

Wednesday, 17 May 2023 (UTC+8)

Time Start	Time End	Registration (Covered Wing Core A Podium)				Password for four Zoom rooms: 000000
8:20 AM	8:40 AM	FJ301 (Zoom ID: 980 0132 6783)	BC303 (Zoom ID: 944 4130 8505)	BC202 (Zoom ID: 932 9183 6758)	BC203 (Zoom ID: 958 8589 4148)	
8:40 AM	8:55 AM	Welcome & Opening:				
		<p>Prof. Eric Frigal, Department of English and Communication, The Hong Kong Polytechnic University Prof. Diane Pecorari, Department of English, City University of Hong Kong Dr Yunxia Zhu, School of Business, University of Queensland Dr William Feng, Department of English and Communication, The Hong Kong Polytechnic University Dr Esterina Nervino, Department of English, City University of Hong Kong Dr Xiaoyu Xu, Department of English, City University of Hong Kong</p>				Venue: FJ301
8:55 AM	9:00 AM	Photo Taking in FJ301				
9:00 AM	9:40 AM	Plenary speech Conceptualizing and Measuring Language Management Maturity of Chinese Enterprises				
		<p>Prof. Lifei Wang, Beijing Language and Culture University, China Chair: Dr William Feng</p>				
9:40 AM	10:20 AM	Plenary speech Unlocking Success in China: How Brands Can Tap into the Cultural Pulse of 2023				
		<p>Jacopo Pesavento, CEO & Founder, Branding Records, Hong Kong Chair: Dr Xiaoyu Xu</p>				Venue: FJ301
10:20 AM	10:40 AM	Break (Covered Wing Core A Podium) + turnaround				
Time Start	Time End	FJ301 (Zoom ID: 980 0132 6783)	BC303 (Zoom ID: 944 4130 8505)	BC202 (Zoom ID: 932 9183 6758)	BC203 (Zoom ID: 958 8589 4148)	
		Session1a	Session1b	Session1c	Session1d	
		Teaching and learning practices for business and professional communication	Intercultural communication	(Panel) Artificial Intelligence Technology in Business Communication	(Panel) Intercultural Business Communication between China and the World: A Multidisciplinary Research Perspective	
		Chair: Jane Lockwood	Chair: Harmandeep Kaur	Chair: Ke Zhao	Chair: Jieyun Feng	
10:40 AM	11:05 AM	Jane Lockwood (The Hong Kong Polytechnic University) The changing landscape for public secondary schools in Hong Kong: communication challenges in the classroom, in the school and beyond	Maria Cristina Gatti (Free University of Bozen-Bolzano) Trust-developing communication strategies between verbal resources and spatiotemporal context in intercultural business practices	Qian Cheng, Yu Zhang, Ke Zhao (Shanghai University of Finance and Economics) Chatbots in Business Communication: A Mixed-Methods Study on the Attitudes and Perceptions of Customers in China	Jieyun Feng (University of International Business and Economics) Negotiating Multiple Identities :A Chinese American Executive Working in Western Multinational Corporations(MNCs)	
11:05 AM	11:30 AM	Zhi Quan (Southwestern University of Finance and Economics) To better incorporate Harvard case method in EFL business English teaching: Alignment and adjustment	Qu Shaoying (Central South University) A Study on the Metaphorical Framework and Motivation of COVID-19 related News Editorials by Chinese and British Mainstream Media	Yunxia Zhu (University of Queensland) Managing IM Talk and its impact on employees	Fan Zhao (Zhongnan University of Economics and Law) Cross-cultural Adaptation of Business Officials from "Belt and Road" Countries in the Training Programs of China	
11:30 AM	11:55 AM	Ruby DeLa Cruz (Future Perfect) Technology and testing for communication performance	Yajuan Zhou (Guangdong University of Foreign Studies) The Research of Integrating the Essence of Chinese Culture into Mechanism of Cross-Cultural Conflict Management on the Multinational Corporations along "The Belt and Road" areas	Hadina BT Habil AB (Universiti Teknologi Malaysia) AI at the workplace: an insight into the use of chatbots in businesses in Malaysia	Dandan Zhang (University of International Business and Economics) 'How I wish I'm able to work with your team': A Chinese company's rapport management in Ethiopia	
11:55 AM	12:20 PM	Sook Wah Ho, Bee Eng Wong (Gamuda Berhad; UCSI University, KL, Malaysia) Sustained Language Learning at the Workplace: Insights from the GB Model	Harmandeep Kaur (The Hong Kong Polytechnic University) Mediated Workplace Interactions between First Generation South Asian Women with Limited Cantonese Proficiency and their Ethnically Chinese Coworkers in the Hong Kong Catering Industry	Reid McLain, Ty Choi (Hankuk University of Foreign Studies) Exploring the Integration of ChatGPT in the Classroom: Enhancing Teaching and Learning for Korean Students	Sibo Chen (Toronto Metropolitan University) Toward a Nuanced Understanding of Cancel Culture	
12:20 PM	12:45 PM	Huang Qiong (Shanghai International Studies University) Teacher Cognition and Practice in Scaffolding Professional English Oral Presentation with Business Students in a Chinese College: A case Study	Songmei Zhao (Hebei Institute of Political Science and Law) Contradictions and tensions between place making and Naxi Community: Vitality of Naxi culture and Lijiang Ancient Town		Ting Zan (Sichuan International Studies University) Fashion communication and the female image conveyed by Max Mara	
12:45 PM	2:00 PM	Lunch break (Covered Wing Core A Podium)				

