

# 2<sup>nd</sup> HA SYMPOSIUM

8 May 2023 · HA4001 Senior Research Project



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

榮譽學院  
HONOURS ACADEMY





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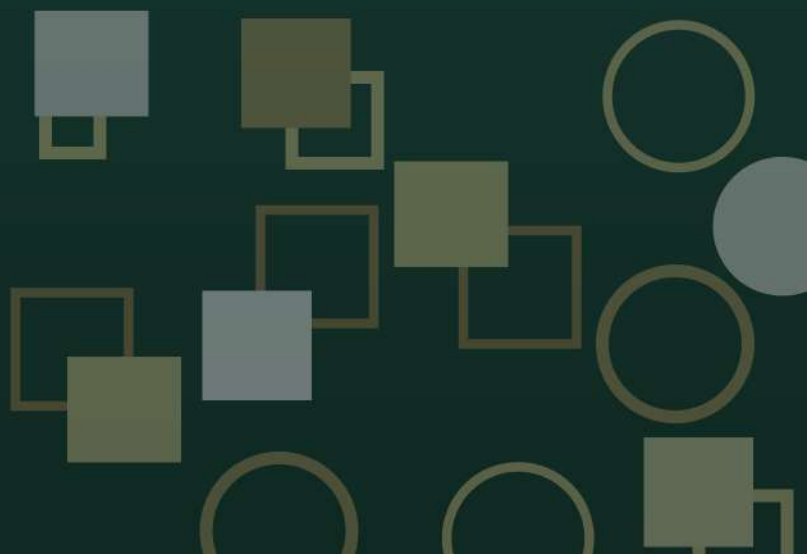
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# HA4001

# 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, the Senior Research Project is where our HA students are to choose their own interdisciplinary topic, and conduct independent research, under the supervision of our faculty members.

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





# RUNDOWN

**1:00 PM**

**Opening Remark**

**1:10 PM**

**HA Students' Individual Presentation  
Q&A**

**2:35 PM**

**Break**

**2:45 PM**

**HA Students' Group Presentation  
Q&A**

**3:50 PM**

**Appreciation to HA4001  
Senior Research Project Supervisor**

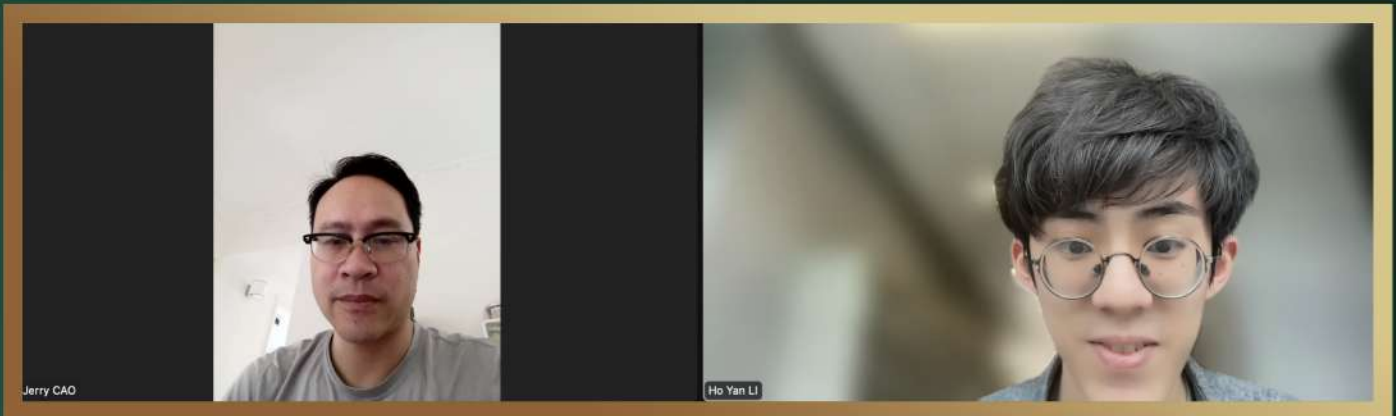
**3:55 PM**

**Award Presentation**  
- Best Individual Presenter  
- Best Group Presenters

# A Study of Hong Kong Teenagers' Mobile Payment Behavior

*Isaac LI Ho-yan*

Honours Academy, 1st Cohort  
Financial Analysis  
School of Business



Smartphone development has changed our payment method and mobile payment has become a popular trend in the world in recent decades. There are more people using mobile payment services in Hong Kong as mobile payment allows users to pay for goods and services easily by a few clicks of buttons without having to worry about leaving a credit card of a particular bank at home. This study will explore the increasing trend of mobile payment in the Hong Kong teenagers group. With the convenience of the app functions, it is believed that mobile payment is the most popular method of payment, rather than cash or credit card payment. Also, it will discuss how cybersecurity is the concern of people to decide their payment method.

