

香港中文大學(深圳)  
The Chinese University of Hong Kong, Shenzhen

37

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9月1日上午，香港中文大學(深圳)2019年度入學典禮在禮文樓舉行，2100余名新生著學生袍參加了莊嚴肅穆的入學典禮。香港中文大學(深圳)校長徐揚生教授與大學主管人員、教授、2000多名新生家長，以及各界嘉賓一起見證了2019級新生的入學典禮。

上午11時，莊嚴的典禮行列入場，全體起立，奏國歌，典禮拉开序幕。至此，來自世界各地的本科生、碩士和博士研究生們正式加入香港中文大學(深圳)的大家庭，開始在學術上、在精彩的大學生活中閃爍的光芒。



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香港中文大學(深圳)舉行2019年度入學典禮

#### 校長徐揚生教授致辭：做有志氣、有擔當、有抱負的青年

徐揚生校長為2019級同學開啟新生活提出了兩點希望：“首先，我希望你們在大學期間能夠培養自己寬容的胸襟，要多交朋友，如果能經常與一些在學問上、人格上有極高修為的大師在一起，你自己的追求與境界自然會得到提升，會向著更高的方向去努力。其次，我希望同學們在大學期間能夠學會時間管理。合理使用時間是每個人一生的功課，人與人之間的差別就在於如何管理自己的時間，善於學習的好的大學生活應該是合理規劃好你的生活，確保自己有足夠的時間去獨立思考，去體驗豐富的課餘生活。”

對於同學們人生新征程的第一步，徐揚生教授鼓勵同學們要先“立志”，能夠成為有志氣，有擔當，有抱負的青年，應該抱有廣闊的胸懷，具有遠大的眼光，將個人的發展與國家、社會乃至世界人類的发展聯繫在一起。

#### 在校學生分享：開放心態、激發興趣、感恩父母

來自理工商學院、逸夫書院的大四學生陳雅寧代表全體在校學生發言，與新同學分享了開啟人生新旅程的三點建議。第一是抱著開放的心態，主動擁抱新事物；第二是要激發自己的熱情和興趣，在大學里找到自己的目標；第三是對身邊的人常懷感恩之心，尤其是要感恩父母。

#### 黃銳教授發表主題演講：愿用一生所學回饋社會

黃銳教授是港中大(深圳)理工商學院計算機領域的教授，今年八月，他當選建國70周年傑出貢獻人物並榮獲“建國70年70人科技創新成就獎”榮譽稱號。在四十余年的教學科研生涯里，他在海內外培養了我國計算機方面的幾代傑出人才，包括幾十位院士和國家級領軍學者等。

黃銳教授對新生們提出三點希望：首先，要在本科階段打下扎實的基礎；其次，要多和教授們交流，積極參加教授們的科研項目；最後，要學會做一個對社會有承擔的人。他說：“你們是社會的精英，希望你們不要忘記，要作為一個祖國的接班人，你們應當憑借在這所大學里學到的知識和培養的能力，去幫助更多需要幫助的人，對社會發揮出自身的價值，對國家做出貢獻，成為真正的棟梁之材。”黃銳教授祝福祖國未來能有更多的科研突破，“我希望在未來各行各業的領軍人才里面，能看到從我們香港中文大學(深圳)的校園走出去的身影。

#### 新生代表：堅信可以成為“想成為的人”

來自經管學院、思廷書院，畢業於浙江省杭州第二中學的楊雨青同學代表新生發言。她說：“香港中文大學(深圳)是一所極具創造力和活力的大學，重視每一位學生的個性化發展，我們可以按照自己的步調找到成長的道路，最終得到全面發展。我也堅信，在這裡，我可以成為我想成為的人，完成我的夢想。”她呼喚同學們要志存高遠、心懷夢想、珍惜時間，為建設祖國和更好的明天出一份力。



全體起立奏國歌



理工商學院金融統計專業大四學生，來自逸夫書院的陳雅寧發言



香港中文大學(深圳)校長講座教授黃銳教授致辭



經管學院、思廷書院大一學生楊雨青代表新生發言

## CUHK-Shenzhen Holds Inauguration Ceremony 2019 for New Students

The Chinese University of Hong Kong held an inauguration ceremony on the morning of September 1st, witnessing over 2100 students officially started their academic life in CUHK-Shenzhen.

