

Dr Calvin W. O. Cheng
Senior Lecturer
Programme Leader, PolyU-SPEED BBA (Hons) in Marketing Management
Assistant Programme Leader, PolyU-HKCC Associate in Business (Marketing)
Examination Officer (Academic)
Administrator, CPCE BHM IG Page
Member, CPCE Academic Regulations Committee
Member, CPCE Information and Educational Technology Committee
Member, CPCE Research Centre for Green Business (RCGB)
Member, CPCE Centre for Ageing and Healthcare Management Research (CAHMR)



Division of Business and Hospitality Management (BHM)
College of Professional and Continuing Education (CPCE)
The Hong Kong Polytechnic University (PolyU)
Email: calvin.cheng@cpce-polyu.edu.hk

Personal profile

Dr Calvin Cheng is a Senior Lecturer, Programme Leader of BBA (Hons) in Marketing Management, Assistant Programme Leader of Associate in Business (Marketing), and Examination Officer (Academic) at PolyU CPCE. He is a Member of the Research Centre for Green Business (RCGB), a Member of the Centre for Ageing and Healthcare Management Research (CAHMR), and a Research Fellow of the Hong Kong College of Community Health Practitioners. Dr Cheng obtained his BA in Marketing (with First Class Honours) from PolyU and Master of Economics from The University of Hong Kong. He received his Doctor of Business Administration from the University of Newcastle, Australia. Dr Cheng is a Member of the Hong Kong Institute of Marketing (HKIM) and an Associate Member of The Chartered Institute of Marketing (CIM). Prior to joining PolyU CPCE, Dr Cheng was a marketing staff of a multinational corporation. He also held different positions in the PolyU proper and the Vocational Training Council. He has gained solid experience in marketing. His research studies have been published in peer-reviewed international journals (including Q1 and Q2 ones) and conferences. He has also obtained a Faculty Development Scheme (FDS) research grant from University Grants Committee (UGC), a research fund from the Department of Justice of the HKSAR Government, and several internal research funds with his research teams.

Research interests

Consumer behaviour, services marketing, sustainable marketing, brand management, relationship marketing, learning and teaching in higher education, strategic management, supply chain management, entrepreneurship and health care.

Qualifications

Doctorate, Doctor of Business Administration, The University of Newcastle
1 Jun 2011 → 26 Nov 2015
Award Date: 26 Nov 2015
Master, Master of Economics, The University of Hong Kong
1 Sept 2005 → 30 Jun 2007
Award Date: 27 Nov 2007
Bachelor, BA (1st class Hons) in Marketing, The Hong Kong Polytechnic University
1 Sept 1999 → 30 Jun 2002
Award Date: 27 Nov 2002
19 Aug 2009 → ... Associate Member, The Chartered Institute of Marketing (CIM), ACIM
1 May 2008 → ... Member, Hong Kong Institute of Marketing (HKIM), MHKIM

Employment

Division of Business and Hospitality Management (BHM)
College of Professional and Continuing Education (CPCE)
5 Jun 2006 → present

Honourary Research Fellow

Hong Kong College of Community Health Practitioners
Hong Kong
1 Jan 2022 → present

School Board Member

Grace Baptist Kindergarten
Hong Kong
1 Dec 2021 → present

Prizes

Hong Kong Outstanding Parent Volunteer Award 2024 (EDB, HKSAR Government)
Cheng, C. W. O. (Recipient), 1 Jul 2024

Caring Teacher Award, CPCE-SPEED Teaching Performance Awards 2022/23
Cheng, C. W. O. (Recipient), 13 Nov 2023

Inspiring Teaching Award, CPCE-SPEED Teaching Performance Awards 2022/23
Cheng, C. W. O. (Recipient), 13 Nov 2023

Caring Teacher Award, CPCE-SPEED Teaching Performance Awards 2021/22
Cheng, C. W. O. (Recipient), 31 Mar 2023

Inspiring Teaching Award, CPCE-SPEED Teaching Performance Awards 2021/22
Cheng, C. W. O. (Recipient), 31 Mar 2023

Long Service Award (15-year Service), CPCE
Cheng, C. W. O. (Recipient), 2023

Caring Teacher Award, CPCE-SPEED Teaching Awards 2020/21
Cheng, C. W. O. (Recipient), 10 Jan 2022

Long Service Award (10-year Service), CPCE
Cheng, C. W. O. (Recipient), 2018

Projects

A Study of Energy Saving and Resource Utilization in Hong Kong Cold Chain Retailing: An AIoT Application with ESG Practices | Submitted & Result to be announced in Sep 2026
Yuen, S. S. M. (PI), Wong, S. M. H. (Col), Cheng, C. W. O. (Col), Lee, J. L. M. (Col) & Tsang, P. (Col)

Building a Smart Classroom to Enhance the Learning Performance of Students: The Application of AI Technologies in Higher Education | RGC-FDS | Submitted & Result to be announced in Sep 2026
Cheng, C. W. O. (PI), Wong, S. M. H. (Col), Yuen, S. S. M. (Col) & Lee, J. L. M. (Col)
1/01/27 → 30/06/29

Impact of ESG practices on brand purchasing behaviour: A gender and generational comparison | PolyU CPCE Research Fund 2025/26 | BHM-2025-377(J) | HK\$26,215
Cheng, C. W. O. (PI), Yuen, S. S. M. (Col), Lee, J. L. M. (Col), Wong, S. M. H. (Col) & Lam, Y. C. A. (Col)
26/11/25 → 25/05/27

AI Tourism Backfire: How Platform Task-relevance and Image Realism Influence Time-rebound | CPCE-funded Research Project 2025/26 (First Round) | BHM-2025-360(E)
Lee, S. M. D. (PI), Wan, C. (Col), Fung, Y. N. (Col) & Cheng, C. W. O. (Col)
25/11/25 → 24/11/26

The Impact of Anthropomorphic Artificial Intelligence Robots on Service Recovery for Hong Kong's hotel industry | PolyU CPCE Research Fund 2024/2025 | BHM-2024-253(J) | HK\$19,800

Lee, J. L. M. (PI), Cheng, C. W. O. (Col), Yuen, S. S. M. (Col) & Wong, S. M. H. (Col)
1/01/25 → 30/06/26

Education to Employment : Matching Skills and Aspirations to Ever-Evolving Employment Markets | PolyU CPCE Research Fund 2024/2025 | SEHS-2024-335(E) | \$18,900

Leung, W. F. J. (PI), Cheng, C. W. O. (Col) & Yuen, S. S. M. (Col)
13/12/24 → 12/12/25

Environmental, Social and Governance (ESG) practices in Hong Kong companies and how ESG factors evolve into suppliers' assessment and selection criteria | PolyU CPCE Research Fund 2023/24 | BHM-2023-285(J) | HK\$33,225

Yuen, S. S. M. (PI), Cheng, C. W. O. (Col) & Wong, S. M. H. (Col)
8/11/23 → 7/11/25

Understanding factors influencing purchase intention and behaviour towards green food products among consumers in Hong Kong | PolyU CPCE Research Fund 2023/24 | BHM-2022-271(J) | HK\$25,168

Cheng, C. W. O. (PI), Yuen, S. S. M. (Col) & Wong, S. M. H. (Col)
1/10/23 → 30/09/25

Factors affecting Evaluation of Video-Based Misinformation: An Interdisciplinary Perspective | MOE Start-up Research Fund, Singapore University of Social Science | S\$19,500 (HK\$115,000)

Liu, V. (PI), Cheng, C. W. O. (Col), Seah, D. (Col) & Tan, G. (Col)
1/03/23 → 31/07/24

