

Joseph Lok Man Lee
Division of Business and Hospitality Management (BHM)
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Employment

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

Research outputs

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

Comparing the Effects of Digital Expressive Arts Therapy on Youth and Older Adults with Mental Disabilities

Lee, J. L. M. & Wong, S. M. H., 2024, (Submitted).

Destination Marketing: Creating Memorable Tourism Experiences by Rathee, R. and Rajain, P. (SJR: Q1)

Lee, J. L. M., 2024, (Submitted) In: Annals of Leisure Research.

Digital Transformation and Innovation in Tourism Events by Hassan, A. (SJR: Q1)

Lee, J. L. M., 2024, (E-pub ahead of print) In: Tourism Management.

The Impact 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., 2024, (Accepted/In press) In: Cornell Hospitality Quarterly.

The Moderating Role of Face and Attribution on Service Quality and Recovery Satisfaction: A Study of Collectivist Consumers (SJR: Q1)

Lee, J. L. M., Siu, N. Y. M., Zhang, T. J. & Wong, S. M. H., 2024, (Submitted) In: Journal of Asia Business Studies.

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., 2005

"Jewlworld.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., 2004

Activities

EDB Information Expo 2024

Pui Yan Kate Law (Assistant Programme Leader) & Joseph Lok Man Lee (Programme Leader)
May 2024 → ...

Experience Sharing from Health Industry Practitioner - The Lok Sin Tong Benevolent Society Kowloon

Joseph Lok Man Lee (Academic Advisor)
Apr 2024

Firm Visit for Entrepreneurship: KOLB Life

Joseph Lok Man Lee (Programme Leader)
Apr 2024

Health Development Day

Joseph Lok Man Lee (Programme Leader) & Pui Yan Kate Law (Assistant Programme Leader)
Apr 2024

Hong Kong St. John Ambulance Training

Joseph Lok Man Lee (Programme Leader) & Pui Yan Kate Law (Assistant Programme Leader)
Apr 2024

Cyberport Visit

Joseph Lok Man Lee (Programme Leader) & Pui Yan Kate Law (Assistant Programme Leader)
Mar 2024

Division of Business and Hospitality Management (BHM) (Organisational unit)

Joseph Lok Man Lee (Programme Leader)
2024

Hong Kong Monetary Authority Visit

Joseph Lok Man Lee (Programme Leader)
Nov 2023

Academic Accreditation with Association for Project Management (APM)

Joseph Lok Man Lee (Programme Leader)
2023 → 2024

Academic Accreditation with Chartered Institute of Marketing (CIM)

Joseph Lok Man Lee (Programme Leader)
2023 → 2024

Academic accreditation with the Association of Chartered Certified Accountants (ACCA)

Joseph Lok Man Lee (Programme Leader)
2023 → 2024

Academic Subject Exemption with Association for Hong Kong Institute of Marketing (HKIM)

Joseph Lok Man Lee (Programme Leader)
2023 → 2024

Admission Duty for EDB Info Expo and Programme Talks

Joseph Lok Man Lee (Programme Leader) & Pui Yan Kate Law (Assistant Programme Leader)
2023 → 2024

Freshman Seminar for Associate in Business (Business Management)

Pui Yan Kate Law (Assistant Programme Leader) & Joseph Lok Man Lee (Programme Leader)
2023 → 2024

Graduates Sharing for Associate in Business (Business Management)

Pui Yan Kate Law (Assistant Programme Leader) & Joseph Lok Man Lee (Programme Leader)
2023 → 2024

Journal of Database Management (Journal)

Joseph Lok Man Lee (Reviewer)
2023 → 2024

Journal of Global Information Management (Journal)

Joseph Lok Man Lee (Reviewer)
2023 → 2024

Journal of Marketing Analytics (Journal)

J.L.M. Lee (Reviewer)
2023 → 2024

Service Business (Journal)

Lok Man Lee (Reviewer)
2023 → 2024

Services Marketing Quarterly (Journal)

Joseph Lok Man Lee (Reviewer)
2023 → 2024

Speaker of Secondary School Visit

Joseph Lok Man Lee (Speaker)
2023 → 2024

Subject Registration Briefing for Associate in Business (Business Management)

Pui Yan Kate Law (Assistant Programme Leader) & Joseph Lok Man Lee (Programme Leader)
2023 → 2024

The 8th Hong Kong University Student Innovation and Entrepreneurship Competition

Joseph Lok Man Lee (Advisor)
2022

Workshop Speaker of Young Entrepreneur Scheme (Business Proposal on Marketing Aspects)

