

Carmen Ka Man Sum
Division of Business and Hospitality Management (BHM)
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Research interests

Research interests include CRM, consumer behaviours, blockchain, AI, and education.

Qualifications

Doctorate, Market Orientation and the Use of Internet as a Relationship Marketing Tool in Service Industries, The Hong Kong Polytechnic University
Award Date: 1 Jul 2007

2 Jun 2023 → ... Inside Cards Certified Facilitator (LEVEL 1 & LEVEL 2)

Research outputs

From novelty to efficiency: how business model designs shape blockchain adoption in SMEs based on the TOE framework

Wong, H. S. M., Chan, R. Y. K., Sum, C. K. M. & Wong, T., Dec 2026, In: Humanities and Social Sciences Communications. 13, 1, 1434.

Governance pathways in an Asian context: How board independence shapes ESG controversies and performance, and the mitigating role of performance-based compensation

Sum, C. K. M., Wong, S. M. H., Chan, R. Y., Wong, T., Lo, C. H. K. & So, C. C., Dec 2026, In: Sustainable Futures. 12

Male Friendship Travel, Self-Construal and Wellbeing: Travel Companionship among Mancationers.

Manner Baldeon, F. K., Ho, S. Y. P., Tse, P. M. D., Chan, A. H. E. & Sum, C. K. M., 28 May 2026, (Accepted/In press).

How Do Summer Internships Shape Career Readiness for Hong Kong Undergraduates? An Exploration Through Experiential Learning Theory

Lau, C., Ho, S. Y. P., Sum, C. K. M. & Chan, B., 6 Jan 2026, *CPCECPR Conference 2026 - Transforming Education Through Technology, Equity, and Human-Centred Innovation. 6 January 2026. PolyU CPCE. Hong Kong SAR.*

Myth or reality: AI grading for business education

Chin, O. K. I., Sum, C. K. M., Law, P. Y. K., CHOW, Y. & Lau, Y. Y. J., 2026.

Unboxing The "Uncertainty" of blind box marketing: the interplay of uncertainty marketing and the SOR framework

Sum, C. K. M. & Wong, S. M. H., 2026, In: Journal of Marketing Research and Case Studies. 2026, p. 1-10 10 p.

Person-to-person interactions in hybrid teaching and learning

Wut, T. M., Wong, H. S. M. & Sum, C. K. M., Dec 2025, In: International Journal of Educational Research Open. 9, 100485.

The role of digital literacy in promoting well-being of older adults

Wong, S. M. H., Chan, R. Y., Sum, C. K. M. & Wong, T., Dec 2025, *The 9th International Conference on Business, Management and Finance (ICBMF)*. Cambridge, U.K.

The Role of Digital Literacy in Promoting Well-being of Older Adults. Proceedings of The 9th International Conference on Business, Management and Finance (ICBMF), Cambridge, United Kingdom.

Wong, S. M. H., Sum, C. K. M., Chan, R. Y. & Wong, T., Dec 2025.

Unveiling the Mystery: Exploring Blind Box Marketing Through the SOR Framework and Uncertainty Marketing
Sum, C. K. M. & Wong, S. M. H., 26 Nov 2025.

Does perceived risk of AI matter? Teachers' AI literacy and institutional support: perspective from self-determination theory

Wut, T. M., Ka-man Sum, C. & Wong, S. M. H., Nov 2025, In: Education and Information Technologies. 30, 16, p. 23271-23293 23 p.

Does perceived risk of AI matter? Teachers' AI literacy and institutional support: perspective from self-determination theory

Wut, T. M., Sum, C. K. M. & Wong, H. S. M., Nov 2025, In: Education and Information Technologies. 30, 16, p. 23499 1 p.

Small Business, Big Hesitations: Key Factors Driving Small and Medium Enterprises to Embrace Blockchain Technology
Wong, S. M. H. & Sum, C. K. M., 10 Apr 2025, (Submitted) In: Technological Forecasting and Social Change.

Does institution support matter? Blended learning approach in the higher education sector

Wut, T. M., Shun-mun Wong, H., Ka-man Sum, C. & Ah-heung Chan, E., Aug 2024, In: Education and Information Technologies. 29, 12, p. 15133-15145

The differences between students' fixed and growth mindsets: a case of study tour between Hong Kong and Canada
Sum, C., Lau, Y. Y. & Chan, I., 21 Sept 2022, In: Public Administration and Policy. 25, 3, p. 235-249

Staying local or going back: A study on international university graduates' mobility

Wut, T. M. E., Xu, J. & Sum, C.K.-M., 9 Aug 2022, In: PLoS ONE. 17, 8, e0268821.

A study of continuance use intention of an on online learning system after Coronavirus disease 2019 pandemic outbreak

Wut, T. M., Wong, S. M. H. & Sum, C.K.-M., 15 Mar 2022, In: Asia Pacific Journal of Education. p. 1-15

Ready to learn in an uncertain future: ways to support student engagement

Sum, C., Chan, I. & Wong, H., 18 May 2021, In: Accounting Research Journal. 34, 2, p. 169-183

Exploring Sub-degree Students to Learn Desirable Difficulties: The Study of Project-Based Learning

Yui Yip, L., Chan, I., Sum, C. & Cheng, J., 2021.

Factors affecting mainland Chinese (home place) university students' intention to stay in Hong Kong (host place): Perspective from social capital theory

Wut, T., Xu, B., Sum, C. & Yui Yip, L., 2021.

Improving Group Dynamics for Collaborative Learning: The Use of TetraMap®

Chan, I., Sum, C., Phua, N. N. & Pang, Y., 2021, *Proceedings of the 37th International Business Information Management Association (IBIMA)*. p. 3074-3079

Nurturing sub-degree students with professionalism – An experience to instill growth mindset and self-determination through competition

Yui Yip, L., Chan, I. & Sum, C., 2021.

