

CURRICULUM VITAE
Professor CHAN Ka Wah (陳家華教授)

1. Education

2024 Master of Divinity, Rockbridge Seminary
2017 Professional Diploma in Digital Marketing; Digital Marketing Institute
1997 PhD (Psychology), City University of Hong Kong
1989 MSocSc (Applied Statistics), University of Hong Kong
1984 MPhil (Communication), Chinese University of Hong Kong
1982 BSc University of Hong Kong

2. Academic and Professional Experience

Full-time Academic experience

Sept 2026 Professor Emeritus and part-time lecturer, School of Communication, Hong Kong Baptist University (HKBU)
2019-2026 Professor and Associate Dean (Teaching and Learning), School of Communication, HKBU
2010-13 Head, Department of Communication Studies, HKBU
2005-2019 Professor, Department of Communication Studies, HKBU
2012, 2017-20 Visiting professor, Aarhus University Summer program
2013 June Visiting professor, Alpen-Adria Universitat, Klagenfurt, Austria
2005-2007 Visiting professor, Copenhagen Business School Summer University Program
1999-2000 Fulbright scholar, Bradley University, Peoria, Illinois, USA
1998-2005 Associate professor, Department of Communication Studies, HKBU
1995-98 Assistant professor, Department of Communication Studies, HKBU
1993-95 Lecturer, Department of Communication Studies, HKBU

Professional experience

1987-93 Statistician, Census and Statistics Department, Hong Kong Government
1986-87 Marketing communication specialist, Digital Equipment Corporation
1986 Media planner, Ogilvy & Mather (HK) Limited
1984-86 Media planner, J. Walter Thompson Company Limited
1982 Translator, Mark Wong & Associates (Industrial Consultants) Ltd.

3. Awards and Honors

2026 Charles H. Sandage Award for Teaching Excellence, American Academy of Advertising
2022-25 World's Top 2% Scientists by Stanford University (Subject field: Marketing/Economics and Business)
2024 Emerald Literati Awards for Outstanding Paper
2024 Emerald-MAG Scholar 2024 Most provocative research award
2022 School of Communication's Award of Outstanding Performance in Service
2021 Grand Prize, International Contest on Blended Teaching & Learning, Peking University
2021 General Education Teaching Award (Individual), HKBU
2020 Finalist, University Grants Committee (UGC) Teaching Award

2019	Senior Fellow, Higher Education Academy
2018	President's Award of Outstanding Performance in Research Supervision, HKBU
2016	Knowledge Transfer Award, Knowledge Transfer Office, HKBU
2014	Award for Outstanding Performance in Scholarly Work, School of Communication, HKBU
2014	Outstanding Social Science Alumni Award, City University of Hong Kong
2014	Emerald Literati Network Awards for Excellence 2014 Highly Commended Award
2012	Emerald Literati Network Awards for Excellence 2012 Highly Commended Award
2008	Emerald Literati Network Awards for Excellence 2008 Highly Commended Award
2007	Emerald Literati Network Awards for Excellence 2007 Outstanding Paper Award
2006	Emerald Literati Network Awards for Excellence 2006 Highly Commended Award
2006	President's Award for Outstanding Performance in Scholarly Work, HKBU
1999	Fulbright Scholarship, U.S. Council for International Exchange of Scholars
1999	1999 Best Environmental Education & Community Action Project, Environmental Campaign Committee

4. Publications

Referred journal articles:

1. **Chan, K.**, Guerra, A.D., Huang, L.V., Centeno, D., Cheng, B.K.L., Chung, C.K.M., Fan, F., Lee, W.Y.L., Li, W., Li, Q., Nguyet, N.Q.M., Serban, F.C., So, B.M.H., Tam, L., Tsang, A.M.C., Wang, Y., Zhan, M., and Zhuo, Y. (2027 forthcoming) Innovative pedagogy in social sciences and business research through a community of practice: A study of faculty and student perspectives, *Innovative Teaching and Learning*.
2. Han, X., **Chan, K.**, and Xie, Y. (2026, forthcoming). The Pet-Centric turn: How self-disclosure and anthropomorphism shape audience engagement in pet influencer marketing, *Asia Pacific Journal of Marketing and Logistics*.
3. **Chan, K.**, and Bai, L. (2026, forthcoming). Communication of modernity and fun: A discourse analysis of videos posted by an online toy influencer in China, *Canadian Journal of Communication*.
4. **Chan, K.**, Fung, M.S.K., Tse, M., Ho, S.C., and Kersh, N. (2026). Impact of a vocational-oriented course on high school students' knowledge, attitudes, and workplace soft skills for creative industries: A three-year study, *Asian Education and Development Studies*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/AEDS-01-2026-0071>
5. **Chan, K.**, Fung, M.S.K., Tse, M., and Ho, S.C. (2026) Career mentorship for high school students in Hong Kong: Perspectives from industry mentors and mentees, *International Journal of Evidence Based Coaching and Mentoring*, 24(4), 554-565. <https://doi.org/10.1177/17418305261460231>
6. Guo, J., Yi, M., and **Chan, K.** (2026) How perceived competence-predominant and self-focus framing influence young consumers' satisfaction with nutritional apps, *Young Consumers*, 27(9), 20-35. <https://doi.org/10.1108/YC-11-2025-2805>
7. Chen, J. and **Chan, K.** (2026) How low-income adults in China perceive health and health management mobile applications, *Digital Health*, 12. doi:10.1177/20552076261433135
8. Yu, M., Fang, L., **Chan, K.**, and Li, Q. (2026) 'A place I like or a place like me?': Exploring destination personality and tourist loyalty among young consumers, *Young Consumers*, 27(3), 304-322. doi: <https://doi.org/10.1108/YC-05-2025-2545>
9. **Chan, K.** and Zhuo, Y. (2025) Designing and implementing course-based research in the undergraduate curriculum to enhance active learning, *Innovative Teaching and Learning*, 7(2), 98-118. <https://doi.org/10.4208/itl.20250206>

9. Fung, M., Tse, J., and **Chan, K.** (2025) Impact of snack packaging color on perceptions of healthiness and tastiness, *Asian Journal of Business Research*, 15(2), 102-121.
<https://ajbr.co.nz/ajbr/ajbr250197.pdf>
10. Yu, M., **Chan, K.**, Diehl, S., Koinig, I., and Terlutter, R. (2025) Chinese consumer perceptions of offensive advertising: Assessing advertising matter, manner, and media and the role of cultural identity, *International Journal of Advertising*,
<https://doi.org/10.1080/02650487.2025.2514865>
11. Fan, F., Luo, F., **Chan, K.** (2025). How young consumers in China perceive femvertising: A qualitative study, *World of Media: Journal of Russian Media and Journalism Studies*, 1, 5-27. DOI: 10.30547/worldofmedia.1.2025.1
12. **Chan, K.** and Zhuo, Y. (2025). Developing and marketing mobile health applications for low-income working adults, *International Journal of Pharmaceuticals and Healthcare Marketing*, 19(3), 558-575. <https://doi.org/10.1108/IJPHM-08-2024-0086>
13. Li, Q. and **Chan, K.** (2024). Perceived effectiveness of celebrities and online influencers in advertising endorsement among Malaysian young adults, *Young Consumers*, 26(1), 170-186. <https://doi.org/10.1108/YC-05-2024-2076>
14. **Chan, K.** and Zhang, J. (2024). Re-envisioning vocational education: Critical discourse analysis of a government publicity campaign in Hong Kong, *Education+Training*, 66(7), 907-927. <https://doi.org/10.1108/ET-04-2023-0143>
15. Fan, F., **Chan, K.**, and Tsang, L. (2024). Health information-seeking behavior and perceived information source credibility among middle-aged and older adults, *Health and New Media Research*, 8(1), 82-88.
<https://hnmr.org/journal/view.php?doi=10.22720/hnmr.2024.00073>
16. Ting, H., Gong, J., Cheah, J.H.(J). and **Chan, K.** (2024), Editorial: The infodemic, young consumers and responsible stakeholdership, *Young Consumers*, 25(4), 421-424. <https://doi.org/10.1108/YC-04-2024-2059>
17. **Chan, K.**, Serban F. C., Tse, M., and Ho, A. (2024). Impact of collaboration with ICT industry partners on secondary students' knowledge, attitudes, and IT competence, *Education and Information Technologies*, 29, 5259–5282. <https://doi.org/10.1007/s10639-023-12036-5> [SSCI]
18. **Chan, K.**, Fung, M., Lau, J., Tse, M., and Zhang, J. (2024) Co-curriculum development and instructional strategies for nurturing content-creation skills for the creative industry, *TVET@Asia*, 22, 1-17. https://tvvet-online.asia/wp-content/uploads/2024/01/TVET@Asia-Issue-22_Chan-et-al-1.pdf
19. **Chan, K.** (2024). What marketers of after-school educational services and educators can learn from children's perceptions of intelligence, *Young Consumers*, 25(2), 273-287. <https://doi.org/10.1108/YC-12-2022-1647>
20. Kabir, R. and **Chan, K.** (2023). "They were quick, insipid, and stuck to the typical medical checkups": A narrative study on women's expectations and experiences of maternity care in Bangladesh, *Journal of Patient Experience*. <https://doi.org/10.1177/23743735231215>
21. Lim, X.J., Cheah, J.H., Ngo, L.V., **Chan, K.**, and Ting, H. (2023). How do crazy rich Asians perceive sustainable luxury? Investigating the determinants of consumers' willingness to pay a premium price, *Journal of Retailing and Consumer Services*, 75, 103502. <https://doi.org/10.1016/j.jretconser.2023.103502>
22. Kabir, R. and **Chan, K.** (2023). Menopausal experiences of women of Chinese ethnicity: A meta-ethnography, *PLOS One*, 18(9), e0289322.
<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0289322>
23. Tan, S., **Chan, K.**, and Tan, P. (2023) Segmenting the Malaysian young female market based on gender roles and identities, *Young Consumers*. 24(6), 702-740. <https://doi.org/10.1108/YC-01-2023-1675>

