

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

**(A) Externally funded (research and development) projects**

Year	Project Title	Investigators (PolyU SPEED Staff)	Discipline	Funding Sources
2020/21	Establish the Research Centre for Green Energy, Transport and Building in PolyU SPEED  [Ref. no.: UGC/IDS(R)24/20]	Prof CW Leung (Project Leader)	Engineering	Research Grants Council (RGC) – Research Infrastructure Grant, Institutional Development Scheme (IDS-R)
2020/21	Emerging Research Directions on Adoption of Electric Vehicles for the Development of Smart Cities through Complementary Policy and Green Financing: GBA as the Cluster for Technological Innovation  [Ref. no.: UGC/IIDS24/E01/20]	Dr Andrew Wu (PI) Dr Artie Ng(Co-PI) Dr Nancy Guo	Applied Sciences and Technology	Research Grants Council (RGC) – Inter-institutional Development Scheme (IIDS)
2020/21	To Give or Not to Give? Investigating the Effects of Trust on Time Banking Participation: A Longitudinal Study in Hong Kong Aging Population  [Ref. no.: UGC/FDS24/B04/20]	Dr Wilson Leung (PI)	Applied Sciences and Technology	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2020/21	A low cost autopilot system for built environment applications  [Ref. no.: UGC/FDS24/E02/20]	Dr James Chau (PI)	Applied Sciences and Technology	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2020/21	Theoretical Investigation and Control Scheme Development of a Compact Desiccant-enhanced Evaporative Cooling System  [Ref. no.: UGC/FDS24/E03/20]	Dr Cindy Chen (PI)	Applied Sciences and Technology	Research Grants Council (RGC) - Faculty Development Scheme (FDS)

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2020/21	Development of Plant Fiber-Reinforced Polymer Composites (PFRPCs) with Enhanced Mechanical and Flame-Retardant Properties  [Ref. no.: UGC/FDS24/E07/20]	Dr Zerance Ng (PI)	Applied Sciences and Technology	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2020/21	A Machine Learning Model for Recommendation System for Generic Competency Development in Higher Education  [Ref. no.: UGC/FDS24/E09/20]	Dr Joseph So (PI)	Applied Sciences and Technology	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2020/21	Promoting Children's Pro-environmental Behavior: A Multilevel Analysis  [Ref. no.: UGC/FDS24/H08/20]	Dr Peggy Ng (PI)	Business & General Management	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2020/21	Environmental communications: Interplay effects between heterogeneous goal-framed messages on recycling behaviors  [Ref. no.: UGC/FDS24/H10/20]	Dr Phoebe Wong (PI)	Marketing	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2020/21	Definiteness marking, topicalization and disposal variations in the Chinese: Mandarin, Cantonese, Wu, Xiang and Min dialects  [Ref. no.: UGC/FDS24/H12/20]	Dr Jennifer Yao (PI)	Social Sciences	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2019/20	Establish the Research Centre for Advanced Design, Materials and Manufacturing Technologies (RCADMM) in PolyU SPEED  [Ref. no.: UGC/IDS(R)24/19]	Prof CW Leung (Project Leader)	Engineering	Research Grants Council (RGC) – Research Infrastructure Grant, Institutional Development Scheme (IDS-R)

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2019/20	A Grammar of Niesu, a Southeastern Dialect of Nuosu in Sichuan  [Ref. no.: UGC/FDS24/H02/19]	Dr Hongdi Ding (PI)	Social Sciences	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2019/20	Develop the Most Sustainable, Safe, Reliable and Low-carbon Domestic Fuel for Hong Kong  [Ref. no.: UGC/FDS24/E02/19]	Prof CW Leung (PI)	Engineering	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2019/20	Is the Same Price Always Fair? Consumer Attitudes and Behavior towards Reporting Suspected Price-Fixing Activities in Hong Kong  [Ref. no.: UGC/FDS24/B07/19]	Dr Phoebe Wong (PI)	Business & General Management	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2018/19	Establishment of Centre for Ageing and Healthcare Management Research (CAHMR)  [Ref. no.: UGC/IDS24/18]	Dr Ben Fong (Project Leader)	Social Science	Research Grants Council (RGC) – Institutional Development Scheme (IDS)
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 Edmund Wut (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 Calvin Wan (PI)	Social Sciences	Research Grants Council (RGC) - Faculty Development Scheme (FDS)

