



工商管理學系

Department of Business Administration

Dr. Francis Cheung Business Analytics Research Centre

Annual Report

September 2025–August 2026



Table of Contents

Our Mission	01
Directors' Foreword	02
Centre Staff	03
Completed Research Projects	06
Ongoing Research Projects and Research Grant Proposals	09
Publications	11
Seminars / Workshops	15
Conference Partnership	17
Student Competition	21
Sharing from Research Assistants	25



Hong Kong Shue Yan University
Dr. Francis Cheung
Business Analytics Research Centre
香港樹仁大學 張舜堯博士商業分析研究中心

Our Mission

The **Dr. Francis Cheung Business Analytics Research Centre** at Hong Kong Shue Yan University aims to offer new insights into business performance through data analytics research, identify novel ways to address challenges and provide additional opportunities for businesses to grow. The Research Centre utilises techniques such as text mining, data visualisation, machine learning and natural language processing across diverse areas, including marketing, operations, finance, accounting and other aspects of business management, to help businesses make better decisions.



Directors' Foreword

We are pleased to present the Annual Report of the Dr. Francis Cheung Business Analytics Research Centre (DFCBARC) for the 2025–2026 period. Over the past year, the Centre has made steady progress in research, student development and academic engagement. We extend our sincere gratitude to Dr. Francis Cheung for his continued support and to all our colleagues and research assistants for their dedication.

During the year, we expanded our research portfolio by completing four research projects, resulting in publications in *Journal of Happiness Studies*, *Asian Development Review* and *Asia Pacific Journal of Management*, as well as conference papers presented at IEEE EDUNINE 2025, PACIS 2025 and AIRSI 2026. Five ongoing projects also advanced significantly, including studies on AI-driven pet care, Cantonese sentiment analysis and smart university campuses. In addition, we launched five new projects focusing on generative AI and ESG-related finance.

Since its inception, the Centre has consistently offered dedicated research positions to foster academic development. During the past year, our team comprised one full-time Research Assistant — a graduate of our master's programme — and four Student Research Assistants from The Education University of Hong Kong and our own postgraduate cohort, all of whom collaborated with Centre members on various research initiatives. Furthermore, Centre faculty mentored 15 undergraduate students in preparing for several competitions, with a particular focus on data analytics projects. The students' outstanding performance earned them awards at prestigious events, including the Inter-University Project Competition, Techathon+ 2026 and the HSBC/HKU Business Case Competition.

The Centre also continued its annual research seminar series and partnered in the International Conference on Human Resilience (HRCONF2026). Looking ahead, we will continue to strengthen our research clusters, pursue external funding and participate as a partner in the 12th IACMR Biennial Conference in 2027.

We invite you to read the full report for a detailed overview of our activities and achievements.

Dr. Monica Law *Dr. Jessy Wang*

Centre Directors, DFCBARC

August 2026

Centre Staff

Centre Directors

Dr. Monica LAW

Head of Department and Associate Professor
Department of Business Administration

Dr. Jessy WANG

Associate Professor and Programme Director of MSc in MCP
Department of Business Administration

Research Project Leaders and Members

Dr. Alice CHUNG

Associate Head and Assistant Professor
Department of Business Administration

Dr. Roy HO

Assistant Professor
Department of Business Administration

Dr. Gabriel LAI

Assistant Professor
Department of Business Administration

Dr. Colin LAW

Assistant Professor
Department of Business Administration

Dr. Linda LI

Assistant Professor
Department of Business Administration

Dr. Vanessa LI

Assistant Professor
Department of Business Administration

Dr. Jessica LIU

Assistant Professor
Department of Business Administration

Dr. Jacky TANG

Assistant Professor
Department of Business Administration

Dr. Fiona TSE

Assistant Professor
Department of Business Administration

Centre Staff (cont.)

Research Project Leaders and Members (cont.)

Dr. Hao YING	Assistant Professor Department of Business Administration
Dr. Rachel ZHANG	Assistant Professor Department of Business Administration
Dr. Brian WONG	Senior Lecturer Department of Business Administration
Dr. Cherry CHEN	Lecturer Department of Business Administration
Dr. Lubanski LAM	Adjunct Assistant Professor Department of Business Administration

Research Assistant

Ms. Limei FU	September 2025–August 2026
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Centre Staff (cont.)

Student Research Assistants

Mr. Weichong HUA
(MCP student)

December 2025–March 2026

Mr. Lunsheng YU
(MCP student)

December 2025–June 2026

Mr. Franco LAI
(EdUHK student intern)

August 2025–October 2025

Mr. Lok Tin SO
(EdUHK student intern)

August 2025–October 2025

Mr. Jiaqi HUO
(EdUHK student intern)

July 2026–August 2026

Completed Research Projects

Research projects

Leveraging Customer Co-Creation Platform for Firm Innovation Performance (FDS)

