

# Junior Research Mentoring Programme

<b>Code:</b>	JRMP2021_20
<b>School / Department:</b>	Department of Management and Marketing
<b>Name of Research Leader:</b>	Dr Pamsy Hui, Associate Head
<b>Research Topic:</b>	Attitudes toward Sustainability and Social Innovation among Youths in Hong Kong
<b>Short Description of the Research Project:</b>	<p>Our world faces a multitude of pressing and complex issues, including climate change, the ageing population, and sustainable living, among others. While they sound complex, they can be tackled via networks of small solutions that are neither hi-tech nor resource-intensive. In other words, one of the biggest obstacles against progress in this direction is not technological limitations nor resource scarcity, but human attitude. This research examines how young people in Hong Kong comprehend, think, and feel about sustainability and related innovation. Students will be given first-hand experience in designing and administering survey. Through this experience, they will gain insights into the groundwork behind a seemingly simple behavioral science research. The topic of the research will also provide an opportunity for students to reflect on their individual roles in the sustainable development of our world and the shared future of the humankind.</p>
<b>No. of Places Offered:</b>	3
<b>Special Requirement(s):</b>	Good communication skills

\* The information presented above is subject to change.