



東風



TUNG FENG

香港東區扶輪社週報 THE ROTARY CLUB OF
HONG KONG ISLAND EAST

Last week's Proceedings -

4th March, 2009

President Andy welcomed our visiting Rotarians - Kozo Yamanouchi from RC of Kawasaki South.

Welcomed back to Rtn. Andrew Shek and Rtn. Kenny Chan. Birthday Boy was our PP David Li, who picked PP Henry to be his birthday song leader.

Pres. Andy reported the followings:-

1. Board meeting will be held on 12 March, Thursday at PP Paul Chan's office at 7:00pm
2. 03 April, Friday is our 55th Anniversary Dinner. The venue is World Trade Centre Club at 7:30pm
3. 18 April, Saturday is District Assembly. The venue is at Club House of the Shatin Jockey Club. Program details to be sent by email to all the members later.
4. Dir. Jason has arranged a vocational visit on 21 March, Saturday covering two visits at Central Vessel Control Department and Martine Museum at Stanley. A fellowship dinner will be held at King Ludwig Beer Hall in the evening.

PDG Uncle Peter reported that the Red Box collection was HK\$1,200.

After a brief introduction to the speaker Director Dr. Eric Chin, Eric kicked off the talk with photo slide show presenting his 3 years Doctor in Business Administration Degree (DBA) learning journey from 2005 to 2008. This journey covered the first residential workshop for meeting the 17 new cohorts in Bangkok, his award of scholarship for 5 days Senior management course of Orchestrating Winning performance at IMD Lausanne (Switzerland) in June 2006, Then his second residential workshop in Beijing presenting his research proposal in front of 4 Professors including one external professor from Singapore. Finally, photos of graduation reception and graduation ceremony chaired by CE Donald Tsang who conferred the DBA degree on Oct 22 and Oct 23, 2009 respectively.

Then, Eric explained how he built up his Research Model in the Information System Security which would be critical to any organization. In order to gain a better understanding of the current status of Information System Security Assimilation (ISSA) in Hong Kong, a series of surveys on ISSA was conducted in September 2007 and May 2008. Three surveys were conducted. A focus group of 17 companies in identifying the key success factors for ISS assimilation was conducted, followed by case studies of 7 companies in validating the key factors of ISS assimilation. Finally, a web survey was conducted from 206 companies in understanding of how the key factors affecting the ISS assimilation in their operations.

Eric pointed out that the research findings have important practical implications for managers involved in efforts to implement ISS in their firms. The findings show that the mediating role of top management plays a significant role in ISS assimilation. Thus, top management participation should not be relaxed, even after ISS assimilation reaches the general deployment stage, to ensure the post-implementation stage will be a success.

In addition to external forces, general deterrence factors were found significantly affected by top management participation. Organizations should consider establishing an ISS-aware culture across all levels of the organization. Top management should also participate in more ISS seminars, conferences or professional events to enhance their understanding of the latest ISS issues.

ISS assimilation is critical to firm performance and image. His results suggest that top management should identify ways to encourage ISS assimilation both externally through institutional forces and internally through general deterrence factors. According to Scott's model (2001) of top-down and bottom-up institutional processes, the interweaving of both influences from top-down by coercive forces (e.g., legal and regulatory requirements) and bottom-up from normative forces (e.g., recommended practices from external sources) can work together with the general deterrence factors of security awareness and security system investment to prevent computer abuse and protect IS assets internally.

Conclusions

Vulnerability in ISS can cause devastating damage to any organization and ISS assimilation is critical to the sustainability and survival of all organizations. This study enriches our understanding of ISS assimilation in the context of institutional isomorphism factors and general deterrence factors. This study also identifies the value of the mediation of top management belief and top management participation in supporting the overall effort to introduce new technology into organizations. It may be asking too much for a single theory from the field of criminology to explain the complicated subject of actual security behavior. However, borrowing concepts from general deterrence theory and institutional theory, this study has taken the first step towards demonstrating the value of studying ISS problems within a socio-

organizational framework that incorporates external pressures, criminology precepts, and internal influences in a multi-paradigm approach.

A note of thank was put forth by President Andy and thanking the speaker in our Rotary manners.

Pres. Andy adjourned the meeting and made a toast to RI, RC of Kawasaki South & RC of HKIE.

The guests and members were asked to stay for a group photo.

Rotary Potpourri

Literacy Month

In the previous issue of our Tung Feng Bulletin, we will recall that we have listed all the special months in the Rotary calendar, and March is the month of Literacy.

In under-developed countries, billion of people are unable to read or calculate. The tragedy of illiteracy is that those who cannot read lose personal independence and become victims of unscrupulous manipulation, poverty and the loss of human feelings which give meaning to life. Illiteracy is demeaning. It is a major obstacle for economic, political, social and personal development. Illiteracy is a barrier to international understanding, cooperation and peace in the world.

It is the duty of all Rotarians who would play a vitally important part to their community and in developing countries by prompting projects to open opportunities which come from the ability to read.

Club News

(1) PDG Peter Hall had just received a multiple Paul Harris Fellow Pin with three sapphire stones from The Rotary Foundation which he presented to our President Andy Wong. For those new members' information, any extra donation of US\$1000 on top of the PHF first contribution, will become a multiple PHF with one sapphire stone. The maximum sapphire stones are five. The next higher donation of US\$1000 will receive a lapel pin with one Ruby stone and the maximum number of stones are three. By then, you would have contributed US\$9000. With another extra donation of US\$1000, you will become a major donor. Please consult PDG Peter for further information.