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		Session2a	Session2b	Session2c	Session2d
		(Panel) Multimodal professional discourse in social media: Cases from China	Globalisation and localisation	Teaching and learning practices for business and professional communication	Digital media
		Chair: Dezheng Feng (William)	Chair: Jenifer Ho	Chair: Asep Budiman	Chair: Ya Sun
2:00 PM	2:25 PM	Dezheng Feng (William) (The Hong Kong Polytechnic University) Identity performance and branding in E-commerce and social commerce	Lucas Peltonen (The Hong Kong Polytechnic University) Linguaculture in Business English as a Lingua Franca: Levels and Orientations	Du Chenxi (University of International Business and Economics) Identity construction of Native and Non-native English teacher influencers on Tik Tok: a multimodal perspective	Ya Sun, Chenghui Wu (University of International Business and Economics) Discursive Construction of the Message Credibility for Chinese State-owned Enterprises on Twitter
2:25 PM	2:50 PM	Enyao Li (The Hong Kong Polytechnic University) Multimodality, Social Media and University Branding: A Social Semiotic Analysis of Chinese Universities' Identity Construction on Weibo	Jenifer Ho (The Hong Kong Polytechnic University) Globalisation and localisation in corporate videos: A pilot study	Asep Budiman (Hunan Normal University) Investigating tertiary English students' attitude towards intercultural language learning	Yulan Wu, Zhiting Chen (Zhongnan University of Economics and Law) A Study on the Motivation and the Dissemination's Characteristics of Tarot future-telling videos on Bilibili
2:50 PM	3:15 PM	Ling Gui (The Hong Kong Polytechnic University) Multimodal Construction of Social Work Identity during the COVID-19 Pandemic	Joyce Oiwing Cheung (The Hong Kong Polytechnic University) CLP and Towngas: A case study on the readability of sustainability reports	Fatemeh Kazemkhan Hasankiadeh (Ferdowsi University of Mashhad) The Predictive Role of Willingness to Communicate and Domain-specific Grit in Intercultural Communication Competence of EFL Learners	Maico Demi B. Aperocho (University of Mindanao, Philippines) The Oust Duterte Movement and Its Counterhegemonic Rhetoric through Digital Media
3:15 PM	3:40 PM	Hua Ying (The Hong Kong Polytechnic University) Discursive construction of corporate identities of Chinese and American airlines on social media: A cross-cultural multimodal study	Li Zhaoyun (The Hong Kong Polytechnic University) Examining China's political policy changes toward relationship maintenance with Africa: A relational dialectics theory analysis of ministerial speeches in FOCAC		Alessia Battista (Parthenope University of Naples) How social media innovated marketing: The case of <i>Tasty</i>
3:40 PM	3:40 PM	Sun Han (The Hong Kong Polytechnic University) Idols for Promotion and New Media Advertisement: A Corpus-Based Multimodal Generic Analysis of Chinese Traffic Stars' Promotional Posts on Weibo			
3:40 PM	4:00 PM	Break (Covered Wing Core A Podium) + turnaround			
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		Session3a	Session3b	Session3c	Session3d
		Diversity and inclusion in business communication	Multimodality and business communication	Intercultural communication	Workplace communication
		Chair: Wanwen Wang	Chair: Phoebe Siu	Chair: Bin Ai	Chair: Jessica Jane Nocella
4:00 PM	4:25 PM	Wanwen Wang (The Hong Kong Polytechnic University) "A ballet of white birds": Metaphorical source domains of aircraft in airline Instagram posts	Yang Yang (Qufu Normal University) Portraying a sustainable self in China's tech sector: A critical and multimodal discourse analysis of corporate identity construction in ESG disclosure	Sky Marsen (Flinders University) Being 'professional': A semiotic approach to a cultural concept	Rizwana Wahid, Tanzina Halim, Shanjida Halim (King Khalid University) Positive influencing skills in the workplace
4:25 PM	4:50 PM	Wai In Law (The Chinese University of Hong Kong) What drive people to participate Social Media Challenges? Explore the Attributes of Entertainment, Credibility and Celebrity Involvement	Karen Choi (University College London) A multimodal social semiotic analysis of three COVID-19 vaccination video public service advertisements: Unveiling the Hong Kong public health discourse	Traithana Chaovanapricha (Mae Fah Luang University) The Online Material Development for TED Talks-based Public Speaking in the Business Context	Jessica Jane Nocella (University of Modena and Reggio Emilia) Transparency and Risk. A case study of CSR communication in the rail sector
4:50 PM	5:15 PM	Garro Ho (HKCCA) Diversity, Equity & Inclusion in Business Communication in Customer Contact Centers	Phoebe Siu, Esther Tong (The Hong Kong Polytechnic University) Gongyeh in Public Relations: Mobilising students' collective agency in CLIL through the Multimodalities-Entextualisation Cycle	Bin Ai (Shanghai University of Finance and Economics) Unpacking translanguaging practices in multilingual business communication in China: A qualitative phenomenological approach	Wulan Fauzanna (Andalas University, Padang, Indonesia) Professional discourse in the ASEAN Accountant's Conference
5:15 PM	5:55 PM	Plenary speech Leadership, personal branding and podcast: a discourse perspective			
		Prof. Geert Jacobs , University of Ghent, Belgium Chair: Dr Esterina Nervino		Venue: FJ301	