## MESSAGE FROM THE SUPERVISOR

Digitalization reshapes the finance industry as people are increasingly welcoming the digitalized products and serves for convenience and inclusion. Isaac Li is interested in this topic and tackles the research topic with a field approach. Isaac has designed a survey by including questionnaires covering the usage of mobile payment, the demographics, the motivations, and the concerns. Surveys are a great way to gather detailed micro-level data of users that enables economic analysis of pros and cons of why mobile payment is popular and their economic effect. Isaac in this way manifests his training in empirical analytic skills that is essential for the economics and financial disciplines.



**Dr Jerry CAO Xiaping**  
Associate Professor  
Department of Economics and Finance  
School of Business



# What's Wrong with Eating Dogs ?

*Gianni TING Cheuk-yin*

Honours Academy, 1st Cohort  
Asian Studies  
School of Humanities and Social Science

The inspiration for the topic of this project came from no one but our family dog. Ever since my family owned a dog, I started paying more attention to animal issues. Oftentimes, news about animal abuse pops up when I am scrolling through my phone, which breaks my heart. I cannot stop myself from being emotional and thinking about it all day. Although animal activists have been promoting the importance of animal rights and welfare in recent decades, the number of animal abuse cases is still high. To express and tidy up my thoughts towards the issue, I decided to work on this research topic, hoping to orderly and objectively analyse the problem.



Various research has been done on pointing out the moral issue of meat consumption. However, we intuitively think that eating dogs or cats is more immoral than eating chickens or pigs. But why is it? Some might say it is because they are our pets. But why is eating animals we consider pets to be more immoral than eating farm animals? And what if they are strays? Does it make it seem less immoral to you? The research paper uses philosophical discussions to explore the reasons why our intuition believes that eating dogs is immoral or may be worse than eating farm animals.



Dr WONG Muk-yan  
Associate Professor  
Department of Social Science  
School of Humanities and Social Science

## MESSAGE FROM THE SUPERVISOR

Gianni shows real passion for animal welfare. She chose to work on this topic not because it is easy to complete or it is trendy or eye-catching to the public, but because she really cares about it and is devoted to developing a solid foundation of its justification. I find such a sincere research attitude rare even among professional scholars. During our weekly discussion, I can see her intellectual struggle and progress, and more importantly, her honesty and integrity towards life and herself. It is a student like her that makes a teacher feel like being a teacher.



# Museums and Stress Reduction: The Impacts of Placemaking to Hong Kong Teenagers’ Interpretations on Museums as “Third Place”

*Lydia PUN Cheuk-yiu*

Honours Academy, 2nd Cohort  
Cultural and Creative Industries  
School of Humanities and Social Science



Museums’ impacts on individuals has already gone beyond its basic position of recreational arts engagement (enjoyment as hobby), as its effectiveness on enabling stress-reduction and relaxations has already been pointed out in various studies. With such potential in facilitating individuals’ temporary “escapism” from stressful life, and engaging people to create connectedness with the specially designed spaces, the concept “Third Place” (meaning the “non-home and non-work” public spaces that enable relaxation) is assumed to be integrated in the museum context. Suggested by previous research that individuals’ perceptions on whether art and cultural venues could become their “Third Place” would be affected by the spatial designs and the atmospheres curated, this research, therefore, attempts to use “placemaking” to further fill the gap between museums and “Third Place”. Based on the literature review, and field trip observations to Tai Kwun and M+ (the two case studies that have different urban contexts), how placemaking strategies influenced teenagers’ willingness on visiting museums and considering the places as “Third Place” according to their stress levels are aimed to be analysed through surveys. Different from the existing literature focusing on cases from the Western countries, this research hopes to gain a foothold in the interdisciplinary study of cultural and creative industries and psychology situated in Hong Kong.



