Wei Lun Professor Discusses Future of Marketing Research

Future for Research in Marketing’, Prof. Visiting Professor to the University. In his marketing researcher of international business students and the business maturation of marketing research from the marketing science Distinguished Year Award in 1991 and the Academy of AMA/Irwin Marketing Education of the Year Award in 1992. He demonstrated in his being awarded the contribution to education was a fellow of various professional bodies, including the American Statistical Institute, and the Attitude Research Hall of Fame. Prof. Green also has extensive industry experience, some of which involved firms such as E.I. DuPont de Nemours and the Sun Oil Company. He has been consultant to Air Products, IBM, Squibb International, AT&T, Subaru, and other big names.

SUPPORT FOR TWO RESEARCH PROJECTS

Two projects undertaken by staff of the University have received funding from local sources:

Development of Indicators to Track Awareness, Attitude and Behaviours

Sponsor: Council for AIDS Trust Fund
Amount: HK$1,095,000
Investigators: Dr. Joseph Lau, Prof. S.H. Lee

Development of Over-the-counter Pharmaceutical Products Based on Local Medicinal Plants

Sponsor: Industrial Support Fund
Amount: HK$8,128,000
Investigators: Profs. Kong Yun-cheung and Kwan Hoi-shan

their implications for academic promotion and tenure, MBA education, and business needs. Prof. Green's research interests include quantitative methods and new measurement techniques in market analysis and consumer research. He is a recipient of the Parlin Award for the Advancement of Science in Marketing, the Paul D. Converse Award in Marketing Theory, and the Gilbert A. Churchill Jr. Award for ‘lifetime achievement in marketing research’.

Medical Professor Targets Diabetes and Obesity in Inaugural Lecture

Urbanization and industrialization in Asia have produced changes in lifestyles which have led to overnutrition, physical inactivity, and stress — underlying factors for a spectrum of non-communicable diseases including diabetes and obesity. At his professorial inaugural lecture entitled ‘Human History, Lifestyle and Metabolic Disease — A Journey Through Time’, Prof. Clive Cockram, professor of medicine, discussed both genetic and environmental factors underlying various metabolic diseases in the light of research data from Hong Kong and examples from mainland China and the Pacific Islands. The lecture was delivered on 24th April.

Prof. Cockram studied medicine at St. Thomas’ Hospital Medical School, University of London, and received his MBBS in 1973. In 1979, he was awarded a fellowship to undertake research into the structure-function relationships of insulin, leading eventually to the award of doctor of medicine. He completed specialist training in internal medicine, endocrinology and diabetes mellitus in 1984. Prof. Cockram joined The Chinese University as senior lecturer in medicine in 1985, and was promoted to reader in 1991, and chair professor in 1996. He was instrumental in the establishment of a Diabetes and Endocrine Centre at the Prince of Wales Hospital, and is actively involved in the activities of the International Diabetes Federation.

CUHK Inventions Granted US Patent

A new method for compressing 'loss-tolerant video image data' invented by Prof. Soung C. Liew of the Department of Information Engineering was granted US patent on 31st March 1998. The patent is the latest of the five granted to University staff so far. The following table gives details of all five patents:

<table>
<thead>
<tr>
<th>Inventors</th>
<th>Patent Title</th>
<th>Date Issued</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. K.K. Mark</td>
<td>Microbial Degradation of Indigo and Indigo Carmine with Bacteria Strain</td>
<td>23rd May 1995</td>
</tr>
<tr>
<td>Prof. Walter Ho</td>
<td>Degradation of Indigo and Indigo Carmine with an Enzyme Isolated from Bacteria Strain ATCC 55396</td>
<td>10th October 1995</td>
</tr>
<tr>
<td>Prof. K.T. Chan</td>
<td>Optical Waveguide Employing Modified Gallium Arsenide</td>
<td>12th February 1996</td>
</tr>
<tr>
<td>Prof. K.K. Mark</td>
<td>Bacterium Useful in the Removal of Sulphur Black Dye from a Substrate</td>
<td>11th March 1997</td>
</tr>
<tr>
<td>Prof. Soung Liew</td>
<td>Method for Compression of Loss-Tolerant Video Image Data from Multiple Sources</td>
<td>31st March 1998</td>
</tr>
</tbody>
</table>
Motorola Supports Frontier Research at Faculty of Engineering

The Faculty of Engineering recently received a donation of US$20,000 from the Motorola Foundation in support of semiconductor research conducted by the Department of Systems Engineering and Engineering Management. Dean of engineering Prof. P.C. Ching, who received the donation on behalf of his faculty, said that the faculty would continue to work with Motorola in finding optimal systems that improve production planning and scheduling in semiconductor manufacturing.