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9:00 AM	9:40 AM	Plenary speech Intercultural Communication Competence for Global Managers in Uncertain Times: An Activity-based Theory Perspective Dr Yunxia Zhu , Associate Professor, University of Queensland, Australia Vice President of Asian Pacific Region of Association for Business Communication Chair: Prof. Jieyun Feng			
		Session4a	Session4b	Session4c	Venue: FJ301
		Intercultural communication	Emerging genres	Globalisation and localisation	
		Chair: Yiheng Deng	Chair: William W. L. Lee	Chair: Chen Fangfang	
9:45 AM	10:10 AM	Xinghe Yan (Shanghai International Studies University) Structuration of Interactions at Multicultural Workplaces: An Interview study of MNCs and joint ventures in China	William W. L. Lee, Sean W. J. McMinn (The Hong Kong University of Science and Technology) AI and persuasive professional communication: an exploratory study of interactional metadiscourse in ChatGPT-composed CEO's letters to shareholders	Chen Fangfang (The Hong Kong Polytechnic University) International Sporting Events' Mascot As A Potential Tool For The Host Country's National Image Construction	
10:10 AM	10:35 AM	Yuting Li, Yiheng Deng (Shanghai International Studies University) Exploring Influencing Factors on Cross-cultural Adaptation Process of Chinese Expatriates in Africa	Andrew Jarvis, Christy Wong Yat Shan (The Hong Kong Polytechnic University) AI-powered automated interview training within professional English courses: The student experience and its implications	Vincent Wai Sum Tse, Alan Man Him Wong (Monash University/ The University of Warwick; The Chinese University of Hong Kong) Marketing the elite self: The case of celebrity tutors' biographies	
10:35 AM	10:55 AM	Break (Covered Wing Core A Podium) + turnaround			
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		Session5a	Session5b	Session5c	Session5d
		Business communication and reputation management	(Panel1/2)Business discourse in digital media	(Panel) How Artificial Intelligence is revolutionizing communication	(Panel)Professional Communication: Teaching, Learning, Research and Practice
		Chair: Franca Poppi	Chair: Ping Liu	Chair: Neil Elias	Chair: Xin Li
10:55 AM	11:20 AM	Franca Poppi (University of Modena and Reggio Emilia) Will the pandemic crisis disrupt the long road to transparent disclosures? A small-scale case study	Siwei Yue, Yin Zhang (Guangdong University of Foreign Studies) The bully or the fool?: How multimodal speech acts of mocking reshape the narrative of a fraud paracrisis in Chinese social media contexts Na Peng (Guangdong University of Foreign Studies) Impression management in influencer marketing: A multimodal analysis of Zhan Lan on Douyin	Saurabh Gupta (Future Perfect Inc.) A review of AI and its current applications in communication	Xin Li (Beijing Language and Culture University) Cultivating Global Citizens Through Teaching Intercultural Business Communication: Perspective of Multiliteracies Pedagogy
11:20 AM	11:45 AM	Alessandro Pedrini (City University of Hong Kong, Alumni) From Purpose to Impact - Strategies for Building a Community-Driven Communication Agency	Jialiang Chen, Ping Liu (Guangdong University of Foreign Studies) Showing politeness and managing relations: A socio-cognitive approach to metapragmatic expressions in international business meetings Yuanhua Li (Guangdong University of Foreign Studies) Deconstruction-analysis-explanation: Contextualization cues in professional written e-commerce sales discourse Liangli Wang (Guangdong University of Foreign Studies) A cross-linguistic study of relational acts in management responses to positive and negative online customer reviews	Brian Macasieb (Future Perfect Inc.) AI in Business and Academe	Yan Xu (Zhejiang Gongshang University) A Study of Multimodal Metadiscourse in Student Business Presentations
11:45 AM	12:10 PM	Xu Yilin (Guangdong University of Foreign Studies) Metaphor, Stance and Identity: A Corpus-based Study of CEO Letters in Chinese and American Corporate Social Responsibility	Dongheng Yang (Guangdong University of Foreign Studies) An interpersonal pragmatic investigation of identity construction in anthropomorphic social media marketing: Taking e-commerce posts as examples Linlin Yang, Ping Liu (Guangdong University of Foreign Studies) Affiliation in co-constructed oppositional speech acts: Forming oppositional alliances in mediated fundraising talks between the investors and entrepreneurs	Laura Grace Ramos (Future Perfect Inc.) A.I as used in recruitment systems	Xinyue Zhou (University of Warwick) Examining Teaching Practices from an Intercultural Perspective in Business English Courses
12:10 PM	12:35 PM	Cui Can (Capital Normal University) A Study of Development of International Communicability Index of Language and Evaluation of Chinese Language Communication		Miharu Fuyuno (Kyushu University) Development and Effect Verification of Immersive Virtual Reality Presentation Training System for Japanese Office Workers: Towards Effective Presentation Skills	Yan Han (Practitioner) Are we ready for the changing world-- perspective and approach from professional communicators
12:35 PM	2:00 PM	Lunch break (Covered Wing Core A Podium)			

