

# Research Centre for Green Business (RCGB)

Research Seminar:

## Advancing Sustainability in the Business World: Investigating Current Issues and Future Directions

**Date:** 27 April 2023 (Thursday)  
**Time:** 10:00 a.m. - 1:00 p.m.  
**Venue:** SUG03, PolyU West Kowloon Campus  
**Language:** English

### Building Maritime Transport Resilience: Current Issues and Future Research Directions

**Speaker: Dr LAU, Yui-yip Joseph**  
Senior Lecturer,  
Division of Business and Hospitality Management,  
CPCE

Dr Joseph Lau has published more than 330 research papers in international journals and professional magazines, contributed 15 book chapters, 5 books, and presented numerous papers at international conferences. He has obtained various competitive research grants (e.g. FDS, IIDS, Research Matching Grant, QESS, QEF, Basic Law Promotion Funding Scheme, National Natural Science Foundation of China and so on). Recently, he obtained the Best Paper Award at leading international conferences. His research interests are cruise, maritime education and training, sustainability issues, supply chain management, human remains, and regional development.



### Does Greenwashing Pay Off? An Investigation to the Relationship between Greenwashing and the Cost of Debt

**Speaker: Prof WU, Qiang**  
Professor and Associate Head (Research),  
The School of Accounting and Finance, PolyU

Prof. Wu's research topics include ESG, corporate social responsibility, social capital, tax avoidance, earnings quality, corporate governance, gender, and ethical issues. His research works have appeared in several premier journals, including Journal of Accounting Research, The Accounting Review, Journal of Financial Economics, Journal of Financial and Quantitative Analysis, and Contemporary Accounting Research. Prof. Wu's works have also been widely cited by both major business media and Academia (more than 5,000 citations). Prof. Wu is the editor-in-chief of China Accounting and Finance Review, an editor of Journal of International Accounting Research, an associate editor of Advances in Accounting, and an associate editor of Journal of Financial Stability.



**Moderator:**  
Dr HUANG, Wenli  
Lecturer  
Division of Business and Hospitality Management, CPCE



*ALL are welcome!*  
**Register Now!**



Please make the reservation at <https://forms.gle/Wfk6Uc7kigUja5LT6>

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