Due to its complex production flow, stochastic environment, and rapidly changing technology, semiconductor wafer fabrication poses a great challenge to both academics and engineers. Researchers at the Department of Systems Engineering and Engineering Management have developed optimization tools for dynamic production scheduling, some of which have been included by Motorola in production control software for use in semiconductor plants worldwide. For example, wafer fabrication poses a great challenge to both academics and engineers. Researchers at the Department of Systems Engineering and Engineering Management have developed optimization tools for dynamic production scheduling, some of which have been included by Motorola in production control software for use in semiconductor plants worldwide.
URBAN GIS Forum

Experts from Beijing, Shanghai, Taipei, Hong Kong, Tianjin, Kaohsiung, Guangzhou, and Shenzhen gathered at Shanghai for the first meeting of the Urban Geographic Information Systems Forum (UGISF) held from 22nd to 24th April. UGISF was recently established with the assistance of the Joint Laboratory for Geoinformation Science, a collaborative venture between The Chinese Academy of Sciences and The Chinese University of Hong Kong. The forum will be the meeting ground for large cities on both sides of the Taiwan Straits to discuss common issues related to urban planning and management, and the development of urban GIS. At the Shanghai meeting, Prof. Yeung Yee-man, director of the CUHK Hong Kong Institute of Asia-Pacific Studies, gave a keynote speech on 'The Opportunities and Challenges Faced by Mega Coastal Cities of the Asia-Pacific Region', and Prof. Chen Shupeng, director of the academic committee of the Joint Laboratory for Geoinformation Science and an academician at the Chinese Academy of Sciences, talked about urbanization and the development of urban GIS.

An agreement was made at the meeting for long-term academic exchange among large cities on mainland China and in Taiwan, and for setting up the secretariat and publication unit of UGISF at The Chinese University. The next UGISF meeting will be held in Taipei next year.

Third Conference on Social Indicators Studies in Chinese Societies

Over 30 overseas and local academics delivered papers at the conference co-organized by the Hong Kong Institute of Asia-Pacific Studies and the Department of Sociology from 30th April to 2nd May. As their research is theory-based, students can use linguistics to work on any language, be it German, Japanese, Chinese, English, sign language... or any combination of those.

Academic Space Enlarged

For linguistics teachers, the new programme creates a large academic space. Research in linguistics no longer has to be affiliated with any language department. The Linguistics Sub-committee of the English Division in the Graduate School has recently changed the title of its postgraduate programme to Applied English Linguistics from English Linguistics, making the distinction between the two programmes even clearer. Students wishing to do research in applied linguistics in English can now apply to the Programme of Applied English Linguistics, while students wishing to do theory-based research in linguistics involving data in any language including English can apply to the new programme.

As for students wishing to pursue cultural and literary studies, no language requirement is now imposed on texts used in their research. From its former status as a British colony to now, a special administrative region of China, Hong Kong's own culture has always been in danger of being swallowed up by the larger discourses of dominant cultural and political powers. Prof. Wong believes that in this post-1997 era, especially, students should take into consideration their identity as a Hong Kong or even a Chinese person when determining the direction of their research. 'At the postgraduate level, it is important that students of cultural studies have their academic roots in Hong Kong identity/culture. I believe it the mission of teachers and students of cultural studies to create a Hong Kong cultural language and literary identity,' he explained. Prof. Tang also pointed out that research in language attitude has shown that a better appreciation of one's own cultural identity indirectly helps improve one's language abilities.

Quality Control and Publicity

No doubt cultural studies is a very fascinating field of study and one that students in Hong Kong can easily relate to. But is there also a danger that cultural studies is chosen as a cop-out from more intellectually challenging and academically demanding studies like, say, traditional literature? Can it be afad? After all, everything, even a bowl of wonton noodles, is culture. 'Cultural studies can be afad but it can also be serious academic study. My argument is: what does classical English literature or high culture have to do with a 20-year-old from Hong Kong? I don't think learning should be completely divorced from the daily life of the learner. Besides, we've always kept an eye on the quality of research and will be very strict with the standard of research carried out by the students,' said Prof. Wong.

