



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY

# THE 2nd WORLD BUSINESS ETHICS FORUM

11-12 December 2008, Hong Kong Baptist University

THEME:  
RETHINKING THE VALUE OF  
BUSINESS ETHICS

## CONFERENCE PROGRAMME

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

The School of Business of Hong Kong Baptist University (HKBU) will organize the 2nd 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.

### Day 1: 11 December 2008 (Thursday)

Venue: Room 203, Padma & Hari Harilela Lecture Theatre, The Wing Lung Bank Building for Business Studies, HKBU (Shaw Campus), 34 Renfrew Road, Kowloon Tong, Kowloon

Time	Event
08:30 – 09:30	Registration
09:30 – 09:35	Welcoming Remarks <b>Prof. NG Ching-fai, GBS</b> (吳清輝教授) President and Vice-Chancellor, HKBU
09:35 – 09:40	Introduction of Guest-of-Honour <b>Prof. Simon S. M. HO</b> (何順文教授) Dean, School of Business, HKBU
09:40 – 10:10	Speech by Guest-of-Honour Topic: Three Levels of Business Ethics <b>Prof. CHENG Siwei</b> (成思危教授) Former Vice-Chairman of the Standing Committee of the National People's Congress People's Republic of China Dean, Graduate School of Management, Graduate University of Chinese Academy of Science People's Republic of China
10:10 – 10:40	Speech by Keynote Speaker 1 Topic: Re-building Business Ethics <b>Mr. Wilfred WONG, SBS, JP</b> (王英偉先生) Council and Court Chairman, HKBU Executive Vice Chairman and C.E.O., Mission Hills Group
10:40 – 11:00	Inauguration Ceremony of Chinese Businesses Case Research Centre (華人企業案例研究中心)
11:00 – 11:15	Tea Break
11:15 – 12:00	Panel Session – Topic: The Practical Value of Business Ethics Panel Moderator: <b>Prof. Simon S. M. HO</b> (何順文教授) Dean, School of Business, HKBU  Panelists: <b>Mr. Herman HU, JP</b> (胡曉明先生) Chairman, Ryoden Development Ltd. Council and Court Member, HKBU Member, Business Advisory Committee, HKBU Honorary Associate, School of Business, HKBU  <b>Ms. Winnie NG</b> (伍穎梅小姐) Director, Bauhinia Foundation Research Centre  <b>Ir. Peter K. K. WONG, SBS, JP</b> (王國強先生) Group Chairman and CEO, Kum Shing Group Court Member, HKBU
12:00 – 13:00	Conference Lunch
13:15 – 14:45	Parallel Paper Presentation Sessions
14:45 – 15:00	Tea Break
15:00 – 16:30	Parallel Paper Presentation Sessions

16:30 – 17:15 Speech by Keynote Speaker 2  
**Prof. Alex MICHALOS**  
Editor-in-Chief, *Journal of Business Ethics*  
Chancellor, University of Northern British Columbia, Canada

19:00 – 21:00 Conference Banquet (Kowloon Shang-ri La Hotel)  
Speech by Keynote Speaker 3  
**Dr. Anthony NEOH, QC, SC, JP** (梁定邦博士)  
Former Chairman, Hong Kong Securities and Futures Commission  
Senior Member, Hong Kong Bar Association

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

Venue: Room 310, The Wing Lung Bank Building for Business Studies, HKBU (Shaw Campus), 34 Renfrew Road, Kowloon Tong, Kowloon

Time	Event
09:00 – 09:45	Speech by Distinguished Speaker <b>Mr. Raymond NG</b> (伍國明先生) Executive Director, Hong Kong Ethics Development Centre Independent Commission Against Corruption (ICAC), HKSAR
09:45 – 17:30	Parallel Paper Presentation Sessions

The forum will be conducted in English. Members of the public are welcome and are required to register.

For details of the conference programme and registration fee, please visit the conference website:

<http://www.hkbu.edu.hk/~wbef>

For registration and enquiries, please contact the forum secretariat:

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