

Kwok Way William Leung
Division of Business and Hospitality Management (BHM)
Email: williamkw.leung@cpce-polyu.edu.hk



Employment

Division of Business and Hospitality Management (BHM)
College of Professional and Continuing Education (CPCE)
1 Aug 2008 → present

Research outputs

Masculine or feminine: an experimental study of mortality salience effects on gender-stereotyped product evaluation
Leung, K. W. W., May 2022, (Accepted/In press).

Masculine or feminine: an experimental study of mortality salience effects on gender-stereotyped product evaluation
Leung, K. W. W., 27 Aug 2018, Hong Kong.

Pink or blue: sensory marketing of gendered products under mortality salience
Leung, K. W. W., 11 Sept 2016.

Ladies or Gentlemen: Effects of Death Anxiety on Product Gendering.
Leung, K. & Jiang, Y., 2015.

ePortfolio – A Cutting Edge or a Double Edge Sword in a Sub-degree Learning Environment
Leung, K. W. W., 2013.

Activities

CPCE Health Conference 2023
Kwok Way William Leung (Participant)
22 Apr 2023

Event Experience Day: Cathay/HSBS Hong Kong Sevens 2023 - Jockey Club Sevens School Tour
Po Man Deborah Tse (Organiser), Sau Ying Pamela Ho (Organiser), Chammy, Yan-Lam Lau (Organiser) & Kwok Way William Leung (Organiser)
31 Mar 2023

Sustainable Farming and Green Marketing
Kwok Way William Leung (Organiser)
7 Mar 2023

CPCE CPR conference 2023
Kwok Way William Leung (Participant)
16 Jan 2023

Introduction to Chinese Political and Legal System
Kwok Way William Leung (Subject Leader)
12 Jan 2023 → 30 May 2023

Young Entrepreneur Scheme

Kwok Way William Leung (Facilitator)
Jan 2023 → Mar 2023

Visit Heritage, Arts and Textile @ the Mills

Kwok Way William Leung (Organizer)
9 Nov 2022

Event Experience Day: Cathay Pacific/HSBC Hong Kong Sevens 2022 - Friday Student Program

Chammy, Yan-Lam Lau (Chair), Kwok Way William Leung (Organiser), Sau Ying Pamela Ho (Organiser) & Po Man Deborah Tse (Member of programme committee)
4 Nov 2022

Disney's Hospitality in Practice

Kwok Way William Leung (Organiser), Calvin W. O. Cheng (Organiser) & Yuk Ting Hester Chow (Organiser)
24 Sept 2022

Associate in Business (Marketing) 8C108-MK

Kwok Way William Leung (Assistant Programme Leader)
1 Sept 2022 → 30 Jun 2023

Chinese Management Wisdom

Kwok Way William Leung (Subject Leader)
Sept 2022 → 30 May 2023

Advertising and Promotion

Kwok Way William Leung (Subject Leader)
30 Jun 2022 → 15 Dec 2023

Guest Talk: Digital Marketing

Kwok Way Leung (Organiser) & Carmen Ka-man Sum (Organiser)
13 Apr 2022

International Cultural Experience (ICE) Tour to Hainan Sanya, China

Kwok Way William Leung (Organizer)
Sept 2021 → Dec 2021

International Cultural Experience (ICE) Tour to Russia

Kwok Way William Leung (Organizer)
Sept 2021 → Dec 2021

Young Entrepreneur Scheme (YES)

Kwok Way William Leung (Facilitator)
Sept 2021 → Feb 2022

BHMH2103 Advertising and Promotion

Kwok Way William Leung (Subject Leader)
Aug 2021 → Aug 2022

Integrating MOOCs into CPCE (BHMH2103: Advertising and Promotion)

Kwok Way William Leung (Organizer)
Aug 2021 → Feb 2022

HKCC Associate in Business (Marketing)

Kwok Way William Leung (Assistant Programme Leader)
Aug 2019 → Jun 2023

BMH2053 Chinese Management Wisdom

Kwok Way William Leung (Subject Leader)
Aug 2017 → Aug 2022

HKCC Associate in Business (Business Management)

Kwok Way William Leung (Assistant Programme Leader)
Aug 2017 → Jul 2019

BMH2001 Introduction to Chinese Political and Legal System

Kwok Way William Leung (Academic Advisor)
Aug 2008 → Aug 2022

BMH2053 Chinese Management Wisdom

Kwok Way William Leung (Subject Leader)
1 Sept 2002 → 30 May 2003

Chinese Management Wisdom

Kwok Way William Leung (Subject Leader)
1 Sept 2002 → 20 Dec 2002