There is not yet a final decision on the choice of teachers for the programmes, but it should include six or seven basic teaching staff from different faculties. And what has been done along the line of promotion? 'Not much, apart from putting in advertisements in the newspapers and Variety, the campuses magazine, and sending out pamphlets and leaflets to other tertiary institutions,' said Prof. Tang. 'We have to work to the utmost within our constraints, the first of which is insufficient time. Manpower and money are also inadequate.'

Despite the constraints, however, the number of applicants for the coming semester, who are currently being interviewed, is 'very encouraging', a sign perhaps that the programmes are forward-looking.

CUHK Graduates Top Joint HKSA/ACCA Exams

Two graduates of the University came out tops in the December 1997 HKSA/ACCA joint examinations administered by the Hong Kong Society of Accountants. Accountancy graduate Wong Kin-lap (1996) was the top scorer in paper 14 'Financial Strategy' and BBA graduate Hui Lee-chi (1997), in paper 11(O) 'Tax Planning (HK)'.
No. 127  19th May 1998 CUHK Newsletter

Announcements

Fee-Charging & Non-Fee-Charging Bus Service for Staff in Summer

Starting from 1st June to 30th September 1998, all passengers, including students, will be charged for using the shuttle buses. The bus schedule from 1st June to 30th September is as follows:

- **Route:** University train station → CU Sports Centre → Lingnan Stadium → K.K. Leung Building → Y.C. Liang Hall → CU Sports Centre
- **From:** 7:30 a.m. - 9:00 p.m. and 6:00 - 9:00 p.m.
- **Up Route:** Monday to Saturday
- **Down Route:** Monday to Friday

**Staff Bus Air-Conditioning Charges during Summer**

From 1st April 1998, the unit charges for dental and prosthodontic services at the University Health Service for University staff on Terms of Service (A), (B), and (C), and students have been adjusted as follows:

- **Staff on Terms of Service (A) and eligible family members:** $48
- **Staff on Terms of Service (B) and eligible family members:** $32
- **Students:** $16

For further information, please contact the dental clinic at Ext. 6412.

**Shaw College Seeks Resident Tutors**

Shaw College is looking for outgoing young people to serve as resident tutors in its student hostels for the 1998-99 academic year. The appointees must be full-time, degree-holding University employees.

Application letters should be addressed to Mr. K.E Chor, who can also be reached at Ext. 7358. The deadline for application is 10th June 1998.

**Canteens Closed for Annual Maintenance**

The following canteens on campus will be closed for renovation during the following periods:

- **BFC Coffee Shop:** 15th to 25th May
- **BFC Staff and Student Canteens:** 25th May to 10th June
- **BFC Past Food Shop (Swimming Pool):** 11th to 25th June
- **Basic Medical Sciences Building Canteen:** 15th to 25th June
- **New Asia College Canteen (Staff, Canteens, and Yun Chi Hsien):** 16th May to 13th June
- **Shaw College Canteens:** 30th May to 11th June
- **Cheung Chi Tang:** 1st to 30th June
- **Chung Chi College Staff Club:** 5th to 16th July
- **University Guest House:** 10th to 15th August

**New Business Hours for Shaw College Canteens**

From 2nd July, the business hours of the Shaw College canteens will be revised as follows:

- **Staff Dining Room:** Monday to Saturday
  - **Monday to Thursday:** noon - 3.00 p.m. and 6.00 - 9.00 p.m.
  - **Friday to Sunday:** noon - 3.00 p.m.
- **Student Canteen:** Monday to Saturday
  - **Monday to Thursday:** noon - 3.00 p.m.
  - **Friday to Sunday:** noon - 3.00 p.m.

Both canteens will be closed on Sundays.

**Revision of Dental Charges**

The University also provides a non-fee-charging bus service during the months of June, July, and August (except on Sundays and public holidays) for staff members taking the train.

For more information, please contact the Transport Unit (Ext. 7990 or 7992).

**Summer Traffic Advisory**

From 2nd July, the business hours of the Shaw College canteens will be revised as follows:

- **Staff Dining Room:** Monday to Saturday
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  - **Friday to Sunday:** noon - 3.00 p.m.
- **Student Canteen:** Monday to Saturday
  - **Monday to Thursday:** noon - 3.00 p.m.
  - **Friday to Sunday:** noon - 3.00 p.m.

Both canteens will be closed on Sundays.

