

The logo features a stylized graphic on the left consisting of four colored bars: a purple vertical bar, a light green diagonal bar, a teal diagonal bar, and a light blue vertical bar. To the right of this graphic, the text 'CUHK' is in purple, 'CSRCom & Sustainability Hub' is in teal, and '2024' is in a larger teal font below a thin horizontal line.

CUHK  
CSRCom &  
Sustainability  
Hub  
2024

✧ Professional Workshop:  
Shaping Sustainable Tomorrow

In celebration of the establishment of the  
CUHK CSRCom & Sustainability Hub

# 新傳

School of Journalism  
and Communication  
新聞與傳播學院



香港中文大學  
The Chinese University of Hong Kong



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# Introduction



## Introduction of CUHK CSRCom & Sustainability Hub

CSRCom & Sustainability Hub is dedicated to driving transformative social change by seamlessly integrating effective CSR, sustainability, and ESG communication and practices.

### Our Mission

**To serve as a dynamic nexus, connecting academics and practitioners across diverse industries**

Through collaborative efforts, the Hub aims to foster continuous knowledge exchange, disseminate innovative approaches, and encourage best practices in the realms of CSR, Sustainability, and ESG communication. With a commitment to advancing responsible and sustainable organizational practices, the Hub strives to be a catalyst for positive societal impact, shaping a future where businesses prioritize ethical conduct, environmental stewardship, and social responsibility in their operations and communication strategies.

## Our Purposes

### **Drive Transformative Social Change**

Propel social change by promoting effective CSR, sustainability, and ESG communication and practices and foster a collective commitment to positive societal impact.

### **Champion Responsible Organizational Practices**

Advocate for a paradigm shift towards more responsible and sustainable organizational practices and communication strategies.

### **Facilitate Dynamic Intellectual Exchange**

Cultivate an environment that stimulates intellectual exchange and sharing among academics and practitioners from diverse industries, promoting a collaborative approach to CSR, sustainability, and ESG challenges.

### **Serve as an Innovation Hub**

Function as a central hub for sharing cutting-edge approaches and best practices in the realm of CSRCom & Sustainability research and practice, fostering innovation and continuous improvement.

### **Enhance Research Impact**

Elevate the research impact of faculty members at the School of Journalism and Communication, CUHK, by focusing on topics related to CSR, sustainability, and ESG communication and practice.

### **Address Global Challenges**

Assist organizations and practitioners in understanding the unique and shared challenges and opportunities in CSR and sustainability practices and communication, both in national and global contexts.

# Introduction of CUHK CSRCom & Sustainability Hub

## Director Message

### Welcome to the CSRCom & Sustainability Hub

It is my pleasure to welcome you to the CSRCom & Sustainability Hub, where we are committed to driving transformative social change through the integration of Corporate Social Responsibility (CSR), sustainability, and ESG communication and practices.

Our Hub serves as a dynamic nexus, connecting academics and industry leaders to foster collaboration, innovation, and continuous learning. We aim to be a catalyst for positive societal impact, helping businesses prioritize ethical conduct, environmental stewardship, and social responsibility.

At the Hub, we believe in the power of effective communication and strategic action. By providing a platform for intellectual exchange and best practices, we equip organizations with the tools needed to navigate the complexities of CSR and sustainability.

Thank you for your support and interest in the CSRCom & Sustainability Hub.



As we move forward, I invite you to join us in this important journey. Whether you are an academic, a practitioner, or a student, there is a place for you at the CSRCom & Sustainability Hub. Together, we can drive transformative social change and shape a future where businesses not only succeed but do so with a profound sense of responsibility to society and the planet.

Warm regards,  
Sora Kim, PhD.

Professor, Programme Director, M.S.Sc. in Corporate Communication,  
Director, CSRCom & Sustainability Hub,  
School of Journalism and Communication, CUHK

# Introduction of CUHK CSRCom & Sustainability Hub

## CSRCom & Sustainability Hub Leadership



**Director**  
**Sora Kim**

*Professor and Programme Director of  
M.S.Sc. in Corporate Communication,  
Director of CSRCom & Sustainability Hub,  
School of Journalism and Communication, CUHK*



**Deputy Director**  
**Shih-chia Wu**

*Associate Professor of Practice,  
Deputy Director of M.S.Sc. in Corporate  
Communication Programme,  
Deputy Director, CSRCom &  
Sustainability Hub,  
School of Journalism and  
Communication, CUHK*



