

HKIBS SYMPOSIUM

BUSINESS INNOVATION IN THE DIGITAL ERA

Jun 9, 2021 (Wed) | 9:30 - 17:30 (HKT) | Hybrid

Paul S. Lam Conference Centre (AM308), Lingnan University

Organizer: *Hong Kong Institute of Business Studies (HKIBS), Faculty of Business
Lingnan University*

Conference Venue: *Paul S. Lam Conference Centre (AM308)
3/F Lau Lee Yuen Haan Amenities Building
Lingnan University*

Program

09:30 – 10:00	Registration	Foyer AM308
10:00 – 10:15	<p>Welcome Remarks</p> <p>Professor Mingming LENG <i>Dean, Faculty of Business, Lingnan University</i></p>	
10:15 – 12:45	Keynote Speeches	AM308
10:15 – 11:00	<p>Keynote Speech I</p> <p><i>“Building Digital GBA in the ‘Dual Circulation’ Era”</i> Professor Witman Wai Man HUNG, JP <i>Principal Liaison Officer for Hong Kong The Shenzhen Qianhai Authority</i></p>	
11:00 – 11:15	Tea Break	AM306
11:15 – 12:00	<p>Keynote Speech II</p> <p><i>“The Digital Economy: Innovations and Research”</i> Professor Geng CUI <i>Professor, Department of Marketing and International Business Lingnan University</i></p>	
12:00 – 14:00	Lunch	Lingnan House
14:00 – 17:15	<p>Round Table Sessions</p> <p>Moderator: Prof Liping LIANG, HKIBS Director</p>	AM308
14:00 – 15:30	<p>Round Table Session I: Marketing Innovation in the Digital Era</p> <p><i>“How AI Is Reshaping Retailing”</i> Professor Ling PENG <i>Associate Director, Hong Kong Institute of Business Studies Associate Professor, Department of Marketing and International Business Lingnan University</i></p> <p><i>“Engaging Customers Using Big Data: from Academia to Practice”</i> Professor Sebastian Y H CHUNG <i>Research Assistant Professor, Hong Kong Institute of Business Studies Lingnan University</i></p>	

“How Digitalization Change Our Business Practice”

Ms Amy KWOK

Managing Director

Hokkaido Marche Hong Kong Limited

&

Ms Icy NGAI

Sales and Marketing Director

Guru FnB International Enterprise Ltd

15:30 – 15:45

Tea Break

AM306

15:45 – 17:15

Round Table Session II: Fintech Innovation in the Digital Era

“InsurTech and Its Recent Developments in Hong Kong”

Professor Tao SUN

Associate Professor, Department of Finance and Insurance

Lingnan University

“Insurance Product Fragmentation in the Digital Era”

Mr C F YAM

Senior Adviser

Sinosoft (International) Company Limited

“All in the Name of Fintech”

Mr Bobby Chi Kan LEUNG

Professor of Practice, Department of Insurance and Finance

Lingnan University

17:15 – 17:30

Closing Remarks

Prof Liping LIANG

Director, Hong Kong Institute of Business Studies

Lingnan University

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