Joseph Lok Man Lee
Division of Business and Hospitality Management (BHM)
Email: joseph.lee@cpce-polyu.edu.hk



Employment

Division of Business and Hospitality Management (BHM)
College of Professional and Continuing Education (CPCE)
2 Aug 2010 → present

Research outputs

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.

AI-Driven Service Recovery: Comparing Chatbots and Human Agents from an ESG Perspective
Lee, J. L. M., ZHANG, T. J., HUANG , Y.-H., Wong, S. M. H. & Wong, Y. T. A., Aug 2026, (Accepted/In press).

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).

Conference report: OBOROT 2025: Development, Marketing, Sustainability
Lee, J. L. M., 30 Apr 2026, In: Journal of Tourism Futures. 12, 1, p. 210-212 3 p.

Advancing Responsible Travel and Innovative Cultural Tourism Through a Transdisciplinary Research Approach in Sustainability Education
Lau, C., Lee, J. L. M., Chan, W. W. H. & Lui, A. M. T., 3 Mar 2026, *High-End Academic Conference on the Integration of Culture and Tourism, Hangzhou City University. 1-3 March 2026. Hangzhou, China.*

Can artificial intelligence (AI) and robotics technologies applications for intangible cultural heritage enhance destination attractiveness?
Lau, C., Lee, J. L. M., Chen, N. & Huang, J. D., 3 Mar 2026, *High-End Academic Conference on the Integration of Culture and Tourism, Hangzhou City University. 1-3 March 2026. Hangzhou, China.*

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.*

Smart City Technologies and Cultural Tourism Experiences: Insights from Hong Kong's City in Time AR Initiative
Lau, C., Lee, J. L. M., Wong, S. M. H., Chan, B. & Ho, S. Y. P., 3 Mar 2026, *High-End Academic Conference on the Integration of Culture and Tourism, Hangzhou City University. 1-3 March 2026. Hangzhou, China.*

15th Asia Tourism Forum 2026: The Asian Paradigm in Hospitality and Tourism
Lee, J. L. M., 2026, (Accepted/In press) In: Anatolia.

APacCHRIE 2026 - Futurizing Tourism and Hospitality: Embracing New Challenges and Innovation (SJR: Q1)
Lee, J. L. M., 2026, (Accepted/In press) In: Journal of Tourism Futures.

Artificial Intelligence Literacy and Tertiary Student Prospect: A Case Study of Hong Kong
Lee, J. L. M., Wong, S. M. H., Lau, C., Wong, Y. T. A., Shum, K. Y. N. & Law, P. Y. K., 2026.

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.

Global Design Dialogues: Trends for Tomorrow (SJR: Q2)
Lee, J. L. M., 2026, (Submitted) In: Art, Design and Communication in Higher Education.

Hong Kong International Visual Arts Education Symposium 2026 (SJR: Q1)
Lee, J. L. M., 2026, (Accepted/In press) In: International Journal of Education Through Art.

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.

The Importance of AI Literacy in Equipping Business Students for Advanced Studies and Career Opportunities
Lee, J. L. M., Wong, S. M. H. & Lau, C., 2026, (Accepted/In press) *Contemporary Pedagogical Research.* CPCE PolyU

The Influence of student perceived value on student integration, learning management system and academic self-efficacy: evidence from Chinese students in UK transnational education (SJR: Q1)
Lee, J. L. M., Yim , T.K.-T. & Wong, S. M. H., 2026, (Submitted) In: Journal of Further and Higher Education.

Navigating Green Business Transition: The Role of Consumer Consciousness in Advancing Sustainable Food Systems
Lau, C., Lee, J. L. M. & Lai, M., 21 Aug 2025, p. 55. 75 p.

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).

Integrating Interdisciplinary Approaches in Sustainability Education: A Constructivist Perspective on Enhancing Green Business Programs
Lau, C., Lee, J. L. M., Wong, S. M. H., Tai, C. L. A. & Chan, W. W. H., 21 Jun 2025.

Unlocking the Potential of Island Tourism: Sustainable Strategies for Hong Kong's Outlying Islands
Lau, C., Liu, K. S. & Lee, J. L. M., 8 May 2025, p. 44.