Creating Zero Medicine Wastage and Sustainable Healthcare Supply Chain: A Closer Cooperation between Private Clinics and Pharmaceutical Companies | Faculty Development Scheme (FDS), University Grants Committee | UGC/FDS24/B17/21 | HK\$420,285

Yuen, S. S. M. (PI), Cheng, C. W. O. (Col), Wong, S. M. H. (Col) & Yan, H. (Col)
1/01/22 → 30/06/24

Sustainable E-procurement Adoption and Practices in the Pandemic Era | PolyU CPCE Research Fund | BHM-2021-218(J) | HK\$15,972

Yuen, S. S. M. (PI) & Cheng, C. W. O. (Col)
23/11/21 → 22/05/23

Nurturing Entrepreneurial Competencies in Higher Education: The Impacts on Intention of Venture Creation in the Post-pandemic Era in Hong Kong | PolyU CPCE Research Fund 2021/22 | BHM-2021-213(J) | HK\$20,832

Lau, M.-M. M. (PI), Lam, Y. C. A. (Col), Cheng, C. W. O. (Col) & Yuen, S. S. M. (Col)
1/11/21 → 31/05/23

Research and Study on Issues Relating to Mediation in Hong Kong, Singapore, United Kingdom, Australia and Canada | Department of Justice, The Government of the Hong Kong Special Administrative Region | DJQ34/2019 | HK\$1,288,343

Leung, H. F. (PI), Leung, W. F. J. (Col), Cheng, C. W. O. (Col), C. Y. Lui, W. (Col) & Tang, L. Y. S. (Col)
1/09/20 → 30/11/21

Competitive Analysis on Aviation & Air Cargo Business in Hong Kong: Belt & Road Initiative | PolyU CPCE Research Fund 2017/18 | SP-CB-2017-114(J) | HK\$35,000

Yuen, S. S. M. (PI) & Cheng, C. W. O. (Col)
15/01/18 → 14/01/21

An examination of factors that influence top-up bachelor's degree students' selection of master's degree programmes | PolyU CPCE Research Fund 2016/17 | SP-CB-2016-106(J) | HK\$28,484

Cheng, C. W. O. (PI) & Yuen, S. S. M. (Col)
1/03/17 → 31/03/20

Research outputs

Medicine wastage in private clinics: Medical doctors' perspective on the causes and measures to reduce it (Accepted)

Yuen, S. S. M., Cheng, C. & Wong, S. M. H., 22 Oct 2026, (Accepted/In press) In: Global Health Economics and Sustainability.

Intelligent Procurement: A Maturity Model of AI Adoption

Yuen, S. S. M., Cheng, C., Wong, S. M. H. & Lee, J. L. M., 20 Aug 2026.

Leveraging Artificial Intelligence to Mitigate Service Failures with Consumers' Ambivalence in Travel Services

Lee, J. L. M., Siu, N. Y. M., Wong, S. M. H., Cheng, C. & Yuen, S. S. M., Aug 2026, (Accepted/In press).

Environmental, Social, and Governance (ESG) Factors in Supplier Assessment and Evaluation

Yuen, S. S. M., Cheng, C. & Wong, S. M. H., 20 Jul 2026.

AI Tourism Backfire: The Impact of Platform Task Relevance and Image Realism on Time Rebound

Lee, D., Wan, C., Fung, Y. N., Cheng, C. & Kwok, Y. K. R., 4 Jul 2026.

Evaluating undergraduate essays using Generative AI agents: A prompt design framework

Yoo, J. H., Cheng, C., Lam, Y. C. A., Lau, M. M. & Takaku, Y., 12 Jun 2026, p. 1-12. 12 p.

Transforming student assignments through GenAI innovation in higher education

Yoo, J. H., Lau, M. M., Cheng, C., Lam, Y. C. A. & Takaku, Y., 17 Apr 2026. 6 p.

Glamping motivation and satisfaction: An empirical study of service quality and facility quality in collectivist country

Lee, J. L. M., Lau, C., Cheng, C., Wong, S. M. H., Tai, C. L. A., Chan, M. Y. & Lo, J. H. H., 3 Mar 2026, *High-End Academic Conference on the Integration of Culture and Tourism, Hangzhou City University. 1-3 March 2026. Hangzhou, China.*

How Higher-Order Skills and Online Learning Drive Undergraduates' Digital Literacy, Technology Motivation, and Sustainable Technology Management? An Empirical Analysis (Article in press)

Yuen, S. S. M., Cheng, C., Yip, T. L., Tsang, Y. P., Wu, C. H. & Ip, W. H., 1 Mar 2026, In: Journal of Information Science and Engineering. 21 p.

Designing college students' assignments in the GenAI era: A case study on student group projects

Yoo, J. H., Lau, M. M., Cheng, C., Lam, Y. C. A. & Takaku, Y., 6 Jan 2026. 1 p.

Evaluating the use of Generative AI in assessing essay assignments of undergraduate students

Yoo, J. H., Lam, Y. C. A., Takaku, Y., Cheng, C. & Lau, M. M., 6 Jan 2026. 1 p.

Evaluating undergraduate essays using Generative AI agents: A prompt design framework

Yoo, J. H., Lam, Y. C. A., Cheng, C., Lau, M. M. & Takaku, Y., 2026, (Accepted/In press) In: Lecture Notes in Educational Technology.

Examining how green motivation influences environmental consciousness, green intention, and green development image among collectivist customers: A confirmatory composite analysis (SJR: Q1)

Lee, J. L. M., Lau, C., Cheng, C., Wong, S. M. H. & Chan, M. Y., 2026, (Submitted) In: Consumer Behavior in Tourism and Hospitality.

Reevaluating green motivation and environmental consciousness: The application of confirmatory composite analysis (CCA)

Lee, J. L. M., Lau, C., Cheng, C., Yuen, S. S. M., Wong, S. M. H. & Chan, M. Y., 2026.

Navigating the Ethical Dilemmas of AI in Academia: Understanding Student Engagement with Generative Tools

Fung, Y. N., Lee, D., Cheng, C. & Kwok, Y. K. R., 19 Dec 2025, *Kyushu University*. 2025 the 7th International Conference on Modern Educational Technology (ICMET)

家居藥物回收措施

Yuen, S. S. M., Cheng, C. & Wong, S. M. H., Nov 2025, *香港醫療政策的挑戰 邁向健康香港*. p. 104-106

Generational Differences in Green Food Product Purchase Behaviour

Cheng, C., Yuen, S. S. M., Wong, S. M. H. & Lee, J. L. M., Aug 2025, (Accepted/In press).

Integrating ESG Principles in Procurement and Supply Chain Management

Yuen, S. S. M., Cheng, C., Wong, S. M. H. & Lee, J. L. M., Aug 2025, (Accepted/In press).

Comparing Generation X and Generation Y on their green food product purchase

Cheng, C., Yuen, S. S. M., Lee, J. L. M. & Wong, S. M. H., Jul 2025, (Accepted/In press).

Integration of ESG Practices in Supplier Assessment and Selection: A Case Study

Yuen, S. S. M., Cheng, C. & Wong, S. M. H., Jul 2025.

Examining the moderating role of perceived education support in shaping entrepreneurial intentions among higher education students: A TPB and VBN Perspective

Lau, M. M., Lam, Y. C. A., Cheng, C. & Yuen, S. S. M., 21 May 2025, In: *Journal of Information Systems Engineering and Management*. 10, 48s, p. 276-284 9 p.

Impact of online teaching and IT competency on digital literacy of undergraduate students (SJR: Q1)

Yuen, S. S. M., Cheng, C. & Yip, T. L., 29 Apr 2025, (Submitted) In: *Big Data and Cognitive Computing*. 15 p.