**Revised charges (per unit)**

- **Student on Terms of Service (A):** $6
- **Student on Terms of Service (B):** $8
- **Student on Terms of Service (C):** $16
- **Students:** $16

For further information, please contact the dental clinic at Ext. 6412.
Information in this section can only be accessed with CWEM password.

若要瀏覽本部分的資料，
請輸入中大校園電子郵件密碼。
政府劃撥三百萬元
加強服務殘障學生

成立工作小組 加強服務

一九九五年，新學術事務辦主任建議
成立工作小組，提出有關建議。會
事務處秘書處，學生事務處，資科應
書院輔導處，殘障學生

保健處

院輔導處

日院的服務

殘障學生的需要

其實，早在籌建校
園時，建築師已考慮到
肢體障礙人士的需要，
特別設計聯合書院的通道，讓輪
椅使用者可直達院內各幢樓宇。

保健處主任彭國雄

醫生出任主席。委
員會正在擬訂設施
和服務的使用程序
與相關安排，如復
康巴士的行走路線
與時間、要求接載
的方法、如何借用
電動輪椅等，詳情
將另行公布。

根據保健處的資料，本校有殘障
學生廿三人，殘障教職員廿二人，實際數目
或有出入，因為校方並沒有規定員生必須
向保健處呈報殘障情況。

但有需要或建議，可直接聯
絡保健處健康教育主任簡太
(內線六四三
六)。

根據大學教育資
助委員會的建議，本校獲大學
教育資助委員會撥款三
百萬港元，於未來三年
添置設施和器材，服務
殘障學生及教職員。首
批器材如復康巴士、電
動輪椅，以及供弱視、
弱聾者使用的電腦設備
等，預計可於短期內投
入服務。

保健處處長擔當主導角色

由於學生及教職員入學和入職前，大
部分都會到保健處驗身或向該處提供健康
狀況資料，而殘障學生要上體育特別班或
要求特殊安排的考試時，又須保健處書
面證明，故保健處掌握有關資料，較易
明白殘障學生的需要。該處職員在遵從私
隱原則下，會運用大學專撥的資源和他們
的專業知識為殘障學生提供服務。會務主
動接觸和了解他們的需要，尋找或設計合
理的設施和服務。

工作小組已提出兩項主要的設施建議，
並已準備申請，預計首批設備可於短期內
運到，供殘障學生使用。

成立殘障委員會統籌有關事宜

校方決定正式成立殘障人士服務協
調委員會替代原有的工作小組，負責協調
殘障學生的服務政策，統籌各部門設施及
管理有關設施。校方於今期始，便聯繫有關
部門和書院，對設施和設備提出意見，並
向殘障學生宣傳新增的設施和服務。

委員會之組成與工作小組大致相同，包
括有關部門、書院和學生代表，由
保健處主任彭國雄先生擔任主任。委員會
正在擬訂設施和服務的使用程序與相關安
排，如復康巴士的行走路線及時間、要求
接載的方法、如何運用電動輪椅等，詳情
將另行公布。

根據保健處的資料，本校有殘障學生
廿三人，殘障教職員廿二人，實際數目
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兩岸城市地理訊息論壇
楊汝萬教授
地球信息科學聯合實驗室最近推動成立「城市地理信息系統學術論壇」，並集合海峽兩岸大城市的學者於上月廿二至廿四日在上海召開第一次會議。

在會議開幕禮上，本校亞太研究所所長楊汝萬教授發表主題演講「亞太區沿海特大城市面臨的契機與挑戰」。地球信息科學聯合實驗室學術委員會主任、中國科學院院士陳述彭教授則論述「城市化問題與城市GIS的發展」。

與會者來自北京、上海、台北、高雄、廣州、重慶和香港，他們會上通過協調，解決長期的學術交流問題，又決定在本校成立論壇的籌備組和論壇年報的編輯部，並邀請本校地理系陳偉傑教授、上海市建委科技處助理處長陳慶敏教授、台灣大學邢維新教授協調論壇的活動。

楊教授表示，調查的主要目的是收集資料，以解答有關城市資訊系統的問題，並且增加學術交流的機會。論壇將每年輪流在海峽兩岸的大城市舉行，第二屆年會於明年在台北召開。

百萬元研究普通話教學成效

根據亞太研究所的調查顯示，逾半市民贊同「自置居所貸款計劃」和房屋協會的「首次置業貸款計劃」都有助市民自置居所；六成人則指住宅物業按揭利息可以扣税的措施，能夠吸引市民自置居所。另外，有近七成人認為政府應該增撥資源發展社會福利業務，並以此來解決貧窮問題。

