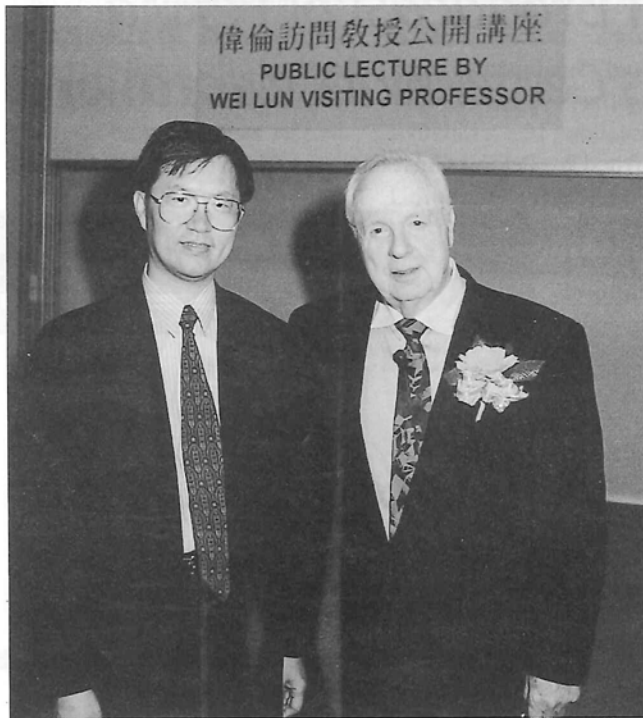


## Wei Lun Professor Discusses Future of Marketing Research



Dean of Business Administration Prof. Lee Kam-hon (left) and Prof. Paul Green (right)

Prof. Paul Green, professor of marketing at Wharton School of the University of Pennsylvania and marketing researcher of international renown, gave a lecture at the University on 5th May in his capacity as Wei Lun Visiting Professor to the University. In his lecture entitled 'Marketing Science or Marketing Engineering: What is the Future for Research in Marketing?', Prof. Green traced the development and maturation of marketing research from the late 1950s and commented on the question of relevance of academic marketing research to the needs of business students and the business community. He also predicted some future trends in marketing research and

contribution to education was demonstrated in his being awarded the AMA/Irwin Marketing Education of the Year Award in 1991 and the Academy of Marketing Science Distinguished Education of the Year Award in 1992. He is a fellow of various professional bodies, including the American Statistical Association, the Decision Sciences Institute, and the Attitude Research Hall of Fame.

Prof. Green also has extensive industry experience, some of which involved firms such as E.I. Dupont de Nemours and the Sun Oil Company. He has been consultant to Air Products, IBM, Squibb International, AT&T, Subaru, and other big names.

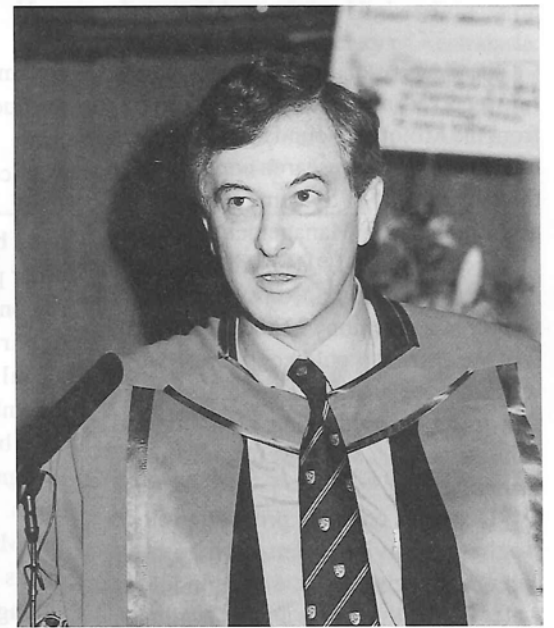
their implications for academic promotion and tenure, MBA education, and business needs.

Prof. Green's research interests include quantitative methods and new measurement techniques in market analysis and consumer research. He is a recipient of the Parlin Award for the Advancement of Science in Marketing, the Paul D. Converse Award in Marketing Theory, and the Gilbert A. Churchill Jr. Award for 'lifetime achievement in marketing research'.

Prof. Green's

## Medical Professor Targets Diabetes and Obesity in Inaugural Lecture

Urbanization and industrialization in Asia have produced changes in lifestyles which have led to overnutrition, physical inactivity, and stress — underlying factors for a spectrum of non-communicable diseases including diabetes and obesity. At his professorial inaugural lecture entitled 'Human History, Lifestyle and Metabolic Disease — A Journey Through Time', Prof. Clive Cockram, professor of medicine, discussed both genetic and environmental factors underlying various metabolic diseases in the light of research data from Hong Kong and examples from mainland China and the Pacific Islands. The lecture was delivered on 24th April.



Prof. Cockram studied medicine at St. Thomas' Hospital Medical School, University of London, and received his MBBS in 1973. In 1979, he was awarded a fellowship to undertake research into the structure-function relationships of insulin, leading eventually to the award of doctor of medicine. He completed specialist training in internal medicine, endocrinology and diabetes mellitus in

1984.

Prof. Cockram joined The Chinese University as senior lecturer in medicine in 1985, and was promoted to reader in 1991, and chair professor in 1996.

He was instrumental in the establishment of a Diabetes and Endocrine Centre at the Prince of Wales Hospital, and is actively involved in the activities of the International Diabetes Federation.

## SUPPORT FOR TWO RESEARCH PROJECTS

Two projects undertaken by staff of the University have received funding from local sources:

### Development of Indicators to Track Awareness, Attitude and Behaviours

Sponsor: Council for AIDS Trust Fund

Amount: HK\$1,095,000

Investigators: Dr. Joseph Lau, Prof. S.H. Lee

### Development of Over-the-counter Pharmaceutical Products Based on Local Medicinal Plants

Sponsor: Industrial Support Fund

Amount: HK\$8,128,000

Investigators: Profs. Kong Yun-cheung and Kwan Hoi-shan

## CUHK Inventions Granted US Patent

A new method for compressing 'loss-tolerant video image data' invented by Prof. Soung C. Liew of the Department of Information Engineering was granted US patent on 31st March 1998. The patent is the latest of the five granted to University staff so far. The following table gives details of all five patents:

Inventors	Patent Title	Date Issued
Prof. K.K. Mark Prof. Walter Ho	Microbial Degradation of Indigo and Indigo Carmine with Bacteria Strain	23rd May 1995
Prof. K.K. Mark Prof. Walter Ho	Degradation of Indigo and Indigo Carmine with an Enzyme Isolated from Bacteria Strain ATCC 55396	10th October 1995
Prof. K.T. Chan	Optical Waveguide Employing Modified Gallium Arsenide	12th February 1996
Prof. K.K. Mark	Bacterium Useful in the Removal of Sulphur Black Dye from a Substrate	11th March 1997
Prof. Soung Liew	Method for Compression of Loss-Tolerant Video Image Data from Multiple Sources	31st March 1998

## Motorola Supports Frontier Research at Faculty of Engineering



Prof. P.C. Ching (centre) receiving the donation from Mr. Stanley Wong (left 2), director of Strategy and Technology Management for the Asia Pacific Region of Motorola, while Dr. Gongjiu Jin of Motorola (left 1), Prof. Cai Xiaoqiang (left 4), chair of systems engineering and engineering management, and Prof. Yan Houmin (left 5) look on.