## MESSAGE FROM THE SUPERVISOR

The unique opportunity for HA students to undertake interdisciplinary research is a transformative learning experience for both teachers and students. This is my second year working with HA students in this exciting research journey - this time with Lydia, a dedicated and passionate student who I have known for a long time, since she joined the BA in Cultural and Creative Industries programme. Like all bright and aspiring HA students, Lydia actively and creatively expressed her research ideas to bring multidisciplinary perspectives to reflect upon how youth engagement in art and creative activities can provide implications for not only individuals, but also art organizations and cultural policies. After continuous discussion and literature review, Lydia is able to come up with an impactful research topic which interweaves important academic discussions in the creative industries (placemaking of museums) and social well-being (how associations of museums as third place enables teenagers to reduce stress). I am thrilled and proud to find how well Lydia has picked up the topics independently and intellectually which demonstrates the success of the training they received in the Honours Academy. Wishing Lydia and all the Honours Academy students all the best!

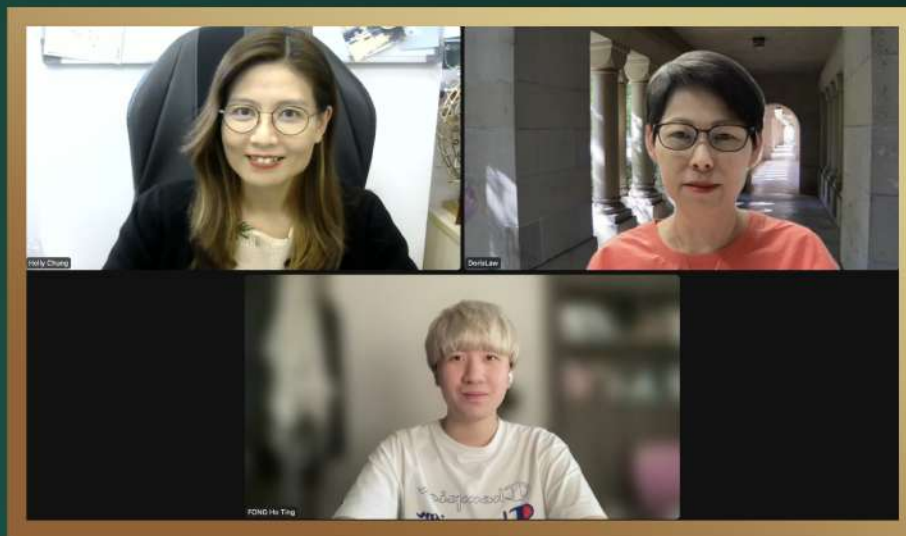


**Christine CHOY Hiu-ying**  
Associate Head and Assistant Professor  
Department of Art and Design  
School of Humanities and Social Science

# The Impact of the National Security Law on the Hong Kong Media Industry: A Study of Changes in the Post-Law Period

*Tommy FONG Ho-ting*

Honours Academy, 1st Cohort  
Convergent Media and Communication Technology  
School of Communication



This research project aims to investigate the challenges and transformations experienced by the Hong Kong media industry following the implementation of the National Security Law. Through in-depth interviews with several senior journalists, the study will analyse the impact of this new legislation on the media landscape in Hong Kong.

Key areas of focus include the fluctuation in the number of media organisations, fundamental shifts in their reporting methods and policies, and the fragmentation of the industry as several prominent media outlets have ceased operations. Furthermore, the study will examine the consequences of these changes on the dispersion of journalists and their careers.

Lastly, the project will explore the implications of these developments on citizens' right to know, assessing how the evolving media environment affects the accessibility of information and overall transparency in the region. By shedding light on these critical aspects, the research aims to provide valuable insights into the current state of the Hong Kong media industry and its future prospects in the post-National Security Law era.



## MESSAGE FROM THE SUPERVISOR

The culmination of an academic odyssey is often marked by the undertaking of a final-year research project, a rite of passage that both enlightens and challenges young minds. As the guiding force in this pedagogical expedition, it has been my privilege to accompany a particularly dedicated and inquisitive Honours Academy student, Tommy Fong, in his quest to investigate how local journalists perceive and experience the changes in the media landscape, in the wake of a controversial security law in a town he calls home, Hong Kong.

