

OUTSTANDING STUDENT, FACULTY OF BUSINESS 2017

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BBA (Hons) in Marketing



I'm Paul Szeto, a final year student majoring in Marketing. It is my great honor to be selected as The Outstanding Student of Faculty of Business. I want to express my heartfelt gratitude to PolyU for providing me an abundance of opportunities and supports. They have shaped me into an all-round person in many positive ways.



See Challenge as Opportunity for Growth

One of the effective ways for personal development is to put knowledge into practice. For me, I did that through joining different business competitions. I enjoy taking up challenges from competitions and trying to derive motivation from them. At the Joint University Outstanding Marketing Award, my team competed with more than 200 teams in creating ideas and promoting a marketing program for a fashion e-commerce website. We came up with a mobile application and an interactive virtual fitting platform, aiming to enhance the total customer experience. All of us in the team were overwhelmed with joy when the judges announced the winner. In my experience, the recognition was not what mattered the most, what mattered was the process that enabled me to cultivate hard and soft skills, demonstrate talents in a risk-free environment, and further test my courage, creativity, and limit.



Treat Social Service as Responsibility

Trained by PolyU as a global citizen, I believe it is necessary to be aware of the happenings locally and globally, and to genuinely care about social and environmental issues. In 2017, I initiated a service project with my PolyU fellows to serve 120 pupils. We created experiential games to raise the students' awareness of eye diseases and educate ways to prevent or deal with the diseases. The service started with a simple presentation about eye diseases and eye care tips, then students were divided into different experience groups, including low vision, colour vision deficiency and visually impaired, for activities. We were more than satisfied with the outcome for we not only gave the students a general idea about eye diseases and the importance of eye protections, but also changed their attitude towards usage of smart devices.



The Turning Point of My Life

My academic exchange to Sweden was a truly wonderful experience. Being immersed in the greenest country in the world, I became more involved in environmental sustainability and learned to use every possible way to reduce waste in my daily life. My biggest take-away from this exchange was not from lectures and traveling, it was from the sustainability activities that I have joined in Sweden. I spent over 100 hours on community services in Sweden. Half of the time I contributed to the environment through sustainable and vertical gardening, and the rest was devoted to food saving where I picked up over 2kg unsold food every other day and took them to the homeless shelter and community of patients with mental disabilities.

With my strong passion in sustainability, my goal is to influence people to take the initiative to limit food waste. After my return from the Sweden exchange, I gathered a few friends with similar minds to put forward the ideas I have into reality. Our mission is to pair restaurants with people, enabling the latter to purchase surplus food at a discounted price.



Attitude – The Key to Success

I believe having a genuine attitude is what makes me exceptional since attitude is the key to effective learning as well as the key to sustain optimism and drive in the face of adversity. With the right and positive attitude, I am sure you, my PolyU fellows, will be able to overcome whatever obstacles you may encounter in your life journey.

In short, I would like to thank my family, buddies, and professors (especially Dr. Annie Ko), who provide me with their unconditional supports during my ups and downs, and strive for excellence with me for whatever it takes. I would say all of you deserve the credit for this award.