



Saint-Petersburg  
State University

## 專訪工管系新任系主任 楊榮基教授

國際著名博奕學家楊榮基教授已於2010年1月出任香港樹仁大學工商管理學系系主任及卓越研究教授。楊教授是動態合作博奕論研究的頂尖學者，於該領域有多項重要貢獻。

楊教授加盟樹仁後，隨即成立由香

港樹仁大學、俄羅斯科學院和聖彼得堡大學組成的「跨國動態合作博奕高研平台」，引進尖端的經濟優化數理與技術，為樹仁大學引入高等研究，並為工管學系帶來別具特色的一面。

(接下頁)

### Interview with Professor David Yeung, the New Head of the Department of Business Administration

Professor David Wing-kay Yeung, a leading cooperative dynamic game theorist with ground breaking contributions in the field, has taken up the headship of the Department of Business Administration in January 2010. He also serves as the University's Distinguished Research Professor. One of his first contributions to

the University is the establishment the SRS Consortium for Advanced Study in Dynamic Cooperative Games. The consortium is a joint research initiative for advanced study in dynamic cooperation under the auspices of the Department of Business Administration of Hong Kong Shue Yan University, the Institute of Applied

Mathematical Research of the Karelian Research Centre of Russian Academy of Sciences and the Center of Game Theory of St Petersburg State University. The endeavor brings advanced study in cooperative dynamic games to SYU and makes the Department a distinctive department of business administration. (Cont'd page3)



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## 金融海嘯給工商管理教育帶來啟示



**問：**一場金融海嘯，為金融機構、監管部門和投資者帶來很多啟示，而對於工商管理教育而言，又帶來什麼挑戰呢？

答：金融海嘯的來襲，確實給工商管理教育帶來重大的挑戰。金融海嘯為我們揭示了金融市場的貪婪、欺詐和無知。只為個別利益的商業營運，不僅不能為整個社會帶來最優狀況，反而帶來了嚴重的負面影響，甚至可能導致整個金融體系解體。個人的理性行為之所以會導致大規模及持續的非理性後果，其中一個原因，是世上沒有完全競爭的市場，而是市場又充斥着貪婪、欺詐和無知。利用教育去將這些人的問題糾正過來，是最好的方法。我們致力培育的，將會是同時懂得關懷社會整體利益的工商管理專才。

**問：**你對仁大工管系的發展定下什麼願景和目標？

答：我希望可以建立有特色和優勢的工商管理學系，亦希望能將學系其中一些研究領域提升至世界水平。另外，也要營造良好的學術和學習環境，建立良好的師生關係。其他的目標還包括籌集研究資金、加強學系的研究能力和發展學系課程。

**問：**你會怎樣領導工管系，去達到你的目標？

答：仁大和仁大工管系有三項優勢：第一，工管系的企業及社會發展研究中心一直以來重視商業道德和關注社會，強調企業發展要與社會發展結合起來。第二，跨國動態合作高研平台匯聚了多位國際知名的研究動態合作博弈論和經濟最優化問題的學者。第三，仁大傳統以來強調中國道德價值，這是社會得以和諧的根本。我希望

充分利用這三項優勢，揉合樹仁工管商業道德教育、尖端的管理優化理論以及樹仁的中國傳統文化，作為工管學系教育的基礎，培育我們的學生，貢獻社會。

**問：**作為一位博弈論的學者，你會如何把博弈論知識加進課程之中？

答：博弈理論是決策科學中的一門核心科目，在多個學術領域都被廣泛應用。博弈論已經成為世界知名商學院的核心科目，仁大工管系會引入博弈理論課程，並會將相關的內容加入現有的課程中。我們亦會開設博弈論的研討會和導修課。

**問：**博弈高研平台的設立，讓仁大有機會參與國際性的頂尖學術研究工作。高研平台的首項研究成果，預期可於何時公布？

答：SRS高研平台使樹仁大學有機會與走在世界最前端的俄羅斯數學家一同合作，從中我們得到很大啟發，共同研究應用于商界的合作博弈。

SRS高研平台已經成功解決兩個嶄新的博弈難題，這些研究成果將刊登在今年年中出版的學術期刊上。另外，工管系和高研平台正考慮於本年工管學術周舉辦一個展覽，讓更多人了解我們的研究成果。