The Role of Ambivalent Identification on Service Recovery: A Study of the Hotel Industry (SJR: Q1)
Lee, J. L. M., Siu, N. Y. M., ZHANG, T. J. & Tsui, S. W. L., May 2025, In: Cornell Hospitality Quarterly. 66, 2, p. 156-171 16 p.

2025 AMS World Marketing Congress: Leading the way in integrating marketing science and tourism (SJR: Q2): leading the way in integrating marketing science and tourism: 2-4 July 2025, Dijon, France
Lee, J. L. M., 2025, In: Anatolia. 37, 1

Destination Marketing: Creating Memorable Tourism Experiences by Rathee, R. and Rajain, P. (SJR: Q1)
Lee, J. L. M., 2025, In: Annals of Leisure Research. 28, 2

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.

Education Quality Management for Improving Students Satisfaction: A Study of Transnational (TNE) for Lifelong Learning in Hong Kong
Lee, J. L. M. & Yim , T.K.-T., 2025.

Examining the relationship among learning management system, academic self-efficacy and student satisfaction: a qualitative study of transnational education towards Chinese students
Lee, J. L. M., Yim , T.K.-T. & Wong, S. M. H., 2025.

Examining the Role of AI Relevance and AI Confidence in the Relationship between AI Literacy and Business Student Readiness
Lee, J. L. M., Wong, S. M. H. & Lau, C., 2025.

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.

OBOROT 2025: Development, Marketing, Sustainability (SJR: Q1)
Lee, J. L. M., 2025, (Accepted/In press) In: Journal of Tourism Futures.

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.

Toys, health and tourism: a new multidisciplinary tourism perspective (SJR: Q1)
Lee, J. L. M., Lau, C.Y.-L. & Wong, S. M. H., 2025, (Submitted) In: Journal of Tourism Futures.

Vulnerable Students and Toy Tourism: An Innovative Education-assisted Method
Lee, J. L. M., Lau, C., Wong, S. M. H. & Tai, C. L. A., 2025.

Digital Transformation and Innovation in Tourism Events by Hassan, A. (SJR: Q1)
Lee, J. L. M., Dec 2024, In: Tourism Management. 105

The moderating role of face and attribution on service recovery quality, postrecovery satisfaction and repurchase intention: a study of collectivist consumers in service recovery (SJR: Q1)
Lee, J. L. M., Siu, N. Y. M., Zhang, T. J. & Wong, S. M. H., 11 Nov 2024, In: Journal of Asia Business Studies. 18, 6, p. 1584-1602 19 p.

Investigating the Effect of Artificial Intelligence (AI) Literacy for Developing Educational and Employment Services for Business Student
Lee, J. L. M., Wong, S. M. H. & Lau, C., Jul 2024.

Comparing the Effects of Digital Expressive Arts Therapy on Youth and Older Adults with Mental Disabilities
Lee, J. L. M. & Wong, S. M. H., Jun 2024.

Transitioning to Virtual and Hybrid Events: How to Create, Adapt, and Market an Engaging Online Experience by Chodor, B. and Cyranski, G. (SJR: Q1)
Lee, J. L. M., Apr 2024, In: ABAC Journal. 44, 2, p. 166- 168 p.

TRANSITIONING TO VIRTUAL AND HYBRID EVENTS HOW TO CREATE, ADAPT, AND MARKET AN ENGAGING ONLINE EXPERIENCE
Lee, J. L. M., 2024, In: ABAC Journal. 44, 2, p. 166-168 3 p.

Reexamining brand loyalty and brand awareness with social media marketing: A collectivist country perspective (SJR: Q2)
Lee, J. L. M., Lau, C. & Wong, C. W. G., 20 Dec 2023, In: Journal of Tourism, Heritage and Services Marketing. 9, 2

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.

Examining the Relationship between Green Hotels Practices and Customer Intention in Chinese Community
Lau, T., Lee, J. L. M. & Lau, C., Nov 2023.

The Future of Medical and Health Tourism Education in Macau
Lee, J. L. M. & Lau, C., Nov 2023.

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.

The Impact of Green Advertising Attitude on Behavioral Outcomes: The Chinese Consumer Perspective
Lee, J. L. M., Oct 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.

