

C1. Academic Brand Advancement Committee

學術聲譽發展委員會

Terms of Reference

1. To provide strategic direction for the development and enhancement of the University's academic brand and reputation.
2. To formulate and review university-wide strategies, plans and priorities relating to academic brand advancement and reputation management.
3. To oversee, direct and coordinate the implementation of initiatives and action plans across academic and administrative units.
4. To receive and consider recommendations and reports from the Working Group for Review on University Reputation Management.
5. To consider any other matters referred to the Committee by the President relating to academic brand advancement and reputation management.

Composition

Chairman : President

Prof. Jin-Guang Teng

Members : Associate Vice President (Knowledge Transfer)

Prof. Dong Cheng

Associate Vice President (Institutional Advancement)

Dr Laura Lo

Dean of Students

Ir Prof. Horace Mui

Directors of Non-academic Units

Ms Yvonne Li, DoAA

Ms Priscilla Hung, DoCPA

Ms Karen Jiang, DoIPA

Ms Amylia Chan, Interim DoKTE

Prof. Christina Wong, DoRI

Senior Marketing Manager (Mainland Development Office)

Ms Anny Yao

Secretary : Senior Administrative Officer (President's Office)

Ms Anna Seto

14 July 2026