**問：**轉談一些有關你的個人問題。你平日有什麼喜好？

答：我過往曾經參與多種運動，包括足球、曲棍球、壘球、網球和田徑。近年因為敏感加劇，已經停止了競爭運動。我亦喜歡思考和閱讀。我很享受閱讀中國文學、歷史、普及科學和《聖經》。

**問：**你有沒有宗教信仰？

答：我是基督徒，信主已經有30多年。宗教讓我知道自己是多麼渺小，知道自己不懂的東西比認識的東西多得多。信主讓我更懂得關愛和寬恕別人。

**問：**你的人生格言是什麼？

答：我的格言來自《聖經》舊約一句話：行公義、好憐憫，存謙卑的心，與你的神通行（彌迦書六章八節）。



(Cont'd from page 1)

**While the recent financial tsunami has lent perspective to financial institutions, regulatory authorities and investors, what challenges is now faced by business administration educationists after the financial tsunami?**

The financial tsunami has shown us several problems in the financial market: greed, fraud and ignorance. The recent financial turmoil also revealed the shortcomings of mainstream business studies nowadays. Individual interest maximizing behaviors by practitioners in the global financial market would deem to deviate from a socially optimal outcome. These self maximizing behaviors (though perceived to be rational from an individual point of view) are leading to socially irrational market outcomes and may even bring about a meltdown of the financial market. The reason why individually rational behaviors would lead to socially irrational market consequences is that the global market is not a perfectly competitive market, and greed and fraud and ignorance are prevalent.

One of the best ways to alleviate this problem is through business education. Our goal is to train bona fide business professionals whose impacts could bring about a better world.

**What is your mission and vision towards the department's future development?**

I hope to establish a distinguished SYU Department of Business Administration with its own specialties and niche. The development of specific areas in research and teaching to a world-class level is also in our academic development plan. Furthermore, fostering a congenial, inspirational and mutually motivating academic atmosphere and caring student-teacher relationship in

the Department is a top priority.

Other objectives of the Department include the seeking of research funding, the enhancement of the department's research capability and the development of the department's curriculum.

**How will you lead the department to achieve these goals?**

Currently SYU and its Department of Business Administration have three distinctive advantages. Firstly, the department's Enterprise and Social Development Research Centre has fused enterprise development with social development and focused on business ethics and wide-ranging social concerns. Secondly, the SRS Consortium for Advanced Study in Dynamic Cooperative Games makes available the world's leading researchers in cooperative dynamic games for research in economic optimization and optimal business designs. Finally, Shue Yan's tradition in Chinese moral values education, which are foundations for our society's harmony, serves as an essential basis for a sustainable business environment. We would integrate these advantages into our curriculum. I am optimistic that SYU would be able to train its business students to become professionals with integrity and mission to serve their society.

**How would you strengthen the department's curriculum with Game Theory?**

Game Theory is one of the core subjects of decision science which analyze decision making in an interactive environment. Its application in business study ranges from market development, negotiation techniques and capital accumulation to inventory management. The Department would introduce Game Theory courses and incorporate game theory application to

some relevant existing courses. Game theory seminars and tutorials will also be conducted.

**The SRS Consortium brings world leading research to SYU. When do you expect the Consortium to publish its first research output?**

The SRS Consortium allows SYU to participate in advanced study in cooperative dynamic games and their applications in business with a group of world leading Russian mathematicians. The Consortium has successfully obtained two new game theory solutions which will be appear in the academic journals later this year. We are considering an exhibition day at SYU to exhibit the research output of the SRS Consortium in our Academic Week 2010.

**We would like to ask some personal questions. What are your hobbies?**

I used to take part in a variety of sports: soccer, field hockey, softball, lacrosse and athletics when I was young. Recently my allergy problem has worsened and I have to refrain from competitive sports. I like to think and read. I enjoy reading Chinese literature, history, popular science and the Bible.

**What is your religious?**

I have been a Christian for over 30 years. I realize how trivial I am in the presence of God, the creator of the universe. My belief reveals to me that things I don't know are infinitely more than the things that I do know. And at the same time the Bible teaches me to be loving, compassionate, caring and forgiving.

**What is your personal motto?**

My personal motto comes from the Old Testament of the Holy Bible: to act justly and to love mercy and to walk humbly with your God (Micah 6:8, NIV).