The Faculty of Engineering recently received a donation of US\$20,000 from the Motorola Foundation in support of semiconductor research conducted by the Department of Systems Engineering and Engineering Management. Dean of engineering Prof. P.C. Ching, who received the donation on behalf of his faculty at a ceremony held on 2nd April, said the faculty would continue to work with Motorola in finding optimal systems that improve production planning and scheduling in semiconductor manufacturing.

Due to its complex production flow, stochastic environment, and rapidly changing technology, semiconductor wafer fabrication poses a great challenge to both academics and engineers. Researchers at the Department of Systems Engineering and Engineering Management have developed

optimization tools for dynamic production scheduling, some of which have been included by Motorola Semiconductors Asia and Pacific in its Back End Scheduling Tools, currently used by two plants in Hong Kong and other plants throughout the Asia Pacific region. Prior to such collaboration, the department succeeded in building simulation models for Motorola's assembly and testing processes, which have been proven, amongst other things, to significantly reduce production cycle times.

Motorola's funds to support research in this field used to be equally distributed among universities in Hong Kong. Since 1997, however, the Motorola Foundation decided to channel all its support into the Department of Systems Engineering and Engineering Management at CUHK.

## Shaw 10th Anniversary Symposium

As part of its 10th anniversary celebrations, Shaw College organized a symposium entitled 'Information Technology and Life' jointly with the Faculty of Education, the Department of Information Engineering, and the Department of Decision Sciences and Managerial Economics on 17th April at the college's Lecture Theatre.

The first session of the symposium, chaired by Prof. Chung Yue-ping, focused on the practice of information technology in Hong Kong schools, while the second gave a picture of the role information

technology plays in industry. Participants included representatives from local secondary schools, the Education Department of the HKSAR, the British-American Tobacco Co. (HK) Ltd., the Hong Kong Jockey Club, the Hong Kong and Shanghai Banking Corporation, and CUHK faculty members.

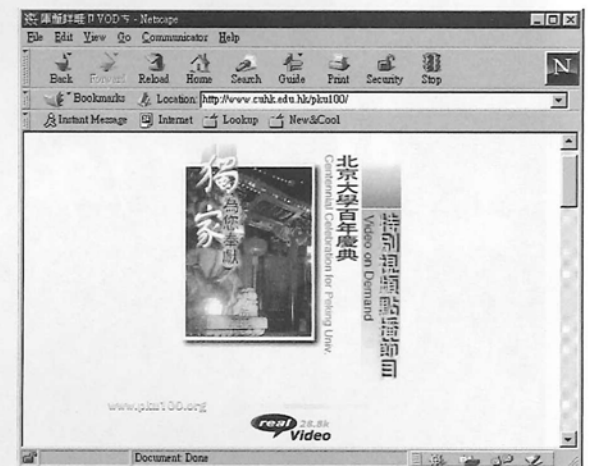
Between the sessions, Prof. Wong Po-choi of the Department of Information Engineering demonstrated new information technology applications, including the very popular 'Hong Kong School Net'.

## Internet Broadcast of Peking University's Centennial Celebrations

The University was invited by Peking University and China Central Television (CCTV) to organize the Internet broadcast of the centennial celebration of Peking University. The Computer Services Centre of the University was responsible for transforming TV satellite signals from CCTV into digital video format for real time broadcast on the Internet. Internet users could view the celebrations through the University's website.

The Grand Celebration Party held on Peking University campus on the evening of 4th May was broadcast live. Other celebration

activities such as the 'Higher Education Forum: the University of the 21st Century' on 2nd and 3rd May could be viewed in the form of videos-on-demand. Also available on the Internet are the Centennial Celebration Conference held at the Great Hall of People, the inauguration of the new library building of Peking University, and the speeches of heads of universities delivered on the occasion, including that of Prof. Arthur K.C. Li.



## To Cater for Research Interest in Comparative Literature, Cultural Studies, and Linguistics

The study of linguistics, literature, and culture at the University will soon enjoy an added academic dimension with the establishment of new postgraduate programmes. Based in the Faculty of Arts, such programmes are multidisciplinary, offering M.Phil. or Ph.D. degrees in linguistics, as well as comparative literature and cultural studies. In this issue, Prof. Wong Kin-yuen and Prof. Gladys Tang from the Department of English explain to the CUHK Newsletter the background for their introduction.

### In Step with a Worldwide Trend

Before the creation of the programmes, postgraduate teaching and research in those areas were carried out in the Department of English. But as their scope and direction of development were not quite the same as those of the department, some teachers proposed the introduction of new programmes independent of the department. The move reflects a worldwide trend for studies involving several disciplines.

Prof. Wong Kin-yuen, coordinator of the new programmes, said, 'Between the

major subjects at a university are often areas of knowledge that have been neglected. These have to be explored using an interdisciplinary approach. The delineation of disciplines is being reviewed worldwide, and what's happening at the University is no different.'

Prof. Gladys Tang, who specializes in linguistics studies, added, 'Linguistics is the root of many academic subjects, and knowledge of linguistics is useful to, for example, sociology, psychology, anthropology, translation, journalism and

communication. While English linguistics will continue to be a major focus of attention at the Department of English, linguistics studies involving other languages would surely benefit other departments. Students from other departments who show a concern for language studies will be able to pursue their research under the new programmes.'

### What's Being Compared?

There is often a misconception that in comparative studies only data or texts

are compared. Comparative literary studies, for example, is often thought to be solely about comparing literary works from different traditions, say, Chinese and Indian poetry. But this is only part of comparative studies. Comparison is also made at a theoretical level of the applications of literary, cultural, or linguistic theories to texts or data, for instance, the application of western literary theory to Turkish novels, or linguistics theory derived from English data to Chinese dialects. Theory, in fact, is the focus of the new programmes as their proposers believe any vigorous research must be grounded in theory.