Optimal Pricing, Green Advertising effort and Advanced Technology Investment in Sustainable Fashion Supply Chain Management

Chan, H. L., Wong, S. M. & Sum, C., 2021, *Operations Management in Fast Fashion Era: Technologies and Circular Supply Chains*. H.L. Chan, S. Ren, and N. Liu ed. Singapore: Springer, p. 99-113

The Effect of Prior Knowledge on Student Performance in an Accounting Course: Causal Effect or Moderating Effect?

Wong, H., Sum, C. & Wong, A., 2021, *Proceedings of the 37th International Business Information Management Association* . p. 3080-3083

Does Dispositional Envy Make You Flourish More (or Less) in Life? An Examination of Its Longitudinal Impact and Mediating Mechanisms Among Adolescents and Young Adults

Ng, J. C. K., Au, A. K. Y., Wong, H. S. M., Sum, C. K. M. & Lau, V. C. Y., 11 May 2020, In: Journal of Happiness Studies. 22, 3, p. 1089-1117 29 p.

A responsible ferry, happy employees, and quality services: The study of fair transport in the ferry industry

Sum, C., Yui Yip, L. & Cristina, D., 2020, In: Technium: Romanian Journal of Applied Sciences and Technology. 2, 4, p. 1-5

A way forward for maritime logistics industry under COVID-19 pandemic

Sum, C., Yui Yip, L. & Wong, H., 2020, Seaview: Journal of the Institute of Seatransport, 130, p. 23-28.

Consumers, are you ready to accept blockchain technology in purchasing food?

Wong, H., Sum, C. & Chan, H. L., 2020, *Proceedings of the 36th International Business Information Management Association (IBIMA)*. p. 1644-1649

Customer Relationship Management

Sum, C. K. M., 2020, 1 ed. HK: CPCE. 164 p.

Embracing Blockchain Technology in the Shipping Industry

Sum, C., Wong, H. & Lo, K., 2020, Seaview: Journal of the Institute of Seatransport, 132, p. 3-6.

Support Students to Learn – Use of TetraMap® to Shift our Mindset in Emergency Remote Teaching

Chan, I., Sum, C. & Cheng, J., 2020, *Proceedings of the 36th International Business Information Management Association (IBIMA)*.

Educating Students' Ethical Knowledge: Formal Learning or Non-formal Learning?

Sum, C., Wong, H. & Wong, A., 2019, *8th Conference of the World Accounting Frontiers Series*. p. 10-12

Effect of Deliberate Practice and Previous Knowledge on Academic Performance

Wong, H., Sum, C., Chan, S. & Wong, R., 2019, In: The International Journal of Business and Information. 14, p. 25-45

Exploring marketing and promotional strategies in Hong Kong maritime museum

Sum, C. & Yui Yip, L., 2019, Seaview: Journal of the Institute of Seatransport, 127, Autumn, p. 10-12.

Supporting students to learn with knowledge awareness-possession and desirable difficulties - An experience in project-based learning

Chan, I., Sum, C. & Wong, H., 2019, *Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019: Education Excellence and Innovation Management through Vision 2020*. Soliman, K. S. (ed.). International Business Information Management Association, IBIMA, p. 484-490 7 p. (Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019: Education Excellence and Innovation Management through Vision 2020).

The Effect of Deliberate Practice and Previous Knowledge on Academic Success

Wong, H., Sum, C., Chan, S. & Wong, R., 2018, *Proceedings of 2018 International Conference on Business and Information*.

The Impacts of Problem-Based Learning on Students' Motivation

Chan, S., Sum, C., Wong, H. & Wong, R., 2018, *International Research Conference on Business, Social Sciences and Economics Development Abstract Proceeding Book*.

Activities

Conference on Generative AI in Sustainable Marketing and Consumer Well-being

Lee, S. M. D. (Organiser), Lau, M.-M. M. (Organiser), Wut, T. M. E. (Organiser), Sum, C. K. M. (Organiser), Tse, P. M. D. (Organiser), Fung, Y. N. (Organiser), Kwok, Y. K. R. (Organiser), Khan, D. (Session Chair), Khattak, M. S. (Session Chair), Cheng, M. S. C. (Organiser) & Wang, Y. (Session Chair)
18 Aug 2026

SPEED / HKCC Online Programme Talk

Sum, C. K. M. (Speaker)
15 May 2026

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

Sum, C. K. M. (Participant)
30 Apr 2026

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

Sum, C. K. M. (Participant)
30 Apr 2026

Doing Meta Analysis Step by Step: From Data Extraction to Evidence Synthesis

Sum, C. K. M. (Participant)
24 Apr 2026

RCGB Public Lecture on From ESG to Storytelling: Turning Sustainability Strategy into Brand Trust

Sum, C. K. M. (Participant)
24 Apr 2026

What the BTS Comeback Teaches Us About Viral Campaigns

Sum, C. K. M. (Participant)
22 Apr 2026

CAHMR Health Services Seminar Series No.23

Sum, C. K. M. (Participant)
1 Apr 2026

Services Marketing Quarterly (Journal)

Sum, C. K. M. (Reviewer)
Apr 2026

Research Gaps in Promotion of Well-being in Hong Kong

Sum, C. K. M. (Participant)
27 Mar 2026

中東局勢拆解、影響與反思 網上研討會

Sum, C. K. M. (Participant)
25 Mar 2026

RCGB Research Workshop on S&P Global

Sum, C. K. M. (Participant)
12 Mar 2026

International Journal of Mentoring and Coaching in Education (Journal)

Sum, C. K. M. (Reviewer)
Mar 2026

AI驅動企業營銷升級工房

Sum, C. K. M. (Participant)
26 Feb 2026

PolyU Researching Affective Response through Facial Expressions: A New Status Quo

