



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.*

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	<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> <b>Topic: Three Levels of Business Ethics</b> Prof. CHENG Siwei (成思危教授) Former Vice-Chairman, 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	<b>Speech by Keynote Speaker 1</b> <b>Topic: Re-building Business Ethics</b> Mr. Wilfred WONG Ying-wai, 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	Souvenir Presentation and Group Photo-taking
10:50 – 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	<b>Panel Session – Topic: The Practical Value of Business Ethics</b> <b>Panel Moderator:</b> Prof. Simon S. M. HO (何順文教授) Dean, School of Business, HKBU  <b>Panelists:</b> <ul style="list-style-type: none"> <li>Mr. HU Shao-ming, Herman, JP (胡曉明先生)                Chairman, Ryoden Development Ltd.               </li> <li>Member, Business Advisory Committee, HKBU                Honorary Associate, School of Business, HKBU</li> <li>Ms. Winnie NG (伍穎梅小姐)                Director, Bauhinia Foundation Research Centre               </li> <li>Ir. Peter K. K. WONG, SBS, JP (王國強先生)                Group Chairman and CEO, Kum Shing Group               </li> </ul>
12:00 – 13:00	Conference Lunch (Renfrew Seafood Restaurant, 3/F, David C. Lam Building, HKBU)

**Day 1 : 11 December 2008 (Thursday)****Venue: 3/F, The Wing Lung Bank Building for Business Studies, HKBU (Shaw Campus), 34 Renfrew Road, Kowloon Tong, Kowloon**

<i>Time</i>	<i>Event</i>
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	<b>Speech by Keynote Speaker 2</b> <b>Topic: The Monster of Supercapitalism</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> ) <b>Speech by Keynote Speaker 3</b> 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 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> <b>Topic: Putting Business Ethics into Practice – The Hong Kong Experience</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	Parallel Paper Presentation Sessions
11:15 – 11:30	Tea Break
11:30 – 13:00	Parallel Paper Presentation Sessions
13:00 – 14:00	Conference Lunch
14:15 – 15:45	Parallel Paper Presentation Sessions
15:45 – 16:00	Tea Break
16:00 – 17:30	Parallel Paper Presentation Sessions
17:30 – 17:45	Closing Remarks

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

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.