In the case of the linguistics programme, there is one more clarification to be made. Prof. Tang pointed out that the title 'Postgraduate Programmes in Comparative Studies in Linguistics, Literature, and Culture' can be misleading. 'I have received enquiries from potential applicants, who presumably have a conventional understanding of comparative studies, about whether they can still apply if they don't compare two languages. The answer is they can,' she said. Prof. Wong added, 'Yes, the title can cause a bit of confusion among linguistics students wishing to get into graduate studies. We may consider modifying it in the coming year.' As long

## URBAN GIS FORUM

Experts from Beijing, Shanghai, Taipei, Hong Kong, Tianjin, Kaohsiung, Guangzhou, and Shenzhen gathered at Shanghai for the first meeting of the Urban Geographic Information Systems Forum (UGISF) held from 22nd to 24th April.

UGISF was recently established with the assistance of the Joint Laboratory for Geoinformation Science, a collaborative venture between The Chinese Academy of Sciences and The Chinese University of Hong Kong. The forum will be the meeting ground for large cities on both sides of the Taiwan Straits to discuss common issues related to urban planning and management, and the development of urban GIS.

At the Shanghai meeting,

Prof. Yeung Yue-man, director of the CUHK Hong Kong Institute of Asia-Pacific Studies, gave a keynote speech on 'The Opportunities and Challenges Faced by Mega Coastal Cities of the Asia-Pacific Region', and Prof. Chen Shupeng, director of the academic committee of the Joint Laboratory for Geoinformation Science and an academician at the Chinese Academy of Sciences, talked about urbanization and the development of urban GIS.

An agreement was made at the meeting for long-term academic exchange among large cities on mainland China and in Taiwan, and for setting up the secretariat and publication unit of UGISF at The Chinese University. The next UGISF meeting will be held in Taipei next year.

## TDV Seminars on Teaching Excellence

Over 40 teaching staff of the University attended a series of seminars, workshops, and consultation sessions on the theme of 'Searching for Excellence' from 20th to 24th April. The events were run by Prof. John A. Bowden, director of the Educational Program Improvement Group and professor of educational development at RMIT University, at the invitation of the Teaching Development Unit. Topics covered included learning-improvement-focused approach to educational quality assurance and outcome-focused improvements to teaching and learning. Participants were encouraged to consider the relevance of Prof. Bowden's ideas in the Hong Kong context.

Prof. Bowden taught chemistry and education at the University of Melbourne and RMIT University. A specialist in educational development, he has over a hundred publications to his name. In 1992, he was elected a life member



of the Australian Society for Computers in Learning in Tertiary Education, which he founded. He was also president of the Higher Education Research and Development Society of Australasia.

Prof. Bowden's recent research includes topics such as the development of professional competence, educational quality assurance systems, and the learning of science concepts.

## Third Conference on Social Indicators Studies in Chinese Societies

Over 30 overseas and local academics delivered papers at the conference co-organized by the Hong Kong Institute of Asia-Pacific Studies and the Department of Sociology from 30th April to 2nd May.



## CUHK Graduates Top Joint HKSA/ACCA Exams

Two graduates of the University came out tops in the December 1997 HKSA/ACCA joint examinations administered by the Hong Kong Society of Accountants. Accountancy graduate Wong Kin-lap (1996) was the top scorer in paper 14 'Financial Strategy' and BBA graduate Hui Lee-chi (1997), in paper 11(H) 'Tax Planning (HK)'.

as their research is theory-based, students can use linguistics to work on any language, be it German, Japanese, Chinese, English, sign language... or any combination of those.

### Academic Space Enlarged

For linguistics teachers, the new programme creates a large academic space. Research in linguistics no longer has to be affiliated with any language department. The Linguistics Subcommittee of the English Division in the Graduate School has recently changed the title of its postgraduate programme to Applied English Linguistics from English Linguistics, making the distinction between the two programmes even clearer. Students wishing to do research in applied linguistics in English can now apply to the Programme of Applied English Linguistics, while students wishing to do theory-based research in linguistics involving data in any language including English can apply to the new programme.

As for students wishing to pursue cultural and literary studies, no language requirement is now imposed on texts used in their research. From its former status as a British colony to now, a special administrative region of China, Hong Kong's own culture has always been in

danger of being swallowed up by the larger discourses of dominant cultural and political powers. Prof. Wong believes that in this post-1997 era, especially, students should take into consideration their identity as a Hong Kong or even a Chinese person when determining the direction of their research. 'At the postgraduate level, it is important that students of cultural studies have their academic roots in Hong Kong identity/culture. I believe it the mission of teachers and students of cultural studies to create a Hong Kong cultural language and literary identity,' he explained. Prof. Tang also pointed out that research in language attitude has shown that a better appreciation of one's own cultural identity indirectly helps improve one's language abilities.

### Quality Control and Publicity

No doubt cultural studies is a very fascinating field of study and one that students in Hong Kong can easily relate to. But is there also a danger that cultural studies is chosen as a cop-out from more intellectually challenging and academically demanding studies like, say, traditional literature? Can it be a fad? After all, everything, even a bowl of

wonton noodles, is culture. 'Cultural studies can be a fad but it can also be serious academic study. My argument is: what does classical English literature or high culture have to do with a 20-year-old from Hong Kong? I



Prof. Wong Kin-yuen

Prof. Gladys Tang



faculties. And what has been done along the line of promotion? 'Not much, apart from putting in advertisements in the newspapers and *Varsity*, the campus magazine, and sending out pamphlets and leaflets to other tertiary institutions,' said Prof. Tang. 'We have to work to the utmost within our constraints, the first of which is insufficient time. Manpower and money are also inadequate.'

Despite the constraints, however, the number of applicants for the coming semester, who are currently being interviewed, is 'very encouraging', a sign perhaps that the programmes are forward-looking. ○

Piera Chen

don't think learning should be completely divorced from the daily life of the learner. Besides, we've always kept an eye on the quality of research and will be very strict with the standard of research carried out by the students,' said Prof. Wong.

There is not yet a final decision on the choice of teachers for the programmes, but it should include six or seven basic teaching staff from different

# 宣布事項 ANNOUNCEMENTS

## 收費及免費暑期校車服務

### Fee-Charging & Non-Fee-Charging Bus Service for Staff in Summer

交通組提醒大學同人，由一九九二年起，所有校內穿梭校車之乘客，包括學生、教職員及其家屬等，在下列日期內乘搭穿梭校車時，每次必須繳交面值一元之乘車券：

- (一) 星期日及公眾假期；
  - (二) 每年六、七、八月(選科及註冊日除外)。
- 乘車券每本十張，費用十元，在交通組發售。

而校方為方便教職員上下班，由六月一日至八月卅一日期間，提供不收費之教職員專用班車服務，每班一車次，按下述時間路線行駛：

#### 上行線

星期一至六(兩班次) 由嶺南體育館開出，往新亞書院。中途停大學體育中心、潤昌堂、梁詠瑤樓及聯合書院。

#### 下行線

星期一至五(兩班次) 由新亞書院開出，往火車站。中途停聯合書院、大學行政樓及大學體育中心。

星期六(一班次)  
下午十二時四十五分

查詢請致電交通組(內線七九九零或七九九二)。

Passengers of the University shuttle buses have, since 1992, been required to tender one-dollar coupons on Sundays, public holidays, and all days in June, July, and August except course selection and registration days.

