



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



ESG 研究中心  
RESEARCH CENTRE FOR ESG

## Seminar 2: Application of Big Data Analytics on ESG Corporate Performance: A News and Social Media Perspective

Under the ITF project (GSP/033/22), the Research Centre for ESG (CESG) is pleased to host the SECOND seminar on Big Data x ESG. The seminar will begin with technical presentation on employing big data analytics and machine learning tools for ESG evaluation. 3D Python visualisations to understand the implications from ESG news and social media sentiment will be shown. Top 100 and Bottom 100 firms from the i-Composite Scorecard will be announced.

IT related professionals, government bodies, academics and students from all disciplines are expected to be inspired by this seminar and take proactive steps toward an increasing awareness of assessing corporate ESG performance through big data.

To register: <https://forms.office.com/r/PG7EyG1SPb>  
Participants will receive a Certificate of Attendance (3 hours) after the event.\*\*  
Hybrid Mode

Date	Venue	Time
15 Nov 2023 (Wed)	Rooms 1101-02, 11/F, Excellent Global Business Centre, Euro Trade Centre, 13-14 Connaught Road, Central	2:15-5:15pm

\*\*Accreditation of CPD points/hours is subject to the final decision of respective organisations.

### Funding Organisation:



### Supporting Organisations:



Contact Us:  
[esgevents@hsu.edu.hk](mailto:esgevents@hsu.edu.hk)

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 & Overview of ESG Rating**

**Divergence: 2:30-3:00pm**

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

**2. Demonstrating How to Use Machine Learning to  
Process ESG Sentiment Data to Capture ESG**

**Performance: 3:00-3:30pm**

By Ms Florence Li, Assistant Manager Fintech, HSUHK

**3. Understanding the Design of Big Data Analytics on  
Measuring ESG Performance: 3:30-4:00pm**

By Ms Vivi Hu, CEO of YoujiVest

**Break: 4:00-4:15pm**

**4. Challenges of Evaluating ESG Disclosure of Hong  
Kong Listed Firms: 4:15-4:45pm**

By Mr Hauman Yeung, Director of Sustainability, Ascent Partners

**5. Analyses of i-Composite Scorecard (Top 100 vs  
Bottom 100): 4:45-5:15pm**

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

**End of Event**

## Event Partner



## 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



ASCENT PARTNERS

Together We Flourish

## Strategic Partner



經濟及金融學系  
DEPARTMENT OF ECONOMICS AND FINANCE  
香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG



Sustainability  
Professional  
Association