Dr. Fiona Tse

Key findings

- Drawing on the resource-based view and the dynamic capabilities perspective, this research examines how customer platform utilisation (CPU) — the extent to which firms systematically engage customers through digital interfaces — enhances product-innovation performance. CPU comprises two complementary functions: platform-enabled customer creativity, which stimulates exploratory learning, and platform-enabled customer connectivity, which supports exploitative refinement.
- Building on recent research highlighting the strategic role of brand flagship platforms in fostering versatile customer interactions, we argue that CPU generates innovation value by strengthening competence ambidexterity, defined as a firm's ability to balance exploration and exploitation.
- Using multi-informant survey data from 312 Chinese manufacturing firms, we employ structural equation modelling and hierarchical regression to test a moderated mediation model.
- Results show that competence ambidexterity fully mediates the relationship between CPU and innovation performance. They also indicate that interfunctional coordination, technical knowledge explicitness and imitation intensity strengthen this mechanism, whereas market uncertainty weakens it.
- Overall, the findings advance understanding of how firms can transform customer platform engagement into sustainable innovation outcomes.

Completed Research Projects (cont.)

Research projects	Key findings
Employee Perceived Overqualification and Knowledge Behaviours in the Context of Knowledge Economy: An Analysis of Emotions and Cognition <i>Dr. Jessy Wang</i>	• Results show that perceived overqualification increases negative emotions and decreases positive ones, leading to less knowledge sharing and more knowledge hiding. • Emotions caused by perceived overqualification are contingent on employees' regulatory focus and <i>Mianzi</i>. A prevention focus attenuates the relationship between perceived overqualification and negative emotions, and the mediating effect of negative emotions on the associations between perceived overqualification and knowledge behaviours (i.e. knowledge sharing and knowledge hiding). Similarly, a promotion focus weakens the effect of perceived overqualification on positive emotions, as well as the mediating effect of positive emotions in the relationship between perceived overqualification and knowledge behaviours. • <i>Mianzi</i>, a cultural value orientation, also mitigates the decline in positive emotions associated with perceived overqualification.
From Work Connectivity Behaviours After Hours to Cyber Loafing: A Dual-Channel Model Based on Morality and Resources <i>Dr. Jessy Wang</i>	• Work connectivity behaviours after hours (WCBA) are indirectly linked to cyberloafing through ego depletion. However, when WCBA is driven by high autonomous and low controlled motivation, it exerts less influence on ego depletion, thus weakening the latter's mediating effect. • Moreover, the association between WCBA and ego depletion is not significant among employees accustomed to excessive work. Consequently, the indirect effect of ego depletion is also contingent on the level of excessive work.

Completed Research Projects (cont.)

Research projects	Key findings
The Cost of Inclusive Leadership: Investigating the Dynamic Relationships Among Inclusive Leadership, Employee Psychological Safety and Entitlement, and Unethical Work Behaviours <i>Dr. Jessy Wang</i>	• A four-week diary study involving 58 workgroups (departmental leaders) and 356 employees (1,424 data points in total) revealed that feedback receiving influences feedback giving through work engagement and emotional exhaustion. Multilevel analyses indicate that these effects are contingent on employee resilience and leader inclusiveness. • Additional analyses show no direct reciprocal effect of feedback giving on feedback receiving, except under high leader inclusiveness. • Overall, this study highlights that feedback reciprocity relies on personal resources (e.g. resilience), which enable employees to capitalise constructively on received feedback, and contextual resources (e.g. leader inclusiveness), which create an environment that encourages the exchange and flow of feedback within workgroups.

Ongoing Research Projects and Research Grant Proposals

Research projects

Project members

A Study of Brain Activation Through AI-Powered Training Activities

(Project for Research Matching Grant Scheme: HKD1,878,959)

Dr. Roy Ho

Dr. Monica Law

Cultural Influences on Smart and Sustainable University Campuses and Behavior Change

The Institutional Development Scheme under the (Project for Competitive Research Funding Schemes for the Local Self-financing Degree Sector for 2026/27, UGC/IDS(C)15/E01/25)

Prof. Rita Li

Dr. Alex Wang

Dr. Jason Chow

Dr. Roy Ho

Dr. Alice Chung

Prof. Tan Yigitcanlar

Prof. Pauline Hope Cheong

Prof. Vladimir G Chigirinov

The Dual Impact of Distributor and Supplier Roles on Organizational Ambidexterity and Innovation

(Project for FDS Grant: HK\$298,200, UGC/FDS15/B01/26)

Dr. Fiona Tse

Research on the Mechanism and Spill-over Effects of Breakthroughs in Key Core Technologies of New Energy Vehicle Enterprises Driven by Multi-Dimensional Supply Chain Networks

(Project for National Social Science Fund of China, Youth Program, National Office for Philosophy and Social Sciences of China, Ref. No.: 25CKX041)

Fan Qianqian

Dr. Jessica Liu

Dong Xueyan

Du Junyan

Guan Feiyang

Rong Jian

Ma Yanyan

Jiang Qi

Remark: Bold-formatted author names denote current members of the Centre.

Ongoing Research Projects and Research Grant Proposals (cont.)