Sum, C. K. M. (Participant)
23 Feb 2026

CAHMR Health Services Seminar Series No.19

Sum, C. K. M. (Participant)
11 Feb 2026

PolyU EDC: Using Assessment Analytics to Improve MC Tests

Sum, C. K. M. (Participant)
5 Feb 2026

PolyU EDC FLTI Local Sharing Series 9: From Audience to Actors: Designing Classrooms Where Students Apply Rather Than Absorb

Sum, C. K. M. (Participant)
4 Feb 2026

AI in Education: Conversation, Exploration, and Transformation: GenAI Tutoring Systems in Action

Sum, C. K. M. (Participant)
30 Jan 2026

Reimagining Learning with AI-Powered Intelligent Tutoring Systems

Sum, C. K. M. (Participant)
23 Jan 2026

Subject Leader (BMMH2131 Marketing Research Fundamentals)

Sum, C. K. M. (Academic Advisor)
19 Jan 2026 → 25 Apr 2026

Prompt Literacy and Practical AI Tools for Teaching and Research

Sum, C. K. M. (Participant)
13 Jan 2026

PolyU: Excellent Teachers on Teaching Excellence Symposium 2026

Sum, C. K. M. (Participant)
9 Jan 2026

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

Sum, C. K. M. (Participant)
8 Jan 2026

Re-articulating the value proposition of learning for students in an AI-infused world: implications for faculty professional development

Sum, C. K. M. (Participant)
6 Jan 2026

International Journal of Intercultural Relations (Journal)

Sum, C. K. M. (Reviewer)
Jan 2026

CPCECPR Teaching and Learning with Comics in Higher Education: Benefits, Uniqueness and Challenges

Sum, C. K. M. (Participant)

15 Dec 2025

Post-Fire Tai Po Incident- "Early Identification and Emotional Support" Training for Teachers and Counsellors

Sum, C. K. M. (Participant)

5 Dec 2025

QESS – GenAI and Academic Communication Tasks: Moving from Tools of Efficiency to Tools of Quality

Sum, C. K. M. (Participant)

5 Dec 2025

QESS - Leveraging AI Agents in Integrated Development Environments: A New Paradigm for Academic Research and Writing

Sum, C. K. M. (Participant)

3 Dec 2025

RCGB Research Workshop on AI Tools Sharing Session II

Sum, C. K. M. (Participant)

26 Nov 2025

QESS - Empowering Student–Staff Partnership

Sum, C. K. M. (Participant)

18 Nov 2025

QESS - Impacts of AI Chatbot on Assessment Practices in Higher Education

Sum, C. K. M. (Participant)

7 Nov 2025

Become a Competent Professional in the Fashion Business Sector: Discover the PolyU BA Fashion (Hons) Scheme

Sum, C. K. M. (Organiser)

6 Nov 2025

RCGB AI Tools Sharing Series: How to Enhance Research Efficiency

Sum, C. K. M. (Participant)

31 Oct 2025

PolyU EDC: Using GenAI tools to enhance the quality of research: A framework for guiding researchers

Sum, C. K. M. (Participant)

24 Oct 2025

From Marketing to Service Design: A Graduate's Journey and Programme Insights

Sum, C. K. M. (Organiser)

23 Oct 2025

PolyU EDC: Learning to Learn Series: Strategies to develop students into adaptive and resilient lifelong learners

Sum, C. K. M. (Participant)

9 Oct 2025

Palgrave Communications (Journal)

Sum, C. K. M. (Reviewer)

Oct 2025

PolyU EDC: Unlocking the Gemini Certificate for Educators: Tools, Tips, and Success Strategies

Sum, C. K. M. (Participant)

26 Sept 2025

Study Smarter, Articulate Better: Graduate Insights for Success

Sum, C. K. M. (Organiser)

18 Sept 2025

RCGB Research Seminar on Sustainable Leadership in the AI Era: Navigating Change and Impact

Sum, C. K. M. (Participant)

2 Sept 2025

Academic Advisor

Sum, C. K. M. (Academic Advisor)

1 Sept 2025 → 30 Jun 2026

Subject Leader (BMMH2112 Customer Relationship Management)

Sum, C. K. M. (Academic Advisor)

1 Sept 2025 → 29 Nov 2025

Academic Mental Health and Wellbeing (Journal)

Sum, C. K. M. (Reviewer)

Sept 2025

Sharing Session on Good Teaching Practices

Sum, C. K. M. (Invited speaker)

25 Aug 2025

RCGB Conference 2025

Sum, C. K. M. (Participant)

21 Aug 2025

Business Scheme Leader

Sum, C. K. M. (Academic Advisor)

19 Aug 2025 → 18 Aug 2026

Robotics Conference 2025

Sum, C. K. M. (Participant)

19 Aug 2025 → 20 Aug 2025

QESS Workshop Chatbot Design - Part 3

Sum, C. K. M. (Participant)

12 Aug 2025

Mirror in the Brand Metaverse: How Avatar-Self Resemblance Shapes Brand Attitude and Purchase Intentions Through Behavioral Engagement

Sum, C. K. M. (Participant)

11 Aug 2025

PolyU EDC: Imagination Realised through AI Short Video Creation

Sum, C. K. M. (Participant)

5 Aug 2025

Discipline Leader (Marketing, Sub-degree Level)

Sum, C. K. M. (Academic Advisor)

Aug 2025 → Jul 2026

Research Workshop on S&P Global - ESG Database

Sum, C. K. M. (Participant)

22 Jul 2025

International Dialogues on Educational Transformation Series — Automation, Augmentation, & Synergy: Beyond Productivity Gains in AI in Education

Sum, C. K. M. (Participant)

3 Jul 2025

Divisional Management Committee (Ex-officio Member)

Sum, C. K. M. (Academic Advisor)

1 Jul 2025 → 30 Jun 2027

Divisional Programme Committee (Ex-officio Member)

Sum, C. K. M. (Academic Advisor)

1 Jul 2025 → 30 Jun 2026

Divisional Programme Committee (Ex-officio Member)

Sum, C. K. M. (Academic Advisor)