Such coupons come in books of 10 and may be purchased from the Transport Unit.

The University also provides a non-fee-charging bus service during the months of June, July, and August (except on Sundays and public holidays) for staff members taking the train. The bus schedule from 1st June to 31st August 1998 is as follows:

#### Up Route

Monday to Saturday at 8.30 a.m. and 8.40 a.m. (two trips per day)  
Lingnan Stadium → CU Sports Centre → Y.C. Liang Hall → K.K. Leung Building → United College → New Asia College

#### Down Route

Monday to Friday at 5.05 p.m. and 5.20 p.m. (two trips per day)  
Saturday at 12.45 p.m. (one trip per day)  
New Asia College → United College → University Administration Building → CU Sports Centre → University train station

Enquiries can be directed to the Transport Unit (Ext. 7990 or 7992).

## 教職員上下班校車夏季收費

### Staff Bus Air-Conditioning Charges during Summer

由六月一日至九月三十日期間，所有教職員上下班校車將增設空調。港島線乘客每月須另繳空調附加費一百零五元，九龍及新界線則為九十五元，概由薪金中扣除。

港島線散票乘客的車費連空調附加費為每程十九元，九龍及新界線則為十五元五角。九龍及新界線月票乘客轉乘港島各線，每程均須補票四元五角。車票可在交通組購買。

From 1st June 1998 to 30th September 1998, air-conditioning charges will apply to all passengers on the staff buses. The charges per person are as follows:

路線 Route	基本月費 Basic monthly charges	空調附加費 Air-conditioning charges	總費用 Total charges	散票 Casual rider (per coupon)
3 紅磡 Hunghom	\$275	\$95	\$370	\$15.5
4 觀塘 Kwun Tong	\$275	\$95	\$370	\$15.5
7 美孚 Mei Foo	\$275	\$95	\$370	\$15.5
8 北角 North Point	\$450	\$105	\$555	\$19.0
9 薄扶林 Pokfulam	\$450	\$105	\$555	\$19.0
10 西灣河 Sai Wan Ho	\$450	\$105	\$555	\$19.0
15A 荃灣A Tsuen Wan A	\$275	\$95	\$370	\$15.5
15B 荃灣B Tsuen Wan B	\$275	\$95	\$370	\$15.5

The additional charge to transfer from a Kowloon/N.T. route to a Hong Kong route remains at \$4.50 per passenger per ride.

## 膳堂維修

### Canteens Closed for Annual Maintenance

下列膳堂將於暑期開展維修工程，暫停開放。

范克廉樓	維修日期
咖啡閣	五月十五至廿五日
學生及教職員膳堂	五月廿五日至六月十日
地庫快餐店	六月十一至廿五日
基本醫學大樓小吃店	六月十五至廿五日
大學賓館	八月十至十五日
崇基眾志堂	六月一至三十日
崇基教職員聯誼會	七月五至十六日
新亞教職員及學生膳堂、雲起軒	五月十六日至六月十三日
逸夫教職員及學生膳堂	五月三十日至六月十一日

The following canteens on campus will be closed for renovation during the following periods:

BFC Coffee Shop	15th to 25th May
BFC Staff and Student Canteens	25th May to 10th June
BFC Fast Food Shop (Swimming Pool)	11th to 25th June
Basic Medical Sciences Building Canteen	15th to 25th June
New Asia College (Staff, Student Canteens, and Yun Chi Hsien)	16th May to 13th June
Shaw College Canteens	30th May to 11th June
Chung Chi Tang	1st to 30th June
Chung Chi College Staff Club	5th to 16th July
University Guest House	10th to 15th August

## 逸夫書院餐廳更改營業時間

### New Business Hours for Shaw College Canteens

由七月二日(星期四)起，逸夫書院餐廳的營業時間更改如下：

	星期一至六	星期日
教職員餐廳	中午十二時至下午三時及 下午六時至晚上九時	休息
學生飯堂	上午七時三十分至晚上九時	休息

From 2nd July, the business hours of the Shaw College canteens will be revised as follows:

Staff Dining Room	Monday to Saturday noon - 3.00 p.m. and 6.00 - 9.00 p.m.
Student Canteen	Monday to Saturday 7.30 a.m. - 9.00 p.m.

Both canteens will be closed on Sundays.

## 牙科服務調整收費

### Revision of Dental Charges

大學保健處決定由一九九八年四月一日起，提高各項牙科服務收費，每服務單位增加一至三元不等，詳情如下：

	新收費(每服務單位)
甲類服務條款僱員及其直系親屬	四十八元
乙類服務條款僱員及其直系親屬	三十二元
丙類服務條款僱員及其直系親屬	十六元
學生	十六元

查詢請電牙科部(內線六四一二)。

From 1st April 1998, the unit charges for dental and prosthodontic services at the University Health Service for University staff on Terms of Service (A), (B), and (C), and students have been adjusted as follows:

	Revised charges (per unit)
Staff on Terms of Service (A) and eligible family members	\$48
Staff on Terms of Service (B) and eligible family members	\$32
Staff on Terms of Service (C) and eligible family members	\$16
Students	\$16

For further information, please contact the dental clinic at Ext. 6412.

## 產前講座

保健處特為懷孕及準備製造小生命的教職員和家屬舉辦為期兩天的產前講座，以粵語介紹分娩護理常識、產前產後運動、營養和餵哺母乳須知等。

該講座將於六月十一及十二日下午二至五時，在大學保健中心會議室舉行，費用全免，名額有限。有意出席者請致電內線六四一六索取報名表格。

## 逸夫書院招聘宿舍導師

### Shaw College Seeks Resident Tutors

逸夫書院現招聘一九九八至九九九年度學生宿舍男女導師，歡迎大學全職教職員申請。申請人須為大學畢業生。

導師的職責為協助舍監處理宿舍事務及促進宿舍生活。獲委任者必須於宿舍居住，住宿免費，惟並無其他津貼。

申請者請致函逸夫書院學生輔導處左冠輝先生，截止日期為一九九八年六月十日。查詢請電內線七三五八。

Shaw College is looking for outgoing young people to serve as resident tutors in its student hostels for the 1998-99 academic year. The appointees must be full-time, degree-holding University employees.

The major duty of a resident tutor is to assist the hostel wardens to manage the hostel and promote hostel life. As this is a concurrent appointment, no allowance of any kind apart from free lodging will be granted.

Application letters should be addressed to Mr. K.F. Chor, who can also be reached at Ext. 7358. The deadline for application is 10th June 1998.

