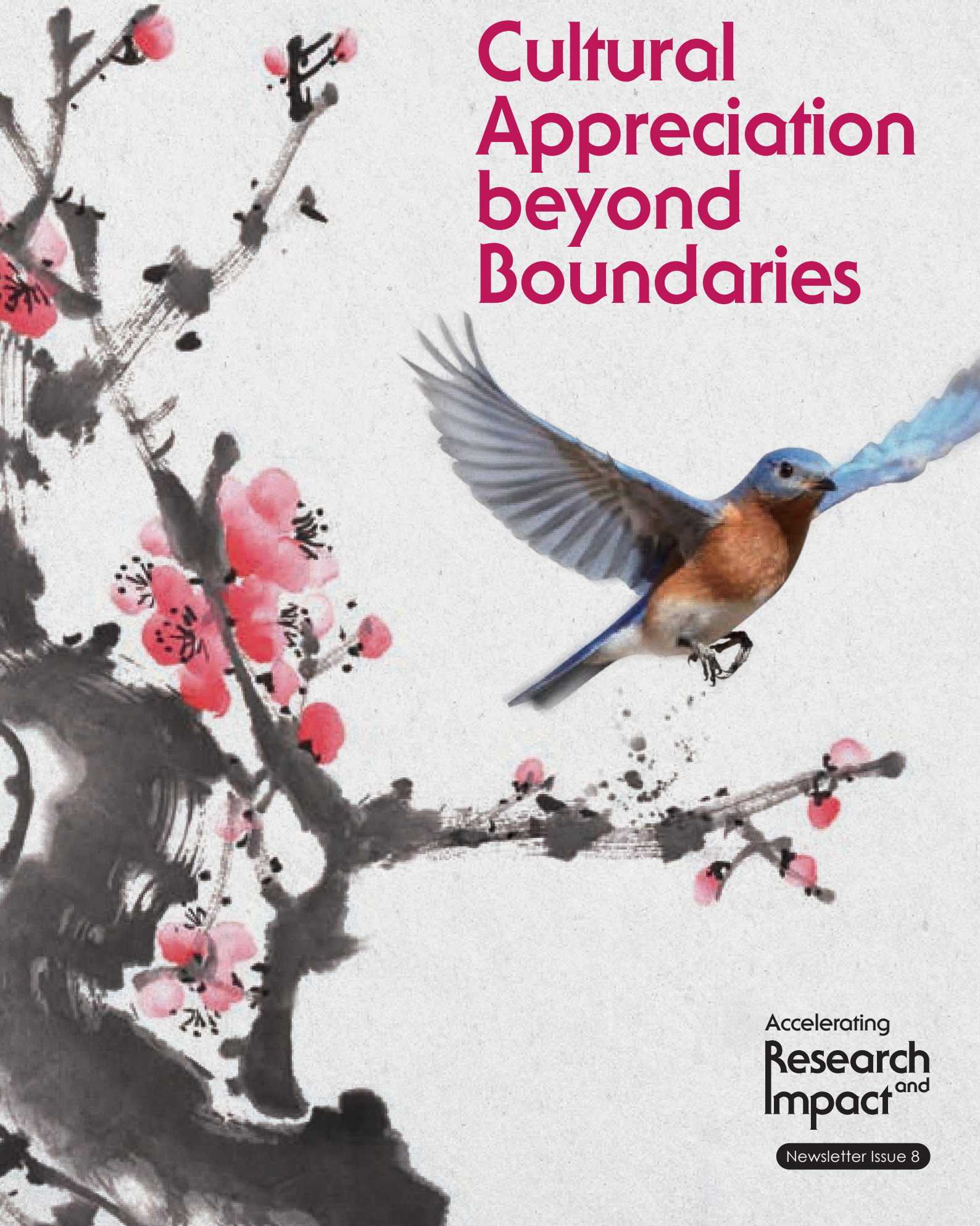




Lingnan 嶺南大學
University 香港 Hong Kong

Office of Research and
Knowledge Transfer
研究及知識轉移處

Cultural Appreciation beyond Boundaries



Accelerating
Research
and
Impact

Newsletter Issue 8



Cultural Appreciation beyond Boundaries

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MESSAGE FROM THE VICE-PRESIDENT



Prof Joshua Ka Ho MOK

Vice-President

Lam Man Tsan Chair Professor of
Comparative Policy

Lingnan University, Hong Kong

As our hearts go to so many people around the world in great difficulties under the pandemic and various challenges, yet nature has not failed us in unveiling signs of summer to strengthen our spirit. Often it is more than science from which our hope and courage may stem. Arts, literature and cultural heritage have over the history inspired thousands along rocky journeys to appreciate still the beauty of life and empathise with the pain of others.

As a leading liberal arts university in Asia, Lingnan has the mission and role to promote not only arts and literature from our own heritage, but also cultural exchanges with people of diverse backgrounds and languages, and importantly mutual appreciation for each other.

Here in Hong Kong, just as the President of our University said, if Hong Kong has a unique position in the Mainland's future development, then surely Lingnan University is part of it. When the Chief Executive visited the University earlier, she indicated that our country's 14th Five-year Plan supports Hong Kong's development as a hub for art and cultural exchanges between Mainland China and the rest of the world, and that the University is in a distinct position to contribute in this role given Lingnan's cultural heritage. Hence, one of the key strategic initiatives in our Strategic Plan 2022-28 is deepening the connection to the Greater Bay Area and the rest of Mainland.

Times Higher Education Impact Rankings 2022

3rd Quality Education
for two consecutive years

6th Decent Work and Economic Growth
in Greater China region

Top 10 overall impact rankings
in Greater China region

QS World University Rankings 2022

33rd International Faculty

Indeed, we are introducing a series of new initiatives to enhance our strengths in Chinese studies, spanning Chinese language, literature, philosophy and art. Building on our research achievements, The Advanced Institute for Global Chinese Studies has been established since early 2022. "Global" is a key word for the institute's dedication to promoting global scholarly exchange and collaboration for global impact in the studies of Chinese culture.

We are also going to set up a gallery that displays fine traditional Chinese artworks, thanks to a donor who shares the artworks and finances the gallery's curatorial personnel. While our Wong Bing Lai Music and Performing Arts Unit will present both Chinese and Western music and performing arts, the University may in future feature studies of the history and philosophy of Chinese martial arts, particularly famous Kung Fu schools in the Guangdong province.

These initiatives will work together to promote Chinese culture and cross-cultural exchanges for mutual appreciation beyond boundaries - as is the theme of this issue of our newsletter, which is represented by the bird on the front cover metaphorically flying out of the two-dimension painting to a multi-dimension horizon.

QS World University Rankings by Subject 2022

Arts and Humanities

Leaps **44** places 

Top **20%** worldwide 

Philosophy

3rd in Hong Kong 

16th in Asia 

English and Literature

Leaps **50** places 

Social Policy and Administration

9th in Greater China region 



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Cultural Appreciation beyond Boundaries

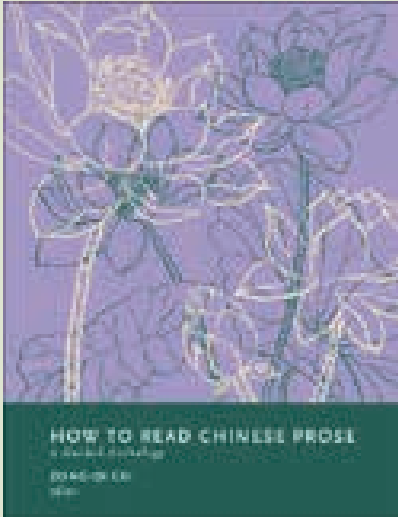
Instruct and Delight

Sharing the joy of classical Chinese poetry with English speakers



Lingnan University is proud to set up **The Advanced Institute for Global Chinese Studies** to foster in-depth scholarly exchanges among institutions and scholars in Chinese studies around the world in ways that enhance Lingnan's international prominence in integrating the finest Chinese and Western liberal arts education. The Institute is led by **Prof Zong-qi CAI**, Lee Wing Tat Chair Professor of Chinese Literature, as the Director. Prof Cai has been named by the **Council of Editors of Learned Journals (CELJ)** as **2020 Distinguished Editor**, the highest honour given by CELJ. He is also the first editor of a journal of Asian literature and culture to receive this award.

Prof Cai has for long embraced the desire to share the profound beauty of classical Chinese writing with Western readers. Having the **Columbia University Press** published the first six books in his ten-volume series **How to Read Chinese Literature**, Prof Cai is launching a **podcast series** to give an even wider listenership the chance to appreciate classical Chinese poetry. Rather than college students, the podcasts target an educated but more general, English-speaking audience, who may have little prior knowledge of these works. "It's for those with a broad interest in Chinese poetry and the culture behind it," he says.