Research projects

Prioritize Humanity When Embracing Artificial Intelligence: A Mixed-Methods Study to Explore Moral Consequences and Psychological Interventions of Organizational Dehumanization
(Project for FDS Grant: HK\$ 1,184,580, UGC/FDS15/H06/26)

Examining the Effectiveness of AI-Generated Content on Student Learning Experiences in Higher Education
(Project for Research Matching Grant Scheme: HKD1,922,000)

Understanding Customer Sentiment in Low-Resource Languages for Marketing: A Case Study of Cantonese

Can ESG-Friendly Assets Act as Safe Havens for Digital Assets?

Examining Pet Owners' Use of Health Management Apps and Their Behavioural Intentions toward the Adoption of AI-Driven Pet Care and Diagnosis in Hong Kong

Moderating Effects of Intelligence System on the Relationship Between Digitalization Dominance and Operational Outcomes

Project members

Dr. Jessy Wang

Dr. Jacky Ng (PolyU)

Dr. Hodar Lam (LNU)

Dr. Xianglong Zeng (BNU)

Dr. Roy Ho

Dr. Colin Law

Dr. Monica Law

Dr. Roy Ho

Dr. Monica Law

Dr. Roy Ho

Dr. Monica Law

Dr. Monica Law

Dr. Roy Ho

Dr. Gabriel Lai

Dr. Ron Kwok (CityU)

Dr. Jessica Liu

Publications

Journal articles

- Goh, Y. W., Kim, S., Wang, R., & Goh, P. S. (2025). Do Chinese employees avoid seeking social support when coping with work stress?. *Journal of Management & Organization*, 31(4), 2079–2097. <https://doi.org/10.1017/jmo.2022.48>
- Hou, Y., Zhang, Z., Zhang, Y., Georgiades, M., & Ho, K.-H. (2026). Personalized federated learning for dwell-time-aware handover optimization in ultra-dense vehicular networks. *IEEE Transactions on Vehicular Technology*, Advance online publication. <https://doi.org/10.1109/TVT.2026.3697268>
- Kong, J. S. L., Kwok, R. C. W., Lai, G. C. H., & Law, M. (2026). Motivational profile and knowledge creation in eSports: Examining the roles of mutualistic co-presence. *Internet Research*, 36(1), 1–28. <https://doi.org/10.1108/INTR-05-2022-0388>
- Kwok, R. C.-W., Cheung, J. C.-F., Chung, A. Y. K., Hu, W. Y., Sze, L. K. Y., Chan, C. K. Y., Ho, K.-H., Law, M., Ng, G. M. S., Thadani, D. R., & Yeung, E. W. K. (2025). From learners to innovators: Enhancing entrepreneurship education through AI-powered team-based learning. *Journal of Information Technology Case and Application Research*, 27(2–3), 186–193. <https://doi.org/10.1080/15228053.2025.2558434>
- Law, C. (2026). Airport productivity in ASEAN: Evidence from data envelopment analysis and implications for regional development. *Asian Development Review*, 43(2), 165–196. <https://doi.org/10.1142/S0116110526500046>
- Li, C. H., Boivie, S., McNamara, G., & Tang, P. M. (2026). Examining the effect of a firm’s AI specialization on the technology firms it acquires: A real options perspective. *Journal of Management Studies*, 63(2), 631–667. <https://doi.org/10.1111/joms.70012>
- Ma, Y., Wang, X., Kang, Y., & Liu, L. (2026). The past shapes the present: Competitive experience and digital orientation. *Journal of Theoretical and Applied Electronic Commerce Research*, 21(1), Article 21. <https://doi.org/10.3390/jtaer21010021>

Publications (cont.)

Journal articles (cont.)

- Probst, T., Shoss, M., Bankins, S., Behrend, T., Dragano, N., Jetha, A., Tang, P.M., Tay, L., van den Broek, A., & Vietas, J. (2026). Aligning artificial intelligence with worker health, well-being, and safety: An occupational health psychology agenda. *Occupational Health Science*, 10(2), 15. <https://doi.org/10.1007/s41542-026-00262-5>
- Wang, R. (2026). Perceived overqualification and knowledge behaviors: Investigations from affective and self-regulatory perspectives. *The Journal of General Psychology*, 153(3), 366–395. <https://doi.org/10.1080/00221309.2026.2647724>
- Zeng, X., Yang, L., & Wang, R. (2025). Loving-kindness and compassion meditation facilitates workplace well-being: Randomized controlled trials comparing the mediating roles of positive emotion and self-compassion. *Journal of Happiness Studies*, 26(7), 119. <https://doi.org/10.1007/s10902-025-00948-7>
- Zhang, R., Gong, Y., Li, A., & Zhou, M. (2025). Fuse and fracture? The Janus face of proactive personality in ostracism. *Asia Pacific Journal of Management*. 42(3), 1775–1803. <https://doi.org/10.1007/s10490-024-09962-4>

Publications (cont.)

Conference papers

Georgiades, M., Ioannou, I., Islam, H. M. A., Ho, K.-H., Hou, Y., & Gregoriades, A. (2026, May 24–27). *On the stability of intrinsic explanations in self-explaining neural networks for IoT firmware malware detection* [Paper presentation]. IFIP Networking Conference 2026, Lugano, Switzerland.