## IMS Management Board Composition

The composition of the Board of Management of the Institute of Mathematical Sciences (IMS) has recently been revised as follows:

Chairman:	Prof. Kenneth Young
Members:	Directors of IMS Prof. C.N. Yang Prof. S.T. Yau

Associate Directors of IMS  
 Prof. Raymond H.F. Chan  
 Prof. Lau Ka-sing  
 Dean of Engineering or the dean's representative  
 Dean of Science or the dean's representative  
 Chair of Mathematics or the chair's representative  
 Chair of Physics or the chair's representative  
 Chair of Statistics or the chair's representative  
 Up to two other members appointed by the Vice-Chancellor, one of whom shall be the Secretary  
 Prof. P.M. Hui, Department of Physics (Secretary)

(Term: until 31st July 1998)

### 大學游泳池開放時間

#### University Swimming Pool Notices

大學游泳池將於六月十五日至九月六日試行延長開放時間如下：

第一節：上午八時至下午一時四十分

第二節：下午二時三十分至晚上九時

星期日及公眾假期照常開放。

另，大學游泳池第一及第二水線將於五月十九、二十和廿六日下午三至五時闢作生物系「潛水訓練課程」之用。

而游泳池淺水區於五月十八日至六月二日逢一、二、四、五下午五時十五分至六時四十五分專供體育部舉辦「教職員初級游泳班」。

#### Open Hours

From 15th June to 6th September 1998, the opening hours of the swimming pool will be extended as follows:

1st session: 8.00 a.m. - 1.40 p.m.

2nd session: 2.30 p.m. - 9.00 p.m.

The pool is open seven days a week including public holidays.

#### SCUBA Diving Training Course

The first and second lanes of the swimming pool will be reserved for the SCUBA diving

training course run by the Department of Biology from 3.00 p.m. to 5.00 p.m. on 19th, 20th, and 26th May 1998.

#### Elementary Swimming Course for Staff

The shallow end of the swimming pool will be used for the elementary swimming course for staff run by the Physical Education Unit from 5.15 p.m. to 6.45 p.m. every Monday, Tuesday, Thursday, and Friday during the period 18th May to 2nd June 1998.

#### University Library System Summer Hours

University Library, Chung Chi Library, New Asia Library

	1st to 30th June	2nd July to 31st August
Mon - Fri	9.00 a.m. - 10.00 p.m.	9.00 a.m. - 7.00 p.m.
Sat	9.00 a.m. - 5.00 p.m.	9.00 a.m. - 5.00 p.m.
Sun	1.00 a.m. - 7.00 p.m.	closed

United College Library

	1st to 30th June	2nd July to 31st August
Mon - Fri	9.00 a.m. - 9.30 p.m.	9.00 a.m. - 7.00 p.m.
Sat	9.00 a.m. - 5.00 p.m.	9.00 a.m. - 5.00 p.m.
Sun	1.00 a.m. - 7.00 p.m.	closed

Medical Library

	1st June to 5th July	6th July to 31st August
Mon - Fri	9.00 a.m. - 6.00 p.m.	8.30 a.m. - 7.00 p.m.
Sat	9.00 a.m. - 5.00 p.m.	9.00 a.m. - 5.00 p.m.
Sun	closed	closed

Architecture Library

	11th May to 31st August
Mon - Fri	9.00 a.m. - 5.00 p.m.
Sat	9.00 a.m. - 12.30 p.m.
Sun	closed

All libraries will be closed on 30th May, 1st July, and 17th August.

## Personalia 人事動態 · Personalia 人事動態 · Personalia

Information in this section can only be accessed with **CWEM password**.

若要瀏覽本部分的資料，  
請須輸入 **中大校園電子郵件密碼**。



**外遊須知**  
**Plan Your Trip with UHS**

**健康資料**  
**Medical Advice**

保健處備有旅遊健康資料包括小冊子及傳單供員生索取，提供往外地旅遊需要注意的事項如食物衛生、傳染病、性病等。

The University Health Service (UHS) is offering medical advice to University members planning to travel, in the form of free pamphlets and booklets with information on food hygiene, communicable diseases, sexually transmitted diseases, and topics relevant to international travel.

**旅遊藥品**  
**Medical Packs**

保健處可應要求提供「旅遊藥品」(成人份量)，供旅途上輕微不適時使用。成人「旅遊藥品」包括有退熱、止痛、胃痛、傷風及防敏感、止嘔、止肚瀉、止肚痛等藥，以及止痕藥膏，並附說明，講述使用方法、副作用及劑量表。

UHS also provides a medical travel pack for adults which contains seven kinds of medication for the relief of minor infections or discomfort: Panadol, Gelusil, Piriton, Avomine, Imodium, Holopon, and topical skin cream. Instructions for use and possible side effects are also given.

**防疫注射**  
**Vaccination**

保健處更樂意為員生注射傳染病疫苗，請及早向該處查詢。旅遊藥品及疫苗根據成本收費。

The University Health Centre also offers vaccination at cost to individual staff and students.



**5.24**  
**立法會選舉**  
**Legislative Council Election**

# 政府劃撥三百萬元 加強服務殘障員生

**本**校獲大學教育資助委員會撥款三百萬港元，於未來三年添置設施和器材，服務殘障學生及教職員。首批器材如復康巴士、電動輪椅，以及供弱視、弱聽者使用的電腦設備等，預計可於短期內投入服務。

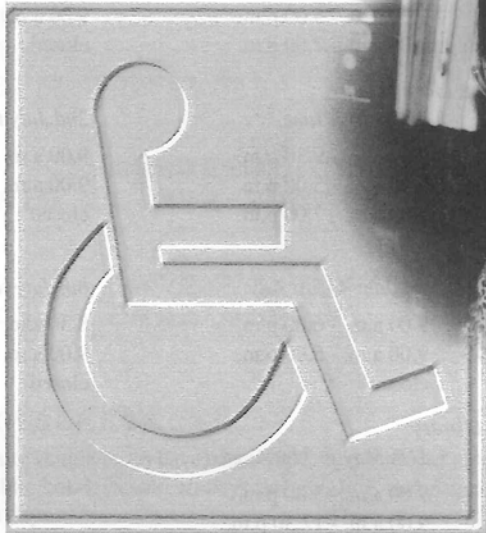
## 殘障人士的需要

其實，早在籌建校園時，建築師已考慮到肢體殘障人士的需要，刻意設計聯合書院的通道，讓輪椅使用者可直達院內各幢樓宇。

唯是於七十年代初期，健全者尚未完全了解殘障人士的需要，往往只知道要擴闊通道、以斜坡替代梯級、設殘障人士洗手間等，卻忽略了許多細節。一位輪椅使

用者就指出，公共電話總是安裝在較高的位置，除非有人協助，否則打電話十分費勁。

時至今日，校內殘障人士的活動範圍已遠遠超越聯合書院，校方覺得有責任引進新設施方便他們學習和工作。



健康教育主任簡阮美妍女士

## 成立工作小組 加強服務

一九九五年，前學生事務處主任建議應加強殘障人士的服務與設施，校方遂成立工作小組，落實有關工作。為廣集意見，小組成員來自註冊組、秘書處、學生事務處、資訊科技服務處、圖書館、保健處、書院輔導處，以及學生團體。小組獲建築學系李燦輝教授幫助，邀請美國麻省理工學院一位專家提供意見，又分別諮詢了香港復康會、香港盲人輔導會及香港聾人協會。

