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Employment

Division of Business and Hospitality Management (BHM)
College of Professional and Continuing Education (CPCE)
13 Aug 2009 → present

Examiner

Hong Kong Institute of Certified Public Accountants
Hong Kong
1 Jan 2019 → present

Research outputs

Are We Trading Thinking for Convenience? Understanding AI Dependency and the Path Toward AI Literacy and Usefulness in Higher Education

Wong, M., Kwok, M. L. J. & Chun Yin, L., 12 Jun 2026, (Accepted/In press).

From Classroom to Career: Understanding AI Dependency and AI Literacy of Hong Kong University Students

Wong, M., Kwok, M. L. J. & Chun Yin, L., May 2026, (Accepted/In press).

Evolution in Virtual and Augmented Reality Research for Tourism and Hospitality: Future Research Avenues Based on a 20-Year Bibliometric Study

Kwok, M. L. J., Ho, S. Y. P., Wang, Y. & Kwong, R., 11 Apr 2026, *The 4rd GLOSITH Global Congress of Special Interest Tourism & Hospitality*.

ESG as a turnaround strategy: Evidence from global firms facing performance shortfalls

Kwong, R., Wong, H. S. M. & Kwok, M. L. J., Mar 2026, In: *Research in International Business and Finance*. 83, 103308.

AI as Tool, Not Crutch: Rethinking Intelligence and Dependence in Higher Education

Wong, M., Kwok, M. L. J. & Chun Yin, L., 2026, (Accepted/In press) In: *Lecture Notes in Educational Technology*.

From Pixels to Pathways: How Smart Tourism Technology Enhances Self-Empowerment and Accomplishment among Senior Travellers

Ho, S. Y. P., Kwok, M. L. J., Wang, Y., Wong, S. M. H. & Tai, C. L. A., 2026, *The 4rd GLOSITH Global Congress of Special Interest Tourism & Hospitality*.

Travel on Poincaré: Segmentation of Senior Travelers in Hyperbolic Space

Wang, Y., Ho, S. Y. P., Kwok, M. L. J., Wong, S. M. H. & Tai, C. L. A., 2026, *The 4rd GLOSITH Global Congress of Special Interest Tourism & Hospitality*.

Understanding Telehealth Adoption: Psychological Needs as a Mediator of Environmental Influences

Kwong, R., Kwok, M. L. J., Chan, O., Ng, P. M. L., Wong, B. & Wong, J., 2026, (Accepted/In press) In: *Journal of Technology in Behavioral Science*.

Connecting the dots: the interplay between individual and environmental factors on learning engagement and student performance via goal orientation

Kwong, R. & Kwok, M. L. J., 8 Sept 2025, In: Interactive Technology and Smart Education. 22, 3, p. 367-388 22 p.

Do Trusting Belief and Social Presence Matter? Service Satisfaction in Using AI Chatbots: Necessary Condition Analysis and Importance-Performance Map Analysis

Wut, T. M. E., Lee, S. W., Xu, J. & Kwok, M. L. J., 6 Sept 2025, In: Informatics. 12, 3

Do Trusting Belief and Social Presence Matter? Service Satisfaction in Using AI Chatbots: Necessary Condition Analysis and Importance-Performance Map Analysis

Wut, T. M., Lee, S. W., Xu, J. & Kwok, M. L. J., Sept 2025, In: Informatics. 12, 3, 91.

"I am proud of using ChatGPT": a moderated-mediating model of bandwagon effect on pride through habit formation

Kwok, M. L. J., Kwong, R., Ng, P. M. L., Chan, J. K. Y. & Lau, M. M., 26 Aug 2025, In: Online Information Review. 49, 4, p. 891-910 20 p.

Exploring the actual guest-robot interaction in real restaurant setting

Tse, P. M. D., Chan, A. H. E. & Kwok, M. L. J., 20 Aug 2025.

Exploring the role of internal social media in fostering employee green behavior (EGB)

Ng, P. M. L., Wut, T. M., Chan, J. K. Y., Lau, M. M., Cheung, C. T. Y., Kwok, M. L. J. & Choy, E. T. K., Jun 2025, In: Sustainable Futures. 9, 100425.

Bonus or burden? Exploring the interplay of FOMO and attitudes on DeepSeek adoption, managing information and firm performance in China

Ng, P. M. L., Chan, J. K. Y., Kwong, R., Kwok, M. L. J., Lau, M. M. & Chow, P. K., 2025, (Accepted/In press) In: Journal of Enterprise Information Management. 39, 2, p. 506-531 26 p.

