



**澳門管理學院2019年度管理論壇**

**2019 Annual Management Forum – Macau Institute of Management**

# **大數據時代人力資源面對的挑戰**

## **Human Resources Challenges in the Age of Big Data**

**日期及時間** : 2019年11月8日(星期五), 14:30 – 17:30 (14:15開始登記)

**Date and Time** : 2019/11/8 (Friday), 14:30 – 17:30 (Registration starts at 14:15)

**地點** : 澳門蘇亞利斯博士大馬路, 中國銀行大廈33樓

**Venue** : Avenida Doutor Mario Soares Macau, Bank of China Building FL33

## 特邀講者 Special Invited Speaker



張顯先生  
Mr. Zhang Xian

張顯，現任騰訊人力資源平台部助理總經理，擁有18年人力資源管理工作經驗，加盟騰訊12年，帶領HR團隊支持了騰訊遊戲從500人到5000人的發展歷程，在人才招聘、領導力發展、員工培養與績效管理等領域均有深入的理論與實踐經驗，也承擔了騰訊HRBP體系的建設實施工作。目前主要負責騰訊HR大數據平台及數據產品的研發、設計和運營工作。

Mr. Zhang Xian, Assistant General Manager of Human Resources Platform of the Tencent Group, has 18-year experience in human resources management. He has led the HR team to support Tencent Gaming to expand from 500 to 5,000 staff. Mr. Zhang has strong theoretical and practical knowledge to deal with critical HR development issues like finding suitable talents, brewing leaders, staff development and performance assessment schemes. He is also responsible for the construction and execution of the Tencent HRBP (Human Resources Business Partners) system. At the moment, his main focus is on the Tencent HR Big Data Platform and corresponding R&D of related digital products.

## 程序 Rundown

14:30

嘉賓進場  
Welcoming of Honorable Guests

學院代表致辭  
Opening Remarks

致送紀念品  
Souvenirs Presentation

大合照  
Group Photograph-taking

14:45 – 16:00

第一部分座談交流 – 技術篇  
Session 1 – Technology Perspective

講者：張顯先生、潘國華先生、  
李建恆先生  
Speakers: Mr. Zhang Xian, Mr. Pan Guohua,  
Eric, Mr. Keith Lei

主持：司徒志文博士  
Moderator: Dr. Raymond Szeto

16:00

小休 (茶點)  
Tea Break

16:15 – 17:30

第二部分座談交流 – 管理篇  
Session 2 – Management Perspective

講者：曹聖玉博士、鄭淑玲女士、  
蘇振輝先生  
Speakers: Dr. Alice Tso, Ms. Kennis Cheng,  
Mr. Sou Chan Fai

主持：司徒志文博士  
Moderator: Dr. Raymond Szeto

17:35

論壇結束  
End of Annual Forum

## 講者簡介 Speakers



潘國華先生  
Mr. Eric Pan

潘國華(Eric)先生，北京南極圈創始人及首席執行官，在科技界擁有豐富的人力資源管理經驗。歷任騰訊集團招聘負責人、騰訊北京公司和上海公司人力資源經理、奇虎360人力資源總監和獵豹移動人力資源副總裁。曾擔任職場類電視節目【職來職往】【非你莫屬】等嘉賓；也曾任是騰訊青騰營導師、騰訊芒種訓練營導師、百度AI學院導師、正和島導師等。

Mr. Pan Guohua, Eric, is the founder and CEO of the Nanjuquan.com in Beijing. He has rich experience of HR management in technology field. Eric was the management of the Tencent Group where he was the HR manager for the Beijing and Shanghai Offices, he was the HR Director of Qihoo 360 and the Vice President of Cheetah Mobile. His experience was highly recognized as he was invited to be a guest of various TV programmes about career development and trainer of different institutes, including Baidu AI Institute.



李建恆先生  
Mr. Keith Lei

美高梅人力資源副總裁李建恆先生，擁有超過14年人力資源管理經驗，他將科技應用於日常人力資源運作中，於2014年已成功實踐了無紙化人力資源流程。並不斷與時並進，相繼推出了手機應用程式，與員工更有效互動及溝通，從而提高了營運效率並節省成本。

Mr. Keith Lei, Vice President of Human Resources in MGM, has over 14 years' experience in the Human Resources industry. As a visionary leader, he has successfully transformed HR operations with the implementation of information technology. He introduced paperless HR processes since 2013 and led a technological change in employee communications through the launch of a mobile communications APP. These changes had enhanced operations efficiency and saved costs in long run.



