

Honours Academy 3rd Symposium

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



HSUHK
Honours Academy



Table of Contents

Introduction of HA4001 Senior Research Project	1
Rundown	2
The Impact of Artificial Intelligence on Life Insurance in Hong Kong <i>Zach Cheung & Icy Leung</i>	3
The Impact of Sports on Migrants' Social Integration in Hong Kong <i>Stephen Cheung & Karen Tsang</i>	5
Mental Health and Creative Performance: Multilevel of Organisational Characteristics <i>Anthony Chan & Irene Luk</i>	7
Differences in Willingness to Work at Greater Bay Area of Local And Non-local Hong Kong Graduates <i>Tse Yu-ho & Kyle Wong</i>	9
Who Needs Cupid when Friends Offer More? <i>Berrie Chim & Charlotte Ho</i>	11
Hong Kong Government's Climate Change Policy Shifts and Social Media Activism <i>Sunny Lee</i>	13
Educational Experiences of South Asian Ethnic Minorities Studying in Hong Kong (Secondary Schools and Universities) <i>Issac Chan & Gloria Lo</i>	15



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.

Rundown

1:00 pm	Opening Remark
1:10 pm	HA Students' Presentations Q&A
1:35 pm	Break
1:45 pm	HA Students' Presentations Q&A
3:45 pm	Appreciation to HA4001 Senior Research Project Supervisors
3:55 pm	Award Presentation <ul style="list-style-type: none">- Best Presentation Award- Most Engaging Individual Presenter Award

The Impact of Artificial Intelligence on Life Insurance in Hong Kong

Zach Cheung

Honours Academy, 2nd Cohort
Applied and Human-Centred Computing
School of Decision Sciences

Icy Leung

Honours Academy, 1st Cohort
Actuarial Studies and Insurance
School of Decision Sciences



The insurance industry in Hong Kong plays a crucial role in reinforcing its status as a global financial centre through its comprehensive risk management strategies. Within this industry, the life Insurance sector is particularly prominent, leading by size and influence. However, there is often a gap between customer expectations and actual experience, which has prompted a focus on customer satisfaction. This study focuses on the perceived value of Artificial Intelligence (AI) applications from the public concerning customer satisfaction, considering the recurring trend of insurtech advances in the market to address the service discrepancies.

By investigating the perceived values derived from AI, specifically centred around customer satisfaction, this research aims to reveal the impact of innovative technologies on customer service experiences. The research model utilises customer experience as a mediating variable and customer expertise as a moderating variable to explore the relationship between AI-derived perceived values and customer satisfaction. The analysis will consider factors such as trust, reliability and convenience to assess their influence on customer experiences and overall satisfaction levels.

The objective is that the insights garnered from this study will serve as a valuable resource for insurance companies and industry stakeholders. The findings are expected to inform the development of strategies centred around AI-driven services, aimed at enhancing the quality of service and customer satisfaction within the insurance sector.

Words from Supervisor



Dr Willy Yue

Associate Head & Senior Lecturer
Department of Computer Science
School of Decision Sciences

Icy and Zach are a dynamic duo with contrasting areas of expertise. Zach is an expert in technology, while Icy possesses a deep understanding of the insurance industry. When they first approached me with their project proposal on the impact of artificial intelligence on Hong Kong's insurance sector, I had a strong intuition that they would make an exceptional team.

Months have passed since our initial meeting in August, during this time, they have encountered numerous challenges and setbacks. Their ideas were constantly rejected, but they refused to be deterred. Instead, they embraced the obstacles as opportunities for growth and learning. Their unwavering determination and collaborative spirit have propelled them to the successful completion of their project.

I applaud your hard work and dedication. Your ability to overcome challenges and stay focused on your goals is a testament to your character and potential. I wish you nothing but the best in all your future endeavours, and I am confident that you will achieve remarkable results. Congratulations on a job well done!

The Impact of Sports on Migrants' Social Integration in Hong Kong

Stephen Cheung

Honours Academy, 2nd Cohort
Global Business Management
School of Business

Karen Tsang

Honours Academy, 2nd Cohort
Professional Accountancy
School of Business



The project aims to investigate how participating in team sports will help foreigners integrate into Hong Kong society. It will focus on team sports, especially football and basketball, and observe teammates' interaction during sports activities. People within sports associations or sports clubs are considered as they are expected to play sports in the association and the community. The proposed study will focus on immigrants to understand the difficulties they encounter when integrating into society, such as language, support from the government and cultural differences. Also, the ways they utilise the social integration process will be investigated. The relationship between sports and social integration will be examined, including how the choice of sports, sports events, and team bonding contribute to the integration. The study will assess how well foreigners are integrating into Hong Kong society and explore the undermining factors affecting foreigners' adaptability, such as language, ability, government policy and cultural background. Understanding the situation of foreigners' integration will offer suggestions for enhancing government policy.