Speaking at the ceremony, President of CUHK-Shenzhen, Professor Yangsheng Xu, welcomed the students and extended the heartfelt congratulations. By quoting few lines from a local journal issued thirty years ago, he characterized the pioneering and innovative feature of Shenzhen, where the students are going to seek out a new life, and exhilarated their spirits.

As the students are embarking on their adulthood journey, Professor Xu encouraged them to start with sense of responsibility and lofty aspirations.

"I hope you take this step with a strong will, to aspire for excellence, to take responsibilities, and to dream big. You can and must embrace a broader vision and an open mind, and

relate personal pursuits to the betterment of our society, country, and the world at large."

Student representative Chen Yaning, a year-four student from SSE and Shaw College, shared with new students some inspirational words of advice as they begin the new phase of their lives.

Chen firmly believed that students should proactively embrace new things with an open mind, and take the various opportunities provided by The University, ranging from freely-selected courses, colourful student societies, informative workshops and lectures. She then encouraged them to explore their passion and interest, and at the same time being thankful to people around, especially their parents.

Professor Hwang Kai, who just received Scientific and Technological Innovation Achievement Award for 70th Anniversary of PRC for his considerable contribution to computer sciences, gave an uplifting keynote speech.

He exhorted students to lay a solid foundation in the undergraduate stage, so that in the future there will be many of them engaging in and contributing to scientific research, thus passing on the scientific spirits to the next generation.

Yang Yuqing, who was newly enrolled to SME and Muse College, addressed the ceremony and expressed her hope and expectation to a bright life at CUHK-Shenzhen.

"I'm excited to find out that CUHK-Shenzhen is an energetic and creative university with a serious academic atmosphere featuring freedom. It also attaches great importance to the personal development of each student, allowing us to grow in our unique pace and finally into a well-rounded individual. I strongly believe that I can realize my dream here, that is to stay curious and ambitious, to be tolerant and pure and to be always ready to redefine myself."



← 接站

● 迎新接站志愿者在深圳北站等候新生及家长

● 迎新接站志愿者与新生沟通中



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# 2019迎新季 Orientation Week

## 港中大（深圳）的小欢喜

卸下沉甸甸的行囊，完成报到注册、提交档案、领取属于自己的新生大礼包和学生袍……穿过教学楼的走廊，坐上校园穿梭巴士，入住书院……2019级新生开始了大学生活的第一步。

8月28日，香港中文大学（深圳）2019迎新报到日第一天的欢喜，就是迎接来自五湖四海的新生。

接站志愿者们在深圳宝安机场、罗湖火车站、深圳北站指引新生和家长前往巴士处、帮忙搬运行李，安排接送车辆。

在校园注册报到处和各学院、书院的注册处，学生志愿者、老师们为新生做入学指导并解答疑问。大学主管人员也在报到注册处迎接新生及家长的到来，学院及书院院长和老师分别在学院迎新处和书院迎新处与新生及家长交流。安保组和物业各职能部门各司其职：布置校园、维护校园安全、引导新生及家长入校报到注册、搬运行李，紧张忙碌但井然有序。

让我们一起回顾这些瞬间，定格迎新时光，定格2019级新生们大学生活的启航时刻。

## Special Moments

The orientation week of the new academic year lasted five days, witnessing more than 2000 students from all over the world gathering on campus. The new students immediately got a taste of the exciting life in Shenzhen through a series of welcoming events.

A number of students and staff volunteered at the train stations as well as the airport to help with luggage and arrange for pick-up. Their welcoming faces and inclusive spirit helped make all new students feel at home.

Let's check out the pictures and recall all the good memories during the orientation!