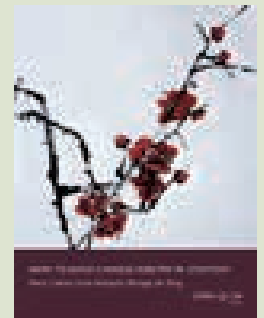
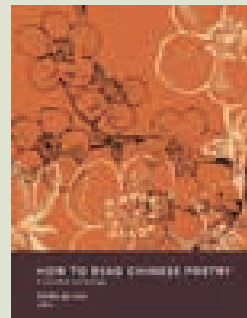
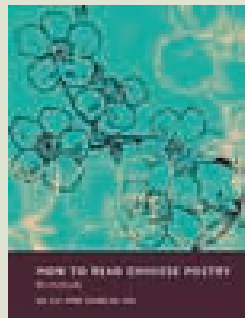
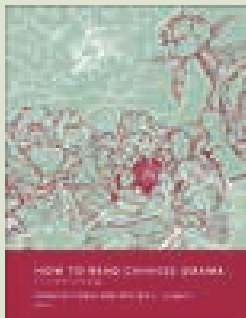
An audio journey through genres and dynasties

“We want to help the listener go beyond pure translation,” Prof Cai explains, noting that there is a loss of some of the subtler forms of meaning in that process. “You do not really get the same aesthetic pleasure [from a translated text,] as you would get from the original, particularly for some hyper-condensed type of poetry.”

From February 2022, a new 15-minute podcast is available each week on popular platforms, including Apple Podcasts, Spotify, Google Podcasts and Ximalaya (in Mainland China). The full 52-episode series cover major poetic genres that have emerged and evolved over a period of almost three millennia, stretching from the early Zhou all the way to the Qing, the last of China’s dynasties, which ended in 1911. A team of experts guide listeners through the rich heritage of Chinese poetry, poem by poem, genre by genre, and dynasty by dynasty.

The 52 episodes organised in 20 topics over the dynastic periods will give listeners a bird’s eye view of the development of Chinese poetry from antiquity to the modern era, and the place of each individual poem with this arc.

While the application of digital technology in the form of podcasts is opening up the possibility of an art form with such ancient roots being appreciated much more widely, Prof Cai is already looking ahead to the creation of a visual version for YouTube. He believes that this version would enable even more sophisticated literary forms to be discussed, and their historical, cultural and geographical contexts to be represented.



The ceremony launching the Institute, together with the Harvard-Lingnan Symposium and public forum, drew over 1,000 scholars and visitors from China, the United States, Canada, Japan, Germany and other countries or regions. The **Harvard-Lingnan Symposium Launch Forum** was held after the launching ceremony with the theme “**Classicism Now: Why and How?**”. World renowned Chinese studies scholars were invited to share their insights.



Knowing our history and heritage



The Hong Kong and South China Historical Research Programme (HKSCHRP) of the Department of History stands at the forefront of research into Hong Kong's local history. The research of Programme Director Prof Chi Pang LAU and his team has considerable impact on Hong Kong's primary and secondary education, and has been used as the basis for a variety of lectures, publications, online resources, and collaborative projects with governmental cultural bodies to promote the community's engagement with their local history and heritage.

Impact Case in Research Assessment Exercise

The impact case **"Knowing our history and heritage: Working with community and fostering public engagement"** led by Prof Lau was featured in the TV programme "活研活用" recently produced by the University Grants Committee and broadcasted on the TVB Jade channel and in TVB News.



Community cohesion

Compiling local records is helpful for the public understanding of their own society and for community cohesion. The HKSCHRP has published the first-ever village gazetteer in Hong Kong for Lin Ma Hang village (蓮麻坑村) on the Shenzhen-Hong Kong border.



Pass It On – From school education to presenting cultural heritage

HKSCHRP's leading position in research into Hong Kong's local history has won strong donation support from The Hong Kong Jockey Club Charities Trust. The **"Jockey Club Hong Kong History Learning Programme"** has since 2015 worked with some 60 primary and secondary schools on the use of teaching kits created by HKSCHRP and learning activities that examine Hong Kong's history, supporting the key learning area of "Personal, Social and Humanities Education" and raising students' interest in learning history.

The tailor-made teaching kits which were reviewed and refined through thematic seminars, study tours, oral history workshops and mobile exhibitions.

Intangible Cultural Heritage (ICH) by masters and contemporary artists are passed onto school students in the **"Jockey Club ICH+ Innovative Heritage Education Programme"**. Students discover how contemporary elements can be applied to ICH items of craftsmanship demonstrated by practitioners with thought provoking ideas and display the creative results in the Annual Showcase.

Film exhibition and reception in Colonial Hong Kong

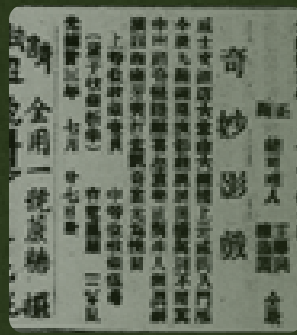
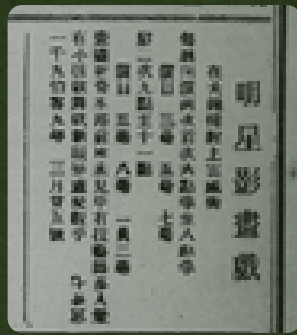
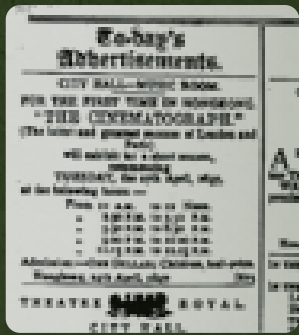


The Centre for Film and Creative Industries, the University Library and the Department of Visual Studies has jointly launched an open-access database of “A History of Film Exhibition and Reception in Colonial Hong Kong (1897 to 1925)” which has been developed under the Research Grants Committee-funded project “Screen Practices in Colonial Hong Kong: A History of Film Exhibition and Reception from 1897 to 1925”. It serves as an essential resource for research into Hong Kong film history from the initial screenings of motion pictures in the late 1890s to the mid-1920s when the local film industry took shape. Online access is provided to over 29,000 items of news materials, covering movie theatres, distribution companies and circuits, advertisements, and film reviews.

Yours Truly

Joy of Arts for students and the public





Ms Sylvia Ai Chia CHANG (張艾嘉) was conferred honorary doctoral degree by Lingnan University in 2021. She is one of the most versatile, prolific and creative performing artists in the Chinese-speaking world. She was born in Taiwan, and at 17 went into television and then the film industry, becoming one of the few performing arts stars in both Hong Kong and Taiwan. Her passion for creativity and performing arts, and courage to venture have brought her a unique successful path.

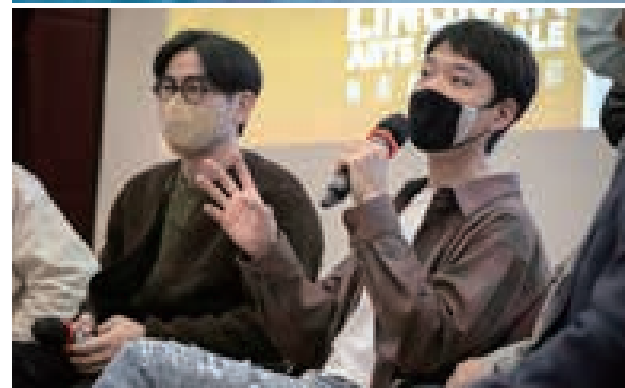
The LU research team, led by **Prof Emilie Yueh Yu YEH**, Dean of Faculty of Arts and Lam Wong Yiu Wah Chair Professor of Visual Studies, uncovered more than 58,000 primary source materials on film marketing, promotion, exhibition, and reception published from 1897 to 1925 in three major English-language Hong Kong newspapers, namely, *The China Mail*, *The Hongkong Telegraph* and *The South China Morning Post*.

These primary materials are expected to help construct the history of early screen practices in Hong Kong, said Prof Yeh, who added that the term “practice” highlights the repetition of such screening events to achieve some form of proficiency and recognition. The history of screen practices thus reveals the multiplicity and heterogeneity of early Hong Kong film culture, covering screening equipment, built environment, distribution and exhibition, censorship, and cinema reception as a key part of public life in colonial Hong Kong.

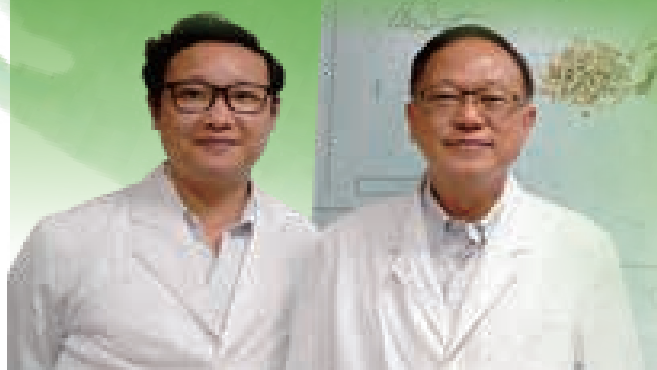
This year, on its 10th anniversary, the Lingnan Arts Festival has been transformed into a biennale and renamed the **Lingnan Arts Biennale** with the theme “**Yours truly**”, featuring traditional and modern art performances, both local and from abroad, including Chinese opera, singing bowl meditation, Ikebana, films, and jazz, so as to present the most diverse and greatest enjoyment for participants on and off campus.