Autonomous and controlled motivation in a flipped-classroom approach

Kwong, R., Kwok, M. L. J. & Wong, H., 4 Jul 2024, In: Asia Pacific Education Review.

Online Learning Engagement: The Role of Individual Self-Efficacy and Institutional Academic Support, and the Mediating Role of Goal Orientation

Kwok, M. L. J. & Kwong, R., 3 Jul 2024, (Accepted/In press).

Measuring Green Organizational Value Statements (GOVS): Scale Development and Validation

Kwong, R., Kwok, M. L. J., Hui, C., Liu, K. H. K. & Wong, K. F. B., 20 Jun 2024, (Accepted/In press).

Value Statements and Sustainability: A Q-Sort Methodology Approach

Kwok, M. L. J., Kwong, R., Hui, C. & Liu, K. H. K., 3 Jun 2024, (Accepted/In press).

Unraveling the Sustainability Components of Organizational Value Statements: A Q-Sort Methodology Approach

Kwok, M. L. J., Kwong, R., Hui, C. & Liu, K. H. K., 14 May 2024, In: Sustainability (Switzerland). 16, 10, p. 4091

Value Statements and Sustainability: A Q-Sort Methodology Approach

Kwok, M. L. J., Kwong, R., Hui, C. & Liu, K. H. K., 25 Mar 2024

Green FinTech Innovation as a Future Research Direction: A Bibliometric Analysis on Green Finance and FinTech

Kwong, R., Kwok, M. L. J. & Wong, H. S. M., 10 Oct 2023, In: Sustainability. 15, 20, p. 14683

"I will learn from my mistakes if we are close and supportive": a moderated-mediating model of learning from mistakes

Kwok, M. L. J. & Kwong, R., 21 Dec 2022, In: Education and Training.

Green Fintech as a Future Research Direction: A Bibliometric Analysis on Green Finance and Fintech

Kwong, R., Kwok, M. L. J. & Wong, S. M. H., 12 Dec 2022.

How to facilitate motivational regulation strategies: Perspectives on teacher humility and teacher-student relationship
Kwok, M. L. J., Kwong, R. & Wong, M., 1 Dec 2022, In: Computers & Education. 191

Great leaders do everything: a moderated mediation model of transformational leadership, trust in leader, helping behaviour, and idiosyncratic deals

Kwok, M. L. J., Kwong, W. M., Wong, M. & Duan, J., 5 Mar 2022, In: Asian Business & Management.

A Preliminary Study of Flipped Classroom: Positive Effect on Learning at Knowledge and Comprehension but not Application Levels

Kwong, R., Wong, S. M. H. & Kwok, M. L. J., 2022.

An Investigation of the Relationship Among Big 5 Personality Dimensions, Pre-Entry Expectation and Performance-Approach Goal of University Management Students

Feng, E. Q., Kwok, J. M. L., Yuen, S. S. M. & Wong, M. M. C., 2019, In: International Journal of Management and Applied Science. 5, 3, p. 1-7

Customer misbehavior and store managers' work-to-family enrichment: The moderated mediation effect of work meaningfulness and organizational affective commitment

Loi, R., Xu, A. J., Chow, C. W. C. & Kwok, J. M. L., 1 Sept 2018, In: Human Resource Management. 57, 5, p. 1039-1048 10 p.

Great leaders do everything: Indirect effect of transformational leadership on helping behavior and moderating role of i-deal

Kwok, M. L., Wong, M. M. C. & Duan, J., 2018.

How to reciprocate the non-standard work arrangements? The mediating role of voice behavior and moderating role of job enlargement on i-deals and helping behavior

Wong, M. M. C., Kwok, M. L. & Duan, J., 2018.

A smooth negotiation makes us happy: The mediating role of i-deals between leader-member exchange (LMX) and organizational citizenship behaviour (OCB) in the Chinese context

Wong, M. M. C., Kwok, M. L. & Duan, J., 2016.

Graduate employability: The employers' point of view.

Wong, M., Kwok, M. L. J. & Ng, P. M. L., 2016.

International cultural and study tour: A better way to achieve higher-order outcomes

Kwok, M. L. & Wong, M. M. C., 2016.

Managers' work-to-family enrichment: The role of customer misbehaviour and work meaningfulness

Loi, R., Xu, A. J., Chow, C. W. C. & Kwok, M. L., 2016.

Spreading good words: Mediating effect of brand loyalty between role model influence and word-of-mouth

Wong, M. C., Kwok, M. L. & Lau, M. M., 2016, In: Contemporary Management Research. 11, 4, p. 313-326

The road to hell is paved with good intentions: The mediating role of i-deals between servant leadership and negative outcomes

Kwok, M. L., Wong, M. M. C. & Duan, J., 2016.

