

# College of Business

## Alumni focus

eNews for Alumni and Friends of the College of Business.



### Viewpoint

**Current Event Viewpoint**, Prof. J. Leon Zhao, Ph.D., Head and Chair Professor of the Department of Information Systems

Written by Prof. Zhao, Contact: [jlzhao@cityu.edu.hk](mailto:jlzhao@cityu.edu.hk)

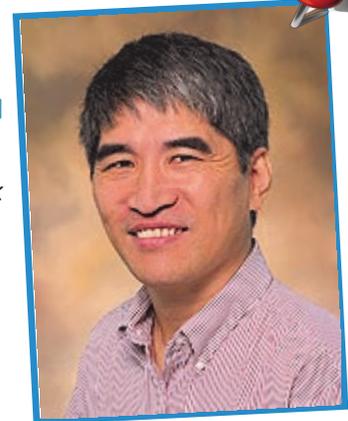
## Does Cloud Computing Cause or Cure Data Security Problems?

Deciding whether or not to adopt cloud computing\* services has become a strategic decision in business organizations and other institutions (Byrne 2012). Among the factors to making such a decision is the concern about data security issues (Alexander 2008). In this short article, I would like to share a perspective on the potential impact of cloud computing on data security.

As well known (Oracle 2013), data security problems may be classified into three types: Confidentiality, Integrity, and Availability. The causes of data security breaches can be categorized as **people-related causes** and **system-related causes**. Let's use this framework to discuss the potential impact of cloud computing on data security. However, this analysis is a generic study, and data security issues may vary across industries and

across companies. For instance, data security issues of a large public hospital should be very different from those of a small financial brokerage firm.

The table below shows a contrast of data security capabilities in a two-by-two array. **People-related** security problems include the *lack of training, lack of vigilance, loss of computing devices, data thieves and hackers, and intentional sabotages*. **System-related** security problems include *outdated technologies, lack of system upgrades, access control loopholes, irregular backups, and networking attacks*.



Security Problems	In-house Data Centers	Cloud Computing Services
<b>People-related</b>	<p><b>Confidentiality:</b> direct personnel control</p> <p><b>Integrity:</b> better business control</p> <p><b>Availability:</b> better local access</p>	<p>Confidentiality: better professional training</p> <p>Integrity: stronger technical control</p> <p>Availability: better networking professionals</p>
<b>System-related</b>	<p><b>Confidentiality:</b> better sense of needs</p> <p><b>Integrity:</b> better knowledge of rationale</p> <p><b>Availability:</b> Higher cost per data unit</p>	<p><b>Confidentiality:</b> stronger intrusion detection</p> <p><b>Integrity:</b> better access control algorithms</p> <p><b>Availability:</b> Lower cost per data unit</p>

**In general, cloud computing providers should have stronger capabilities in providing better data security at the data storage end. . . (continued on page 11)**

\* Cloud computing is the use of third party computing resources (hardware and software) that are delivered as a service over the Internet. Top cloud computing providers in the US include VMware, Microsoft, Citrix, Verizon, Salesforce.com, Amazon Web Services, etc.

## Recent News



China's 2<sup>nd</sup>  
Asia's 4<sup>th</sup>  
World's 63<sup>rd</sup>

【CB Ranking】 The College of Business has risen to **Rank 63** in the latest [UT Dallas Rankings](#), an improvement of 6 places from last year-based on our research contributions from 2008-2012. We are now ranked as **2<sup>nd</sup> business school in China** and **4<sup>th</sup> in Asia!**



【AC Students win [Best Corporate Governance Paper Award](#)】 Congratulations to **Sardonna Wong Ka-yi and Ken Chan Wai-kit**, Year 3 students of the Department of Accountancy for winning the best paper award in The Hong Kong Institute of Chartered Secretaries (HKICS) Corporate Governance Paper Competition 2012. The pair also won the Best Presenter Award for their outstanding presentation.



【CityU EF Teams placed 2<sup>nd</sup> and 3<sup>rd</sup> at Accenture Risk Management Challenge 2012】 Congratulations to Team *Risk Specialists*: Ketty Yi Wu, Cynthia Yushan Guo, and Ya Li; and Team *The Apprentice*: Justin Chu Lok Law, Kelvin Tsz Him Chan, and Kent Yu Pong Yuen, for placing second and third at the Accenture Risk Management Challenge 2012- HK Local Final amongst over 100 contestants in HK.