Examining the moderating role of perceived education support in shaping entrepreneurial intentions among higher education students: A TPB and VBN Perspective

Lau, M. M., Lam, Y. C. A., Cheng, C. & Chung, S. M. S., 23 Apr 2025, *International Conference on Innovation, Creativity and Marketing (ICICM-25)*. Kyoto, Japan

Truth Under Siege: Tackling AI Deepfakes and Digital Sovereignty through Singapore's POFMA

Loh, M., Cheng, C. & Liu, V., Apr 2025, (Submitted) In: *Asian Journal of Law and Society*.

Does travel motivation always work? a study of cognitive and affective images along with income and education levels towards collectivist tourists (SJR: Q1)

Lee, J. L. M., Lau, C., Cheng, C., Yuen, S. S. M., Wong, S. M. H., Tai, C. L. A. & Man, R. Y. K., 2025, (Submitted) In: *Tourism and Hospitality Research*.

Justice perceptions and service recovery satisfaction in hospitality industry: The impact of anthropomorphic robots

Lee, J. L. M., Cheng, C., Yuen, S. S. M. & Wong, S. M. H., 2025.

The confirmatory composite analysis of how green motivation influences the links between environmental awareness, green customer behavior, and green image in collectivist customers (SJR: Q1)

Lee, J. L. M., Lau, C., Cheng, C., Wong, S. M. H. & Chan, M. Y., 2025, (Submitted) In: *Consumer Behavior in Tourism and Hospitality*.

The impact of environmental consciousness on green customer behaviour and green image in the context of green aviation: an empirical study

Lee, J. L. M., Lau, C., Cheng, C., Wong, S. M. H. & Chan, M. Y., 2025.

Exploratory study on factors affecting believability of video-based misinformation

Liu, V. & Cheng, C., Oct 2024.

Medicine wastage in private clinics: Drug suppliers' perspective on the causes and measures to reduce it

Cheng, C., Yuen, S. S. M. & Wong, S. M. H., Sept 2024, In: Information Management and Business Review. 16, 3, p. 147-151 5 p.

Medicine wastage in private clinics

Cheng, C., Yuen, S. S. M. & Wong, S. M. H., 30 May 2024.

AVOIDANCE OF MEDICINE WASTAGE IN PRIVATE CLINICS IN HONG KONG: PRACTITIONERS' PERSPECTIVES

Yuen, S., Cheng, C. & Wong, H., 2024, In: Asia Pacific Journal of Health Management. 19, 2, i3881.

Effect of green advertising attitude on collectivist consumer behavior: an integrative approach (SJR: Q1)

Lee, J. L. M., Liu, V. & Cheng, C., 1 Dec 2023, In: Asia Pacific Journal of Marketing and Logistics. SJR: Q1, 12, p. 3008-3031 24 p.

The Study of Travel Motivation and Perceived Destination image of Hong Kong Residents towards South Korea

Man, R., Lee, J. L. M., Cheng, C. & Yuen, S. S. M., Nov 2023.

A study of the determinants of sustainable e-procurement during covid-19 era

Yuen, S. S. M., Cheng, C. & Lee, J. L. M., Aug 2023.

Transforming Data into Service Information for Smart Service Design: A Case Study on Eco-transport Efficiency

Lee, J. L. M., Yuen, S. S. M. & Cheng, C., Aug 2023.

Sustainable E-Procurement Adoption and Practices in the Pandemic Era

Yuen, S. S. M. & Cheng, C., 30 Jun 2023, In: International Journal of Economics and Business Administration. 11, 2, p. 53-68 68 p.

The Operation and Practices of Humanitarian and Emergency Logistics in Hong Kong

Yuen, S. S. M. & Cheng, C., Jun 2023, *Disaster Management and Emergency Medicine in the Asia-Pacific Region*. City University of Hong Kong Press, p. 231-245

The cooperation and adaptation in healthcare supply chain in Hong Kong: A literature review

Yuen, S. S. M., Cheng, C. & Wong, S. M. H., 5 Mar 2023.

The adoption of sustainable e-procurement in Hong Kong: A literature review

Cheng, C. & Yuen, S. S. M., 15 Feb 2023, p. 1. 10 p.

E-Procurement and Sustainability Practices in COVID-19: Practitioners Perspective

Yuen, S. S. M. & Cheng, C., 2023, *2023 IEEE International Conference on Industrial Engineering and Engineering Management, IEEM 2023*. Institute of Electrical and Electronics Engineers Inc., p. 53-57 5 p. (2023 IEEE International Conference on Industrial Engineering and Engineering Management, IEEM 2023).

What determines logistics sub-degree students' decision to pursue a bachelor's degree?

Cheng, C. & Yuen, S. S. M., 18 Oct 2022, In: London Review of Education. 20, 1, p. 37

Opportunities and challenges of vaccine logistics in airfreight community during COVID-19.

Yuen, S. S. M. & Cheng, C., 1 Sept 2022, In: International Journal of Science Academic Research. 3, 9, p. 4385-4388 4388 p.

Core Chinese cultural values: Perceived justice and post-recovery satisfaction in higher education services (SJR: Q1)

Lee, J. L. M., Cheng, C. W. O. & Liu, V. S. W., Sept 2022, In: Service Business. p. 743-770 28 p.

Green advertising attitude on behavioral outcomes in retailing: The moderating effects of green perceived quality & green brand equity

Lee, J. L. M., Cheng, C. & Liu, V., 2021.

The Development of Air Transport Logistics in Hong Kong with Belt & Road Initiative

Yuen, S. S. M. & Cheng, C., 13 Aug 2020.

A study of marketing students' attitude and intention to pursue a master's degree

Cheng, C. & Yuen, S., 2020, In: Academia Journal of Educational Research. 8, 9, p. 325-332

Competitive analysis of Hong Kong aviation and air cargo business in Belt and Road Era: A practitioner perspective

Yuen, S. & Cheng, C., 2020, In: Journal of Business and Economic Management. 8, 11, p. 433-440

Do user reviews matter? Empirical evidence on the role of user involvement in App performance

Erne, M., Jiang, Z., Liu, V., Cheng, C. & Lee, J., 2020, In: International Journal of Engineering Research and Development. 16, 8, p. 23-28

Evaluating communication effectiveness of YouTube advertisements

Sarah Jane, A., Liu, V., Cheng, C. & Fan, F., 2020, In: International Journal of Information Research and Review. 7, 3, p. 6896-6901

Investigating marketing students' attitude and intention to do a master's degree in Hong Kong

Cheng, C. & Yuen, S., 2020.

Recovery Justice and Satisfaction in Higher Education: The Moderating Effects of the Doctrine of the Mean

Lee, J. L. M., Cheng, C. & Liu, V., 2020.

The impact of the adoption of classroom response systems on university students' subject learning experience

Cheng, C., Yuen, S. & Liu, V., 2020, In: International Journal of Innovation, Management and Technology. 11, 2, p. 51-56

The impact of electronic word-of-mouth on young consumers' purchase intention in Hong Kong

Lam, A. Y. C., Lau, M. M., Cheng, C. & Wong, M. Y., 10 Jan 2019, *IC4E 2019 - 2019 10th International Conference on E-Education, E-Business, E-Management and E-Learning*. Japan: Association for Computing Machinery, p. 329-333 5 p. (ACM International Conference Proceeding Series).

Enhancing generic competency development through study abroad programs

Liu, V., Cheng, C., Lee, J. & So, J., 2019.