● 徐扬生校长与新生、新生家长交流合影



● 朱世平副校长与新生家长合影



● 阮健骢副校长与新生、新生家长交流



↑ 交流



## 喜迎萌新 三千人共聚迎新晚宴

8月31日，2019年度迎新晚宴于礼文楼举办，超过3000名师生家长将共聚一堂，欣赏由同学们带来的精彩歌舞表演，品味港中大（深圳）千人宴上的佳肴。

自2014年建校以来，在迎新周时举办千人迎新晚宴，已成为香港中文大学（深圳）的传统，广受师生家长的欢迎。千人宴不仅拉近了同学间的友谊，展现了同学的风采，还给家长们提供了良好的沟通平台。

## Welcome Dinner 2019: a celebration on campus !

The welcome dinner 2019 took place on Aug 31st at the Liwen Building, attended by faculty, students and parents. More than 3000 people enjoyed the feast of delicious food and live entertainment.

First organized in 2014, the welcome dinner has now become a tradition popular among students and parents. The event serves an enjoyable platform to enhance students' social connections and their positive participation. It also help spark friendship between students from diverse cultures.





# 礼赞新中国成立70周年五星红旗在校园冉冉升起



2019年10月1日上午8时，香港中文大学（深圳）在大学中央大道开展“我为祖国升国旗”活动。升旗仪式激发了全校师生的爱国热情，展示了大学师生积极向上的精神风貌。校长徐扬生教授带领大学主管人员出席仪式。各学院、书院、研究院和部门的教师代表，以及来自逸夫、学勤、思廷和祥波四个书院的两百多名同学参加了本次升旗仪式。

由我校九名同学组成的仪仗队英姿飒爽地走向升旗台，师生代表凝望着五星红旗冉冉升起。随着《义勇军进行曲》的旋律响起，师生共唱国歌。国旗升起后，大学艺术中心盛方舟与香港中文大学（深圳）合唱团成员朱倩仪演唱温婉悠扬的《祖国，慈祥的母亲》和大气磅礴的《我爱你中国》。

升旗仪式后，校长徐扬生教授、副校长罗智泉教授、协理副校长李学金教授、协理副校长顾阳教授、协理副校长朱宝亨教授等大学主管人员、教授代表，与同学们通过茶叙活动，畅谈祖国的发展与变迁。

在茶叙中，徐扬生校长回忆自己的留学岁月并分享了他对学生的期望。他提到三十多年前，在美国求学的中国留学生并不多。“当时，我们十几个在普林斯顿大学、康奈尔大学和耶鲁大学等求学的中国留学生聚集在哥伦比亚大学旁边一个中餐馆庆祝国庆。我们把中餐馆唯一的一个房间包下来，因为这个房间有可以收看国内节目的电视，看得大家都很激动。”徐校长回忆当天吃饭时大家讨论的话题是“对祖国的期待是什么”。“让我印象很深的是一位普林斯顿大学的中国学生的发言，他非常希望祖国能建设更多的高速公路。另外一位来自耶鲁大学的女学生说我真的希望中国未来物资越来越丰富，也能有真正意义上的超级市场，红红绿绿的苹果能堆成一座山。”徐校长分享了自己当时的心愿是希望祖国的机场大一点。当时的上海机场是内地第二大的飞机场，但是只有两个登机口。

三十多年来，祖国的发展日新月异。很多发展和变化，过去要在几代人的时间里发生，现在却在一代人生活的时间段里发生了，这是相当不容易的。在祖国繁荣富强、物质丰饶的今天，徐校长认为：当今时代的年轻人更应该有担当，有理想，有意志，“年轻的时候多吃苦是你的幸运！”

逸夫书院、学勤书院、思廷书院及祥波书院组织师生书院内观看阅兵仪式及群众游行。港中大（深圳）师生以实际行动共同祝福伟大的祖国母亲繁荣昌盛。

## CUHK - Shenzhen Holds Flag-raising Ceremony to Celebrate National Day

On the morning of Oct 1st, The Chinese University of Hong Kong, Shenzhen held a flag-raising ceremony to celebrate Chinese National Day.

Representing university officers, President Xu Yangsheng attended this meaningful event, along with representatives of faculty and staff, and more than 200 students from different schools and colleges.

The flag-raising team, formed by nine students of CUHK-Shenzhen, practiced for several days before the event so as to ensure the smoothness of the ceremony.