Georgiades, M., Varnava, C., Gregoriades, A., Ioannou, I., Christodoulou, L., Islam, H. M. A., Ho, K.-H., & Hou, Y. (2026, June 22–24). *From correlation to causation in intrusion detection systems: A double machine learning approach for IoT network behaviour analysis* [Paper presentation]. 22nd International Conference on Distributed Computing in Smart Systems and the Internet of Things (DCOSS-IoT), Reykjavík, Iceland.

Lai, A. K. H., Lai, G. C. H., Cheung, J. C. F., & Kwok, R. C. W. (2025, October 31–November 2). *Duty of care in action: How e-pet health literacy shapes veterinary expenditures* [Paper presentation]. 13th Federation of Asian Small Animal Veterinarian Association Congress, Daegu, South Korea.

Law C., Tan S., & Nguyen, T.H. (2025, December 10–11). *Efficacy or efficiency: Optimizing airline fleet strategies and defying fuel trends in the Asia-Pacific skies towards sustainable aviation* [Paper presentation]. The 3rd International Conference on Aviation Future: Challenges and Solutions, Ho Chi Minh City, Vietnam.

Law, M., & Wang, J. (2026, June 27–30). *Exploring the effects of inclusive workplace policies on Gen Z employees* [Paper presentation]. International Conference on Human Resilience: Navigating Life Changes & Challenges (HRCONF26), Hong Kong, China.

Leung, W. K. S., Chang, M. K., Cheung, M. L., Tse, S. Y., & Lai, C. Y. (2026, June 1–3). *Presence, age, and cybersickness: Investigating virtual reality design for mood management in older adults* [Paper presentation]. AIRSI 2026: The Metaverse Conference, Zaragoza, Spain.

Publications (cont.)

Conference papers (cont.)

- Li, Y., Yen, B., & Mao, S. (2025, October 24–26). Viewers' economic compensation for cyberbullying on streamers in social live streaming services [Paper presentation]. The 8th International Conference on Information Management and Management Science (IMMS '25), Beijing, China.
- Liu, L., Lee, P. K. C., & Tang, L. (2026, January 5–6). *Moderating effects of intelligent systems on the relationship between digitalization dominance and operational outcomes* [Paper presentation]. International Journal of Operations & Production Management (IJOPM) Hong Kong Workshop 2026, Hong Kong, China.
- Li, X., & Deng, C. (2026, July 31–Aug 4). The dance of power and fraud: Political turnovers in emerging markets. In *Academy of Management Proceedings*. Academy of Management.

Book chapters

- Law, C. (2026). The rise of low-cost carriers. In L. Budd & S. Ison, (Eds.), *Research handbook on air transport management* (pp. 168–184). Edward Elgar Publishing Ltd.
- Wong, C. B., Liang, Y., & Wong, K. L. K. (in press). Moderating roles of green altruistic motivation and environmental knowledge on green customer loyalty: An extended cognitive-affective-conative framework. In A. Hinz (Eds.), *Sustainable business development*. Springer Nature.

Book chapters (Chinese)

- 王榮. (2025). 組織情境中的物質主義. 王化田, 劉偉, 屈金照, 蕭愛玲 (編), *職業與組織心理學*, pp. 177–198. 武漢: 華中科技大學出版社
- 王榮. (2025). 歸屬需求理論. 載於蔣獎, 王芳 (譯), *社會心理學經典理論手冊* (第三卷), pp. 9–28. 北京: 機械工業出版社
- 王榮. (2025). 行為的自我調節模型. 載於蔣獎, 王芳 (譯), *社會心理學經典理論手冊* (第二卷), pp. 125–143. 北京: 機械工業出版社

Seminars / Workshops

An Emotions Perspective to Consumer and Employee Behaviours: The Roles and Implications of Emotion Suppression, Loneliness, and Depressive Mood

Co-organiser: Mrs. Dorothy Koo and Dr. Ti Hua Koo Centre for Interdisciplinary Evidence-Based Practice and Research (HKSJU)

Speaker: Dr. Hodar Lam (Research Assistant Professor, Department of Psychology, Lingnan University)

Date: 25 March 2026

Seminar abstract

Emotions play a fundamental role in shaping consumer and employee behaviours, yet the specific mechanisms through which negative affective states — such as emotion suppression, loneliness and depressive mood — influence decision-making and interpersonal interactions remain insufficiently understood. Drawing on theories from consumer psychology and organisational behaviour, this seminar examined how these emotional states affect behavioural outcomes in consumption and workplace contexts. Dr. Hodar Lam discussed the psychological processes underlying emotion regulation and their implications for marketing practices and human resource management. Theoretically, this seminar contributed to a deeper understanding of how negative emotions shape behaviour. Practically, it offered insights into the development of interventions and strategies to mitigate the adverse effects of emotion suppression and loneliness in both consumer and employee settings.

Seminars / Workshops (cont.)