The research focuses on foreigners with non-Chinese backgrounds, as those of Chinese descent are assumed to have better integration because of a cultural affinity with Hong Kong society. It is acknowledged that the level of integration may vary among different ethnic backgrounds, and the research will discuss these variations.

Words from Supervisor



Dr Lucille Ngan

Associate Head & Associate Professor
Department of Social Science
School of Humanities and Social Science

As a mentor, I had the privilege of guiding two diligent students, Stephen and Karen, on their research project that explores the role of sports in facilitating immigrants' integration into Hong Kong. From the very beginning, it was evident that they were passionate about the topic and eager to make a meaningful contribution to the field. They meticulously analysed various studies, extracting valuable insights and formulating research questions that would guide their investigation. They tirelessly worked on refining their arguments, strengthening their methodology, and ensuring the validity of their findings. Their hard work, determination, and passion have inspired me as an educator. I am confident that their research will have a lasting impact on their understanding of immigrant integration in Hong Kong and beyond.

Mental Health and Creative Performance: Multilevel of Organisational Characteristics

Irene Luk

Honours Academy, 2nd Cohort
Supply Chain Management
School of Decision Sciences

Anthony Chan

Marketing
School of Business



This research endeavours to empirically investigate the nuanced ramifications inherent in virtual team dynamics at both individual and team levels. At the individual level, the study scrutinises the influence of virtual team participation on mental health, with a specific focus on delineating the moderating role of psychological safety within the team context. Concurrently, at the team level, the research delves into the repercussions of virtual team engagement on team trust and expertise knowledge diversity. Methodically, the study dissects the moderating mechanisms, elucidating the impact of documentation on team trust and the role of job crafting in shaping expertise knowledge diversity within virtual teams. Moreover, the research extends its purview to encompass the downstream effects of these team dynamics, examining their implications for conflicts at the team level and creative performance at the individual level, with intrapreneurship serving as a moderating factor. By undertaking this comprehensive inquiry, the study aspires to contribute empirically grounded insights into the multifaceted dynamics that influence the efficacy and well-being of virtual teams in contemporary professional landscapes.

Words from Supervisor



Professor Jeanne Fu

Vice-President (Learning and Student Experience)
&
Head
Department of Management
School of Business

The research journey with Anthony and Irene has been engaging and delightful. These two had apparent interests and insightful ideas from their work experiences when we explored the research topic and questions. Hence, we quickly identified team performance and creativity as crucial work domains heavily affected by organisational climate and policies when team members must work virtually. After fixing this significant milestone of the research project, Anthony and Irene continue to show their dedication and commitment to the project and keep reminding me of the next steps. They have also shown to be quick learners in developing testable hypotheses, locating survey question items, and setting up surveys on Qualtrics. Each time we meet, I can tell how much work they have prepared before the meeting. I can't ask for more when supervising this fantastic pair!

Differences in Willingness to Work at Greater Bay Area of Local And Non-local Hong Kong Graduates

Kyle Wong

Human Resource Management
School of Business

Tse Yu-ho

Honours Academy, 2nd Cohort
Global Business Management
School of Business



The research is driven by a need to understand how recent graduates perceive the Greater Bay Area (GBA) and the factors that attract them to its professional landscape. Insights into the motivations and ambitions of these individuals will highlight the GBA's potential as a hub for talent and innovation.

The objective is to explore the elements that shape graduates' decisions to pursue employment within the GBA. In-depth interviews with graduates from Hong Kong and the Mainland China are conducted to gather a wide range of perspectives and experiences, which inform their career paths. These discussions are intended to provide a comprehensive view of the complex ambitions and challenges that exist across this diverse region.

Supplementing these qualitative insights, surveys are utilised to collect quantitative data regarding graduate attitudes towards the GBA. The analysis of personal preferences, career goals, and perceived opportunities will contribute to a rich portrayal of the GBA's attraction to the emerging workforce.

This project serves as a bridge between academic research and tangible insights, offering an opportunity to contribute to the ongoing dialogue on regional integration, economic advancement, and career development pathways.