綜合有關資料及意見後，校方向大學教育資助委員會申請撥款，去年七月獲批三百萬元，用於一九九八至二零零一年加強對校內殘障員生的服務。

## 保健處擔當主導角色

由於學生及教職員入學和入職前，大部分都會到保健處驗身或向該處提供健康狀況資料，而殘障學生要上體育特別班或要求特殊安排的考試時，又須保健處書面證明，故保健處掌握了有關資料，較容易明白殘障員生的需要。該處職員在遵從私

隱原則下，會運用大學專撥的資源和他們的專業知識為殘障員生提供服務，更會主動接觸和了解他們的需要，尋找或設計所需的設施和服務。

工作小組已列出需添置的設施清單，並已著手訂購，預計首批器材可於短期內運到，供殘障員生使用。

## 成立協調委員會統籌有關事宜

校方亦決定正式成立殘障人士服務協調委員會替代原有的工作小組，負責協調殘障人士服務的政策，統籌各部門添置及管理有關設施，就此等事宜向校方提供意見，並向殘障人士宣傳新增的設施和服務。

委員會之組成與工作小組的大致相同，包括有關部門、書院和學生代表，由保健處主任彭國雄醫生出任主席。委員會正在擬訂設施和服務的使用程序與相關安排，如復康巴士的行走路線與時間、要求接載的方法、如何借用電動輪椅等，詳情將另行公布。

根據保健處的資料，本校有殘障學生廿三人，殘障教職員廿二人，實際數目或許有出入，因為校方並沒有規定員生必須向保健處呈報殘障情況。

殘障員生如有需要或建議，可直接聯絡保健處健康教育主任簡太（內線六四三六）。○

陳偉珠

## 校園十景之十

# 晨運勝地環迴路

中大校園有一條通衢大道，兩旁樹木欣欣向榮，但人車少見：那是位處校園邊陲的環迴路。

環迴路由東西北三段組成，最後一段於九四年才通車。最早通車的是夏鼎基運動場至第十苑路口的環迴東路，其路基原是舊日柴油火車的路軌，現在還可隱約見到一些遺跡如石壘和石崖。該段九廣鐵路原是瀕海興建，十多年前因鋪設雙軌而外移，當年划艇勝地給填海後，如今成了電氣化火車軌和吐露港公路，真是滄海桑田，變幻莫測！

環迴東路的起點在大學運動場側門旁的草地。草地面積很大，遍植黃金間碧竹和火焰木（圖一），樹的盡頭地勢略向下斜，繼而是一段直路（圖二），兩旁列植了白千層、夾竹桃和大王椰，連綿不斷，很是壯觀！每值晨曦，不少晨運客愛在此段寬闊行人路上散步和緩步跑。過了十苑路口便是環迴北路，地勢有起有伏，兩旁景物也截然不同，一邊是新建成的網球場，另一邊則是工場倉庫。再往上行繞過一片果園，便屬西段路程，逸夫校舍也赫然在望（圖三），環迴路也以此為終點。

走畢環迴路，約需半小時；是假日闔府遠足好去處，也是情侶把臂談心，漫步細語的理想地方。沒有到過的同人，不妨結伴同遊，領略沿途的明媚風光。

編者按：

本刊自一九九六年一月起陸續刊登「校園十景」，逐一介紹水方子眼中的十處校園勝景，這篇已是最後一篇，謹此再次多謝水方子。



圖一



圖二



圖三

水方子

# 兩岸城市地理訊息論壇

## 地理信息系統學術論壇—1998上海



楊汝萬教授

地球信息科學聯合實驗室最近推動成立「城市地理信息系統學術論壇」，並集合海峽兩岸大城市的學者於上月廿二至廿四日在上海召開第一次會議。

在會議開幕禮上，本校亞太研究所所長楊汝萬教授發表主題演講「亞太區沿海特大城市面臨的契機與挑戰」，而地球信息科學聯合實驗室學術委員會主任、中國科學院院士陳述彭教授則論述「城市化問題與城市GIS的發展」。

與會者來自北京、上海、台北、香港、天津、高雄、廣州、重慶和深圳，他們在會上通過協議，開展長期的學術交流活動，又決定在本校成立論壇的秘書處和論壇年報的編輯部，並推選本校地理系林輝教授、上海市建委科技信息技術委員會簡逢敏主任、台灣大學林峰田教授協調論壇的活動。

林輝教授表示，該實驗室將可透過新設的論壇，為區內的城市訊息化建設發揮積極的推動作用，而論壇將每年輪流在海峽兩岸的大城市舉行，第二屆年會於明年在台北召開。

# 第三屆華人社會研討會

第三屆華人社會社會指標研究研討會於四月三十日至五月二日假行政樓祖堯堂舉行，數十名香港、內地和台灣的學者出席，宣讀論文二十五篇。

會議討論共分九個專題，環繞各主要華人社會的指標研究、發展及其與別的社會現象的關係，例如數據偏差、社會指標比較、社會價值、公民文化、政治認受性、身分認同、婚姻觀念和性別研究等。

會議由本校香港亞太研究所和社會學系、理大

應用社會科學系及港大亞洲研究中心合辦，香港崇正總會贊助。開幕禮由副校長金耀基教授和崇正總會理事長黃石華先生致辭。



## 加強畢業生的就業能力

學生事務處為應屆畢業生提供多項就業輔導計劃，加強他們的就業能力，其中包括學界首創的精英創業計劃，以低息貸款協助畢業生創業。

大學輔導長郭少棠教授表示，就業市場的競爭壓力很大，大學生必須充實和裝備自己，加強個人的競爭力。校方增設為期三週的行政事務培訓證書課程，提供行政人員專業培訓和中英文商業文書訓練；又籌設新紀元跨文化管理領袖培訓

計劃，加強中大學生和內地學生的交流。此外，亦會與社會福利署和尖沙咀街坊福利會合辦義工計劃，增強畢業生對社會的認識。

至於精英創業計劃，則會參照現行的學生貸款計劃方式，為應屆畢業生提供低息貸款。申請者須提交計劃書，經審批後，每位學生最高可獲貸款五萬元，而學生亦須參加一個短期的訓練課程，為創業作好準備。校方正籌款成立創業發展基金，目標為三百萬元。