All thanks to our co-supervisor, Ms Doris Law from the School of Communication (thank YOU, Doris!) Tommy was able to build rapport with media professionals from both established outlets and independent startups. The semi-structured interviews yielded rich, multi-faceted insights that the student carefully coded and analysed.

It was really not an easy road to travel. But Tommy braved it out, taking the one less travelled by (and yes, he has made all the difference), with a pure heart to uncover the subtleties and nuances that define the shifting landscape of Hong Kong's media realm. The product was more than a project, but an intellectual inquiry that oscillates between the theoretical underpinnings of media transformations, and the concrete manifestations of the challenges, dilemmas and complexities of journalistic ethics.

Having traversed with Tommy on his HA journey, I have always been humbled, or even mystified: I felt like... I have been coached BY him the whole time! I mean it in the most loving way: I have been learning so much from this promising young scholar whose intellectual rigour and maturity are literally beyond his years. However, this exact mystification exactly exemplified the HA's ultimate goal: nurturing our HA students into a future leader who can take the lead, and lead others. In this case, I am convinced that Doris and I succeeded. Overall, the HA succeeded, too, with Tommy being a shining example.

As the sun sets on his HA4001 project, I am looking at sunlight radiating from a future filled with his intellectual curiosity, professional fulfillment and personal growth. His interdisciplinary project has not only illuminated the significance of media as a societal mirror, but also set an excellent example for the future HA students to further reflect and refract the broader social-political contexts.



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



**Ms Doris LAW Suk-yi**  
Senior Lecturer  
School of Communication

I am grateful to Tommy for inviting me to join him on his research journey, allowing me to witness a university student's concern for social issues and their rigorous academic requirements. Tommy wants to write about the changes in the Hong Kong news industry over the past three years, which is a complex topic that requires deep research and poses a significant challenge. I admire his willingness to take on this difficulty and hope that my years of experience and connections in the industry can help Tommy complete this task. Tommy has been very committed throughout the entire research process. He has strong research abilities and meticulous thinking, and every time we discuss, he is well-prepared. I am thankful to have accompanied him on this journey of mutual learning, and I wish him all the best in his success.



# Building Trust and Mending Relationships: Prevention and Response Management for Sexual Harassment Crisis in Organizations

*Icelyn CHOY Yui-bing*

Honours Academy, 1st Cohort  
English  
School of Humanities and Social Science

*Erica YUEN Wing-kiu*

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



Given the rising awareness of the social movements against sexual harassment and other sexual misconducts, it is worthwhile to see how the business world views this issue. While it is common knowledge that sexual harassment is a notorious workplace crisis, it has come to our attention that handling sexual harassment within an organization is a long and strenuous process due to the disagreement or miscommunication between the involved parties. Such communication problem prompt organizations to considered various strategies in responding to sexual harassment. Furthermore, people's misunderstanding and misinformation on sexual harassment may lead to an increase in the number of sexual harassment crisis. Therefore, there is an urgent need for organization to look for suitable frameworks to minimize the possibility of sexual harassment occurring within the organization.

This study aims to provide a clear clarification on the acts of sexual harassment and educate organizational members on understanding and perceptions of sexual harassment. With proper organizational policies in place, companies can avoid the occurrence of sexual harassment crisis in the first place. With findings from this research, we hope to propose anti-sexual harassment policies that can satisfy the needs of organizations. A framework of suggestions would be proposed for managers of local enterprises to make references when designing rules to protect its employees and their business's reputation.



## MESSAGE FROM THE SUPERVISOR

Erica and Icelyn, two girls in different disciplines and with different personalities, one day approached me to be their supervisor. Despite my repeated emphasis on the high standards I would impose on them, they continued to show enthusiasm in trying out the methodology that they are not necessarily familiar with: Experimental design. For an English major and a CGC major, running experiments is probably the last thing they would imagine in the course of their HA4001 study. Nonetheless, after half a year of bi-weekly meetings and spending countless hours in the Behavioral Lab, the two girls have proven to be quick learners with diligence and patience. Through conducting this multi-study interdisciplinary project that they had no prior knowledge whatsoever at the beginning, Icelyn and Erica have now become experts on the topic of sexual harassment. As their research supervisor, nothing is more satisfying than seeing them grow from a novice of research to a master of their own chosen topic. The joy of helping them answer a research question that they feel important is indescribable. Most importantly, this research journey is not a one-way learning process - I myself have learnt a lot from them and we together produce some humble findings for this research question. I have to thank them for choosing me to be their supervisor.