Distribution logistics of online fashion retail business in China: A case study of VANCL

Yuen, S. M. & Cheng, C., 2018, In: International Journal of Management Excellence. 12, 1, p. 1768-1773

Factors Determining Logistics Students' Decision to Further Their Degree Study

Cheng, C. & Yuen, S. M., 2018, p. 171-182.

Student's local top-up higher education choices

Agbola, F. W. & Cheng, C., 2 Sept 2017, In: Studies in Continuing Education. 39, 3, p. 333-356 24 p.

Why don't business sub-degree students further their study? An application of TRA

Cheng, C. & Yuen, S. M., 2016, p. 248-257.

Quality Management measures in food supply chain: An overview and case study of McDonald's Hong Kong: (Working Paper Series No. 2, Issue 2, 2015) Hong Kong: The Hong Kong Polytechnic University, College of Professional and Continuing Education, School of Professional Education and Executive Development.

Yuen, S. M. & Cheng, C., 2015

Quality management measures in food supply chain: An overview and case studies in Hong Kong

Yuen, S. M. & Cheng, C., 2014, p. 1-10.

Strategic procurement in textile and apparel sourcing companies in Hong Kong: A practitioner's perspective

Yuen, S. M. & Cheng, C., 2013, In: Journal of Business and Economics. 4, 11, p. 1148-1158

Relationship marketing in higher education – A case study of Hong Kong

Cheng, C., 2012, p. 109-114.

An active learning system for auction agent programming with competitions

Cheung, R., Wan, C. & Cheng, C., 2010, *Proceedings - 9th IEEE/ACIS International Conference on Computer and Information Science, ICIS 2010*. IEEE Computer Society, p. 811-816 6 p. 5591038. (Proceedings - 9th IEEE/ACIS International Conference on Computer and Information Science, ICIS 2010).

An ontology-based framework for personalized adaptive learning

Cheung, R., Wan, C. & Cheng, C., 2010, *Advances in Web-Based Learning, ICWL 2010 - 9th International Conference, Proceedings*. Springer Verlag, p. 52-61 10 p. (Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics); vol. 6483 LNCS).

E-learning in higher education - A case study in Hong Kong

Cheng, C., Cheung, R. & Wan, C., 2010, *ICAMS 2010 - Proceedings of 2010 IEEE International Conference on Advanced Management Science*. IEEE Computer Society, p. 79-85 7 p. 5552834. (ICAMS 2010 - Proceedings of 2010 IEEE International Conference on Advanced Management Science; vol. 2).

E-learning in higher education – A case study of Hong Kong

Cheng, C., Cheung, R. & Wan, C., 2010, p. 79-86.

Activities

Visit to Yakult Factory (For PolyU-SPEED & PolyU-HKCC Students)

Cheng, C. W. O. (Organiser), Lam, Y. C. A. (Organiser), Chow, Y. T. H. (Organiser) & Wong, W. S. P. (Organiser)
8 Jun 2026

Duty Staff, PolyU CPCE Info and Admission Day 2026

Cheng, C. W. O. (Programme Leader)
6 Jun 2026

Duty Staff, EDB Info Expo 2026

Cheng, C. W. O. (Programme Leader)
22 May 2026

RCGB Research Seminar on Exploiting Financial and Technological Innovation for Sustainability Transformation: Implications for Higher Education

Cheng, C. W. O. (Participant)
30 Apr 2026

RCGB Research Workshop on Harnessing AI & Big Data: Navigating Social Media Trends and Creator Discovery

Cheng, C. W. O. (Participant)
30 Apr 2026

Internal Vetting Committee Member, Teaching Research/Excellence Fund 2026

Cheng, C. W. O. (Member)

Apr 2026

2026 12th International Conference on Learning and Teaching (ICLT 2026)

Cheng, C. W. O. (Member of programme committee)
12 Mar 2026 → 1 Nov 2026

Speaker, Admission Talk for Students of HKMU LiPACE

Cheng, C. W. O. (Invited speaker)
10 Mar 2026

Training for Google Gemini Enterprise

Cheng, C. W. O. (Participant)
6 Mar 2026

Speaker, Freshman Seminar for 4-Year BBA(Hons) in Marketing Management (Sem 2, 2025/26)

Cheng, C. W. O. (Speaker)
2 Mar 2026

Organizing Committee Member, BHM Logo & Slogan Design Competition

Cheng, C. W. O. (Organising Committee Member)
Mar 2026 → Jul 2026

Frontiers in Sustainable Food Systems (Journal)

Cheng, C. W. O. (Member of editorial board)
Feb 2026 → ...

Speaker, Programme Orientation for January 2026 Entry (PolyU-SPEED BBA Scheme)

Cheng, C. W. O. (Speaker)
15 Jan 2026

Speaker, Secondary School Talk 2025-26 (Lok Sin Tong Yu Kan Hing Secondary School)

Cheng, C. W. O. (Invited speaker)
14 Jan 2026

Facilitator, BHM Staff Retreat 2026

Cheng, C. W. O. (Facilitator)
12 Jan 2026

Speaker, Secondary School Talk 2025-26 (Po Leung Kuk Vicwood K.T.Chong Sixth Form College)

Cheng, C. W. O. (Invited speaker)
9 Jan 2026

Unveiling the "AI Tutor": Agentic AI for PolyU Courses

Cheng, C. W. O. (Participant)
8 Jan 2026

Member, Research Centre for Green Business (RCGB)

Cheng, C. W. O. (Member)
Jan 2026 → Dec 2026

Speaker, Training on Exam Invigilation and Arrangements for PolyU-SPEED & PolyU-HKCC Award Programmes

Cheng, C. W. O. (Speaker)
2 Dec 2025

Speaker, Guest Talk: "Sustainable Consumers in the 21st Century" (for PolyU-HKCC Students)

Cheng, C. W. O. (Speaker)
24 Nov 2025

Speaker, Programme Talk for PolyU-SPEED BBA Scheme

Cheng, C. W. O. (Speaker)
21 Nov 2025

Services Marketing Quarterly (Journal)

Cheng, C. W. O. (Reviewer)
Nov 2025 → Mar 2026

Frontiers in Education (Journal)

Cheng, C. W. O. (Reviewer)
Oct 2025 → Nov 2025

Speaker, Freshman Seminar for 4-Year BBA(Hons) in Marketing Management (Sem 1, 2025/26)

Cheng, C. W. O. (Speaker)
29 Sept 2025

Marketing Professional Series: "Juggling dreams: nurturing well-being as a YouTuber, influencer & student" Speaker: Miss Hanna Vanharanta

Wong, W. S. P. (Organiser), Chow, Y. T. H. (Organiser) & Cheng, C. W. O. (Organiser)
23 Sept 2025

2026 the 9th International Conference on Computers in Management and Business (ICCMB2026)

Cheng, C. W. O. (Member of programme committee)
12 Sept 2025 → 1 Mar 2026

Academic Advisor (PolyU HKCC) 2025/26

Cheng, C. W. O. (Academic Advisor)
1 Sept 2025 → Aug 2026

Academic Advisor (PolyU SPEED) 2025/26

Cheng, C. W. O. (Academic Advisor)
1 Sept 2025 → 31 Aug 2026

Administrator, CPCE BHM IG Page

Cheng, C. W. O. (Other)
1 Sept 2025 → 31 Aug 2026

Assistant Programme Leader, Associate in Business (Marketing) (PolyU HKCC)

Cheng, C. W. O. (Assistant Programme Leader)
1 Sept 2025 → 31 Aug 2026

Examination Officer (Academic), PolyU CPCE

Cheng, C. W. O. (Other)
1 Sept 2025 → 31 Aug 2026

Member, CPCE Academic Regulations Committee

Cheng, C. W. O. (Committee Member)
1 Sept 2025 → 31 Aug 2026

Member, CPCE Centre for Ageing and Healthcare Management Research (CAHMR)

