

KO, Lap-kwong, David (高立光)

Professor of Practice (Marketing)

BBA (Hons) & MSc-Int'l Business, CUHK; MBA, HKBU, DBA , HKPU

MCIM, FIQA, MHKIM

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Academic Qualifications

- Doctor of Business Administration (DBA), Hong Kong Polytechnic University
- Master of Science (MSc) in International Business, Chinese University of Hong Kong
- Master of Business Administration (MBA), Hong Kong Baptist University
- Bachelor of Business Administration, Chinese University of Hong Kong

Professional Qualifications

- 2002 – Present Fellowship (Mo22560) of Institute of Quality Assurance in U.K., F (IQA)
- 2001 – Present Membership (04939336) of Chartered Institute of Marketing in U.K, MCIM
- 2001 – Present Membership (9457) of Hong Kong Institute of Marketing, HKIM

Employment History

Academic Positions –

- 07/19 – NOW- Professor of Practice (POP) in Marketing
- 09/16 – 06/19 -Teaching Fellow in Hong Kong Polytechnic University
- 09/11 – 08/16 Senior Lecturer in HKBU
- 09/07 – 08/11 Lecturer in HKBU

Director Level – Industrial (Testing/Quality and Safety Assurance – Audit/Marketing and Corporate Management Experience over 22 years of experience)

- Managing Director of The Product House
- Regional Marketing Director of MTL as later acquired by Bureau Veritas – Product Testing Labs (H.K.) Ltd (World-wide Number 2 Testing House)
- Business Development Director of TUV Product Service Asia Ltd (Semi-Government Testing Institute)

- Q. A Director of CMA Testing and Certification Laboratories
- Sales Director of Wasserbel Testing Laboratory Ltd
- Sales Director of Intertek Testing labs Hong Kong
- Simmons Engineering Ltd for Coleco – Cabbage dolls design

Industrial experience

Dr. David Ko is a product safety expert in Quality Assurance and Control for more than **22** years. He plays the role as an expert witness in the (US) Court. He is very familiar with EN/ASTM/CPSC/FDA/ISO/ISTA/BSI International standards and runs his SMEs for 5 years and have experience in business planning, annual budgeting and sales forecasting. In year 2002, he sets up an e-platform to deal with all business partners including agents, vendors/supplier - major in China and with an intensive experience in conducting factory audit and inspection. He is a registered ISO 9000 Lead assessor and carries the fellowship title for quality assurance. He was the consultant for Oriental Trading Company in USA and Intertek Testing companies in UK

Taught subjects – in PolyU

Postgraduate:

MM 573 Marketing Strategy

MM 584 Sales Management

MM 582 Business to Business Marketing

Undergraduate:

MM 4741 Market decision Analysis

MM 4732 Global Marketing

MM 4711 Business to Business Marketing

MM 4721 Marketing and Management in China

MM 4772 Product Management

University Level: FB1003 Freshman Seminar

Research Publications

- Davies H and Ko David (2006). Upgrading and performance: The role of design. Technology and business strategy in Hong Kong's electronic industry. *Asia Pacific Journal of Management*, 255-282
- Ko David and et al (2010), "Online word of mouth and consumer purchase intentions", *International Journal of Advertising*.
- Ko, D (2017). Study of Love Market in China. *J Bus Fin Aff* 6: 290.

- Ko, D (2017). The Role of Servicescape in Hotel Buffet Restaurant. *J Hotel Bus Management* 6: 152
- Ko, D and Cindy Ge (2018). Business Strategy, Technology Development and Characteristics of Asian Firms: An Empirical study of the Hong Kong Electronic Industries. *Asian Business Research Vol.3, No 1*
- Ko, D. Tsang M and Tang T (2018) ‘Economic Success in East Asia and in Hong Kong’. *Asian Business Research Vol.3. No. 2*

On-going projects: Hong Kong Competitiveness Report with Suey Chau; Making Sustainability Profitable with Pang E and Banking paper with Pang E. HK25,000 teaching grants with Pang E

Books Publications (2017-2018)

- NEW Coming: Café De Coral in Hong Kong and China – Scholar’s Press
- In 2017 – From TV to OTT: Impacts on the TV Industry in Hong Kong – Scholar’s Press
- In 2017 – Outdoor Media Industry in Hong Kong – Scholar’s Press
- In 2017 – Successful Selling Red Wine Skills in China – Scholar’s Press

Selected Achievements to Hong Kong Manufacturing Industries and publicity

1992 Feb	The first one to introduce the Green Point System – 3 P Principles (Polluter Pays Principle) on recyclable consultancy services to provide all the exporters in Hong Kong and China
1990 May	NATA Australia – To help the HOKLAS Accreditation Scheme in documentation control, testing equipment calibration, writing quality manual and standard testing procedure (SOP)
2004 June	To be Expert witness to give evidence in court (USA) related to product liability claim – Flammability for Textile Company
2010 Sept	Gave talk to the Chinese Manufacturing Association on quality audit
2009 Dec	Gave talk to the French Chamber on quality audit and safety testing