Words from Supervisor



Dr Amy Wang

Assistant Professor
Department of Management
School of Business

Ho and Kyle are highly inquisitive individuals who are drawn to key organisational issues. Throughout their research journey, they delved into important social, political, and economical circumstances that they face as graduates entering the workforce. It is inspiring to witness students who are proactively engaged in current affairs and who demonstrate leadership in finding solutions for the community through research. Most importantly, throughout our interactions, Ho and Kyle have demonstrated that they are respectful, compassionate and genuine individuals who can work along with others in the community. Our shared appreciation and gratitude in this research journey has created many meaningful memories of our time at the HSUHK.

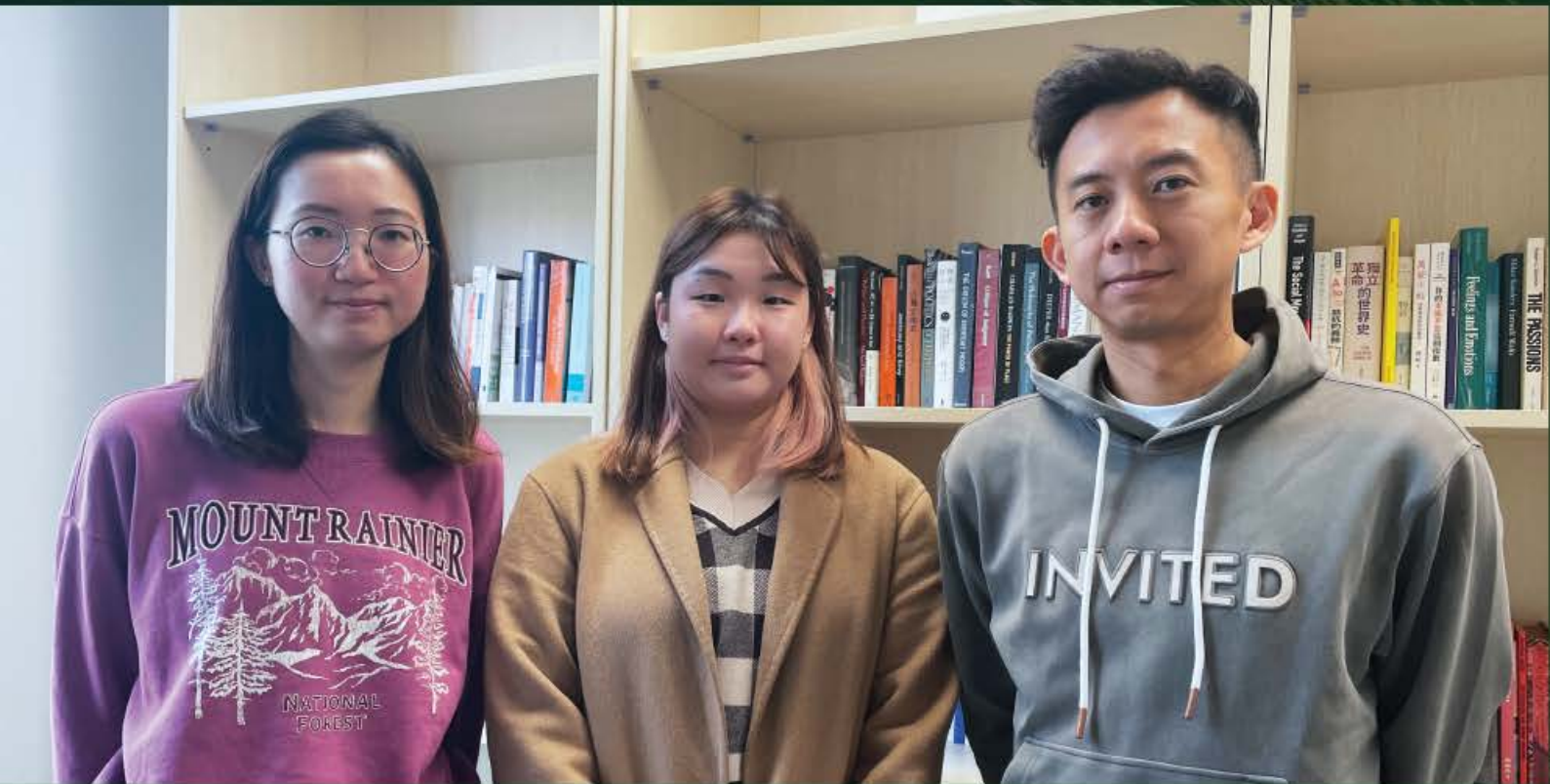
Who Needs Cupid when Friends Offer More?