Cheng, C. W. O. (Member)
1 Sept 2025 → 31 Aug 2026

Member, CPCE Information and Educational Technology Committee

Cheng, C. W. O. (Committee Member)
1 Sept 2025 → 30 Aug 2026

Programme Leader, BBA (Hons) in Marketing Management (PolyU SPEED)

Cheng, C. W. O. (Programme Leader)
1 Sept 2025 → 31 Aug 2026

School Board Member, Grace Baptist Kindergarten (External organisation)

Cheng, C. W. O. (Member)
1 Sept 2025 → 31 Aug 2026

Frontiers in Public Health (Journal)

Cheng, C. W. O. (Reviewer)
Sept 2025 → Oct 2025

Project Member, CPCE Mentorship Programme 2025/26

Cheng, C. W. O. (Member)
Sept 2025 → Apr 2026

2025 INFORMS International Meeting

Cheng, C. W. O. (Session Chair)
20 Jul 2025 → 23 Jul 2025

The 13th International Conference on Business, Management and Governance (ICBMG 2025)

Cheng, C. W. O. (Member of programme committee)
9 Jun 2025 → 26 Nov 2025

Management Decision (Journal)

Cheng, C. W. O. (Reviewer)
Jun 2025 → Jul 2025

Speaker, "Programme Talk for BBA (Hons) in Marketing Management"

Cheng, C. W. O. (Speaker)
21 May 2025

Speaker, "Talk on Form 1 Study" (St. Paul's College Primary School)

Cheng, C. W. O. (Speaker)
16 May 2025

Programme Planning Committee Member, MSc in Talent Management

Cheng, C. W. O. (Committee Member)
May 2025 → Jun 2025

Reviewer, RCGB Conference 2025 (21 August 2025)

Cheng, C. W. O. (Reviewer)
May 2025 → Aug 2025

Services Marketing Quarterly (Journal)

Cheng, C. W. O. (Reviewer)
May 2025 → Jun 2025

RCGB Company Visit to Towngas Headquarters

Cheng, C. W. O. (Participant)
30 Apr 2025

Speaker, Guest Lecture: "Service Branding in the 21st Century " (for PolyU-HKCC Students)

Cheng, C. W. O. (Speaker)
23 Apr 2025

Study Tour to Piano Land Cruise Ship

Cheng, C. W. O. (Participant)
21 Apr 2025

Duty Staff, PolyU SPEED Admission Day

Cheng, C. W. O. (Programme Leader)
12 Apr 2025

Speaker, "Form 3 and Form 4 Parents Talk" (St. Paul's College)

Cheng, C. W. O. (Speaker)
12 Apr 2025

Management Decision (Journal)

Cheng, C. W. O. (Reviewer)
Apr 2025 → May 2025

PolyU SPEED 25th Anniversary Dinner

Cheng, C. W. O. (Participant)
24 Mar 2025

Duty Staff, PolyU SPEED Admission Day

Cheng, C. W. O. (Programme Leader)
15 Mar 2025

Speaker, "Programme Talk for BBA (Hons) in Marketing Management" (for PolyU-HKCC Students)

Cheng, C. W. O. (Speaker)
14 Mar 2025

Speaker, "Programme Talk for BBA (Hons) in Marketing Management" (for PolyU-HKCC Students)

Cheng, C. W. O. (Speaker)
12 Mar 2025

Marketing Professional Series: "Navigating the digital landscape and mastering for career success" Speaker: Mr Veaky Wong, Director of Business Development, Meituan

Wong, W. S. P. (Organiser), Sum, C. K. M. (Member of programme committee), Chow, Y. T. H. (Member of programme committee) & Cheng, C. W. O. (Member of programme committee)
5 Mar 2025

Visit to Yakult Factory (For PolyU-SPEED & PolyU-HKCC Students)

Cheng, C. W. O. (Organiser), Sum, C. K. M. (Member of programme committee), Chow, Y. T. H. (Member of programme committee) & Wong, W. S. P. (Member of programme committee)
20 Feb 2025

Asia Pacific Journal of Marketing and Logistics (Journal)

Cheng, C. W. O. (Reviewer)

Feb 2025 → ...

Facilitator, BHM Staff Retreat 2025

Cheng, C. W. O. (Facilitator)

14 Jan 2025

Speaker, AD/HD Information Talk (SKH Lui Ming Choi Secondary School)

Cheng, C. W. O. (Speaker)

5 Dec 2024

Speaker, Training on Exam Invigilation and Arrangements for PolyU-SPEED & PolyU-HKCC Award Programmes

Cheng, C. W. O. (Speaker)

4 Dec 2024

Management Decision (Journal)

Cheng, C. W. O. (Reviewer)

Dec 2024 → Jan 2025

Programme Planning Committee Member, MSc in Digital Business and Marketing Management

Cheng, C. W. O. (Committee Member)

Dec 2024 → May 2025

Speaker, AD/HD Information Talk (Tuen Mun Government Secondary School)

Cheng, C. W. O. (Speaker)

29 Nov 2024

Marketing Professional Series: "Embarking on a sustainable business venture" Speaker: Mr Terence Hon, Co-founder of GreenPrice

Wong, W. S. P. (Organiser), Sum, C. K. M. (Member of programme committee), Chow, Y. T. H. (Member of programme committee) & Cheng, C. W. O. (Member of programme committee)

25 Sept 2024

Academic Advisor (PolyU HKCC) 2024/25

Cheng, C. W. O. (Academic Advisor)

1 Sept 2024 → 31 Aug 2025

Academic Advisor (PolyU SPEED) 2024/25

Cheng, C. W. O. (Academic Advisor)

1 Sept 2024 → 31 Aug 2025

Administrator, CPCE BHM IG Page

Cheng, C. W. O. (Other)

1 Sept 2024 → 31 Aug 2025

Assistant Programme Leader, Associate in Business (Marketing) (PolyU HKCC)

Cheng, C. W. O. (Assistant Programme Leader)

1 Sept 2024 → 31 Aug 2025

Committee Member, Parent Teacher Association (PTA), St. Paul's College

Cheng, C. W. O. (Committee Member)

1 Sept 2024 → 31 Aug 2025

Examination Officer (Academic) for Degree Programmes, PolyU CPCE

Cheng, C. W. O. (Other)

1 Sept 2024 → 31 Aug 2025

Programme Leader, BBA (Hons) in Marketing Management (PolyU SPEED)

Cheng, C. W. O. (Programme Leader)

1 Sept 2024 → 31 Aug 2025

School Board Member, Grace Baptist Kindergarten (External organisation)

Cheng, C. W. O. (Member)

1 Sept 2024 → 31 Aug 2025

Project Member, CPCE Mentorship Programme 2024/25

Cheng, C. W. O. (Member)

Sept 2024 → Apr 2025

Asia Pacific Journal of Marketing and Logistics (Journal)

Cheng, C. W. O. (Reviewer)

Aug 2024 → Sept 2024

Duty Staff, PolyU SPEED Admission Day

Cheng, C. W. O. (Programme Leader)

20 Jul 2024

Programme Planning Committee Member, BBA (Hons) in Omnichannel Retail Management

Cheng, C. W. O. (Committee Member)

Jul 2024 → May 2025

Programme Planning Committee Member, MSc in Green Business Management

Cheng, C. W. O. (Committee Member)

