

RCGB Conference 2025

Conference on Pathways to Green Business Transition: Advancement and Resilience

Organiser: Research Centre for Green Business (RCGB)
School of Professional Education and Executive Development
The Hong Kong Polytechnic University

Date: 21 August 2025 (Thursday)

Time: 9:30 a.m. – 5:00 p.m.

Mode: Hybrid via Zoom

Website: <https://rcgbconf2025.speed-polyu.edu.hk/>

Venue: N203, PolyU WK Campus, 9 Hoi Ting Road, Yau Ma Tei, Kowloon
(<https://www.cpce-polyu.edu.hk/about-cpce/campus-map>)

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Overview

The Conference on Pathways to Green Business Transition: Advancement and Resilience will gather academic scholars and industry practitioners to bring forward the discussion on building green and resilient businesses with innovative strategies and practices especially during the transition in a fast-developing global landscape.

The Conference also includes parallel sessions that the best papers from this Conference will have possible publication opportunities in the Research in International Business and Finance (RIBAF) and Journal of Quality Assurance in Hospitality & Tourism (JQAHT). Based on the invaluable feedback received during the Conference, presenters will be able to further develop their research for book chapter and/or journal article submissions.

Important Dates



Overview of Programme Rundown

TIME	AGENDA
Morning Session (Hybrid Mode)	Registration and Reception
	Welcoming Remarks: Prof. Peter YUEN Professor and Dean College of Professional and Continuing Education The Hong Kong Polytechnic University
	Opening Speech by Guest of Honour: Ms. Helen HE Country Anchor for IFC Upstream and Advisory Business China and Mongolia International Finance Corporation (IFC) The World Bank Group
	Souvenir Presentation and Group Photo-taking
	Keynote Speeches & Featured Presentations (in presentations order) Speaker 1: Prof. Ricky CHAN Professor and Associate Dean (Education) College of Professional and Continuing Education The Hong Kong Polytechnic University Guest Editor of Special Issue on Research in International Business and Finance Speaker 2: Prof. Agnes CHENG Professor of Accounting Dale Looper Chair in Accounting University of Oklahoma Speaker 3: Prof. Hanqin QIU Dean and Professor The College of International Culture and Tourism The Zhejiang University City College Editor-in-Chief of Journal of Quality Assurance in Hospitality & Tourism Speaker 4: Mr. Bien WONG Assistant General Manager - GESG The Hong Kong and China Gas Company Limited
	Presentation of the Best Paper Award
Luncheon	
Afternoon Session (Onsite only)	Parallel Session #1 - #7

Keynote Speakers



Ms. Helen HE

Country Anchor for IFC Upstream
and Advisory Business
China and Mongolia
International Finance Corporation (IFC)
The World Bank Group



Prof. Peter YUEN

Professor and Dean
College of Professional
and Continuing Education
The Hong Kong Polytechnic University



Prof. Agnes CHENG

Professor of Accounting
Dale Looper Chair in Accounting
University of Oklahoma



Prof. Ricky CHAN

Professor and Associate Dean (Education)
College of Professional and Continuing Education
The Hong Kong Polytechnic University
Guest Editor of Special Issue on
Research in International Business and Finance



Prof. Hanqin QIU

Dean and Professor
The College of International
Culture and Tourism
The Zhejiang University City College
Editor-in-Chief of Journal of Quality
Assurance in Hospitality & Tourism



Mr. Bien WONG

Assistant General Manager - GESG
The Hong Kong and China Gas Company Limited

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KEYNOTE SPEAKERS 01



Renowned researchers and industry practitioners will deliver insightful keynote speeches on the latest trends and best practices in Green Business.

02 PARALLEL SESSIONS

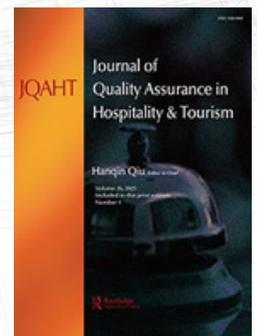
Parallel sessions allow for a diverse range of topics to be covered simultaneously, enabling attendees to tailor their conference experience to their specific interests.

BEST PAPER AWARD 03

The Best Paper Award will be presented to recognise excellence in original research and the overall quality of papers presented at the Conference. Outstanding papers will have possible publication opportunities in *Research in International Business and Finance* and the *Journal of Quality Assurance in Hospitality & Tourism*.

04 NETWORKING

A networking zone fosters meaningful connections among attendees, encouraging collaboration and idea exchange on green business practices.