【MKT: [Recent paper in Journal of Marketing](#)】 Professors Zhilin Yang, Chenting Su, and Kin Fam have recently published a paper in the *Journal of Marketing* (JM), the top Journal in the field of marketing. Our JM paper was selected for the AMA's publicity program wherein a press release was issued to over 500 media outlets across the nation. American Marketing Association (AMA) is the most influential marketing association in the world.



【IS MIM Chinese New Year Dinner】 Over 50 students and alumni of Marketing Information Management (MIM) enjoyed a fun night of gathering at the CityU Staff lounge for Chinese New Year and 'Start of Semester' dinner. Events include business professional sharing on MIM trend, prize draws, and alumni sharing!



【MSAA : Amazing Guangzhou Trip】 MSAA successfully organized a two days one night Guangzhou trip on Mar 23<sup>rd</sup> – 24<sup>th</sup>, 2013. The 35 tour members went to the Ritz-Carlton hotel to join Alumni Relations Office's "Alumni Luncheon in Guangzhou cum Forum on Business." The group also went to the Guangzhou Museum, Kui Yuan Gallery for team bonding exercises, Xiao Zhou Village, University City, and etc. Event highlights will be posted on the [MS alumni website](#) in mid-June.



【MGT HRM Night 2013】 About 150 BBAHRM students, alumni, and staff members enjoyed a wonderful evening at the HRM Night organized by the Department of Management on Jan 25, 2013 at the Multi-Purpose Hall, Student Residence of CityU. The HRM Night provides an excellent platform for our alumni to share their valuable work insights with current HRM students, while students can nourish their social network with alumni for career development. The night began with ice-breaking games, followed by a buffet dinner, student performances, and a lucky draw. Our guests of honour, Mr. Edmond Poon and Miss Kathy Ko (BBAHRM alumni and HRM practitioners), shared their valuable HR experiences with all the participants at the HRM Night.

## Upcoming Events

May 11

【MS [MSAA Summer VBA Workshop](#)】

Management Sciences Alumni Association presents 'Summer VBA Workshop'

**Date:** Sat, May 11 at Noon - 5:00pm

**Topic:** How to use VBA to reduce workloads and advance competitiveness in the workplace.

**Venue:** CityU 4/F, Academic1- P7537



Jun 4

【EF [2013 International Conference on Corporate Finance and Financial Markets](#)】

**Date:** Tues, Jun 4 – Wed, Jun 5

**Topic:** 2013 International Conference on Corporate Finance and Financial Markets

**Speaker:** Prof. GOLDMAN Eitan, Indiana University, USA; Prof. HARFORD Jarrad, University of Washington, USA; Prof. JAMES Christopher, University of Florida, USA, and more

**Venue:** CityU, CY-2250, 2/F, Cheng Yick-Chi Building



July 12

【MKT: [China Marketing International Conference 2013](#)】

The Department of Marketing and the China University of Mining and Technology will be hosting a conference at Xuzhou, Jiangsu, China.

**Date:** Fri, July 12 – Mon, July 15

**Topics:** International and Cross-Cultural Marketing, Logistics and Supply Chain Management, Innovation and New Product Development, Social Responsibility and Sustainability, etc.

**Venue:** School of Management, China University of Mining and Technology, No.1, University Road, Xuzhou, Jiangsu, China. Postcode: 221116



## Featured Stories

CB Pride, Concepts for Education

**Ms. Wisteria Cheung:**

Teaching Fellow of the Department of Marketing  
Contact: [wisteria.cheung@cityu.edu.hk](mailto:wisteria.cheung@cityu.edu.hk)

### Why teach at CityU?

Ms. Wisteria Cheung has over ten years of business experience in the retail industry. She was involved in the human resource department and organized many management trainee programs. During recruitment interviews, she noticed two mistakes among most final year students:

1. Interviewees often gave standardized answers.
2. Interviewees failed to portray their “personal attitude, positivity, and discipline.”

Thus, Wisteria wanted to take actions to help university students improve on their soft and hard skills. She hoped that her experience in the retail industry would teach students how to better showcase their inner qualities to others. This is how she started her 12 years of teaching at CityU.

