

國立臺北大學商學院歷史沿革大事記

年代	重要歷程
1949年	「臺灣省立行政專科學校」創立，是政府遷臺設立的第一所高等教育學府，設有「計政」、民政、財政及地政四科。其中「計政科」（於1952年更名為「會計統計科」）正式開啟國內會計與統計教育，培育高級會計與統計人才，是全國歷史最悠久的會計與統計相關科系。
1950年	「臺灣省行政專修班」創立，設有「工商管理」、「合作」、教育行政、普通行政、土地行政、財務行政、社會教育及社會行政八科。其中「工商管理科」正式開創國內工商管理與企業管理教育，培育高級工商管理人才，是全國歷史最悠久的企管相關科系；「合作科」正式開啟國內合作經濟教育，栽培高級合作經濟人才，是全國歷史最悠久的合作經濟相關科系。
1952年	臺灣省立行政專科學校「計政科」更名為「會計統計科」。
1953年	「臺灣省立行政專科學校」增設「工商管理科」及「合作科」。
1955年	「臺灣省立行政專科學校」與「臺灣省行政專修班」奉准合併改制為「臺灣省立法商學院」，「工商管理科」、「會計統計學科」、「合作科」改制為「工商管理學系」、「會計統計學系」及「合作學系」。
1961年	臺北市「臺灣省立法商學院」與臺中市「臺灣省立農學院」合併成立「臺灣省立中興大學」；「臺灣省立法商學院」更名為「臺灣省立中興大學法商學院」。
1966年	「工商管理學系」更名為「企業管理學系」。
1969年	「會計統計學系」奉准分設「會計學系」及「統計學系」。
1971年	「臺灣省立中興大學」改制為「國立中興大學」，「臺灣省立中興大學法商學院」更名為「國立中興大學法商學院」。
1975年	「合作學系」更名為「合作經濟學系」。
2000年	「國立中興大學法商學院」改制成立為「國立臺北大學」，分設擴編為「國立臺北大學商學院」。
	「電子商務研究中心」成立。
2001年	「資訊管理研究所」成立。
	「合作經濟暨非營利事業研究中心」成立。
2003年	「國際財務金融碩士在職專班」(IEMBA)成立。
2005年	「休閒運動與管理學系」由人文學院改置於商學院。
	「國際企業研究所」成立。
2009年	「合作經濟學系」更名轉型為「金融與合作經營學系」。
2013年	「休閒運動與管理學系」更名為「休閒運動管理學系」。
	「財務金融英語碩士學位學程」(MBA in Finance, GMBA)成立。

2015年	「數位行銷學士學位學程」成立。
2016年	國立臺北大學商學院通過 AACSB 國際商管認證。
2018年	「企業永續發展研究中心」成立。
	「金融科技暨綠色金融研究中心」成立。
2019年	「財務金融英語碩士學位學程」(MBA in Finance, GMBA) 改置於永續創新國際學院。
	成立「現役軍人營區國際財務金融碩士在職專班」(MIEMBA)
2021年	國立臺北大學商學院第二次通過 AACSB 國際商管認證。
	國立臺北大學商學院榮獲教育部「大專校院學生雙語化學習計畫」重點培育學院。

AGREEMENT ON ACADEMIC COOPERATION
BETWEEN
COLLEGE OF BUSINESS, NATIONAL TAIPEI UNIVERSITY, TAIWAN
AND
SCHOOL OF COMMERCE, SENSHU UNIVERSITY, JAPAN

Article 1

National Taipei University (Taiwan) (hereinafter referred to as “NTPU”) and School of Commerce, Senshu University (Japan) (hereinafter referred to as “SOC”), in the confident expectation that cooperation between their respective institutions will contribute to academic development and promote the studies on Commerce and Business Sciences, have reached this Agreement.

1.1. The purpose of this Agreement is to set out the basic consensus about respective roles and responsibilities of the Parties in working cooperatively to further each other’s mutual interests, by:

- Invitation to short-term visits of researchers for conferences, symposia or other academic activities.
- Promoting and conducting joint research and educational activities including exchanging educational materials such as papers and books.
- Exchange of information and pertinent publication to both parties;

Article 2

2.1 In order to materialize such a cooperative relationship, the two parties agree on the following specifics:

- Each party will facilitate the exchange of researchers and undergraduate students. This will include library privileges as well as office space, if available.
- Both Parties agree that all expenses for exchange of researchers including travel and accommodation fees and other related costs, shall be the responsibility of the home institutions except when both institutions consent to handle such as special cases.
- Each party will assist each other in collecting and purchasing books as well as other literature, exchange publications, periodicals and reference materials of mutual interest. In addition, the two institutions may also exchange publications of their faculties and provide materials for consideration of joint publication.