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		Session6a	Session6b	Session6c	Session6d
		(Panel) Breaking Barriers: Enhancing Accessibility and Audience Engagement in Museums	(Panel2/2) Business discourse in digital media	Multimodality and professional communication	Teaching and learning practices for business and professional communication
		Chair: Xiaoyu Xu	Chair: Wenhui Yang	Chair: Esterina Nervino	Chair: Elena Korotkova
2:00 PM	2:25 PM	Keri Ryan, Winnie Lai (M+) Making Museum Text Accessible: M+, A case study	Suifang Zhou, Chunyu Hu (Guangdong University of Foreign Studies) Multimodal metaphor and metonymy in BYD advertising Wenhui Yang (Guangdong University of Foreign Studies) A Cross-cultural study of current discourse space in anti-cancer medicine promoting discourses	Inmaculada Pineda, Francisco Javier González Ruiz (Universidad de Malaga, Spain/King's College London UK) The mediatization of Tourism Discourse: Multimodal Discourse analysis of promotional tweets about Spain	Mehrnoush Karimi, Ashleigh Cox (Georgia State University) How can beginning level Aviation English students be assessed? A case study to develop a speaking-task rubric
2:25 PM	2:50 PM	Xiaoyu Xu, Luca Rossi, François Mouillot (City University of Hong Kong, The Hong Kong Polytechnic University, Hong Kong Baptist University) Art accessibility for people with visual impairments: what can AI do?	Mian Wang, Jing Wu (Guangdong University of Foreign Studies) Chinese and American online media's stances on the Russia-Ukraine war: An appraisal model study on economic news discourse Yumeng He (Guangdong University of Foreign Studies) A contrastive study of interpersonal cognition and linguistic applications in promotional speeches on mobile phones Qianqian Jia (Guangdong University of Foreign Studies) A comparative study on discourse markers between annual reports in China and America from cognitive-pragmatic perspective	Carmen Daniela Maier (Aarhus University) <i>She moves us</i> : Multimodal discursive strategies of communication practices focused on women empowerment and advocacy in online employee magazines	Elena Korotkova (Far Eastern Federal University) Factors improving business negotiation skills in students majoring in International Relations studies
2:50 PM	3:15 PM	Cecilia Lazeretti (Free University of Bozen) "Name this medieval creature[emojis]" Playful uses of emoji in museum social media	Chunlian Jia (Guangdong University of Foreign Studies) A study of linguistic and visual metadiscourse in Chinese social media advertisements	Yan Chen (University of Leeds) Narration in defendant examination and closing arguments in Chinese criminal trials	Zhang Ming (Beijing Institute of Technology) A Resilience Model of Acculturation: A Case Study of A Mainland Chinese Student in Hong Kong
3:15 PM	3:40 PM	Silvia Dini (The Hong Kong Polytechnic University) Sonification as method of sensory substitution: towards accessible tourism		Xingsong Shi (University of International Business and Economics) Comparing the Multimodality of Chinese and US Corporate Homepages: The importance of understanding local cultures	
3:40 PM	4:00 PM	Break (Covered Wing Core A Podium) + turnaround			
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		Session7a	Session7b	Session7c	Session7d
