

Undergraduate Team Performed Strongly at the APEX Business-IT Global Case Challenge

A team of HKUST undergraduate students won the Finalist Award and the Best Speaker Honorable Mention Award in the APEX Business-IT Global Case Challenge held in Singapore in early May 2015. The annual international Business-IT case competition was a 5-day competition organized by Singapore Management University. The case was about proposing both business and IT solutions to improve the efficiency and effectiveness of an existing Population Health program offered by a Singapore's Alexandra Health System (AHS). Of the nearly 20 participating universities, North American teams came out strong this year, sweeping the awards given to the Top 3 teams. University of Minnesota won the championship this Year. Last year, HKUST team won two awards – First Runner-Up Award and Best Speaker Award. This year, the HKUST team was one of the 6 teams that made it to the Grand Final. The team included Zenan Jin (GBUS/Information Systems), Diana Chung (GBUS/Accounting), and Josephine Wong (GBUS/Marketing; Best Speaker Honorable Mention Award Winner). The team coach was Professor Yongsuk Kim from ISOM.



From the left: Josephine Wong, Zenan Jin, & Diana Chung



Finalist Award

Best Speaker Honorable Mention Award