(2) Acting Sergeant-at-Arms PDG Peter reported the harvest of this week amounted to HK\$1200 including the generous donations from the two birthday boys, namely, President Andy Wong and PP David Li.

Electronic Make-up Questions

You can submit an electronic makeup for this missed meeting by answering the following questions:

Name:

Email:

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| 1. Which Rotary Club was our visiting Rotarian coming from ?
Ans) |
| 2. Who were welcomed back to our luncheon meeting today ?
Ans) |
| 3. Who was our birthday boy and who led the birthday song ?
Ans) |
| 4. When will be the date of celebration of our Club's 55th Anniversary ?
Ans) |
| 5. Where are we going to hold our 55th Anniversary celebration dinner ?
Ans) |
| 6. When will the 49th District Assembly be held this year ?
Ans) |
| 7. Where is the venue of the 49th District Assembly ?
Ans) |
| 8. Which date in March will our vocational visit being organized by Dir. Jason ?
Ans) |

Joke

Subject: The smartest kid in class

A first-grade teacher was having trouble with one of her students, the teacher asked the boy, "What is your problem?"

Boy answered, "I'm too smart for the first-grade. My sister is in the third-grade and I'm smarter than she is! I think I should be in the third-grade too!"

The Teacher had enough. She took the Boy to the principal's office. While the boy waited in the outer office, the teacher explained to the principal what the situation was.

The principal told the teacher he would give the boy a test and if he failed to answer any of his questions he was to go back to the first-grade and behave. She agreed.

Boy was brought in and the conditions were explained to him and he agreed to take the test.

Principal: "What is 3×3 ?"

Boy: "9". Principal:

"What is 6×6 ?"

Boy: "36".

And so it went with every question the principal thought a third-grade should know. The principal looks at the teacher and tells her, "I think this boy can go to the third-grade."

The teacher says to the principal, "I have some of my own questions. Can I ask him ?" The principal and the boy both agreed.

The teacher asks, "What does a cow have four of that I have only two of?"

Boy: after a moment, "Legs."

Teacher: "What is in your pants that you have but I do not have?"

Boy: "Pockets."

Teacher: "What starts with a *C* and ends with a *T*, is hairy, oval, delicious and contains thin whitish liquid?"

Boy: Coconut

Teacher: What goes in hard and pink then comes out soft and sticky? The principal's eyes open really wide and before he could stop the answer, the Boy was taking charge.

Boy: Bubblegum

Teacher: What does a man do standing up, a woman does sitting down and a dog does on three legs? The principal's eyes open really wide and before he could stop the answer...

Boy: Shake hands

Teacher: Now I will ask some "Who am I" sort of questions, okay?

Boy: Yep.

Teacher: You stick your poles inside me. You tie me down to get me up. I get wet before you do.

Boy: Tent

Teacher: A finger goes in me. You fiddle with me when you're bored. The best man always has me first. The Principal was looking restless, a bit tense.

Boy: Wedding Ring

Teacher: I come in many sizes. When I'm not well, I drip. When you blow me, you feel good.

Boy: Nose

Teacher: I have a stiff shaft. My tip penetrates. I come with a quiver.

Boy: Arrow

Teacher: What word starts with an 'F' and ends in 'K' that means lot of heat and excitement?

Boy: Fire truck

Teacher: What is it that all men have one of, it's longer on some men than on others, the pope doesn't use his and a man gives it to his wife after they're married?

Boy: SURNAME

Teacher: What part of the man has no bone but has muscles, has lots of veins, like pumping, & is responsible for making love?

Boy: HEART.

The principal breathed a sigh of relief and said to the teacher:

SEND THIS BOY TO COLLEGE! I GOT THE LAST TEN QUESTIONS WRONG MYSELF!!!

Photographs of our meeting

on

4th March, 2009



PE Norman Lee, visiting Rotarian Kozo Yamanouchi from Rotary Club of Kawasaki South and Dir. Dr. Eric Chin



(L to R) PP David Li, Rtn. Anthony Kwong & Rtn. Colin Chau



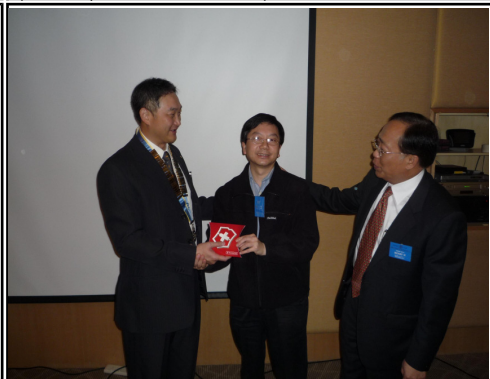
(L to R) Rtn. Tony Loy, PP Henry Chan & Rtn. Kenny Chan



(L to R) Dir. Jason Chiu, Rtn. Andrew Shek & PP Stephen Liu



Pres. Andy Wong exchanged club banner with visiting Rotarian Kozo Yamanouchi



(L to R) Pres. Andy presented a birthday gift to PP David and PP Henry led the birthday song



IPP Laurence Chan & Rtn. Nancy Yee



PDG Uncle Peter Hall presented a multiple Paul Harris Fellow pin to Pres. Andy



PP David Li introduced the speaker of the week



This week's speaker is our Dr. Dr. Eric Chin



Group photo with visiting Rotarian & members

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