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2017/18	In Another's Shoes: The Role of Perspective Taking in the Development of Ethical Creatives  [Ref. no.: UGC/FDS24/H06/17]	Prof Warren Chiu (PI)	Education	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2017/18	Enhancing Teacher's Professional Competencies in Teaching Business-related Subjects in the Digital Era  [Ref. no.: T01/QESS/2018]	Dr Phoebe Wong (Project Co-ordinator)	Education	Education Bureau (EDB) - Quality Enhancement Support Scheme (QESS)
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 Adam Wong (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 Calvin Wan (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 Artie Ng (PI) Dr Tiffany Leung Dr Vincent Law	Accounting & Finance	Research Grants Council (RGC) – Inter-institutional Development Scheme (IIDS)
2016/17	Means to an End: Employability Competency Development in Work-Integrated Education (Project ECD-WIE Office)  [Ref. no.: IA04/QESS/2017]	Dr Macy Wong (Project Coordinator)	Education	Education Bureau (EDB) - Quality Enhancement Support Scheme (QESS)

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2015/16	"Care or Fair"?: A Social Comparison Perspective on Servant Leadership and I-deals  [Ref. no.: UGC/FDS24/B01/15]	Dr Jonathan Kwok (PI), Dr WONG Macy	Business & General Management	Research Grants 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 Ming Xu (PI) Dr Artie Ng	Accounting & Finance	Research Grants Council (RGC) - Faculty Development Scheme (FDS)
2015/16	Determinants of Public Support for Waste Management Policy in Hong Kong  [Ref. no.: UGC/FDS24/H02/15]	Dr Calvin Wan (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 Macy Wong(PI) Dr Jonathan Kwok Dr Peggy Ng	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 Vincent Law (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)

**(B) Internally funded research projects**

<b>Year</b>	<b>Project Title</b>	<b>Investigators (PolyU SPEED Staff)</b>	<b>Discipline</b>	<b>Funding Sources</b>
2020/21	Using Walking-with Approach to Understand Cultural Practices for Acculturation of Non-local Students in Hong Kong's Higher Education	Ms Connie Mak (PI)	Marketing	Research Committee of CPCE, PolyU
2020/21	Post-pandemic CSR Development of Chinese Firms in the Long Run	Dr Peggy Ng (PI)	Business & General Management	Research Committee of CPCE, PolyU
2020/21	What will be the Future of Hospitality and Tourism Education? A Consideration of COVID-19 Outbreak.	Dr Bill Xu (PI)	Tourism Management	Research Committee of CPCE, PolyU
2020/21	The Influence of the Hong Kong-Zhuhai Macao Bridge on City's Visitors Travel Planning and Partners	Mr Joseph Lau (PI)	Business & General Management	Research Committee of CPCE, PolyU
2020/21	Determinants of Mainland University Students' Mobility: Perspective from Social Capital Theory	Dr Edmund Wut (PI)	Marketing	Research Committee of CPCE, PolyU
2020/21	The Online Good Soldier: A Study of Online Consumer Citizenship Behaviors on Brand Resurrection in Hong Kong	Dr Ray Kwok (PI)	Marketing	Research Committee of CPCE, PolyU
2020/21	Reshaping Mourning : Online "Wailing Walls" in time of the Coronavirus	Dr Huiwen Shi (PI)	Social Sciences	Research Committee of CPCE, PolyU
2020/21	Investigating the Persuasive "Punch" in Student Academic Essays	Dr Eric Cheung (PI)	Social Sciences	Research Committee of CPCE, PolyU
2020/21	An Intervention Study to Improve Sub-degree Students' Self-directed Strategy Use in English Writing in an Online Learning Environment	Dr Wendy Wu (PI)	Social Sciences	Research Committee of CPCE, PolyU

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2020/21	Investigator of the Thermal Performance of a Vertical Tubular Type Indirect Evaporative Cooler	Dr Cindy Chen (PI)	Applied Sciences and Technology	Research Committee of CPCE, PolyU
2020/21	Study on Metamaterials-based Acoustic Louvre	Dr Junot Liang v	Applied Sciences and Technology	Research Committee of CPCE, PolyU
2020/21	Representation of Music from the Islamic World in Hong Kong	Dr Alicia Lie (PI)	Social Sciences	Research Committee of CPCE, PolyU
2019/20	Using Cultural Capital for Acculturation: the Case of Professional and Investment Mainland Chinese Immigrants in Hong Kong	Ms Connie Mak (PI)	Marketing	Research Committee of CPCE, PolyU
2019/20	Towards the Development of Sustainability Courses in Hospitality and Tourism Higher Education	Dr Alina Zhang (PI)	Tourism Management	Research Committee of CPCE, PolyU
2019/20	Optimized Integration Between Electric Vehicles and Micro-grid: A Comparative Analysis between Hong Kong and Macao	Dr Andrew Wu (PI)	Applied Sciences and Technology	Research Committee of CPCE, PolyU
2019/20	The Depiction of Local and Non-local Culture in the ELT e-textbooks Used in Hong Kong	Dr Nancy Guo (PI)	Social Sciences	Research Committee of CPCE, PolyU
2019/20	Investigation on the effects of cancer therapeutic agents to breast cancer overexpressing oncogenic protein RBEL1A	Dr Anthony Lui (PI)	Applied Sciences and Technology	Research Committee of CPCE, PolyU
2019/20	How to Solve Global Supply Chain Fault and Tourism Breakdown in Hong Kong?	Mr Joseph Lau (PI)	Business & General Management	Research Committee of CPCE, PolyU