The opening event was held in 2021 with the Cantonese opera *ArenA* performed by Utopia Cantonese Opera Workshop at the Grand Theatre, Xiqu Centre of the West Kowloon Cultural District.

“Lingnan’s liberal arts education is committed to cultural enrichment for students as well as the Hong Kong community,” said President **Leonard K CHENG** in his welcome speech at the opening event, “In the past two years, we have missed live, face-to-face performances, and I would like to thank the Faculty of Arts for the first instalment of the Lingnan Arts Biennale, despite all odds.”



From Chinese Medicine to appreciation for Chinese Culture and Heritage



(From left) Mr Michael Wai Yeung CHUNG and Prof Albert Wing Nang LEUNG of the Chinese Medicine Clinic



Traditional Chinese culture is deeply embedded into many aspects of our lives. But in the realm of medicine and disease prevention, especially at a time of heightened health consciousness, there is still so much more about our culture that we can share with the world.

At Lingnan University (LU), such a unique cultural exchange is made possible by the **Chinese Medicine Clinic (CMC)**. With the university home to non-local students from over 20 different countries and regions (about 33% of the student population), there are good opportunities for the clinic to promote the cultural elements underpinning the Chinese Medicine (CM) practice among its non-Chinese patients.

Speaking about the role that the university plays in promoting Chinese culture and heritage through CM, **Prof Albert Wing Nang LEUNG**, who set up the clinic, said "Chinese Medicine is more an arts than a science discipline. It is closely related to ancient Chinese philosophy and the attitudes towards life, the environment, and the cosmos. It is also a life-changing practical subject, and can be fitted into the Liberal Arts motto of the University from a broader perspective."

Indeed, LU's liberal arts education, with its emphasis on whole-person development, well mirrors the core philosophy of CM: a holistic approach to treating people and diseases. The university's commitment to producing students who are ready to contribute to society is also rather emblematic of CM's goal of nurturing well-balanced individuals.

To learn more about how CM is enabling cultural exchanges within the university, we recently talked with three international LU community members about their experience at the CM clinic.

More than just finding a Cure

“The biggest difference between traditional Chinese medicine and orthodox medicine is the way it approaches the problem. More than just seeing the symptoms, CM considers the wellbeing of the whole person and strives to achieve balance within the body;” shared **Ms Monimala SENGUPTA**, a PhD student in Sociology & Social Policy.

Monimala was recalling the significant relief she experienced after undergoing two sessions of acupuncture treatments at the clinic for her neck and shoulder pain, an ailment she has suffered from since 2013. She had been receiving acupuncture in India in 2014 but had to stop when she moved to the UK.

“The GP I saw only gave me painkillers,” she said. “While the trip to the physio department helped, it was not as effective as acupuncture in providing me relief.”



Unlike Monimala, **Prof Padmore AMOAH (Paddy)**, Assistant Professor at the Institute of Policy Studies, took a longer time to warm up to CM. He shared that his love for football had him finally going to the clinic to relieve his knee injury.

“At first I found acupuncture to be intrusive. But during the procedure, the practitioner was very patient in explaining every step so I would understand the purpose of the needles. Over time, my knee felt significantly better. I now see that while finding an immediate cure is typically the goal of most treatments; it is not the main goal in CM. CM is more about educating the patient to promote their long-term health and prevent diseases,” he said.



Restoring Balance with Self and Nature

It makes sense for CM practitioners to take their time when treating patients. In traditional Chinese culture, an imbalance in energies (yin and yang) is perceived as the culprit behind illnesses. Such imbalance must be thoughtfully identified before treatment can begin.

Ms Polina VANDYSHEVA, Visiting English Tutor at the Centre for English and Additional Languages, appreciates this intentional, personalised approach to treating diseases.

“Every visit, the doctor would always check my pulse and my tongue. She would then ask me how I’m feeling and whether there are current stressors in my life. Since the diagnosis is personalised, the prescription is also not the same for every patient,” she said, “The doctors I went to in Russia often just gave me pills.”

Polina started her acupuncture treatments in Mainland China in 2010. Last year, she began taking herbs, in consultation with the CM clinic at Lingnan, to replace the painkillers she has been on for years.

“More than relieving my symptoms, the herbs helped me make positive changes in my life gradually. I think that using something that comes from nature is always ideal because it rids your body of toxins,” she added. “By having my inner peace and balance restored, I am then encouraged to take better care of myself and improve different aspects of my life,” she added.

Rooted in Years of Practice and Knowledge

Monimala has long believed in this healing power of balance. Hailing from India, which shares certain traditional medicine approaches with China, she attributes the effectiveness of CM to its history.

“Grounded in thousands of years of practice and knowledge refinement, CM has become adept at really understanding medical problems. It has developed unorthodox treatments designed to truly help patients live full and healthy lives,” she said.

It is believed that traditional Chinese medicine practices date back to about 3,000 years ago. Apart from the more popular acupuncture and herbal medicines, CM therapies also include massages, cupping, and concentration exercises like tai chi, among others.

Like Monimala, Paddy grew up surrounded by traditional medicine practices in Ghana. He, however, developed a preference for orthodox medicine due to the informalities surrounding the traditional medicine practice in his hometown.

Recalling his first-time experience in the CM clinic at Lingnan, he shared, “I’ve felt more confident about trying out traditional medicine here in Hong Kong as I found CM to be very structured. The practitioners know where and how to look, and it seems like the practice is really guided by an established set of theories and practices. Since experiencing its healing benefits, I’ve become more open to its medicinal approaches.”



Healing while enriching People's Lives

Such approaches may be varied, but they all point towards **achieving optimum health and wellness through holistic healing**. Unsurprisingly, this philosophy is also alive beyond the clinic, **ingrained in the Chinese way of life**.

"Compared to the West, people here eat healthier. They are also more in tune with nature. I think these behaviours are rooted in the traditional medicine belief that they must proactively establish balance in their lives," shared Polina.

Echoing her thoughts, Paddy added, "Restaurants here would often offer me Chinese medicinal cuisine. The Chinese have treated traditional medicine as an essential part of their daily lives. This is different from the situation in Ghana."

He also appreciates that while CM is sticking to tradition, it also strives to introduce new technologies to the practice.

"The clinic was using an infrared heater during my acupuncture session. I like how it is incorporating modern elements while also preserving its core philosophy and techniques. It is a great way to attract more people, especially the youth, to CM," he added.

True to **CM's "balance" philosophy**, the clinic believes that tradition and innovation must always go hand in hand. As it embarks on research to advance Chinese medicine and healthcare, it also continues to champion the very best of traditional medicine, serving as **a positive conduit for Chinese culture and heritage appreciation – from the university to the world**.



Enriching Cultural Environment with Literature



Though a former British colony, many Hong Kongers do not speak English fluently, nor do they appreciate the language and art forms derived from it. Having been teaching English Language & Literature for over twenty years, **Prof Michael INGHAM** of the **Department of English** creatively adapted a range of English literary and dramatic works to a Hong Kong context, attracting new audiences and enriching the local cultural scene.

Focusing on making dramatic works relevant to contemporary audiences, his research includes monographs on intermediality and adaptation, and documentary films in Hong Kong. His articles on intermedial Shakespeare, and Shakespeare in Asia, have increased the relevance of drama in educational settings, and addressed the difficulties of Shakespearean syntax for second language audiences and performers.

Prof Ingham's outreach work enriched the aesthetic framework, and enhanced the capacity for creative expression and intellectual reflection by organising public performances and discussions, which were attended by a broad cross section of the public. There were drama training workshops for teachers, and a knowledge transfer project informing educational practices. Exploring the contemporary and local relevance of themes raised in literature has also extended public discourse, and teaching influence was achieved in outreach activities at local schools.

Prof Ingham's awareness of the historical and intercultural dimensions of adaptation, together with his professional expertise in staging plays, were evident when he co-directed the play 'A Voice Apart' written by Piers Gray in 2015. It ran for four days and about 220 people came to see it. Wide coverage and great reviews were received from the local media. As early as in 2018, Prof Ingham had co-founded the Complete Shakespeare Group as a way to engage Hong Kongers in discussion and appreciation of Shakespeare's works.

These endeavours are contained in the Impact Case Study "**Literary adaptation as a social practice: Enriching the local cultural environment through English drama study and performance**" for the UGC's Research Assessment Exercise 2020.



Research Highlights



Research work with real-world impact



In his role as President of Lingnan University since 2013, **Prof Leonard CHENG** has had good reason to take pride in the range and quality of research work undertaken by faculty members and postgraduate students.

The regular flow of peer-reviewed papers in prestigious academic journals has continued to enhance the university's international standing and, in certain cases, also influence key policy decisions and bring tangible benefits for the wider community.