Jul 2024 → Dec 2024

Duty Staff, PolyU SPEED Admission Day

Cheng, C. W. O. (Programme Leader)

22 Jun 2024

Speaker, CPCE BHM Sharing Session on Good Practices: "Impact of Classroom Response Systems on Students' Learning Experience"

Cheng, C. W. O. (Invited speaker)

7 Jun 2024

Duty Staff, PolyU SPEED Admission Day

Cheng, C. W. O. (Programme Leader)

1 Jun 2024

Visit to Yakult Factory (For PolyU-SPEED & PolyU-HKCC Students)

Cheng, C. W. O. (Organiser), Sum, C. K. M. (Organiser) & Wong, W. S. P. (Organiser)

27 May 2024

The 12th International Conference on Business, Management and Governance (ICBMG 2024)

Cheng, C. W. O. (Member of programme committee)

10 May 2024 → 27 Nov 2024

Guest Talk: "Effective Credit Card Marketing Campaigns for Success" for HKCC Year 2 Marketing Students
Wong, W. S. P. (Organiser), Sum, C. K. M. (Organiser) & Cheng, C. W. O. (Organiser)
19 Apr 2024

Duty Staff, PolyU SPEED Admission Day
Cheng, C. W. O. (Programme Leader)
13 Apr 2024

Speaker, Guest Lecture: "Talent Management in Service Sector" (for PolyU-HKCC Students)
Cheng, C. W. O. (Invited speaker)
11 Apr 2024

Duty Staff, CPCE Carnival and Admission Days
Cheng, C. W. O. (Programme Leader)
2 Mar 2024

Organizer & Speaker, Freshmen Seminar for PolyU-HKCC Associate in Business (Marketing)
Cheng, C. W. O. (Speaker)
29 Feb 2024

Speaker, Guest Talk on "Environmental, Social, and Governance (ESG) in Business"
Cheng, C. W. O. (Speaker)
2 Feb 2024

Asia Pacific Journal of Marketing and Logistics (Journal)
Cheng, C. W. O. (Reviewer)
Feb 2024 → Mar 2024

Research Committee Member, Hong Kong College of Community Health Practitioners
Cheng, C. W. O. (Member)
1 Jan 2024 → 31 Dec 2025

Speaker, Training on Exam Invigilation and Arrangements for PolyU-SPEED & PolyU-HKCC Award Programmes
Cheng, C. W. O. (Speaker)
6 Dec 2023

Speaker, AD/HD Information Talk (SKH Lui Ming Choi Secondary School)
Cheng, C. W. O. (Invited speaker)
4 Dec 2023

Management Decision (Journal)
Cheng, C. W. O. (Reviewer)
Dec 2023 → Jan 2024

Organizer, CPCE Excellence Contest 2023/24 (Post-Secondary Group)
Cheng, C. W. O. (Organizer)
Nov 2023 → Mar 2024

Organizer, CPCE Excellence Contest 2023/24 (Secondary Group)
Cheng, C. W. O. (Academic Advisor)
Nov 2023 → Apr 2024

Visit to Citysuper & Log-on
Cheng, C. W. O. (Organiser)
26 Oct 2023

Speaker, Guest Lecture: "Service Branding" (for PolyU-HKCC Students)
Cheng, C. W. O. (Speaker)
17 Oct 2023

Organizer & Speaker, Freshmen Seminar for PolyU-HKCC Associate in Business (Marketing)
Cheng, C. W. O. (Speaker)
3 Oct 2023

Academic Advisor (PolyU HKCC) 2023/24
Cheng, C. W. O. (Academic Advisor)
1 Sept 2023 → 31 Aug 2024

Academic Advisor (PolyU SPEED) 2023/24
Cheng, C. W. O. (Academic Advisor)
1 Sept 2023 → 31 Aug 2024

Administrator, CPCE BHM IG Page
Cheng, C. W. O. (Other)
1 Sept 2023 → 31 Aug 2024

Assistant Programme Leader, Associate in Business (Marketing)
Cheng, C. W. O. (Assistant Programme Leader)
1 Sept 2023 → 31 Aug 2024

Examination Officer (Academic) for Degree Programmes, PolyU CPCE
Cheng, C. W. O. (Other)
1 Sept 2023 → 31 Aug 2024

School Board Member, Grace Baptist Kindergarten (External organisation)
Cheng, C. W. O. (Member)
1 Sept 2023 → 31 Aug 2024

Treasurer, Parent Teacher Association (PTA), St. Paul's College
Cheng, C. W. O. (Treasurer)
1 Sept 2023 → 31 Aug 2024

Project Member, CPCE Mentorship Programme 2023/24
Cheng, C. W. O. (Member)
Sept 2023 → Apr 2024

Speaker, Programme Orientation for PolyU-SPEED BA (Hons) Scheme in Marketing
Cheng, C. W. O. (Speaker)
31 Aug 2023

Management Decision (Journal)
Cheng, C. W. O. (Reviewer)
Jul 2023 → Aug 2023

Duty Staff, EDB Information Expo on Multiple Pathways 2023
Cheng, C. W. O. (Programme Leader)
20 May 2023

Speaker, Exam Invigilation and Arrangements for PolyU-SPEED & PolyU-HKCC Award Programmes

Cheng, C. W. O. (Speaker)

2 May 2023

Journal of Further and Higher Education (Journal)

Cheng, C. W. O. (Reviewer)

May 2023 → Jun 2023

Technical Committee Member & Reviewer, The 11th International Conference on Computer and Communications Management (ICCCM 2023)

Cheng, C. W. O. (Other)

May 2023 → Aug 2023

Participant, RCGB IDS Research Seminar: Advancing Sustainability in the Business World: Investigating Current Issues and Future Directions

Cheng, C. W. O. (Participant)

27 Apr 2023

PolyU SPEED Admission Day

Cheng, C. W. O. (Programme Leader)

15 Apr 2023

PolyU SPEED Information Week

Cheng, C. W. O. (Programme Leader)

11 Apr 2023 → 14 Apr 2023

Speaker, AD/HD Information Talk (SKH Kei Hau Secondary School)

Cheng, C. W. O. (Speaker)

17 Mar 2023

Reviewer, Judgmental Peer Review (JPR) for BHM Colleague

Cheng, C. W. O. (Reviewer)

16 Mar 2023

PolyU SPEED BHM Information Week

Cheng, C. W. O. (Programme Leader)

13 Mar 2023 → 17 Mar 2023

Reviewer, Judgmental Peer Review (JPR) for BHM Colleague

Cheng, C. W. O. (Reviewer)

27 Feb 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

PolyU SPEED Information Day 2023

Cheng, C. W. O. (Programme Leader)

18 Feb 2023

Examination Officer (Academic) for Degree Programmes, PolyU CPCE

Cheng, C. W. O. (Other)

10 Feb 2023 → 31 Aug 2023

Facilitator (Group 1A) & Participant, BHM Retreat 2023

Cheng, C. W. O. (Facilitator)
18 Jan 2023

Participant, Flag-raising Ceremony on WK Campus

Cheng, C. W. O. (Participant)
3 Jan 2023

Producer, BHM Video on Degree Programmes

Cheng, C. W. O. (Other)
Jan 2023 → Feb 2023

CPCE BHM IG Page

Chan, O. L. K. (Organizer), Cheng, C. W. O. (Organizer) & Chan, N. M. I. (Organizer)
2023

Speaker, AD/HD Information Talk (Lingnan Secondary School)

Cheng, C. W. O. (Speaker)
25 Nov 2022

Speaker, AD/HD Information Talk (Tai Po Sam Yuk Secondary School)