2003 March	Gave talk in LIPAC on Environmental Analysis
1999 March	Gave talk in VTC on Total Quality Audit
1991 July	Gave talk in HKUST on Total Quality Audit organized by Dr. Simon Mak
2006 May	Speaker and adjudicator for Consumer Council's consumption Culture Award
July 29, 2009	Interviewed by TVB on oil companies' pricing strategies
Aug 2012	Interviewed by TVB Pearl (Money Magazine) on online marketing
Aug 2, 2014	Interviewed by TVB Peral (Money Magazines) on scent marketing

Service to (MM) Department (2016 – Present)

- BBA – Information Day
- JUPAS and NON-JUPAS Interview
- Exchange student Interview (Mainland and Taiwan)
- Non-Local Admission Panel Members
- MBA Representative
- DBA Chairman
- Academic Advisor
- As a representative to attend events for department such as 80 years Anniversary/ PTM Consultancy Award and others
- As a departmental representative to dialogue in Students – Staff Consultative Committee Meeting of the B Eng (Hons) in Product Engineering with Marketing (45495 – PTM)
- Conference Presentation: 2016 in CityU University (SCOPE): My topic is Chinese Family Business Management
- 2017 in Institute for Entrepreneurship (PolyU) invited by Winnie Chong to give a lecture to Baden-Wuerttemberg Cooperative State University (Karlsruhe) – German students and faculty teacher: The topic is Principle of doing business in China
- Dec 2016, my case – Netflix China Case Submission entered into 2 round after submission to the Case competition organized by CEIBS Case Center in Shanghai
- Feb 2017, working with an Exchange student, Jules Gaire to participate – Global Entrepreneurship Learning – “A France/Hong Kong Confrontation to bring new ideas) in PolyU

Past Service to Department (2005 – 2016)

Program Management and Academic Services

- PMC member for Media Management and MBA
- Supervised over 100 Hon Projects for BBA Program and 40 Projects for Master Degree Course since 2005
- JUPAS, non-JUPAS and MBA admissions interviews
- Information Day

Internationalization and External Relations

- Organized study tours and gave talks to over 15 overseas universities from Korea, Japan, Philippines, Germany and U.S.
- Organized a study field trip to TDC and InvestHK or UIC Students in the summer course, Youth Marketing Conference, Referral Marketing Workshop and Cathay Pacific Airway Ltd

Service to Department

- Supervised over 100 Hon Projects for BBA Program and 40 Projects for Master Degree Course since 2005
- Department Coordinator of Sales Management; B to B Marketing; International Business; Global Marketing in Media Management
- Member, Computer Committee since 2005
- Member, Service Learning since 2011-2013
- PMC member for Media Management since 2005
- PMC member for MBA 2005-2008
- Hold exhibition for MBA promotion 2005-2008 in PolyU Campus
- Organized a study field trip to TDC and InvestHK or UIC Students in the summer course
- Organized YMCA (Youth Marketing Communicators Award) – “New Youth, New Trend, New Entertainment”
- Organized Youth Marketing Conference
- Organized Referral Marketing Workshop
- Organized a company visit to Asia Television Ltd and Cathay Pacific Airway Ltd

Internationalization and External Relations from 2007-2012

Service to Wing Lung Bank International Institute for Business Development (IIBD) and contribution to the Internationalization and External Relations on behalf of the

Faculty

- I organized study tours in Hong Kong on behalf of HKBU for the following academic institutions: (certificates available)

- 2012 Aug – Konan University, Japan (BBA)
- 2012 Aug – Kyung Hee University, S. Korea (BBA)
- 2012 July – California State University, USA (EMBA)
- 2011 Oct – California State University, USA (EMBA)
- 2011 Aug – Konan University, Japan (BBA)
- 2011 Aug – Kyung Hee University, S. Korea (BBA)
- 2011 July – California State University, USA (EMBA)
- 2011 June – Wittenberg University, USA (MBA)
- 2010 Oct – Sungkyunkwan University, S. Korea (MBA)
- 2010 Oct – Sungkyunkwan University, S. Korea (BBA)
- 2010 Oct – California State University, USA (MBA)
- 2010 Sept – Taylor University, USA (EMBA)
- 2010 Sept – Bowling Green State University, USA (EMBA)
- 2010 Sept – Konan University, Japan (BBA)
- 2010 Sept – Seattle Pacific University, USA (BBA)
- 2010 Aug – Bethel University, USA (MBA)
- 2010 June – Swinburne University, Melbourne, Australia (BBA)
- 2010 April – Ateneo de Manila University, Philippines (BBA)
- 2010 March – Council on International Educational Exchange (CIEE) – BBA
- 2010 Jan – Berlin School of Economics and Law. Germany (MBA)
- 2009 Nov – Council on International Educational Exchange (CIEE) - BBA
- 2009 Oct – California State University, USA (EMBA)
- 2009 Sept – Taylor University, USA (BBA)
- 2009 Sept – Bowling Green State University, USA (MBA)
- 2009 Sept – Seattle Pacific University, USA (EMBA)
- 2008 Oct – University of Puerto Rico, S. America (EMBA)
- 2008 Oct – University of Puerto Rico, S. America (BBA)
- 2008 Sept – Seattle Pacific University, USA (BBA)
- 2008 Aug – Bethel University, USA (MBA)
- 2008 July – Swinburne University, Australia (MBA)
- 2008 April – Ateneo de Manila University, Philippines (BBA)
- 2008 Jan – Northeastern University, USA (MBA)
- 2007 April – Taylor University, USA (MBA)