# VeriGuide: An Educational Tool for Us



Since December 2009, Hong Kong Shue Yan University has implemented VeriGuide in response to growing concerns about academic honesty. Hong Kong Shue Yan University recognizes the need to encourage academic honesty among students. After significant efforts, the university finally found a system: VeriGuide, which is well suited to Shue Yan's needs. VeriGuide was developed by the Chinese University of Hong Kong, and it is the only program in the world which deals with both Chinese and English texts.

Ms Andrea Hope, Associate Academic Vice President said that the University puts emphasis on academic

honesty and recognizes the seriousness of plagiarism. To show that the university is really concerned about the issue, it hosted a seminar. This seminar, on plagiarism, cheating and general issues about academic misconduct, was open to all universities in Hong Kong. The university also invited international experts, Jude Carroll, a British expert in plagiarism and Don McCabe, an expert in students' cheating behaviour from United States to attend the seminar. The university sees the need to implement a system to deal with plagiarism since it helps to maintain the reputation of the university where emphasis is placed on academic honesty, so that overseas institutions will

have confidence in our students when they further their education.

## **A Tool for students and staff**

Ms Hope said that VeriGuide is "an educational tool for students." After realizing what plagiarism is, students will enhance their reading comprehension and writing skills in order to paraphrase their sources. Indeed, VeriGuide is not a system that aims to "police" students. In addition, VeriGuide is a tool for staff to speed up their work. The staff do not need to spend time on proving whether the students have plagiarised when they find a suspicious case of plagiarism. At the same time, the staff can use VeriGuide in checking articles that they



are submitting for publication or conference papers to avoid unintended plagiarism.

Dr. Amy Chan, Assistant Professor of the English Department, also said that VeriGuide only detects whether there is plagiarism in students' work or not. It is the teachers who decide whether the students have plagiarised or not after checking the assignments. She said that VeriGuide is not a "punishment system" but serves as a reference for the teachers when marking students' assignments. She also said that to avoid plagiarism, it is the responsibility of the teachers to let the students know what is regarded as plagiarism in each course beforehand, so that the students will be more careful in doing citation or paraphrase. Besides, she said that VeriGuide shortens teachers' workload since teachers do not need to prove whether the students plagiarise with the help of VeriGuide.

Ms Hope said that before the implementation of VeriGuide, the university tried a pilot system among teachers. And there was a workshop for staff on the use of VeriGuide. Also, issues on plagiarism are included in Orientation Day to let freshmen know more about plagiarism. The university also plans to hold a workshop to invite academic professors to talk about their viewpoints after using VeriGuide for a period of time.

## Key to identify the source

The purpose of VeriGuide is not to catch students when they plagiarise. Ms Hope said that there is always a need for students to quote other scholars' viewpoint when doing assignments. However, the problem is whether the students have used citation to identify the source or not. Students have to find literature to support their viewpoint, but what is important is that the students should base on what they have found to develop their thesis without plagiarising.

This is the skill which needs to be developed.

Finally, Ms Hope expressed her delight in the implementation of VeriGuide because it shows that the university cares about academic integrity. She hopes that VeriGuide will be helpful to both staff and students.

## Opinion from students

Students from the Department of Social Work expressed their concern on the implementation of VeriGuide. They think that VeriGuide is too sensitive to what is regarded as plagiarism. It just highlights any sentences which are copied from other sources with or without the citation. Besides, they think that VeriGuide only points out the place where plagiarism happens without any suggestions on the improvements of the work. Besides, they think that there are not enough guidelines on the use of VeriGuide, and the implementation is too sudden. They think that the university should have workshops to help them know more about it.

Students from the Department of English Language and Literature also expressed their concern on this issue. They think that VeriGuide is not comprehensive enough since it only checks the online database. They feel more pressure and time-stress in using it. They also think that they do not know much about the use of VeriGuide. Moreover, they think that it is a one-way communication since only the teachers can read the reports. They said that they do not trust the

system and are afraid that it may break down any time.