Significantly, these research achievements saw seven current and former Lingnan scholars listed among the world's top 2 per cent of most-cited scientists in 2020, according to a report by Stanford University. And, as a way of ensuring relevance, direction and impact, many of the projects and initiatives are now being linked quite deliberately to one or more of the **UN's 17 Sustainable Development Goals (SDGs)**.

That is an approach Prof Cheng wholeheartedly supports, not least because his own research work over the years, in the fields of economics, especially in the field of international trade and investment, has sought **to address questions which have practical implications and set out theories which can inspire positive change.**

"I have engaged in both theoretical and empirical research, which has evolved with changes in the real-world economies," he says, noting though that, since 2007, his full-time administrative duties have often made it advisable to engage collaborators to help push various projects forward. "Most of my past projects were motivated by my interest in and the importance of the topics. However, the actual impact of my research publications, as determined by citation counts and other evidence, would only be known much later, perhaps decades later. As it has turned out, my empirical papers tended to be cited more widely than my theoretical pieces."



SUSTAINABLE DEVELOPMENT GOALS



At different points, his work has focused on foreign direct investment (FDI) in China, the mainland’s outward FDI, and technological innovation and imitation. It has also examined currency boards – for example Hong Kong’s so-called “linked exchange rate” system – and related currency crises, as well as applied game theory with reference to industrial organisations.

More recently however, attention has turned to issues resulting from China’s increasing economic power and shifting ambitions. For instance, Prof Cheng’s much-cited article discussing “Three Questions on China’s Belt and Road Initiative”, which was published in 2016 in the *China Economic Review*, arose from organising a conference in Beijing the previous year on the nation’s fast-increasing role in the world economy.

Another, co-written with Gregory W. Whitten and Jingbo Hua, appeared in the *Journal of Chinese Economics and Business Studies* in 2019, and tackled the always sensitive subject of using the national security argument for the protection of domestic industries. The Sino-US trade war is an important part of the article.

“I liked the topic and believed that research on national security as a protectionist argument – a seriously under-researched area in international economics – was important at a time when President Donald Trump continued to blatantly abuse the argument to justify aggressive US trade policy towards virtually all other countries,” Prof Cheng says. “My co-authors collected information on how such cases have been dealt with by the WTO and its predecessor, GATT. They also looked into the literature, going back to when Adam Smith regarded national defence as an exception to the free trade principle he advocated.”

And in 2021, a groundbreaking paper for the *International Journal of Educational Development*, co-written with Xiaodong Wei, explored the concept of *boya* education in China, which has its roots in the country’s ancient concept of whole-person education, and lessons to be taken from liberal arts education in the United States and Hong Kong.

“Ideally, **the impact of any research should go beyond publication in top-tier journals** and citations by other scholars,” says Prof Cheng, recalling the satisfaction he gained from work which, along the way, has studied aspects of Chinese philosophical thought on learning and thinking, critical thinking in Hong Kong’s secondary and undergraduate curriculum, Sino-US trade imbalances, and speculative attacks on Hong Kong’s linked exchange rate system.

“In some cases, a focus on practical, yet important, local issues can be very worthwhile, especially for established scholars who no longer have to worry about job security.”

World's Top 2% Scientists by Stanford

Lingnan Professors Joshua Ka Ho MOK, Ngai PUN, Oi Ling SIU, Dean TJOSVOLD, Man Leung WONG, Haoran XIE, and the late Professors Michael FIRTH and Ray FORREST are listed among the top 2% of the world's most-cited scientists by Stanford University in the US.

The ranking is based on the "updated science-wide author databases of standardised citation indicators" prepared by a group of researchers at Stanford. The citation covers 22 scientific fields and 176 sub-fields around the world.

Based on this top 2% list, Prof Mok and Prof Forrest are in the 3rd and 5th position respectively in the field of political science and public administration among scholars in the Greater China region, according to a report on the WeChat official account "Research on Public Administration". In terms of research impact, Prof Mok and Prof Forrest are in the 3rd and 6th position respectively in making significant contributions to academia and society.



Asia's first Catastrophic Risk Centre



Lingnan University has set up the **Hong Kong Catastrophic Risk Centre** to enable research and academic exchanges to address issues that arise from global risks, which, if recognised, could be prevented or at least mitigated.

Hosted by the **Department of Philosophy** and led by **Prof Andrea SAUCHELLI**, the new Centre is the first in Asia to address the risks of a catastrophe – from pandemics to climate change, nuclear war, engineered pathogens, and poorly implemented artificial intelligence – and seek to ensure that these risks are taken into consideration in rational and ethical discussion.



Prof Mok is also honoured as one of the leaders in International and Comparative Education by World Council of Comparative Education Societies through its official journal.

In 2022 Top Scientists in China conducted by Research.com, Prof Tjosvold is ranked 11th in Business and Management and 14th in Psychology, Prof Siu is 23rd in Psychology, Prof Mok is 26th in Social Sciences and Humanities, and the late Prof Firth is 5th in Economics and Finance.

2022 Top Universities Rankings

7th
Psychology

8th
Economics
and Finance

9th
Business and
Management

by Research.com

**in
China**

Chinese University Translation Ability Index 2021

2nd
in Hong Kong, Macau and
Taiwan universities

by the National Translation Competence Research
Center of Beijing Foreign Studies University



As well as producing rigorous research aimed at the academic community, the Centre aims to provide expertise on matters related to global catastrophic risks to local governmental regulatory bodies, and can inform the general public, both locally and internationally, of related ethical issues.

The Centre's strategic priorities will be formal partnerships with prestigious overseas institutions and research centres in the form of joint research projects, collaboration on papers, visiting appointments and joint conferences. At the inauguration of the Centre, an international seminar on "Is Humanity at a Precipice?" was held with talks given by scholars from the University of Oxford and Lingnan University.

Online product reviews benefit both sellers and consumers



A recent study steered by the **Department of Marketing and International Business (MKT)** found that online product reviews with mandatory disclosure of incentives provided by advertisers, in comparison with voluntary disclosure, had a positive effect on review helpfulness and sales, and is in the best interest of both sellers and consumers.

These findings not only address the concerns of sellers, consumers and regulators, but have broad implications for e-marketing, consumer welfare, and public policy in the platform economy.

By conducting data forensics and sentiment analyses, the study finds that mandatory disclosure is more salient than voluntary disclosure in the context of incentivised product reviews, leads to less biased reviews and has the desired restraining effect on the reviewers. As indicated by the number of helpfulness votes they receive, mandatory disclosure leads to better quality reviews, helps win consumer trust and confidence, which in turn helps increase product sales.

In contrast, voluntary disclosure or no disclosure may generate more favourable reviews, but inevitably raise consumer expectations and may result in disappointed customers. The heightened suspicion among consumers with too positive reviews will in the end dampen sales performance.

The results suggest that online marketers need to think twice about incentivising reviewers for more favourable reviews as the relationship between incentivised reviews and product sales is indeed not as straightforward as it appears. The findings also highlight the need for regulated mandatory disclosure by e-platforms. If unregulated, the informational value of online product reviews may be discounted or diminished, leading to a vicious cycle of consumer discontent to the detriment of e-tailing.

It is recommended that the platforms should adopt mandatory disclosure for incentivised reviews, as this can make reviews more helpful to consumers and ensure the authenticity and veracity of the information they contain, which in turn promotes the healthy development of e-commerce and social selling.

The study was conducted by Professor **Geng CUI**, Assistant Professor **Yu Ho CHUNG** and Associate Professor **Ling PENG** from MKT. The findings has appeared in the recent issue of *Journal of Business Research*.





38%
of

Hong Kong women experienced sexual abuse

Prof Annie Hau Nung CHAN from the Department of Sociology and Social Policy has undertaken a study in 2021 on Hong Kong women's experiences of violence with the Women's Coalition on Equal Opportunities (WCEO) and sponsored by Zonta Club of Kowloon and a research grant from Lingnan University. A similar study had previously been conducted and published in 2013, and, compared to the results of 2013, it was found that women were exposed to sexual and intimate partner violence with equivalent severity, and the increased forms and avenues of violence were found to compound in women feelings of helplessness, as well as greater mental and emotional stress.



The study focused on the experiences of sexual and intimate partner violence among women aged 15-64 in Hong Kong. 37.54% of the respondents said they had experienced sexual violence, including "the making of sexually explicit remarks that are upsetting/embarrassing", "non-penetrative sexual assault", "unwanted sexual attention", as well as "penetrative sexual assault". More than 60% of the perpetrators were people known to the victims, and more than 70% of respondents did not know how to respond. The survey also showed 26.37% of the respondents had experienced intimate partner violence which occurred not only in the home but also in transportation vehicles, schools and on the Internet.

Women find it difficult to seek help in these situations due to feelings of helplessness arising from the difficulty in successfully seeking support under current regulations or guidelines for frontline assistance, which can even cause mental stress such as threats and emotional problems, affecting their personal and family development. Society must pay proactive attention to hidden sexual violence.