**Deputy Director**  
**Hyejoon Rim**

*Associate Professor,  
Deputy Director, CSRCom &  
Sustainability Hub,  
School of Journalism and  
Communication, CUHK*

## CSRCom & Sustainability Hub Council Members



**Ms. Genevieve Hilton**

*Sustainability Advisor and Author of  
Fairhaven – A Novel of Climate Optimism*



**Mr. Brian Ho**

*Partner, Sustainability Leader for  
Southeast Asia, and Sustainability  
Assurance Leader for the Asia-Pacific,  
Deloitte*



**Ms. Agnes Hui**

*Head, Group Corporate Communications,  
The Wharf Group*



**Ms. Virginie Ostrowski**

*Chief Executive Officer,  
Shared Value Initiative Hong Kong*



**Ms. Clara Shek**

*President, Hong Kong  
Asia Corporate Reputation Practice Lead  
Ogilvy Public Relations & Influence*





# Overview

# Professional Workshop: Shaping Sustainable Tomorrow

**Date:** Friday, 29 November 2024

**Time:** 9:30 am – 4:30 pm

**Venue:** Crystal Ballroom A, Level B3, Holiday Inn  
Golden Mile, 50 Nathan Road, Tsim Sha Tsui



**Convener:**  
**Prof. Sora Kim**

*Professor and Programme Director of M.S.Sc. in Corporate Communication, Director of CSRCom & Sustainability Hub, School of Journalism and Communication, CUHK*



**Co-Convener:**  
**Prof. Shih-chia Wu**

*Associate Professor of Practice, Deputy Director of M.S.Sc. in Corporate Communication Programme, Deputy Director, CSRCom & Sustainability Hub, School of Journalism and Communication, CUHK*

# Overview

To celebrate the opening of CUHK CSRCom & Sustainability Hub and elevate social change through connecting dots with effective CSR, Sustainability, and ESG Communication and Practice, the professional workshop is proposed to bring together prominent industry thought leaders and scholars to discuss the current state of the art as well as future challenges and development of CSR/ESG/Sustainability practice & communication.

It will be a one-day event with 7 sessions including panel discussion and round-table interactions. Internationally renowned industry leaders and scholars are expected to participate in the event as speakers, panelists, and/or round-table experts. The purpose of the workshop/forum is twofold: to drive toward more responsible and sustainable organizational practice and communication; and to facilitate intellectual exchange and sharing among academics and practitioners from various industries. The discussions will pertain to the following topics:

-  ***Decoding Consumer Psychology in CSR and Corporate Social Advocacy***
-  ***Navigating the Digital Frontier: AI & Immersive Tech in CSR/Sustainability & Green marketing through empathy and gamification***
-  ***Beyond Compliance: Excellence in ESG Reporting & Narratives***
-  ***Integrating Sustainable Practice from Production to Consumption***
-  ***Consumer Engagement for Sustainable Social Change***
-  ***Diversity, Equity, and Inclusion (DEI)***
-  ***Panel Discussion on Shaping Sustainable Tomorrow: Current Status and Challenges***
-  ***Meet Sustainability Experts through Round-Table Discussions***







# Workshop Schedule

# Workshop Schedule

## MORNING SESSION

9:30 am – 10:00 am

**Breakfast / Tea Reception**

10:00 am – 10:25 am

**Opening Ceremony and Welcome Remarks**

Speakers:

**Donna S.C. Chu**

*Director and Associate Professor,  
School of Journalism and Communication, CUHK*

**Sora Kim**

*Professor and Programme Director of M.S.Sc. in Corporate Communication,  
Director of CSRCom & Sustainability Hub, School of Journalism and Communication, CUHK*

**Video Presentation: CUHK CSRCom & Sustainability Hub Launching Video**

10:25 am – 10:30 am

**Group photo**

10:30 am – 10:50 am

**Session 1:**

**From CSR to CSA: Navigating Consumer Expectations Through Authentic Social Impact**

Speaker:

**Sora Kim**

*Professor and Programme Director of M.S.Sc. in Corporate Communication,  
Director of CSRCom & Sustainability Hub, School of Journalism and Communication, CUHK*

10:50 am – 11:20 am

### Session 2:

#### Integrating Sustainable Practice from Production to Consumption

Moderator:

**Shih-chia Wu**

*Associate Professor of Practice,  
Deputy Director of M.S.Sc. in Corporate Communication programme,  
Deputy Director, CSRCom & Sustainability Hub,  
School of Journalism and Communication, CUHK*

Speaker:

**Virginie Ostrowski**

*Chief Executive Officer, Shared Value Initiative Hong Kong*

**Q & A session**

11:20 am – 12:10 pm

### Session 3: Scholarly Presentations

Moderator:

**Hyejoon Rim**

*Associate Professor, M.S.Sc. in Corporate Communication programme,  
School of Journalism and Communication, CUHK*

#### Engaging Consumers to Green Goals through Empathy and Gamification

Scholarly Presenter:

**Terri H. Chan**

*Assistant Professor and Programme Director of M.S.Sc. in Advertising,  
School of Journalism and Communication, CUHK*

# Workshop Schedule

11:20 am – 12:10 pm

## Session 3: Scholarly Presentations

### Aligning AI and Immersive Tech in CSR: Big Data Insights from China's Weibo

Scholarly Presenters:

**Sora Kim & Yingru Ji**

**Sora Kim**

*Professor and Programme Director of M.S.Sc. in Corporate Communication,  
Director of CSRCom & Sustainability Hub, School of Journalism and Communication, CUHK*

**Yingru Ji\***

*Assistant Professor, College of Media and International Culture, Zhejiang University*

*\* denotes the presenter*

**Q & A session**

12:10 pm – 12:40 pm

## Session 4:

### Greenwashing and Green-Hushing: How Businesses Are Disclosing to Meet Rising Stakeholder Expectations

Moderator:

**Kaman K.M. Lee**

*Associate Professor, M.S.Sc. in Corporate Communication programme,  
School of Journalism and Communication, CUHK*

Speaker:

**Brian Ho**

*Partner, Sustainability Leader for Southeast Asia, and Sustainability Assurance  
Leader for the Asia-Pacific, Deloitte*

**Q & A session**

## Lunch

12:40 pm – 1:50 pm

Survey and Lunchtime with food provided

## AFTERNOON SESSION

1:50 pm – 2:20 pm

### Session 5: Keynote Speech

#### From Awareness to Action: Engaging Customers for a Resilient Tomorrow

Moderator:

**Mike K.F. Wong**

*Professor of Practice,  
Deputy Director, M.S.Sc. in Advertising programme,  
School of Journalism and Communication, CUHK*

Speaker:

**Quince Chong, JP**

*Chief Corporate Development Officer,  
CLP Power Hong Kong Limited*

**Q & A session**

# Workshop Schedule

2:20 pm – 3:30 pm

## Session 6: Round-table Discussion

(Meet and Learn from ten experts in CSR, ESG and Sustainability)

Moderator:

**Shih-chia Wu**

*Associate Professor of Practice,  
Deputy Director of M.S.Sc. in Corporate Communication programme,  
Deputy Director, CSRCom & Sustainability Hub  
School of Journalism and Communication, CUHK*

### Round-table Experts\*:

**Terri H. Chan**

*Assistant Professor and Programme  
Director of M.S.Sc. in Advertising,  
School of Journalism and  
Communication, CUHK*

**Seulah Han**

*Managing Director, Head of Hong Kong  
& Korea, Strategic Communications,  
FTI Consulting*

**Genevieve Hilton**

*Sustainability Advisor and Author  
of Fairhaven – A Novel of Climate  
Optimism*

**Brian Ho**

*Partner, Sustainability Leader for  
Southeast Asia, and Sustainability  
Assurance Leader for the Asia-Pacific,  
Deloitte*

**Yingru Ji**

*Assistant Professor, College of Media  
and International Culture,  
Zhejiang University*

**Tiffany Lee**

*Senior Manager, Corporate Responsibility  
and Sustainability at the Hongkong and  
Shanghai Hotels Ltd.*

**Raymond Lui**

*Director of Enterprise Solution and  
Marketing at British Standard Institution  
(BSI)*

**Virginie Ostrowski**

*Chief Executive Officer,  
Shared Value Initiative Hong Kong*

**Hyejoon Rim**

*Associate Professor, M.S.Sc in Corporate  
Communication programme, School of  
Journalism and Communication, CUHK*

**Clara Shek**

*President, Hong Kong  
Asia Corporate Reputation Practice Lead  
Ogilvy Public Relations & Influence*