1 Jul 2025 → 30 Jun 2027

Divisional Staffing Committee (Member)

Sum, C. K. M. (Member)

1 Jul 2025 → 30 Jun 2027

QESS Workshop – A Systematic Review of Chatbots for Education

Sum, C. K. M. (Participant)

26 Jun 2025

"Flipping the Script: AI-Powered Learning and Innovation" Webinar

Sum, C. K. M. (Participant)

25 Jun 2025

Investigating Green Practices through Consumer Behaviour

Sum, C. K. M. (Participant)

18 Jun 2025

[RCGB Seminar] Investigating Green Practices through Consumer Behaviour

Sum, C. K. M. (Participant)

18 Jun 2025

Navigating Academic Motivation and AI Uncertainty: Strategies for Higher Education

Sum, C. K. M. (Participant)

11 Jun 2025

Navigating Academic Motivation and AI Uncertainty: Strategies for Higher Education

Sum, C. K. M. (Organiser)

11 Jun 2025

AI Literacy for a GenAI-Driven Future: Innovation, Pedagogy, and Next-Gen Learning

Sum, C. K. M. (Participant)

9 Jun 2025

SuperSummit APAC 2025

Sum, C. K. M. (Participant)

4 Jun 2025

Advancing Green Business through Different Perspective

Sum, C. K. M. (Participant)

3 Jun 2025

PolyU EDC: Introduction to pedagogy: Own the way you teach

Sum, C. K. M. (Participant)

30 May 2025

Teaching Responsibly with AI: Media / AI Literacy

Sum, C. K. M. (Participant)

29 May 2025

FLTI Local Sharing Series 7: Flipped Service-Learning in the Metaverse — Case Sharing and Hands-on Workshop

Sum, C. K. M. (Participant)

28 May 2025

2025中小企必備超低門檻AI工具包 | 圖文生成大升級、ChatGPT最新玩法

Sum, C. K. M. (Participant)

23 May 2025

"Tobii Eye Tracking" Training Workshop

Sum, C. K. M. (Participant)

22 May 2025

Transformation of Higher Education in the AI Era: Innovation, Best Practices, and Impact' (AIHED) Symposium

Sum, C. K. M. (Participant)

21 May 2025

Designing Assessment for an Age of AI

Sum, C. K. M. (Participant)

13 May 2025

QESS Workshop (2025-05-08) – Chatbot Design ~ Part 2

Sum, C. K. M. (Participant)

8 May 2025

AI Literacy in Practice: Preparing Educators and Learners for the Age of GenAI: Virtual Seminar

Sum, C. K. M. (Participant)

6 May 2025

Evaluating GenAI's Impact on Subject-level Teaching and Learning

Sum, C. K. M. (Participant)

7 Apr 2025

Immersive Learning with LearningverseVR Workshop

Sum, C. K. M. (Participant)

18 Mar 2025

QESS Workshop – Chatbots Design ~ Part 1

Sum, C. K. M. (Participant)

14 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

CPCE Research Seminar by Prof. John AP "Myths and Misconceptions of Qualitative Research: Are You Interested in Developing a Qualitative Mindset?"

Sum, C. K. M. (Participant)

20 Feb 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

QESS Workshop – Using a Large-Language Model Enabled Chatbot for Study Support in a University: An Exploratory Study

Sum, C. K. M. (Participant)

6 Feb 2025

Subject Leader (BMMH2131 Marketing Research Fundamentals)

Sum, C. K. M. (Subject Leader)

20 Jan 2025 → 30 May 2025

QESS Workshop – AMAZON Q - A Generative AI Assistant Transforming Education

Sum, C. K. M. (Participant)

10 Jan 2025

Human-robot Collaboration in the Workplace

Sum, C. K. M. (Participant)

9 Jan 2025

CPCE CPR Facility Development Sub-Com Workshop - Using ATLAS.ti in Research

Sum, C. K. M. (Participant)

8 Jan 2025

QESS Workshop – Introduction to Chatbots

Sum, C. K. M. (Participant)

19 Dec 2024

Applying the AIAS to Your Assessment

Sum, C. K. M. (Participant)

10 Dec 2024

Redesigning Assessment amidst Generative AI (REGAIN)

Sum, C. K. M. (Participant)

9 Dec 2024

CoP on SSP sharing: An SSP Approach for Developing GenAI-Assisted Tutorial Materials

Sum, C. K. M. (Participant)

27 Nov 2024

Student Assessment in Higher Education in the GenAI Era Seminar

Sum, C. K. M. (Participant)

21 Nov 2024

Educational Sciences as a Design Science: Challenges in Setting Up Evaluation Research

Sum, C. K. M. (Participant)

18 Nov 2024

AI and Student Mental Health

Sum, C. K. M. (Participant)

11 Nov 2024

Collaborative Learning with Generative AI

Sum, C. K. M. (Participant)

31 Oct 2024

PolyU EDC: Transformative Teaching: Insights and Successes with Learning Analytics

Sum, C. K. M. (Participant)

7 Oct 2024

GoToWebinar - Member Exclusive: Generative AI Marketing Tools - The New Competitive Advantage

Sum, C. K. M. (Participant)

26 Sept 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

A Framework for Categorising and Applying AI Tools to Enhance the Quality and Pace of Research

Sum, C. K. M. (Participant)

3 Sept 2024

CPCE Learning and Teaching Committee (Member)

Sum, C. K. M. (Member)

1 Sept 2024 → 31 Aug 2026

Subject Leader (BMMH2112 Customer Relationship Management)

Sum, C. K. M. (Subject Leader)

1 Sept 2024 → 31 Dec 2024

QESS Seminar - Introduction to Natural Language Processing

Sum, C. K. M. (Participant)

22 Aug 2024

Business Scheme Leader

Sum, C. K. M. (Scheme Leader)

19 Aug 2024 → 18 Aug 2025

Discipline Leader (Marketing)

Sum, C. K. M. (Discipline Team Leader)