Economic and housing assistance were also recommended by the coalition, as women who experienced violence often had to rely on the perpetrator for economic support and live under the same roof as their abuser.

It added that the government should strengthen training for those assisting victims, such as law enforcement officers, legal professionals and social-service workers.

During the pandemic, the government should be more flexible in providing help as some departments have reduced services even when the number of cases seeking help has increased.

The study was widely covered in the media including the South China Morning Post, The Standard, Hong Kong Economic Journal, Ming Pao Daily News, Sing Tao Daily, Sky Post, Headline Daily, Bastille Post, HK01, Radio Television Hong Kong, Hong Kong Free Press, TOPick, on.cc, Inmediahk.net, Sina Hong Kong and Dot Dot News.



Psychological wellbeing in quarantine



In the face of the COVID-19 pandemic, there is mandatory 7 to 21-day quarantine for travellers who arrive in Hong Kong and Mainland China from overseas. Since self-isolation may affect people's emotional health adversely, our **Wofoo Joseph Lee Consulting and Counselling Psychology Research Centre** (WJLCCPRC) has designed a self-assessment questionnaire and intervention exercise to help people in quarantine cope better psychologically. A study was jointly conducted by WJLCCPRC and the psychiatry department of Shunde Wu Zhong Pei Hospital, Foshan.

Respondents filled in the online questionnaire on their physical, emotional, behavioural responses to quarantine, their capacity to be alone, and whether or not they have a "growth mindset", using their mobile devices or computers and starting from the first stage of isolation.

Interviewees who had done the intervention exercises showed better psychological competencies with a growth and a gratitude mindset, and doing more of the exercise led to greater sustainable mental wellbeing.

Project leader **Prof Oi Ling SIU**, Chair Professor of Applied Psychology and Director of WJLCCPRC, explained that the test aims to develop respondents' growth mindset and increase their resilience so they can face adversities and challenges with a positive attitude. "Self-isolation is a fact that cannot be changed, therefore one can only adopt psychological adjustment to deal with it, and this also applies to everyday work and life. The test helps participants understand the implications of quarantine for individuals and society, and improves their abilities to tackle loneliness," she said.

Prof Siu said the self-assessment test is proven to be effective, and the exercise will be posted on online platforms in the hope it may help people fight COVID-19 by developing their growth mindset.



Innovation & Entrepreneurship

Gold and Silver

Medals for LU at Geneva International Exhibition of Inventions

Three humanitarian innovations led by researchers and students from the **Lingnan Entrepreneurship Initiative (LEI)** have received a Gold Medal and two Silver Medals at the **48th International Exhibition of Inventions of Geneva**.

The International Exhibition of Inventions of Geneva is the most significant annual event in the world devoted exclusively to inventions. **Prof Albert KO**, Director of the LEI, said, "We are most honoured to receive prestigious awards in recognition of LU's outstanding performance in the International Exhibition of Inventions of Geneva 2022. Our mission is to combine innovative ideas with mature technology to develop affordable tools to improve the well-being and life of people. We will continue to drive the development of humanitarian technology for the betterment of humankind in the future."

Mr Alfred Wing Hang SIT, **Secretary for Innovation and Technology of the HKSAR Government**, congratulated LU in his message that **"These awards are the best recognition to your team's great work and commitment in the quest for innovation and excellence. Your team's achievement has brought pride to the city and will inspire more inventors to shine in the global arena, making our strengths known to the world on the road to developing Hong Kong into an international innovation and technology hub."**



Gold Medal

CREW Wheelchair

CREW is a power-assisted wheelchair control system designed for caregivers. Its force-sensing handles provide caregivers motorised assistance to keep the wheelchair moving smoothly, safely and comfortably.

The CREW wheelchair brings the benefits of powered wheelchairs to those who cannot control them independently, and their caregivers. As populations are ageing around the world, more elders are incapable of controlling motorised wheelchairs. At the same time, today's caregivers are often elderly themselves, who may find pushing a traditional wheelchair difficult. The control and safety features of CREW are designed to boost the team's confidence and sense of control, encouraging them to lead fuller lives and go farther.

The control system also won the **Gold award** at the international **MUSE Design Awards**, and has been granted a **China Utility Model Patent** and Hong Kong Short-term Patent.

A tailored journey

Avant, formed by Sonia Tsz Ying LEUNG, second-year Global Liberal Arts student, together with two students from other universities, won the **Most Innovative Award (Open Stream)** at the **New World Innovation Challenge 2021** organised by Eureka Nova.

The Team provides solutions for different segments of customers to enjoy a tailored, original and innovative journey in



Silver Medal

12° Mask (Transparent Face Mask)

Everyone has to wear a mask to curb the spread of COVID-19. However, most transparent face masks available fail to meet protection standards, and that semi-transparent face masks with anti-pathogen properties reflect and fog up. The 12° Mask is a transparent mask designed to safeguard health and offer a panoramic view of the wearer's facial expressions and other visual cues. The mask exemplifies the humanitarian technology approach since the design principle prioritises the needs of neglected communities such as hearing-impaired students with special education needs.

The research team hopes that the mask could provide comfort and clarity for professionals who must wear a mask during long duty hours. Service providers, such as doctors, counsellors, police, and social workers, rely on verbal and facial expressions to ensure their messages are delivered as accurately as possible because miscommunications could have drastic impacts on service users. A licensing agreement has also been reached for production and sales locally and beyond.

Scooping also the **Good Design Award 2021** at **The Chicago Athenaeum**, **Gold award** of the international **MUSE Design Awards**, and **1st Runner Up** of the **Hong Kong Institution of Engineers' Enginpreneurs Award 2021**, the mask has been granted a **China Utility Model Patent** and Hong Kong Short-term Patent.



Silver Medal

FlashGreen

FlashGreen, founded by a Lingnan alumnus with two partners, is a social enterprise that helps recycle residual stocks of short-dated, best before date foods, and offers them for sale in vending machines with a companion mobile app. By combining technology and sustainability, FlashGreen provides a smart, sensible way to reduce unnecessary waste by challenging the concept of the best-before date, and encouraging responsible consumption. Features such as product reservation, automated price adjustment, and discount functions have been added to the traditional retail vending machine with IoT and real-time telemetry technologies.



11 SKIES, New World's new retail, dining and entertainment hub next to the Hong Kong International Airport.

The New World Innovation Challenge 2021 is an open competition designed to elevate solutions provided by the next generation of promising startups, students and intrapreneurs.

Promoting gender equality and female entrepreneurs



In collaboration with **Montclair State University** in the United States, the **Lingnan Entrepreneurship Initiative (LEI)** had organised the first **Women Entrepreneurship Week (WEW)** to promote gender equality and present Lingnan's female entrepreneurs on campus.

The event featured two workshops and a sharing forum with Ms Faye WAN, co-founder of Reddish Pimple, Ms Gloria NG, co-founder of KOElderly and Ms Kitty CHEUNG, founder of Sweetie Meow Bakery & KittyC Fitness who described their entrepreneurial journeys to the students.

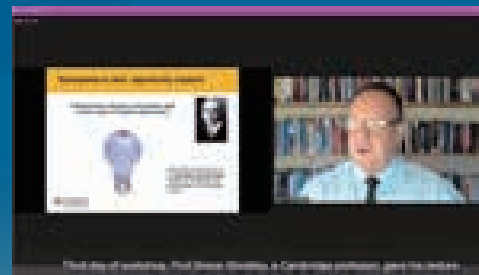
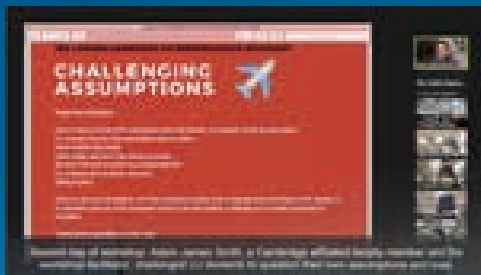
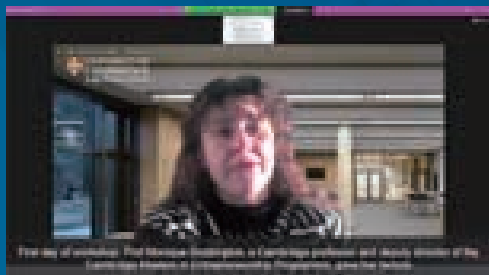
Workshops participants learned how to stitch and embroider from Ms Kelia HO, founder of Idyllic Embroidery, and attended a crochet class given by Ms Wan of Reddish Pimple.



Lingnan-Cambridge Entrepreneurship Workshop

To nurture rising entrepreneurs and teach students how to create and pitch business ideas, jointly developed by Cambridge and Lingnan faculty members, the **Lingnan-Cambridge Entrepreneurship Workshop** took place in two parts over the course of 5 days in early 2022. In the first part, Cambridge professors delivered lectures on Zoom and students identified potential business opportunities, collaborated with their classmates, and brainstormed business ideas. In the second part, they pitched their final business ideas and received feedback from Cambridge professors. At the end of the workshop, students walked away from the experience not only having learned from elite professors but also with a certificate of completion from the University of Cambridge.