Comparing Teaching Methods between Older Child Peers and Adult Teachers: A Pilot Test by Using a Case study for Preschool Children
Lee, J. L. M., Aug 2023, In: International Journal of Education and Research. 11, 8, p. 57- 68 p.

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.

A Study of Business Students' Information Literacy Skills Development: Supporting Self-Directed Learning Readiness for Final Year Undergraduate Projects
Lau, C., Tang, W. & Lee, J. L. M., 16 Jun 2023.

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.

Examining the Relationship between Service Failure and Consumer Justice: The Role of Ambivalent Identification in Consumer Market
Lee, J. L. M., Siu, N. Y. M., Zhang, T. J. & Tsui, S.W.-L., 2022, *The 4th International Tourism and Retail Service Management Conference (TRMC 2022).*

The Effect of Consumer Attribution on Recovery Satisfaction and Repurchase Intention in Collectivist Market
Lee, J. L. M., Siu, N. Y. M. & Zhang, T. J. F., 2022.

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.

Face, fate and brand equity: service recovery justice and satisfaction (SJR: Q1)
Lee, J. L. M., Siu, N. Y. M. & Zhang, T. J. F., 13 Oct 2020, In: Journal of Consumer Marketing. 37, 7, p. 843-854 12 p.

Does Brand Equity Always Work? A Study of the Moderating Effect of Justice Perceptions and Consumer Attribution Towards Chinese Consumers (SJR: Q1)
Lee, J. L. M., Siu, N. Y. M. & Zhang, T. J. F., 1 Jan 2020, In: Journal of International Consumer Marketing. 32, 1, p. 69-81 13 p.

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

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.

Comparison of Teaching Skills between Adult Teachers and Senior Child Teachers in Teaching Control Level and Scaffolding
Lee, J. L. M., 2019.

Enhancing generic competency development through study abroad programs
Liu, V., Cheng, C., Lee, J. & So, J., 2019.

The Impact of perceived Justice on Post-recovery Satisfaction in Higher Education: The Moderating Effects of Relationship Continuity and Doctrine of Mean
Lee, J. L. M., 2019.

The Mediating Role of Postrecovery Satisfaction in the Relationship between Justice Perceptions and Customer Attitudes (SJR: Q2)
Lee, J. L. M., Siu, N. Y. M. & Zhang, T. J. F., 4 Jan 2018, In: Services Marketing Quarterly. 39, 1, p. 22-34 13 p.

The Influence of Chinese Green Advertising Attitude on Purchase Intention and Positive Word-of-Mouth in the context of Green Tourism: The Moderating Effects of Green Brand Equity and Green Satisfaction
Lee, J. L. M., 2018.

A Contingency Theory Explaining Channel Blending Decisions in the Context of Online Shopping
Liu, V. & Lee, J. L. M., 2017.

Must Service Recovery Justice Lead to Customer Satisfaction? The Moderating Effects of Cultural Variables
Lee, J. L. M., Siu, N. Y. M. & Zhang, T. J. F., 2017, *Developments in Marketing Science: Proceedings of the Academy of Marketing Science.* Springer Nature, p. 235-246 12 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

The Influence of Brand Equity on Repurchase Intention: The Moderating Effects of Justice Perceptions and Attribution
Lee, J. L. M., 2017.

An Application of Health Belief Model (HBM) on Green Brand Image and Green Brand Equity
Lee, J. L. M., 2016.

Must Green Procurement Lead to Firm Sustainability under the policy of One Belt One Road (OBOR)? The Moderating Effects of Green Perception
Lee, J. L. M., 2016.

Must Service Recovery Justice Lead to Customer Satisfaction? The Moderating Effects of Cultural Variables
Lee, J. L. M., 2016.

Service Recovery Justice and Post-recovery Satisfaction in Higher Education: A Study of Moderating Effects of Brand Equity
Lee, J. L. M., 2016.

The Effect of Health-related Quality of Life on Perceived Life Satisfaction in Aging Society: A Comparative Study between Hong Kong and Thailand
Lee, J. L. M. & Laosumrit, C., 2016.

The Impact of Distributive and Interactional Justice on Post-recovery Satisfaction in Higher Education: The Moderating Effects of Cultural Variables
Lee, J. L. M., 2016.