Cheng, C. W. O. (Speaker)
15 Nov 2022

Speaker, AD/HD Information Talk (Shau Kei Wan Government Secondary School)

Cheng, C. W. O. (Speaker)
11 Nov 2022

International Journal of Physical Distribution and Logistics Management (Journal)

Cheng, C. W. O. (Reviewer)
Nov 2022 → Dec 2022

Speaker, AD/HD Information Talk (Buddhist Ho Nam Kam College)

Cheng, C. W. O. (Speaker)
28 Oct 2022

Australia and New Zealand International Business Academy (ANZIBA) 2023 Conference (Event)

Cheng, C. W. O. (Reviewer)
7 Oct 2022 → Feb 2023

Associate Member, Research Centre for Green Business (RCGB)

Cheng, C. W. O. (Associate Member)
Oct 2022 → Dec 2025

Disney's Hospitality in Practice

Leung, K. W. W. (Organiser), Cheng, C. W. O. (Organiser) & Chow, Y. T. H. (Organiser)
24 Sept 2022

Member, Academic Regulations Committee, PolyU CPCE

Cheng, C. W. O. (Committee Member)
1 Sept 2022 → 31 Aug 2024

School Board Member, Grace Baptist Kindergarten (External organisation)

Cheng, C. W. O. (Member)
1 Sept 2022 → 31 Aug 2023

Treasurer, Parent Teacher Association (PTA), St. Paul's College

Cheng, C. W. O. (Treasurer)
1 Sept 2022 → 31 Aug 2023

Facilitator, Young Entrepreneur Scheme (YES)

Cheng, C. W. O. (Facilitator)
Sept 2022 → Mar 2023

Project Member, CPCE Mentorship Programme 2022/23

Cheng, C. W. O. (Member)
Sept 2022 → Apr 2023

2022 The Seventh International Conference on Economic and Business Management (FEBM2022) (Event)

Cheng, C. W. O. (Reviewer)
30 Aug 2022 → Oct 2022

Organizer, Guest Talk: "Transforming Path of Digital Marketing: From Targeting to Technologizing"

Cheng, C. W. O. (Programme Leader)
24 Aug 2022

Interviewer, SPEED Scholarship for Postgraduate Studies 2021/22

Cheng, C. W. O. (Interviewer) & Yuen, S. S. M. (Interviewer)
22 Aug 2022

Lead Person (Event 10a) & Participant, AACSB Peer Review Visit

Cheng, C. W. O. (Participant)
24 Jul 2022 → 27 Jul 2022

PolyU SPEED Campus Day

Cheng, C. W. O. (Programme Leader)
25 Jun 2022

Centre for Ageing and Healthcare Management Research (CAHMR) (Organisational unit)

Cheng, C. W. O. (Member)
1 Jun 2022 → 30 Aug 2025

Organizer, Guest Talk: "Digital Marketing in a Cookie-less World"

Cheng, C. W. O. (Programme Leader)
27 May 2022

Asia-Pacific Journal of Research in Early Childhood Education (Journal)

Cheng, C. W. O. (Reviewer)
May 2022

Management Decision (Journal)

Cheng, C. W. O. (Reviewer)
May 2022

The 10th International Conference on Business, Management and Governance (ICBMG 2022)

Cheng, C. W. O. (Member of programme committee)

19 Apr 2022 → 31 Jul 2022

Interviewer, SPEED Outstanding Co-curricular Achievement Scholarship 2021/22

Cheng, C. W. O. (Interviewer) & Yuen, S. S. M. (Interviewer)

11 Apr 2022

PolyU SPEED Online Info Day 2022

Cheng, C. W. O. (Organiser)

9 Apr 2022

Organizer, Guest Talk: "Branding in the New Normal"

Cheng, C. W. O. (Programme Leader)

1 Apr 2022

Speaker, Guest Lecture: "Branding & Marketing Research Techniques for Measuring Brand Equity" (for HKCC Students)

Cheng, C. W. O. (Speaker)

31 Mar 2022

Organizer & Judge, PolyU SPEED Marketing Scheme Branding Competition 2022

Cheng, C. W. O. (Organiser)

Mar 2022 → Jul 2022

Interviewer, SPEED Back-to-School Scholarship 2021/22

Cheng, C. W. O. (Interviewer) & Yuen, S. S. M. (Interviewer)

25 Feb 2022 → 28 Feb 2022

Journal of Further and Higher Education (Journal)

Cheng, C. W. O. (Reviewer)

Feb 2022

CPCE Health Conference 2022

Cheng, C. W. O. (Participant)

10 Jan 2022

Hong Kong College of Community Health Practitioners (External organisation)

Cheng, C. W. O. (Member)

Jan 2022 → ...

Management Decision (Journal)

Cheng, C. W. O. (Reviewer)

Jan 2022

School Board Member, Grace Baptist Kindergarten (External organisation)

Cheng, C. W. O. (Member)

Dec 2021 → 31 Aug 2022

Journal of Further and Higher Education (Journal)

Cheng, C. W. O. (Reviewer)

Nov 2021

Management Decision (Journal)

Cheng, C. W. O. (Reviewer)

Oct 2021

Academic Advisor (HKCC) 2021/22

Cheng, C. W. O. (Academic Advisor)

1 Sept 2021 → 31 Aug 2022

Academic Advisor (SPEED) 2021/22

Cheng, C. W. O. (Academic Advisor)

1 Sept 2021 → 31 Aug 2022

Committee Member, Parent Teacher Association (PTA), St. Paul's College

Cheng, C. W. O. (Committee Member)

1 Sept 2021 → 31 Aug 2022

Member, CPCE Information and Educational Technology Committee

Cheng, C. W. O. (Committee Member)

1 Sept 2021 → ...

Interviewer, SPEED Scholarship for Postgraduate Studies 2020/21

Cheng, C. W. O. (Interviewer) & Yuen, S. S. M. (Interviewer)

25 Aug 2021

New Student Get-together Event 2021 [for BA (Hons) Scheme in Marketing]

Cheng, C. W. O. (Organiser)

23 Jul 2021

The 9th International Conference on Business, Management and Governance (ICBMG 2021)

Cheng, C. W. O. (Member of programme committee)

12 Jul 2021 → 14 Jul 2021

Speaker, CPCE BHM Sharing Session on Good Practices: "Increasing interaction with students using Poll Everywhere"

Cheng, C. W. O. (Invited speaker)

4 Jun 2021

Speaker, Guest Lecture: "Branding in the 2020s" (for HKCC Students)

Cheng, C. W. O. (Invited speaker)

7 Apr 2021

Speaker, Guest Lecture: "Retail Branding" (for HKCC Students)

Cheng, C. W. O. (Invited speaker)

29 Mar 2021

Organizer & Judge, PolyU SPEED Marketing Scheme Branding Competition 2021

Cheng, C. W. O. (Organizer)

Mar 2021 → Jul 2021

Programme Leader, BA (Hons) in Marketing Management

Cheng, C. W. O. (Programme Leader)

1 Jan 2021 → 31 Aug 2024

2020 The Fifth International Conference on Economic and Business Management (Event)

Cheng, C. W. O. (Reviewer)

17 Oct 2020 → 19 Oct 2020

Member, General University Requirements (GUR) Committee, PolyU CPCE

Cheng, C. W. O. (Committee Member)

1 Sept 2020 → 31 Aug 2022

Speaker, Guest Lecture: "Branding in Hong Kong and China" (for SPEED Students)

Cheng, C. W. O. (Invited speaker)

8 May 2020

Speaker, Guest Lecture: "Branding in Hong Kong and China" (for HKCC Students)

Cheng, C. W. O. (Invited speaker)

7 Apr 2020

Universal Journal of Educational Research (Journal)

Cheng, C. W. O. (Reviewer)

2020 → ...