2.2 Both Parties are committed to maintaining a constructive and cooperative working relationship.

2.3 Each specific Program and activity that is implemented under the terms of this Agreement shall be mutually discussed by both institutions.

Article 3

3.1 This Agreement of Academic Cooperation shall commence in the date it is signed by representatives of each party and be effective until March 2026.

3.2 This Agreement between the two institutions may be terminated at the request of either party, provided that a written request is made at least six months prior to the termination date.

Article 4

4.1 This Agreement is subject to change, renewal, and termination by mutual consent. Any alteration of amendment to this Agreement must be made in writing, then agreed to and accepted by both institutions.

4.2 This Agreement is made in two copies in English which have equal effect, each Party shall keep one copy.

Prof. Chen-Jai Lee
President,
National Taipei University

Prof. Shigeto Sasaki, PhD
President,
Senshu University

Prof. Yu-Shan Chen
Dean, College of Business,
National Taipei University

Prof. Ishihara Hiroya, PhD
Dean, School of Commerce

Date:

Date:

AGREEMENT ON ACADEMIC COOPERATION
BETWEEN
COLLEGE OF BUSINESS, NATIONAL TAIPEI UNIVERSITY, TAIWAN
AND
RESEARCH INSTITUTE OF COMMERCE, SENSHU UNIVERSITY, JAPAN

Article 1

National Taipei University (Taiwan) (hereinafter referred to as “NTPU”) and Research Institute of Commerce, Senshu University (Japan) (hereinafter referred to as “RIC”), in the confident expectation that cooperation between their respective institutions will contribute to academic development and promote the studies on Commerce and Business Sciences, have reached this Agreement.

1.1. The purpose of this Agreement is to set out the basic consensus about respective roles and responsibilities of the Parties in working cooperatively to further each other’s mutual interests, by:

- Invitation to short-term visits of researchers for conferences, symposia or other academic activities.
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Prof. Yu-Shan Chen
Dean, College of Business,
National Taipei University

Prof. Eiichiro Iwao, PhD
Derector, Research Institute of Commerce
Senshu University

Date:

Date:

國立臺北大學商學院陳藏固先生國際交流獎學金暨國際講座使用辦法修正對照表

修正後條文	現行條文	說明
<p>第三條</p> <p>本獎學金獎助對象須符合以下三項條件為原則：</p> <p>一、具中華民國國籍，且於本院設有學籍之日間部學士班三年級(含)以上之大學部與或碩士班(不含在職生)學生。</p> <p>二、本院之優秀學生，以出國進修至少一學期(含)以上，且選讀學分為原則；歷年在校成績平均須達 <u>80分(含)以上或</u> 全班前 30%(含)。</p> <p>三、通過本校舉辦之赴外交換或雙聯學位計畫選薦獲合作校錄取者，或自行申請至 QS 或 THE 世界大學排名 (Quacquarelli Symonds World-University Rankings) 前 200 名之國外大學並取得訪問生資格者，皆可提出申請。本院大學部學生經校內學術合作協議自費前往合作學校進行一年之碩士預備課程或海外學習計畫等相似性質者，亦可向本院提出申請，申請方式及獎助金額比照本院學生參與合作校國際交換計畫之方式與獎助標準辦理，至多獲獎助兩學期為限，出國期間於本院須設有學籍。</p>	<p>第三條</p> <p>本獎學金獎助對象須符合以下三項條件為原則：</p> <p>一、具中華民國國籍，且於本院設有學籍之日間部學士班三年級(含)以上之大學部與碩士班學生。</p> <p>二、本院之優秀學生，以出國進修至少一學期(含)以上，且選讀學分為原則；歷年在校成績平均須達全班前 30%(含)。</p> <p>三、通過本校舉辦之赴外交換選薦獲合作校錄取者，或自行申請至 QS 世界大學排名(Quacquarelli Symonds World University Rankings)前 200 名之國外大學並取得訪問生資格者，皆可提出申請。本院大學部學生經校內學術合作協議自費前往合作學校進行一年之碩士預備課程或海外學習計畫等相似性質者，亦可向本院提出申請，申請方式及獎助金額比照本院學生參與合作校國際交換計畫之方式與獎助標準辦理，至多獲獎助兩學期為限，出國期間於本院須設有學籍。</p>	<p>新增學士與碩士班學生參與雙聯學位計畫之獎助，與修訂申請條件門檻。</p>
<p>第四條</p> <p>本獎學金捐款金額與分配原則</p> <p>一、每年捐款新台幣 100 萬元贊助本獎學金為原則，以獎助本院選派優秀學生赴國外大學進行國際交換、<u>雙聯學位計畫</u>或訪問，其中 6%得分配作為本院推動與國際校合作之行政費用，進行相關業務之宣傳、網頁更新，以及國際合作校接待等使用。</p> <p>二、赴外進行國際交換或訪問<u>交流</u>分配原則如下： 獎助本院學生赴合作學校進行國際交換或<u>雙聯學位計畫</u>，每人每學期至多獎助金額以赴美國紐約市每學期獎助</p>	<p>第四條</p> <p>本獎學金捐款金額與分配原則</p> <p>一、每年捐款新台幣 100 萬元贊助本獎學金為原則，以獎助本院選派優秀學生赴國外大學進行國際交換或訪問，其中 6%得分配作為本院推動與國際校合作之行政費用，進行相關業務之宣傳、網頁更新，以及國際合作校接待等使用。</p> <p>二、赴外進行國際交換或訪問分配原則如下： 獎助本院學生赴合作學校進行國際交換，每人每學期至多獎助金額以赴美國紐約市每學期獎助新台幣10萬元為</p>	<p>配合新增獎助項目修正相關條文及其獎助年限說明。變更獎助金額計算依據之標準。</p>