\*Listed in alphabetical order of surname

3:30 pm – 3:35 pm

**Souvenir Presentation and Group Photo**

3:35 pm – 4:25pm

**Session 7: Panel Discussion**

**“Shaping Sustainable Tomorrow: Current Status and Challenges”**

Moderator:

**Sora Kim**

*Professor and Programme Director of M.S.Sc. Corporate Communication,  
Director of CSRCom & Sustainability Hub,  
School of Journalism and Communication, CUHK*

Panelists\*:

**Quince Chong, JP**

*Chief Corporate Development Officer, CLP Power Hong Kong Limited*

**Genevieve Hilton**

*Sustainability Advisor and Author of Fairhaven – A Novel of Climate Optimism*

**Brian Ho**

*Partner, Sustainability Leader for Southeast Asia, and Sustainability Assurance Leader for the Asia-Pacific, Deloitte*

**Patrick Ho**

*Head of Sustainable Development, Swire Properties*

*\*Listed in alphabetical order of surname*

4:25 pm – 4:30 pm

**Survey & Closing**







# Abstract

## Session Moderators



**Sora Kim**

*Professor and Programme Director of  
M.S.Sc. in Corporate Communication,  
Director of CSRCom & Sustainability  
Hub, School of Journalism and  
Communication, CUHK*



**Kaman K.M. Lee**

*Associate Professor,  
M.S.Sc. in Corporate Communication  
programme,  
School of Journalism and  
Communication, CUHK*



**Hyejoon Rim**

*Associate Professor,  
Deputy Director, CSRCom &  
Sustainability Hub,  
School of Journalism and  
Communication, CUHK*



**Mike K.F. Wong**

*Professor of Practice,  
Deputy Director of M.S.Sc. in Advertising  
Programme,  
School of Journalism and  
Communication, CUHK*



**Shih-chia Wu**

*Associate Professor of Practice,  
Deputy Director of M.S.Sc. in Corporate  
Communication Programme,  
Deputy Director, CSRCom &  
Sustainability Hub,  
School of Journalism and  
Communication, CUHK*

*\*Listed in alphabetical order of surname*

# Abstract

10:30 am – 10:50 am

## Session 1:

### From CSR to CSA: Navigating Consumer Expectations Through Authentic Social Impact



Speaker:

**Sora Kim**

*Professor and Programme Director of M.S.Sc. in Corporate Communication,  
Director of CSRCom & Sustainability Hub, School of Journalism and Communication, CUHK*

This talk delves into how companies can meet the rising demand for social impact through corporate social responsibility (CSR) and corporate social advocacy (CSA). Explore how CSR and CSA can help companies meet the changing expectations of consumers who increasingly demand social impact. Discover when consumers reward companies through buycotts or punish them through boycotts, and explore effective strategies for aligning your company's values with today's social climate.

## Abstract

10:50 am – 11:20 am

### Session 2: Integrating Sustainable Practice from Production to Consumption



Speaker:

**Virginie Ostrowski**

*Chief Executive Officer, Shared Value Initiative Hong Kong*

How can sustainable decision-making at each stage revolutionise an entire organisation? How does this holistic approach enable companies to create value not only for themselves but also for society and the planet? Embracing a comprehensive sustainability strategy doesn't just spark innovation throughout the value chain: it revamps products and services, reshapes stakeholder dynamics and impacts local communities. Through tangible examples, we will explore practicable steps for integrating sustainability, from streamlining production to shaping consumer behaviours. This session equips participants with actionable insights to harness sustainability as a pathway to differentiation and business success.

11:20 am – 12:10 pm

## Session 3: Scholarly Presentations

### Engaging Consumers to Green Goals through Empathy and Gamification



Scholarly Presenter:

**Terri H. Chan**

*Assistant Professor and Programme Director of M.S.Sc. in Advertising,  
School of Journalism and Communication, CUHK*

Consumers increasingly expect brands to go beyond their announced business goals. Expectations for how brands succeed communicating a social cause is gaining salience in today's environment. To address this topic of interest, this presentation introduces an integrative framework for consumer-brand identification. It articulates the conditions under which consumers are likely to identify with a brand that communicates green goals and, more importantly, how empathy and gamification can enhance that identification process. Findings from field experiments at Hong Kong Wetland Park and lab experiments will be shared.