Joseph Lok Man Lee (Speaker)
22 Oct 2021

Academic Advisor of AD in Business Management Programme

Joseph Lok Man Lee (Academic Advisor)
1 Sept 2020 → 31 Aug 2022

Journal of Financial Services Marketing (Journal)

J.L.M. Lee (Reviewer)
2020 → 2022

Probe - Marketing Management (Journal)

J.L.M. Lee (Member of editorial board)
2020 → 2022

International Business Research (Journal)

J.L.M. Lee (Reviewer)
2019 → 2022

International Journal of Industrial Marketing (Journal)

J.L.M. Lee (Reviewer)
2019 → 2022

Business Sustainability Award 2018/19

Joseph Lok Man Lee (Consultant)
1 Sept 2018 → 31 Aug 2019

External Examiner - Caritas Institute of Community Education (CICE)

J.L.M. Lee (Consultant)
1 Sept 2018 → 31 Aug 2023

2018 International Conference on Hospitality, Leisure, Sports, and Tourism - Summer Session, Waseda University, Tokyo, Japan, July.

Joseph Lok Man Lee (Session Chair)
30 Jul 2018 → 1 Aug 2018

CPCE Luncheon Research Seminar - Cluster of Business

Joseph Lok Man Lee (Speaker)
2018

Developing a Viable Research Topic

Joseph Lok Man Lee (Speaker)
2017

Doctor of Business Administration Information / Orientation Session

Joseph Lok Man Lee (Speaker)
2017 → 2022

PolyU Education Info Day

Joseph Lok Man Lee (Advisor)
2017 → 2018

Ways to Involve Students During and After Class

Joseph Lok Man Lee (Speaker)
2017

Beta Gamma Sigma (External organisation)

Joseph Lok Man Lee (Member)
2016 → ...

Comparative Education Society of Hong Kong (External organisation)

Joseph Lok Man Lee (Member)
2016 → ...

Academic Advisor of Young Entrepreneur Scheme (YES) Programme

Joseph Lok Man Lee (Academic Advisor)

1 Sept 2014 → 31 Mar 2022

Millennium Entrepreneurship Programme (MEP)

Joseph Lok Man Lee (Consultant)
2014

Assistant Programme Leader of HD in Services Management Programme

Joseph Lok Man Lee (Assistant Programme Leader)
1 Sept 2013 → 23 Jan 2022

Best Innovation Award 2014

Joseph Lok Man Lee (Consultant)
1 Sept 2013 → 31 Aug 2014

CJC Tao Heung Shadow Entrepreneur Programme 2012

Joseph Lok Man Lee (Consultant)
2012

Creative Marketing Competition 2012/13 - POAD Outdoor Advertising Awards

Joseph Lok Man Lee (Advisor)
2012 → 2014

External Examiner - Middlesex University

Joseph Lok Man Lee (Consultant)
2010 → 2011

Chartered Institute of Marketing (External organisation)

Joseph Lok Man Lee (Member)
2007 → ...

The Logistics Professional Committee of China Business Manager Association (External organisation)

Joseph Lok Man Lee (Member)
2006 → ...

SGS S.A. (External organisation)

Joseph Lok Man Lee (Member)
2005 → ...

The Marketing Professional Committee of China Business Manager Association (External organisation)

Lok Man Lee (Member)
2004 → ...

Institute of Crisis and Risk Management (External organisation)

Joseph Lok Man Lee (Member)
2003

Prizes

A Contingency Theory Explaining Channel Blending Decisions in the Context of Online Shopping

Liu, V. (Recipient) & Lee, Joseph Lok Man (Recipient), 2017

Projects

A Study of Business Students' Information Literacy Skills Development: Supporting Self-Directed-Learning Readiness for Final Year Undergraduate Projects | CPCE Teaching Research/Excellence Fund (TREF) [BHM-TF-2021-010(E)]

Lau, C. Y., Lee, J. L. M., Tse, S. Y. F. & Tang, W.

8/06/22 → 31/03/24

Exploring the Role of AI Literacy for Developing Business Student Readiness on Further Education and Employment | PolyU CPCE Teaching Research Fund/Excellence 2023/2024|

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

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., Lau, C. Y. & Chan, M. L. B.

1/10/22 → 1/04/24

Playing Fast or Safe?" Formation of Channel Blending Decisions - Evidence from Retail Consumers | PolyU CPCE Research Fund

Liu, V. & Lee, J. L. M.

1/01/15 → 31/08/17

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. & Liu, V.

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.

1/01/18 → 31/12/20