

The Hong Kong Polytechnic University
School of Professional Education and Executive Development

Externally funded research projects

Year	Project Title	Investigators (PolyU SPEED Staff)	Discipline	Funding Sources
2018/19	Smart Tourism and Destination Image: Moderating Effect of Theory of Mind (ToM) [Ref. no.: UGC/FDS24/B02/18]	Dr PIMTONG Tavitiyaman (PI)	Tourism	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2018/19	Effect of Corporate Social Responsibility Practice on Social Media Crises in Travel Industry [Ref. no.: UGC/FDS24/B05/18]	Dr WUT Edmund (PI)	Management	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2017/18	Recycling Behaviors: Making Sense of Place Attachment and Spillover Effect [Ref. no.: UGC/FDS24/H03/17]	Dr WAN Calvin (PI)	Social Sciences	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2017/18	In Another's Shoes: The Role of Perspective Taking in the Development of Ethical Creatives [Ref. no.: UGC/FDS24/H06/17]	Prof. CHIU, Warren Chi-kwan (PI)	Education	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2016/17	Design and Implementation of an Induction Program to Encourage Teachers to Adopt Mobile Phone-based Student Response System [Ref. no.: UGC/FDS24/E01/16]	Dr WONG Adam (PI)	Information Technology	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2016/17	The Use of Urban Green Spaces (UGS): The Impacts of Perceived UGS Characteristics and Socio-psychological Factors [Ref. no. UGC/FDS24/H05/16]	Dr WAN Calvin (PI)	Social Sciences	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2016/17	From Social and Environmental Accounting to Sustainability Accounting and Responsible Investment: Emerging Research Agendas [Ref. no.: UGC/IIDS24/B02/16]	Dr NG Artie (PI), Dr LEUNG Tiffany, Dr LAW Vincent	Accounting & Finance	Research Grants Council (RGC) – Inter-institutional Development Scheme (IIDS)
2015/16	"Care or Fair"?: A Social	Dr KWOK	Business &	Research Grants

	Comparison Perspective on Servant Leadership and I-deals [Ref. no.: UGC/FDS24/B01/15]	Jonathan (PI), Dr WONG Macy	General Management	Council (RGC) - Faculty Development Scheme (FDS)
2015/16	Is R&D Rewarded by the Stock Market? Evidence from China [Ref. no.: UGC/FDS24/B05/15]	Dr XU Ming (PI), Dr NG Artie	Accounting & Finance	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2015/16	Determinants of Public Support for Waste Management Policy in Hong Kong	Dr WAN Calvin (PI)	Social Sciences	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2013/14	A Comparative Study on The Perceived Graduating Students' Competencies Between UGC-Funded and Self-Financing Tertiary Institutions in Hong Kong: Senior Management and Potential Employers' Perspectives	Dr WONG Macy (PI), Dr KWOK Jonathan, Dr NG Peggy	Education	Federation for Self-financing Tertiary Education (FSTE) - Small Research Grant Scheme
2013/14	Education as a Pillar Industry of Hong Kong: Concepts, Targets, and Policy Implications	Dr LAW Vincent (CO-I)	Education	Federation for Self-financing Tertiary Education (FSTE) - Small Research Grant Scheme
2012/13	A Study of Strategic Enrollment, Graduation and Articulation (SEGA) in Self-financing Tertiary Education in Hong Kong	Dr NG Peggy (PI), Dr WONG Phoebe, Ms MAK Connie, Dr CHAN Jason	Education	Federation for Self-financing Tertiary Education (FSTE) - Small Research Grant Scheme
2011/12	Corporate Social Responsibility and Innovation in Management Accounting	Dr NG Artie	Accounting & Finance	Chartered Institute of Management Accountants (CIMA) – Seedcorn Fund (UK)

Internally funded research projects

Year	Project Title	Investigators (PolyU SPEED Staff)	Discipline	Funding Sources
2018/19	Grammatical Categories of	Dr DING Hong-di	Social Sciences	Research