24. **Chan, K.** and Idris, I. (2023) Communication and marketing students engaged in cross-cultural synchronous online learning, *Asian Journal of the Scholarship of Teaching and Learning Special Issue*, 13(1), 100-117.
25. Fan, F., **Chan, K.**, Wang, Y., Li, Y., and Prieler, M. (2023) How influencers' social media posts have an influence on audience engagement among young consumers, *Young Consumers*, 24(4), 427-444. <https://doi.org/10.1108/YC-08-2022-1588> (award winning paper)
26. Fan, F. and **Chan, K.** (2022) From a relational approach: The persuasiveness of advertisements endorsed by celebrities and online influencers, *Journal of Promotion Management*, <https://doi.org/10.1080/10496491.2022.2163037>
27. Kabir, R. and **Chan, K.** (2022) "Do we even have a voice?" Health providers' perspective on the patient accommodation strategies in Bangladesh, *PLOS One*, 17(8): e0271827. <https://doi.org/10.1371/journal.pone.0271827>
28. **Chan, K.** and Li, Q. (2022). Attributes of young adults' favorite retail shops: A qualitative study, *Young Consumers*, 23(4), 555-569. <https://doi.org/10.1108/YC-01-2022-1442>
29. **Chan, K.**, Ho, A., Serban F. C. & Fung, M. (2022). Nurturing creative talent with industry partnership. *TVET@Asia*, 19, 1-19. <https://tvnet-online.asia/issue/19/nurturing-creative-talent-with-industry-partnership-in-hong-kong/>
30. Lee, L.W., Yip, L.S., **Chan, K.**, and Barnes, B.R. (2022) Managing media relationships among Asian organizations: A Grounded Theory approach, *Asian Journal of Business Research*, 12(2), 48-67. DOI: 10.14707/ajbr.220127
31. Fan, F., **Chan, K.**, and Wang, Y. (2022) Older consumers' perceptions of advertising with celebrity endorsement, *Asian Journal of Business Research*, 12(1), 1-20. DOI: 10.14707/ajbr.220117
32. **Chan, K.** and Fan, F. (2022). Perception of advertisements with celebrity endorsement among mature consumers, *Journal of Marketing Communications*, 28(2), 115-131. <https://doi.org/10.1080/13527266.2020.1843063>
33. Terlutter, R., Diehl, S., Koinig, I., **Chan, K.**, and Tsang, L. (2022) "I'm (not) offended by whom I see!" The role of culture and model ethnicity in shaping consumers' responses towards offensive advertising in Asia and Western Europe, *Journal of Advertising*, 51(1), 57-75 DOI: 10.1080/00913367.2021.1934199 [SSCI]
34. **Chan, K.**, Shi, J., Agante, L., Oprea, S., and Rajasakran, T. (2022) Applying regulatory-fit theory to predict perceived effectiveness of public service advertising appeals, *International Review of Public and Non-profit Marketing*, 19(1), 37-51 DOI: 10.1007/s12208-021-00291-6
35. Chen, J. and **Chan, K.** (2021) Perception of a green university: An exploratory study among students, *International Journal of Higher Education and Sustainability*, 3(4), 267-281.
36. **Chan, K.**, Cheung, S.Y., Yue, K.K.M., Li, Y., Mengoni, P., and Tam, K.M. (2021) Feasibility of a mHealth intervention to increase physical activity and health literacy among Chinese new retirees, *Health and New Media Research*, 5(2), 278-304.
37. **Chan, K.**, Tsang, L., Lee, L., Lam, S.S.K., Cheng, B.K.L., Fan, F., Huang, L., Ng, T., Wong, J., Wong, M., Yeung, F., Zhan, Q., and Li, Q. (2021) A discipline-based communities of practice: Life-long learning of advertising and public relations educators, *Learning Communities Journal*, 13(1), 33-55.
38. Zhen, W. and **Chan, K.** (2021) Heroism as narrative strategy: Children's animation and modernity in Chinese TV, *TV and New Media*, 22(7), 743-759 <https://journals.sagepub.com/doi/full/10.1177/1527476420933584> [SSCI]
39. **Chan, K.** (2021) Children's perception of YouTube videos with product endorsements, *Asian Journal of Business Research*, 11(1). DOI 10.14707/ajbr.210101

40. Baker, A. and **Chan, K.** (2020). The effects of life events on the development of materialism and compulsive consumption: A life course study in the United States and Hong Kong, *Journal of Global Scholars of Marketing Science* Special Issue, 38(1), 223-244 <https://doi.org/10.1080/21639159.2019.1613904>
41. **Chan, K.**, Siu, J.Y.M., and Lee, A. (2020). A school-based intervention in promoting healthy dietary practice among adolescents in Hong Kong, *Health Education Journal*, 79(3), 277-289. DOI: <https://journals.sagepub.com/doi/abs/10.1177/0017896919880575> [SSCI]
42. **Chan, K.** (2019). Perception of material possessions and personality traits among adolescents, *Humanities and Social Sciences Review*, 9(1), 115-126.
43. **Chan, K.** and Chen, M. (2019) Experience of stress and burnout among pastors in China, *Journal of Pastoral Care and Counselling*, 7 <https://doi.org/10.1177/1542305019886533>
44. **Chan, K.** and Zhang, T. (2019) Perception of celebrity endorsement in public services advertising, *International Review on Public and Nonprofit Marketing*, 16(2), 195-209 <https://doi.org/10.1007/s12208-019-00225-3>
45. Fan, F. and **Chan, K.** (2019) Young adults perception of personal loan commercials, *Young Consumers*, 20(2), 109-120.
46. Ng, Y.L., **Chan, K.**, Balwicki, L., Huxley, P., and Chiu, M.Y.L. (2019) The digital divide, social inclusion, and health among persons with mental illness in Poland, *International Journal of Communication*, 13, 1652-1672. [SSCI]
47. **Chan, K.** and Wong, M. (2018) Experience of stress and coping strategies among pastors' wives in China, *Journal of Pastoral Care and Counselling*, 72(3), 163-171. DOI: 10.1177/1542305018782518
48. Siu, J.Y.M., **Chan, K.**, and Lee, A. (2019) Adolescents from low-income families in Hong Kong and unhealthy eating behaviours: Implications for health and social care practitioners, *Health and Social Care in the Community*, 27(2), 366-374. [doi/abs/10.1111/hsc.12654](https://doi.org/10.1111/hsc.12654) [SSCI]
49. Lee, L., Yip, L., and **Chan, K.** (2018). An exploratory study to conceptualize press engagement behavior with public relations practitioners, *Public Relations Review*, 44(4), 490-500. DOI: <https://doi.org/10.1016/j.pubrev.2018.07.003> [SSCI]
50. **Chan, K.** and Tsang, L. (2018) Public attitudes toward Traditional Chinese Medicine and how they affect medical treatment choices in Hong Kong, *International Journal of Pharmaceutical and Healthcare Marketing*, 12(2), 113-125. <https://doi.org/10.1108/IJPHM-02-2017-0009>
51. **Chan, K.** and Feng, Z. (2018) Do medical professionals understand barriers of and motivations in self-management of working diabetes patients? *International Journal of Communication and Health*, 13, 23-31.
52. Balwicki, L., **Chan, K.**, Huxley, P., and Chiu, M.Y.L. (2018) Applying SCOPE to measure social inclusion among people with mental illness in Poland, *Journal of Psychosocial Rehabilitation & Mental Health*, 5(1), 89-100. DOI 10.1007/s40737-018-0113-5
53. Albuquerque, P., Brucks, M., Campbell, M. C., **Chan, K.**, Maimaran, M., McAlister, A. R., and Nicklaus, S. (2017) Persuading children: A framework for understanding long-lasting influences on children's food choices, *Customer Needs and Solutions*, 5(1), 38-50. DOI:10.1007/s40547-017-0083-x
54. **Chan, K.**, Tsang, L., and Chen, J. (2017) Marketing bank services to youth in China, *Young Consumers*, 18(3), 278-289. DOI:10.1108/YC-03-2017-00672
55. Chiu, M.Y.L., Lim, K.H., **Chan, K.**, Evans, S., and Huxley, P.J., (2016) What does social inclusion mean to Singaporeans? A qualitative study of the concept of social inclusion, *Asia Pacific Journal of Social Work and Development*, 26(2-3), 1-13. DOI:10.1080/02185385.2016.1218357 [SSCI]

56. Dong, D. and **Chan, K.** (2016) Authorization, rationalization, and moral evaluation: legitimizing acupuncture in Hong Kong's newspapers, *Asian Journal of Communication*, 26(2), 114-132. DOI: [10.1080/01292986.2015.1089915](https://doi.org/10.1080/01292986.2015.1089915) [SSCI]
57. **Chan, K.**, Chiu, M.Y.L., Evans, S., Huxley, P., and Ng, Y.L. (2016) Application of SCOPE-C to measure social inclusion among mental health services users in Hong Kong, *Community Mental Health Journal*, 52(8), 1113-1117. DOI: [10.1007/s10597-015-9907-z](https://doi.org/10.1007/s10597-015-9907-z) [SSCI]
58. **Chan, K.**, Tse, T., Tam, D., and Huang, A. (2016) Perception of healthy and unhealthy food among Chinese adolescents, *Young Consumers*, 17(1), 32-45. DOI: [10.1108/YC-03-2015-00520](https://doi.org/10.1108/YC-03-2015-00520)
59. **Chan, K.**, Siu, J., and Fung, T. (2016) Perception of acupuncture among users and non-users: A qualitative study, *Health Marketing Quarterly*, 33(1), 78-93. DOI: [10.1080/07359683.2016.1132051](https://doi.org/10.1080/07359683.2016.1132051)
60. **Chan, K.**, Prendergast, G., and Ng, Y.L. (2016) Using an expanded Theory of Planned Behavior to predict adolescents' intentions to engage in healthy eating, *Journal of International Consumer Marketing*, 28(1), 16-27. DOI: [10.1080/08961530.2015.1089088](https://doi.org/10.1080/08961530.2015.1089088)
61. Huxley, P., **Chan, K.**, Chiu, M., Ma, Y., Gaze, S., and Evans, S. (2016) The social and community opportunities profile social inclusion measure: Structural equivalence and differential item functioning in community mental health residents in Hong Kong and the United Kingdom, *International Journal of Social Psychiatry*, 62(2), 133-140. DOI: [10.1177/0020764015607550](https://doi.org/10.1177/0020764015607550) [SSCI]
62. **Chan, K.**, Huxley, P., Chiu, M.Y.L., Evans, S., and Ma, Y. (2016). Social inclusion and health conditions among Chinese immigrants in Hong Kong and the United Kingdom: An exploratory study, *Social Indicators Research*, 126(2), 657-672. DOI: [10.1007/s11205-015-0910-0](https://doi.org/10.1007/s11205-015-0910-0). [SSCI]
63. **Chan, K.**, Huang, A., Krainer, K., Diehl, S., and Terlutter, R. (2015). Job burnout among communication professionals in Hong Kong: An exploratory study, *Intercultural Communication Studies*, 24(3), 78-93.
64. Ninaus, K., Diehl, S., Terlutter, R., **Chan, K.**, and Huang, A., (2015). Perceived effects of ICT use on employee health and work stress: An exploratory study from Austria and Hong Kong, *International Journal of Qualitative Studies on Health and Well-being*, 10. DOI: <http://dx.doi.org/10.3402/qhw.v10.28838> [SSCI]
65. **Chan, K.**, Tsang, L., and Ma, Y. (2015). Consumers' attitudes toward advertising by traditional Chinese medicine practitioners, *Journal of Asian Pacific Communication*, 25(2), 305-324. DOI: [10.1075/japc.25.2.11cha](https://doi.org/10.1075/japc.25.2.11cha)
66. **Chan, K.**, Evans, S., Chiu, M.Y., Huxley, P., and Ng, Y.L. (2015) Relationship between health, experience of discrimination, and social inclusion among mental health service users in Hong Kong, *Social Indicators Research*, 124(1), 127-139. DOI: [10.1007/s11205-014-0780-x](https://doi.org/10.1007/s11205-014-0780-x) [SSCI]
67. **Chan, K.** and Fan, F. (2015). How consumers perceive environmental advertising in the banking context, *Asian Journal of Business Research*, 5(1), 69-82. DOI: [10.14707/ajbr.150011](https://doi.org/10.14707/ajbr.150011)
68. Ng, Y.L., and **Chan, K.** (2015) Interpretation of female images in advertising among Chinese adolescents, *Young Consumers*, 16(2), 222-234. DOI: [10.1108/YC-09-2014-00472](https://doi.org/10.1108/YC-09-2014-00472)
69. **Chan, K.**, Tsang, L., and Fung, T. (2015). Attitudes toward acupuncture in Hong Kong, *International Journal of Pharmaceutical and Healthcare Marketing*, 9(2), 158-174. DOI: [10.1108/IJPHM-10-2013-0055](https://doi.org/10.1108/IJPHM-10-2013-0055)
70. **Chan, K.**, Ng, Y.L., and Prendergast, G. (2014) Should different marketing communication strategies be used to promote healthy eating among male and female adolescents?, *Health Marketing Quarterly*, 31(4), 339-352. DOI: [10.1080/07359683.2014.966005](https://doi.org/10.1080/07359683.2014.966005)