國立臺北大學商學院陳藏固先生國際交流獎學金暨國際講座使用辦法修正對照表

修正後條文	現行條文	說明
<p>新台幣10萬元為原則，並按照行政院主計總處公告之「中央政府各機關派赴國外各地區出差人員生活費日支數額表」與「中央政府各機關派赴大陸地區、香港及澳門出差人員生活費日支數額表」<u>全球資料庫《NUMBEO》公布生活成本指數(Cost of Living Index)</u>，依據國外大學所處城市相較於美國紐約市之生活費日支數額<u>生活成本指數</u>相對比例進行調整，以換算每學期獎助金額。自行申請至國外校訪問者，每人每學期至多獎助新臺幣6萬元為原則。每人進行國際交換或訪問至多獲獎助兩學期為限，<u>攻讀雙聯學位計畫者至多獲獎助兩年(四學期)為限</u>。</p> <p>三、本獎學金之流用：經本院院務會議同意後，本獎學金當年度之剩餘金額得流用以下用途：</p> <ol style="list-style-type: none"> 1. 流用予明年度本獎學金執行。 2. 流用予明年度本國際講座使用。 <p>四、實際錄取名額與獎學金金額得依赴外地區當地生活消費水準及出國期程核定調整。</p>	<p>原則，並按照行政院主計總處公告之「中央政府各機關派赴國外各地區出差人員生活費日支數額表」與「中央政府各機關派赴大陸地區、香港及澳門出差人員生活費日支數額表」，依據國外大學所處城市相較於美國紐約市之生活費日支數額相對比例進行調整，以換算每學期獎助金額。自行申請至國外校訪問者，每人每學期至多獎助新臺幣6萬元為原則。每人進行國際交換或訪問至多獲獎助兩學期為限。</p> <p>三、本獎學金之流用：經本院院務會議同意後，本獎學金當年度之剩餘金額得流用以下用途：</p> <ol style="list-style-type: none"> 1. 流用予明年度本獎學金執行。 2. 流用予明年度本國際講座使用。 <p>四、實際錄取名額與獎學金金額得依赴外地區當地生活消費水準及出國期程核定調整。</p>	
<p>第十條 接受獎助相關規定</p> <p>一、為鼓勵本院學生前往英語或其他外語之國家進修研習，獎助對象不包含中國大陸，但香港地區除外。但赴香港地區仍須提供英語能力證明。</p> <p>二、本獎學金採一次性發放，獲獎助學生及其監護人須於出國一個月前完成與本院簽訂切結書，並遵守相關規定，始得領取本獎學金。</p> <p>三、獲獎出國期間，其學費、學籍及兵役問題應依國立臺北大學相關學則及法令辦理。</p> <p>四、出國進修每學期至少選修3門專業課</p>	<p>第十條 接受獎助相關規定</p> <p>一、為鼓勵本院學生前往英語或其他外語之國家進修研習，獎助對象不包含中國大陸，但香港地區除外。但赴香港地區仍須提供英語能力證明。</p> <p>二、本獎學金採一次性發放，獲獎助學生及其監護人須於出國一個月前完成與本院簽訂切結書，並遵守相關規定，始得領取本獎學金。</p> <p>三、獲獎出國期間，其學費、學籍及兵役問題應依國立臺北大學相關學則及法令辦理。</p> <p>四、出國進修每學期至少選修3門專業課</p>	<p>獎助次數修正及排他原則文字調整。</p>