		Organisational communication	Research methods in business communication	Advertising	Teaching and learning practices for business and professional communication
		Chair: Bartels Jos	Chair: Donald Ding Chi Yee	Chair: Walter Giordano	Chair: Amily Wang
4:00 PM	4:25 PM	Mallia Carvalho de Almeida Prado (BNU-HKBU United International College) Using corpora in aviation written communication: contributions to language policy, standardization, pedagogical and translation practices	Xiaoqing Yan (Guangdong University of Foreign Studies) A Social Semiotic Perspective on IKEA's Assembly Instructions	Walter Giordano (Università degli Studi di Napoli Federico II) Folds and swaps in advertising discourse	Jenny Hirst, Charlotte Otto (Southern University of Science and Technology) English language teaching should provide learners with a tool for intercultural communication. But what do we teach and who should teach it?
4:25 PM	4:50 PM	Bartels Jos (Hong Kong Baptist University) Supervisor phubbing and cyberloafing in the Netherlands, the US and India: The moderating roles of employee identification and employee-supervisor relationships	Qiaoying Cai (Shanghai International Studies University) Discourse Markers in English Business Letter Writing of English Majors from the Perspective of Relevance Theory	Diqiao Li (South China University of Technology) Analyzing Interdiscursivity in Microblog Marketing Discourse from the Perspective of Critical Genre Analysis: A Case Study of Uinqlq	Aleksandra Makowska, Katarzyna Fronczak (University of Lodz) Students' perception of evaluation procedures at the Business English Course in the changing on-site-online environment (during and after the COVID-19 pandemic)
4:50 PM	5:15 PM	Jinxiao Wang (Guangdong University of Foreign Studies) Euphemisms as a discursive strategy in corporate voluntary disclosures: A view from metaphors	Donald Ding Chi Yee (City University of Hong Kong) A Critical Approach to Analyse Online Corporate Discourse	Yu Zhang (Guangzhou College of Applied Science and Technology) An Intercultural Perspective on Virtual Linguistic Landscape of Amazon Official Website, USA and Product Marketing	Annalisa Zanola, Roxanne Barbara Doerr, Carlotta Fiammenghi (University of Brescia) English for Scientific and Professional Purposes (ESPP): updated practices for post-Covid business communication
5:15 PM	5:40 PM	Weiwei Lu (City University of Hong Kong) How narrative co-construction responds to the leadership dilemma of organizational goals and agency?	Ying Ma (Central University of Finance and Economics) Role-Interpretation and Promotion of Popular Male Dungeon Master in China's Emotional Role-Playing Game: A Multimodal Content Analysis Account	Ningyuan Wang (Beijing Foreign Studies University & Lancaster University) Volvo Saves my Life: Affective Capitalism as a Strategy in Corporate Branding Discourse	Amily Wang (Lancaster University) Multimodal, Multicultural and Multidisciplinary Business Chinese Teaching in the UK and Ireland
5:40 PM	6:20 PM	Plenary speech Does Reputation Matter Anymore? Post-Credit Suisse, Pre-AI and Social Outrage Generally, Is It Important What People Think and Say About You in 2023?			
		Charles Lankester , EVP Global Reputation & MD Hong Kong, Ruder Finn Asia Chair: Dr Esterina Nervino			
		Venue: FJ301			
6:20 PM	6:25 PM	Conference Closing			
		Venue: FJ301			