Professional Activities (Quality Assurance)

Fellowship of Institute of Quality Assurance in U.K – Corporate Social Responsibility and Compliance on Social Audit for Carrefour, Auchan, Casino, Sourcing et Creations, Alinea Furniture, Pier Importer-Foir Fouille / Furniture and decoration items since 2009

Conduct qualitative research with Ecars Research Institute from France on the survey of customer behavior on Luxurious Products in China cities for LVMH and Richmond since 2009

Service to University

- BBA – Information Day from 2005 to 2015 (Briefing Speaker)
- JUPAS and NON-JUPAS Interview from 2005 to 2015
- MBA Admission Interview (Hong Kong Full-time and Part-time classes) on HKBU Campus from 2006 to 2010
- MBA Admission Interview (Hong Kong Full-time and Part-time classes) on Jiuzhou Campus from 2006 to 2010
- Mentor Program for Local and Exchange students from 2005 to 2015
- Academic Home to Exchange students from 2005 to 2015
- BBA -2008 Summer Camp for Secondary School Students – Workshop on Marketing Skills Trainer
- Acted as a judge in the 2009 Business Plan Competition “Dating with Social Enterprise” of the BBA program
- Organized the ICAC Talk from 2005 to 2015 for Kowloon Tong and Shek Mun classes
- Youth Editor Magazines from 2005 to 2015

Service to Community

- HKPU – Collaborated on a paper with H. Davies at the Department of Marketing and Management which was presented at Brand Management Research Symposium held at HKPU
- LIPAC – OUHK – Guest Speaker for Mini MBA in a presentation on “China Business Environment”
- OUHK – gave presentation in a day school on “Business Strategy and the Branding Strategy in Hong Kong Electronic Industry”
- Working with Susan Li, assistant of Dr. Vivienne Luk of IIBD, to organize a field trip for CIEE
- Speaker and adjudicator for Consumer Council’ s Consumption Culture Award

- Interviewed by TVB on oil companies' pricing strategies – July 29, 2009
- Interviewed by TVB Pearl for a program, Money Magazines – about online marketing - Aug 2012
- Gave monthly talks for French Chamber of Commerce of Guangzhou on quality control,
- sales techniques and the sourcing of a reliable suppliers in China Interviewed by students from the Department of Communication Studies. Articles such as “The Globalization of Chinese Brand and the Localization of Word’s Brand” were published in the BU magazines of the Department of Communication studies
- Volunteer work for local dog shelters

Teaching Experiences

Undergraduate Level (25 different subjects) –

Marketing Subjects:

- Global Marketing
- B to B Marketing
- Marketing Decision Analysis
- Marketing Management in China
- Product Management
- Sales Management
- The World Business (Non BBA Student)
- Introduction to Marketing
- Marketing Communication
- Business Ethnic
- Marketing Management
- Introduction to Business (BBA Student)
- International Business (Exchange only)

Management Subjects (Asia Pacific Focus):

- Political Economies in the Asia Pacific
- Management Practices in Asia Pacific
- Internationalization & Asianisation/ Industrial & Business Development in Asia Pacific/Foreign Direct Investment in Asia Pacific
- Banking in China
- Business Environment in China

- The relationship between Government business sectors in Asia pacific
- Change Management
- Organizational Development
- Cross-Cultural Management
- Postgraduate Level (11 different subjects) - (Master Degree – Taught based including MBA/MSC)
- Global Marketing in Media Management (Joint Program with School of Communication MSC)
- Global Marketing Management (MBA – Part-time and Full-Time: Mainland based)
- Seminar in Marketing (MBA)/ Innovation, Creativity and Change (MBA)
- Innovation Product
- Management (MBA)
- Product Pricing and Product Positioning (Mini MBA)
- Advertising Management (MBA)
- Business Strategy (MBA)
- Customer Relationship Management (MBA)/ Internet Marketing (MBA)
- Competing in Global Market (MBA)
- Entrepreneurship Marketing (MSc)

Last update: 4 July 2019