國立臺北大學商學院陳藏固先生國際交流獎學金暨國際講座使用辦法修正對照表

修正後條文	現行條文	說明
<p>程；赴外修習課程之學分認定與抵免悉依國立臺北大學相關規定辦理。</p> <p>五、獲得本辦法獎助出國進修之學生，原則上不得重複接受國立臺北大學校內、外其他的獎助，亦不得申請延期或保留。</p> <p>六、同一學生在校期間領取本獎學金，得分別以交換生或訪問生資格各領取一次為上限，<u>以一次為限</u>。如已申請到交換、<u>雙聯學位</u>或訪問學校提供之獎學金者，原則上不得再接受本獎學金獎助。</p> <p>七、領取本獎學金學生若未遵守原核准之期間出國進修，提早回國者應按實際出國進修期間之比例扣減並歸還獎學金。</p> <p>八、領取本獎學金學生返國一個月內應提交研習成果報告與成績證明，由本院統一收件，彙整送交陳藏固先生參考。</p>	<p>程；赴外修習課程之學分認定與抵免悉依國立臺北大學相關規定辦理。</p> <p>五、獲得本辦法獎助出國進修之學生，原則上不得重複接受國立臺北大學校內、外其他的獎助，亦不得申請延期或保留。</p> <p>六、同一學生在校期間領取本獎學金，得分別以交換生或訪問生資格各領取一次為上限。如已申請到交換或訪問學校提供之獎學金者，原則上不得再接受本獎學金獎助。</p> <p>七、領取本獎學金學生若未遵守原核准之期間出國進修，提早回國者應按實際出國進修期間之比例扣減並歸還獎學金。</p> <p>八、領取本獎學金學生返國一個月內應提交研習成果報告與成績證明，由本院統一收件，彙整送交陳藏固先生參考。</p>	

【附件3】修正後「國立臺北大學商學院陳藏固先生國際交流獎學金暨國際講座使用辦法」

國立臺北大學商學院陳藏固先生國際交流獎學金暨國際講座使用辦法

經本院 108 年 5 月 1 日院務會議與 10 月 23 日第 54 次校務基金管理委員會通過，11 月 14 日校長核定
109 年 9 月 24 日及 110 年 5 月 5 日院務會議與 11 月 8 日校務基金管理委員會修訂通過，11 月 19 日校長核定
111 年 3 月 17 日院務會議與 4 月 11 日第 59 次校務基金管理委員會修訂通過，4 月 26 日校長核定
112 年 ○ 月 ○ 日院務會議與 ○ 月 ○ 日第 ○ 次校務基金管理委員會修訂通過，○ 月 ○ 日校長核定

第一條 國立臺北大學商學院（以下簡稱本院）院友陳藏固先生捐款設立「國立臺北大學商學院陳藏固先生國際交流獎學金」（以下簡稱本獎學金），以獎助本院選派優秀學生赴國外大學進行國際交換或訪問。陳藏固先生並捐款設立「國立臺北大學商學院陳藏固先生國際講座」（以下簡稱本國際講座），以贊助本院邀請國際知名學者至本院進行講學、演講、訪問或研究等國際交流活動。

第二條 「國立臺北大學商學院陳藏固先生國際交流獎學金暨國際講座使用辦法」（以下簡稱本辦法）依據「國立臺北大學校務基金捐募暨使用辦法」第二十二條與「國立臺北大學陳藏固先生國際交流基金設置暨使用辦法」第三條第二款規定訂定之。