19 Aug 2024 → 18 Aug 2025

Embracing Generative AI in Content Creation and Distribution for Business

Sum, C. K. M. (Participant)

8 Aug 2024

TALES - Empowering Educational Transformation: Developing a Custom Gen AI Platform for Enhanced Teaching and Learning

Sum, C. K. M. (Participant)

24 Jul 2024

Authentic Assessment in the Age of AI

Sum, C. K. M. (Participant)

5 Jul 2024

Divisional Management Committee (Ex-officio Member)

Sum, C. K. M. (Member)

1 Jul 2024 → 30 Jun 2025

Divisional Programme Committee (Ex-officio Member)

Sum, C. K. M. (Member)

1 Jul 2024 → 30 Jun 2025

Divisional Staffing Committee (Member)

Sum, C. K. M. (Member)

1 Jul 2024 → 30 Jun 2025

IDS Research Seminar on Investigating Sustainability through ESG and Tourism

Sum, C. K. M. (Participant)

28 Jun 2024

Programme Talk

Sum, C. K. M. (Programme Leader)

25 Jun 2024

物流供應鏈可持續發展及企業數據優化秘訣

Sum, C. K. M. (Participant)

21 Jun 2024

GenAI in learning, teaching and assessment: Sharing from AP, BEEE & SN

Sum, C. K. M. (Participant)

20 Jun 2024

GenAI in learning, teaching and assessment: Sharing from CEE, SD & SFT

Sum, C. K. M. (Participant)

19 Jun 2024

香港物流業現況、貿易供應鏈風險管理及物流跨境電商最新趨勢

Sum, C. K. M. (Participant)

19 Jun 2024

GenAI in learning, teaching and assessment: Sharing from all 8 UGC-funded institutions

Sum, C. K. M. (Participant)

18 Jun 2024

CSAO: Knowing more about SEN students and tactic on handling their uniqueness

Sum, C. K. M. (Participant)

17 Jun 2024

Sharing Session on Good Practices

Sum, C. K. M. (Speaker)

7 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

RCGB Research workshop on Research Methodology

Sum, C. K. M. (Participant)

24 May 2024

QESS Workshop - Workshop on Using AI in Higher Education

Sum, C. K. M. (Participant)

23 May 2024

CPCECPR Facility Development Sub-Com Workshop - Application of NVivo to Qualitative Research (21 May 2024)

Sum, C. K. M. (Participant)

21 May 2024

Programme Talk

Sum, C. K. M. (Programme Leader)

17 May 2024

利用區塊鏈技術確保企業的未來發展 小組討論會

Sum, C. K. M. (Participant)

14 May 2024

Designing Assessment for an Age of AI

Sum, C. K. M. (Participant)

13 May 2024

From Gloom to Bloom (3): Generative AI for Assessment Tasks

Sum, C. K. M. (Participant)

3 May 2024

AI-Powered Learning Analytics for Multimedia Course Materials: Using AI to Improve Instruction and Course Assessments

Sum, C. K. M. (Participant)

2 May 2024

How frontline PolyU teachers refresh assessment practices in the wake of technological advancement: Experience sharing on redesigning and implementing GenAI-expected assessment (2)

Sum, C. K. M. (Participant)

2 May 2024

Workshop on Innovative Teaching and Learning Methodologies - Workshop on Innovative Teaching and Learning Methodologies

Sum, C. K. M. (Participant)
30 Apr 2024

SME ReachOut WebinarDriving Supply Chain Upgrades through Funding: Navigating ESG Integration and Transformation for Competitive Advantage

Sum, C. K. M. (Participant)
25 Apr 2024

Unveiling True Learning: Using Learning Analytics for Assessment in the Age of AI - Online Session

Sum, C. K. M. (Participant)
25 Apr 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

RCGB: Exploring Green Practices through Data Quantification and Green Supply Chain

Sum, C. K. M. (Participant)
19 Mar 2024

Exploring Practical Applications of Artificial Intelligence and Generative Content

Sum, C. K. M. (Participant)
8 Mar 2024

CPCE Excellence Contest 2024

Sum, C. K. M. (Advisor)
2 Mar 2024

CPCE Carnival and Admission Days

Sum, C. K. M. (Academic Advisor)
1 Mar 2024

Freshman Seminar & Subject Registration Briefing

Sum, C. K. M. (Organiser)
26 Feb 2024

HKCC Info Day

Sum, C. K. M. (Academic Advisor)
24 Feb 2024

應用例子(保險) 研討會

Sum, C. K. M. (Participant)
1 Feb 2024

CPCE Carnival and Admission Days

Sum, C. K. M. (Academic Advisor)
26 Jan 2024

The Education & Careers Expo 2024

Sum, C. K. M. (Academic Advisor)
25 Jan 2024

Divisional Management Committee (Ex-officio Member)

Sum, C. K. M. (Member)
22 Jan 2024 → 30 Jun 2024

Divisional Programme Committee (Ex-officio Member)

Sum, C. K. M. (Member)
22 Jan 2024 → 30 Jun 2024

LEGO® SERIOUS PLAY® 體驗工作坊 : Goal Setting x LSP

Sum, C. K. M. (Participant)
15 Jan 2024

Exploring Green Business through Green Behaviors and Blockchain

Sum, C. K. M. (Participant)
10 Jan 2024

Microsoft Copilot and AI Update

Sum, C. K. M. (Participant)
8 Jan 2024

Discipline Leader

Sum, C. K. M. (Discipline Team Leader)
Jan 2024

「應用例子(NFT)」研討會

Sum, C. K. M. (Participant)
6 Dec 2023

TALES - How Well Can AI Assist Us in Coding and Grading Tasks?

