

COLLEGE OF PROFESSIONAL AND CONTINUING EDUCATION 專業及持續教育學院 theol of Professional Education 教造修學院 SPEED





Division OF Business And HOSPITALITY MANAGEMENT 工商及款待業管理學部

Conf	RCGB Conference 2025 erence on Pathways to Green Business Trans Advancement and Resilience	sition:	TTTT
Organiser: Date:	Research Centre for Green Business (RCGB) School of Professional Education and Executive Development The Hong Kong Polytechnic University 21 August 2025 (Thursday)		
Time: Mode: Website:	9:30 a.m 5:00 p.m. Hybrid via Zoom <u>https://rcgbconf2025.speed-polyu.edu.hk/</u>	VER. MAR 17	
Venue:	N203, PolyU WK Campus, 9 Hoi Ting Road, Yau Ma Tei, Kowloon (https://www.cpce-polyu.edu.hk/about-cpce/campus-map) The project is fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project No.: UGC/IDS(R)24/22).		
	Overview		

### Overview

The Conference on Pathways to Green Business Transition: Advancement and Resilience will gather academic scholars and industry practitioners to bring forward the discussion on building green and resilient businesses with innovative strategies and practices especially during the transition in a fast-developing global landscape.

The Conference also includes parallel sessions that the best papers from this Conference will have possible publication opportunities in the Research in International Business and Finance (RIBAF) and Journal of Quality Assurance in Hospitality & Tourism (JQAHT). Based on the invaluable feedback received during the Conference, presenters will be able to further develop their research for book chapter and/or journal article submissions.



## **Tentative Programme Rundown**

TIME	AGENDA
	Registration and Reception
	Welcoming Remarks: Prof. Peter YUEN Professor and Dean College of Professional and Continuing Education The Hong Kong Polytechnic University
	Opening Speech by Guest of Honour: Ms. Helen HE Country Anchor for China and Mongolia IFC Upstream and Advisory Business Financial Institutions Group International Finance Corporation (IFC) World Bank Group
Morning	Keynote Speeches & Featured Presentations (in presentations order)
Session (Hybrid Mode)	Speaker 1: Prof. Ricky CHAN Professor and Associate Dean (Education) College of Professional and Continuing Education The Hong Kong Polytechnic University Guest Editor of Special Issue on Research in International Business and Finance
	Speaker 2: Prof. Agnes CHENG Professor of Accounting Dale Looper Chair in Accounting University of Oklahoma
	Speaker 3: Prof. Hanqin QIU Dean and Professor The College of International Culture and Tourism The Zhejiang University City College Editor-in-Chief of Journal of Quality Assurance in Hospitality & Tourism
	Speaker 4: Mr. Felix LEE Head of Group Corporate Affairs and Sustainability Towngas
	Luncheon
	Parallel Session #1 - #5
Afternoon Session (Onsite only)	Presentation of the Best Paper Award
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### **Keynote Speakers**



**Ms. Helen HE** 

Country Anchor for China and Mongolia IFC Upstream and Advisory Business Financial Institutions Group International Finance Corporation (IFC) World Bank Group



Prof. Peter YUEN Professor and Dean College of Professional and Continuing Education The Hong Kong Polytechnic University



**Prof. Agnes CHENG** Professor of Accounting Dale Looper Chair in Accounting University of Oklahoma



**Prof. Ricky CHAN** Professor and Associate Dean (Education) College of Professional and Continuing Education The Hong Kong Polytechnic University Guest Editor of Special Issue on Research in International Business and Finance



**Prof. Hanqin QIU** Dean and Professor The College of International Culture and Tourism The Zhejiang University City College Editor-in-Chief of Journal of Quality Assurance in Hospitality & Tourism



**Mr. Felix LEE** Head of Group Corporate Affairs and Sustainability Towngas

### KEYNOTE SPEAKERS

01

Renowned researchers and industry practitioners will deliver insightful keynote speeches on the latest trends and best practices in Green Business.

02 PARALLEL SESSION

This Conference features parallel sessions for presenters to gain valuable feedback to improve their research for book chapters or journal submissions.

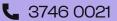
### BEST PAPER AWARD 03

We will present the "Best Paper Award" to acknowledge excellence in original research and quality of the papers presented at the Conference. Highquality papers will have possible publication opportunities the in Research in International Business and Finance and Journal Quality of Assurance in Hospitality & Tourism.

**RESEARCH IN** 

### 04 NETWORKING

A Networking Zone will be created for researchers, practitioners, and participants to foster discussion and collaboration on Green Business Practices.



