

Newsletter for “Managing for Social Impact” Conference

The “Managing for Social Impact” International Conference was successfully held on April 12 (Friday) 2024 at the Hang Seng University of Hong Kong (HSUHK). The event was co-organized by The Centre for Management as a Liberal Art (CMLA), HSUHK, and MLA Academy (formerly Peter F. Drucker Academy); attended by local and oversea industrial and NGO leaders, executives, and academic scholars through hybrid mode. Around 100 people physically participated in the conference.

Mr. Bernard Chan, GBM, GBS, JP, Chairman and President of Asia Financial Holdings Ltd. delivered keynote speech, and he addressed that “Today we are situated in a polarized and diversified world on so many topics, thus we need to think about how do we get things done in such an environment”, he emphasized that “principle behind Drucker’s philosophy is to be effective, thus we need to put this Drucker’s concept of management into practice.” Most importantly, we need to hold onto the purpose and mission of the organization.

The Conference was highlighted with the keynote presentation by Prof. Philip Kotler, Father of Modern Marketing, on the topic of “Social Impact of Management”. He addressed the challenges that companies are confronted today during the post-covid era. To work with the new AI society, we need a new theory of management that that advances the foundation of Drucker’s Management. Managing for social impact can be an effective marketing tool and it is business’ responsibility to see social problems as business opportunities. He emphasized that management is about pursuing and balancing the 4Ps: Prosperity, People, Peace and Planet, and companies need to reexamine their management goals and practices and move toward the New Management.

Other remarkable international Drucker followers and scholars also gave keynote addresses at the conference, including: Mr. Kook-Hyun Moon, Former Chairman of Yuhan-Kimberly and Kimberly-Clark North Asia; Mr. Richard Straub, Founder and President of Global Peter Drucker Forum; Prof. David Sprott, Henry Y. Hwang Dean, Professor of Marketing, Drucker School of Management; Prof. Bernie Jaworski, Drucker Chair in Management and the Liberal Arts, Drucker School of Management; Dr. Karen Linkletter, Director of the Management as a Liberal Art Research Institute (MLARI), Prof. Peter Ping-Li, Copenhagen Business School, Denmark. Keynote topics covered: Lifelong Learning at Workplace for Continuous Innovation and Entrepreneurship; Innovation and Abandonment; Purpose and Performance of a Firm; Management as a Liberal Art- a New Paradigm Shift.

The dialogue with Mr. Moon, on theme of “What would Drucker Say Today”, moderated by Rev. Dr. Stephen Lee, Saddleback Church Hong Kong, and the dialogue with Dr. Richard Straub and Prof. Ping Li on theme of “Paradoxical Balancing of Doing Good and Doing Well”, moderated by Dr. Virginia Cheung; both discussions

concluded that Drucker's ideas remain most relevant today, providing timely solutions to solving pressing issues such as Innovation, ESG, and sustainability.

Three panel discussions conducted more in-depth discussions with industry leaders and academics, focusing on current pressing issues and practical solutions, exploring how to nurture future leadership with a higher purpose, how to innovate, be ethical and make an impact in leading uncertain world, and how leadership and management can be a force for good, creating positive impact on people, environment and society as a whole.

The first panel theme on "Impactful Leadership for the Future", moderated by Ms. Sarah Tam, MD, Principal Consultant of astoch Strategy and Communications, joined by Rev. Dr. Chen Xun, President of Liberedit Management Academia; Ms. Joanne Hon, Managing Director, Equinix Hong Kong, and Dr. Kevin Lau, Founding Executive Chairman of Trinity Medical Group.

Panel 2 on the theme of "To lead in an uncertain world", moderated by Prof. Royce Yuen, JP, Co-CEO of MaLogic; with panelist Mr. Terrence Hui, Chief Executive Officer of the Yick Shun Electronic Toys Manufactory Limited; Mr. Daren Lau, Chairman and Chief Executive Officer, Tam Jai International Co. Limited; Ms. Sandy Lau, Co-Founder and Chairlady of London Ball Foundation and Mindful Mandarins Foundation; and Prof. William Leung, GBS, JP, Chairman of Legal Aid Services Council.

Panel 3 on the theme of "ESG and Sustainable Leadership", moderated by Dr. Ricky Szeto, CEO and Executive Director of Hung Fook Tong Group Holdings Ltd; joined with Dr. Steve Cheng, Executive Director of FSE Lifestyle Services Ltd.; Prof. Simon Ho, President of The Hang Seng University of Hong Kong, and Mr. Eee Sin Tan, Partner, Financial Accounting Advisory Services, Sustainability Services, EY; who shared the insights on ESG practice of modern enterprises. Prof. Simon Ho concluded that "The goal of organizations is to provide sustainable values for the stakeholders, and the business ethics is the foundation of the sustainability."

At the end of conference, Co-Directors of CMLA, Dr. John Leung and Dr. Julia Wang concluded that they hoped the sharing of the speakers provided source of inspirations and valuable solutions to participants in today's VUCA world. This conference is just a beginning, and the CMLA will continue to connect, organize and promote continuous learning for innovation and value creation, through education and collaboration, together we co-create a better future.