

Prof. Julie Hung Hsua Yu Scholarship for Intellectual Excel-leration

Our first encounter with Prof. Julie Yu in 1995 was very memorable. We shared our first impressions of how serious she looked, and fears that her marketing management class was going to be extremely challenging! Her high standards ultimately led to the choice of a concentration in marketing by all members of our core group, and we enrolled for all of the courses which she offered during both our undergraduate and graduate business studies at CUHK.

We believe that we speak for many students who have been inspired by Prof. Yu's sincerity and dedication to teaching, as well as coaching on their personal paths of development. Although her teaching methodology is very rigorous, her creativity and light-hearted demeanor have positively influenced her students to open their minds to endless possibilities. In the transfer of knowledge, Prof. Yu has always encouraged creative thinking and stressed relevance in her application of marketing concepts to the real world. She serves as a good role model and mentor through the vivid example of her rich and rewarding life, which is filled with numerous accomplishments and a *joie de vivre*. A passion for life-long learning and joyful attitude are fundamental to her philosophy of life.

The vision of the CW Chu College founders resonates with our own values and belief systems. Upon learning of their motives and dedication to their mentor, Dr. CW Chu, we were very touched, and chose to support their noble cause. The Prof. Julie Hung Hsua Yu Scholarship for Intellectual Excel-leration has thus been established to express our eternal gratitude for Prof. Yu's inspiration and guidance in our personal growth.

The underlying premise of this scholarship is a spirit of respect and gratitude for those (i.e., family, friends, mentors, etc.) who have played key roles and provided valuable learning opportunities throughout one's life journey. The recipients of this reward are to use it as a tool to accelerate their pursuit of excellence, in both their personal and professional lives. On a more holistic level, society at large will also benefit tremendously from such a perspective.

A cohort of Prof. Yu's former students