A passion for entrepreneurship and love for innovation are what Lingnan's Faculty of Business would much like students to develop at this and further valuable opportunities.





Gerontechnology & Smart Ageing

Physical and mental health strength under pandemic



Lingnan has launched an **LU Anti-COVID-19 Campaign**, featuring a series of videos including “Chinese medicine food therapy”, “Online exercises” and “Anti-pandemic information” for the elderly to fight against the pandemic with better physical and mental health.

Prof Leonard K CHENG, President, said that based on our motto “**Education for Service**”, LU encourages students and staff to care for others. Many citizens, especially the elderly, feel helpless under the pandemic. The LU ageing studies project team has therefore presented the LU Anti-COVID-19 video series to help the public to combat the virus with knowledge, to face the adversity with good physical and mental health, and maintain a positive attitude.

The “Chinese medicine food therapy” video provides simple acupressure instructions and recipes, while the “Online exercise” video demonstrates light exercises, such as one using a towel, that can be done at home. The “Anti-pandemic information” video provides comprehensive information including latest policies and points-to-note with simple pictures and texts for the elderly.

Project leader **Prof Joshua Ka Ho MOK**, Vice-President, hopes the videos would create the energy of joy for the elderly, their friends, families and citizens around.

Jockey Club Age-friendly City Project - Ambassador Recognition Ceremony



Lingnan’s **Asia-Pacific Institute of Ageing Studies (APIAS)** had organised the **Jockey Club Age-friendly City Project - Ambassador Recognition Ceremony** to recognise the Project Ambassadors’ participation in promoting an age-friendly culture in Hong Kong over the past six years.

Some 120 Ambassador representatives from different districts and elderly centres, representatives from NGOs and the four gerontology research institutes of local universities attended the ceremony. Over 540 elderly people and the general public joined online to learn about the growth and development of the Project Ambassadors, as well as their experience in building an age-friendly city.

The officiating guest, **Ms Irene LEUNG**, Head of Charities (Trust-Initiated Projects Management) of The Hong Kong Jockey Club, together with **Prof Joshua Ka Ho MOK**, LU’s Vice- President, **Prof Terry Yat Sang LUM**, Associate Director of the Sau Po Centre on Ageing of The University of Hong Kong, **Dr Xue BAI**, Director of the Institute of Active Ageing of The Hong Kong Polytechnic University, and **Ms Regina LO**, Project Manager of the CUHK Jockey Club Institute of Ageing, presented certificates to the Project Ambassadors in recognition of their contribution and devotion.

Culture Homes (Forward Living) x LU MoU Signing



To encourage Hong Kong's development of an age-friendly city, **Lingnan University (LU)**, represented by Vice President **Prof Joshua Ka Ho MOK**, signed a Memorandum of Understanding with **Culture Homes** and **Forward Living** late last year to increase collaborations in the study, promotion, and implementation of traditional Chinese medicine, life-long learning opportunities for senior residents, research on ageing issues, and social innovation and gerontechnology. Lingnan faculty and students are excited to go beyond the campus and use their professional knowledge and networks to solve problems for society's real needs.

Gerontech and Innovation Expo cum Summit

Jointly hosted by the **HKSAR Government** and the **Hong Kong Council of Social Service**, and co-organised with the **Hong Kong Science and Technology Parks Corporation**, the **Gerontech and Innovation Expo cum Summit (GIES)** was the largest gerontechnology public education event in Hong Kong. The Gerontechnology and Smart Ageing project and certificate courses of Lingnan University were showcased at this event for the general public, young and old, to explore and learn about various technology and solutions for an aging society.

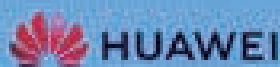


Medical Social Collaboration: Aging in Place, Caring with Grace



Prof Joshua Ka Ho MOK, Vice President, was invited earlier by the **Tuen Mun Hospital Authority** to speak at the **NTWC Community Health Care Symposium** on "Smart Aging in Place: Supporting Patients with Innovative Gerontechnology" and elaborate how technologies support the practice of ageing in place and enhance life quality of the elderly and the carer. Prof Mok highlighted the importance of collaborations between the hospitals and community and the use of humanitarian technology to achieve the UN Sustainable Development Goals #3- "Good Health and Well Being".

Collaborations



Lingnan University & HUAWEI CLOUD MOU Signing Ceremony

26 October 2021



Promoting smart campus with HUAWEI CLOUD

To support the smart city development in Hong Kong, **Lingnan University** (LU) has signed a Memorandum of Understanding (MoU) with **HUAWEI CLOUD** for a strategic cooperation to develop a smart campus and digitalise knowledge assets.

Prof Leonard K CHENG, LU's President and **Mr Shuigen DENG**, Chief Executive Officer of Huawei International Company Limited (Hong Kong and Macau), signed the MoU on behalf of the two parties.

HUAWEI CLOUD will accelerate the digitalisation of LU's campus-based management, so as to enhance faculty members' and students' teaching and learning experience. In addition, a data lake will be used by HUAWEI CLOUD to facilitate LU's historical studies and teaching materials in the fields of arts, social sciences and business studies, which helps expand LU's teaching development in both Hong Kong and Mainland China.

The two parties will develop talent training programmes and other projects together to nurture professionals in various fields, including courses on developing digital products and scientific research and innovation activities.

Fostering partnerships in UK-Asia higher education



Lingnan University (LU) has joined the **Partnerships and Exchanges Baseline Research (PEER)** project led by **Coventry University** in the UK. PEER brings together 20 academics from the UK, Northeast Asia, and Southeast Asia to investigate ideas, socio-economic contexts and institutional arrangements that foster partnerships in higher education, vocational education and training, and research between the UK and Asia. PEER is funded by the British Council and aims to combine British and Asian perspectives. **Prof Joshua Ka Ho MOK**, LU's Vice-President and Dean of the School of Graduate Studies, is a joint coordinator of the project.

PEER investigates the scope, priorities, sustainability, and inclusivity of exchange projects, transnational education programmes, and research and innovation collaborations at governmental and institutional levels. The project examines the concept of internationalisation and aims to provide reliable data to policy makers, funders, university leaders and researchers.

Joint programmes with prestigious mainland universities

To promote and support research collaborations, **Lingnan University (LU)** and **Shenzhen University (SZU)** have launched the **Shenzhen University-Lingnan University Joint Research Programme (SZU-LU JRP)** to provide joint funding for scholars from the two universities to conduct research on humanities, business, social sciences and environmental protection.

LU's **School of Graduate Studies** also reached an agreement with the **Faculty of Humanities and Social Sciences** at **Beijing University of Technology** to develop a master-doctoral programme and a dual master's degree programme in education, as well as to expand exchanges and teachers' visits to cultivate talent in the Greater Bay Area.



Postgraduate Studies & Student Learning

A Global Leader in Quality Education and High Impact Research

Lingnan University is ranked third in "Quality Education" globally by the **Times Higher Education (THE) Impact Rankings 2022**. The rankings, which reflect the extent universities deliver the **United Nations Sustainable Development Goals (SDGs)**, are compiled from data submitted by over 1,200 universities from 96 countries or regions. The University Impact Rankings are designed to reflect an institution's impact on the broader sphere of society, above and beyond that of its research and teaching achievements.

"**Caring for Student Learning**" is the core mission of Lingnan University. As a liberal arts university and global leader in Quality Education and Impactful Research, Lingnan University is dedicated to promoting and achieving the SDGs for the betterment of humankind through research, programmes, teaching and learning, knowledge transfer activities, social engagement projects, entrepreneurship initiatives, and corporate governance, as well as administration.

Off-campus learning hub at Jao Tsung-I Academy

Lingnan University has established an off-campus learning hub at the Jao Tsung-I Academy (JTIA) in Lai Chi Kok to enhance academic staff and students' teaching and learning experience. The opening ceremony was officiated by **Dr Rex Pak Kuen AUYEUNG**, Chairman of MTR Corporation Limited and former Council Chairman of the University, President **Prof Leonard K CHENG** and **Mr Mike Y W LAI**, Chief Executive Officer, JTIA.



High Student Satisfaction of Research Methodology Courses offered by Lingnan

According to the annual report of the Cross-institutional Course Enrolment Scheme (2020-21) co-offered by the eight UGC funded Universities, students joining the research training courses offered by Lingnan University report *High Student Satisfaction*. Among the seven course offering institutions, Lingnan has received high student satisfaction scores with an overall 4.715 (out of 5) (average score 4.595). In Term 1 of the 2020-2021 academic year, the Student Satisfaction score was 4.7, while the score for Term 2 was 4.73 (much higher than the average scores of 4.51 of Term 1 and 4.68 in Term 2 respectively). Lingnan is among the Top Student Satisfaction for cross-institutional research course training, just next to the University of Science and Technology which received the highest scores. Lingnan University and The Chinese University of Hong Kong are ranked Second in Student Satisfaction in research training through the Scheme.