The Influence of Health and Beauty Perception on Medical Tourism Intentions: A Learning Lesson from Korea for Hong Kong
Lee, C. M., Park, O. J., Park , J. Y. & Lee, J. L. M., 2016.

The Influence of Oriental Culture on Justice Perceptions in the Service Recovery of Higher Education
Lee, J. L. M., 2016.

The Impact of Service Recovery Justice on Customer Attitudes: The Mediating Effect of Post-recovery Satisfaction
Lee, J. L. M., 2015.

企業與人一樣，沒有目標與條咸魚無異
Lee, J. L. M., 13 Oct 2014, In: 《南華早報》教育版 (專家解畫).

〈「服務質素」對旅遊及零售服務的影響〉
Lee, J. L. M., 9 Jun 2014, In: 《南華早報》教育版 (專家解畫).

〈從電影看變革的範例〉
Lee, J. L. M., 26 May 2014, In: 《南華早報》教育版 (專家解畫).

〈服務的啟示〉
Lee, J. L. M., 28 Apr 2014, In: 《南華早報》教育版 (專家解畫).

Service Recovery Justices, Satisfaction and Service Quality: A Study of Moderating Effect of Cultural Variables and Brand Equity
Lee, J. L. M. & Siu, N. Y. M., 2014.

Social Enterprises for a New Age: Six Case Studies in China
Lee, L. & Lee, J. L. M., 2014, *Social Enterprises for a New Age: Six Case Studies in China.*

〈準備升學別忘面試〉
Lee, J. L. M., 19 Dec 2012, In: 《文匯報》教育版A28 (思思師語).

〈教學故事〉
Lee, J. L. M., 9 May 2012, In: 《文匯報》教育版A28 (思思師語).

〈教育服務的質與量〉
Lee, J. L. M., 21 Mar 2012, In: 《文匯報》教育版A28 (思思師語).

Prejudice and Teaching
Lee, J. L. M., 2012, Poly U CPCE L&T Weekly Bulletin.

"A complex story of a simple life – Sue Leung's life story"
Tsui, E., Ma, S. & Lee, J. L. M., 2010.

"The Establishment of Innovative Social Enterprise – A Case Study of Senior Citizen Home Safety Association (SCHSA)
Lee, L. & Lee, J. L. M., 2010.

"CEPA III : The Opportunity of Logistics Industry in China", Hong Kong Institute of Vocational Education, Hong Kong Institute of Supply Chain and Management, pp.73-75.
Lee, J. L. M. & Chan, C. W., 2006, *English.*

Jewellworld.com – Online Jewelry Shopping in China" from Chinese University of Hong Kong, The University of Western Ontario
Lee, J. L. M. (Illustrator), 2005

"Jewllworld.com : Leading Web-based IT Development in the Jewellery Industry" from Asian Case Research Centre, University of Hong Kong
Yim, B. C. K. & Lee, J. L. M. (Illustrator), 2004

Activities

BHM Professional Talk Series: Storytelling and Responsible Travel in Cultural Tour Guiding
Lau, C.Y.-L. (Organiser), Chan, M. L. B. (Participant) & Lee, J. L. M. (Participant)
24 Feb 2026

Cogent Business and Management (Journal)
Lee, J. L. M. (Editor)
2026

BHM Professional Talk Series: Insights on Risk Management and Travel Insurance
Lau, C.Y.-L. (Organiser), Lui, A. (Participant), Chan, M. L. B. (Participant), Lee, J. L. M. (Participant), Ho, S. Y. P. (Participant) & Chan, W. W. H. (Participant)
13 Nov 2025

BHM Professional Talk Series: Security Management at Hong Kong International Airport - Strategies, Technologies, and Challenges
Lau, C.Y.-L. (Organiser), Fung, C. (Organiser), Chan, M. L. B. (Participant), Lee, J. L. M. (Participant), Ho, S. Y. P. (Participant) & Tse, P. M. D. (Participant)
14 Oct 2025

BHM Professional Talk Series: How Could AI Robotics Enhance Tourists' Experience - A Case of Hong Kong Cultural Tourism
Lau, C.Y.-L. (Organiser), Lui, A. (Participant), Chan, M. L. B. (Participant), Lee, J. L. M. (Participant), Ho, S. Y. P. (Participant) & Chan, W. W. H. (Participant)
9 Oct 2025