第三條 本獎學金獎助對象須符合以下三項條件為原則：

- 一、具中華民國國籍，且於本院設有學籍之日間部學士班三年級(含)以上之大學部或碩士班(不含在職生)學生。
- 二、本院之優秀學生，以出國進修至少一學期(含)以上，且選讀學分為原則；歷年在校成績平均須達 80 分(含)以上或全班前 30%(含)。
- 三、通過本校舉辦之赴外交換或雙聯學位計畫選薦獲合作校錄取者，或自行申請至 QS 或 THE 世界大學排名前 200 名之國外大學並取得訪問生資格者，皆可提出申請。本院大學部學生經校內學術合作協議自費前往合作學校進行一年之碩士預備課程或海外學習計畫等相似性質者，亦可向本院提出申請，申請方式及獎助金額比照本院學生參與合作校國際交換計畫之方式與獎助標準辦理，至多獲獎助兩學期為限，出國期間於本院須設有學籍。

第四條 本獎學金捐款金額與分配原則

- 一、每年捐款新台幣 100 萬元贊助本獎學金為原則，以獎助本院選派優秀學生赴國外大學進行國際交換、雙聯學位計畫或訪問，其中 6% 得分配作為本院推動與國際校合作之行政費用，進行相關業務之宣傳、網頁更新，以及國際合作校接待等使用。
- 二、赴外進行國際交流分配原則如下：

獎助本院學生赴合作學校進行國際交換或雙聯學位計畫，每人每學期至多獎助金額以赴美國紐約市每學期獎助新台幣 10 萬元為原則，並按照全球資料庫《NUMBEO》公布生活成本指數(Cost of Living Index)，依據國外大學所處城市相較於美國紐約市之生活成本指數相對比例進行調整，以換算每學期獎助金額。自行申請至國外校訪問者，每人每學期至多獎助新臺幣 6 萬元為原則。每人進行國際交換或訪問至多獲獎助兩學期為限，攻讀雙聯學位計畫者至多獲獎助兩年(四學期)為限。

三、本獎學金之流用：經本院院務會議同意後，本獎學金當年度之剩餘金額得流用以下用途：

1. 流用予明年度本獎學金執行。
2. 流用予明年度本國際講座使用。

四、實際錄取名額與獎學金金額得依赴外地區當地生活消費水準及出國期程核定調整。

第五條 本國際講座捐款金額與使用原則

一、每年捐款新台幣100萬元贊助本國際講座為原則，以贊助本院邀請國際知名學者至本院進行講學、演講、訪問或研究等國際交流活動，線上專題演講或線上系列講座得納入贊助範圍內。此外，本講座辦法亦適用於邀請國內外具豐富實務經驗之業界專家來院進行專題演講。

二、本國際講座使用原則如下：

1. 國際知名學者之資格認定須經本院院務會議審查同意，原則上不包含中國大陸地區學者，但香港地區除外。
2. 申請本國際講座須檢附計畫書（含預算），並經本院院務會議審查同意。

三、本國際講座之流用：經本院院務會議同意後，本國際講座當年度之剩餘金額得流用以下用途：

1. 流用予明年度本國際講座執行。
2. 流用予明年度本獎學金使用。

第六條 本獎學金審查管理機制

一、本獎學金獎助本院學生赴國外大學進行國際交換或訪問之甄選、審查與管理相關業務由「商學院獎助學生出國進修審查委員會」負責。

二、「商學院獎助學生出國進修審查委員會」共設五位委員，由本院院長擔任召集人，另由院長推派本院教師共四位委員，任期一年。「商學院獎助學生出國進修審查委員會」進行甄選、審查與管理相關業務時得視需要邀請相關人員列席審查委員會。

第七條 申請本獎學金應檢附資料如下：

- 一、申請表
- 二、中文自傳及研修計畫
- 三、中文歷年成績單正本（需附加名次）
- 四、語言能力證明文件影本
- 五、其他有利審查之文件(非必須檢附之文件)
- 六、若採自行申請至國外學校訪問者，需提供研修學校之同意證明