Four Lingnan TPg programmes obtain prestigious UGC fellowships

Four taught postgraduate (TPg) programmes of Lingnan, as below, have successfully obtained fellowships from the University Grants Committee's Targeted Taught Postgraduate Programmes Fellowships Scheme for the 2022/23 academic year. The Scheme aims to attract meritorious local students who wish to pursue interdisciplinary and in-depth postgraduate training in priority areas of strategic importance to Hong Kong.

- Master of Arts in Chinese
- Master of Arts in Creative and Media Industries
- Master of Arts in Curating and Art History
- Master of Science in Health Analytics and Management



Conferences



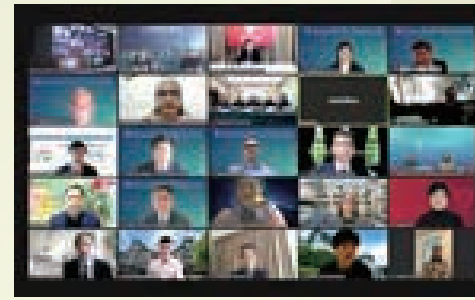
UNESCO WHEC 2022 Conference

Lingnan University's Vice President **Prof Joshua Ka Ho MOK** was invited by **UNESCO** in May 2022 to present his recent research into the "**Impact of COVID-19 on Higher Education**", which they had commissioned at the World Higher Education Conference (WHEC) 2020 in Barcelona, Spain, and also to lead the discussion of the issues raised at the WHEC Roundtable.

Also joining the Roundtable discussion were **Prof Jandhyala TILAK**, former Professor and Vice Chancellor, NUEPA, India, **Roberta Gordano**, President of Gallaudet University, US, and **Dr Emma SABZALIEVA**, Head of Higher Education Research and Policy Analysis UNESCO International Institute for Higher Education in Latin America and the Caribbean. Their exchange of views focused not only on COVID's adverse impact on global higher education development, particularly in addressing challenges in teaching/student learning, research and international collaboration, university finance and governance, and international student mobility, but also on how different stakeholders should work together to promote the UNESCO goal "Leave No One Behind".

Asian liberal arts universities presidents' forum

The **2021 Annual Presidents' Forum of the Alliance of Asian Liberal Arts Universities (AALAU)**, hosted by the Northeast Normal University (NENU) in Mainland China, was conducted online with the theme "**Liberal Arts Education: Mission of the Times and Implementation Path**". Prof Leonard K CHENG, President of Lingnan University was invited to deliver an opening speech with Prof Yichun LIU, NENU's President. In his address, President Cheng talked about the skills and traits that all talented individuals need in the 21st century. He highlighted the "4Cs" for life and career development: Critical thinking, Creativity, Communication and Collaboration.



This year the Forum attracted over 70 educational leaders and scholars representing 19 universities in India, Japan, South Korea, Thailand, Mainland China and Hong Kong to discuss best practices and exchanged views on the future development of liberal arts education in the region.

5th ASEAN + 3 Rectors Conference



Lingnan University's Vice President Prof Joshua Ka Ho MOK presented a paper entitled "**Mapping UK-East Asia Research Collaboration Partnerships**" at the **5th ASEAN + 3 Rectors Conference** held earlier in 2021 and attended by around 100 participants. Prof Mok represented the research team for an international collaborative project led by Coventry University in the UK examining the UK partnerships with ASEAN + 3 Universities. He highlighted major findings regarding research collaboration and partnership between universities in the UK, ASEAN, China, Japan, Korea, and Hong Kong SAR, etc. which show strong collaboration particularly in UK-EA top trilateral co-authorships. Research productivity is further enhanced when institutions working across institutions in the UK, Malaysia, Thailand, Japan and China. The project is funded by the **British Council** with research partners from the UK, China, Hong Kong and other Asian countries.

China and Higher Education 2021 Conference

The Hong Kong Session of the **China and Higher Education 2021 (ChinaHE21) Conference**, titled "**Education and SDGs: Promoting Quality Education for All**", was held onsite at Lingnan and online to discuss various topics relevant to sustainability education and inclusive education for all in different national contexts.



The Hong Kong Session hosted 16 presentations by speakers from Hong Kong, Mainland China, Malaysia, and the UK. Topics included education for sustainable development, quality education for all from a multinational perspective, the impact of the COVID-19 pandemic on quality education, and higher education development in Greater China.



This event was part of the ChinaHE21 Conference titled "**Responding to a Changing World: Does International Higher Education Still Matter?**" co-organised by Lingnan University and the University of Manchester, which is the first collaboration between the two institutions to promote academic and research exchanges.



Higher education infrastructure for the GBA

Prof Joshua Ka Ho MOK, LU's Vice President attended online "The Third Round Table Dialogue on Higher Education Collaboration in the Guangdong-Hong Kong-Macao Greater Bay Area" (GBA) in the capacity of invited guest speaker. This high-end annual academic conference was co-organised by the National Institute of Education Sciences, Guangzhou Institute of Educational Research and School of Education, Guangzhou University, with The GBA Education Research Centre providing logistics support. The key objective is to engage higher education institutes to form a collaborative network, thereby providing more quality resources to foster the development of higher education in the GBA. Conducted in the format of click-and-mortar, the round table dialogue was attended by renowned scholars from many double first-class universities including Peking University, Tsinghua University, Zhejiang University and South China Normal University.

Postgraduate Conference on Interdisciplinary Learning

Supported by the **University Grants Committee** for LU to be the host, the **School of Graduate Studies** successfully organised the **Postgraduate Conference on Interdisciplinary Learning 2022** under the theme "Rethinking Postgraduate Studies in Post-Pandemic Societies" in April 2022. The two-day conference was well attended by over 200 participants from about 8 countries/regions including Mainland China, Hong Kong, Taiwan, Ghana, Russia, the UK, Morocco, and Romania. Postgraduate students shared their research in the fields of Social Sciences, Business, and Arts and Humanities, and received feedback on their presentations from faculty members who participated in the conference.



Prof Shalendra SHARMA, LU's Associate Vice-President of Academic Quality Assurance and Internationalisation & Lee Shau Kee Foundation Chair Professor of Political Science, gave a Keynote Speech titled "The Post-COVID-19 World: Autocracies, Democracies, and the New World Order".

International Symposium: Africa-China Relations in the Post COVID-19 Era

With the support of the **University Grants Committee**, LU successfully hosted the **International Symposium on Africa-China Relations** in May 2022 in the hybrid mode. The symposium was organised in partnership with the **Africa-China Research Network** and the **Chinese in Africa/Africans in China Research Network (CAAC)**. It was well-attended with speakers from 8 countries/regions including Mainland China, Hong Kong, Austria, the US, Ghana, Kenya, Sweden, and the UK. Topics that were presented covered political and economic aspects of Africa-China engagement.



More Conferences

1. 2022 South South Dialogue on Sustainability: African People's Struggles For Liberation (Mar-Aug 2022)
2. 2022 South South Dialogue on Sustainability: Experiences with Indigenous Communities in Chiapas: Cosmivision and Sustainability (Jan-Jul 2022)
3. Digital Intimacy: Young Women & Social Transformation in Asia (Jan-May 2022)
4. International Symposium on Taiwan Cinema (Dec 2021 - May 2022)
5. Joint Webinar Series: Media and Creative Industries in East Asia (Sep 2021 - May 2022)
6. Built Heritage Revitalisation: Opportunities and Challenges Symposium (10 May 2022)
7. PP21 Forum on Rural and Indigenous Community Building in Asia (5 May 2022)
8. China and Regional Studies Joint Webinar Series (Feb-Apr 2022)
9. Distinguished Professor Webinar Series (Jan-Apr 2022)
10. Health Tech Start-up Webinar Series: Technology, Health, and Service (6-27 Apr 2022)
11. LU-HKSTP Gerontechnology Symposium: Promoting Integrated Gerontech Solutions for Better Elderly Living (26 Apr 2022)
12. Contemporary Asia-Pacific Visual Cultures Joint Webinar Series: The Purpose of Parahistory in Late Socialist Vietnam (21 Apr 2022)
13. LU Roundtable Discussion @ QS Higher Education Summit: China 2022 - Hong Kong and China as New Destination Markets (14 Apr 2022)
14. HKIBS Forum: Promoting Green FinTech for Carbon Neutrality (8 Apr 2022)
15. HKIBS Seminar: Women in Leadership (29 Mar 2022)
16. Changing Higher Education in East Asia: A CGHE Book Symposium (24 Mar 2022)
17. Public Seminar: Asian Public Policy (24 Mar 2022)
18. Symposium on Internationalisation and Quality Management in Higher Education 2022 (12 Mar 2022)
19. Chinese in Africa/Africans in China Research Network Conference 2021 online mini-symposium (Sep 2021 - Feb 2022)
20. International Research Symposium for Critical Sociology Journal - Infrastructural Capitalism and Labour in the Age of Monopoly: Hong Kong and Mainland China (11 Feb 2022)
21. The 12th Production and Operations Management Society-Hong Kong (POMS-HK) Chapter International Conference (8-9 Jan 2022)
22. NCCU-LU 2021 International Research Seminar: The Changing Context of Global Higher Education in the Post Pandemic (12 Nov 2021)
23. Online Symposium: History of Sociology: Rethinking Teaching and Research (4-5 Nov 2021)
24. 2021 International Conference on Global Bay Areas Development: Regional Cooperation and Innovation-driven Development (23 Oct 2021)

Research & KT Funds

Learning Resources Centre for data science

The **LEO Dr David P. Chan Data Science Programme Learning Resources Centre** had held the naming ceremony in appreciation of the generous donations from **Dr David Pun CHAN** and the **Lingnan Education Organization (LEO)** for the establishment of the LEO Dr David P. Chan Data Science undergraduate programme.