## Abstract

11:20 am – 12:10 pm

### Session 3: Scholarly Presentations

#### Aligning AI and Immersive Tech in CSR: Big Data Insights from China's Weibo



Scholarly Presenters:

**Sora Kim**

*Professor and Programme Director of M.S.Sc. in Corporate Communication,  
Director of CSRCom & Sustainability Hub, School of Journalism and Communication, CUHK*



**Yingru Ji**

*Assistant Professor, College of Media and International Culture, Zhejiang University*

The talk presents key findings from a big data analysis of Weibo, comparing how companies leverage AI and immersive technologies for CSR, ESG, and sustainability with public expectations and engagement. Discover the gaps between corporate strategies and user perceptions, and gain actionable insights to enhance your organization's CSR communication in the digital age.

12:10 pm – 12:40 pm

## Session 4:

### Greenwashing and Green-Hushing: How Businesses Are Disclosing to Meet Rising Stakeholder Expectations



Speaker:

**Brian Ho**

Partner, Sustainability Leader for Southeast Asia, and Sustainability Assurance Leader for the Asia-Pacific, Deloitte

In today's rapidly evolving sustainability landscape, businesses are under increasing pressure to meet stakeholder demands for transparency. However, many companies find themselves navigating the fine line between greenwashing—overstating environmental efforts—and green-hushing—underreporting achievements to avoid scrutiny. This speech will explore the reasons behind these contrasting disclosure strategies, the risks involved, and how businesses can strike the right balance. We will also discuss how emerging reporting standards, such as those from the IFRS and the European Union, are shaping corporate sustainability disclosures. By understanding regulatory frameworks, investor expectations, and consumer awareness, businesses can ensure credible reporting that meets rising stakeholder expectations while avoiding the pitfalls of misinformation.

## Abstract

1:50 pm – 2:20 pm

### Session 5: Keynote Speech - From Awareness to Action: Engaging Customers for a Resilient Tomorrow



Speaker:

**Quince Chong, JP**


Chief Corporate Development Officer, CLP Power Hong Kong Limited

This presentation examines strategies for engaging and empowering customers to enhance their awareness and behaviour, fostering a resilient community capable of adapting to social and environmental challenges.

The discussion begins by outlining the pressing issues of extreme weather and aging infrastructure, which lead to decreased efficiency and increased energy consumption. The significance of customer engagement is emphasised, highlighting how fostering a sense of ownership leads to lasting behavioural changes.

The presentation showcases CLP's initiatives in energy management awareness, including energy efficiency and conservation (EE&C) programmes, demand response initiatives, and incentive schemes. The role of digital channels in providing customers with essential tools and information for informed energy choices is also discussed. Additionally, the impact of public education campaigns and community support programmes in fostering a sustainable society will be highlighted. Finally, the importance of collaborative partnerships among companies, NGOs, and local communities in achieving these goals is underscored.





# Biography



**Speaker**

**Panelist**

## **Quince Chong, JP**

*Chief Corporate Development Officer,  
CLP Power Hong Kong Limited*

Quince Chong has over 30 years of experience in corporate communications and customer services and held various senior management positions in the tourism, hotel and aviation industries. She is currently Chief Corporate Development Officer and a Director of CLP Power Hong Kong Ltd, overseeing communications, external relations and stakeholder engagement matters.

Ms Chong is the Chairman of the Hospital Authority Board Alumni and a member of several committees, including the Environmental Campaign Committee, the Advisory Committee on Enhancing Self-Reliance Through the District Partnership Programme, and the Kowloon City District Fight Crime Committee. She has been appointed a Justice of the Peace since 2015 and is a Director of the Hong Kong Justice of the Peace Association. She is also a member of the 13th Hunan Provincial Committee of the Chinese People's Political Consultative Conference.

In 2007, Ms Chong was appointed Adjunct Professor of School of Hotel & Tourism Management of the Chinese University of Hong Kong. In 2011, she was named "Influence 100 - the 100 Most Important In-House Communicators in the World" by the Holmes Report.



## Brian Ho

*Partner, Sustainability Leader for Southeast Asia, and  
Sustainability Assurance Leader for the Asia-Pacific, Deloitte*

Speaker

Panelist

Round-table Expert

Brian Ho is a Partner, Sustainability Leader for Southeast Asia, and Sustainability Assurance Leader for the Asia-Pacific at Deloitte. With 20 years of experience in the field of sustainable development, he provides professional services to clients and is also responsible for driving Deloitte's ESG services in the Asia Pacific region. He holds various positions in the sustainability field and actively promoting climate and sustainability development. Prior to joining Deloitte, he worked as a partner for eight years in the China division of an international professional firm and served as the China Regional Director for a sustainable development consulting company in the Asia Pacific region for ten years. In addition, he actively participates in sustainable education initiatives in the region and collaborates with educational institutions to drive development projects. He is also a doctoral candidate specializing in corporate governance and sustainability.



