








The School of Business of Hong Kong Baptist University (HKBU) will organize the 2<sup>nd</sup> World Business Ethics Forum from 11 to 12 December 2008 at HKBU. The Conference offers an excellent opportunity to meet colleagues from around the world, to share ideas and issues related to new developments and trends in business ethics. The forum will present current thinking and research on the most pressing issues in world business ethics. Business practitioners are welcome.

The **World Business Ethics Forum (WBEF)** was co-founded by Hong Kong Baptist University (HKBU) and University of Macau (UM) in 2006.

## CONFERENCE PROGRAMME

*\*The Conference Organiser reserves the right to change the contents of the programme without prior notice.*

<b>Day 1 : 11 December 2008 (Thursday)</b>	
<b>Venue: Room 203, Padma &amp; Hari Harilela Lecture Theatre, The Wing Lung Bank Building for Business Studies, HKBU (Shaw Campus), 34 Renfrew Road, Kowloon Tong, Kowloon</b>	
<i>Time</i>	<i>Event</i>
08:30 – 09:30	<b>Registration</b>
09:30 – 09:35	<b>Welcoming Remarks</b> Prof. NG Ching-fai, GBS (吳清輝教授) President and Vice-Chancellor, HKBU 
09:35 – 09:40	<b>Introduction of Guest-of-Honour</b> Prof. Simon S. M. HO (何順文教授) Dean, School of Business, HKBU 
09:40 – 10:10	<b>Speech by Guest-of-Honour</b> Prof. CHENG Siwei (成思危教授) Former Vice-Chairman of the Standing Committee of the National People's Congress People's Republic of China 
10:10 – 10:40	<b>Speech by Keynote Speaker 1</b> Mr. Wilfred WONG, SBS, JP (王英偉先生) Council and Court Chairman, HKBU Executive Vice Chairman and C.E.O., Mission Hills Group 
10:40 – 10:50	<b>Souvenir Presentation and Group Photo-taking</b>
10:50 – 11:00	<b>Inauguration Ceremony of Chinese Businesses Case Research Centre (華人企業案例研究中心)</b>
11:00 – 11:15	<b>Tea Break</b>
11:15 – 12:00	<b>Panel Session - Topic: The Practical Value of Business Ethics</b> <i>Panel Moderator:</i> Prof. Simon S. M. HO (何順文教授) Dean, School of Business, HKBU  <i>Panelists:</i> Mr. Herman HU, JP (胡曉明先生) Chairman, Ryoden Development Ltd.  Member, Business Advisory Committee, HKBU Honorary Associate, School of Business, HKBU Ms. Winnie NG (伍穎梅小姐) Director, Bauhinia Foundation Research Centre  Ir. Peter K. K. WONG, SBS, JP (王國強先生) Group Chairman and CEO, Kum Shing Group 
12:00 – 13:00	<b>Conference Lunch</b> ( <i>Renfrew Seafood Restaurant, 3/F, David C. Lam Building, HKBU</i> )
13:15 – 14:45	<b>Parallel Paper Presentation Sessions</b>
14:45 – 15:00	<b>Tea Break</b>
15:00 – 16:30	<b>Parallel Paper Presentation Sessions</b>
16:30 – 17:15	<b>Speech by Keynote Speaker 2</b> Prof. Alex MICHALOS Editor-in-Chief, <i>Journal of Business Ethics</i> , Chancellor and Director of Institute for Social Research and Evaluation, University of Northern British Columbia, Canada 
17:45	<b>Depart for Conference Banquet</b> ( <i>Pick-up service from HKBU to the Hotel will be arranged</i> )
19:00 – 21:00	<b>Conference Banquet</b> ( <i>Kowloon Shang-ri La Hotel</i> )

**Day 2 : 12 December 2008 (Friday)**

**Venue: Room 204, Padma & Hari Harilela Lecture Theatre, The Wing Lung Bank Building for Business Studies, HKBU (Shaw Campus), 34 Renfrew Road, Kowloon Tong, Kowloon**

<i>Time</i>	<i>Event</i>
09:00 – 09:45	<b>Speech by Distinguished Speaker</b> Mr. Raymond NG (伍國明先生) Executive Director, Hong Kong Ethics Development Centre Independent Commission Against Corruption (ICAC), HKSAR
09:45 – 11:15	<b>Parallel Paper Presentation Sessions</b>
11:15 – 11:30	<b>Tea Break</b>
11:30 – 13:00	<b>Parallel Paper Presentation Sessions</b>
13:00 – 14:00	<b>Conference Lunch</b>
14:15 – 15:45	<b>Parallel Paper Presentation Sessions</b>
15:45 – 16:00	<b>Tea Break</b>
16:00 – 17:30	<b>Parallel Paper Presentation Sessions</b>
17:30 – 17:45	<b>Closing Remarks</b>



## REGISTRATION FORM

**Registration Deadline: 1 December 2008 (Monday)**

To : Conference Secretariat, Institute for Enterprise Development (IED)  
School of Business, Hong Kong Baptist University, Kowloon Tong, Kowloon  
Tel : 3411-5219 Fax: 3411-5584 E-mail: [ied@hkbu.edu.hk](mailto:ied@hkbu.edu.hk) Website: [www.hkbu.edu.hk/~wbef](http://www.hkbu.edu.hk/~wbef)

### PERSONAL INFORMATION (PLEASE COMPLETE IN BLOCK LETTERS)

Family Name :	_____	Given Name(s) :	_____
School / Department :	_____		
University / Organisation:	_____		
Address:	_____		
Tel. :	Fax :	e-mail :	

### REGISTRATION FEE (PLEASE “✓”)

<i>1. Regular Participant:</i>	<i>Date</i>	<i>Remarks</i>
<input type="checkbox"/> HK\$700 1-day Programme (including lunch)	<input type="checkbox"/> 11 Dec <input type="checkbox"/> 12 Dec	3 or more persons (HK\$500 each)
<input type="checkbox"/> HK\$1,300 2-day Programme (including lunches)	11 and 12 Dec	3 or more persons (HK\$900 each)
<i>2. HKBU Alumni/Student/Staff:</i>		Student I. D. No.:
<input type="checkbox"/> HK\$350 1-day Programme (including lunch)	<input type="checkbox"/> 11 Dec <input type="checkbox"/> 12 Dec	Programme Name:
<input type="checkbox"/> HK\$600 2-day Programme (including lunches)	11 and 12 Dec	
<i>3. Forum:</i>		
<input type="checkbox"/> HK\$300 Half-day Programme (morning session)	11 Dec	
<i>4. Conference Banquet: (Kowloon Shang-ri La Hotel)</i>		
<input type="checkbox"/> HK\$1,000	11 Dec	

### PAYMENT METHOD (PLEASE “✓”)

<input type="checkbox"/> Cheque Payable to “ <b>HONG KONG BAPTIST UNIVERSITY</b> ”	Total: HK\$ _____	Cheque No.: _____
<input type="checkbox"/> VISA / MASTER CARD (please circle)		
Name on Card: _____	Credit Card Number: _____	
Amount Charged: HK\$ _____	Expiry Date: _____	Signature: _____
		(must be same as credit card)
		Date: _____

Remarks: 1. Please find the details of the Conference Programme and campus map at the Conference website.  
2. Please make copies of this registration form, when necessary.