Sum, C. K. M. (Participant)
30 Nov 2023

School Visit (Notre Dame College)

Sum, C. K. M. (Speaker)
29 Nov 2023

RCGB Research Seminar - Series 2 on Structural Equation Modeling (SEM) & Experimental Design

Sum, C. K. M. (Participant)
21 Nov 2023

Marketing Professional Series: Guest Talk of "Powering World Class Experience with Innovation: FIFA World Cup Campaign 2022" (Miss Rebekah SHEK)

Wong, W. S. P. (Organizer) & Sum, C. K. M. (Organizer)
17 Nov 2023

CPCE Research Seminar - Too Perfect to be Like a Human?: Emotional AI Caring Robots and Confucianism

Sum, C. K. M. (Participant)
14 Nov 2023

RCGB Research Seminar - Series 1 on Mixed Methods & Systematic Review

Sum, C. K. M. (Participant)
1 Nov 2023

CPCECPR Webinar: Exploring the Impact of Online Class Recordings on Students' Learning Experiences during The Covid-19 Pandemic: A Qualitative Interview Study

Sum, C. K. M. (Participant)
25 Oct 2023

Empowering Research in the GenAI Era: Harnessing AI Tools and Referencing AI-Generated Content

Sum, C. K. M. (Participant)
25 Oct 2023

Public Policy Research Seminar: Motivating Small and Medium Enterprises (SMEs) to Adopt Blockchain for Building a Smart Hong Kong

Sum, C. K. M. (Organiser)
20 Oct 2023

CPCECPR FDS Sharing: Applying Research to Teaching: Consolidating Teaching to Research

Sum, C. K. M. (Participant)
12 Oct 2023

The Value of S&P Global ESG Data in Research

Sum, C. K. M. (Participant)
29 Sept 2023

Freshman Seminar

Sum, C. K. M. (Organiser)
22 Sept 2023

Utilizing the Refinitiv Platform for ESG Data Retrieval

Sum, C. K. M. (Participant)
29 Aug 2023

Qualtrics introduction for beginners

Sum, C. K. M. (Participant)
17 Aug 2023

Discovering Cloudbreakr's Capabilities: A Step-by-Step Guide

Sum, C. K. M. (Participant)
10 Aug 2023

Artificial intelligence and academic integrity

Sum, C. K. M. (Participant)
27 Jul 2023

Investigating Green Practices through ESG and Value Statements

Sum, C. K. M. (Participant)
27 Jul 2023

Practical Integration of ChatGPT in Education: Insights and Strategies for Educators

Sum, C. K. M. (Participant)
21 Jul 2023

Online Programme Consultation (Associate Degree Scheme in Business)

Sum, C. K. M. (Speaker)
19 Jul 2023

ChatGPT(Poe) and GenAI Tools Workshop - Intermediate Users (Part B)

Sum, C. K. M. (Participant)

14 Jul 2023

Investigating Green Business through Greenwashing and ESG

Sum, C. K. M. (Participant)

13 Jul 2023

ChatGPT(Poe) and GenAI Tools Workshop - Intermediate Users (Part A)

Sum, C. K. M. (Participant)

11 Jul 2023

ChatGPT(Poe) and GenAI Tools Workshop - Beginners Course

Sum, C. K. M. (Participant)

3 Jul 2023

Lunch & Learn: ChatGPT x SEO 數碼營銷實戰坊

Sum, C. K. M. (Participant)

27 Jun 2023

Panel Discussion on Special Support for Students with Mental Challenges

Sum, C. K. M. (Participant)

20 Jun 2023

Staff Training: Using “comedy” for conflict resolution

Sum, C. K. M. (Participant)

19 Jun 2023

Generative AI Insights (GAIN) Conference 2023

Sum, C. K. M. (Participant)

8 Jun 2023

Inside Cards® Certified Facilitator Certification Programme (Level 1 & 2)

Sum, C. K. M. (Participant)

1 Jun 2023 → 2 Jun 2023

ADHD and Mental illness

Sum, C. K. M. (Participant)

23 May 2023

ASD and SpLD

Sum, C. K. M. (Participant)

22 May 2023

[Alumni Seminar] ChatGPT Unravelling: Surfing the Wave of AI

Sum, C. K. M. (Participant)

4 May 2023

Metaverse, Fintech, and Blockchain Implementation in PolyU

Sum, C. K. M. (Participant)

2 May 2023

Beyond e-Learning

Sum, C. K. M. (Participant)

14 Apr 2023

Hands-on Experiences with AI Tools

Sum, C. K. M. (Participant)

31 Mar 2023

Hands-On Workshop on Structural Equation Modeling (SEM) using SmartPLS 4.0 – Pedagogy Applications

Sum, C. K. M. (Participant)

31 Mar 2023

Introduction to Data Literacy for Educators

Sum, C. K. M. (Participant)

24 Mar 2023

Industry 4.0 Guest Talks Series “AI Technology in Digital Marketing”

Sum, C. K. M. (Organizer)

17 Mar 2023

Workshop title: From AI to A+: How AI may enhance secondary school education (or not)

Sum, C. K. M. (Participant)

17 Mar 2023

Industry 4.0 Guest Talks Series “Artificial Intelligence and Automobile Market”

Sum, C. K. M. (Organizer)

16 Mar 2023

Industry 4.0 Guest Talks Series “NFTs for Beginners”

Sum, C. K. M. (Organizer)

13 Mar 2023

Understanding the characteristics, challenges faced and supporting strategies of ASD students in university

Sum, C. K. M. (Participant)

24 Feb 2023

Quality Incentive Scheme on Online Teaching: Sharing Sessions (EDC, ENGL, ISE, OUS)

Sum, C. K. M. (Participant)

22 Feb 2023

Quality Incentive Scheme on Online Teaching: Sharing Sessions (EE, LIB, LMS, SLLO)

Sum, C. K. M. (Participant)

15 Feb 2023

CPCECPR Seminar: Writing a Winning Grant Proposal for Pedagogical Research

Sum, C. K. M. (Participant)

19 Dec 2022

Quality Incentive Scheme on Online Teaching: Sharing Sessions (2nd Session)

Sum, C. K. M. (Participant)

14 Dec 2022

Quality Incentive Scheme on Online Teaching: Sharing Sessions (1st Session)

Sum, C. K. M. (Participant)

7 Dec 2022

Teaching in a Hybrid/Online Classroom based on a 4C Model

Sum, C. K. M. (Participant)
7 Dec 2022

New Trends In Materials Sustainability In Textile Industry

Sum, C. K. M. (Participant)
18 Nov 2022

Digital Future Challenge Webinar: How Might We Flip the Climate Change by Blockchain & Data?