### Teaching Concepts

1. **‘Trial & Error’** method where course syllabus is amended based on student and personal feedback.
2. **New course development** on emerging marketing concept(s).
3. **Expanding social services networks**— Wisteria wants students to explore the social services element of the business world, as an extension to the well-developed exchange and internship programs at CB. Currently, Wisteria is cooperating with the Hong Kong Retail Management Association (RMA) where students will assist in the different stages of the RMA Service & Courtesy Award Program. Students will learn about the planning and logistics of organizing events, and will also be given the opportunity to sit in on the interviews so they can “witness” the performance of good quality candidates.

Business and Marketing is not only about profits; it is time to **rethink and rediscover** “Business & Marketing in relation to society.”



Congratulations to Dr. Ron Kwok, Dr. Tom Vinaimont, and Ms. Wisteria Cheung on receiving the CityU Teaching Excellence Award 2012/2013! In this issue’s featured story, the three professors will share their unique education concepts with us.

Teaching Excellence Award 2012/2013

**Dr. Ron Kwok:**

Associate Professor of the Department of Information Systems

Contact: [iron@cityu.edu.hk](mailto:iron@cityu.edu.hk)

### What is the educational value of Information Systems (IS) and why he chose IS?

“Incorporating the use of IS into education is the past; revolutionizing IS using educational pedagogy is the present.” The combination of the two (IS and education) gives rise to the research and teaching focuses of Dr. Ron Kwok.

Dr. Ron Kwok was once a physical education teacher at primary and secondary schools with no prior knowledge in IS. Ron explained that he “wanted to strive for something more, to ‘discover and innovate’, to explore a new field outside of [his] comfort zone. This is when [he] discovered the field of Information Systems.”

### Teaching Concepts

1. **Teaching-oriented Research** – generating research topics from teaching subjects and/or during the teaching process.
2. **Research-oriented Teaching** – constant research and development of teaching contents and techniques to maintain student interest; teaching should not be solely based on previous textbook materials.

This Research-Teaching loop sets a win-win situation for professors and students in regards to individual and social knowledge advancements.



### Teaching Concepts

1. **Three-Part Teaching** – Tom roughly splits total class time into three parts. One third goes into the motivational aspect and positioning. The second part is dedicated to case studies or group work that involves data collection. Data collection and structuring are best done by the students themselves because data skills will become ever more important. The third part is in-class computer exercises offering simulations of practical aspects of finance. Through this Three-Part Teaching scheme, students have an active involvement in their learning process and can therefore better retain the underlying concepts.
2. **Students as Mentors** – Graduate students often come with a wealth of experience or knowledge in subareas. If the topic suits class contents, Tom will ask those students to take over the role of teacher and Tom will guide the related class discussions. **This is learning beyond textbook concepts.**
3. **Replacing in-class exams with third party certifications** – The word ‘University’ has the notion of **academic freedom**, which ensures that scholars have the freedom to teach or communicate ideas or facts without censorship. Tom believes that examinations restrict students from ‘optimal learning’. Assessments for certifications and professional credentials are important, but should be given by third parties. Tom is hoping to promote this idea at the university in the future.

**Dr. Tom Vinaimont:**

Associate Professor of the Department of Economics and Finance  
Contact: [tom.vinaimont@cityu.edu.hk](mailto:tom.vinaimont@cityu.edu.hk)

### Why stay at CityU?

Dr. Tom Vinaimont moved to Hong Kong from Belgium in late 2002. After teaching one semester that year, classes stopped for one entire semester because of SARS. However, this did not deter Tom from continuing his academic career here.

Ten years ago, the university was very different from what it is now. Almost all the students were local and very few thought the idea of going abroad on exchange appealing. The department however decided then to allocate a couple of scholarships to pay for students to go on exchange; the aim was, and still is, to help students gain international exposure. From the start, Tom noticed the caring culture of CityU: the school offers different and innovative teaching techniques to professors, and staff work hard for the well-being of students; he commented: “About a decade ago both HK as well as CityU changed at such a fast pace that faculty and students alike had no idea where the university was heading, but everybody just gave it their best.” What still remains is this caring culture and the realization that there is always room for improvement. It is this caring and positive learning culture that kept Tom at CityU.