Students from the Department of Economics and Finance said that VeriGuide prepares them for doing professional research papers and helps them prepare for their future postgraduate study. Besides, after the implementation of VeriGuide, professors and lecturers give more guidelines on how to do the research papers. Also, they think VeriGuide will prevent unfairness among students since the more hardworking the student is, the more the chance the student will have to get a higher mark. However, they complain that using VeriGuide will increase their workload, and hope that professors and lecturers will not rely too much on the VeriGuide report and will confirm for themselves whether plagiarism has taken place. They also think that there should be workshop for students on writing better academic papers. It is useless if the system only points out where plagiarism has occurred without telling the students how to improve their work.





# 輔導心理學碩士課程 順利完成招生



輔心系主任孫天倫教授(左)與輔導心理學碩士課程主任Professor Thomas Seay。

香港樹仁大學輔導及心理學系開辦的本港首個「輔導心理學碩士課程」，在5月初截止報名後，共收到60名申請人報讀。經初步審核後，約40人符合資格。系方會通過面試，揀選24人入學。課程今年9月開課。

輔導及心理學系主任孫天倫教授表示，由通過香港學術及職業資歷評審局的評審到截止報名，只有5星期，而能收到60份申請，成績是可接受的。同時，出乎意料之外，有過半之申請人非仁大畢業生。她計劃在明年提早接收報名，亦會將報名期延長，以吸引更多人報讀。

輔導心理學碩士課程的課程主任Professor Thomas Seay (Professor Emeritus) 對報名情況感覺滿意。他表示，在未來幾星期中，會重新整理9月份推出的課程，及釐定質素管理機制，以保證同學們學有所得。

Professor Seay指出，輔導心理學碩士課程設有4個專業範疇，包括：

Mental Health Counseling、School Psychology and Counseling、Vocational Psychology and Counseling和Couple and Family Counseling。學生可根據個人的興趣和對未來的規劃，選擇修讀的專業。

據孫天倫教授表示，輔導及心理學系早於兩年前，就有意開辦輔導心理學碩士課程，原因是有感於社會愈來愈需要輔導心理學家提供的服務。轉導心理學家與臨床心理學家的主要分別，簡言之，在於後較着重從病理模式 (pathology model) 分析病因和提供治療服務；而前者則着重以身心和諧模式 (wellness model) 提供轉導服務。轉導心理學專業的畢業生，通常會從事就業輔導、職業輔導、家庭輔導和學校輔導等工作，有廣闊的發展空間，一展所長。

仁大的輔導心理學碩士課程，採用「科學家—實踐者」教學模式 (scientist-practitioner model)，從知

識鑽研、研究方法和輔導技巧三方面培訓輔導心理學專才。

輔導心理學碩士課程的資歷，已獲香港和海外多個專業組織承認。畢業生可申請成為香港心理學會 (Hong Kong Psychology) 註冊心理學家，亦可同時申請成為亞洲專業輔導協會 (Asian Professional Counseling Association) 註冊心理輔導員、美國輔導協會 (American Counseling Association) 和澳洲輔導協會 (Australian Counseling Association) 會員。



輔心系為輔導心理學碩士課程舉行兩場簡介會，每場的參加人數均有約100人。



## 浙江省委書記趙洪祝拜會胡校監



浙江省委書記趙洪祝（左）與胡鴻烈校監合照。

**浙**江省委書記趙洪祝2010年1月在港出席「2010香港·浙江周」期間，親臨寶馬山香港樹仁大學，拜會校監胡鴻烈博士，並與學術副校長胡耀蘇教授會面。

趙洪祝一行於1月11日下午抵達香港樹仁大學，胡校監率領大學高層在校外迎接。二人隨後在校監室會面，暢談浙江省和校監家鄉紹興市的新近發展情

況。雙方亦談到香港和浙江兩地的交流與合作，以及樹仁的發展。趙洪祝對校監集畢生精力和財力興辦教育，為社會培養人才，表示深受感動。校監之後陪同趙洪祝一行，參觀大學設施。

「2010香港·浙江周」由浙江省委和浙江省人民政府主辦，1月10日至14日舉行。主題為「浙港服務業合作與展望」。「2010香港·浙江周」的開幕儀式暨招待酒會在1月12日舉行，由趙洪祝主持，胡校監亦應邀出席。