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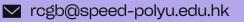


## **Call for Papers**

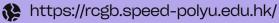
If you are interested in presenting paper at the Conference, please submit an abstract of **350** to **500 words** in English with author information and **3 - 5 keywords** to the submission portal. The accepted author will prepare a **20-minute** PowerPoint deck and present it in English **in person** at the Conference. For more details, please visit: <u>https://rcgbconf2025.speed-polyu.edu.hk/CallForPaper.php</u>

# **Registration Links**

Academic and professionals with paper presentation	https://forms.office.com/r/wFm1if5bJP
Students with paper presentation	<u> https://forms.office.com/r/TxeQz7jPQ9</u>
Attending Conference only without paper presentation	<u>https://forms.office.com/r/JaGYJn3R3p</u>



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Research in International Business and Finance (RIBAF)

#### Call for Paper: Special Issue at Research in International Business and Finance

#### Topic: Business Sustainability and ESG Integration: An International Business Perspective

Recently, applying ESG criteria to evaluate firm-level performance has garnered significant attention in academic research (Billio et al., 2021; He et al., 2023). Leveraging the broad scope of international finance within RIBAF and the increasing call for ESG-focused research in the field of international business, this Special Issue cordially invites submissions to address research issues in the realm of "ESG x International Business".

This Special Issue welcomes ESG research related to specific firm-level or industrylevel analysis in a multinational or global setting, cross-country comparison, or singlecountry analysis with a strong international dimension to advance understanding of international business (IB) theories. Topics may include, but are not limited to:

- International comparison of sustainability and ESG disclosure and their effects
- ESG regulations and greenwashing: A cross-country comparison
- Performance implications of circular economy practices
- Internationalization and firms' financial sustainability
- Financial performance and sustainable investment or green finance in international markets
- Environmental strategies and financial practices of multinational corporations
- Validity of IB theories in addressing ESG issues related to financial systems across nations
- Innovation and sustainability within the global competitive arena

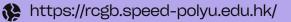
#### **Guest Editors:**

Prof. Ricky Y. K. Chan

Professor and Associate Dean (Education), College of Professional and Continuing Education, The Hong Kong Polytechnic University

Prof. Walid Saffar Professor of Finance, School of Accounting and Finance, The Hong Kong Polytechnic University







Research in International Business and Finance (RIBAF)

#### **Manuscript Submission Information:**

Research in International Business and Finance's submission system is open for submissions for the Special Issue "Business Sustainability and ESG Integration: An International Business Perspective" from January 20 to December 31, 2025. Please submit your manuscript to the Editorial Manager and select the article type "VSI: ESG and IB". Accepted manuscripts are expected to be published on a rolling basis. A submission fee is required. The submission will only be considered after payment of the submission fee.

All papers will be peer-reviewed according to Elsevier's and RIBAF's policy. This Special Issue will be an article collection or virtual SI. This means that accepted articles will be immediately sent to production rather than waiting for a bundling of all eventually accepted articles. Articles from this Special Issue will be clearly marked as special issue articles. Please ensure you read the Guide for Authors before submitting your manuscript:

#### **Guide for authors:**

https://www.sciencedirect.com/journal/research-in-international-business-and-finance/publish/guide-for-authors

#### For more details of the Special Issue:

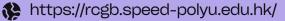
https://www.sciencedirect.com/journal/research-in-international-business-and-finance/about/call-for-papers

#### **Keywords:**

ESG; Business Sustainability; International Business

For further details of this special issue, please visit the QR code.





Unit Journal of Quality Assurance in Hospitality & Tourism

Journal of Quality Assurance in Hospitality & Tourism (JQAHT)

#### Call for Paper: Journal of Quality Assurance in Hospitality & Tourism (JQAHT) (regular issue)

The RCGB is thrilled to announce that the Journal of Quality Assurance in Hospitality & Tourism (JQAHT) will offer future paper publication opportunities for participants. You are welcome to share your research, gain valuable feedback, and explore new avenues for your work. Join us for an enriching experience that will inspire and elevate your professional journey.

#### About the Journal

JQAHT serves as a medium to share and disseminate new research findings, theoretical development and superior practices in hospitality and tourism. The journal aims to publish cutting-edge, empirically and theoretically sound research articles on quality planning, development, management, marketing, evaluation, and adjustments within the field. Readers of the journal stay up-to-date on the latest theory development and research findings, ways to improve business practices, successful hospitality strategies, maintenance of profit requirements, and increasing market share in this complex and growing field.

The scope of research content can cover a wide range of sustainable and/or green practices in hospitality and tourism with real-world practices and experiences that involve:

- Organisational development and improvement
- Operational and efficiency issues
- Quality policy and strategy development and implementation
- Quality function deployment
- Quality experiences
- Service quality improvement and customer satisfaction
- Managerial issues, such as employee empowerment & benefits, quality costs, & returns on investment

(All papers submitted to the Conference will have an opportunity to be published in JQAHT subjected to blinded review.)

For further details of this journal, please visit the QR code.