## Alumni Stories

**Roy Yiu Kiu Lee**, PhD in Management Candidate

Contact: [mgroylee@cityu.edu.hk](mailto:mgroylee@cityu.edu.hk)

### Never Stay Idle

Every year, two to four PhD students gain admission to the College of Business admits for each discipline. Yik Kiu Lee was one of the few who recently enrolled in the PhD program in Management at CityU. He embarked on the program in September after completing his BBA degree in May.

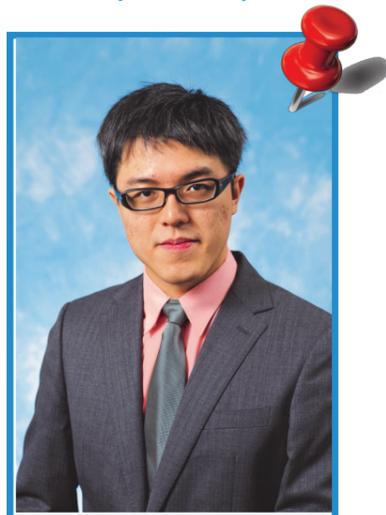
Between May and September, **Yik Kiu did not stop learning.** He worked as a part-time Research Assistant at CityU to have a head start on his PhD work.

#### What does a PhD student do?

Yik Kiu attends lectures with PhD students from other institutions in HK. The lectures are taught by a pool of Professors from the eight institutions\* on different campuses. During non-

lecture weekdays, PhD students are responsible for teaching and research assistant work at their programme university. Yik Kiu is a tutor to undergraduates for 1 to 6 hours weekly and works on management researches. **He prefers to plan his weekly schedule early.**

As a PhD student, Yik Kiu holds a “[Postgraduate Studentship](#)” from the government which is sufficient to cover his tuition and general living costs for the three to



four-year PhD program. “Being a PhD student is very enjoyable.” **Yik Kiu feels that there is less stress in the university environment than in the workplace.**

Throughout his university period from undergraduate degree to PhD program, Yik Kiu is generally not too concerned about his future.

**But Yik Kiu’s studies is about to end. What is his plan after PhD?**

**There are uncertainties about Yik Kiu’s future**, but he

hopes to join the education sector. “There are two choices for a PhD holder: firstly, working as a University Instructor, and secondly, as an Assistant Professor. At this point, I am uncertain about where I might begin my teaching career as there are many factors that will influence my decision.” Yik Kiu said.

**The situation that Yik Kiu talks about is familiar to many. We may be generally contented with our current station in life, but we are unsure of the future. What is important is to keep**

**moving forward. Never stop learning and never stay idle.**

**Your mind should become clearer as you move forward.**

#### Words of Advice

**“Do not rush to finalize your life plan for the world is changing so rapidly; do not only see what is before you, but look ahead without losing hope or you may regret it in the future. Do not believe in everything that you hear. Feel and experience the world on your own. Trust your feelings and believe in your own discoveries.” – Yik Kiu Lee**

\*City University of Hong, Hong Kong Baptist University, Lingnan University, The Chinese University of Hong Kong, The Hong Kong Institute of Education, The Hong Kong Polytechnic University, The Hong Kong University of Science and Technology, and The University of Hong Kong.



**Chris Leung**, MBA & CityU SCOPE Instructor

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## Corporate Standpoint



Chris Leung, Passenger Sales Supervisor (Hong Kong, Philippines and South China) at [Turkish Airlines](#), Country Sales & Marketing Chairman at [Star Alliance](#), and CityU [School of Continuing and Professional Education](#) (SCOPE) Instructor, shares his view of the job market from a corporate standpoint.

Chris is pursuing his third degree, MBA, at CityU upon the completion of his BBA and MA. In January 2013, he became a part-time instructor for two bachelor degree courses related to global airlines and marketing research and communications at SCOPE. **He comments on two emerging trends: internationalization of educational institutions and views of business professionals.**

#### Internationalization of educational institutions

At CityU, the management team consists of professors and leaders from around the world. Quite a number of them have not only studied and / or taught at overseas universities, but also worked outside of Hong Kong and acquired real business experiences in the world markets. Students are also becoming more “internationalized.” Chris remarked that with the increasing number of mainland and overseas exchange students at CityU, there are excellent opportunities for students to learn about different cultures.