**Speaker**

**Scholarly Presenter**

**Session Moderator**

## **Sora Kim**

*Professor and Programme Director of M.S.Sc. in Corporate Communication,  
Director of CSRCom & Sustainability Hub,  
School of Journalism and Communication, CUHK*

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Sora Kim is a leading expert in CSR and sustainability communication, strategic communication, and risk/crisis communication, with over 25 years of experience in the field. She serves as Program Director of the Corporate Communication M.S.Sc. program, Director of the CSRCom & Sustainability Hub, and is a Professor in the School of Journalism and Communication at the Chinese University of Hong Kong. Before joining CUHK in 2014, she was a tenured associate professor at the University of Florida and an assistant professor at DePaul University. With more than 130 publications, her research is featured in top international journals across communication, business, management, and ethics. She has presented at leading international conferences, received multiple prestigious research awards, and secured significant research funding from organizations such as the General Research Fund (GRF)/Research Grants Council (RGC), the Toyota Foundation, and the Arthur Page Center, among others. Sora Kim has been recognized on the Top 2% Scientists list by Stanford University for five consecutive years, from 2020 to 2024.



## Virginie Ostrowski

*Chief Executive Officer,  
Shared Value Initiative Hong Kong*

**Speaker**

**Round-table Expert**

Virginie has dedicated her career to purpose-driven organisations, fostering collaboration between corporations, government, and civil society to achieve Sustainable Development Goals.

Originally a journalist, Virginie turned to communications to leverage her professional skills in addressing society's needs. From e-health to sustainable development, she helped raise awareness and drive change on critical issues as a Communications and Marketing professional. Before joining SVIHK, she played a pivotal role in fostering a shared value cluster that brings together academics, public bodies, and private companies to spearhead sustainability initiatives in transport and energy infrastructure.

Passionate about impact and innovation, Virginie brings her strategic and operational expertise to Shared Value Initiative Hong Kong.



**Scholarly Presenter**

**Round-table Expert**

## **Terri H. Chan**

*Assistant Professor and Programme Director of M.S.Sc. in Advertising,  
School of Journalism and Communication, CUHK*

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Terri Hon Ying Chan is an Assistant Professor at School of Journalism and Communication, the Chinese University of Hong Kong. Dr. Chan received her Ph.D. in Marketing from the University of Hong Kong. She conducts research in the areas of advertising and brand communication. Her research focuses on popular trends in influencer marketing, celebrity endorsement and consumer engagement, and adopts a mixed-method approach. Her work has appeared in leading advertising journals such as *Journal of Advertising*, *Journal of Advertising Research*, and *International Journal of Advertising*.



## Yingru Ji

*Assistant Professor,  
College of Media and International Culture, Zhejiang University*

**Scholarly Presenter**

**Round-table Expert**

Yingru Ji is an Assistant Professor in the College of Media and International Culture at Zhejiang University, specializing in strategic communication, human-machine communication, and crisis communication. Her research, published in leading communication journals, has won multiple best paper awards at major international conferences. Her forthcoming book, *Attribution Bias in Online Firestorms*, reflects her insights into crisis communication. Her recent work focuses on two areas: the strategic communication of Chinese corporations in Gulf Arab countries and human-generative-AI communication strategies.



Panelist

Round-table Expert

## Genevieve Hilton

*Sustainability Advisor and Author of  
Fairhaven – A Novel of Climate Optimism*

Genevieve Hilton has worked in corporate affairs and sustainability in the Asia Pacific region since 1994. She previously led ESG and communications in Asia Pacific for Lenovo, as well as Corporate Citizenship and External Communications Asia Pacific for BASF. Since retiring from the corporate world in 2022, she has become a full-time sustainability activist and writer. She is the co-author (as Jan Lee) of “Fairhaven – A Novel of Climate Optimism” (Habitat Press UK:2024) and a Senior Advisor for environmental and social activist organizations, as well as co-chair of the AmCham Hong Kong Energy & ESG Committee.