After the flag-raising session, two upbeat songs were performed by Sheng Fangzhou from University Art Centre, and Zhu Qianyi, member of CUHK-Shenzhen Chorus.



摄影 / 马天泰 江浩宸



## The Color Run 港中大（深圳）欢乐开跑



The new semester kicked off with an exciting colour run activity. On the afternoon of Sep 20th, more than 700 students and faculty staff joined this lighthearted event. Spirits were high as everyone ran across the campus covered in eye-catching colours, creating an exciting festival feel to the event.



踩着夏日的尾巴，新一届的萌新们入校了！怀揣着对于大学的美好期望，准备在新生活里大展拳脚，画下浓墨重彩的一笔。

开启炫彩的大学生活，从一场痛痛快快的色彩派对开始。9月20日下午，700余位师生在阳光下缤纷开跑，一同为第三届新生杯拉开序幕，尽情享受运动和色彩带来的快乐。

生活本该色彩肆意，自由洒脱！

摄影 / 陈鸣 (CPR0)

- 付豪 (2017 级经管学院、学勤书院)
- 江浩宸 (2018 级金融工程专业、学勤书院)
- 郭斯城 (2017 级人文社科学院、思廷书院)
- 林夏怡 (2018 级经管学院、逸夫书院)
- 王恩 (2017 级理工学院、思廷书院)
- 陈昕 (2019 级经管学院、思廷书院)
- 姜晓晨 (2019 级经管学院、思廷书院)
- 李伊伦 (2019 人文学院、祥波书院)
- 林雨 (2019 级理工学院、祥波书院)



# 经管学院贾建民教授荣获 “2019年复旦管理学杰出贡献奖”



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10月21日，2019年复旦管理论坛暨复旦管理学奖励基金会颁奖典礼在上海举行，香港中文大学（深圳）经管学院院长讲座教授贾建民由于其在管理学领域做出的杰出贡献，荣获2019年“复旦管理学杰出贡献奖”。同时获得该奖项的还有清华大学经济管理学院杨百寅教授。清华大学经济管理学院原院长赵纯均教授获颁“复旦管理学终身成就奖”，小米集团创始人、董事长及首席执行官雷军获颁“复旦企业管理杰出贡献奖”。

香港中文大学（深圳）校长徐扬生院士、经管学院学术院长熊伟教授亦对贾建民教授的获奖表示了祝贺。

熊伟教授表示，贾建民教授是香港中文大学（深圳）经管学院市场营销领域的领衔教授，其对管理学科和市场营销学科作出了重大的贡献，尤其是他建立了风险—价值理论，为基于风险和价值权衡的决策行为提供了理论基础和模型，并使得决策偏好和感知风险两个领域的研究能有机地结合起来，形成了统一的框架和模型。他相信不久的将来，在贾建民教授的带领下，港中大（深圳）经管学院在市场营销领域一定会有新的突破。

## 贾建民 香港中文大学（深圳）校长讲座教授

贾建民教授在德克萨斯大学（奥斯汀）商学院获得博士学位，现任香港中文大学（深圳）校长讲座教授，曾任香港中文大学商学院市场学系教授兼系主任、西南交通大学经济管理学院院长。贾建民教授是全国MBA教育指导委员会委员，并担任过国家自然科学基金委管理科学部专家咨询委员会委员、美国营销科学学会(MSI)学术董事、以及美国《Operations Research》杂志副主编等。

## 复旦管理学奖励基金会

复旦管理学奖励基金会由复旦大学杰出校友李岚清同志于2005年用个人稿费作为原始基金发起成立，是在中国设立的第一个管理学基金会。基金会旨在奖励我国管理学领域有杰出贡献的工作者，鼓励管理学人才潜心研究，勇于实践，支持和推动中国管理学的长远发展，提高中国管理学在国际上的学术地位和影响力。“管理学杰出贡献奖”于2006年首次颁奖，设“管理科学、工商管理、公共管理”三个子领域，每年依次就一个领域进行评选奖励。



贾建民教授（左一）获奖现场

## SME Prof. Jianmin Jia Won 2019 Fudan Prize for Outstanding Contributions to Management Science



2019 Fudan Management Forum & The Award Ceremony for Fudan Premium Fund of Management was held in Shanghai on Oct 21. Jianmin Jia, presidential chair professor at School of Management and Economics, The Chinese University of Hong Kong, Shenzhen, received the Management Award for Outstanding Contribution, together with Prof. Baiyin Yang from School of Economics and Management, Tsinghua University. Prof. Chunjun Zhao, former dean of Tsinghua SEM, won the “Lifetime Achievement Award”, while the Outstanding Contribution Award for Enterprise Management went to Jun Lei, founder president and CEO of Xiaomi Group.