2019 The 8th International Conference on Business, Management and Governance

Cheng, C. W. O. (Session Chair)

18 Nov 2019 → 20 Nov 2019

Speaker, Exam Supervision at SPEED: Quick Reminders & Updates

Cheng, C. W. O. (Speaker)

30 Apr 2019

Organizer, Training on EQ & AQ through Kart Racing 2019

Cheng, C. W. O. (Organizer)

31 Mar 2019

Organizer, Guest Talk: "Supply Chain Excellence – Taikoo Story"

Cheng, C. W. O. (Other)

26 Mar 2019

Organizer, Swire Resources Limited - Career Talk for 2019 Trainee programmes

Cheng, C. W. O. (Organizer)

20 Feb 2019

2019 10th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E 2019) (Event)

Cheng, C. W. O. (Reviewer)

10 Jan 2019 → 13 Jan 2019

Examinations Officer (Academic), SPEED

Cheng, C. W. O. (Other)

Jan 2019 → 31 Aug 2022

Scholarship Coordinator, SPEED

Cheng, C. W. O. (Other)

Jan 2019 → 31 Aug 2022

INQUIRY: The Journal of Health Care Organization, Provision, and Financing (Journal)

Cheng, C. W. O. (Reviewer)

2019

Organizer, Guest Talk: "How to Apply Business Analytics in Merchandising Management"

Cheng, C. W. O. (Organizer)

31 Oct 2018

Academic Advisor (SPEED) 2018/19 - 2020/21

Cheng, C. W. O. (Academic Advisor)

1 Sept 2018 → 31 Aug 2021

Organizer, CASO ICE Tour 2018 (Tokyo)

Cheng, C. W. O. (Organizer)

8 Jul 2018 → 14 Jul 2018

Organizer, CASO ICE Tour 2018 (Singapore)

Cheng, C. W. O. (Organizer)

1 Jun 2018 → 7 Jun 2018

Organizer, Career Talk - adidas Hong Kong Limited

Cheng, C. W. O. (Organizer)

19 Apr 2018

Organizer, Training on EQ & AQ through Kart Racing 2018

Cheng, C. W. O. (Organizer)

8 Apr 2018

Organizer, Guest Talk: "How to Create A Wow Customer Experience"

Cheng, C. W. O. (Organizer)

14 Mar 2018

Organizer, Career Talk - Swire Resources Limited

Cheng, C. W. O. (Organizer)

8 Mar 2018

Host Teacher, Visit by Nihon University

Cheng, C. W. O. (Other)

31 Jan 2018 → 2 Feb 2018

Organizer, Team-Building and Leadership Training Workshop

Cheng, C. W. O. (Organizer)

20 Jan 2018

Co-organizer, Asian Business Study Aboard Programme 2018 (University at Buffalo, The State University of New York)

Cheng, C. W. O. (Organizer)

3 Jan 2018 → 17 Jan 2018

International Journal of Physical Distribution and Logistics Management (Journal)

Cheng, C. W. O. (Reviewer)

2018 → 2021

Member, CPCE Academic Appeals Committee

Cheng, C. W. O. (Committee Member)

2018 → 2020

Member, SPEED Learning and Teaching Committee

Cheng, C. W. O. (Committee Member)

2018 → 2020

Escort Teacher, SPEED Study Tour to Shanghai, Suzhou & Hangzhou

Cheng, C. W. O. (Other)

19 Aug 2017 → 25 Aug 2017

Co-organizer, Study Tour in Hong Kong (Soka University)

Cheng, C. W. O. (Organizer)

8 Aug 2017 → 11 Aug 2017

Organizer, CASO ICE Tour 2017 (Tokyo)

Cheng, C. W. O. (Organizer)

9 Jul 2017 → 15 Jul 2017

Co-organizer, Asia Business Challenge Program (Griffith Business School)

Cheng, C. W. O. (Organizer)

18 Jun 2017 → 1 Jul 2017

Organizer, Recruitment Talk for Store Trainee Manager Program - A.S. Watson Group

Cheng, C. W. O. (Organizer)

27 Apr 2017

Organizer, Career Talk - ImagineX Group

Cheng, C. W. O. (Organizer)

21 Apr 2017

Organizer, Career Talk - UNIQLO Hong Kong Limited

Cheng, C. W. O. (Organizer)

13 Mar 2017

Organizer, Recruitment Talk - Swire Resources Limited

Cheng, C. W. O. (Organizer)

9 Mar 2017

Organizer, Training on EQ & AQ through Kart Racing 2017

Cheng, C. W. O. (Organizer)

25 Feb 2017

Co-organizer, Asian Business Study Aboard Programme 2017 (University at Buffalo, The State University of New York)

Cheng, C. W. O. (Organizer)

3 Jan 2017 → 14 Jan 2017

Award Leader, BA (Hons) in Retail and Service Management

Cheng, C. W. O. (Award Leader)

2017 → 2020

Speaker, SPEED Workshops on Scholarly Research Activities

Cheng, C. W. O. (Speaker)

6 Dec 2016

Organizer, Training on EQ & AQ through Kart Racing 2016

Cheng, C. W. O. (Organizer)

17 Jun 2016

Escort Teacher, Global Brand Planning Competition 2016 (Singapore)

Cheng, C. W. O. (Other)

12 Jun 2016

Co-organizer, Retail & Service Management Case Study Competition

Cheng, C. W. O. (Organizer)
28 Jan 2016

Co-organizer, Asian Business Study Aboard Programme 2016 (University at Buffalo, The State University of New York)

Cheng, C. W. O. (Organizer)
2 Jan 2016 → 16 Jan 2016

Academic Peer Reviewer of Teaching

Cheng, C. W. O. (Other)
2016 → ...

The 2016 International Conference on Business and Information (Event)

Cheng, C. W. O. (Reviewer)
2016

Speaker, SPEED LTC Seminar Series: "Seminar on Open Book Examination"

Cheng, C. W. O. (Speaker)
5 Oct 2015

Escort Teacher, Global Brand Planning Competition 2015 (Singapore)

Cheng, C. W. O. (Other)
12 Jun 2015

Co-organizer, Asian Business Study Aboard Programme 2015 (University at Buffalo, The State University of New York)

Cheng, C. W. O. (Organizer)
3 Jan 2015 → 17 Jan 2015

Escort Teacher, Greater China Brand Planning Competition 2014 (Taiwan)

Cheng, C. W. O. (Other)
6 Jun 2014

Member, CPCE Student Discipline Committee

Cheng, C. W. O. (Committee Member)
2014 → 2016

Member, SPEED Learning and Teaching Committee

Cheng, C. W. O. (Committee Member)
2014 → 2016

WIE Advisor of BA (Hons) in Retail and Service Management

Cheng, C. W. O. (WIE Advisor)
2014 → 2020

Organizer, SPEED Leadership Training Camp 2012

Cheng, C. W. O. (Organizer)
25 Feb 2012

Member, SPEED Student-Staff Consultative Group for FT Students

Cheng, C. W. O. (Other)
2012 → 2013

Organizer, SPEED Leadership Training Camp 2011

Cheng, C. W. O. (Organizer)

26 Feb 2011

Member, SPEED Student Affairs Committee

Cheng, C. W. O. (Other)

2010 → 2012

Associate Member, The Chartered Institute of Marketing (CIM)

Cheng, C. W. O. (Associate Member)

2009 → ...

Member, Hong Kong Institute of Marketing (HKIM)

Cheng, C. W. O. (Member)

2008 → ...