Mrs. Dorothy Koo and Dr. Ti Hua Koo Centre for Interdisciplinary Evidence-Based Practice and Research 2025-2026 Lunchtime Seminar Series

An Emotions Perspective to Consumer and Employee Behaviours: The Roles and Implications of Emotion Suppression, Loneliness, and Depressive Mood.

25/3/2026 | 12:30 - 14:00 (Online Mode).

Zoom Meeting ID: 975 4583 1321 (Passcode: 123456).

Emotions are central to interpersonal interactions in consumer and work settings. In this sharing, the speaker will share two projects to understand both the depleting and functional roles of negative emotions. First, in the context of employee consumption, his team drew on the strength model of self-control and examined how and when employees' emotion suppression at work (i.e., surface acting component of emotional labour) would trigger impulsive buying. Results from a three-wave, time-lagged survey of 275 full-time employees in the UK showed that employees who often suppress their emotions at work were more likely to make impulsive purchases due to self-control failure. In particular, employees reporting high levels of workplace loneliness were more at risk. Second, from an evolutionary psychology perspective, his team proposed that depressive mood may be beneficial in consumer and employee interactions. His team conducted a meta-analysis on the relation between depressive mood and the accuracy of judgment (130 articles, 151 samples, $N = 33,043$). Although depressive mood had a weak but significant distortion effect (Hedges's $g = 0.09$), his team found three conditions in which depressive realism, the phenomenon that depressive mood relates to more accurate or realistic judgments, would emerge. Their studies contribute to a balanced view on understanding emotions in both research and business settings.

Speaker: Dr Ho Wa Hodor LAM



Dr. Hodor Lam is a Research Assistant Professor and Associate Programme Director of MSc in Work and Organisational Psychology in the Department of Psychology, Lingnan University. He received his PhD in Organisational Behaviour at Rotterdam School of Management, Erasmus University (RSM). Before joining Lingnan University, he was an Assistant Professor of Work and Organisational Psychology at University of Amsterdam. He is the Chair of Division of Industrial-Organizational Psychology (DIOP) and a Council Member in The Hong Kong Psychological Society (HKPS). With an industry background in human resources management and counselling, Hodor's research focuses on emotion and well-being issues (especially loneliness and solitude) in leadership and work contexts. He has been teaching courses on coaching, leadership, and diversity. He was a finalist in the Teaching Excellence Awards Scheme at Lingnan University in 2024. He has contributed knowledge to industry-oriented outlets, such as Forbes, QS Top Universities, and I/O at Work; mass media, such as RTHK, Mill Milk, NowTV News, TVB News, am730, and Oriental Daily; and webinars and podcasts about loneliness, leadership, well-being at work, and mental health.



Register Now

<https://forms.gle/WFVPL5ouPGs24LmG8> **Chaired by Dr. Monica Law & Dr. Jessie Wang**
Department of Business Administration
Hong Kong Shue Yan University

Contact Us | Tel: 28048554 | Email: ciebpr@hksyu.edu | Website: <https://ciebpr.hksyu.edu>

Conference Partnership

International Conference on Human Resilience: Navigating Life Changes & Challenges (HRCONF2026)

Event: Conference Partnership – Symposium Hosting

Date: 27–30 May 2026

Symposium: 29 May 2026

Overview

The Dr. Francis Cheung Business Analytics Research Centre (DFCBARC) served as a partner and sponsor of the International Conference on Human Resilience: Navigating Life Changes & Challenges (HRCONF2026), organised by Hong Kong Shue Yan University and held from 27 to 30 May 2026. As part of its contribution, the Department of Business Administration hosted a symposium on 29 May 2026 under the theme *Employee Mental Health and Well-being: Challenges and Opportunities in the Modern Workplace*.

The symposium was chaired by Dr. Monica Law, Head of the Department of Business Administration, and moderated by Dr. Jessy Wang. Five scholars were invited to present their research on topics, including inclusive workplace policies for Gen Z employees, the effect of team proactive personality composition on team voice, AI-driven entrepreneurial learning behaviours, the measurement of psychosocial risks at work, and the role of home crafting in enhancing work performance and reducing exhaustion.

On 30 May 2026, Dr. Jessy Wang delivered an oral presentation entitled *Loving-Kindness and Compassion Meditation Facilitates Workplace Well-Being: Randomized Controlled Trials Comparing the Mediating Roles of Positive Emotion and Self-Compassion*.

Conference Partnership (cont.)



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• Adjustment to Life Transitions
Hong Kong Shue Yan University 香港樹仁大學
UGC/IDS(C)15/H02/22

International Conference on Human Resilience Navigating Life Changes & Challenges

HRCONF2026

27-30 May 2026 | Join us in Hong Kong

Venue : Hong Kong Shue Yan University

**FINAL
CALL**

<https://ichs.hksyu.edu>

Pre-conference Workshop Fee-charging

27 May 2026 (Wed)
Integrative Pathways: Designing Dual Coaching –
Counselling Frameworks for Broader Client Support

Fee-charging-registration

Early Bird Extended to 20 May 2026
Scan for details →

Conference (Free-of-Charge)