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Call for Papers

If you are interested in presenting paper at the Conference, please submit an abstract of **350 to 500 words** in English with author information and **3 - 5 keywords** to the submission portal. The accepted author will prepare a **20-minute** PowerPoint deck and present it in English **in person** at the Conference. For more details, please visit: <https://rcgbconf2025.speed-polyu.edu.hk/CallForPaper.php>

Registration Links

Academic and professionals with paper presentation	https://forms.office.com/r/wFm1if5bJP
Students with paper presentation	https://forms.office.com/r/TxeQz7jPQ9
Attending Conference only without paper presentation	https://forms.office.com/r/JaGYJn3R3p



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Supporting Organisations



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Research in International Business and Finance (RIBAF)

Call for Paper: Special Issue at Research in International Business and Finance

Topic: Business Sustainability and ESG Integration: An International Business Perspective

Recently, applying ESG criteria to evaluate firm-level performance has garnered significant attention in academic research (Billio et al., 2021; He et al., 2023). Leveraging the broad scope of international finance within RIBAF and the increasing call for ESG-focused research in the field of international business, this Special Issue cordially invites submissions to address research issues in the realm of “ESG x International Business”.

This Special Issue welcomes ESG research related to specific firm-level or industry-level analysis in a multinational or global setting, cross-country comparison, or single-country analysis with a strong international dimension to advance understanding of international business (IB) theories. Topics may include, but are not limited to:

- International comparison of sustainability and ESG disclosure and their effects
- ESG regulations and greenwashing: A cross-country comparison
- Performance implications of circular economy practices
- Internationalization and firms’ financial sustainability
- Financial performance and sustainable investment or green finance in international markets
- Environmental strategies and financial practices of multinational corporations
- Validity of IB theories in addressing ESG issues related to financial systems across nations
- Innovation and sustainability within the global competitive arena

Guest Editors:

Prof. Ricky Y. K. Chan

Professor and Associate Dean (Education), College of Professional and Continuing Education, The Hong Kong Polytechnic University

Prof. Walid Saffar

Professor of Finance, School of Accounting and Finance,
The Hong Kong Polytechnic University

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Research in International Business and Finance (RIBAF)

Manuscript Submission Information:

Research in International Business and Finance's submission system is open for submissions for the Special Issue "Business Sustainability and ESG Integration: An International Business Perspective" from January 20 to December 31, 2025. Please submit your manuscript to the Editorial Manager and select the article type "VSI: ESG and IB". Accepted manuscripts are expected to be published on a rolling basis. A submission fee is required. The submission will only be considered after payment of the submission fee.

All papers will be peer-reviewed according to Elsevier's and RIBAF's policy. This Special Issue will be an article collection or virtual SI. This means that accepted articles will be immediately sent to production rather than waiting for a bundling of all eventually accepted articles. Articles from this Special Issue will be clearly marked as special issue articles. Please ensure you read the Guide for Authors before submitting your manuscript:

Guide for authors:

<https://www.sciencedirect.com/journal/research-in-international-business-and-finance/publish/guide-for-authors>

For more details of the Special Issue:

<https://www.sciencedirect.com/journal/research-in-international-business-and-finance/about/call-for-papers>

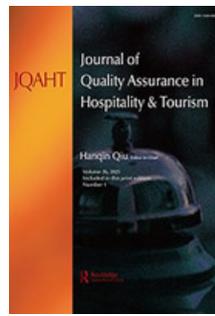
Keywords:

ESG; Business Sustainability; International Business

For further details of this special issue, please visit the QR code.



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Journal of Quality Assurance in Hospitality & Tourism (JQAHT)

Call for Paper: Journal of Quality Assurance in Hospitality & Tourism (JQAHT) (regular issue)

The RCGB is thrilled to announce that the Journal of Quality Assurance in Hospitality & Tourism (JQAHT) will offer future paper publication opportunities for participants. You are welcome to share your research, gain valuable feedback, and explore new avenues for your work. Join us for an enriching experience that will inspire and elevate your professional journey.

About the Journal

JQAHT serves as a medium to share and disseminate new research findings, theoretical development and superior practices in hospitality and tourism. The journal aims to publish cutting-edge, empirically and theoretically sound research articles on quality planning, development, management, marketing, evaluation, and adjustments within the field. Readers of the journal stay up-to-date on the latest theory development and research findings, ways to improve business practices, successful hospitality strategies, maintenance of profit requirements, and increasing market share in this complex and growing field.

The scope of research content can cover a wide range of sustainable and/or green practices in hospitality and tourism with real-world practices and experiences that involve:

- Organisational development and improvement
- Operational and efficiency issues
- Quality policy and strategy development and implementation
- Quality function deployment
- Quality experiences
- Service quality improvement and customer satisfaction
- Managerial issues, such as employee empowerment & benefits, quality costs, & returns on investment

(All papers submitted to the Conference will have an opportunity to be published in JQAHT subjected to blinded review.)

For further details of this journal, please visit the QR code.