Charlotte Ho

Honours Academy, 2nd Cohort
Supply Chain Management
School of Decision Sciences

Berrie Chim

Honours Academy, 2nd Cohort
Translation with Business
School of Translation and Foreign Languages



This study investigates the dynamics of casual sexual relationships, with a focus on the “friends with benefits” (FWB) arrangement. It aims to understand individual attitudes and societal norms that influence perceptions of sexual autonomy and emotional connection. The research explores themes such as love, gender roles, and societal expectations to uncover the underlying reasons behind the prevailing views on these non-committal relationships.

Data for this study have been collected through qualitative narratives from individuals with firsthand experiences in FWB scenarios. This approach facilitates a comprehensive understanding of the consent, emotional risks, and personal impacts associated with such arrangements. The purpose is to reveal the contrasts between societal standards and individual emotions, examining the sufficiency of mutual consent amidst potential emotional complexities.

The anticipated contributions of this study include enhanced perspectives on the nature of modern relationships, clarifying the balance between personal choice and societal influence. The findings are intended to inform educational strategies, counselling approaches, and provide insight for young adults as they navigate the changing landscape of romantic and sexual engagements in a contemporary setting.

Words from Supervisor



Dr Wong Muk-yan

Associate Professor
Department of Social Science
School of Humanities and Social Science

Embarking on a multifaceted research journey, I, alongside two dedicated students, Berrie and Charlotte, delve into the intricate topic of Friends with Benefits (FWB). Meeting biweekly, we engage in rigorous discourse, unpacking the philosophical underpinnings both supporting and contesting FWB arrangements. Our exploration transcends disciplinary boundaries, encompasses philosophical reasoning, psychological analysis, evolutionary biology's insights, and sociological viewpoints. Through this interdisciplinary lens, we dissect the complexities of casual intimacy, probe its ethical dimensions, emotional repercussions, and its place in human behavioural ecology. Each session illuminates new facets of FWB, from the societal impacts to individual psychological health, encouraging a holistic comprehension. Our collaborative effort not only broadens our academic horizons but also enriches our understanding of the nuanced human relationships in contemporary society.

Hong Kong Government's Climate Change Policy Shifts and Social Media Activism

Sunny Lee

Honours Academy, 2nd Cohort
Convergent Media and Communication Technology
School of Communication



This project aims to explore the development of the Hong Kong Government's policy orientations towards climate change over the past quarter of the century, specifically its emphasis upon individual versus institutional level climate action, and to explore the responses of civil society on social media regarding climate change.

The extant literature demonstrates a significant tendency for government, corporate, NGOs and even independent influencers to highlight the impact of individual behaviours on climate change. However, the responsibility of governments and corporates has been largely omitted from social media discussion (such as promoting a green lifestyle or waste reduction).

Using the most recent social media data and multiple government documents, this paper intends to investigate the evolution of government policies towards climate change and how the issue of climate change is being approached on social media today.

Word frequency analysis and thematic analysis will be conducted on the Hong Kong Government's climate change policy papers and social media accounts on Instagram, as well as social influencers and NGOs Instagram accounts, to gauge the Government's and the civil society's level of attention on individual versus institutional level climate action, as well as their attention on different types of climate action.

Words from Supervisor



Dr Shiru Wang

Assistant Professor
Department of Social Science
School of Humanities and Social Science

During our research journey, Sunny has exemplified the essential qualities that contribute to the success of a young researcher in empirical studies, particularly his critical thinking and sincerity. Sunny's research stems from a genuine concern about the issue of climate change. He challenges the prevailing tendency to overemphasise individual responsibility while overlooking the accountability of corporations and governments in the broader discussion on climate change. I am also impressed by Sunny's dedication and analytical skills. In our regular meetings, Sunny always showcases his capacities to effectively organise literature, manage data and conduct analysis.

Educational Experiences of South Asian Ethnic Minorities Studying in Hong Kong (Secondary Schools and Universities)

Gloria Lo

Honours Academy, 2nd Cohort
Corporate Governance and Compliance
School of Business

Issac Chan

Honours Academy, 2nd Cohort
Data Science and Business Intelligence
School of Decision Sciences



This research aims to investigate the educational experiences of South Asian ethnic minorities studying in secondary schools and universities in Hong Kong.

The primary goal is to conduct a thorough examination of the impact that educational experiences have on South Asian ethnic minority students at different educational levels. In doing so, the study can highlight the ways in which these educational stages affect their learning environments, social interactions, integration into the school community and their overall sense of belonging. This comprehensive analysis will provide a deep understanding of the challenges and opportunities faced by these students throughout their educational journey. Secondly, this research will identify and analyse the underlying factors that shape the learning experiences of these individuals. Assessments will be done on the roles of various stakeholders, including schools, families and the government, on the educational experiences of South Asian ethnic minorities. Through this analysis, this study aims to uncover the systemic and structural barriers or facilitators that impact the academic success of these students.