Location Map of Off-Campus Venues 校外場所位置圖



1. PolyU Main Campus
香港理工大學主校園
2. Student Halls of Residence (Hung Hom)
學生宿舍(紅磡)
3. Student Halls of Residence (Homantin)
學生宿舍(何文田)
4. PolyU Hung Hom Bay Campus
香港理工大學紅磡灣校園
5. PolyU West Kowloon Campus
香港理工大學西九龍校園
6. Off Campus Housing (OCH - Hillwood Road)
校外宿舍(山林道)

Campus Map

校園地圖



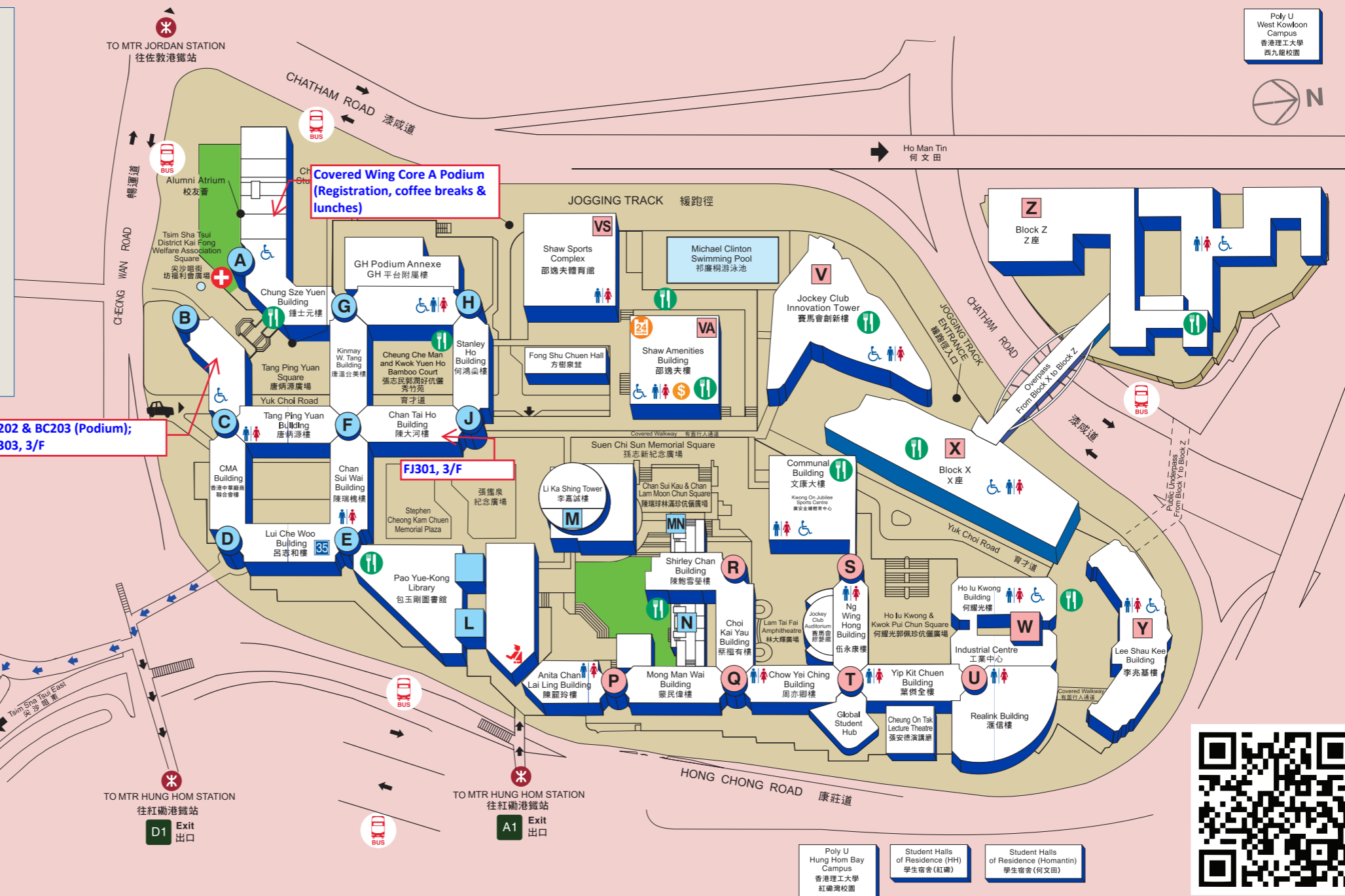
THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

KEY TO CAMPUS MAP 校園索引

- 建築物/設施編號
Building / Facilities Reference Number
- 圖棟
Core
- 座
Block
- 閣下在此
You are here
- 大學醫療保健處
University Health Service
- 保安控制室
Guard Post
- 洗手間
Toilet
- 暢通易達洗手間
Accessible Toilet
- 餐廳 / 酒樓 / 咖啡室
Canteen / Restaurant / Cafe
- 便利店
Convenience Store

告示
本校園內：
• 某些地點已裝設保安閉路電視系統
• 校園內嚴禁吸煙

NOTICE
On this Campus:
• CCTV cameras are installed at some locations for security purpose
• Smoking on campus is prohibited



Poly U
West Kowloon
Campus
香港理工大學
西九龍校園



Poly U
Hung Hom Bay
Campus
香港理工大學
紅磡灣校園

Student Halls
of Residence (HH)
學生宿舍(紅磡)

Student Halls
of Residence (Homantin)
學生宿舍(何文田)

Mr and Mrs
Chan Chak Fu
Building
陳澤富伉儷樓
School of
Hotel & Tourism Management
酒店及旅遊管理學院