校監認為，這次浙港兩地的交流活動分外成功，「2010香港·浙江周」的開幕式，更是他迄今為止見證所有國內在港招商會中最成功的一次。他再次敬致衷心的賀忱，並希望在趙書記的領導下，浙港兩地的交流合作能夠取得更大的成就。樹仁大學是香港第一所私立大學，趙書記的到訪加強了樹仁與校監故鄉的聯系，以及共同發展的意願，這不但是大家應該努力的方向，也是最為務實有效的策略。

### 《樹仁簡訊》採編團隊

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# 樹仁大學與香港銀行學會 簽署互認資格備忘錄



樹仁大學行政副校長胡懷中博士與香港銀行學會會員及專業發展委員會主席黃遠輝在簽署儀式上合照。

Dr. Fai-chung Hu, Vice President (Administration) of HKSZYU, and Mr. Stanley Y F Wong, Chairman of the Membership & Professional Development Committee, in the signing ceremony.

**香**港樹仁大學今年2月與香港銀行學會簽署《學術及專業雙重資格互認備忘錄》，成為首間與香港銀行學會簽署同類合作協議的大學。根據《備忘錄》，經濟及金融學（榮譽）文學士課程的學生，只要在畢業時完成修讀指定的科目，並通過考試，便可同時獲香港銀行學會頒發「銀行及金融業高級文憑」（Advanced Diploma in Banking and Financial Services）。

這項「雙重資格」（dual qualifications）的安排，可以讓有志於銀行和金融服務業發展的學生，在畢業後更快地取得「香港銀行學會會士」的資格。首批受惠者將是現時就讀二年級的學生。

仁大與香港銀行學會的接觸，始於2009年上旬。經過多次磋商，雙方終於達成共識，於2010年2月4日，在仁大邵美珍堂舉行《備忘錄》簽署儀式。仁大由助理學術校長Ms Andrea Hope代表簽署，而

香港銀行學會則由該會「會員及專業發展委員會」主席黃遠輝代表簽署。黃遠輝是中國工商銀行（亞洲）董事暨副總經理。

## 學術與專業技能並重

經濟及金融學系系主任余赴禮教授表示，銀行業和金融服務業的從業員，通常要考取一些專業資格，並與專業學會保持緊密聯繫，才能有更大的發展空間。仁大與香港銀行學會簽署《備忘錄》，目的是協同學界盡早拿到銀行業的專業資格。

「我們希望藉着與香港銀行學會的合作，能夠為學生提供更多與業界交流的機會，從而使學生除了注重學術上的成就外，亦能重視專業方面的發展，為將來的事業鋪路。」余教授說。

一直參與落實今次合作計劃的經濟及金融學系助理教授胡佳賢博士表示，根據《備忘錄》，經濟及金融學（榮譽）文學士課程的學生，在校內完成修讀指定學科，便可獲香港銀行學會豁免參加3個科目的專業考試，包括「企業融資業務」、「財務規劃與管理」和「金融體系與風險管理」。此外，香港銀行學會並會為學生開辦「會計學與銀行法律基礎」和「銀行業務與專業操守」兩個科目的導修課程，幫助學生盡快通過該兩科考試。學生如能通過該兩科考試的話，便可在畢業時同時獲得香港銀行學會頒授「銀行及金融業高級文憑」。

胡博士補充，根據《備忘錄》，經濟及金融學系的學生，要申請成為香港銀行學會的學生會員，才能受惠於今次安排。

為了符合香港銀行學會的要求，經濟及金融學系對課程內容作出了適當的調整，包括新增了「財富管理與規劃」科目，並在多個科目和教學上加入更多專業和實務元素。



香港銀行學會  
The Hong Kong Institute of Bankers





# Shue Yan and HKIB sign MOU on Dual Qualifications



胡佳賢教授介紹《備忘錄》的內容。  
Dr Woo Kai-Yin, Assistant Professor, explains the details of the MOU.

**H**ong Kong Shue Yan University (SYU) and Hong Kong Institutes of Bankers (HKIB) have signed the Momentum of Understanding on Dual Academic and Professional Qualifications Initiative (MOU) in February this year. Under the MOU, students of the B.A. (Hons) in Economics and Finance programme who completed the prescribed subjects and courses and passed the examinations will be awarded the Advanced Diploma in Banking and Financial Services by HKIB upon their graduation.