71. **Chan, K.**, Ng, Y.L., and Liu, J. (2014) How Chinese young consumers respond to gendered advertisements, *Young Consumers*, 15(4), 353-364. DOI:10.1108/YC-09-2013-00398
72. **Chan, K.** and Han, X. (2014) Effectiveness of environmental advertising for hotels, *Services Marketing Quarterly*, 35(4), 289-303.
73. Ng, Y. L. and **Chan, K.** (2014) Do females in advertisements reflect adolescents' ideal female image?, *Journal of Consumer Marketing*, 31(3), 170-176. DOI: 10.1108/JCM-10-2013-0748
74. **Chan, K.**, Evans, S., Ng, Y.L., Chiu, M.Y.L., and Huxley, P. (2014) A concept mapping study on social inclusion in Hong Kong, *Social Indicators Research*, 119(1), 121-137. DOI:10.1007/s11205-013-0498-1[SSCI]
75. Hui, A.N.N., Yeung, D.Y.L., Sue-Chan, C., **Chan, K.**, Hui, D.C.K., and Cheng, S.T. (2014) Gains and losses in creativity personality as perceived by adults across the lifespan, *Developmental Psychology*, 50(3), 709-713. DOI:10.1037/a0034168 [SSCI]
76. **Chan, K.**, Lemish, D., McMillin, D., and Parameswaran, R. (2013) Beyond the West to the Rest: A roundtable on global children's media flows, *Interactions: Studies in Communication & Culture*, 4(3), 211-220. DOI:10.1386/iscc.4.3.211_7
77. **Chan, K.**, Hui, A., Cheng, S.T., and Ng, Y.L. (2013) Perception of age and creativity in work context, *Journal of Creative Behavior*, 47(4), 256-272. DOI:10.1002/jocb.34 [SSCI]
78. **Chan, K.** and Ng, Y.L. (2013) Canadian Chinese adolescent girls' gender roles and identities, *Intercultural Communication Studies*, 22(2), 19-39.
79. Han, X. and **Chan, K.** (2013) Perception of green hotels among tourists in Hong Kong: An exploratory study, *Services Marketing Quarterly*, 34(4), 339-352. DOI: 10.1080/15332969.2013.827069
80. **Chan, K.** (2013) Development of materialistic values among children and adolescents, *Young Consumers*, 14(3), 244-257. DOI: 10.1108/YC-01-2013-00339
81. **Chan, K.** and Chang, H.C. (2013) Advertising to Chinese youth: a study of public service ads in Hong Kong, *Qualitative Market Research*, 16(4), 421-435. DOI: 10.1108/QMR-06-2013-0042
82. **Chan, K.**, Tsang, L., and Leung, V. (2013) Consumers' attitudes towards advertising of medical professionals, *Journal of Consumer Marketing*, 30(4), 328-334. DOI: 10.1108/JCM-02-2013-0458
83. Gronhoj, A., Bech-Larsen, T., **Chan, K.**, and Tsang, L. (2013) Using Theory of Planned Behavior to predict healthy eating among Danish adolescents, *Health Education*, 113(1), 4-17. DOI: 10.1108/09654281311293600 [received Emerald Literati Network Awards for Excellence]
84. **Chan, K.**, Ng, Y.L., and Luk, E. (2013) Impact of celebrity endorsement in advertising on brand image among Chinese adolescents, *Young Consumers*, 14(2), 167-179 DOI: 10.1108/17473611311325564 [article with the highest citation in the past three years]
85. **Chan, K.** and Ng, Y.L. (2013) How Chinese adolescent girls perceive gender roles: A psychographic study, *Journal of Consumer Marketing*, 30(1), 50-61. DOI: 10.1108/07363761311290830
86. **Chan, K.**, Ng, Y.L., and Williams, R.B. (2012) Adolescent girls' interpretation of sexuality found in media image, *Intercultural Communication Studies*, 21(3), 63-81.
87. **Chan, K.**, Ng, Y.L., and Williams, R.B. (2012) What do adolescent girls learn about gender roles from advertising images? *Young Consumers*, 13(4), 357-366. DOI: 10.1108/17473611211282608
88. **Chan, K.** and Ng, Y.L. (2012) Segmentation of Chinese adolescent girls using gender roles and ideal female images, *Journal of Consumer Marketing*, 29(7), 521-531. DOI: 10.1108/07363761211275027

89. Yip, T., **Chan, K.** and Poon, E. (2012) Attributes of young consumers' favorite retail shops: A qualitative study, *Journal of Consumer Marketing*, 29(7), 545-552. DOI: [10.1108/07363761211275045](https://doi.org/10.1108/07363761211275045)
90. **Chan, K.** (2012) "The last mile: Revising manuscripts for journal publication", *Asian Journal of Business Research*, 2(2), 87-94.
91. **Chan, K.**, Leung, V., Tsang, L., and Yip, T. (2012) Attitudes toward advertising by lawyer's among Hong Kong consumers, *Asian Journal of Business Research*, 2(2), 70-86.
92. **Chan, K.** and Cheng, B. (2012) Awareness of outdoor advertising in Hong Kong, *International Journal of Consumer Research*, 1(1), 81-97.
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45. Diehl, S., Terlutter, R., **Chan, K.** and Mueller, B. (2010) A cross-cultural and gender-specific examination of consumer skepticism toward advertising in general vs. pharmaceutical advertising – Empirical evidence from the U.S., Germany and China (Hong Kong), in Terlutter, R., Diehl, S., and Okazaki, S. (Eds.) *Advances in Advertising Research (Vol.1) Cutting Edge International Research* (pp. 297-312), Heidelberg, Germany: Gabler Verlag, ISBN 978-3-8349-2111-6
46. **Chan, K.**, Prendergast, G., Gronhoj, A. and Bech-Larsen, T. (2009) Communicating healthy eating to adolescents 向青少年傳播健康飲食, in Ringo Ma (Ed.) *Health communication and public health 健康傳播與公共衛生* (pp. 88-108), Hong Kong: Hong Kong Education Publishing Co., ISBN 978-988-200-306-4
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48. **Chan, K.** (2009) Advertising and children in China, in Cheng, K. and **Chan, K.** (Eds.) *Advertising and Chinese Society: Issues and Impacts* (pp. 265-283), Denmark: Copenhagen Business School Press
49. **Chan, K.**, Zhang, H., and Wang, I. (2009) Advertising and adolescents in China, in Cheng, K. and **Chan, K.** (Eds.) *Advertising and Chinese Society: Issues and Impacts* (pp. 285-303), Denmark: Copenhagen Business School Press
50. Cheng, K. and **Chan, K.** (2009) *Advertising and Chinese Society: Issues and Impacts*, English, 315 pages, Denmark: Copenhagen Business School Press, ISBN 978-87-630-0227-1
51. **Chan, K.** and Chan, F. (2008) Children’s television programs in China: A discourse of success and modernity, in Wu, D. (Ed.) *Discourses of Cultural China in the Globalizing Age* (pp. 113-128), Hong Kong: Hong Kong University Press, ISBN 978-962-209-913-5
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- Advertising and Communication – New Insights and Empirical Findings* (pp. 343-357), Germany: Deutscher Universitäts – Verlag
54. **Chan, K.** (2006) Criticism and public opinion of advertising, in K. Chan (ed.), *Advertising and Hong Kong Society* (pp. 77-94), Hong Kong: Chinese University Press
 55. **Chan, K.** (2006) Advertising and children, in K. Chan (ed.), *Advertising and Hong Kong Society* (pp.183-205), Hong Kong: Chinese University Press
 56. **Chan, K.** (2006) Advertising and adolescents, in K. Chan (ed.), *Advertising and Hong Kong Society* (pp.207-224), Hong Kong: Chinese University Press
 57. Chan, F, **Chan, K.** and Chan, J.M. (2006) in K. Chan (ed.), Social communication and advertising indicators, *Advertising and Hong Kong Society* (pp.1-21), Hong Kong: Chinese University Press
 58. **Chan, K.** (2003) Kowloon-Canton Railway Corporation, in John McDonough and Karen Egolf (ed.) *Encyclopedia of Advertising* (pp. 907-908), New York: Fitzroy Dearborn.
 59. **Chan, K.** (2003) Hong Kong advertising: A melting port, in Paul S.L. Lee (Eds.), *Hong Kong Media in the New Century* (pp. 293-309), Hong Kong: The Chinese University Press.
 60. **Chan, K.K.W.**, Wong, W.S.Y. and Chan, S.F. (2001) A multi-media workshop on strategic advertising cases in Hong Kong, *The Compendium of Selected Teaching Development Grants Projects* (pp. 1-10), Hong Kong: Hong Kong Baptist University
 61. **Chan, K.** (1999) Causal framing theory and environmental news in Hong Kong, in X. Yu, Z. Guo and H. Yu (Eds.), *Journalism and social change* (pp. 297-317), Hong Kong: Chung Hwa Book [In Chinese]
 62. **Chan, K.** (1997) Chinese consumers' attitudes toward pharmaceutical advertising, in D.H. Smith (ed.), *Health communication and China* (pp. 188-208), Hong Kong: The David C. Lam Institute for East-West Studies
 63. **Chan, K.** (1997) Television advertising regulation in Hong Kong and China, in Joseph M. Chan, Leonard L. Chu, Zhongdang Pan (Eds.), *Mass communication and market economy* (pp. 103-114), Hong Kong: Lo Fung Learned Society. [In Chinese]

Conference proceedings:

1. **Chan, K.** & Zhang, J. (2025). Recruiting and retaining industry partnership in a vocational-oriented education program in Hong Kong: Challenges and recommendations. In E. Quintana-Murci, F. Salvà-Mut, B. E. Stalder, & C. Nägele (Eds.), *Towards inclusive and egalitarian vocational education and training: Key challenges and strategies from a holistic and multi-contextual approach*. Proceedings of the 6th Crossing Boundaries Conference in Vocational Education and Training, Palma, Mallorca, Spain, 21 to 23 May 2025 (pp. 124–133). VETNET. <https://doi.org/10.5281/zenodo.15373131>
2. **Chan, K.**, Fung, M., Lau, J., and Zhang, J. (2023)., A bootcamp as an experiential learning activity for nurturing creative talent: A Hong Kong case study, in V. Tütlys, L. Vaitkutė & C. Nägele (Eds.), *Vocational education and training transformations for digital, sustainable and socially fair future*, Proceedings of the 5th Crossing Boundaries Conference in Vocational Education and Training, 93-106. <https://doi.org/10.5281/zenodo.7822916>
3. **Chan, K.**, Siu, N.Y.M., and Lai, G. (2022). Building the capacity of research-informed teaching and learning in the business, communication, and social science disciplines: The Hong Kong experience, *The Proceedings of the 15th annual International Conference of Education, Research and Innovation*, 8753-8756, doi [10.21125/iceri.2022.2331](https://doi.org/10.21125/iceri.2022.2331)
4. **Chan, K.** (2005) Materialism among children in urban China, In H. Cheng and K. Chan (Eds.) *The Proceedings of the 2005 Asia Pacific Conference of the American Academy of Advertising*, 22-33, Ohio: American Academy of Advertising.