Thriving at work: When your leaders embed you in meaning work

Xu, A. J., Loi, R., Chow, C. W. C. & Kwok, M. L., 2016.

Examining how environmental concern affects purchase intention: Mediating role of perceived trust and moderating role of perceived risk

Kwok, M. L., Wong, M. C. & Lau, M. M., 2015, In: Contemporary Management Research. 11, 2, p. 143-152

Don't hide our students' competencies: The importance to establish the hidden competence

Kwok, M. L., Wong, M. M. C. & Ng, P. M. L., 2014.

Don't hide our students' competencies: The importance to establish the hidden competence.

Kwok, M. L. J., Wong, M. & Ng, P. M. L., 2014, In: Public Administration and Policy Journal. 17, 2, p. 74-93

Green purchase intention: Mediating role of perceived trust and moderating role of perceived risk

Kwok, M. L., Wong, M. C. & Lau, M. M., 2014.

Role model influence on youngsters

Wong, M. C., Kwok, M. L. & Lau, M. M., 2014.

Self-regulatory focus of leaders and follower creativity: The enhancement effect of regulatory fit

Kwok, M. L., Hempel, P. & Wong, J., 2012.

Emotional contagion in travel and tourism industry: The moderating role of trust in leaders and leader-member exchange

Chow, C. W. C., Lai, J. Y. M. & Kwok, M. L., 2011.

Improving job behavior of service employees by regulatory fit: The mediating role of leader-member exchange and moderating role of emotional intelligence

Chow, C. W. C., Kwok, M. L., Luk, C. L. & Lai, J. Y. M., 2010.

Different stressors, different voices: The dual pathways linking challenge-hindrance stressors and constructive-destructive voice

Loi, R., Xu, A. J., Chow, C. W. C. & Kwok, M. L., 2009.

Proactivity, social network, and career satisfaction: Is work-family conflict necessarily bad?

Wong, Y. Y., Lau, V. P. & Kwok, M. L., 2009.

Supervisors' moral intelligence, employee outcomes, and person-supervisor fit

Kim, T. Y., Kim, M. S., Kwok, M. L. & Liden, R. C., 2009.

The determinant of leadership behaviors: The self regulatory focus matters

Kwok, M. L. & Wong, Y. Y., 2008.

What influences university student performance: The role of instructor's motivational style and the quality of the exchange relationship between the student and the instructor

Kwok, M. L. & Sue-Chan, C., 2007.

Activities

RCGB Conference 2025

Wong, S. M. H. (Chair), Tavitiyaman, P. (Organiser), Wong, W. S. P. (Chair), Huang, W. (Organiser) & Kwok, M. L. J. (Organiser)

21 Aug 2025

Research Centre for Green Business (RCGB) Public Lecture Series

Kwok, M. L. J. (Speaker)

18 Apr 2024

Research Centre for Green Business (RCGB) Public Lecture Series

Kwok, M. L. J. (Speaker)

27 Jul 2023

RCGB Company Visit: The Fullerton Ocean Park Hotel

Tavitiyaman, P. (Organiser), Tsui, C. M. B. (Organiser), Wong, S. M. H. (Chair), Wong, W. S. P. (Organiser), Ng, M. L. P. (Organiser), Kwok, M. L. J. (Organiser) & Huang, W. (Organiser)

4 May 2023

Asian Business & Management (Journal)

Kwok, M. L. J. (Reviewer)

Mar 2023 → ...

BHM Game Day

Tavitiyaman, P. (Chair), Chan, O. L. K. (Member of programme committee), Chan, N. M. I. (Member of programme committee), Cheng, C. W. O. (Member of programme committee), Tsui, C. M. B. (Member of programme committee), Kwok, M. L. J. (Member of programme committee) & Huang, J. D. (Member of programme committee)

25 Feb 2023

CPCE Research Seminar: BHM FDS Awardees 2022/23

Kwok, M. L. J. (Speaker)

10 Oct 2022

Divisional Management Committee

Kwok, M. L. J. (Academic Advisor)

1 Jul 2022

PolyU SPEED Online Info Day 2022 (Game Session)

Kwok, M. L. (Organizer)

9 Apr 2022

Hong Kong Institute of Human Resource Management (External organisation)

Kwok, M. L. (Member)

2022 → ...

Journal of Management and Organization (Journal)

Kwok, M. L. (Reviewer)

2022 → ...

Peer Reviewer

Kwok, M. L. J. (Academic Advisor)

2022 → ...