**Panelist**

## **Patrick Ho**

*Head of Sustainable Development,  
Swire Properties*

Patrick Ho is an experienced sustainability professional who has dedicated over 20 years of his career to the field of corporate sustainability, ESG (Environmental, Social, and Governance), and environmental management.

As the Head of Sustainable Development of Swire Properties, Patrick is responsible for formulating and executing a corporate sustainability strategy for the Company's global operations. Through engaging stakeholders, setting targets and developing action plans, he leads a team to manage the full spectrum of the Company's environmental, social and economic impact and to integrate ESG considerations into the business.

Patrick is a Chartered Environmentalist, a Chartered Member of the Chartered Institution of Water and Environmental Management (CIWEM) and a Certified Carbon Auditor Professional. He sits on the Board of Business Environment Council and Corporate Advisory Board of World Green Building Council, and is a Member to the Taskforce on Nature-related Financial Disclosures (TNFD) and Science Based Targets initiative (SBTi) Expert Advisory Group for Building Sector.



Round-table Expert

## Seulah Han

*Managing Director, Head of Hong Kong & Korea,  
Strategic Communications, FTI Consulting*

Seulah Han is Head of Strategic Communications at FTI Consulting in Hong Kong and Korea, specializing in building, enhancing and safeguarding corporate reputation. She provides holistic offerings to multinational and Asian businesses that strive for accelerated and sustainable growth.

Seulah advises clients and their c-suite on business insights and implications, corporate positioning and branding, market expansion and penetration strategies, media and platforms including social channel launches, risk and crisis navigation including government investigations, boycotts, class actions, strikes, recalls, transformations, and more. As the global and APAC regional communications lead for many of her clients, she helps businesses accelerate and protect in-market growth and globalize operation and reputation in a sustainable manner. She has led communications and business recovery projects for some of Asia's biggest crises in environmental, health and labor issues.

Previously, Seulah was Senior Vice President and Head of Corporate Communications at FleishmanHillard Hong Kong, and worked at Edelman Korea and L3 Advertising in New York before that.

### **Credentials:**

B.S. Communication, Boston University  
Global Association of Risk Professionals (GARP)  
Sustainability and Climate Risk (SCR) Certificate



## Round-table Expert

### Tiffany Lee

*Senior Manager, Corporate Responsibility and Sustainability  
at the Hongkong and Shanghai Hotels Ltd.*

Tiffany is the Senior Manager of Corporate Responsibility and Sustainability at the Hongkong and Shanghai Hotels (The Peninsula Hotels). She oversees the development of group-wide strategy and projects, currently focused on ESG data and disclosures, supply chain management, and Scope 3 emissions. Tiffany also works closely with internal stakeholders to support the implementation of sustainability initiatives in operations.

Previously, she worked at a sustainability consultancy in Hong Kong, advising clients on various sustainability needs across variety of industries including aviation, real estate, food & beverage, healthcare, hospitality, and education.



## Round-table Expert

### Raymond Lui

*Director of Enterprise Solution and Marketing at British Standard Institution (BSI)*

Mr. Raymond Lui, Director of Enterprise Solution and Marketing at the British Standard Institution (BSI), is a prominent figure in the global certification realm, prioritizing ESG initiatives in key business strategies. His mission involves guiding enterprises in embedding sustainability practices into their financial and business frameworks. Raymond champions sustainability-driven businesses as solutions to global ESG challenges, emphasizing their financial benefits for both enterprises and investors. With expertise in sustainable entrepreneurship, industry standards, public policy, and social impact, he simplifies ESG models and aids local enterprises in adopting international standards like “Carbon Naturality.” Raymond holds various strategic roles and certifications, excelling in digital transformation and advisory services for over a decade.

#### **Credentials:**

ISO 14064 Green House Gas Measurement Implementation  
ISO 27001 Information Security Lead Auditor  
ISO 50001 Energy Management Implementation  
Hong Kong Green Finance Association Member  
GBA Carbon Neutrality Association Strategic Member & Advisor  
British Chamber Sustainability & Education Committee  
Hong Kong Management Association Sustainability Course tutor  
BSI Lead Applicant of Hong Kong Monetary Authority Green Finance Grant Scheme External Reviewer  
BSI Lead Applicant of United Nation Clean Development Mechanism (CDM)  
BSI Lead Applicant of Verra Voluntary Carbon Standard (VCS)



## Round-table Expert

### Clara Shek

*President, Hong Kong  
Asia Corporate Reputation Practice Lead  
Ogilvy Public Relations & Influence*

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Clara Shek leads Ogilvy Public Relations in Hong Kong and its Corporate Reputation Practice in Asia, helping brands drive reputation, growth, and impact. Under her leadership, Ogilvy PR has consistently been recognised, including being named Campaign Asia's Hong Kong and Greater China PR Agency of the Year (2021-2023).