Sum, C. K. M. (Participant)
14 Nov 2022

How to Run a PR Campaign: Case Study of Hong Kong Disneyland

Sum, C. K. M. (Organizer)
22 Oct 2022

Marketing Professional Series: "How to run a successful PR campaign: Hong Kong

Wong, W. S. P. (Organizer) & Sum, C. K. M. (Organizer)
20 Oct 2022

Marketing Graduates Sharing

Sum, C. K. M. (Organizer)
29 Sept 2022

Disney's Hospitality in Practice

Sum, C. K. M. (Organising Committee Member)
24 Sept 2022

College Students' Meaning in Life

Sum, C.K.-M. (Participant)
16 Aug 2022

QESS teacher workshop: Improving Teaching and Learning by AI Technology - Adaptive Learning

Sum, C.K.-M. (Participant)
4 Aug 2022

Artificial Intelligence Applications for Industry 4.0

Sum, C.K.-M. (Participant)
28 Jun 2022

Understanding Common Mental Health Disorders: Core symptoms and ways to support students

Sum, C.K.-M. (Participant)
24 Jun 2022

Meeting of CoP on Conducting Learning Analytics to Inform Teaching and Learning

Sum, C.K.-M. (Participant)
22 Jun 2022

Supporting the use of learning analytics in higher education

Sum, C.K.-M. (Participant)
21 Jun 2022

Blended Learning Showcase

Sum, C.K.-M. (Participant)
20 Jun 2022

Teacher Sharing Session: "How Pre-recorded Short Videos Made my Online and Face-to-Face Teaching Duties Easier"

Sum, C.K.-M. (Participant)
16 Jun 2022

DBA "Scholar-leaders" Webinar

Sum, C.K.-M. (Participant)
8 Jun 2022

QESS Workshop: Guiding Instructors through Teaching Transitions

Sum, C.K.-M. (Participant)
8 Jun 2022

Sharing Session on Good Practices

Sum, C.K.-M. (Participant)
6 Jun 2022

QESS Research Seminar: Blockchain and Cryptocurrency Revolution in B2B Marketing

Sum, C.K.-M. (Participant)
1 Jun 2022

Enhancing students' self-directed learning by 4-staged virtual tutorials: A new pedagogy developed for blended learning

Sum, C.K.-M. (Participant)
26 May 2022

Integrating critical thinking skills into academic writing

Sum, C.K.-M. (Participant)
25 May 2022

Facilitating Interactive Engagement in Hybrid Teaching

Sum, C.K.-M. (Participant)
24 May 2022

OnlineEd 2022

Sum, C.K.-M. (Participant)
19 May 2022 → 20 May 2022

Online workshop on invisible disabilities

Sum, C.K.-M. (Participant)
10 May 2022

Research Directions and Applications of Artificial Intelligence (AI) in Smart Tourism in the Guangdong-Hong Kong-Macau Greater Bay Area (GBA)

Sum, C.K.-M. (Participant)
27 Apr 2022

Guest Talk: Digital Marketing

Leung, K. W. (Organiser) & Sum, C.K.-M. (Organiser)
13 Apr 2022

PolyU EDC: Writing good educational research papers: Explorations from author, reviewer, editor and language use perspectives

Sum, C.K.-M. (Participant)
8 Apr 2022

數據變現研討會

Sum, C.K.-M. (Participant)
8 Apr 2022

AWS Industry Week - Metaverse & GameTech

Sum, C.K.-M. (Participant)
30 Mar 2022

39th IBIMA International Conference (Event)

Sum, C.K.-M. (Reviewer)
Mar 2022

Interactive Technology and Smart Education (Journal)

Sum, C. K. M. (Reviewer)
2022 → 2023

人工智能研討會

Sum, C.K.-M. (Participant)
17 Dec 2021

Social Entrepreneurship: Its Nature, Challenges, Misunderstandings, and Ways Forward

Sum, C.K.-M. (Participant)
9 Dec 2021

大數據治理研討會

Sum, C.K.-M. (Participant)
12 Nov 2021

「疫」市品牌營商記

Sum, C.K.-M. (Participant)
2 Nov 2021

How to Run a Marketing Campaign: Case Study of Shiseido and Mirror

Wong, W. S. P. (Member of programme committee) & Sum, C.K.-M. (Organiser)
6 Oct 2021

Online Seminar | Career Series: Ready for Change, Shape for Future! [分享會] 變變變！從電腦科學專業人士到醫療社創家

Chan, N. M. (Organizer), Sum, C.K.-M. (Member) & Lau, Y. Y. (Member)
30 Sept 2021

Simulating and Exploring eAssessment Practice in Small Hybrid Classrooms (GT Room)

Sum, C.K.-M. (Participant)
28 Sept 2021

Siemens Smart City Forum

Sum, C.K.-M. (Participant)
15 Sept 2021

Learning to Learn Series: Balancing Teacher-directed & Student-directed Teaching & Learning by Knowing How Our Brain Learns

Sum, C.K.-M. (Participant)

2 Sept 2021

Stunning Visual Communication Contest 2021 | 視覺傳意比賽 2021

Lau, Y. Y. (Project Owner), Chan, N. M. (Member) & Sum, C.K.-M. (Member)
Sept 2021 → Dec 2021

Briefing Session of CSAO Services, Counselling Referral Procedures and Thematic Talk