Virtual Cross Cultural Consulting Program

Kwok, M. L. J. (Organizer)

30 Aug 2021 → 3 Sept 2021

Virtual Business Expedition Program

Kwok, M. L. J. (Organising Committee Member)

23 Aug 2021 → 1 Sept 2021

Associate Degree of Business (NS) HKCC

Kwok, M. L. (Academic Advisor)

2021 → ...

BA (Hons) in Human Resource Management, Northumbria University

Kwok, M. L. (Programme Leader)

2021 → ...

Business Excellence Contest

Kwok, M. L. (Organizer)

2021 → ...

CPCE Course Assessing and Monitoring Committee, HRM Subject Specialist

Kwok, M. L. (Member)

2020 → ...

Hong Kong General Chamber of Commerce Case Competition 2020

Kwok, M. L. J. (Advisor)

2020

PolyU SPEED Brand Building Task Force

Kwok, M. L. (Member)

2020 → ...

CPCE CSAO ICE Tour, Tokyo Japan

Kwok, M. L. (Organizer)

15 Jul 2019 → 4 Aug 2019

Member of Information and Educational Needs (IET) Working Group

Kwok, M. L. (Member)

2019 → 2021

Module 4 Business Management of Qualification Programme, Hong Kong Institute of Certified Public Accountants

Kwok, M. L. (Examiner)

2019 → ...

Special Educational Needs Sub-Committee (SENSC)

Kwok, M. L. (Member)

2019 → ...

PolyU SPEED China Study Tour to Chengdu

Kwok, M. L. (Organizer)

17 Aug 2018 → 23 Aug 2018

PolyU SPEED China Study Tour to Yunnan

Kwok, M. L. (Organizer)

8 Jun 2018 → 14 Jun 2018

BA (Hons) in Business (Human Resource Management), SPEED

Kwok, M. L. (Academic Advisor)

2018 → ...

BA (Hons) Scheme in Business Professional Business Coaching Programme

Kwok, M. L. (Organiser)

2018 → ...

Best HR Awards organized by CTgoodjobs

Kwok, M. L. J. (Judge)

2018

Learning and Teaching Committee

Kwok, M. L. (Member)

2018 → 2020

Student-Staff Consultative Group (Full-Time Students)

Kwok, M. L. (Chairman)

2018 → 2020

PolyU SPEED China Study Tour to Xian

Kwok, M. L. (Organizer)

16 Aug 2017 → 22 Aug 2017

PolyU SPEED China Study Tour to Chengsha and Zhangjiajie

Kwok, M. L. (Organizer)

9 Jul 2017 → 15 Jul 2017

BA (Hons) in Business McDonough-Hilltop Business Strategy Challenge

Kwok, M. L. (Advisor)

8 Feb 2017 → 11 Feb 2017

QESS Project Consultant

Kwok, M. L. (Other)

2017 → 2018

BA (Hons) in Business Global Business Case Challenge

Kwok, M. L. (Advisor)

2016 → ...

CPCE GUR Committee

Kwok, M. L. (Member)

2016 → 2020

Module 4 Business Management of Qualification Programme, Hong Kong Institute of Certified Public Accountants

Kwok, M. L. (Assessor)

2016 → 2019

Student-Staff Consultative Group (Full-Time Students)

Kwok, M. L. (Member)

2016 → 2018

PolyU SPEED China Study Tour to Shanghai and Suzhou

Kwok, M. L. (Organizer)

3 Aug 2015 → 9 Aug 2015

BA (Hons) in Business Kyushu, Japan Study Tour

Kwok, M. L. (Organizer)

6 Jun 2015 → 13 Jun 2015

BA (Hons) in Business Korea Study Tour

Kwok, M. L. (Organizer)

11 Jan 2015 → 15 Jan 2015

Cluster of Business

Kwok, M. L. (Co-Convenor)

2015 → 2019

Training on Change Management

Kwok, M. L. (Speaker)

2015

BA (Hons) in Business Beppu, Japan Study Tour

Kwok, M. L. (Organizer)

24 Jun 2014 → 28 Jun 2014

Award Leader, Bachelor of Arts (Honours) in Business (Human Resource Management)

Kwok, M. L. (Award Leader)

2014

Schindler Hong Kong Employee Satisfaction Survey

Kwok, M. L. (Consultant)

2011

Data Analysis for the Garden Hotel, Guangzhou

Kwok, M. L. (Consultant)

2006

Prizes**Michael Driver 2016 Best Applied Paper Award**

Kwok, M. L. (Recipient), 2016

Projects**Assessing the Integration of Retirees into the Professional Gig Economy: Addressing Talent Shortages and Enhancing Well-being in Hong Kong (PPRFS)**