**Prof Jeanne FU Ho-ying**  
Head and Professor  
Department of Management  
School of Business

# Gender Equality in the Aviation Industry in Post-Covid Hong Kong

*Alison CHENG Yan-lok*

Honours Academy, 1st Cohort  
Supply Chain Management  
School of Decision Sciences

*Christy NG Sze-wing*

Honours Academy, 1st Cohort  
Finance and Banking  
School of Business

Gender equality has improved in recent decades, but some social sectors are still known for their obvious and deep-rooted gender bias. The aviation industry is one of these social sectors where gender equality is improving slower than many other sectors. Recently, the pandemic has forced the industry to extensively reorganise its workforce, presenting a significant challenge and opportunity to promote gender equality.



While various studies have discussed gender inequality in general, few have focused on this issue in the aviation industry. Hence, this paper aims to explore the development of gender equality in the aviation industry in Hong Kong, an important aviation hub in Asia, during its post-COVID rebuilding progress. This study will also investigate how gender differences have affected workers' fair treatment in the workplace during such a challenging time. Specifically, the research will examine the major issues and patterns of gender inequality in Hong Kong's aviation industry and explore whether they can be addressed during the industry rebuilding process. This study collects data through interviews and textual analysis of different stakeholders' views on gender inequality in the industry. The analysis of the data collected will be useful in promoting gender equality in the Hong Kong aviation industry and beyond.

## MESSAGE FROM THE SUPERVISOR



**Dr Joseph LI Cho-kiu**

Lecturer  
Department of Social Science  
School of Humanities and Social Science

I had the pleasure of guiding Miss Alison CHENG and Miss Christy NG on their final-year project on "Gender Inequality in Hong Kong's Aviation Industry". Throughout our research journey, they demonstrated a high level of dedication, intellectual curiosity, and critical thinking. They tackled the research question with enthusiasm, conducting a thorough literature review and designing a research plan that was informed by their analysis. They were proactive in seeking feedback and incorporating it into their work, and they showed a high level of professionalism in their communication and organization. In particular, I was impressed by their commitment to understanding the experiences of women and men working in the aviation industry in Hong Kong and their willingness to engage with difficult questions around gender inequality. It was a pleasure to work with such motivated and talented students, and I am confident that they will continue to excel in their future academic pursuits. I wish them all the best in their future endeavors.



# Examining the Impact of Intimacy on Consumers' Self-brand Connection and Purchase Intention: An Extended Source Credibility Model

*Hermione CHUI Hoi-man*

Honours Academy, 1st Cohort  
Marketing  
School of Business

*Katy LUK Pak-yin*

Honours Academy, 1st Cohort  
Global Business Management  
School of Business



Celebrity endorsers play a huge role in today's marketing world as companies and brands would like to increase the brand awareness and purchase intention through their influence. The recent increase in the popularity of talent shows and reality shows has also brought up many local stars, leading to the increased usage of local endorsers. With the advance of social media, celebrity-fans relationships have also changed significantly in recent years. Local celebrities are able to build a closer relationship with fans compared to the times before. In a world where consumers have a variety of products to choose from, the right choice of celebrity endorsers plays an important role in helping brands

differentiate from competitors. With the aforementioned points, our research aims to address the impact of intimacy on consumer-brand connection, referencing the source credibility model and deepening the understanding of the effectiveness of celebrity endorsements. The results hope to provide suggestions for marketers to produce an endorser with a personality matched with the target customers' preference as well as helping brands to fine-tune their marketing strategy.

## MESSAGE FROM THE SUPERVISOR

It is my immense pleasure to be a supervisor for the HA senior research project. Inspiring high-achieving students to embark on a research journey is a rewarding experience. Hermione and Katy devoted considerable time and effort to devising the research questions to deepen the understanding of source credibility. During the research process, I greatly appreciate the fresh perspectives and novel insights they have brought to the research endeavour. When coupled with their enthusiastic engagement, the knowledge discovery process has become productive and exciting. They are self-motivated to learn new things, tackle challenges and explore great opportunities to publish their work. It has been a true joy to supervise dedicated students. I also wish to thank Jeanne and Holly for organizing the HA and involving me in this meaningful research project.



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