曹聖玉博士  
Dr. Alice Tso

曹博士曾任香港醫管局九龍中醫院聯網護理總經理，管理多達4000張病床；在2012年於中國成立首間中美合資CHC國際醫院，擔任首席執行官；同年，創辦香港護理及衛生管理學院，出任創院院長。現為協健醫療有限公司首席執行官。曹博士擁有豐富管理經驗，獲香港及內地多所高等教育學院聘任為學術顧問及客座教授。

Dr. Alice TSO is now the CEO of Synergy Healthcare Limited. She has served as Cluster General Manager of Nursing at Kowloon Central Cluster of the Hong Kong Hospital Authority. In 2012, Dr. Tso was recruited as the CEO & Director for the commissioning of the CHC International Hospital in Cixi at Jiejiang Province. Dr. Tso, being the Founding Presidents has established the Hong Kong College of Nursing and Health Care Management to promote management specialty of the nursing profession. With her rich experiences in management, she was also appointed as the Academic Advisors and Adjunct Professors of different local and mainland Universities and Academic Institutes.



鄭淑玲女士  
Ms. Kennis Cheng

鄭小姐從事人力資源管理行業逾20年，為香港、中國、印度、印度尼西亞、柬埔寨、越南、孟加拉國和韓國等亞太地區多元化的企業集團提供專業的人力資源服務。鄭小姐現職歐洲 C & A Sourcing Ltd 香港總部的高級人力資源經理。在此之前，鄭小姐是 Sears Holdings Global Sourcing Ltd. 的高級人力資源經理。鄭小姐在Boots，英國 Woolworths 和 Kingfisher 等地區也積累了豐富的經驗，與超過10個亞太國家其業務部門密切合作。

Ms. Cheng is a seasoned HR professional with over 20 years' strong and remarkable HR management experience. Providing dedicated and professional HR services for diversified business groups of Asia Pacific regions. Kennis is currently the Senior Human Resources Manager in C&A Sourcing Ltd, based in Hong Kong Headquarters. Prior to that, Kennis was the Senior Human Resources of Sears Holdings Global Sourcing Ltd. Kennis regional experiences gained also in Boots, Woolworths UK and Kingfisher where she worked very closely with their operations in over 10 Asia Pacific countries.



蘇振輝先生  
Mr. Sou Chan Fai

蘇振輝，工商管理學士，前任中國銀行澳門分行經濟研究部主管、資深金融業務導師。參與創立澳門經濟學會，現任該會諮詢委員會副主席，《澳門經濟》學刊執行編輯。現受聘澳門管理學院工商管理學士學位客席講師。

Mr. Sou Chan Fai, Bachelor of B.A. Used to be the Head of Economic Research Dept., Senior Finance Instructor of Bank of China, Macau Branch. He is one of participants in the creation of Macau Economic Association, currently Vice-Chairman of Advisory Committee of the Association, and Executive Editor of Journal of Macau Economy. He has also been hired as guest lecturer of Bachelor's Degree in Business Administration by MIM.

## 主持 Moderator



司徒志文博士  
Dr. Raymond Szeto

司徒博士具超過30年資訊科技應用及工商管理之顧問工作經驗，服務行業包括：政府，銀行，保險，投資，證券，零售，物流，酒店服務等。司徒博士主要培訓及顧問範疇包括：企業及策略發展，市場行銷及管理，項目管理，物流管理，供應鏈管理，客戶關係管理，電訊業發展，訊息科技管理及電子商務應用，公共行政及策略發展等等。

Dr. Szeto has been working in academic and business consulting field for over 30 years. Clients served included governments, NGOs, banks, retail, import/export, manufacturing and commercial organizations. Dr. Szeto had participated in various consulting projects in corporate development strategy, marketing, project management, logistics and supply chain management, customer relation management, telecom and e-commerce, public administration strategy.

二十一世紀的經濟領域是以知識為導向，對人才的專業能力要求比從前更高，大數據的出現，已經改變企業的傳統以辦公室為工作單位的營運模式，也為人才的培養發展帶來新的挑戰。本年度管理論壇主題為「大數據時代人力資源面對的挑戰」，學院邀請到大灣區內的管理人和經濟學者，共同探討和分享對該議題的真知灼見。

Economic development in the 21st century is knowledge based. That has a much more stringent requirement on the quality of manpower. The age of Big Data has changed drastically the mode of operations from office based to a distributed environment. This brings new challenges to HR development for every business in this new age. The theme of the Annual Forum of the Institute is "Human Resources Challenges in the Age of Big Data" aims to explore the appropriate responses of modern business to these changes. We have invited senior management within the Greater Bay Area to join and share with us their cases to inspire us how to deal with these imminent challenges.

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