The dual qualifications arrangement can help those students who want to develop their career in the banking and finance industries by becoming the Associate of The Hong Kong Institute of Bankers. The first batch of students who will benefit from the MOU are the current year two students.

The contact between SYU and

HKIB started in the first half year of 2009. After several rounds of discussion, they reached an agreement on the terms of the MOU. On fourth of February 2010, a signing ceremony was held in the Lady Shaw Hall at the University's Braemar Hill campus. Ms Andrea Hope, Associate Academic Vice President, signed the MOU on behalf of the SYU while the Chairman of the Membership & Professional Development Committee, Mr. Stanley Y F Wong, represented HKIB in signing the MOU. Mr. Wong is the Director and Deputy General Manager of Industrial and Commercial Bank of China (Asia).

Professor Yu Fu-lai, Head of the Department of Economics and Finance, said that people seeking career in the banking and finance industries usually have to obtain some professional qualifications and become members of professional institutes. In order to assist students to earn the related professional qualifications as early as possible, SYU seeks collaboration with HKIB on the issue of dual qualifications.

"Through the collaboration with HKIB, our students can have early exposure to the banking and finance industries. We prepare our students not only with academic capabilities, but also with professional skills for their career development in the future." said Professor Yu.

Dr Woo Kai-Yin, Assistant Professor of the Department and a core member of the Department in preparing the collaboration, said that, according to the MOU, students of the B.A. (Hons) in Economics and Finance programme who can successfully complete the prescribed

subjects will be granted exemptions on three HKIB examination subjects, including Corporate Finance Service, Financial Planning and Management, and Financial Systems and Risk Management. Moreover, HKIB will provide training courses to students on two non-exempted subjects, including Fundamentals of Accounting and Law in Banking, and Banking Services and Professional Ethics. Students who can pass the examinations of these two subjects will be awarded the Advanced Diploma in Banking and Financial Services by HKIB upon their graduation under the above arrangements.

In order to fulfill SYU's responsibilities under the MOU, the Department of Economics and Finance has also made adjustment to its programme, for example, introducing the new course "Wealth Management and Planning".

Dr. Woo added, students who want to benefit from the MOU, must join the HKIB as student members.



左起：經濟及金融學系系主任余赴禮教授、助理學術校長Ms Andrea Hope、香港銀行學會會員及專業發展委員會主席黃遠輝、香港銀行學會行政總裁梁嘉麗。

Left to right: Professor Yu Fu-lai, Head of the Department of Economics and Finance, and Ms Andrea Hope, Associate Academic Vice President of HKSJU; Mr. Stanley Y F Wong, Chairman of the Membership & Professional Development Committee, and Ms Carrie Leung, CEO of HKIB.



## 與經濟及金融學系系主任余赴禮教授對談



的科目，並為選修金融科目的學生提供金融實習的機會。由2010—2011學年開始，新的五年計劃便會實施，我們在未來五年有三大發展重點：提升學生的專業技能和誠信，追求卓越的教學與學習成效，及加強教學人員的學術研究水平。

**問：學系將如何提高學生的競爭力？**

答：我們要求同學在知識，技能及誠信方面都要兼顧。我們要培養學生的品格，尤其是誠

信。近年，虧空公款的新聞在報章屢見不鮮。在學校裏，有同學代其他同學簽到，這看似小事，但一旦養成這些壞習慣，將來在社會做事，就容易有偏差。因此，我們要致力提高學生的誠信意識，灌輸一個正確的觀念。希望我們的學生畢業後除了擁有專業知識外，也是一個忠實的、有誠信的和胸襟廣濶的人。

我們亦希望加強學生與專業團體的聯繫。我們會參考其他大學與香港銀行學會等專

業組織的聯系和合作。我們亦希望為老師和學生尋找更多與海外和內地院校交流的機會，藉此增加他們對全球經濟和不同經濟體系運作的認識，了解這些經濟體系如何影響香港。

**問：經濟及金融學系會有沒有成立研究中心的計劃？**

答：現階段我們沒有這樣的計劃，但我們會與樹仁其他學系的研究中心進行合作。另外，在未來的日子裏，學系和老師會展開更多的學術研究項目，例如在2010年8月，我們與內地學者和台灣的大學將合辦一個有關政治與經濟的國際學術研討會，加強學術研究氣紛。