5. **Chan, K.** (2005) Teaching international advertising, In H. Cheng and K. Chan (Eds.) *The Proceedings of the 2005 Asia Pacific Conference of the American Academy of Advertising*, 155-157, Ohio: American Academy of Advertising.
6. **Chan, K.** and Chan, F. (2004) Advertising to children in China: A study of children's TV media environment, Korean Academy of Marketing Science Spring Conference Proceeding, 55-73, Seoul: KAMS.
7. **Chan, K.** (2002) Gender portrayal of US children's television commercials: 50s and 60s, In Avery M. Abernethy (Ed.), *International Conference Proceedings of the American Academy of Advertising*, 39-47, AL: American Academy of Advertising.
8. **Chan, K.** and S.F. Chan (2002) Love and money: Chinese couples' decisions on wedding expenses, *Asia Pacific Advances in Consumer Research*, 5, 224-230
9. Cheng, H. and **Chan, K.** (2001) Public service advertising in China: Social marketing in the making. In M.S. Roberts and R.L. King (Eds.), *International Conference Proceedings of the American Academy of Advertising 2001 Asia-Pacific Conference*, 119-125, Ohio: American Academy of Advertising
10. **Chan, K.** and Ha, L. (1997) Consumption of over-the-counter drugs and attitudes toward over-the-counter drug advertising: A comparison between the United States and Hong Kong. In M.C. Macklin (Ed.), *Proceedings of the 1997 Conference of the American Academy of Advertising*, 204-212, Ohio: American Academy of Advertising

Manuscripts under review

1. Petrovici, D., Holiday, S., Guo, L., **Chan, K.**, and Cetayo, C. An ecological approach to child materialism and purchase requests: The holistic influence of family communication, peer influence, and television exposure, under review, *Journal of Business Research*
2. **Chan, K.** and Ho, S.C. A quantitative study on the spirituality and life satisfaction among ethically Chinese young adults in Hong Kong, under review, *Journal of Religion and Health*
3. Chen, J., **Chan, K.**, Ho, S.C. Perceptions of health and barriers of using mobile technology for health among older persons in rural China: A qualitative study, under review, *International Journal of Pharmaceuticals and Healthcare Marketing*
4. Han, X. and **Chan, K.** The role of pet parent identity in moderating consumers' responses to pet-friendly hotel advertisements, under review, *Journal of Vacation Marketing*
5. Yu, M., Ji, S., **Chan, K.**, and Han, X. Understanding green hotel advertising: The role of values, regulatory focus, and social proof, under review, *Journal of Environmental Management*
6. Cheung, A., and **Chan, K.** Impact of faith on ethical decision making of Christian professionals in the building industry, under review, *Building Research and Information Journal*
7. Guo, J., Yi, M., and **Chan, K.** Motivating young consumers' health behavior change through mHealth apps: The impact of gamification and autonomy-supportive features, under review, *International Journal of Human-Computer Interaction*

External grant proposals submitted

Chan, K. and Chen, Hu. Project title "Promoting Chinese Medicine among elementary school children using short videos, games, and quizzes", Chinese Medicine Development Fund, November 2025 (not funded)

Chan, K. and Fan, F. Project title "Innovative application of GenAI, digital twins, and machine learning models in the cultural and tourism industry to enhance consumer engagement",

submitted to Guangdong and Hong Kong Universities 1+1+1 Joint Research Collaboration Scheme, July 2025 (not funded)

Chan, K., Yue, K.K.M., Li, K. Project title “Create a WeChat Mini Program with AI-driven insights and interactive Chatbot to enhance wellbeing of low-income women in menopause (ITB/FBL/A050/21/S; Fund HK\$2,772,550), Innovation and Technology Fund for Better Living in August 2022 (not funded)

5. Presentations and other scholarly output

Refereed Conference Papers/Presentations since 2023:

1. Fung, M.S.K., and **Chan, K.**, (2027). Authentic Industry-Supervised Final Year Projects in Art Tech Design: A Hong Kong Case, Fourth International Conference on Quality in Self-financed Higher Education ‘Connecting Local and Global in the AI Era’, Hong Kong, February 27.
2. Fan, F., **Chan, K.**, and Ho, S.C. (2026). The communication effectiveness of advertainment: An empirical study about branded mini-webisodes, International Conference on Research in Advertising (ICORIA), Barcelona, Spain, June 25-27.
3. **Chan, K.** and Ho, S.C. (2026). Company visit and career mentorship as work-integrated learning experience: perspectives from high school students, The 10th International Conference of Research on Vocational Education and Training, Stockholm, May 17-19.
4. **Chan, K.**, Fung, M., and Tse, M. (2026)., Insights into vocational education for the creative media industry: A three-year study evaluating programme effectiveness among Hong Kong high school students, The 10th International Conference of Research on Vocational Education and Training, Stockholm, May 17-19.
5. Fung, M., **Chan, K.**, Liu, M., and Zhuo, Y. (2026). Beyond classrooms: Art Tech Voyage fosters proactive learning in Hong Kong higher diploma students, The 10th International Conference of Research on Vocational Education and Training, Stockholm, May 17-19.
6. Chen, A. and **Chan, K.** (2026). Mapping the trajectories of public complaints and the government’s regulation of television advertisements in Hong Kong: A longitudinal study from 2011 to 2025, International Conference on Advertising Research, Hong Kong, April 28-30.
7. **Chan, K.**, Wang, Y., and Serban, F.C. (2026). Changing female gender portrayal in Chinese advertising: A critical discourse analysis of three broadcast commercials, International Conference on Advertising Research, Hong Kong, April 28-30.
8. **Chan, K.** and Guerra, A.D. (2024) Leading innovative pedagogy: A Community of Practice approach to promote undergraduate research in business, communication, and political science curricula, 2025 International Higher Education Teaching and Learning (HETL) Association Conference, Dubai, December 16-18.
9. Bilby, J., Şener, G., Öztürk, E., **Chan, K.** and Şahin, Ş. (2025) Digitalization and AI in advertising: Insights from Hong Kong and Istanbul, Global Marketing Conference, Hong Kong, July 24-27.
10. Wang, Y. and **Chan, K.** (2025). Older adults and influencer communication: Effect of perceived sponsored disclosure and advertising mediation on advertising literacy and attitudinal outcomes, International Conference on Research in Advertising (ICORIA), Rotterdam, The Netherlands, June 26-28.

11. Yu, M., Ji, S., **Chan, K.**, Han, X. and Liu, F. (2025). Understanding green hotel advertising: The role of values, regulatory focus, and social proof, International Conference on Research in Advertising (ICORIA), Rotterdam, The Netherlands, June 26-28.
12. Zhuo, Y., Chen, J., and **Chan, K.** (2025). Perception of physical and mental health among low-income people in China, Positive Psychology 2.0 International Conference 2025, Hong Kong, June 25-28.
13. **Chan, K.** and Ho, S.C. (2025). Spirituality and life satisfaction among Chinese young adults in Hong Kong, Positive Psychology 2.0 International Conference 2025, Hong Kong, June 25-28.
14. **Chan, K.** and Zhang, J. (2025). Recruiting and retaining industry partnership in a vocational-oriented education program in Hong Kong: Challenges and recommendations, 6th International VET Conference Crossing Boundaries, Palma, Spain, May 21-23.
15. Fung, M. and **Chan, K.** (2024). Assessment framework for a tripartite collaborative model in creative education: The Hong Kong experience, e-Learning Forum Asia, Hong Kong, December 4-5.
16. **Chan, K.** (2024) Partnership with a media company in developing a course-based research project for measuring audience engagement, e-Learning Forum Asia, Hong Kong, December 4-5.
17. **Chan, K.**, and Guerra, A.D. (2024) Capacity building in research-informed teaching and learning through a community of practice, e-Learning Forum Asia, Hong Kong, December 4-5.
18. Yu, M., Liu, F., **Chan, K.**, Li, Q., and He, C. (2024). Destination marketing: A study of adventure tourism, Australia and New Zealand Marketing Academy (ANZMAC) Conference, Tasmania, December 2-4.
19. Xing, H. and **Chan, K.** (2024). Consumers' self-identify and effectiveness of pet-friendly hotel advertisements in China, MAG Scholar Conference in Business, Marketing & Tourism, Macao, November 12-14.
20. **Chan, K.** and Zhuo, Y. (2024). Developing and marketing mobile health applications for low-income working adults, MAG Scholar Conference in Business, Marketing & Tourism, Macao, November 12-14.
21. Bilby, J., Şener, G., Öztürk, E., Şahin, Ş, and **Chan, K.** (2024). Advertising creativity at the cross-roads: A cross-national comparison between Hong Kong and Türkiye's advertising, International Conference on Research in Advertising (ICORIA), Thessaloniki, Greece, June 27-29.
22. Fung, M., **Chan, K.**, and Tse, M. (2024) Enhancing experiential learning in creative and media training: The impact of study tours on secondary school students' knowledge, attitudes, and personal growth in Hong Kong. The 9th International Conference of Research on Vocational Education and Training, Stockholm, May 14-16.
23. **Chan, K.** and Zhang, J. (2024). Motivations and perceived challenges in participating in work-integrated learning as industry partners. The 9th International Conference of Research on Vocational Education and Training, Stockholm, May 14-16.
24. **Chan, K.** and Zhang, X. (2023). A content analysis of gender portrayal of TV commercials broadcast in the children's TV channel in China. The Annual Tbilisi International Multidisciplinary Conference on Economics, Business, Technology and Social Sciences – 2023, Tbilisi, Georgia, December 22-24.
25. **Chan, K.** and Zhang, J. (2023). A critical discourse analysis study of promotion of vocational education in Hong Kong. The Annual Tbilisi International

- Multidisciplinary Conference on Economics, Business, Technology and Social Sciences, Tbilisi, Georgia, December 22-24.
26. **Chan, K.** and Wang, R. (2023). Representation of older people in subway advertising in Hong Kong: A content analysis. The Kyoto Conference on Arts, Media & Culture, Kyoto, Japan, October 10-13.
 27. **Chan, K.**, Yu, M., Koinig, I., Diehl, S., and Terlutter, R. (2023). Perceived offensive advertising in China: A national study. The Kyoto Conference on Arts, Media & Culture, Kyoto, Japan, October 10-13.
 28. Luo, F. and **Chan, K.** (2023). Exploring the communication effects of feminist advertising among different audience groups: A focus group study. China Marketing International Conference, Xuzhou, Jiangsu, China, July 15.
 29. **Chan, K.** and Chan, P.S. (2023). The influence of family values and Christian beliefs on perceptions of offensive ads, Academy of Marketing Science World Marketing Congress, Kent, July 11-14.
 30. **Chan, K.** and Lee, L. (2023). How the Hong Kong Government promotes social inclusion through public services ads, Academy of Marketing Science World Marketing Congress, Kent, July 11-14.
 31. Bilby, J. and **Chan, K.** (2023). The thrill is gone: Practitioner views of creativity in Hong Kong's advertising industry, International Conference on Research in Advertising (ICORIA), Bordeaux, France, June 29-July 1.
 32. **Chan, K.** and Idris, I. (2023). Develop and implement a virtual course-based research project with an international partner, ConnectUR 2023 Annual Conference, June 22-23 (online).
 33. **Chan, K.**, Fung, M., and Lau, J. (2023). A bootcamp as an intensive active learning opportunity for nurturing creative talents, 5th VET Conference Crossing Boundaries, Kaunas, Lithuania, May 25-26.
 34. **Chan, K.**, Serban, F.C., Tse, M., and Ho, A. (2023). Designing an Applied Learning course on information and communications technology for high school students, International Conference on Learning and Teaching for Future Readiness, Hong Kong, May 17-19.
 35. Fung, M., **Chan, K.**, Tse, M., and Lau, J. (2023). Curriculum design and assessment of a multimedia storytelling course for nurturing creativity among secondary school students in Hong Kong, 17th annual International Technology, Education and Development Conference, Valencia, Spain, March 6-8.
 36. **Chan, K.**, Fung, M., and Lau, J. (2023). Curriculum design of a higher diploma in art tech program: The Hong Kong experience, 17th annual International Technology, Education and Development Conference, Valencia, Spain, March 6-8.

Invited/non-referred presentations since 2023

1. **Chan, K.** (2026). Active learning in the age of AI: Course-based data-informed evidence and real-world projects in higher education, Maisy Ho Centre for Teaching and Learning, HKU SPACE, July 3.
2. **Chan, K.** (2025). Flipped Classroom Pioneers Series: Crafting engaging learning experiences from content design to digital mastery, General Education Office, HKBU, July 8.
3. **Chan, K.** (2025). How low-income adults in China perceive health and health management mobile applications, Hallym University, Seoul, June 11.
4. **Chan, K.** (2024). Designing and implementing a mobile health intervention to encourage active ageing among new retirees in Hong Kong, Medical University of Gdansk, May 21.
5. **Chan, K.**, Yip, H., Ling, H.Y., Wong, H. (2023). Out-of-home advertising: Attitudes and awareness, The Association of Accredited Advertising Agencies in Hong Kong, April 20.

6. **Chan, K.** (2023). Keynote speaker, Extending the regulatory fit model to measure effectiveness of social communication strategies, Academic Conference, Ider University, Mongolia, March 24.