學生事務處為應屆畢業生提供多項就業輔導計畫，包括創業輔導計劃，以協助有創新能力和創業意念的學生創業。

城市置業意欲不強

根據本校一項調查顯示，市民的置業意欲不強。約八成半市民認為失業問題嚴重，其中，有超過三成人認為失業會直接影響家庭的經濟情況。近七成人表示，當考慮個人的置業意欲時，會考慮社會的失業率。另外，有近六成市民認為社會有足夠的失業保障。

家庭教育學院的楊教授表示，調查結果反映香港市民受去年金融風暴之後，更多市民認為香港貧富懸殊，僅有一成多市民認為失業問題嚴重，只有一成多市民認為靠自己努力或家庭成員的幫助最能解決生活所需，反映出香港市民傳統上並不倚賴社會福利，而是有依賴個體和家庭去解決社會問題的系統便能生變，他促請港府成立失業保障制度，並安排失業者進入社會福利制度。

加強畢業生的就業能力

學生事務處為應屆畢業生提供多項就業輔導計劃，包括創業輔導計劃，以協助有創新能力和創業意念的學生創業。

本刊逢四日及十九日出版。

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3.學生事務處為應屆畢業生提供多項就業輔導計畫，包括創業輔導計劃，以協助有創新能力和創業意念的學生創業。
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7.私營房屋的意欲，亦有近三成受訪者認為「租者置其屋」計劃會壓抑樓價及減低市民購買力。

香港中文大學出版事務處出版

編輯
楊汝萬教授

香港中文大學出版事務處

中大通訊

CUHK NEWSLETTER

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市場學研究的未來

蜚聲國際的著名市場學學者Prof. Paul Green上月以偉倫教授身分到訪本校，並於五月五日在信和樓主持公開講座，講題為「市場學術硏究的未來——市場科學或市場工程學？」。

他在講座上指出，市場學研究從五十年代至今的發展及其成熟過程，又批評部分市場學的學術硏究與企業實際所需的不凋，並強調市場學研究的一些未來發展趨勢，以及研究受惠於大學教師升遷、校長聘任、工商管理碩士教育和企業實際需求的影響。

Prof. Green曾獲選為市場學學界中最傑出的硏究學者。該調查的評審標準包括論文質素、學術界人士評選等。

糖尿病專家的憂慮

內科講座教授郭克倫教授指出，糖尿病、肥胖和代謝失調已成亞太區的普遍病患，若果未能妥善控制病情，還可能引致亞太區的治療和醫療費用。在糖尿病患者激增的情況尤使人憂慮。

郭克倫教授於五月廿四日於威爾斯親王府主持就職演講，以「與你穿梭時空，看人類歷史、生活方式與代謝疾病」為題，引用香港及中國內地的統計數字和例子，探討引致各種代謝疾病的導致和環境因素。

他說，目前香港有四萬糖尿病人，內地更高達二千萬。而太平洋的島嶼也因成人口與患上糖尿病，問題嚴重。郭克倫認為，國家的生活方式起了巨大變化，環境因素影響，營養改變，絕食困難和精神壓力增加等現象，這些現象就是導致糖尿病和肥胖的主因。

郭克倫教授於一九九三年獲頒「十四世紀」年獎學金，內分泌和糖尿病學的專科訓練，同年亦獲頒世界糖尿病研究終身成就獎。他於一九八六年加入校內科學系高級講師，先後於一九九一及九六年晉升為教授及講座教授。

資訊科技與生活

資訊科技在日常生活及工作中起著重要作用。資訊工程學系及決策科學與企業經濟學系上月十七日假書院大講堂合辦「資訊科技與生活」座談會，揭示資訊科技在日常生活及工作中的重要角色，並慶祝書院十周年。

座談會分為兩節，第一節主題為「學校裏的資訊科技運用」，由教育學院院長鍾宇平教授主持，講者有培正中學副校長兼香港電腦教育學會會長葉賜添先生、教育署高級助署長湯啓康先生及本校李芳樂教授，講述他們推廣應用資訊科技的經驗。

第二節介紹資訊科技在工商業所起的重要作用，由決策科學與企業經濟學系香港賽馬會資訊設備管理總監賴錫璋先生及維多利亞大學技術服務部高級經理鄭小康先生講述他們推廣應用資訊科技的經驗。