



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:

 創新科技署
Innovation and Technology Commission

Supporting Organisations:



Contact Us:
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



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OF HONG KONG



Sustainability
Professional
Association

SPEAKERS



Prof Louis Cheng

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

Dr Cheng is the Dr S H Ho Professor of Banking and Finance at the Hang Seng University of Hong Kong. He is a member of the Hospital Governing Committee of Ruttonjee & Tang Shiu Kin Hospitals (April 2023 – March 2024). He was a member of the Investment Committee of the Hospital Authority Provident Fund Scheme (2016-2022) in which he led the effort in promoting ESG integration for the investment portfolio. Dr Cheng actively engages in ESG and green finance research. In addition to publishing on Green Bond, he received various research donation and grants related to ESG and financial services for a total exceeding HKD8mil. He is also a coauthor of a book chapter titled “Fintech Unicorns” in The Palgrave Handbook of Fintech and Blockchain, 2021.

Dr Cheng is a member of the Business Studies Assessment Panel for Competitive Research Funding Schemes for the Local Self-financing Degree Sector under the Research Grants Council (RGC). He also served as a member of the Business Studies Panel (Joint Research Schemes) for the RGC, Solicitors Disciplinary Tribunal Panel, and University Council and Trustee Board of the Hong Kong Polytechnic University Pension Fund. He is currently a member of the Examination Board of The Institute of Financial Planners of Hong Kong (IFPHK).

Dr Cheng graduated with a DBA in Finance from Louisiana Tech University in 1989. He has been a CFPCM certificant since 2001. Before joining Hang Seng University, he was Professor of Finance and Director of Economic Sustainability and Entrepreneurial finance at PolyU. From 1989 to 1998, he was an Assistant Professor and then Associate Professor at Murray State University in Kentucky. In 2003, he served as the HSBC Fellow at the University of Exeter in UK. Moreover, He has over 100 articles and books published including the Journal of Finance. Dr Cheng is an author of Fundamentals of Financial Planning, and the lead author of Financial Planning and Wealth Management: An International Perspective, both by McGrawHill.

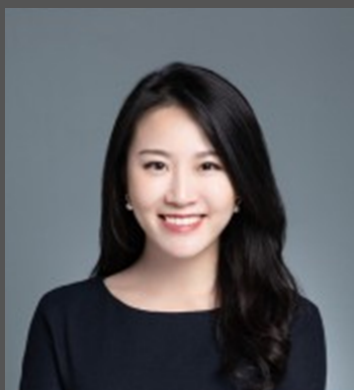
Dr Cheng served as a project consultant for various organizations including United Nations, Bank of China (HK) Private Banking, Investor Education Centre (IEC), Securities and Futures Commission (SFC), Mandatory Provident Fund Scheme Authority (MPFA), Value Partners, Agricultural Bank of China (HK) Private Banking, Bank Consortium Trust Hong Kong, Fubon Bank, Hong Kong Exchanges (HKEx), Charles Schwab (US), Tai Fook Securities, and Hong Kong Securities and Investment Institute (HKSI).

SPEAKERS



Ms Florence Li
Assistant Manager Fintech
HSUHK

Florence is the Assistant Manager at Fintech in HSUHK. With a professional financial engineering and Fintech background, she has developed world-leading Fintech products over the past year. These include a Fintech education platform, banking API portal, and automatic exam platform, etc. She is passionate about leveraging technology to drive innovation in the financial industry and constantly strive for excellence in delivering high-quality solutions.



Ms Vivi Hu
CEO
YoujiVest

Vivi is an entrepreneur, she created her first startup in ECM and DCM while attending university. After graduation, she spent a number of years working for renowned fintech and data companies, and was an early innovator of ESG, who was instrumental in the product development and driving customer adoption in the market.

Later, she followed her passion to build another startup using cutting edge technology to influence the market for sustainability with long term revenue gain.

Vivi is a firm believer in technology and sustainability investment that can be combined to build an ecosystem to enhance investment returns and create positive value-add for society as well as the environment. She is multilingual in four fluent languages that includes English, Mandarin, Cantonese and Shanghainese.

SPEAKERS



Mr Hauman Yeung
Director, Sustainability
Ascent Partners

Hauman has been involved in the environmental movement in Hong Kong since 1988. He was the Executive Director of Green Power, and managed several environmental projects funded by UNEP from 1993 to 1995. He started an eco-village with the South China Agricultural University in 1995. He worked in a private equity investment company, LESS Limited, that invested in Environmental projects in China from 2004 to 2008. During his working in the private equity fund, he helped to set up the whole investment criteria and standard, and also responsible for deal sourcing, due-diligent, closing deal and ongoing monitoring to improve the standard of the portfolio companies.

He is now heading the ESG team in Ascent Partners and have served more than 50 listing companies in Hong Kong to develop their ESG report.

Specialties: Extensive Environmental industrial knowledge
20 years of experience in Working with Chinese Entrepreneur and government body