Invited guest lectures at

University of Southern Florida, Emerson College, Bradley University, Ewha Women's University, Copenhagen Business School, Aarhus University, Queensland University of Technology, University of New South Wales, Simon Fraser University, Sun Yat-sen University, Universiti Tunku Abdul Rahman, Alpen-Adria Universitat, Peking University HSBC Business School, Sheffield University, Middlesex University, City University of Hong Kong, Macau University, Huazhong University of Science & Technology, University of Toronto, Medical University of Gdansk, Otaru University of Commerce, Bethel Bible Seminary, Porto University, Shanghai University, Hallym University, Xi'an Jiaotong-Liverpool University, University of Ljubljana, University of Vienna, MindShare Hong Kong, MillwardBrown Shanghai, Rotary Club, Information Services Department, POAD

Other Scholarship of Teaching and Learning/Scholarly Outputs

Chan, K., Siu, N.Y.M. and Lai, G. (2022, April). Building the capacity for research informed teaching and learning website. <https://projects-coms.hkbu.edu.hk/UG-research/>

Chan, K., Fan, F. F., and Huang, L.V. (2021, August). Transforming teaching and learning through a discipline-based community of practice, *Teaching and Learning Connections*, 15. Retrieved from <https://www.cetl.hku.hk/teaching-learning-cop/transforming-teaching-and-learning/>

Chan, K. (2021, Apr). Co-creating knowledge with students: The application of Course-based Undergraduate Research Experience (CURE) in the social science discipline. *Teaching and Learning Connections*, 14. Retrieved from <https://www.cetl.hku.hk/teaching-learning-cop/co-creating-knowledge-with-students/>

Chan, K., Tsang, L., Lee, L., Lam, S.S.K., Cheng, B.K.L., Fan, F., Huang, L., Ng, T., Wong, J., Wong, M., Yeung, F., Zhan, Q., Community of practice: Teaching and learning of public relations and advertising (CoP - PRA) website: <https://projects-coms.hkbu.edu.hk/cop-pra/>

Chan, K. (2017). Digital scholarship: Materialism among children and youth in China, Hong Kong, Macau, and Singapore. <http://digital.lib.hkbu.edu.hk/materialism/>

Chan, K. (2016). Project for supporting "Independent Enquiry Study" among secondary school students https://projects-coms.hkbu.edu.hk/ies_support/index.php

Case Studies for textbooks

- 2014 Case study: Advertising using microfilms in Hong Kong. In Belch, G.E., Belch, M.A., Kerr, G., and Powell, I. (Eds.) *Advertising*, McGraw-Hill, Australia, 107-109.
- 2013 Case study: Psychographics of adolescent girls in Hong Kong and Shanghai. In Quester, P., Pettigrew, S., Kopanidis, F., Hill, S.R., and Hawkins, D.I. (Eds.), *Consumer Behaviour: Implication for Marketing Strategy Seventh Edition*, McGraw-Hill, Australia, 559-562.
- 2013 Case study: Young consumers and retail shops in Hong Kong. In Quester, P., Pettigrew, S., Kopanidis, F., Hill, S.R., and Hawkins, D.I. (Eds.), *Consumer Behaviour: Implication for Marketing Strategy Seventh Edition*, McGraw-Hill, Australia, 176.
- 2011 Case study: Regulation of advertising to children in China. In Belch, G.E., Belch, M.A., Kerr, G., and Powell, I. (Eds.) *Advertising: An Integrated Marketing Communication Perspective, Second Edition*, NSW, Australia: McGrawHill, 82-85.
- 2011 Case study: Standard Chartered Bank and the sponsorship of the Hong Kong Marathon. In Belch, G.E., Belch, M.A., Kerr, G., and Powell, I. (Eds.) *Advertising: An Integrated*

6. Visual projects/Videography

1. **Chan, K.** (2020) Using OOH Advertising for Consumer Engagement. Interview with Shirley Chan, Managing Director, Hong Kong and Macau, JCDecaux Transport, DVD, 15 minutes.
2. **Chan, K.** and Tsang, L. (2014) Media relations and crisis management. Interviewing Mr. Andy Ho, Andy Ho Public Affairs Consulting Company Limited, DVD, 35 minutes.
3. **Chan, K.** and Tsang, L. (2014) Corporate communication and issue management. Interviewing Mr. K.T. Poon, The Link Management Limited, DVD, 40 minutes.
4. **Chan, K.** and Tsang, L. (2014) Financial public relations. Interviewing Mr. Richard Tsang, Strategic Public Relations Group, DVD, 30 minutes.
5. **Chan, K.** and Tsang, L. (2014) Corporate social responsibility. Interviewing Ms. Teresa Au, Gold Spring Investment Limited and Goldwell Creation Limited, DVD, 25 minutes.
6. **Chan, K.** and Tsang, L. (2014) Advocacy Public Relations. Interviewing Ms. Sandra Mak, A-World Consulting Limited, DVD, 40 minutes.
7. **Chan, K.** and Tsang, L. (2014) Public Relations of the TV industry. Interviewing Mr. S.M. Tsang, Television Broadcasts Limited, DVD, 30 minutes.
8. **Chan, K.** and Tsang, L. (2014) A story of a PR expert: The secret of success. Interviewing C.F. Kwan, Hang Lung Properties Limited, DVD, 30 minutes.
9. **Chan, K.** (2011) Advertising and body image: the impact of slimming ads on adolescents. Interview with Anthony Fung, Chinese University of Hong Kong, DVD, 15 minutes.
10. **Chan, K.** (2011) Advertising for the legal professionals. Interview with Ka Kin Lau, Reed Smith Richards Butler, DVD, 20 minutes.
11. **Chan, K.** and Wong, A. (2011) Communicating with the new generation: A case study on the anti-drug campaign. Interview with Angelique Tam, The Society for the Aid and Rehabilitation of Drug Abusers, DVD, 21 minutes.
12. **Chan, K.** (2006) Branding in China. Interview with Tom Doctoroff, J Walter Thompson Co. Ltd., DVD, 29 minutes.
13. **Chan, K.** and McNeal, J. (2005) Children and brands in urban China, DVD, 26 minutes.
14. **Chan, K.**, McNeal, J. and Chan, F. (2003) How children in rural China become consumers, DVD, 25 minutes.
15. **Chan, K.** (2004) Management of a creative agency and advertng creativity in Hong Kong. Interview with K.C. Tsang, Chan Tsang Wong Chu Mee Advertising Firm, DVD, 25 minutes.
16. **Chan, K.** (2004) Advertising media planning in Hong Kong. Interview with K.K. Tsang, MindShare Hong Kong Limited, DVD, 23 minutes.
17. **Chan, K.** (2004) Advertising media planning in China. Interview with Steven Chang, ZenithOptimedia, China, DVD, 35 minutes.
18. **Chan, K.** (2004) Management of a full-service advertising agency. Interview with Royce Yuen, Ogilvy & Mather Advertising, DVD, 25 minutes.
19. **Chan, K.** (2004) Career planning and getting a job in the advertising industry. Interview with Dennis Wong, Leo Burnett Limited China/Hong Kong, DVD, 31 minutes.
20. **Chan, K.** (2004) Television advertising censorship in Hong Kong. Interview with Sandy Li, Television Broadcasts Limited, DVD, 33 minutes.
21. **Chan, K.** (2004) Measuring the effectiveness of advertising. Interview with Amy Lee, ACNielsen, DVD, 33 minutes.

7. Research, Conference, Knowledge Transfer and Digital Scholarship Grants

40 Research grants, 3 commissioned consultancy projects, 3 Conference grants, 3 Knowledge Transfer grants, 1 digital scholarship grant, 1 Chinese Medicine Development Fund, and 1 Quality Education Fund grant

Funded External Research Grants

- 2025-26 Work-integrated learning study 2: Student learning from company visits, career mentorship, and internship (PI: Kara Chan), The Hong Kong Jockey Club Charities Trust, HK\$ 630,306
- 2022-23 Work-integrated learning with industry partners (PI: Kara Chan), The Hong Kong Jockey Club Charities Trust, HK\$ 447,626
- 2021-26 **CLAP-TECH Pathway Creative Media Track (PI: Kara Chan), The Hong Kong Jockey Club Charities Trust, HK\$ 62,640,000** (selected for RGC impact case submission)
- 2021 Using microfilms to promote Chinese medicine industry in Hong Kong Chinese Medicine Promotion Funding Scheme (B1-2) of the Chinese Medicine Development Fund (B1-2), (PI: Chua, K.K., Co-I: Wan, D., Li, M. and Chan, K.), HK\$ 750,000
- 2021 A community action program in empowering newly retired persons to be health ambassadors [RNHA202104] (PI: Kara Chan, Co-I: Cheung Siu Yin, Kevin Yue, Kristen Li, Tam Ka Man), Faculty of Social Science Faculty Seed Grant HK\$ 50,000
- 2015 Quality Education Fund (QEF), Promoting healthy eating to adolescents in Hong Kong: A school-based health intervention”, EDB/QEF/2013/0831 (PI: Judy Siu, Co-I: Kara Chan and Prof. Albert Lee, CUHK School of Public Health) HK\$194,800
- 2013 Predicting healthy eating behavior among adolescents using the Theory of Planned Behavior, General Research Fund for 2013/2014, Research Grants Council, (PI: Kara Chan, Co-I: Gerard Prendergast), HK\$ 162,960
- 2012 Development of a Chinese Language version of the Social & Community Opportunities Profile (SCOPE) for NGO services in Hong Kong, Economic & Social Research Council ES/K005227/1, (PI: Sherrill Evans, Co-Is: Peter Huxley, Kara Chan, Marcus Yu-Lung Chiu), Fund HK\$ 410,000
- 2010 The making of a creative Hong Kong: Creativity for all ages, and age integration in creative industries, Strategic Public Policy Research, (PI: Anna Hui, Co-Is: Kara Chan, Sheung-Tak Cheng, Dannii Yeung, Christina Sue-Chan, and Desmond Hui), Fund HK\$ 1,000,000
- 2008 (A world-wide collaborative research project) Consumerism in children’s television worldwide, International Central Institute for Youth and Educational Television, Fund HK\$ 25,000
- 2008 Growing up in Macao: A study of materialistic values among children and adolescents, Cultural Affairs Bureau of the Macao S.A.R. Government, Fund HK\$ 155,600
- 2007 (A world-wide collaborative research project) Children’s television worldwide: Gender representation, International Central Institute for Youth and Educational Television, Fund HK\$ 25,000
- 2003 Supplementary funding: A study of television advertising and children: Persuasion, education and marketing in a Chinese context, Faculty Research Grant, (PI: Kara Chan, Co-I: James U. McNeal), Fund HK\$ 44,000

- 2001 A study of television advertising and children: Persuasion, education and marketing in a Chinese context, the Research Grants Council, (PI: Kara Chan, Co-I: James U. McNeal), Fund HK\$ 375,200
- 2000 Environmental knowledge and interest in environmental activity of Hong Kong primary school students, Environment and Conservation Fund, Fund HK\$ 85,000
- 1998 Research on Hong Kong schools' views on environmental education teaching kits, commissioned by the Environmental Protection Department, Fund HK\$ 82,000
- 1997 Benchmark study on green consumerism in Hong Kong, Environment and Conservation Fund, Fund HK\$ 109,796
- 1996 Research on Public image and effectiveness of marketing communications of Occupational and Safety Council, commissioned by the Occupational and Safety Council, Fund HK\$ 100,000
- 1995 Mass media, environmental knowledge and environmental attitudes, Environment and Conservation Fund and Woo Wheelock Green Fund, HK\$ 118,325