28 – 30 May 2026 (Thu – Sat) Face-to-Face

- Keynote speeches, plenary sessions, presentations, symposium, and round table discussions
- Programme schedule available in mid-March 2026

**FREE registration
EXTENDED →**

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**CE/CPD points approved for psychologists
(HKPS-CP, EP, CoP) and OT
CPD credits will be available for SW**

- ▶ To explore human resilience from both academic and professional perspectives
- ▶ To engage with experts and share your research findings
- ▶ To learn state-of-the-art intervention skills and gain insights into the latest developments in fields related to human resilience and life course adaptations
- ▶ To provide a unique platform for networking, learning and exchanging ideas with leading researchers and professionals

Keynote Speakers →



Prof Ingrid Schoon
Chair of Social Policy, Social Research Institute, University College London, UK



Dr Lam Ching Choi, GBS, JP
Chairman, Advisory Committee on Mental Health, Health Bureau, HKSAR, China



Prof Tang, So-Kum Catherine
Distinguished Professor of Research, Hong Kong Shue Yan University, HKSAR, China

Organisers:




Co-organisers:




Partners:










Conference Partnership (cont.)



Dr. Francis Cheung Business Analytics Research Centre

Annual Report 2025–2026

Conference Partnership (cont.)

SYMPOSIUM #1 – #2

Symposium #1

Theme: Employee Mental Health and Well-being:
Challenges and Opportunities in the Modern Workplace

Chair: Monica Chui Chui LAW, Hong Kong Shue Yan University, HKSAR, China

Moderator: Jessy Rong WANG, Hong Kong Shue Yan University, HKSAR, China

Venue: Research Complex RLB502

2:00-3:30 PM

SY01 Title: Exploring the Effects of Inclusive Workplace Policies on Gen Z Employees
Monica Chui Chui LAW, Hong Kong Shue Yan University, HKSAR, China

SY02 Title: Too Many Cooks Spoil the Broth: Effect of Team Proactive Personality Composition on Team Voice
Ruixue ZHANG, Hong Kong Shue Yan University, HKSAR, China

SY03 Title: Impact of Using Artificial Intelligence in Affecting Entrepreneurial Learning Behaviours: An Approach-and-Avoidance Framework
Pok Man TANG, Hong Kong Shue Yan University, HKSAR, China

SY04 Title: Let's Go Beyond Physical: Development of a Measure of Psychosocial Risks at Work
Hodar Ho Wa LAM, Lingnan University, HKSAR, China

SY05 Title: Redesigning Home for Work Success: How Home Crafting Enhances Work Performance, Engagement and Reduces Exhaustion
Huatian WANG, Lingnan University, HKSAR, China



Student Competition

Inter-University Project Competition (2026)

The competition was jointly organised by HKSYU's Department of Business Administration and City University of Hong Kong's Department of Information Systems, with support from Bauhaus International (Holdings) Limited. Bauhaus provided multi-year corporate data, while Dr. Gabriel Lai and Dr. Joseph Kong prepared the data and conducted data analytics workshops for the participants with the necessary tools. Student teams of four developed e-business plans aligned with Bauhaus's operational needs and presented their proposals in a professional pitch.

January 2026 edition: HKSYU students won the **Champion** title (BBA-DM students) and **2nd Runner-up** (BBA students).



Student Competition (cont.)

External Business Competitions

(September 2025–August 2026)

Throughout the 2025–2026 academic year, BA students actively participated in a wide range of external competitions and events, supported by DFCBARC staff:

- **Cathay Hackathon 2025** (September 2025)
- **Gateway to Tomorrow Business Case Competition** (September 2025)
- **2026 Hong Kong Web3 Ideathon** (October 2025)
- **HKFBS BA Paper 2025 on FinTech for SMEs** (November 2025)
- **Hong Kong Undergraduate Financial Planners of the Year Award 2025** (November 2025) – **1st runner-up**
- **Chartered Governance Paper Competition** (November 2025)
- **IOT Data Hackathon 2026** (December 2025)
- **Techathon+ 2026** (January 2026) – **Merit Award** and reached the **Finale (Final Round)**
- **The Schools Challenge 2026** (January 2026)
- **HSBC/HKU Business Case Competition 2026** (March 2026) – **2nd runner-up**
- **Retail Reimagined Challenge 2026** (April 2026) – **Finalist**
- **IIBD International Case Competition 2026** (May 2026)
- **PolyU Business School Case Competition 2026** (June 2026)

Student Competition (cont.)



Student Competition (cont.)



Sharing from Full-time Research Assistant

My name is FU Limei, Phoebe. I am currently serving as a Full-time Research Assistant at the Dr. Francis Cheung Business Analytics Research Centre (DFCBARC) at Hong Kong Shue Yan University. Over the past year, I have had the privilege of immersing myself in the dynamic field of business research, an experience that has significantly broadened my academic perspective and honed my practical skills.