## 百萬元研究普通話教學成效

課程與教學學系何偉傑教授聯同香港教育研究所最近投得語文基金的研究項目，獲撥款近九十九萬元，研究用普通話教授中文對中學生學習中國語文的影響。

何教授表示，該研究為期三年半，旨在比較中一至中三學生，在以廣東話授課和以普通話授課的不同條件下，學習中國語文的表現，包括寫作能力、閱讀能力和對中國文化的認識。

近年來本港學生的語文能力不斷下降，教育

界提出各種補救方案。其中一種是採用普通話作為中文科的教學語言，藉此縮短口語和書面語的距離，增強學生對現代漢語的語感，從而提升整體語文能力。

何教授說，本年九月開始，普通話科將成為全港中、小學的核心課程，而個別學校正積極考慮採用普通話作為中文科的教學語言，以期加強普通話的學習和提高學生使用標準語的能力。他主持的研究，會致力尋找普通話教學的成效。

## 市民的置業意欲不強

根據亞太研究所的調查顯示，逾半市民贊同行政長官的房屋政策，而四分三的市民在未來一年不會置業。

調查由亞太研究所所長楊汝萬教授主持，於上月中以電話調查一千多名市民對政府房屋政策的意見。

楊教授表示，調查結果反映香港市民受去年的金融風暴影響，對前景欠樂觀，百分之七十四受訪者未來一年無意置業或換樓。三成受訪者認為「租者置其屋」計劃會壓抑樓價及減低市民購買私營房屋的意欲，亦有近三成受訪者認為「居者有其屋」和「夾心階層住屋」計劃會減低私營房屋

的需求。

此外，八成半受訪者認為，房屋委員會的「自置居所貸款計劃」和房屋協會的「首次置業貸款計劃」都有助市民自置居所；六成人則指住宅物業按揭利息可以扣稅的措施，能夠吸引市民自置居所。

調查又顯示，百分之五十五受訪者同意特首的公營及私營房屋混合發展的政策。約四成人認為政府與發展商協議減收地價，是公營及私營房屋混合發展的最可行方法。

楊教授稱，調查的主要目的是收集資料，以推動各界對房屋政策的討論。

## 社會保障不足

根據本校一項調查顯示，亞洲金融風暴之後，更多市民認為香港的貧窮問題嚴重，只有一成多市民覺得社會有足夠的失業保障。

調查由社會工作學系王卓祺教授和香港亞太研究所研究統籌員王家英博士主持，先後於去年十月和本年四月以電話各訪問了一千名市民，全面而有系統地探討他們對香港現行社會福利狀況的看法。

上月的調查發現，更多市民認為香港貧富懸殊，近六成人認為貧窮的原因並非源自個人而是社會。逾八成半市民認為失業問題嚴重，

比半年前的調查急升三成；逾半市民認為失業會危害家庭經濟，比上次調查上升約百分之六。

王家英博士指出，近九成受訪者認為靠自己努力或家庭成員的幫助最能解決生活所需，反映出香港人傳統上並不倚賴社會福利。

王卓祺教授則表示，由於有更多市民感到失業會危害家庭經濟，若失業問題拖延下去，這個依賴個人和家庭去解決社會問題的系統便可能生變，他促請港府成立失業保險制度。

## 中大通訊 CUHK NEWSLETTER

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截稿日期		
Deadlines for Contributions		
期數	出版日期	截稿日期
Issue no.	Issue date	Deadline for contributions
128	4.6.98	19.5.98
129	19.6.98	3.6.98
暑期特刊	19.8.98	3.8.98
Summer Supplement		
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136	4.12.98	17.11.98
137	19.12.98	2.12.98

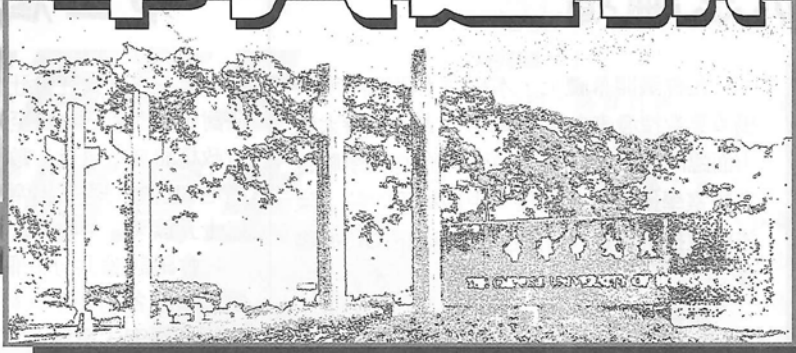
香港中文大學出版事務處出版

編輯：梁其汝 助理編輯：蔡世彬 李琪 陳偉珠 製作：梅潔媚

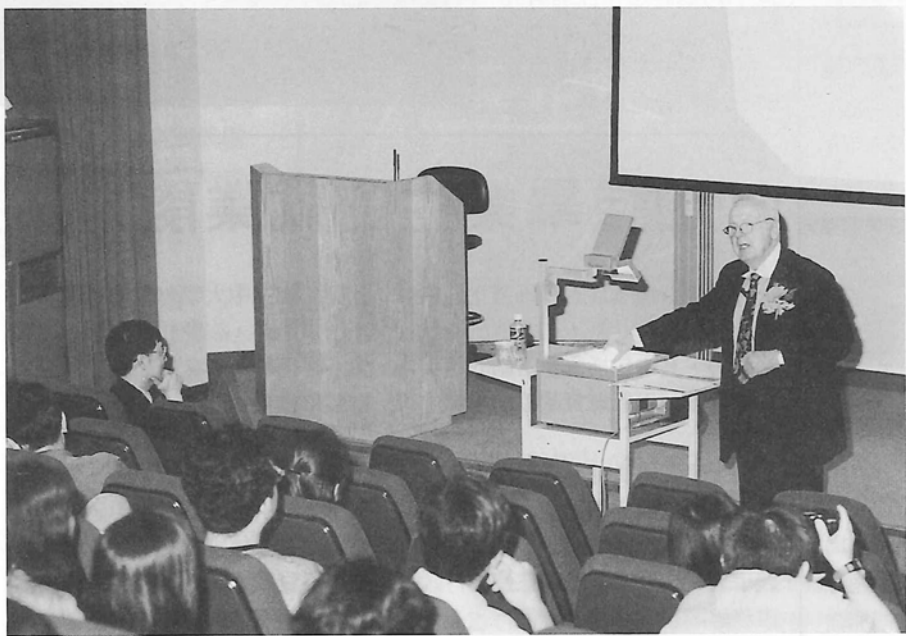
Published by the Publication Office, The Chinese University of Hong Kong  
Editor: Amy K.Y. Leung Assistant Editors: Piera Chen, Lawrence Choi Graphic Designer: May Mui

印刷：鮑思高印刷有限公司

Printing: Don Bosco Printing Co. Ltd.