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2018/19	Grammatical Categories of Niesu (Tibeto-Burman in Sichuan) and Comparative Grammar	Dr Hongdi Ding (PI)	Social Sciences	Research 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



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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 Mindy Xu (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 Jennifer Yao (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 Bruce Tsui (PI) Dr Pimtong Tavitiyaman Dr Ray Hui	Management	Research Committee of CPCE, PolyU

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2015/16	Multiple-role Model of Students' Assessment of Higher Education – A Case of Tourism and Hospitality Education Programmes in Hong Kong	Dr Bill Xu (PI)	Education	Research Committee of CPCE, PolyU
2015/16	The Effectiveness of Trading Rules in the Hang Seng Index Futures Market	Dr Sandy Chau (PI)	Accounting & Finance	Research Committee of CPCE, PolyU
2014/15	State Capacity and the Vicissitude of HK's Healthcare Financing Reform	Dr Alex Chan (PI)	Social Sciences	Research Committee of CPCE, PolyU
2014/15	Toward an Integrated Framework of Financial Communication: A Study on Financial Services Advertisements	Dr Crispy Tong (PI)	Management	Research Committee of CPCE, PolyU
2014/15	"Playing Fast or Safe?" Formation of Channel Blending Decisions – Evidence from Retail Consumers	Dr Vanessa Liu (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 Anders Yung (PI) Dr Simon Yuen Dr Annie Ko	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 Bill Xu (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 Jonathan Kwok (PI) Dr Macy Wong	Management	Research Committee of CPCE, PolyU
2013/14	The Impacts of Coaching on Individual Adaption	Dr Ray Hui (PI)	Management	Research Committee of CPCE, PolyU

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2013/14	Effect of Corporate Social Responsibility on Brand Equity	Dr Aris Lam (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 Regan Lam (PI)	Management	Research Committee of CPCE, PolyU
2013/14	A Sustainability Study of Temperature Controlled Warehouse and Cold Chain Business in Hong Kong	Dr Simon Yuen (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 Phoebe Wong (PI) Dr Peggy Ng Ms Connie Mak Dr Leslie Yip Dr Jessie Zhao	Education	Research Committee of CPCE, PolyU
2013/14	The Relationship between Conceptual Theories and Practical Values in Hospitality and Tourism Industry Legal Issues	Dr Annie Ko (PI) Dr Pimtong Tavitiyaman	Hospitality Management	Research Committee of CPCE, PolyU
2013/14	How to Measure eCRM Performance in Hospitality Industry?	Dr Bruce Tsui (PI)	Hospitality Management	Research Committee of CPCE, PolyU
2011/12	Customers' Switching Behaviour on Airline Product's Differentiation	Dr Pimtong Tavitiyaman (PI)	Hospitality Management	Research Committee of CPCE, PolyU
2011/12	Corporate Social Responsibilities and Financial Performance of Publicly Listed Hospitality and Tourism Firms	Dr YongHee Kim (PI)	Hospitality Management	Research Committee of CPCE, PolyU
2011/12	Perceptions of Mainland Chinese Tourists toward Cruise Holidays	Ms Elaine Chan (PI)	Hospitality Management	Research Committee of CPCE, PolyU

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2010/11	Managing RFID Adoption in Retail Business Supply Chains in Hong Kong	Dr Simon Yuen (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 Pimtong Tavitiyaman (PI) Dr Vincent Law	Hospitality Management	Research Committee of CPCE, PolyU
2010/11	The Use of Mobile Communications for Teaching and Learning in Tertiary Education Environments	Dr Ronnie Cheung (PI) Dr Calvin Wan Dr Macy Wong	Education	Research Committee of CPCE, PolyU
2010/11	An Investigation into the Tourism Supply Chain Forecasting Mechanism and its Application in Hong Kong	Dr Alina Zhang (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 Regan Lam (PI)	Management	Research Committee of CPCE, PolyU