With 25+ years of C-suite advisory experience, Clara counsels leading brands across sectors on corporate reputation, integrated communications and sustainability initiatives. Clara's leadership has earned her accolades such as Asia Pacific PR Agency Head of the Year 2024, Hong Kong PR Agency Head of the Year 2014, and Hong Kong Distinguished Professional of the Year 2014.

Clara contributes to the community through various NGO and statutory board roles. She is a founding member of the sustainability committees for the Hong Kong Management Association and The Hong Kong Federation of Youth Groups. She also serves on the Hong Kong Advisory Committee for Built Heritage Conservation.



Round-table Expert

Session Moderator

## Hyejoon Rim

*Associate Professor, M.S.Sc. in Corporate Communication programme,  
School of Journalism and Communication, CUHK*

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Hyejoon Rim is an Associate Professor in the School of Journalism and Communication at the Chinese University of Hong Kong. Her primary research focuses on corporate social responsibility, social impact communication, and consumer skepticism. Before joining CUHK, Dr. Rim spent a decade on the faculty at the University of Minnesota. She earned her Ph.D. in Mass Communication from the University of Florida and her Master's in Public Relations from Syracuse University. Before academia, Dr. Rim worked as an Account Executive at McCann-Erickson and as a Senior Account Executive at InComm Brodeur (Omnicom Group) in Seoul, South Korea. She is currently an elected member of the Publication Committee for the Association for Education in Journalism and Mass Communication.



## Session Moderator

### **Kaman K.M. Lee**

*Associate Professor,  
M.S.Sc. in Corporate Communication programme,  
School of Journalism and Communication, CUHK*

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Prof. Kaman Lee was awarded the Vice-Chancellor's Exemplary Teaching Award and the Faculty of Social Science Exemplary Teaching Award in the year of 2011. Her publications appeared in international academic journals such as Communication Research, Journal of Public Relations Research, Public Relations Review and so forth. In 2021, 2022, and 2023, she was listed in the world's Top 2% (Social Science) by Stanford University in the United States. Currently, she also writes daily columns and weekly columns in local newspapers. She is also a best-seller author of 9 Chinese books [one awarded in Hong Kong Publishing Biennial Awards Publishing Award (Business and Management Category) in 2019] in Hong Kong.



Session Moderator

## Mike K.F. Wong

*Professor of Practice,  
Deputy Director, M.S.Sc. in Advertising programme,  
School of Journalism and Communication, CUHK*

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Before joining the Chinese University of Hong Kong, Mike held prominent positions in brand management and marketing innovation, such as Greater China Marketing & Innovation Director of Diageo, North Asia Head of Strategy of Bates Asia, Greater China Vice President and Managing Director of McCann WordGroup, Managing Director of Ogilvy Advertising Hong Kong, and also Director of Strategic Planning of J Walter Thompson Hong Kong. He had also served as Chairman of the Hong Kong Association of Accredited Advertising Agents.





Session Moderator

## Shih-chia Wu

*Associate Professor of Practice,  
Deputy Director of M.S.Sc. in Corporate Communication programme,  
Deputy Director, CSRCom & Sustainability Hub,  
School of Journalism and Communication, CUHK*

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Prof. Wu Shih-Chia is the Deputy Program Director of M.S.Sc. in Corporate Communication from the School of Journalism and Communication, CUHK. Her recent research focused on CSR Communication, social media usage behaviour, digital human and Gen-AI in Greater China. She also accelerates the learning of sustainability communication in Hong Kong and Taiwan via organising forums, producing case studies and delivering speeches. Her book, “Style Marketing” in Chinese, has been adopted by many education institutions. She is the columnist for several media platforms.

Prior to CUHK, as an accredited professional with rich industry experience and cross-culture practice, Prof. Wu specialises in global brand management, corporate & crisis communication, and strategic planning. She used to work at Chanel, P&G, and Chrysler as top management and served as the corporate spokesperson.

Congratulations on the successful

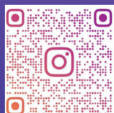
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