	Niesu (Tibeto-Burman in Sichuan) and Comparative Grammar	(PI)		Committee of CPCE, PolyU
2018/19	An Investigation to Putonghua Learning Strategies by Hong Kong College Students and Its Implications for Multilingual Education	Dr Jennifer YAO (PI)	Education	Research Committee of CPCE, PolyU
2018/19	Exploring the Working Holiday Experiences from Transformative Learning and Hedonic Experience Perspectives: Evidence from Hong Kong Working Holiday Makers	Dr Bill XU (PI)	Tourism Management	Research Committee of CPCE, PolyU
2018/19	Preferences of Employees in Choosing Mode of Learning and Institution in Continuous Education to Achieve Digital Skills	Dr Adam WONG (PI), Dr Kelvin LO, Dr Daisy Lee	Information Technology	Research Committee of CPCE, PolyU
2018/19	Criteria of Flexible Classroom Design for Pedagogical Transition from Traditional to Active Learning	Dr Edmond LAM (PI)	Education	Research Committee of CPCE, PolyU
2017/18	Political Collaboration between the State and the Medical Profession – A Missing Link in the Study of Healthcare Reform in Hong Kong	Dr Alex Chan (PI)	Social Sciences	Research Committee of CPCE, PolyU
2017/18	Medical Discourse in Hong Kong: an Investigation of CMP1-Patient Interaction in Traditional Chinese Medicine Consultations	Dr Matthew Yeung (PI)	Health Studies	Research Committee of CPCE, PolyU
2017/18	Competitive Analysis on Aviation & Air Cargo Business in Hong Kong: Belt & Road Initiative	Dr Simon Yuen (PI), Dr Calvin Cheng	Management	Research Committee of CPCE, PolyU
2016/17	An Ontogenesis of Students' Meaning Potentials across the Years of Tertiary Education in Self-financing Degree Sectors	Dr Nancy Guo (PI)	Education	Research Committee of CPCE, PolyU
2016/17	An Examination of Factors that Influence Top-up Bachelor's Degree Students' Selection of Master's Degree Programmes	Dr Calvin Cheng (PI), Dr Simon Yuen	Education	Research Committee of CPCE, PolyU

2016/17	Self-determination Theory as an Explanation on the Motivations of Faculty Engagement in Internationalization - A Hong Kong Context	Dr Macy Wong (PI)	Education	Research Committee of CPCE, PolyU
2016/17	Housing Well-being as Conceived by HongKongers	Dr Betty Yung (PI)	Social Sciences	Research Committee of CPCE, PolyU
2015/16	Sustainability Disclosures and Financial Performance	Dr XU Mindy (PI)	Accounting & Finance	Research Committee of CPCE, PolyU
2015/16	How do We Teach Grammar in Putonghua Teaching: An Investigation of Aspect Marker “LE” by Hong Kong College Students	Dr YAO Jennifer (PI)	Education	Research Committee of CPCE, PolyU
2015/16	A Study of How Business Students’ Learning Motivations Influence the Development of Key Competencies for Better Employability	Ms FENG Eileen (PI), Dr KWOK Jonathan, Dr YUEN Simon, Mr YUNG Anders	Education	Research Committee of CPCE, PolyU
2015/16	Work Efficiency Engagement in Hotel Organizations in Hong Kong: Perspectives of Human Resources Issues	Dr TSUI Bruce (PI), Dr TAVITIYAMAN Pimtong, Dr HUI Ray	Management	Research Committee of CPCE, PolyU
2015/16	Multiple-role Model of Students’ Assessment of Higher Education – A Case of Tourism and Hospitality Education Programmes in Hong Kong	Dr XU Bill (PI)	Education	Research Committee of CPCE, PolyU
2015/16	The Effectiveness of Trading Rules in the Hang Seng Index Futures Market	Dr CHAU Sandy (PI)	Accounting & Finance	Research Committee of CPCE, PolyU
2014/15	State Capacity and the Vicissitude of HK’s Healthcare Financing Reform	Dr CHAN Alex (PI)	Social Sciences	Research Committee of CPCE, PolyU
2014/15	Toward an Integrated	Dr TONG Crispy	Management	Research