Funded Internal/Teaching/Knowledge Transfer/Digital Scholarship Research Grants

- 2025 International Activities Programme: International conference on advertising research April 28-30, 2026 (PI: Kara Chan), Research Office, RC-IAP/25-26/COMM/02, HK\$100,000
- 2023 Use of mobile health tools for health management among low-income working adults (PI: Kara Chan), School of Communication Faculty Research Grant CFRG 23-24/02), HK\$60,000
- 2018 A regulatory fit model to predict attitudes toward public services advertising among adolescents [CFRG 18-19/01] (PI: Kara Chan, Co-I: Jingyuan Shi), School of Communication Faculty Research Grant HK\$ 60,000
- 2017 Social inclusion and Internet use among mental health services users in Poland, [FRG2/16-17/017], (PI: Kara Chan, Co-I: Lukasz Balwicki, Marcus Yu-lung Chiu, Peter Huxley), Faculty Research Grant HK\$ 135,000
- 2017 Materialism among children and adolescents in China, Hong Kong, Macao, and Singapore, Digital Scholarship Grant, [DSG/1617/01], HK\$ 99,200
- 2016 Project for supporting "Independent Enquiry Study": building community of learning with Liberal Studies teachers for increasing impact, Knowledge Transfer Seed Grant, Fund HK\$ 73,590
- 2015 Project for supporting "Independent Enquiry Study" among secondary school students: Media and cultural studies, Knowledge Transfer Partnership Project, (PI: Kara Chan; Co-I: John Erni), Knowledge Transfer Seed Grant HK\$ 108,000
- 2015 Improving communication of self-management behaviors among diabetes working adults: A qualitative study, Faculty Research Grant [FRG2/14-15/111], (PI: Kara Chan, Co-I: Zhanchun Feng) Fund HK\$ 132,000
- 2015 The Fourth International Conference of Media Literacy: Multi-disciplinary approach of media literacy research and practice", conference grant by Research Committee, (PI: Alice Lee; Co-I: Kara Chan), Fund HK\$ 87,292
- 2014 Project for supporting "Independent Enquiry Study" among secondary school students, Knowledge Transfer Partnership Seed Grant Project, Fund HK\$ 100,000
- 2014 Environment, Health and Media Conference, conference grant by Research Committee, (PI: Kara Chan; Co-Is: Judy Siu, Dong Dong, Lennon Tsang), Fund HK\$ 28,000
- 2013 A content analysis of the news reporting of acupuncture in Hong Kong's major newspapers, Department of Communication Studies, (PI: Kara Chan, Co-Is: Dong Dong), Faculty Research Grant HK\$ 30,000

- 2013 Public perception of acupuncture: An exploratory study, Department of Communication Studies, (PI: Kara Chan, Co-Is: Judy Siu, Timothy Fung), Faculty Research Grant HK\$ 30,000
- 2012 Psychographic segmentation of Hong Kong adolescent girls, Department of Communication Studies, (PI: Kara Chan), Faculty Research Grant HK\$ 30,000
- 2012 Media diversity among adolescents in urban China, FRG/11-12/081, (PI: Andy Wong, Co-I: Kara Chan), Faculty Research Grant HK\$ 85,000
- 2011 Predicting healthy eating behavior among adolescents using the Theory of Planned Behavior, FRG2/11-12/011, (PI: Kara Chan, Co-I: Gerard Prendergast), Faculty Research Grant HK\$ 60,000
- 2011 A content analysis of advertising appeals and health information in Hong Kong's food advertising, FRG2/10-11/021, (PI: Kara Chan, Co-Is: Vivienne Leung, Lennon Tsang), Faculty Research Grant HK\$ 73,800
- 2010 Perception of age and creativity in the workforce context: A laboratory experiment, FRG/09-10/II-59, (PI: Kara Chan, Co-I: Anna Hui, Sheung-Tak Cheng), Faculty Research Grant HK\$ 98,420
- 2009 Gender identity of adolescent girls in Hong Kong: A qualitative study, FRG/08-09/119, (PI: Russell B. Williams, Co-I: Kara Chan), Faculty Research Grant HK\$ 78,100
- 2009 Tween girls, consumption and gender identity, The Centre for Media and Communication Research (PI: Kara Chan, Co-I: Birgitte Tufte and Gianna Capello), Fund HK\$ 34,250
- 2008 Communication education in institutes of higher education for 40th anniversary of the School of Communication, conference grant by School of Communication, (PI: Yu Huang; Co-I: Kara Chan), HK\$ 30,000
- 2008 Media and healthy development in adolescence, conference grant by Research sub-committee, (PI: Kara Chan, Co-I: Alice Lee), Faculty Research Grant HK\$ 70,000
- 2006 Young people, food advertising and healthy eating: A cross-cultural study, FRG/05-06/II-48, (PI: Kara Chan, Co-I: Gerard Prendergast), Faculty Research Grant HK\$ 50,000
- 2005 Interpersonal communication and media influence on materialistic value orientation among young people in Hong Kong, FRG/04-05/II-45, Faculty Research Grant HK\$ 160,600
- 2004 Media usage and new product information sources of urban Chinese children, FRG/03-04/II-10, (PI: Kara Chan, Co-I: James U. McNeal), Faculty Research Grant HK\$ 162,400
- 2003 Rural Chinese children as consumers: Media usage and new product information sources, FRG/02-03/II-19, (PI: Kara Chan, Co-I: James U. McNeal), Faculty Research Grant HK\$ 171,400
- 2002 Marketing communication strategies in a changing global environment Conference, conference grant by Research sub-committee, HK\$ 50,000
- 2000 Gender portrayal of American children television advertising in the 1950s and 60s, FRG/99-00/I-15, Faculty Research Grant HK\$ 21,840
- 2000 Evolution of Hong Kong's advertising, FRG/98-99/II-51, (PI: Wendy Wong, Co-I: Kara Chan), Faculty Research Grant HK\$ 77,000
- 1998 Impact of design factors and product involvement level on effectiveness of homepage advertising, FRG/98-99/I-12, (PI: Kara Chan, Co-I: Brian Wong), Fund HK\$ 27,000
- 1998 Cultural values in China and Hong Kong television advertising from 1993 to 1998, FRG/97-98/II-96, Faculty Research Grant HK\$ 53,625
- 1998 Benchmark study on communication process and effects of television advertising on children in Hong Kong, FRG/97-98/II-24, Faculty Research Grant HK\$ 73,600

- 1996 Cultural values in Hong Kong newspaper advertising, 1946-1996, FRG/96-97/II-9, Faculty Research Grant HK\$ 69,080
- 1996 Research on Employees' compensation insurance, commissioned by the Employees Compensation Insurance Levies Management Board, HK\$ 50,000
- 1995 Chinese consumers' attitudes toward pharmaceuticals advertising, FRG/95-96/II-12, Faculty Research Grant HK\$ 96,500
- 1994 Consumers' perception of informative and emotional advertising, FRG/94-95/II-24, Faculty Research Grant HK\$ 66,200
- 1994 Pharmaceuticals television advertising in China: Style and compliance to regulations, FRG/93-94/I-38, Faculty Research Grant HK\$ 20,298
- 1993 Information content of television advertising in Hong Kong and China, FRG/93-94/II-18, Faculty Research Grant HK\$ 68,058

8. Teaching

Subjects taught at HKBU

Youth, Media, and Consumption (Graduate course)
 Advertising Management (Graduate course)
 Consumer Insights (Graduate course)
 Approaches and Methods in Communication Research (Graduate course)
 Communication Campaign Workshop (Graduate course)
 Introduction to Public Relations and Advertising
 Principles and Methods of Advertising
 Consumer Perspectives in Advertising and Public Relations
 Communication Research
 Advertising Media Planning
 Advertising Copy Writing
 Advanced Advertising Copy Writing
 Advanced Public Relations and Advertising Copy Writing
 Audience Measurement and Engagement
 Social Communication and Advertising
 Children as Consumers: Marketing to Youth (General Education Capstone course)

Subjects taught at overseas universities

Advertising creative strategy (Bradley University)
 Advertising and children (Copenhagen Business School)
 Marketing to young consumers (Copenhagen Business School)
 Youth, media and consumption (Aarhus University, Denmark)
 Social marketing (Aarhus University, Denmark)
 Special topics in consumer behavior (Alpen Adria Universitat, Klagenfurt, Austria)
 Research methods (Grenoble Science Po, France)

Supervision of research post-graduate students

- 2021-25 Principal supervisor of Ph.D. student Yan Wang. Dissertation: Older adults and influencer communication: Effect of perceived sponsored disclosure and advertising mediation on advertising literacy and attitudinal outcomes
- 2021-25 Principal supervisor of Ph.D. student Qiqi Li. Dissertation: Age stereotypes and message processing: How older people perceive and respond to narrative videos featuring older characters

- 2023 Supervisor of M.A. student Fangyu Luo. Thesis: How young Chinese consumers interpret feminist advertising: A focus group study
- 2023 Supervisor of M.A. student Xinyi Zhang. Thesis: A content analysis study on gender-role portrayals in children's Television advertisements in mainland China
- 2022 Mentoring two undergraduate students (Wan Cheuk Lai, Mak Cheuk Ying) to submit their group research project for presentation at the National Council of Undergraduate Research 2022 conference
- 2021 Mentoring a group of undergraduate students (Tsz Ching Chan, Pak Yiu Chan, Ka Man Hui, Tsz Yi Lee, Sin Yee Wong) to submit their group research project for presentation at the National Council of Undergraduate Research 2021 conference
- 2021 Supervisor of M.A. student Wang Yan. Thesis: Perception of advertising with celebrity endorsers among mature consumers in China
- 2020-24 Principal supervisor of Ph.D. student Ruhul Kabir. Dissertation: Predicting Bangladesh women's intentions to use health services during pregnancy and childbirth: The role of communication and social factors
- 2018-22 Principal supervisor of Ph.D. student Jakub Szkudlarek. Dissertation: Applying congruity model to examine tourist's intention to share travel experience online
- 2017-21 Principal supervisor of Ph.D. student Fei Fan. Dissertation: Consumers' perceptions and responses to advertising with product endorsements by traditional celebrities and online influencers: A relational approach
- 2016 Supervisor of 4 MSc (Media Management) students' application project: Digital marketing communication of luxurious brands in China: A case study of Burberry
- 2015 Supervisor of M.A. student Wei Zaichen. Thesis: Gender portrayal in food and beverage advertisements on Chinese television
- 2015 Supervisor of Exchange M.A. student Chen Ji. Project: Perception of green universities among students
- 2014-18 Principal supervisor of Ph.D. student Zhan Yiqian. Dissertation: Measure the effectiveness of fear appeal in health communication: A regulatory fit model approach
- 2013 Supervisor of M.A. student Zhou Yuecen. Thesis: Cultural values and dimensions reflected in magazine advertisements: A comparison of Mainland China and Hong Kong
- 2013 Supervisor of M.A. student Liu Jianqiong. Thesis: Young consumers' responses to gendered advertisements
- 2012 Supervisor of Exchange M.A. student Han Xing. Project: Perception of green hotels among tourists
- 2012 Supervisor of M.A. student Fan Fei. Thesis: Communication effects of green advertising: An experimental study
- 2012-15 Co-supervisor of Ph.D. student Thanaseelen K P Rajasakran. Dissertation: How culture and country of origin affect Malaysian consumers' perception of foreign brands
- 2011-14 Principal supervisor of Ph.D. student Renata P. Wojtczak. Dissertation: Persuasiveness of sex: A comparison between generation-Y in China and Poland in Langerian act-based terms
- 2010-13 Principal supervisor of Ph.D. student Cheng Kar Lun. Dissertation: A regulatory fit model to predict adolescents' responses to healthy eating messages.
- 2009-11 Co-supervisor of M.Phil. student Fanny Kong. Thesis: Product placement in television drama: Effects of information overload and character attributes
- 2008-12 Principal supervisor of Ph.D. student Leung Suet Yan. Dissertation: Impacts of self-discrepancy and media exposure on body image perception among females: An integrated cognitive processing approach
- 2005-11 Co-supervisor of Ph.D. student Fan Hu. Dissertation: Social comparison and body image among female adolescents
- 2005-7 Principal supervisor of M.Phil. student Xiao Cai. Thesis: Television advertising