Officiating at the ceremony were **Dr David CHAN**, **Mr Patrick WONG**, Chairman of LEO, **Mr Andrew YAO**, Lingnan University's Council Chairman, **Mr Mason WU**, Council Member and Chairman of the Institutional Advancement Committee, and President **Prof Leonard K CHENG** of the University.



University-Industry Collaboration on Smart Intelligent GeoAI Solution

Lingnan University is glad to sign an agreement with Triple Faith Engineering & Supply Limited for a collaborative project in using a Smart Intelligent GeoAI Solution to predict and tackle mosquito-borne diseases. The project is supported for a total fund of **\$3.3 million** by the Partnership Research Programme of the HKSAR Government's **Innovation and Technology Fund (ITF)** and **Triple Faith** as the industry partner.



Led by **Prof Paulina WONG** of the Science Unit, the project is another exemplary case of cooperation among the Government, industry, academia and research sector (官產學研合作), and the second endeavour in which the University joins hands with the industry partner for the benefits and well-being of the community.

Institute of Policy Studies & Asia-Pacific Institute of Ageing Studies

HK\$
11.5 million

including **HK\$11 million** from **The Hong Kong Jockey Club Charities Trust** for promoting age-friendly city, gerontechnology and fighting COVID

Hong Kong and South China Historical Research Programme

HK\$
9 million

for historical research, cultural heritage and education

Science Unit

HK\$
5 million

including **HK\$3.3 million** from the **Innovation and Technology Fund** and the industry partner for tackling mosquito-borne diseases in Hong Kong

Lingnan Entrepreneurship Initiative

HK\$
1.3 million

from the **Environment and Conservation Fund** for educating and raising awareness of ocean conservation

Other Units

HK\$
12.6 million

New Books

HK Digital Ad Start-Ups X Publishing



More Than One Way of Writing History by Dr Sheng MAO, Lecturer of the Department of History, has been chosen for the 4th HK Digital Ad Start-Ups X Publishing (Writers) Promotion Support Scheme. The book features new research on the history of Europe, the US, Hong Kong, Taiwan, China and East Asia, analysing their current status and context in the form of academic book reviews and exploring various possibilities of history writing.

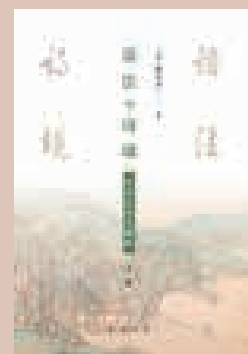
Organised by the Hong Kong Association of Interactive Marketing (HKAIM) and supported by the Government's Create Hong Kong, the annual event aims at nurturing local digital advertising start-ups and providing them with opportunities to help emerging local writers promote their designated books, increasing their exposure and the reading interests of the public.

Twelve startups have been paired with 12 writers, and received a maximum of HK\$220,000 to publicise their work. Dr Mao will work with 8EGGS Studio which will market the book on social media and other platforms.

語法與詩境：
漢詩藝術之破析

Author

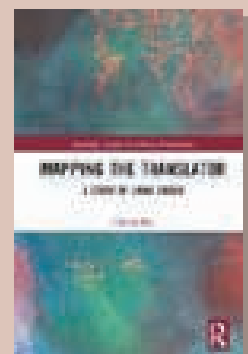
Prof Zong-qi CAI
Department of Chinese



Mapping the Translator:
a Study of Liang Shiqiu

Author

Prof Liping BAI
Department of Translation



獅路歷程六十載

Author

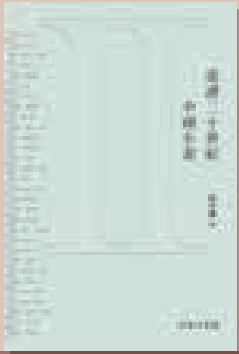
Prof Chi Pang LAU
Department of History



重讀二十世紀中國小說
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Author

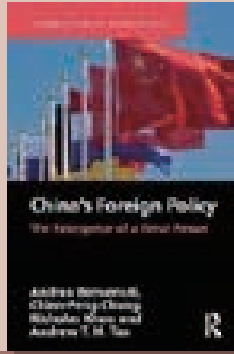
Prof Zidong XU
Department of Chinese



China's Foreign Policy:
The Emergence of a Great Power

Authors

Prof Chien Peng CHUNG
Department of Political Science
Prof Andrea BENVENUTI
Prof Nicholas KHOO
Prof Andrew TAN



ICT in English Language Education:
Bridging the Teaching-Learning
Divide in South Asia

Authors

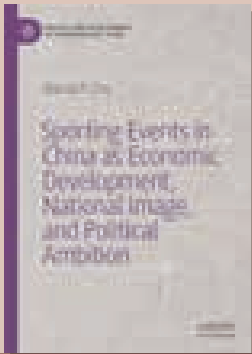
Prof Preet Pankaj HIRADHAR
Department of English
Prof Atanu BHATTACHARYA



Sporting events in China as
economic development, national
image, and political ambition

Author

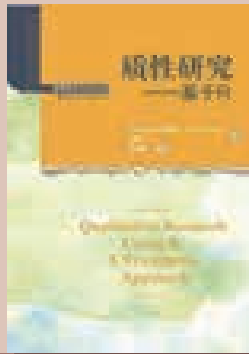
Prof Pok CHU
Department of Political Science



質性研究：基於 R

Authors

Prof Liang Echo SHANG
Department of Sociology
and Social Policy
Prof Yanto CHANDRA



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Author

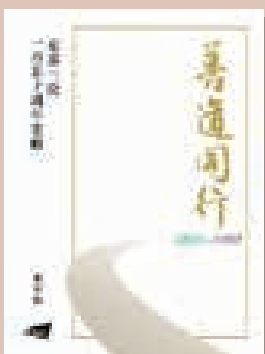
Prof Shuyong LIU
Hong Kong and South China
Historical Research Programme



善道同行：
東華三院一百五十
周年史略

Author

Prof Chi Pang LAU
Department of History



福島 / 輻島：
核電是福是禍？

Authors

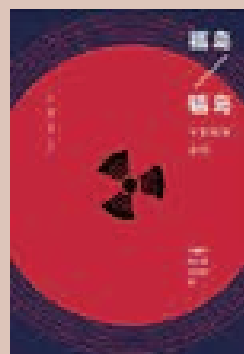
Prof Kin Chi LAU
Department of Cultural Studies
Mr Zhixiong HE
Ms HUANG Xiaomei



福島 / 輻島：
十年回首詰問

Authors

Prof Kin Chi LAU
Department of Cultural Studies
Mr Zhixiong HE
Ms HUANG Xiaomei



屋邨尋味記

Author

Dr Yan Ho SIU
Department of Chinese



UGC commended Lingnan's Knowledge Transfer for Strong Social Impact

The University Grants Committee (UGC) expressed appreciation for LU's passion and commitment to driving the creation and adoption of people-centric innovations with high social values, as in the following highlights.

- Inventing the "Transparent Anti-COVID-19 Face Mask" for people with hearing impairment, which has won the 1st runner up of Hong Kong Institution of Engineers' Enginpreneurs Award 2021.
- Signing LU's first licence agreement for its first spin-off company to produce the Mask.
- Presenting LU's first Social Enterprising Award to encourage student innovations for sustaining natural resources and community support.
- Promoting entrepreneurial spirit in the young generation to help Hong Kong identify and address social issues.
- Impressive growth of LU's KT activities with a rise of 29% in cumulative income from on-going social projects, and an overall increase of 13% in income from KT, consultancy work and professional development courses.
- Having reached the target of doubling the number of patent / trademark filings in the University's 2019-2022 Triennium Plan for KT.



On another occasion, LU was also cited by UGC for establishing the **Institute of Policy Studies** to provide professional training in policy, development and governance for extending research achievements to social impact.



Office of Research and Knowledge Transfer
Lingnan University
Tuen Mun
Hong Kong SAR, China

Tel: (852) 2616 7728

Fax: (852) 2591 9618

Email: orkt@LN.edu.hk

Lingnan University: www.LN.edu.hk

Office of Research and Knowledge Transfer:
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June 2022

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