

The Competition on Best Business Ethics/CSR Projects, 2015-2016

Entrepreneurship, Business Ethics and Corporate Social Responsibilities

Results

There were totally ten groups in Secondary Section and five groups in the Post-secondary Section selected in the last round, the Competition on Best Business Ethics Projects - Entrepreneurship, Business Ethics and Corporate Social Responsibilities. The Judging Panel of the Competition are as below:

Chairperson:

Dr. Haitian Lu, Associate Professor and Associate Head, School of Accounting and Finance, The Hong Kong Polytechnic University

Members: (in alphabetical order)

Dr. Eva Chan, Chief Executive Officer, Hong Kong Institute of Marketing

Ms. Mary Choy, Vice Chairman, The Chartered Institute of Marketing, Hong Kong

Dr. John Leung, EMBA Programme Director and Associate Professor, Department of Marketing, City University of Hong Kong

Mr. Alexander Wong, Unit Manager, Manulife (International) Ltd

Dr. William Yu, Founder & Chief Executive Officer, World Green Organisation (WGO)

The final results were determined by the Judging panel as follows:

Secondary Section

1st prize (HK\$4,000 per team and HK\$100 book coupon per person):

標題：翱翔藍天，為香港注入新活力, Start Your Dream Journey, Reinvigorate
Hong Kong

參賽者：黃鴻瑩、秦琬雯、周翠儀、劉嫻晴
順德聯誼總會李兆基中學

2nd prize (HK\$2,000 per team and HK\$100 book coupon per person):

標題：香港餐飲業如何履行社會責任

參賽者：俞長權、陳慧珊、王雨馨、郭上鋒、雷華威
路德會呂明才中學

3rd prizes (2 prizes, HK\$1,000 per team and HK\$100 book coupon per person):

(i) Title: The Alternative Entrepreneurship

Participants: Kong Charlotte Beata, Li Man Hei, Andrea Yin Ning So, Choy Kwan
Kiu, Cheung Jocelyn Yui Lam
St. Paul's Convent School

(ii) 標題：領展——股東權益與社會責任的平衡

參賽者：紀佳怡、李鵠志、莫慈秀、王樂童、梁樂晴
順德聯誼總會李兆基中學

Post-secondary section

1st prize (HK\$5,000 per team and HK\$100 book coupon per person):

Title: Does Ocean Park fulfill corporate social responsibilities in dolphins'
conservation work?

Participants: Wai Him Yung, Wing Chi Hui, Cheung Ching Tsoi, King San Tsang,
Nim Chi Chung
Chu Hai College and Higher Education

2nd prize (HK\$3,000 per team and HK\$100 book coupon per person):

Title: The Ethical Concern towards Life Insurance Industry – Why has the number of
complaints been increasing in Hong Kong?

Participants: Siao Wing Yin, Lee Wai Ying, Wong Siu Yee, Lo Chun Kit, Tang
Chun Kit, Cheung Ka Wai
Chu Hai College and Higher Education

3rd prize (HK\$1,500 per team and HK\$100 book coupon per person)

Title: The Plastic Shopping Bag Charging – Its Business Ethics Implication

Participants: Lee Tsz Kwan, Ho Yuen Hei, Fan So Lam, Chan Ka Ling, Liu Tsz
Hung, Lo Yui Long
Chu Hai College of Higher Education

Excellence Awards (HK\$100 book coupon per person):-

Secondary Section

(i) 標題：星巴克咖啡之旅——用心服務顧客

參賽者：林穎彤、鄧芷琳、區芷婷、徐芯怡

馬錦明慈善基金馬可賓紀念中學

(ii) Title: The Best Business Ethics Project Competition 2016

Participants: Jason Wong, Xavier Lau, Chole Choy, Tobi Cheung

Evangel College

(iii) 標題：保安行業的社會貢獻

參賽者：梁浩謙、郭澤君、林可芹、梁敏洛

中華聖潔會靈風中學

(iv) Title: Study on unethical business act

Participants: Li Kwun Kuen, Ho Hoi Yi, Lai Hoi Yi, Hu Zhanye, Chin Man Hei, Choi

Chi Wai

Hoi Ping Chamber of Commerce Secondary School

(v) 標題：影視行業的企業誠信計劃書

參賽者：王俊然、袁穎淇、原媛媛、丁可寧、駱亭茵

中華聖潔會靈風中學

(vi) 標題：星巴克咖啡店 - 商業道德和社會責任

參賽者：董浩鑾、黃偉瀚、范樂瑤、徐靜熾

中華聖潔會靈風中學

Post-secondary Section

(i) Title: How to balance the conflicts of interest between business ethics and traditional presenting gifts culture?

Participants: Fan Hiu Yan, Erica Kwok Hoi Yan, Stephanie Wong Tsz Hei, Wilson

Cheung Chun Yan, Jeffery

Hang Seng Management College

(ii) Title: Ethical problem of insurance industry

Participants: Ng Cheuk Hang, Chung Kai Yan, Kwok Man Hin, Fung Ka Wing,

Chan Yi

Chu Hai College and Higher Education