Sum, C.K.-M. (Participant)
31 Aug 2021

Building Data Lakes on AWS with Hands-on Lab

Sum, C.K.-M. (Participant)
24 Aug 2021

Practice Session of Hybrid Teaching in Teaching Venue

Sum, C.K.-M. (Participant)
13 Aug 2021

Sharing on News, Reminder and Tips of Hybrid Teaching

Sum, C.K.-M. (Participant)
13 Aug 2021

Facilitating Interactive Engagement in Hybrid Teaching

Sum, C.K.-M. (Participant)
10 Aug 2021

Understanding Borderline Personality Disorder Workshop Day 2

Sum, C.K.-M. (Participant)
10 Aug 2021

Understanding Borderline Personality Disorder Workshop Day 1

Sum, C.K.-M. (Participant)
3 Aug 2021

PolyU: Enhancements to the QA Framework for Academic Departments

Sum, C.K.-M. (Participant)
13 Jul 2021

In-house Staff Training - Python Programming and Machine Learning on Cloud (Day 1 and Day 2)

Sum, C.K.-M. (Participant)
5 Jul 2021 → 6 Jul 2021

Teaching Strategies towards students with SEN Part 2

Sum, C.K.-M. (Participant)
29 Jun 2021

Teaching Strategies towards students with SEN Part 1

Sum, C.K.-M. (Participant)
21 Jun 2021

CAHMR Methodology Workshop: SPSS for advanced users

Sum, C.K.-M. (Participant)
15 Jun 2021

37th IBIMA International Conference (Event)

Sum, K. M. (Reviewer)
2021

TetraMap® Case Study-Improving Group Dynamics for Collaborative Learning: The use of TetraMap®

Chan, N. M. (Member), Sum, C.K.-M. (Member), Phua, K. T. N. N. (Member) & Pang, Y. Y. (Member)
2021

Start an engaging lecture / tutorial with Microsoft + Microsoft 365 features

Sum, C.K.-M. (Participant)
4 Nov 2020

Accounting Research Journal (Journal)

Sum, K. M. (Reviewer)
2020

Interactive Technology and Smart Education (Journal)

Sum, K. M. (Reviewer)
2020 → ...

TetraMap® Case Study | Support Students to Learn – Use of TetraMap® to Shift our Mindset in Emergency Remote Teaching®

Chan, N. M. (Member), Sum, C.K.-M. (Member) & Cheng, Y. T. J. (Member)
2020

Association for Learning Technology (External organisation)

Sum, C.K.-M. (Member)
12 Sept 2019 → 2023

Study Tour to Seoul, South Korea

Lau, Y. Y. (Organiser), Sum, C.K.-M. (Participant) & Chan, N. M. (Participant)
12 Jun 2019 → 17 Jun 2019

Experiential Workshop-Party in the Dark | 暗中派對 2019

Chan, N. M. I. (Organising Committee Member), Lau, Y. Y. (Organising Committee Member) & Sum, C.K.-M. (Organising Committee Member)
31 May 2019

Practitioner Talk | Career Series: Unleash My Millennial Talent 千禧新丁 挑戰未來 2018

Chan, N. M. (Organizer), Lau, Y. Y. (Organizer) & Sum, C.K.-M. (Member)
27 Sept 2018

Inspirational Workshop | Lifelong Learning: 「斷、捨、離」成長心態工作坊 2018

Sum, C.K.-M. (Organizer), Lau, Y. Y. (Member) & Chan, N. M. (Member)
14 Sept 2018

Academic Advisor

Sum, C.K.-M. (Academic Advisor)
2015 → ...

Programme Leader (8C108-MK)

Sum, C.K.-M. (Programme Leader)
2015 → 2024

Subject Leader (Marketing Research Fundamentals)

Sum, C.K.-M. (Subject Leader)

2013 → ...

Subject Leader (Customer Relationship Management)

Sum, C.K.-M. (Subject Leader)

2010 → ...

Projects**CRM: Customer Relationship Management – A Multi-faceted Concept**

Sum, C. K. M. (PI)

16/01/18 → 15/01/20

Determinants of mainland university students' mobility: perspective from social capital theory

Wut, T. M. E. (PI), Xu, J. B. (Col) & Sum, C. K. M. (Col)

18/11/20 → 17/11/21

Examining the Interplay of Goal Orientation, Perceived Learning Difficulty, and Student Engagement in Project-based Learning | CPCE Research Fund - HKD 34,470

Chan, N. M. I. (PI), Lau, Y. Y. J. (Col) & Sum, C. K. M. (Col)

1/03/20 → 28/02/23

Motivating Small and Medium Enterprises (SMEs) to Adopt Blockchain for Building A Smart Hong Kong: An Investigation of Blockchain Adoption Drivers and Implementation Support | Public Policy Research Funding Scheme 2022-23 | HK\$ 432,579.40 | Project no.: 2022.B24.002.22B

Wong, S. M. H. (PI), Au, M. H. A. (Col), Chan, H. L. (Col), Liu, Y. W. D. (Col) & Sum, C. K. M. (Col)

1/11/22 → 31/10/23

Optimal Pricing, Green Advertising effort and Advanced Technology Investment in Sustainable Fashion Supply Chain Management

Chan, H. L. (PI), Wong, S. M. H. (Col) & Sum, C. K. M. (Col)

(Submitted to QESS in Feb 2025) Smart Academic Advising System for Enhancing Student-Teacher Interaction

Lo, C. H. K. (Col), Loh, W. K. A. (PI), Wong, S. M. H. (Col), Sum, C. K. M. (Col), Tsang, C. K. K. (Col), So, C. C. (Col) & Tang, L. Y. S. (Col)

28/02/25 → 28/02/25

The moderating effect of prior discipline-related knowledge on the strength of student effort and mathematics background to accounting course

Wong, S. M. H. (PI), Sum, C. K. M. (Col) & Wong, Y. T. A. (Col)

15/01/18 → 14/01/21