

Our Latest Moves (May – July, 2020)

GENERAL MANAGER, MS. ANGELA FUNG AND COLLEAGUE, MR. VICTOR YEUNG OF PHEONIX EXHIBITIONS VISITED OUR SCHOOL OF BUSINESS ON SDG RELATED EVENTS





INTERVIEW WITH
GRADUATE EMPLOYER -
ALLPROAD ,

MR. LUKE CHENG WITH
BBA GRADUATE, MS. HEIDI
LEUNG

Dr Shirley Yeung interviewed Ms Angel Tam, JCI Digital Transformation Committee Member, on Transformations and Innovations with skills of identifying your passion, wisdom with digital skills under Covid19



During the interview, Ms Tam shared her experience in digital marketing and learning. In response to the skills that our students can quickly learn for digital marketing, she advised that students could use existing platforms such as Facebook and Instagram to promote /sell their products. In online learning, although teaching is not conducted in a classroom where the teacher and students interact with each other face to face, the role of the teacher is irreplaceable. Knowledge cannot be effectively delivered without the teacher. To explore more new business opportunities, we should have brain (wisdom), heart (passion) and courage. Among them, courage, as an initiator, is most important.

Video on the interview:

Dr George Lam, Chairman of Hong Kong Cyberport Management Company, gave the opening speech in the 1st cohort, 2020 of UNOSSC Entrepreneurship Academy, the 12th innovative virtual seminar, April, 2020 engaged students and speakers from 10 countries.



Video on the speech:

Snapshots of 1st Cohort, UNOSSC Entrepreneurial Academy, 2020 Virtual Seminar



Bronze Winning Team Member – Mr. Wang

(Student of Higher Diploma in Transformative Business Management HDTBM, GCC)



Dr Shirley Yeung awarded a “Certificate of Honor on Excellent Book Publication”, 9 books on SDGs under Covid-19



A recently published book written by
 Dr Shirley Yeung, Head, School of Business on New Perspective of UNSDGs under COVID-19

SHIRLEY YEUNG
 New Perspective of UNSDGs under COVID19
 NEW DISCOVERY OF LEARNING/ UN-LEARNING/ RE-LEARNING
 - LOVE OF LIFE FOR SUSTAINABLE DEVELOPMENT

Fear for change is found in all walks of life and all kinds of organizations. The skills required and the delivery mode of goods and services are quite disruptive under COVID-19 – global issue with social distancing policy to avoid the spread of virus ranking at top priority and the demanding needs on health care related products/ services. A learning organization with proactive sustainable leaders is trying to be sensitive to the latest rules and regulations imposed as they affect not only business operations but also their own lives and families. Hence, the viewpoint of staff, maintenance of a healthy working environment, people interaction, awareness of global changes and adaptation of self to changes are new normal of learning and living. This book provides readers with a new perspective to look at challenges and opportunities in a relaxed, artistic and humanistic way. This echoes to what Dean Eunice Mareth Querol-Areola, Ph.D. HSG mentions in the Book Foreword - "Love of deep interiority and mindfulness, love of humanity, love of life itself."

“UNSDG –Detox + Decentralization (DD) New Business Under Post COVID19 SDG 4, 8, 9,17”

July Virtual Seminar

Invited Speakers:

Prof. Takeshi Utsumi (Ph.D., P.E.) is Founder and Vice President for Technology and Coordination of Global University System (GUS); Chairman, GLObal Systems Analysis and Simulation Association in USA (GLOSAS/USA)

Dr. Divya Singhal, Chairperson, Centre For Social Sensitivity and Action and Associate Professor at Goa Institute of Management, Goa, India. Passionate about teaching & research, sustainability and pluralism



By **Dr Yeung, Shirley**, Associate Vice-President of UNESCO Hong Kong Association, Secretary-General of the World Institute of Sustainable Development (WISDP) and Asia Ambassador for United Nations Principles of Responsible Management Education (UN PRME) , Sustainability Mindset Working Group/ Associate Professor, Head of Business, Gratia Christian College (GCC)

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Time: Jul 25, 2020 (Sat) 8PM – 9PM
HK Time

Join Zoom Meeting
<https://gratia.zoom.us/j/98837626148>
Meeting ID: 988 3762 6148

Free admission.