EDB Info Expo for Promotion Duty
Lee, J. L. M. (Programme Leader)
May 2025

Online programme talks for Promotion Duty
Lee, J. L. M. (Programme Leader)
May 2025

Firm Visit: KOLB Life Limited
Lee, J. L. M. (Programme Leader) & Tse, P. M. D. (Assistant Programme Leader)
Apr 2025

Workshop from Hong Kong St. John Ambulance Training
Lee, J. L. M. (Programme Leader) & Tse, P. M. D. (Assistant Programme Leader)
Apr 2025

Event Experience Day: Cathay Pacific/HSBC Hong Kong Sevens 2025 -Jockey Club Sevens School Tour
Tse, P. M. D. (Organizer), Lau, C.Y.-L. (Organizer), Ho, S. Y. P. (Organizer), Leung, K. W. W. (Organizer) & Lee, J. L. M. (Organizer)
28 Mar 2025

Admission Duty of PolyU-SPEED (Postgraduate & Undergraduate) & HKCC (Subdegree) Awards Programmes
Lee, J. L. M. (Examiner)
2025

Journal of Foodservice Business Research (Journal)
Lee, J. L. M. (Editor)
2025

Journal of Global Information Management (Journal)
Lee, J. L. M. (Member of editorial board)
2025

PolyU CPCE Investigation Panel for Student Non-academic Misconduct Case
Lee, J. L. M. (Chairman), Hung, T. W. A. (Member) & Leung, W. F. J. (Member)
2025

Service Business (Journal)
Lee, J. L. M. (Member of editorial board)
2025

Services Marketing Quarterly (Journal)
Lee, J. L. M. (Editor)
2025

Hong Kong Monetary Authority Visit
Lee, J. L. M. (Programme Leader) & Tse, P. M. D. (Assistant Programme Leader)
Nov 2024

Graduates Sharing for Associate in Business (Business Management)
Lee, J. L. M. (Programme Leader) & Tse, P. M. D. (Assistant Programme Leader)
Oct 2024

Speaker of Secondary School Visit
Lee, J. L. M. (Programme Leader)

Oct 2024

5th Global Tourism Student Summit: HKCC student speaker
Tse, P. M. D. (Supervisor) & Lee, J. L. M. (Supervisor)
27 Sept 2024

Programme Leader of AD in (Business Management) Programme
Lee, J. L. M. (Programme Leader)
Jul 2024 → Jun 2025

EDB Information Expo 2024
Law, P. Y. K. (Assistant Programme Leader) & Lee, J. L. M. (Programme Leader)
May 2024 → …

Experience Sharing from Health Industry Practitioner - The Lok Sin Tong Benevolent Society Kowloon
Lee, J. L. M. (Academic Advisor)
Apr 2024

Firm Visit for Entrepreneurship: KOLB Life
Lee, J. L. M. (Programme Leader)
Apr 2024

Health Development Day
Lee, J. L. M. (Programme Leader) & Law, P. Y. K. (Assistant Programme Leader)
Apr 2024

Hong Kong St. John Ambulance Training
Lee, J. L. M. (Programme Leader) & Law, P. Y. K. (Assistant Programme Leader)
Apr 2024

Cyberport Visit
Lee, J. L. M. (Programme Leader) & Law, P. Y. K. (Assistant Programme Leader)
Mar 2024

Academic accreditation with the Association of Chartered Certified Accountants (ACCA)
Lee, J. L. M. (Programme Leader) & Tse, P. M. D. (Assistant Programme Leader)
2024 → 2025

Division of Business and Hospitality Management (BHM) (Organisational unit)
Lee, J. L. M. (Programme Leader)
2024

Freshman Seminar for Associate in Business (Business Management)
Lee, J. L. M. (Programme Leader) & Tse, P. M. D. (Assistant Programme Leader)
2024 → 2025

Graduates Sharing for Associate in Business (Business Management)
Lee, J. L. M. (Programme Leader) & Tse, P. M. D. (Assistant Programme Leader)
2024 → 2025

Industrial Collaboration with Chartered Institute of Marketing (CIM), Hong Kong Institute of Marketing (HKIM), The Hong Kong Institute of Human Resource Management (HKIHRM), The Institute of Certified Management Accountants (CMA), and The Institute of Financial Planners of Hong Kong (IFPHK)
Lee, J. L. M. (Programme Leader) & Tse, P. M. D. (Assistant Programme Leader)
2024 → 2025