**問：你們有沒有計劃將課程分為不同的「主修課程」(streams)？**

答：我們現時沒有為課程開設不同的主修領域。學生可以自由選擇多修一些經濟學或金融學的選修科目。將來我們可能發展企業精神與金融兩個領域。至於具體方向，需視乎大學的發展、學生的需要以及社會的經濟、金融發展狀況而定。

**問：記者**      **答：余赴禮教授**

**問：你對經濟及金融學系的發展有什麼願景？**

答：樹仁經濟學系雖然早於1977年便成立，但經濟及金融學（榮譽）文學士課程系則始於2007年。因此，學系的中短期目標是進一步完善和鞏固課程，包括逐步刪減舊科目，新增一些與銀行和金融業相關

## 4 Questions with Professor Yu Fu-Lai, Head of the Department of Economic and Finance

**What is your vision and mission for the department?**

Though the Department of Economics was established in 1977, the Economics and Finance programme is rather new, which launched in 2007. So the department will focus on improving and consolidating the programme in both short and medium term. This includes phrasing out old courses, adding new banking and finance courses, providing some internship to the final year students. Our Five-year Development Plan will begin in September 2010. This plan has 3 major aspects which aim at students' professional competence and integrity, teach-

ing and learning excellence and enhancing quality research.

**How would the department raise the competitiveness of students?**

We promote the competitiveness of our students by enhancing their professional competence and integrity. For professional competence, we shall strengthen the connection of our programme with banking and finance industries. For this, we cooperate with professional organizations such as the Hong Kong Institute of Bankers in terms of professional recognition, subject exemptions and course development. Furthermore, we hope our teachers and students can have a

chance to participate in some sorts of exchange programme with institutions overseas and mainland China in the future.

In terms of professional integrity, we want our students to be 'good' employees. We pay special attention to students' conduct, especially integrity. Embezzlement news was often read on newspaper. Our students need to be alerted to this dishonest behavior. We know that some students still sign for others for class attendance. This seems to be an unimportant issue. However, every little thing students learn today will shape their career in the future. Therefore, we



emphasize the importance of integrity to our students. We hope that our students do not only equip with professional knowledge, but also become an economist with honesty, integrity, and a 'big heart'.

### Is there any plan to set up a research centre in your department?

At this moment, we have no plan to set up a research centre of our own. However, we may cooperate with other departments to set up a centre for studying entrepreneurship. Teaching and research are equally emphasized in our programme. We shall hold an international conference on "China's Economy and Society" in 6-7 August 2010 in order to promote research in our department.

### Will there be streams introduced in your programme?

We do not have any stream in the department at the moment. Students are free to



combine finance or economics with any related subjects they like. However, in the future, there may be a possibility of two streams, namely finance and entrepre-

neurship. The development of our programme will depend on changing global economic and financial environment in the future.

## 發展局局長林鄭月娥 任獎助學金頒獎典禮主禮嘉賓

香港樹仁大學2009—2010年度獎助學金頒獎典禮，於4月26日舉行，由發展局局長林鄭月娥任主禮嘉賓。不少捐贈獎助學金的機構社團亦派代表出席典禮。

隨着愈來愈多社會人士認同樹仁的辦學理念，樹仁獲各界捐贈的獎助學金持續增加。在本年度，獎助學金額達到210多萬元。今年獲獎的學生共310名，全都是品學兼優或熱心公益服務的同學。

校監胡鴻烈博士在典禮中致辭時表示，40年來，樹仁對於獎助學金頒獎典禮都十分重視，視之為整個教育系統中一個重要的環節，亦為「本校通識教育中一個重要組成部份」。

林鄭月娥局長致辭時表示，與胡

校監相識30多年，很欣賞他平易近人、常常鼓勵後輩的作風，以及他對教育的熱情和執着。她又說，近年香港的經濟漸趨多元化，除了發展金融和物流業外，尚有教育產業，這證明胡校監在多年前已對教育事業具有前瞻性的認識。

在頒獎典禮中，歷史系施敏兒同學、中文系周玉芬同學、英文系梁湛琛同學、工管系周慧嫻同學和高玉皓同學（國內生）、會計系梁德笙同學、新傳系蘇逸婷同學、社會系朱靄莉同學、社工系王嘉兒同學、法商系吳煒南同學、輔心系吳應權同學及經濟及金融系張文瀚同學等，皆以優異成績獲得獎項，當中工管系兩位同學更考獲平均積點4.0的完滿佳績。