Kwong, R. (PI) & Kwok, M. L. J. (Col)

1/06/25 → 31/05/26

A study of how business students' learning motivations influence the development of key competencies for better employability (CPCE Research Fund) HK\$36,000

Feng, Q. E. (PI), Kwok, M. L. J. (Col) & Yuen, S. S. M. (Col)

1/09/16 → 31/08/19

A study to identify the commonalities and differences in the perceived graduating students' competencies between UGC-funded and Self-financing tertiary institutions in Hong Kong [Federation for Self-financing Tertiary Education (FTSE) | HK\$54,800

Wong, M. M. C. (PI), Ng, M. L. P. (Col) & Kwok, M. L. J. (Col)

1/03/14 → 28/02/15

Career up or down? A moderated mediation model of gig workers in Hong Kong (RGC-FDS)

Kwok, M. L. J. (PI), Kwong, R. (Col) & Tse, H. (Col)

1/01/25 → 31/12/26

**"Care or fair?": A social comparison perspective on servant leadership and i-deals (Faculty Development Scheme, FDS)
HK\$454,596**

Kwok, M. L. J. (PI), Wong, M. M. C. (Col) & Duan, J. (Col)

1/01/16 → 31/12/18

CPCE Research Fund 2021/22 under the title "Take and Give": Impact of Idiosyncratic Deals from the Pygmalion Effect Perspective

Kwok, M. L. J. (PI) & Kwong, R. (Col)

1/07/22 → 31/12/23

Critical Eco-linguistic Study of Greenspeak in Corporate ESG Communication

Webster, W. S. C. L. (PI), Kwok, M. L. J. (Col) & Kwong, R. (Col)

12/12/24 → ...

FDS RGC Project-Value Statements are More Than a Buzzword: Impact of Green Value Statement and Employee Green Values on Financial Performance and Employee Green Behaviors via Green Human Resource Management

Kwok, M. L. J. (PI), Kwong, R. (Col) & Hui, C. (Col)

2/01/23 → 30/06/24

Impact of Conspicuous Consumption and Self Efficacy and on Adopting Smart Tourism Technology among Senior Travellers | PolyU CPCE Research Fund Project: Research 2025/2026 |

Ho, S. Y. P. (PI), Kwok, M. L. J. (Col) & Tse, P. M. D. (Col)

26/11/25 → 25/05/27

**Internationalization at Home (IaH) - Developing cross-cultural understanding and internationalizing the experience of students through an online e-learning platform (IaH-IE Programme) | CPCE Pedagogical Innovation Fund (PIF) |
HK\$39,635**

Wong, M. M. C. (PI) & Kwok, M. L. J. (Col)

1/09/20 → 28/02/22

Masking the face: Mechanism of psychological safety between lecturer humility and supportive climate on knowledge sharing and student performance (CPCE Teaching Research/Excellence Fund) HK\$39,816

Kwok, M. L. J. (PI) & Wong, M. M. C. (Col)

3/06/21 → 2/06/22

Motivational Regulation Strategies: From Self-Regulatory Focus Perspective | CPCE Teaching Research / Excellence Fund | HK\$28,800

Kwong, R. (PI) & Kwok, M. L. J. (Col)

8/06/22 → 7/06/23

Motives of employee voice from the social learning theory and social information processing perspectives (CPCE Research Fund) HK\$30,000

Kwok, M. L. J. (PI), Wong, M. M. C. (Col) & Duan, J. (Col)

1/03/15 → 28/02/18

Pathways to sustainable consumption behaviour: Using the power of AR and VR technologies in driving circular movements in Hong Kong

Lau, M.-M. M. (PI), Ng, M. L. P. (Col) & Kwok, M. L. J. (Col)

1/01/26 → 31/12/27

RCGB - Sino Group Yue Man Square Consultancy Project

Wong, S. M. H. (PI), Wong, W. S. P. (PI), Leung, K. S. W. (PI), Tavitiyaman, P. (PI), Huang, W. (PI), Ng, M. L. P. (PI) & Kwok, M. L. J. (PI)

1/05/23 → 31/10/23

**Research Centre for Green Business | 2022/23 Institutional Development Scheme (IDS) Research Grants Council (RGC) |
HK\$HK\$2,966,110**

Wong, S. M. H. (PI), Leung, C. W. (Col), Tavitiyaman, P. (Col), Wong, W. S. P. (Col), Ng, M. L. P. (Col), Huang, W. (Col)
& Kwok, M. L. J. (Col)

1/01/23 → 31/12/25