During my tenure at the centre, I have been involved in several research projects that cover different aspects of consumer behaviour and organisational psychology. Specifically, I have worked on research examining pet care consumption patterns, the effectiveness of workplace supportive policies, purchase intentions on WeChat and the influence of key opinion leaders (KOLs). In my role as a research assistant, I have been responsible for conducting comprehensive literature reviews, compiling and cleaning large datasets, performing statistical analyses and drafting research reports. The diversity of these tasks has strengthened my proficiency with analytical tools while also helping me to adapt quickly to different theoretical frameworks and research methodologies.

In addition to my core research duties, I have supported the centre with essential administrative and operational tasks. These responsibilities have improved my organisational efficiency and my ability to manage multiple priorities simultaneously. I have found that the synergy between hands-on research and administrative coordination provides a holistic perspective of how a research centre functions. I am grateful for the trust placed in me to contribute to both the intellectual and operational sides of our work.

Looking back on this past year, I have come to appreciate the importance of resilience, meticulous attention to detail and a collaborative spirit in producing meaningful research. The challenges I have encountered, whether in interpreting complex data or ensuring the validity of research instruments, have trained me to think more critically and approach problems with a solution-oriented mindset. I have also learned that effective teamwork and clear communication are just as vital as technical expertise in achieving our research objectives.

I sincerely thank all DFCBARC professors and supervisors for their support, guidance and care. Their encouragement has fostered a positive environment, and I look forward to continuing to contribute to the Centre's work.

Sharing from Student Research Assistants

My name is YU Lunsheng, Kent. I am very grateful to have received the Dr. LI DAK SUM Postgraduate Research Scholarship, which allowed me to join the research centre as a Student Research Assistant. My time here has been very valuable. Beyond improving my practical research skills, I have also learned a great deal about working professionally in a team, which will benefit me immensely in the long run.



It has been a wonderful experience working with Dr. Monica, Dr. Jessy Wang, Phoebe and Winson on our research projects. Through my hands-on work on different tasks, I have cultivated key skills in literature search, questionnaire and scale design, communication and team collaboration. In particular, I have learned to use a range of specialised tools to streamline literature searching and scale development, making my daily work more efficient.

Being part of the centre's rigorous research environment has also shaped my way of thinking. I have developed stronger critical thinking skills, learning to recognise both the practical value and inherent limitations of each research project. This deeper understanding of academic research has increased my eagerness to pursue further studies in this field.

Working on research related to workplace inclusivity has also given me meaningful personal insights. Through reviewing relevant literature and participating in scale design, I have come to see how an inclusive, supportive work environment directly impacts employee well-being and organisational performance. This has broadened my research perspective and shaped my view of what makes a healthy and productive workplace — something I will carry with me in my future career.

Thank you to all the mentors and colleagues I have worked with during my time here. I wish the research centre and the university continued success in their research work.

Sharing from Student Research Assistants (cont.)

My name is HUA Wei Chong, Winson. I am a student in the Master of Science in Marketing and Consumer Psychology (MCP) programme at HKSYU. I am honoured to have been awarded the Dr. LI Dak Sum Postgraduate Scholarship (AY2025–26) and to have the opportunity to serve as a Student Research Assistant at the Dr. Francis Cheung Business Analytics Research Centre (DFCBARC). Completing 200 hours at the Centre has been a highly rewarding and insightful experience.



During my tenure, I was primarily involved in supporting academic research projects, particularly in workplace behaviour and organisational management. My work went beyond basic assistance and included handling raw survey data, reviewing questionnaires and aligning measurement items with the corresponding research variables. For example, in the Inclusive Workplace Policies project, I assisted in identifying and consolidating the sources of measurement scales, ensuring that each construct was supported by established literature and accurately reflected in the questionnaire design. This work required careful comparison between different versions of the research model and the questionnaire, as well as a detailed literature review to verify the validity of constructs such as perceived organisational support, inclusive leadership and workplace well-being.

In addition to these responsibilities, I contributed to refining theoretical frameworks and supporting preliminary data analysis. These tasks allowed me to gain practical exposure to the entire research process, from measurement development and model refinement to data preparation and interpretation. Through these experiences, I significantly strengthened my research skills, particularly in literature integration, scale validation and critical thinking.

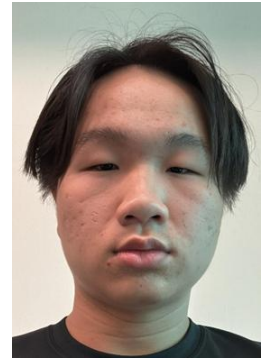
I also had the opportunity to support teaching-related tasks in the MCP programme, including collecting and screening teaching materials and case studies, which gave me a better appreciation of curriculum design from an instructor's perspective.

I would like to express my sincere gratitude to Dr. Monica Law and Dr. Jessy Wang for their guidance and support throughout my research journey. I am also deeply thankful to the full-time Research Assistant, Ms. Phoebe Fu, for her patient guidance and valuable assistance in my daily work.

Overall, my experience at DFCBARC has been both challenging and fulfilling. It has broadened my academic horizons, deepened my interest in research and provided a solid foundation for my future academic and professional development.

Sharing from Student Research Assistants (cont.)