Hong Kong Shue Yan University  
Annual Scholarship Award Ceremony 2009-2010



同學（左起）陳利（工管二）、黃家欣（會計二）、楊婉蓮（會計二）、林佩雯（新聞一）、文翔麗（新聞二）和石希文（新聞三），接受發展局局長林鄭月娥頒發「李達三校董獎學金」。



校監胡鴻烈博士歡迎各位嘉賓出席獎助學金頒獎典禮。



## 圖書館增添電子資料庫 提供研究諮詢服務

為了方便同學進行研究及搜集資料，圖書館在本學年增添了兩個電子資料庫，分別是Asia-Studies Full-text Online和China Proceedings of Conference Full-text Database（中國重要會議論文全文數據庫）。

樹仁大學圖書館館長李偉倫表示，Asia-Studies Full-text Online包含的有關商業、經濟、社會和政府的論文和報告，來自53個國家，包括亞洲、美洲和環太平洋國家及澳洲和新西蘭，資料非常豐富。China Proceedings of Conference Full-text Database則是中國一個重要的會議論文全文數據庫，收集了文史哲、政治軍事、法律、教育、社會科學等多個學科的論文，特別適合修讀人文學科的同學使用。

李偉倫說，圖書館會定期與各學系的老師商討電子資料庫的需求問題，按照學系的需要和急切性，決定訂購的優先次序。以上兩個新增的資料庫，就有很多老師提議訂購。

至於目前哪一個電子資料庫的使用率較高，李偉倫表示是WiseNews。但他



希望同學可以多使用其他資料庫，而館方會繼續透過圖書館網頁和ILN等平台，進行推廣宣傳。

除了增添電子資料庫外，圖書館在本學年亦新增「研究諮詢服務」（Research Consultation Services）。李偉倫表示，同學可以預約時間，由館

方安排專責同事提供一對一的研究指導。服務內容包括向同學講解研究過程，使同學能夠掌握有效的研究方法，懂得如何確定資料的所在位置。館方同事並會向同學講解如何在習作和論文中注釋參考資料，避免發生抄襲問題。

## 樹仁畢業生 北京實習受讚賞

香港政府因應金融海嘯推出的「大學畢業生實習計劃」，雖然已於2010年3月31日停止接受申請，但不少參與計劃的樹仁畢業生，目前仍然在實習期內努力工作，展現個人的才能；亦有不少實習公司有意轉聘樹仁畢業生為正式僱員，當中包括參與該計劃的「內地實習環節」的中文系畢業生吳霆遠。

吳霆遠於去年5月，被安排到北京市的北京嘉寶豐琳商貿有限公司實習，為期約一年。他說，公司的規模不大，他要兼顧行政和人力資源管理工作。工作朝九晚不定，通常至晚上十時才下班，也試過凌晨二時才離開公司。

「實習不久，其中一個經理離職，我要兼顧他的職務，也正因此，我得以鍛煉獨立處事的能力，學會如何把事情考慮得更加周詳。」吳霆遠說。

由於吳霆遠表現良好，公司在本年

初表示有意在實習期完結後，轉聘他為正式僱員。不過，吳霆遠最後因為個人原因，在實習結束後選擇回港。

吳霆遠表示，當初選擇到內地實習，是考慮到近年內地市場發展迅速，潛力巨大。「香港市場處於成熟階段，發展空間不大，本地公司已紛紛轉向內地發展和投資。我思考個人的前途，決定到內地謀求發展。」

他又說，選擇到內地也是為了給自己的一個挑戰，並增加個人的見識。

「青年人不能留在溫室裏成長。」

吳霆遠認為，大學畢業生面對的競爭愈來愈大，而樹仁正畢業生的優勢是「肯搏肯捱」。樹仁的普通話訓練，也有利於畢業生到內地發展。

吳霆遠提醒將要畢業的同學，注意提升個人的語文能力。而在面試時尤其要顯出自信心。他又勸勉在校的同學盡



量享受大學生活，不要急於找兼職，「因為全職學生的生涯是短暫的，將來工作賺錢的歲月則非常漫長。」