- viewing and idealized images of the “good life” among adolescents in rural China
- 2004-6 Principal supervisor of M.Phil. student Li Minyan. Thesis: Culture and offensive advertising
- 2003-5 Co-supervisor of M.Phil. student Chan Fong Yee. Thesis: Persuasion and use of humor in advertising
- 2002 Supervisor of M.A. student Pearl Yan. Project: Use of financial information in investment.
- 2001-5 Co-supervisor of Ph.D. student Li Xiaoqin. Dissertation: Report of deviance in China.
- 2001-3 Principal supervisor of M.Phil. student Tong Suk Chong. Thesis: External communication of non-profit making organizations in Hong Kong
- 2001 Supervisor of M.A. student Ada Ng. Project: Gender roles in Hong Kong’s advertising
- 2001 Supervisor of M.A. student Maggie Lee. Project: Perception of relationships among public relation and media practitioners in Hong Kong
- 1999 Supervisor of M.A. student Yik Wai Yi. Project: A content analysis of children’s television advertising in Hong Kong
- 1998 Co-supervisor of M.Phil. student Pan Qing. Thesis: Measuring multinational corporation’s reputation in China
- 1998 Supervisor of M.A. student Cheung Shuk Yin. Project: Women watching ‘A Kindred Spirit’: Viewers’ reception of roles
- 1998 Supervisor of M.A. student Fung Chui Ming. Project: Social advertising as mass communication tool: The case study of the ‘Keep Hong Kong Clean Campaign’

Projects funded by Teaching Development Grant of HKBU

- 2024 Community of Practice Project Title: Building a community of practice in research-informed teaching and learning” (PI: Kara Chan; coordinator: Archimedes David Guerra with 13 members at various higher educational institutes), COP/2324/01, Funding HK\$ 375,600
- 2021 Building the capacity of research-informed teaching and learning in the virtual teaching and learning context (with Prof. Noel Siu and Prof. Gina Lai) UGC Special Grant for Strategic Development of Virtual Teaching and Learning, Funding HK\$ 228,000
- 2021 Developing collaborative blended learning for course PRAD3046 Audience measurement and engagement with students from Sunway University, Malaysia (with Dr. Izian Idris, FL-SPOC/2021/01, Funding HK\$ 100,000
- 2019 Community of Practice project “Sharing good practices in teaching and learning of advertising and public relations” (with 13 members at various higher educational institutes), COP/1920/02, Funding HK\$ 360,000
- 2018 Developing blended learning for course GDSS/GDBU1867 Children as consumers: Marketing to the youth (with Dr. Luisa Agante, University of Porto), Online courses/Blended learning initiatives with FutureLearn, Funding HK\$ 100,000
- 2017 Experiential learning of digital media initiatives for audience engagement and measurement for the course PRAD3006 PRAD Audience Measurement and Engagement (and ICMT3027 Marketing Principles) (with Lennon Tsang), Funding HK\$ 106,200
- 2014 Development of two case studies for ICM3330 Strategic Public Relations (with Lennon Tseng), Department’s Teaching Development Grant, Funding HK\$ 20,000
- 2013 Enhancing active learning and critical thinking for the course PRAD4005 Crisis Communication and Public Relations (with Lennon Tsang), Funding HK\$ 149,240
- 2011 Development of a set of DVDs for the course PRA3460 Social Communication and Advertising (with Andy Wong)
- 2005 Develop an online worksheet-based approach to teach PRA2130 Advertising Media Planning

- 2003 On-line courses for three PR and advertising courses: Crisis Communication and Public Relations, Public Relations Writing and Principles and Methods of Advertising (with Flora Hung and Ni Chen)
- 1998 A multi-media workshop on strategic advertising cases in Hong Kong (with Wendy Wong and S.F. Chan).
- 1996 Newspaper advertising and consumer culture in Hong Kong, 1946-1996.
- 1995 Developing a CD-ROM with on-line linkage for teaching the structure of creative advertising in Hong Kong and Guangzhou (with Ernest Martin).
- 1995 Developing and implementing computer collaborative learning for case studies (with Ernest Martin).

9. Membership and Scholarly Activities

Memberships in Professional Associations

- 2025- Member, European Research Network on Vocational Education and Training (VETNET)
- 2020-2023 Member, Association of International Business
- 2003- Member, American Psychological Association
- 2000- Member, European Advertising Association
- 1996- Member, American Academy of Advertising
- 2011-2015 Member, International Association for Intercultural Communication Studies
- 2007- Life member, Chinese Communication Association

Sponsored and Invited Scholarly Activities

- 2015 Invited speaker, “Engaging students in research activities”, United College Symposium on Undergraduate Research, Chinese University of Hong Kong, May 4.
- 2014 Invited speaker, “Social learning about gender role from advertising image”, Semester at sea program lead by Dr. Marye Tharp, University of Texas at San Antonio, February 11.
- 2013 Invited speaker, “Psychographic segmentation of Chinese adolescent girls based on female gender roles and identities”, Peking University HSBC Business School, December 11.
- 2013 Invited speaker, “Youth and Public Service Advertising in Hong Kong”, Information Services Department, December 5.
- 2013 Invited speaker, “Consumption of media image and sexuality among girl”, Rotary Club of Hong Kong, July 9.
- 2012 Guest speaker, “Public relations theory, practices, and trend”, PR Department, Shanghai General Motors, June 16.
- 2012 Invited speaker, “Inappropriate advertising in Hong Kong” and “Branding in China”, Summer Field Study Program China delegation, Ball State University, May 9-10.
- 2010 Invited speaker, research forum “Growing up in Macao: A study of materialistic values among children and adolescents”, Macao Cultural Affairs Bureau, Macau SAR Government, January 22.
- 2009 Invited speaker, “Adolescents and advertising”, Rotary Club of Kowloon North, August 21.
- 2008 Invited speaker, “Corporate communication and brand image”, The Chinese Manufacturers’ Association of Hong Kong, June 19.

- 2004 Guest lecturer, “Workshop on Promotion of Occupational Safety and Health”, June 7 and June 14, 10 hours.
- 2002 Seminar speaker, “Promotion of Occupational Safety” for Occupational Safety and Health Council, January 26.
- 1999 Invited lecturer, 8-hour course on ‘Advertising and Publicity Copy Writing’ for ICAC Training School
- 1995 Invited lecturer, 20-hour course for executives working in advertising and public relations industry organized by Vocational Training Council and HKBU
- 1994 Invited lecturer, 12-hour course for Government Information Officers organized by School of Continuing Education, HKBU

Professional Development

- 2020 Wharton-QS Reimagine Education Awards & Virtual Conference, December 2-11.
- 2019 Higher Education for Tomorrow Summer Institute, organized by Faculty of Education, University of Hong Kong, June 17-28
- 2018 Three workshops organized by The Community of Practice – Internationalisation of Teaching and Learning (abbreviated as CoP – ITL), under the UGC-funded teaching and learning project (2016-19 triennium) entitled “Internationalising Teaching and Learning in Hong Kong Higher Education through Building Professional Capacity”
- 2017 Five-day intensive course on Digital marketing, Digital Marketing Institute
- 2017 Two-day workshop on Future Learn online course development
- 2015 Two-day workshop on Analyzing qualitative data using Nvivo 10.0 software, organized by CMCR
- 2015 Two-day workshop on Big data analysis, organized by CMCR
- 2014 Nine-week online course in “Managing People: Engaging Your Workforce”, Future Learning, University of Reading
- 2009 Intensive course in Christian education, 54 hours, Research Institute for Christian Education, Hong Kong
- 1992 Training officers’ basic course, Civil Service Training Centre (CSTC), Hong Kong Government.
- 1992 Management development course, CSTC
- Exploratory data analysis course, Census and Statistics Department (C&SD)
- 1991 Regression and simultaneous equation models course, C&SD
- Performance analysis and counseling skills course, CSTC
- 1990 Overseas course on Manpower planning, Institute of Manpower Studies, University of Sussex, United Kingdom.
- 1990 Country course on Social and demographic analysis, Statistical Institute for Asia and the Pacific and the Hong Kong Government.
- 1987 Sampling techniques course, C&SD.

10. Services

Academic Services at the Hong Kong Baptist University

- 2025 Member, Institutional Review Panel for Beijing Normal University-Hong Kong Baptist University United International College, September 17-19.
- 2023-25 Mentor for colleagues applying for Senior Fellowship and Fellowship of Higher Education Academy
- 2024- Member, Teaching and Learning Policy Committee
- 2023 Chair, Program Planning Team, Higher Diploma in Art Tech Design

2023	Panel member, Grant Vetting Sub-committee for Seed Grant Funding Scheme 2023/24, Research Management Committee, School of Continuing Education
2023-26	Program director, Bachelor of Communication
2022-26	Academic director, CLAP-TECH Education Pathway (Creative Media)
2021	Chair, Planning Team to apply for and secured a five-year CLAP-TECH Education Pathway on Creative Media from The Hong Kong Jockey Club Charities Trust
2021-26	Chair, University Scholarship Committee
2021	Member, Proposal Vetting Panel (PVP) for Seed Grant Funding Scheme – Pilot Project Grant in Environment and Human Health 2021, School of Continuing Education
2020-21	Chair, Task Force for Curriculum Development, School of Communication
2020-22	Chair, e-Learning Subcommittee
2020-26	Honorary scholar, School of Continuing Education
2019-	Director, HKBU R&D Licensing Limited
2018-22	Member, Teaching and Learning Policy Committee
2018-21	Member, Academic Development Committee
2017-25	Chair, Christian Ministry Committee
2013-	Member, Staff Review Panel, School of Communication
2017-18	Associate Director, David C. Lam Institute for East-West Studies
2016-18	Member, Business and Communication Specialist Panel, Research Committee
2015-19	Member, Knowledge Transfer Committee
2014-19	Program Director, BSocSc (Communication)
2011-18	Convener, Environment and Sustainability Working Group, David C. Lam Institute for East-West Studies
2013-14	Program Director, Top-up program in Integrated Communication Management
2012-16	Member, Continuing Education Management Board, School of Continuing Education (SCE)
2012-16	Examination Paper Moderation, Associate Degree Programme, CIE, HKBU
2011-13	Member, University Scholarship Committee
2011	Member, Search Committee for Research Assistant Professors, David C. Lam Institute for East-West Studies
2011-12	Member, Quality Assurance Sub-committee on Self-financed Sub-degree Program
2010-13	Member, Staff Affairs Committee
2010-13	Head, Department of Communication Studies
2009-11	Chair, Quality Assurance Sub-committee on Self-financed Sub-degree Program
2009-10	Program Director, Top-up program in Integrated Communication Management offered jointly with CIE, School of Continuing Education
2009	Co-opted member, Search Committee for a faculty position at the Physics Department, Faculty of Science
2009	Member, Search Committee, School of Communication
2008	Member, Program Review Panel, Review of BA (Communication Studies) jointly offered by the University of Western Australia and HKU SPACE
2008	Co-opted member, School Review Panel, School of Continuing Education, HKBU
2008-09	Member, Executive Committee, School of Communication, HKBU
2008-10	Member, Research Committee, School of Communication, HKBU
2008-10	Chair and member, Business and Communication Specialist Panel, HKBU
2007-08	Member, Task force on Celebrating the 40 th Anniversary of the School of Communication
2007-09	Coordinator, School Review Panel
2005-09	Honorary Scholar and Examination Moderator, School of Continuing Education

- 2007 Member, Selection Committee of the President's Award for Outstanding Performance of Academic/Teaching Staff 2007
- 2007-09 Member, Advisory Committee, Centre of Child Development
- 2006-07 Chair, Task force on Performance Expectation and Workload, School of Communication
- 2006-08 Member, Christian Ministry Committee
- 2005-15 Examination paper moderator, College of International Education
- 2005-08 Member, University's Complementary Studies Committee
- 2005-07 Member, Task force on Best of Best in Advertising Award Exhibition and Event, Department of Communication Studies
- 2003-08 Chairman, Industry and Alumni Relations Committee, School of Communication
- 2003-05 Member, Student Affairs Committee
- 2003-08 Member, University's Task Force on Undergraduate Curriculum
- 2003-04 Co-supervisor, LEWI Resident graduate scholarship PhD student
- 2003-05 Leader, Task Force on Certificate program in Public Relations and Advertising
- 2001-03 Member, Committee on the Use of Human and Animal Subjects in Teaching and Research
- 2001-08 PR and Advertising program coordinator
- 1995-09 Member, Statistics Research and Consultancy Unit
- 2001-03 Member, Business and Communication Specialist Panel
- 2000-02 Member, Staff Development Panel
- 2000-02 Member, Advisory Committee on Graduate Employment
- 1999 Member, Faculty Search Committee, Bradley University
- 1998 Assessment panel, China National University Students Essay Competition
- 1998-99 Member, University's Academic and Professional Standards Committee
- 1998-99 PR and Advertising program coordinator
- 1998-99 Senate member
- 1998-99 Member, University's Information Technology User Committee