My name is So Lok Tin (Naughty). I am currently a Student Research Assistant at Dr. Francis Cheung Business Analytics Research Centre and a student at The Education University of Hong Kong. Over the past few months, I have been actively involved in various business research tasks that have significantly broadened my academic and practical knowledge.



During my time at the centre, I have taken on responsibilities such as conducting literature reviews, searching for relevant videos, testing questionnaires and identifying suitable debate topics. These tasks have helped me develop a deeper understanding of effective research methodologies and improve my ability to evaluate information critically. Beyond these technical skills, my experience has also enhanced my critical thinking, problem-solving ability and teamwork.

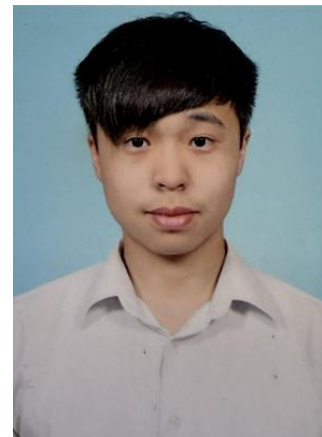
Working closely with my mentors and colleagues, I have had the privilege of contributing to a research projects covering a wide range of interesting areas, including pet care, artificial intelligence, virtual reality and advertising. I have assisted in testing data, synthesising literature findings and analysing the results to support the overall research objectives. Additionally, I perform administrative tasks that are essential for smooth project operations. Through this work, I have expanded my knowledge while also improving my organisational and communication skills.

Looking ahead, I hope to pursue a career in human resources (HR). The skills I have cultivated during my work, such as careful research, effective communication and teamwork, align well with the qualities needed for a successful career in HR. I am excited about applying what I have learned to contribute meaningfully to organisational development and employee relations in the future.

I want to express my sincere gratitude to the professors and supervisors who have guided and supported me throughout this journey. Their knowledge, encouragement and care have been invaluable, especially in supporting my well-being. Their mentorship has allowed me to maintain a positive attitude and focus on my work with confidence, and I am truly thankful for their role in my academic and professional growth.

Sharing from Student Research Assistants (cont.)

My name is Franco, and my internship at the Dr. Francis Cheung Business Analytics Research Centre at Shue Yan University, under the guidance of Dr. Jessy Wang and Dr. Wan Lai Yin Sarah, was a transformative experience. It deepened my research skills and clarified my career goals in business analytics and psychology. During my internship, I engaged in diverse tasks, including conducting literature reviews on moral disengagement and organisational dehumanisation and applying Albert Bandura's theories to explore ethical challenges in workplaces. I also analysed consumer behaviour through humorous advertisements and developed debate topics on cyber psychology, which enhanced my critical thinking and creative skills.



Practical challenges, such as low survey response rates, taught me how to use random sampling to reduce bias, while remote work during a Black Rainstorm Warning tested my adaptability under stress, aligning with conservation of resources theory. I also contributed to various projects by mapping organisational dehumanisation, creating visual literature maps and compiling APA-formatted references, thereby sharpening my analytical and organisational abilities. In addition, collaborating on global marketing strategies, such as for Casetify, improved my teamwork and communication skills.

The supportive environment at the research centre, fostered by Dr. Wang's mentorship and the team's care for my well-being, made this experience rewarding. Their guidance helped me navigate complex research tasks while maintaining productivity under pressure. This internship sparked my interest in pursuing advanced studies in organisational psychology or business analytics, equipping me with the confidence and skills to excel in a research-driven career. I am deeply grateful to Dr. Wang, Dr. Wan and the research centre team for their expertise and encouragement, which have profoundly shaped my academic and professional development.

Sharing from Student Research Assistants (cont.)

My name is Huo Jiaqi. I am a research intern at the Dr. Francis Cheung Business Analytics Research Centre, supervised by Dr. Roy Ho. This is my first internship in Hong Kong, and it has been quite different from my previous experience in mainland China. The working culture here has given me a fresh perspective and helped me grow in unexpected ways.



My main responsibilities have been conducting literature review and supporting academic writing for a cognitive training project. I spend most of my time searching academic databases, screening relevant papers and drafting sections of research articles. Reading and writing in English every day has noticeably improved my academic language skills. I have also become more comfortable using research tools, from Google Scholar to AI-assisted search platforms, which has made my work more efficient.

I am currently studying Artificial Intelligence and Educational Technology at The Education University of Hong Kong. Before this internship, my background was mostly in computer science and AI, and my knowledge of educational theory and cognitive science was fairly limited. This research experience on cognitive training helped bridge that gap. I learned about brain mechanisms, learning processes and educational interventions and gradually realised that technology itself is not the end goal. What matters more is how we use it to support human learning and cognitive development. This internship has also broadened my career vision. I used to focus mainly on pure AI paths, but now I see promising opportunities at the intersection of cognitive training, educational technology and AI. In the future, I hope to explore how technology can genuinely empower education.

I would like to thank Dr. Roy Ho for his careful guidance and patience. His expertise helped me avoid many unnecessary detours and gave me more confidence in my work. I also appreciate the support and kindness from the entire research team. This internship has been a valuable step in my academic and professional journey.



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