

Ken WONG

Teaching Fellow

Department of Management & Marketing

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Academic Background

D.B.A. University of Newcastle, Australia

M.B.A. University of Hull, UK

B.A. (Hons) University of Essex, UK

Work History at PolyU

Teaching Fellow, Dept. of Management & Marketing, The Hong Kong Polytechnic University (July, 2010 - Present).

Lecturer, Dept. of Management & Marketing, The Hong Kong Polytechnic University (August, 2006 - June, 2010).

Award at PolyU

2012: Distinguished Knowledge Transfer Excellence Award by PolyU Technology and Consultancy Co. Ltd. The focus is to provide brand building services provided to the Chow Tai Fook brand in greater China.

2011: Outstanding Award- Welcome to PolyU video competition.

2010: Teaching and Learning Innovation Award (3rd Prize).

2009: Most Active Consultant Award by PolyU Technology and Consultancy Co. Ltd.

2009: Team Leader and winner of the Faculty Team Teaching Award 2008/2009

2009: Nominated for The President's Awards for Excellent Performance/Achievement

2008/2009: (team award)

Community Service

2009 - Contributor, University Based Multi-Disciplinary Study Project organized by The Hong Kong Academy for Gifted Education & The Hong Kong Polytechnic University

2008 - Speaker at China marketing seminar, Hong Kong Trade Development Council

2007 to now- prison visits and teaching services to inmates

Other Awards

2011 - Outstanding Award, HK children's short story contest, We R Family Foundation

2010 - Certificate of Appreciation, Po Leung Kuk Schools

Consulting

2008 - 2011: Branding Consultancy for Chow Tai Fook, Asian Centre for Brand Management for CTF customers in Beijing, Shanghai, Wuhan and Guangzhou.

2007 - 2010: Branding Consultancy for China Mobile, Asian Centre for Brand Management for their customers in 12 different cities e.g. Beijing, Shanghai, Guangzhou.

Presentation of Conference Papers (International)

WONG, Y. (2014). *"Artrepreneurship" practices in Hong Kong – Lessons from Damien Hirst*. ICSB 2014, Dublin, Ireland.

WONG, Y. (2013). *Diversity education: a case of Business Skills Development in Higher Education*. Diversity in organizations, Communities and Nations, Darwin, Australia-NT.

WONG, Y. (2012). *An Alignment of Program Outcomes with Subject Outcomes: A Case of Personal Skills Development in Higher Education*. ICSB 2012, Wellington, New Zealand.

WONG, Y. (2011). *Viability of Social Enterprises: A Critical Perspective*. ICSB 2011 Stockholm, Sweden.

WONG, Y. (2010). *The effects of gambling advertisements on child and adolescent gambling attitudes and behaviors*. National Association for Gambling Studies Australia, 20th Annual Conference, Gold Coast, Australia- QLD.

WONG, Y. (2010). *Responsible Gambling Policies: Distinctive Challenges in Macau*. 2010 International Gambling Conference, Auckland, Auckland, New Zealand.

WONG, Y. (2009). *Responsible Gambling Policies: Distinctive Challenges in Macau*. 14th International Conference on Gambling and Risk Taking, Nevada.

WONG, Y. & Ko, S. (2008, June). *Does Perceived Dysfunctional Competition Matter in Research and Development Intensity in China - The Moderating Effect of Firm Performance?* International Council for Small Business (ICSB) World Conference, Halifax, Canada.

Ko, S., WONG, Y., & Butler, J. (2007, June). *The balanced use of thinking hats, innovation, and firm performance: evidence from China*. International Council for Small Business (ICSB) World Conference, Turku, Finland.