. All podcasters are fruitful and unexplored candidates for qualitative interview projects. They are uniquely positioned to talk about the production process of their podcasts and specifically compared with the experience in delivering information through other kinds of media.

MESSAGE FROM SUPERVISOR

I am grateful for having a chance to be Lauren's supervisor for this meaningful research project. News podcast is an exciting topic that is under-explored, and Lauren has been exceptionally insightful in proposing a study on this subject.

As the media environment in Hong Kong has undergone rapid changes in the past year, we have modified our research design a few times to catch up with the fast-paced development. We are happy that the outcome is better than what we expected in the original proposal. Given this opportunity, we would like to thank our interviewees for their contribution and trust during the extended, in-depth interviews. Based on our findings, I believe this project has the full potential to be developed further to give significant insight into the literature that explores the complex issues behind podcast producers.



Dr TANG Kin-yat, Gary
Assistant Professor
Department of Social Science,
School of Humanities and Social Science



Website: ha.hsu.edu.hk
Tel: +852 3963 5105

Mail: ha@hsu.edu.hk
Fax: +852 3963 5332

Hang Shin Link, Siu Lek Yuen, Shatin, N.T., Hong Kong



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