Dr. Yeung, Shirley
(Convener), HK



Prof. Takeshi
Utsumi
(内海武士), US



Dr. Divya Singhal,
India

June Virtual Seminar – “Spirituality Business + Life (post) Covid-19 – SDG 4, 8, 9, 17



By **Dr Yeung, Shirley**, Associate Vice-President of UNESCO Hong Kong Association, Secretary-General of the World Institute of Sustainable Development (WISDP) and Asia Ambassador for United Nations Principles of Responsible Management Education (UN PRME) , Sustainability Mindset Working Group/ Associate Professor, Head of Business, Gratia Christian College (GCC)
Chloe Ko – GCC, SDG Ambassador / Graduate of BBA in Service Marketing Management Programme with Dr. Shirley Yeung as Programme Director

Ms. Angela Fung, General Manager, Phoenix Exhibitions, has extensive experience in the media field. After working for TVB Pearl Channel, NBC Asia and Phoenix Satellite TV in TV programme acquisition, she now heads Phoenix Exhibitions specializing in the event and exhibition business.

Dr. Eunice Areola was named Pioneer Professor of Sustainability in the AIM2Flourish, the Asia Ambassador of L.E.A.P. for Sustainability Mindset of the UN PRME and the UN Global Compact, the only Filipino signatory of the COP21 Open 2015 UN Climate Change Conference in Paris, a founding member of the Environmental Association of Universities and Colleges based in U.K., and a *Minervas Woman Prime Mover of the USA* recipient.

Ms Fong, Krystle, President of JCI Hong Kong Jayceettes and Assistant Secretary of Liquor Licensing Board in Hong Kong. Being the leader of the first female JCI Chapter in the Asia and the Pacific and the second in the world, she advocates in women empowerment and the education of UNSDGs to both the community and younger generation by the SDG Junior Ambassador Programme 2020 - MiCity.

June 27, 2020 (Saturday)
16:00-17:00 HK Time (GMT+8, MYT)

Join Zoom Meeting
<https://gratia.zoom.us/j/93476036783>

Meeting ID: 934 7603 6783

Free admission.



Dr. Yeung, Shirley
(right) Convener SDG
Ambassador/ GCC
BBA Graduate –
Chloe Ko (left)



Fung, Angela



Dr. Eunice Mareth
Q. Areola, HSG



Fong, Krystle

May Virtual Seminar - "Art, Business and Life post COVID-19 with UN SDG"

Art, Business and Life post Covid-19 with UN SDG

A panel of experts in art, life and business will share how art and life can be integrated into business for sustainable development. The discussion will be extended to look into how innovative services, products and process creation can help the new economy, post Covid-19.



Dr Yeung, Shirley
Moderator

Dr Mehdi, Majidi
Panellist

Mr Song, Yang
Panellist

Dr Pek, Eugene
Panellist



May 30, 2020 (Saturday)
16:00-17:00 (GMT+8, MYT)

Join Zoom Meeting
Meeting ID: 849 9372 7043

The meeting room will be opened at 15:45.
Free admission.

Dr Yeung, Shirley | Associate Vice-President of UNESCO Hong Kong Association, Secretary-General of the World Institute of Sustainable Development (WISDP) and Asia Ambassador for United Nations Principles of Responsible Management Education (UN PRME), Sustainability Mindset Working Group, Associate Professor, Head of Business, Gracia Christian College (GCC).

Dr. Mehdi, Majidi | University professor and international consultant in sustainable socioeconomic development. He is a founding member of a working group on the UNSDGs, the UN Principle for Management Education (UN PRME). In higher education, he integrates business management with liberal arts, aligning learning goals with the UN PRME's objectives with a balanced technical skills and holistic understanding approach. Consulting for a World Bank project in Central Asia, he advocates inclusiveness and environmental initiatives to implement UNSDG.

Mr. Song, Yang | His single painting "BAD GIRL" was auctioned for millions of yuan, honored as "Young Opinion Leader" by Ullens Center For Contemporary Art, recognized as "an artist who is difficult to define" the United States SURFACE magazine. Exclusively signed of Andy Warhol, American Pop Master and carried out cross-border cooperation with the Imperial Palace, Sponge-Bob, Paul Frank, Beatles and other international front-line IPs.

Dr Pek, Eugene | Associate Professor and Head of Postgraduate Studies for business in the UCSI University in Malaysia, Professional Green Economist of the Green Economics Institute, UK and Senior Fellow, World Institute of Sustainable Development Planners.

On-going Wed-Week Transformation Seminar with artists from Hong Kong and Italy; and students from Kenya (Bronze Winning Team Member, UNOSSC Entrepreneurial Academy 2020) and Nigeria (Winning Team Member, UNOSSC Entrepreneurial Academy 2018).

Mr. Ross Chan, President, JCI Dragon joined our on-going transformation events.

(May 13 – Aug., 2020)