Subject Registration Session for Associate in Business (Business Management)
Lee, J. L. M. (Programme Leader) & Tse, P. M. D. (Assistant Programme Leader)
2024 → 2025

Hong Kong Monetary Authority Visit
Lee, J. L. M. (Programme Leader)
Nov 2023

Academic Accreditation with Association for Project Management (APM)
Lee, J. L. M. (Programme Leader)
2023 → 2024

Academic Accreditation with Chartered Institute of Marketing (CIM)
Lee, J. L. M. (Programme Leader)
2023 → 2024

Academic accreditation with the Association of Chartered Certified Accountants (ACCA)
Lee, J. L. M. (Programme Leader)
2023 → 2024

Academic Subject Exemption with Association for Hong Kong Institute of Marketing (HKIM)
Lee, J. L. M. (Programme Leader)
2023 → 2024

Admission Duty for EDB Info Expo and Programme Talks
Lee, J. L. M. (Programme Leader) & Law, P. Y. K. (Assistant Programme Leader)
2023 → 2024

Freshman Seminar for Associate in Business (Business Management)
Law, P. Y. K. (Assistant Programme Leader) & Lee, J. L. M. (Programme Leader)
2023 → 2024

Graduates Sharing for Associate in Business (Business Management)
Law, P. Y. K. (Assistant Programme Leader) & Lee, J. L. M. (Programme Leader)
2023 → 2024

Journal of Database Management (Journal)
Lee, J. L. M. (Reviewer)
2023 → 2024

Journal of Global Information Management (Journal)
Lee, J. L. M. (Reviewer)
2023 → 2024

Journal of Marketing Analytics (Journal)
Lee, J. L. M. (Reviewer)
2023 → 2024

Service Business (Journal)
Lee, L. M. (Reviewer)
2023 → 2024

Services Marketing Quarterly (Journal)
Lee, J. L. M. (Reviewer)
2023 → 2024

Speaker of Secondary School Visit
Lee, J. L. M. (Speaker)
2023 → 2024

Subject Registration Briefing for Associate in Business (Business Management)
Law, P. Y. K. (Assistant Programme Leader) & Lee, J. L. M. (Programme Leader)
2023 → 2024

The 8th Hong Kong University Student Innovation and Entrepreneurship Competition
Lee, J. L. M. (Advisor)
2022

Workshop Speaker of Young Entrepreneur Scheme (Business Proposal on Marketing Aspects)
Lee, J. L. M. (Speaker)
22 Oct 2021

Academic Advisor of AD in Business Management Programme
Lee, J. L. M. (Academic Advisor)
1 Sept 2020 → 31 Aug 2022

Journal of Financial Services Marketing (Journal)
Lee, J. L. M. (Reviewer)
2020 → 2022

Probe - Marketing Management (Journal)
Lee, J. L. M. (Member of editorial board)
2020 → 2022

International Business Research (Journal)
Lee, J. L. (Reviewer)
2019 → 2022

International Journal of Industrial Marketing (Journal)
Lee, J. L. M. (Reviewer)
2019 → 2022

Business Sustainability Award 2018/19
Lee, J. L. M. (Consultant)
1 Sept 2018 → 31 Aug 2019

External Examiner - Caritas Institute of Community Education (CICE)
Lee, J. L. M. (Consultant)
1 Sept 2018 → 31 Aug 2023

2018 International Conference on Hospitality, Leisure, Sports, and Tourism - Summer Session, Waseda University, Tokyo, Japan, July.
Lee, J. L. M. (Session Chair)
30 Jul 2018 → 1 Aug 2018

CPCE Luncheon Research Seminar - Cluster of Business
Lee, J. L. M. (Speaker)

2018

Developing a Viable Research Topic
Lee, J. L. M. (Speaker)
2017

Doctor of Business Administration Information / Orientation Session
Lee, J. L. M. (Speaker)
2017 → 2022