#### What business professionals have to say...

At the corporate level, diverse experiences, whether at school or work, are given priority over academic achievement. Strong academic results may not necessarily guarantee good working abilities. **Corporations tend to value individuals with the ability to respond and react quickly and efficiently to unexpected situations.**

How about those who are less able to do so? Chris recalled a quote from his director, **“I am not concerned about what [ability] you have now, but I am concerned about what you can potentially become. Your attitude towards learning is all that matters.”** Chris strongly believes that **having a positive attitude is the key to success in life.**

If we are to bridge the two trends, when a university becomes more internationalized, does the working ability of individuals increase at the workplace too? *Yes, most definitely.* Every major or minor experience counts.

**For those with less international exposure, Chris was quick to add, “Don’t worry. Attitude outweighs all. If you have the right attitude to learning and work, you should be able to resolve all problems one by one.” – Chris Leung**

**Daryl Chan**, Master of Science in Finance '97

## “Double Standards”

“I don't have a particular story to share. Every day is a learning experience.” Daryl Chan, Head of Capital Markets Middle Office & Treasury Operations at [Natixis](#), explained that “there is no one single event that can outshine another.” Each event in life is important and inspiring. It depends on how you look at the situation.

On many occasions, people tend to only look at one side of an issue, which may represent their point of view. For instance, a son comments on his mom's cooking “**Mom, you can't cook.**” Some may think that there's nothing wrong with this comment, but if we were to reflect on it, the next question that may pop up is: “**Can you cook as well as your mom?**”

Hence, on a larger scale, **it is important to think about both sides of an issue or situation and even apply a “Double Standards” concept**

**before making any judgments.** This can enhance personal development and promote a positive attitude in you and others.

**The successful implementation of the “Double Standards” principle in the workforce will not only reduce conflicts among employees, but also enhance team bonding.** Daryl believes that it is difficult for a single person to achieve major successes alone; it is important to have support from a team.

The first step to achieving a successful business is to have a united team. Being a good leader that can cooperate well with the team, manage and understand the strengths and weaknesses of each team member will set forth a good foundation for developing a top-notch and united team.

### Rethinking your role in society

In society, the government provides great services to its residents and citizens. But recently, there seems to be a misunderstanding or “misuse” of services provided by the public sector.

“It is the Government's responsibility to help the citizens. It is the University's responsibility to support and assist students in pursuing higher education.” While none would disagree with the above statements, there have been cases of abusing the benefits of such services. Any interactions and services should operate on a two-way channel, i.e. the government/universities providing services to the public, and the public doing their share for the community simultaneously. **It is time for us to rethink our position in the society; our contributions to others and the promise to ourselves.**

### Words of Advice

**“There is always room for improvement. Opportunities are given to those who are well prepared. Have a goal in mind and work towards it.” – Daryl Chan**



City University of Hong Kong



**Tina Du**, BBA in Marketing '10

Contact: [tatiana-tingting@hotmail.com](mailto:tatiana-tingting@hotmail.com)

## Every little bit counts



Tina Du, born and raised in Chongqing, China, completed her Bachelor's Degree in Marketing at CityU in 2010. After graduating she worked as a Marketing Consultant at TopMarketing & Brand ([Shenzhen TMB Management Group, Co.](#)), a professional marketing management consulting company in China. **This position was offered one year prior to her graduation.**

She is currently the Marketing Manager at [Gamatronic](#) (China), the world's top supplier of uninterruptible power supply (UPS) systems.

**These two jobs were lined up for Tina, one after another. How did this happen?**

**It all started with an aspiration to be in Hong Kong.** Her four years at CityU enriched her knowledge and broadened her views of the world.

At the start of Tina's first year at CityU, she signed up for a one-week Singapore tour commencing in December and was part of the CityU “Olympic Marketing Sharing” team at the Nanyang Technological University. **Tina and her classmates learned to use a broader and more objective point of view to rediscover China.**

In the summer of year 1, she applied for a summer internship at a Japanese corporation via the Department of Marketing and received an offer. At the same time, she was also offered a marketing position at a golf marketing consulting company in China. Tina found herself in a dilemma. She turned to her Professor, Mr. Alex Tham of the Department

of Marketing, for advice. He suggested that China offers greater opportunities in the future and the Golf Marketing position would provide a chance for her to build up her network in China.