Academic Services at Other Higher Education Institutes and Professional Associations

- 2024- Member, Global and multicultural Committee, American Academy of Advertising
- 2021-27: 2015-17; 2008-11 Subject Specialist, Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ)
- 2025 External examiner of Ya Qi Zhang, PhD dissertation: "The impact of generative AI on creativity and design education in Chinese higher education", School of Design, Hong Kong Polytechnic University
- 2024 Peer reviewer for a candidate for promotion from Senior Lecturer to Associate Professor, Level D, Queensland University of Technology
- 2022 Non-panel reviewer for Public Policy Research Funding Scheme
- 2022 Panel member, Hong Kong Council for Academic Accreditation, Accrediting for Chu Hai College of Higher Education – Master of Arts in Innovative Application for Creative Industries Program.
- 2021 External reviewer, RGC research proposals for A&SS, The Open University of Hong Kong
- 2019 External Program Assessor, BA with Honours in Creative Advertising and Media Design, Open University of Hong Kong
- 2019 Chair, Periodic Program Review meeting for BA(Hons) in Public Relations and Management Program, Faculty of Management and Hospitality of the Technological and Higher Education Institute of Hong Kong (THEi)
- 2019-2021 Advisory Board, Ray Bakke Centre for Urban Transformation, Bethel Bible Seminary

- 2019-2020 Honorary College Advisor, Hong Kong Police College
- 2018- Steering Committee, Children and Teens Consumption research community, University of Poitiers, Angoulême, France
- 2018- Advisory Board, Master in Ministry Leadership, Rockbridge Seminary
- 2017 Member, Review Panel of MSSc Program in Advertising, Chinese University of Hong Kong
- 2017 Peer review for a candidate for continuous appointment as Lecturer, Level B, University of Queensland
- 2016 External examiner of Francesca Olivotti, PhD dissertation: “Chinese feminists and advertisements: Identity construction through media consumption”, Department of Applied Social Sciences, Hong Kong Polytechnic University
- 2015 External examiner of Shasha Wang, PhD candidate, “Testing the effects of young children’s persuasion knowledge and equity in their response to a TV advertisement”, University of Western Australia
- 2015 Peer review for a candidate for continuous appointment as Lecturer, Level B, University of Queensland
- 2014-18 External Examiner, Advertising Discipline, Open University of Hong Kong
- 2015 External member, Accreditation for the Program of Public Relations and Management, Technological & Higher Education Institute of HK
- 2014-16 External Examiner, Public Relations and Advertising program, United International College, Zhuhai, China
- 2014 Subject module writer, PR management degree program, Technological & Higher Education Institute of HK
- 2014 Peer review for a candidate for appointment as associate professor, School of Design, Hong Kong Polytechnic University
- 2013-16 External Examiner, Culture, Creativity and Management program, United International College, Zhuhai, China
- 2014 External examiner of Chen Shishi, PhD candidate, “First and Third-person perceptions in health communication of Hong Kong media”, University of Hong Kong
- 2013-15 Honorary Advisor for Language and Communication Division, School of Continuing and Professional Studies, The Chinese University of Hong Kong
- 2013 External Course Examiner, Open University of Hong Kong
- 2013 External Examiner of Dong, Zhuowen, MPhil: “How to persuade adolescents to use nutrition labels: Effects of health consciousness, argument quality, and source credibility”, Chinese University of Hong Kong
- 2012 Peer review of a promotional case from Associate Professor to Professor, School of Journalism, Southern Illinois University at Carbondale
- 2012 External Examiner of Chung Man Kwan, MPhil “Between traditional and modern: Image representations of women in Hong Kong and mainland Chan TV commercials”, Hong Kong Polytechnic University
- 2011 Member, Judging Panel, Hong Kong Public Relations Awards 2010, organized by the Hong Kong Public Relations Professionals’ Association
- 2010-13 External Examiner, Bachelor of Communication (Hons) Advertising program, Universiti Tunku Abdul Rahman (www.utar.edu.my), Malaysia
- 2010 Course Outline writer, Yew Chung Community College
- 2006-2009 International Advertising Education Committee, American Academy of Advertising
- 2006 External Course Assessor, The Open University of Hong Kong.
- 2006 External Examiner of Tong Jingjing, PhD candidate “Competition among interpersonal media: The impact of rational, relational, social, and individual factors on media choice”, City University of Hong Kong

- 2006 External Examiner of Cheung King Kui, MPhil “Condition of news frame building: A case study of the right of abode issue in Hong Kong”, Chinese University of Hong Kong
- 2006 External Examiner of Chung Mei King MPhil: “Culture, product category and advertising situation: A comparative study of advertising appeals in web automobile advertisements between PRC and USA”, Hong Kong Polytechnic University
- 2006 Panel member, Hong Kong Council for Academic Accreditation, Accrediting for Vocational Training Council – Discipline Review (Hotel, Service and Tourism Studies)
- 2004 External Assessor, Higher Diploma in Corporate Communication and Management, HKU SPACE.
- 2004 External specialist, Higher Diploma in Corporate Communication and Management, HKU SPACE
- 2004 Hong Kong coordinator, Michigan State University summer study abroad program “Interactive advertising in Asia”, May 25-June 22.
- 1998-2001 External Course Assessor, Open University of Hong Kong

Academic Services for Conferences, Journals, and others

- 2020-21 Editor-in-chief, *Young Consumers*
- 2018-19 Associate editor, *Young Consumers*
- 2006- Member, Editorial Advisory Board, *Young Consumers*
- 2008- Member, Editorial Board, *Asian Journal of Research*
- 2015- Member, Editorial Advisory Board, *Asian Journal of Communication*
- 2005- Member, Editorial Board, *Journal of Asian Pacific Communication*
- 2018 Book manuscript reviewer, *Consumer Psychology*
- 2016 Guest editor of a special issue, *Procedia: Social and Behavioral Sciences*, Elsevier
- 2016 Book proposal review, Palgrave Macmillan
- 2016 International Jury, Prix Jeunesse Gender Equity Prize, Munich Germany
- 2012 Book proposal reviewer, *Children and Media: A Global Perspective*
- 2012 External Assessor for Grants Proposal, Research Grants Council, Hong Kong
- 2011 Co-organizer of a joint academic conference with the Korean Association of University Media Editors (KAUME) “University Media in Asia’s Multi-cultural Era”, June 14-15, Hong Kong Baptist University
- 2009 External Assessor for Grants Proposal, Research Grants Council, Hong Kong
- 2009 Conference chair, Media and Healthy Development in Adolescence, May 3-6, Hong Kong Baptist University
- 2005 Hong Kong coordinator, Michigan State University summer study abroad program “Advertising in Asia”, May 26-June 20.
- 2005 Conference co-chair, American Academy of Advertising 2005 Asia Pacific Conference, Hong Kong, June 1-4.
- 2002 Conference chair, Marketing Communication Strategies in a Changing Global Environment conference, Hong Kong Baptist University, Hong Kong, May 22-24.

Review services for journals

International Journal of Advertising, Health Education Journal, South Asian Journal of Global Business Research, Social Indicators Research, Young Consumers, Journal of Asian Pacific Communication, Gender and Society, Asian Journal of Communication, Journal of Children and Media, Journal of Advertising, International Journal of Consumer Research, Asian Journal of Communication, Asian Journal of Social Psychology, Appetite, Chinese Journal of Communication, Mass Communication and Society, International Sociology, Journalism and Mass Communication Quarterly, Chinese Journal of Communication and Society, Journal of Advertising, Asia Pacific Journal of Marketing and Logistics, Journal of Retailing and Consumer Services, Journal of Asia Pacific Marketing, Asia Pacific Media Educator, Trames:

A Journal of the Humanities and Social Sciences, International Journal of Public Opinion Research, Journal of Environmental Management, Applied Research in Quality of Life, Journal of Marketing Management, Journal of Marketing Communications, The South Asian Journal of Marketing, Mental Health, Religion, and Culture

Public Services

- 2015 Member, Judging Panel, RoadShow Best Loved Brands Awards
- 2013 Member, Judging Panel, Whiz-kids Express Weekly Little Reporters Contest
- 2012 Panel Member, Initial Evaluation and Program Validation of Non-local Learning Program in the discipline of General Business, Hong Kong Council for Accreditation of Academic & Vocational Qualifications
- 2011-13 Member, CreateSmart Initiative Vetting Committee, Secretary for Commerce and Economic Development, Hong Kong SAR Government
- 2007- 13 Member, Appeal Board Panel, Consumer Goods Safety Ordinance, Commerce and Economic Development Bureau, Hong Kong Government
- 2006-07 External Assessor for Grants Proposal, Research Grants Council, Hong Kong
- 2006 Member, Accreditation of Program Area of Vocational Training Council (Hotel, Catering and Services)
- 1999-02 Action Committee Against Narcotics Sub-committee member on Research, Narcotics Division, Hong Kong Government
- 1998-99 Panel Member, TV Appreciation Index Survey Panel, Radio Television Hong Kong
- 1995-99 Action Committee Against Narcotics Sub-committee member on Preventive Education and Publicity, Narcotics Division, Hong Kong Government.
- 1995-04 Examiner, Civil Services Examine Unit, Civil Services Branch, Hong Kong Government

11. Research Statement

My research focuses on the cross-cultural dimensions of marketing communication, especially among children, youth, and underrepresented groups. I examine how young audiences interpret media messages, contributing to global conversations on advertising ethics, media literacy, and consumer socialization.

I have expanded my work into health communication and social inclusion, leading interdisciplinary projects on wellness, active ageing, and gender portrayal. Since 2021, I have directed the CLAP-TECH Pathway (Creative Media), a five-year vocational education initiative funded by The Hong Kong Jockey Club, combining curriculum development with applied research on creative learning outcomes.

Using diverse methods—from surveys to visual analysis—I aim to produce research that bridges theory and practice. Through publications, public talks, and partnerships, I strive to advance communication as a tool for education, empowerment, and positive social change.

12. Teaching Statement

My teaching philosophy centers on active learning, where students engage directly with ideas through discussion, problem-solving, and application. I integrate course-based research into my teaching to give students authentic opportunities to connect theory with practice and develop transferable skills such as collaboration, communication, and resilience. I also view students as partners in the learning process, inviting their perspectives and collaboration in shaping the

course and fostering a sense of shared responsibility. By promoting active learning, embedding research into teaching, and embracing students as partners, I aim to create an inclusive and dynamic environment that empowers students to think critically, work collaboratively, and carry forward habits of inquiry and reflection beyond the classroom.

My supervision philosophy is grounded in respect, coaching, and leading by example. I believe postgraduate students and junior faculty thrive when treated as valued colleagues whose ideas matter. I aim to provide constructive feedback and encouragement that build confidence and independence, while modeling integrity, curiosity, and resilience. In this way, I foster a supportive environment that helps them grow as scholars and professionals.

13. Service and Knowledge Transfer Statement

I have served in various capacities within the University, higher education sector, and academic community. Drawing on my curriculum expertise, I have been invited as an External Assessor, Examiner, and Peer Reviewer in Hong Kong, Mainland China, Australia, and Malaysia. My contributions span curriculum development, program management, quality assurance, and industry engagement. As a director of a university spin-off company, I actively support knowledge transfer and entrepreneurship, bridging academia with real-world application and institutional advancement.