PolyU Education Info Day
Lee, J. L. M. (Advisor)
2017 → 2018

Ways to Involve Students During and After Class
Lee, J. L. M. (Speaker)
2017

Beta Gamma Sigma (External organisation)
Lee, J. L. M. (Member)
2016 → …

Comparative Education Society of Hong Kong (External organisation)
Lee, J. L. M. (Member)
2016 → …

Academic Advisor of Young Entrepreneur Scheme (YES) Programme
Lee, J. L. M. (Academic Advisor)
1 Sept 2014 → 31 Mar 2022

Millennium Entrepreneurship Programme (MEP)
Lee, J. L. M. (Consultant)
2014

Assistant Programme Leader of HD in Services Management Programme
Lee, J. L. M. (Assistant Programme Leader)
1 Sept 2013 → 23 Jan 2022

Best Innovation Award 2014
Lee, J. L. M. (Consultant)
1 Sept 2013 → 31 Aug 2014

CJC Tao Heung Shadow Entrepreneur Programme 2012
Lee, J. L. M. (Consultant)
2012

Creative Marketing Competition 2012/13 - POAD Outdoor Advertising Awards
Lee, J. L. M. (Advisor)
2012 → 2014

External Examiner - Middlesex University
Lee, J. L. M. (Consultant)
2010 → 2011

Chartered Institute of Marketing (External organisation)
Lee, J. L. M. (Member)
2007 → …

The Logistics Professional Committee of China Business Manager Association (External organisation)
Lee, J. L. M. (Member)
2006 → …

SGS S.A. (External organisation)
Lee, J. L. M. (Member)
2005 → …

The Marketing Professional Committee of China Business Manager Association (External organisation)
Lee, L. M. (Member)
2004 → …

Institute of Crisis and Risk Management (External organisation)
Lee, J. L. M. (Member)
2003

Academic Accreditation / Subject exemption with Chartered Institute of Marketing (CIM)
Lee, J. L. M. (Programme Leader) & Tse, P. M. D. (Assistant Programme Leader)
0202 → 2025

Prizes

A Contingency Theory Explaining Channel Blending Decisions in the Context of Online Shopping
Liu, V. (Recipient) & Lee, J. L. M. (Recipient), 2017

Best Paper Award - High-End Academic Conference on the Integration of Culture and Tourism, Hangzhou China
Lau, C.Y.-L. (Recipient), Lee, J. L. M. (Recipient), Wong, S. M. H. (Recipient), Chan, M. L. B. (Recipient) & Ho, S. Y. P. (Recipient), 3 Mar 2026

Long Service Award
Lee, J. L. M. (Recipient), 2023

Long Service Award
Lee, J. L. M. (Recipient), 2026

PolyU CPCE Active Scholar Awards 2026
Lee, J. L. M. (Recipient), 2026

The Best Presenter, 2025 6th International Conference on Information Science and Education, IEEE
Lee, J. L. M. (Recipient), 2025

Projects

AI chatbots VS human service recovery:Experimental investigation for collectivist consumers|PolyU CPCE Research Fund 2024/2025|HK$33,957.5
Lee, J. L. M. (PI), ZHANG, T.J.-F. (CoI), HUANG , Y.-H. (CoI) & Wong, S. M. H. (CoI)
1/08/25 → 31/01/27

A Study of Business Students' Information Literacy Skills Development: Supporting Self-Directed-Learning Readiness for Final Year Undergraduate Projects | CPCE Teaching Research/Excellence Fund[BHM-TF-2021-010(E)]HK$29,700
Lau, C.Y.-L. (PI), Lee, J. L. M. (CoI), Tse, S. Y. F. (CoI) & Tang, W. (CoI)
8/06/22 → 31/03/24

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. (CoI), Cheng, C. W. O. (CoI), Lee, J. L. M. (CoI) & Tsang, P. (CoI)

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. (CoI), Yuen, S. S. M. (CoI) & Lee, J. L. M. (CoI)
1/01/27 → 30/06/29

Can Artificial Intelligence (AI) and Robotics Technologies Applications for Intangible Cultural Heritage enhance Destination Attractiveness? | PolyU CPCE-funded Research Project 2025/26 [Project No. BHM-2025-374(J)]
Lau, C.Y.-L. (PI), Lee, J. L. M. (CoI), Chen, N. (CoI) & Huang, J. D. (CoI)
26/11/25 → 27/05/27