This was where Tina met the director of the Golf Marketing Company. The director later switched jobs to TMB and referred Tina for internship in his new company the following summer. Im-

mediately after this internship, Tina was offered a full-time position as a Marketing Consultant. **The company waited one year for Tina to graduate from her undergraduate program.**

After working at TMB for 2.5 years, Tina wanted to switch roles and learn about the client-side instead of the consultant-side. Because of her solid marketing experience, she found her current job shortly after her search began.

### University Experience

During her four years studying in Hong Kong, Tina also went to **Japan** for a 10-day Study Tour, **Canada** for a one-term exchange where she published the “[Milk Care](#)” report analyzing the development strategies of China's milk industry with two other CityU students, and **Beijing** for another summer internship.

Never had Tina thought the impact of her university experience would affect her so greatly. **No one knows who you will meet along your path and who will become your guide in life. Every experience counts.**

**“Be local where you work, assimilate into the local culture; yet be unique in performance and creative thinking.” – Tina Du**





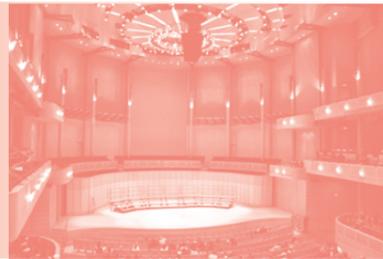
## Class Notes

**Share your news with classmates and CB alumni!** Fill us in on the highlights of your year - family, career, accomplishments, and interests! We'll publish your news in the "Class Notes" section of the next issue of *Alumni Focus* and on the CB Alumni website.

Simply [email us](#) your information (name, major, and grad year) and your news! Don't forget - you can attach photos to include with your write-up!

### Examples:

Annie H. (BBA AC 1999) and her husband, Alex J., will be performing at the Chan Centre in June 2013 at the University of British Columbia Acting Festival in Vancouver, BC, Canada.



Jones Chan (MBA 2006) recently accepted his job offer as the CEO of XYZ company. He will be working at the head office in Sydney, Australia.



Candy Lui (PhD in Management 2010) met her fiancé Andy Chiu at CityU during her 3-year PhD program. She and Andy will "tie the knot" this summer in Bali, Indonesia!

## Special Thanks to...

- ◆ **Mrs. Fiona Williams**, Acting Head of English Language Centre
- ◆ **Ms. Jane Elizabeth McGettigan**, Instructor at English Language Centre
- ◆ **Ms. Swee Gim Lauw**, Instructor at English Language Centre

## Editor

- ◆ **Miss. Anna Lee**, College of Business



## Call for Contribution

- ◆ [Submit](#) your story to us! — let us know your update and we'll share it with other alumni (Website/ Alumni Focus E-Newsletter)
- ◆ [Refer](#) a "lost" alumnus / alumna.
- ◆ Join [CB Alumni Volunteer Club](#) — become an ambassador and assist in CB events: Admission Interviewer, mentors, event coordinator, etc.



### Continued Viewpoint:

## Does Cloud Computing Cause or Cure Data Security Problems?

By Prof. J. Leon Zhao

... On the other hand, cloud computing providers cannot control data security issues directly at the user end.

The emergence of cloud computing is a natural step of economic progression towards higher productivity by transferring the data processing tasks from in-house data management teams into the hands of a fewer number of data management contractors equipped with a new generation of data processing equipment. **This is an ongoing business transformation that will take the next twenty or more years to complete.**

In fact, "not adopting cloud computing" will disappear as a real option. However, the issue is to

choose which part of the company data into cloud computing. In this regard, business schools will need to teach managers how to make such decisions when adopting cloud computing as part of the strategic planning since their decisions will affect all users of the company including customers, employees, and business partners.

**Clearly, data security is a valid concern of business managers that the cloud computing industry will have to resolve. Nevertheless, this new round of information revolution will lead to more productive and agile business organizations;** those companies who cannot survive this cloud computing transformation will be left behind to wither.

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香港城市大學  
City University  
of Hong Kong



*College of  
Business*

## Alumni Relations

### Vision

To promote a spirit of unity and loyalty among graduates, faculty staffs, and students worldwide.

### Mission

To advance the College with our former business students worldwide through meaningful programs, services, benefits, and communication.

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<http://www.cb.cityu.edu.hk/alumni/>



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