



香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG



ESG 研究中心  
RESEARCH CENTRE FOR ESG

# Seminar 1: Technical Issues and Business Opportunity of Big Data Applications on Reflecting Corporate ESG Performance

Under the ITF project (GSP/033/22), the Research Centre for ESG (CESG) is pleased to organize a seminar to introduce big data and its applications to reflect firm level ESG performance.

This seminar will explain the importance of AI tools to evaluate ESG performance of corporations. Representatives from YoujiVest will introduce their ESG sentiment data used for this project. This seminar will feature some initial output through a python-based three-dimensional visualization.

We welcome professionals related to IT, Fintech and Big Data in various industries. In addition, government bodies, academics and students from all disciplines will be benefited.

To register: <https://forms.office.com/r/zUWPcTOfkE>

Hybrid Mode

| Date               | Venue  | Time        |
|--------------------|--|-------------|
| Aug 14 (Mon), 2023 | Room A, 8/F, Excellent Global Business Centre,<br>China Insurance Group Building,<br>141 Des Voeux Rd Central, Central | 2:15-5:15pm |

## Funding organisation:

 創新科技署  
Innovation and Technology Commission

## Supporting organisations:



Contact Us:  
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Our Website:

<https://www.bigdata-esg.com/>



Disclaimer: Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Innovation and Technology Commission or the Vetting Committee of the General Support Programme of the Innovation and Technology Fund.

# PROGRAM



*Registration: 2:15-2:30pm*

*1. Opening Remarks: 2:30-2:45pm*

Why using AI tools to evaluate firm level ESG performance: A big data perspective

By Prof. Louis Cheng, Dr S H Ho Professor of Banking and Finance, Director of Research Centre for ESG, HSUHK

*2. Introducing the basic components to construct the ESG intelligence data: 2:45-3:45pm*

Part A: ESG Data

By Dr. Liane Lee, Assistant Professor of Management, HSUHK

Part B: Sentiment Data

By Vivi Hu, CEO of YoujiVest

*Break: 3:45-4:00pm*

*3. Demonstration of the initial features of the ESG intelligence dataset: 4:00-5:00pm*

Part A: Data Visualization

By Prof. Louis Cheng, Dr S H Ho Professor of Banking and Finance, Director of Research Centre for ESG, HSUHK

Part B: Research Application

Dr. Jianfu Shen, Assistant Professor of Building and Real Estate, PolyU

*4. Closing Remarks: 5:00-5:15pm*

By Prof. Louis Cheng, Dr S H Ho Professor of Banking and Finance, Director of Research Centre for ESG, HSUHK

*End of event*

## Event Promotion Organisations



香港投資者關係協會  
Hong Kong Investor Relations Association



香港財務策劃師學會  
INSTITUTE OF FINANCIAL PLANNERS OF HONG KONG

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