Prof. Yangsheng Xu, president of The Chinese University of Hong Kong and Prof. Wei Xiong, academic dean of School of Management and Economics also congratulated Prof. Jia on his award.

Prof. Xiong said that Prof. Jia made great contributions to management and marketing disciplines. The risk-value theory developed by Prof. Jia provides the theoretical foundation and modal for decision-making behaviors based on the tradeoff between risk and value. The theory also integrates decision preference with perceived risk, forming a unified framework and modal. Prof. Xiong firmly believes that

Prof. Jia will continue to lead the marketing group in the School of Management and Economics to make breakthroughs in the future.

## Jia Jianmin, Presidential Chair Professor at CUHK-Shenzhen

Prof. Jianmin Jia is the presidential chair professor at The Chinese University of Hong Kong, Shenzhen. He was a Professor and Chairman in the Department of Marketing at The Chinese University of Hong Kong, Chang Jiang Chair Professor appointed by the Ministry of Education, China, and Dean of School of Economics and Management, Southwest Jiaotong University, China. Prof. Jia received his Ph.D. from the McCombs School of Business at the University of Texas at Austin. He serves as a member of the National MBA Education Supervisory Committee of China and an Associate Editor of Decision Analysis (the INFORMS journal). Prof. Jia was a member of the Expert Consultation Committee of the Management Sciences Department of the Natural Science Foundation of China, Academic Trustee of Marketing Science Institute (USA), and Associate Editor of Operations Research.

## Fudan Premium Fund of Management

Funded by Lanqing Li, the former Vice Premier of the State Council and an outstanding alumnus of Fudan University, Fudan Premium Fund of Management was initially established in 2005. As the first management award foundation in China, it aims to reward the researchers who have made outstanding contributions to the field of management, encourage them to devote themselves to the research, and promote the long-term development of management research in China. “Award of Outstanding Contributions to Management” was firstly established in 2006, covering three sub-fields of Management Science, Business Administration, and Public Management. The Award will reward outstanding researchers from one of the three fields each year. This year, the Foundation selected awards in the field of Business Administration and presented each winner with RMB 650,000 Yuan rewards.

## 校友王鑫入选2019年福布斯中国30位30岁以下精英榜

近日，香港中文大学（深圳）校友、友佳智能科技有限公司CEO王鑫入选福布斯中国2019年度30岁以下精英榜（U30）。

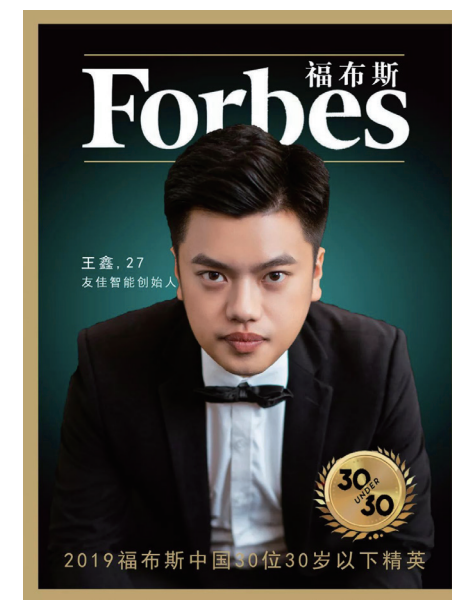
今年的入围者皆是年龄在30岁以下，在业内崭露头角，或者是展现出成为未来行业及社会翘楚的有潜力的年轻人，这些青年精英包括企业家、杰出的经理人和演艺界、体育、科技界及文化界人士。入围者通常而言是一名优秀的创业者，或是公司里一个较大团体的领导者，或是某个关键项目的负责人，或是某项科技发明的引领者。100位著名的企业家、风险投资家、艺术家、商学院院长和教授，以及业内意见领袖担任评委，从影响力、绩效和创新三方面考察候选者。