	Framework of Financial Communication: A Study on Financial Services Advertisements	(PI)		Committee of CPCE, PolyU
2014/15	“Playing Fast or Safe?” Formation of Channel Blending Decisions – Evidence from Retail Consumers	Dr LIU Vanessa (PI)	Marketing	Research Committee of CPCE, PolyU
2014/15	The Research of Corporate Governance in Shipping Logistics Industry in HK: An Overview and Practices	Mr YUNG Anders (PI), Dr YUEN Simon, Dr KO Annie	Management	Research Committee of CPCE, PolyU
2014/15	The Influence of Satisfaction with Place of Study on Revisit Intentions and Word of Mouth Recommendations: A Study of Mainland Chinese Students in Hong Kong	Dr XU Bill (PI)	Hospitality Management	Research Committee of CPCE, PolyU
2014/15	Motives of Employee Voice from the Social Learning Theory and Social Information Processing Perspectives	Dr KWOK Jonathan (PI), Dr WONG Macy	Management	Research Committee of CPCE, PolyU
2013/14	The Impacts of Coaching on Individual Adaption	Dr HUI Ray (PI)	Management	Research Committee of CPCE, PolyU
2013/14	Effect of Corporate Social Responsibility on Brand Equity	Dr LAM Aris (PI)	Management	Research Committee of CPCE, PolyU
2013/14	Customer Retention, Customer Loyalty and the Moderating Effect of Share of Wallet (SOW) on Customer Loyalty: A B2B study	Dr LAM Regan (PI)	Management	Research Committee of CPCE, PolyU
2013/14	A Sustainability Study of Temperature Controlled Warehouse and Cold Chain Business in Hong Kong	Dr YUEN Simon (PI)	Management	Research Committee of CPCE, PolyU
2013/14	Motivation, Self-concept, and Academic Achievement among Students of Self-financing Top-up Degree Programmes	Dr WONG Phoebe (PI), Dr NG Peggy, Ms MAK Connie, Dr YIP Leslie, Dr ZHAO Jessie	Education	Research Committee of CPCE, PolyU
2013/14	The Relationship between Conceptual Theories and Practical Values in Hospitality	Dr KO Annie (PI), Dr TAVITIYAMAN Pimtong	Hospitality Management	Research Committee of CPCE, PolyU

	and Tourism Industry Legal Issues			
2013/14	How to Measure eCRM Performance in Hospitality Industry?	Dr TSUI Bruce (PI)	Hospitality Management	Research Committee of CPCE, PolyU
2011/12	Customers' Switching Behaviour on Airline Product's Differentiation	Dr TAVITIYAMAN Pimtong (PI)	Hospitality Management	Research Committee of CPCE, PolyU
2011/12	Corporate Social Responsibilities and Financial Performance of Publicly Listed Hospitality and Tourism Firms	Dr KIM YongHee (PI)	Hospitality Management	Research Committee of CPCE, PolyU
2011/12	Perceptions of Mainland Chinese Tourists toward Cruise Holidays	Ms CHAN Elaine (PI)	Hospitality Management	Research Committee of CPCE, PolyU
2010/11	Managing RFID Adoption in Retail Business Supply Chains in Hong Kong	Dr YUEN Simon (PI)	Management	Research Committee of CPCE, PolyU
2010/11	The Impact of Industry Forces on Competitive Strategies and Performance: A Case Study of Luxury Hotels in China	Dr TAVITIYAMAN Pimtong (PI), Dr LAW Vincent	Hospitality Management	Research Committee of CPCE, PolyU
2010/11	The Use of Mobile Communications for Teaching and Learning in Tertiary Education Environments	Dr CHEUNG Ronnie (PI), Dr WAN Calvin, Dr WONG Macy	Education	Research Committee of CPCE, PolyU
2010/11	An Investigation into the Tourism Supply Chain Forecasting Mechanism and its Application in Hong Kong	Dr ZHANG Alina (PI)	Hospitality Management	Research Committee of CPCE, PolyU
2010/11	Investigating Customer Loyalty in the Business-to-business Context with Reference to the Financial Services Sector in Hong Kong	Dr LAM Regan (PI)	Management	Research Committee of CPCE, PolyU