Exploring the Role of AI Literacy for Developing Business Student Readiness on Further Education and Employment | PolyU CPCE Teaching Research Fund/Excellence 2023/2024. Project No.BHM-TF-2023-002(J)]|
Lee, J. L. M. (PI), Wong, S. M. H. (CoI) & Lau, C.Y.-L. (CoI)
26/06/24 → 25/12/25

Face and relationship continuity: leisure nostalgia for collectivist event participants | PolyU CPCE Research Fund Project: Research 2025/2026 | BHM-2025-365(J) | HK$28,000
Wong, S. M. H. (PI), Lee, J. L. M. (CoI), Wut, T. M. E. (CoI) & Tai, C. L. A. (CoI)
1/01/26 → 30/06/27

Fortifying the ESG Social Pillar for Hong Kong's Service Economy Using AR and VR Technology | RGC-IIDS | Submitted & Result to be announced in Aug/Sep 2026 |
Lee, J. L. M. (PI), Wong, S. M. H. (CoPI), Wong, Y. T. A. (CoPI), Siu, N. Y. M. (CoI), Fong, Y. F. B. (CoI) & Chan, J. K. Y. (CoI)

Green and Healthy: Exploring the Impact of Environmental and Health Consciousness on Plant-Based Meat Consumption | PolyU CPCE-funded Research Project 2024/25 [BHM-2024-316(J)]
Lau, C.Y.-L. (PI), Lai, M. (CoI), Lee, J. L. M. (CoI) & Tse, P. M. D. (CoI)
12/12/24 → 11/06/26

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. (CoI), Lee, J. L. M. (CoI), Wong, S. M. H. (CoI) & Lam, Y. C. A. (CoI)
26/11/25 → 25/05/27

Is Ambivalent Identification good or bad? The study of Service Recovery Antecedent and Consumer Justice for Global Collectivists | PolyU CPCE Research Fund
Lee, J. L. M. (PI), Lau, C.Y.-L. (CoI) & Chan, M. L. B. (CoI)
1/10/22 → 31/08/24

Levering the Teaching Quality through Student-centred Reinforcement Learning from Human Feedback (RLHF) with Retrieval-Augmented Generation (RAG) for Quantitative Business Education | PolyU CPCE Research Fund 2025/26 | BHM-2025-396(E) | HK$39,750
Lee, J. L. M. (PI), Chei, W. Y. A. (CoI), Pang, Y. Y. Y. (CoI), So, C. H. J. (CoI), Chan, P. L. A. (CoI) & Wong, S. M. H. (CoI)
1/08/26 → 1/02/28

Playing Fast or Safe?" Formation of Channel Blending Decisions - Evidence from Retail Consumers | PolyU CPCE Research Fund
Liu, V. (PI) & Lee, J. L. M. (CoI)
1/01/15 → 31/08/17

Plotting Smart Glamping as the Green and Health Strategy in Facilitating the Sustainability of Hong Kong's Ecotourism and Leading Green Destination in Asia | PolyU CPCE Research Fund 2024/2025 [Project No.BHM-2024-254(J)]|
Tai, C. L. A. (PI), Lee, J. L. M. (CoI), Lau, C.Y.-L. (CoI) & Wong, S. M. H. (CoI)
1/01/25 → 30/06/26

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. (CoI), Yuen, S. S. M. (CoI) & Wong, S. M. H. (CoI)
1/01/25 → 30/06/26

The Impact of Distributive and Interactional Justice on Post-recovery Satisfaction in Higher Education: The Moderating Effects of Cultural Variables | PolyU CPCE Research Fund
Lee, J. L. M. (PI) & Liu, V. (CoI)
1/01/16 → 31/12/20

The Study of Health Belief Model (HBM) on Purchase Intention and Word- of-Mouth: The Moderating Effects of Green Brand Equity and Brand Satisfaction | PolyU CPCE Research Fund
Lee, J. L. M. (PI)
1/01/18 → 31/12/20

Toy Tourism and Vulnerable Students: A Novel Education-assisted Approach | PolyU CPCE Research Fund 2025/2026 |BHM-2025-369(J) |HK$24,500|
Lee, J. L. M. (PI), Lau, C.Y.-L. (CoI) & Wong, S. M. H. (CoI)
26/11/25 → 27/05/27