入选福布斯中国2019年度30岁以下精英榜（U30）对王鑫来说是给自己8年创业成果的最好的肯定。“戒骄戒躁，继续努力。人生是一场长久的修行，对待名利，我希望自己尽力做到不喜，失不忧。”

王鑫表示，他创业之所以能取得这些成绩，离不开两个重要因素：首先，深圳有着开放的创业环境，政策落地的速度也是全国最快的。其次，港中大（深圳）的学习经历让他更好地充实自己，提高了视野和格局。

“创业是流淌在我身体里的基因，19岁第一次创业，我赚了人生中第一个一百万。”2016年，王鑫在创业几年后重回校园，修读了深圳高等金融研究院金融学理学硕士课程。“深高金的老师们不仅授业解惑，最让我获益的是他们强大的业界朋友圈和校友圈。深高金的业界导师团队就是同学们与社会资源对接的最好桥梁。”

他在两年的时间里，创立了3家公司，均成功运营，以较强的落地以及运营创业创新能力，备受投资人青睐，获得数千万元种子轮融资。王鑫曾与同学以及队员组成“启航国际”团队参加第四届粤港澳大湾区大学生创新创业大赛，成为唯一入围16强的教育类创业项目。王鑫的团队还获得第三批星河WORLD香港中文大学（深圳）创新创业基地创业支持项目10万元基金支持。此外，王鑫还将求学期间的创业所得回馈母校，向香港中文大学（深圳）捐赠100万元。



## CUHK-Shenzhen Alumnus Wang Xin Elected to Forbes 30 Under 30

Forbes launched its 30 Under 30 China List (U30) on October 17, 2019, highlighting Wang Xin, an alumnus of CUHK-Shenzhen and CEO of Uplus Intelligent for this year.

The annual list chronicles the brightest young people under the age of 30 who may become future industry or social leaders. From entrepreneurs, to managers and stars in the entertainment, sports, technology and cultural sectors, these innovators are shaking up some of the world's stodgiest industries. A finalist is usually an excellent entrepreneur, a leader in a larger-scale team of a company, the head of a key project, or a leader in a technology invention. 100 well-known entrepreneurs, venture capitalists, artists, business school deans and professors, and industry opinion leaders serve as judges to examine candidates in terms of impact, performance and innovation.

The newly-released U30 list is the best proof of Wang Xin's eight-year hard work in entrepreneurship. "Keep up with the good work, and not to be proud and impetuous. Life is a long-term practice. Facing fame and fortune, I will try my best not to rejoice in 'getting' and not to worry about 'losing'."

According to Wang, his achievements are inseparable from two vital factors: a supportive entrepreneurial environment in Shenzhen, which sees the fastest policy landing in the country, as well as his experience at CUHK-Shenzhen, which has enriched himself and improved his vision.

"Entrepreneurship is in my genes. At the age of 19, it was my first trying to start a business, and I earned the first one million in my life." In 2016, Wang Xin returned to school after a few years of entrepreneurship and studied Master of Science in Finance at Shenzhen Finance Institute (SFI), CUHK-Shenzhen.

"SFI does not only provide us with good academic education, but also a circle of industry friends and alumni. The industry tutors of SFI are the best bridge for students to connect with social resources."

## 王鑫简介

天安至远、友佳智能、  
启航国际教育 CEO  
深圳龙岗五四青年100周年传承人  
深圳龙岗十大创业先锋第一  
2019 深创赛决赛三等奖

## Wang Xin

CEO of Tianan Zhiyuan, Uplus  
Intelligent and The Navigators  
Shenzhen Longgang 100th Anniversary  
Inheritor of May Fourth Movement  
First Prize of Pioneers of Innovation  
and Entrepreneurship Awards in  
Longgang, Shenzhen  
Third Prize of Shenzhen Innovation  
and Entrepreneurship International  
Competition