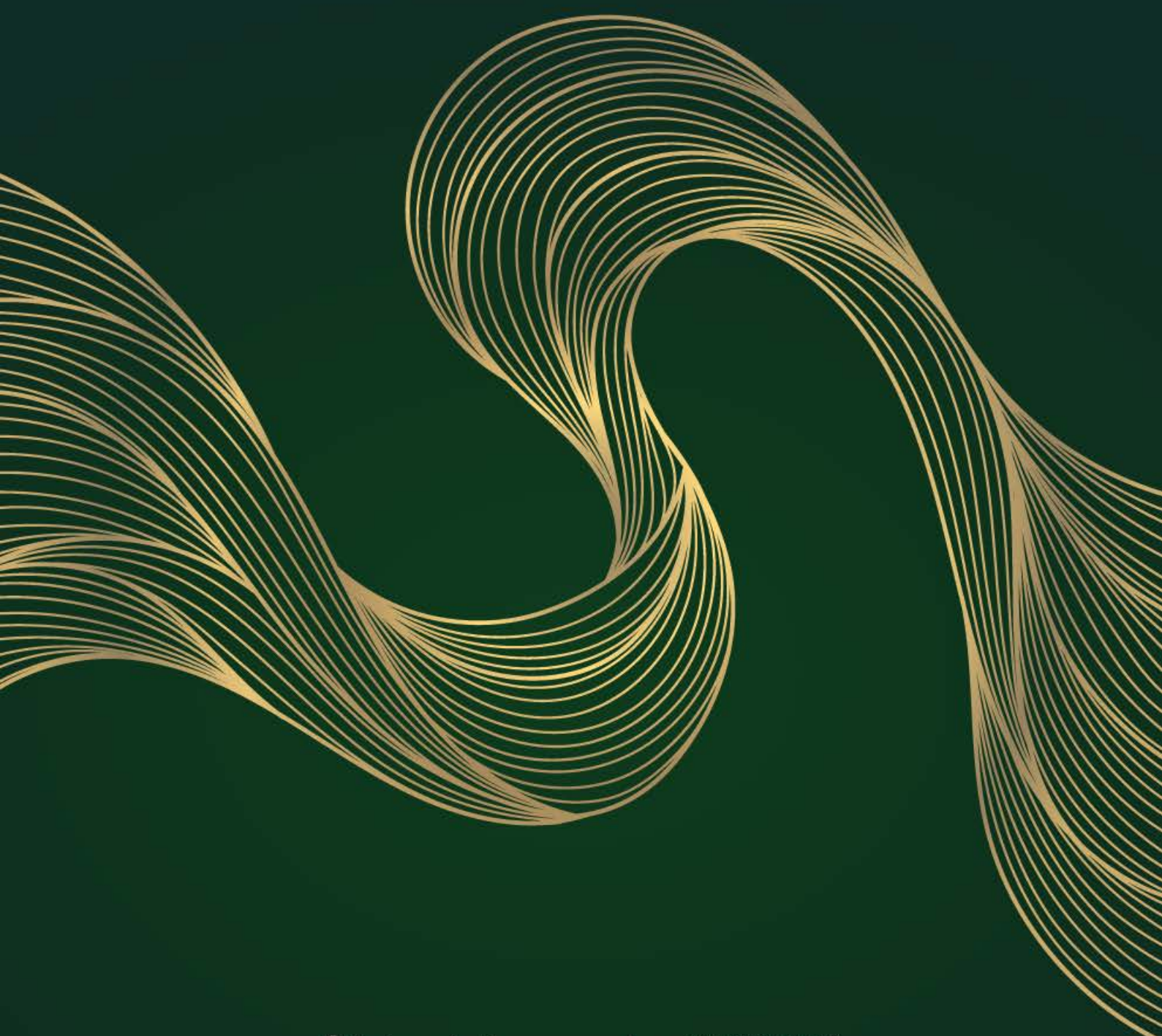
Words from Supervisor



Dr Sally Cheung

Senior Lecturer
Department of Management
School of Business

Issac and Gloria have devoted much time and effort to understand the learning experiences of ethnic minority students in Hong Kong. Throughout the research journey, they showed compassion and empathy for the well-beings of others and always seek out ethical and respectful ways to engage with them. As beginning researchers, they encountered many ambiguities and setbacks in the research process. They resolved problems with a strong self-motivation and perseverance. Their personal qualities and value for diversity have made them gems of HSUHK and responsible citizens. I am grateful to have these wonderful students. I wanted to express my appreciation for all their hard work and am excited to see how they continue to grow.



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