## 市場學研究的未來



蜚聲國際的著名市場學學者Prof. Paul Green上月以偉倫教授身分到訪本校，並於五月五日在信和樓主持公開講座，講題為「市場學術研究的未來——市場科學或市場工程學？」。

他在講座上闡述市場學研究從五十年代迄今的發展及其成熟過程，又批評部分市場學的學術研究與企業實際所需的不同；並且分析市場學研究的一些未來發展趨勢，以及研究成果對大學教師升遷、教席終身制、工商管理碩士教育和企業實際需求的影響。

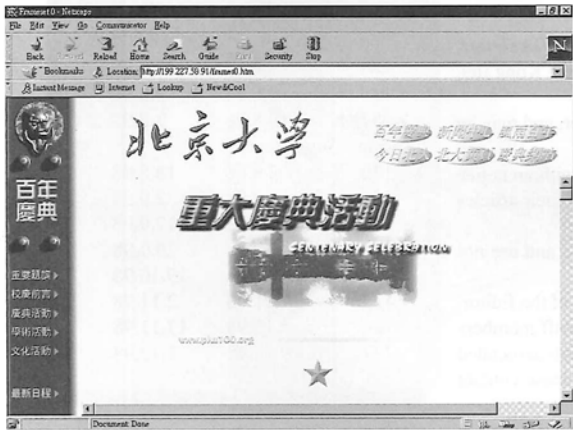
Prof. Green 為賓夕法尼亞大學Wharton

商學院市場學教授，是眾多企業的顧問，歷年獲獎無數，美國市場學協會更於一九九六年以他的姓名設立獎項，嘉獎《市場學研究期刊》優秀論文的作者。同年，他獲頒市場學研究終身成就獎。根據最近一項調查，Prof. Green獲選為市場學界中最傑出的研究學者。該調查的評審標準包括論文質素、學術界人士評選等。

Prof. Green的主要研究興趣為運用計量方法及嶄新的測量技巧進行市場分析及消費研究。他曾出版專著十五種和專題論文叢刊五本，論文經常刊載於市場學、商學及社會科學的著名期刊。

## 北大百年慶典 本校電腦直播

本校上月獲北京大學及中央電視台邀請，將北京大學創校百年慶祝活動實況以影像方式在互聯網發放，讓世界各地的互聯網用戶收看盛況。



由於北大校友遍及海內外，該校上月特與中央電視台合作，轉播百年校慶盛會，而本校電腦服務中心則負責接收由中央電視台提供的電視衛星訊號，進行實時圖像數碼化製作及播放，讓各地互聯網用戶透過本校網址即時收看。

五月四日晚的北大百年慶典晚會「光明行」透過互聯網現場直播，而其他重點慶祝活動則以自選錄像方式在互聯網上發放，包括「面向二十一世紀世界著名大學校長論壇」、「北京大學百周年慶典大會」、「北京大學圖書館影樓落成典禮」及「北京大學校慶盛況」等。

本校電腦服務中心去年曾與香港電台合作，將香港主權移交的過程，透過互聯網作四十八小時的視像直播。

## 糖尿病專家的憂慮

內科講座教授郭克倫教授指出，糖尿病、肥胖和代謝失調已成為亞太區的普遍病症，而糖尿病患者激增的情況尤使人憂慮。

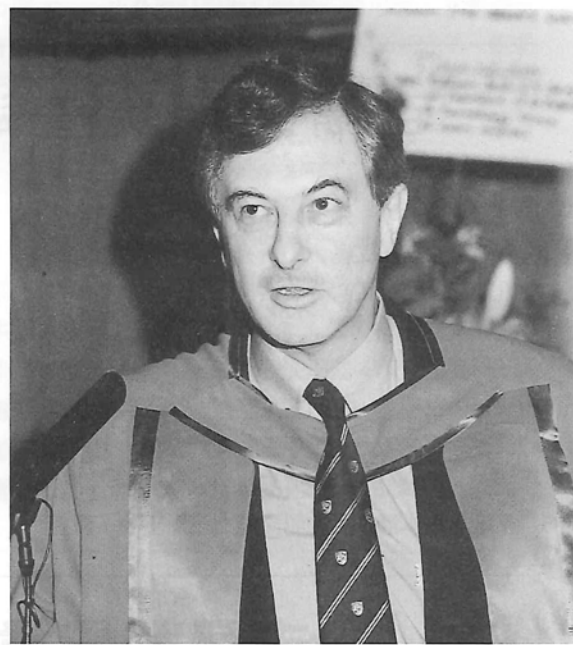
郭克倫教授上月廿四日於威爾斯親王醫院主持就職演講，以「與你穿梭時空，看人類歷史、生活方式與代謝疾病」為題，引用亞太區包括香港和中國內地的統計數字和例子，探討引致各種代謝疾病的遺傳和環境因素。

他說，估計香港有四十萬糖尿病患者，內地更高達二千萬，而太平洋的瑙魯島約有四成人口患上糖尿病，問題嚴重。隨著區內城市化和工業化，亞洲人的生活方式起了巨大變化，因而衍生營養過剩、飲食改變、勞動劇減和精神壓力增加等現象，而這些現象就是導致糖尿病和肥胖的主因。

郭克倫教授一九七三年醫科畢業，一九七九年以胰島素之結構及功能關係的研究，取得倫敦大學聖湯瑪士醫院醫學院醫學博士學位。一九八一年，獲聘為聖湯瑪士醫院內科部講師，並於一九八四年完成內科、內分泌學和糖尿病學的專科訓練。

他於一九八五年加入本校任內科學系高級講師，先後於一九九一及九六年晉升為教授及講座教授。

他的主要研究範疇為糖尿病及胰島素，最近的研究重點為中國人的第二型糖尿病。



## 資訊科技與生活

逸夫書院與教育學院、訊息工程學系及決策科學與企業經濟學系上月十七日假書院大講堂合辦「資訊科技與生活」座談會，揭示資訊科技在日常生活及工作中的重要角色，並慶祝書院十周年。

座談會分兩節舉行，第一節主題為「學校裏的資訊科技運用」，由教育學院院長鍾宇平教授主持，講者有培正中學副校長兼香港電腦教育學會會長葉賜添先生、教育署高級助理署長湯啓康先生及本校李芳樂教授，講述他們推廣應用資訊科技的經驗。

第二節介紹資訊科技在工商業所起的重要作用，由決策科學與企業經濟學系張惠民教授主持，講者包括英美煙草(香港)有限公司資訊管理經理兼香港電腦學會會長麥鄧碧儀女士、香港賽馬會資訊設備管

理總監賴錫璋先生及香港上海匯豐銀行有限公司技術服務部高級經理鄭小康先生。他們分別介紹其所屬工作單位在運用電腦科技的例子及經驗。

訊息工程學系黃寶財教授則在兩節座談會上示範了電腦科技幾項最新用途，包括由他設計的「香港學校網絡」。