第八條 申請期限：

申請本獎學金者請於每年二月底或八月底申請截止日期前繳交本辦法第七條所載相關申請資料至本院。

第九條 語言能力

依本院公告之規定辦理；若申請學校未規定，則須提出TOEFL(iBT)、IELTS、TOEIC或全民英檢等英語能力證明或該校所在地之官方語言能力證明。

第十條 接受獎助相關規定

- 一、為鼓勵本院學生前往英語或其他外語之國家進修研習，獎助對象不包含中國大陸，但香港地區除外。但赴香港地區仍須提供英語能力證明。
- 二、本獎學金採一次性發放，獲獎助學生及其監護人須於出國一個月前完成與本院簽訂切結書，並遵守相關規定，始得領取本獎學金。
- 三、獲獎出國期間，其學費、學籍及兵役問題應依國立臺北大學相關學則及法令辦理。
- 四、出國進修每學期至少選修3門專業課程；赴外修習課程之學分認定與抵免悉依國立臺北大學相關規定辦理。
- 五、獲得本辦法獎助出國進修之學生，原則上不得重複接受國立臺北大學校內、外其他的獎助，亦不得申請延期或保留。
- 六、同一學生在校期間領取本獎學金，以一次為限。如已申請到交換、雙聯學位或訪問學校提供之獎學金者，原則上不得再接受本獎學金獎助。
- 七、領取本獎學金學生若未遵守原核准之期間出國進修，提早回國者應按實際出國進修期間之比例扣減並歸還獎學金。
- 八、領取本獎學金學生返國一個月內應提交研習成果報告與成績證明，由本院統一收件，彙整送交陳藏固先生參考。

第十一條 本辦法應經院務會議決議提請校務基金管理委員會通過後，陳請校長核定後實施；修正時亦同。

國立臺北大學補助邀請國外學者專家短期訪問、客座個人資料表

一、基本資料(Personal Data)
112.01.05

填表日期(Date) :

中文姓名 (Chinese Name, if any)	黃啟南	英文姓名 (English Name)	Wong Kainam Thomas
出生日期 (Date of Birth)	██████████	性別 (Gender)	<input checked="" type="checkbox"/> 男(M) <input type="checkbox"/> 女(F)
國籍 (Citizenship)	USA	具中華民國國籍 (Holding R.O.C Citizenship)	<input type="checkbox"/> 是(Y) <input checked="" type="checkbox"/> 否(N)

二、最高學歷及專長(Highest Education and Specialized Field)

起迄年月(Period)	1990-1996		
學位(Degree)	Ph.D.		
系所或主修學門 (Major Field)	Electrical&Comp.Eng.		
畢業學校(School Name)	Purdue University, West Lafayette		
學校國別 (Country)	USA	專長學門 (Specialized Field)	隨機訊號及統計處理
是否具備大學教師資格 (Qualified Faculty Member of University)	<input checked="" type="checkbox"/> 是(Y) <input checked="" type="checkbox"/> 教授(Professor)(起迄年月: 2018-Now) <input type="checkbox"/> 副教授(Associate Professor)(起迄年月:) <input type="checkbox"/> 助理教授(Assistant Professor)(起迄年月:) <input type="checkbox"/> 否(N)		

三、現職(Present Job Information)

服務機關(Institution)	目前無專職，曾任教於新加坡、美國、香港...等		
部門(Department)			
職稱(Position)	教授		
起迄年月(Period)			
聯絡電話 (Office Tel.)			
電子郵件信箱 (E-MAIL)	k.thomas.wong@gmail.com	機關地址 (Office Address)	
機構所在國家 (Country)	現居香港		

四、榮譽及獲獎(Honor and Awards)

1. Fellow, Institution of Engineering and Technology (UK), since 2017.
2. Senior member, IEEE (USA), since 2001.
3. Premier's Research Excellence Award (PREA) 2003, from the Canadian province of Ontario.
4. Marquis' Who's Who in Science & Technology, Who's Who in the World, Who's Who in America.

五、最近五年已發表之代表著作(Publications within the last 5 years)

69 papers in the IEEE archival periodicals.

11 papers in the IET research journals.

11 papers in the American Institute of Physics (AIP) journals.

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國立臺北大學

補助邀請國外學者專家短期訪問、客座
計畫書

申請單位：統計學系

申請人：蘇南誠教授、林財川教授

申請日期：112年1月5日

一、活動緣起：

Prof. Thomas Wong 這近十年時常來台灣，特別有很多次，他都利用寒暑假長期在台北大學統計系，與一些老師討論過各種的合作議題及合作對象，亦曾多次邀請合作老師到香港理工大學互訪合作。

二、活動目的：

Prof. Thomas Wong 從小就由香港移民加拿大，接受歐美各級優秀學校的教育，畢業取得普渡大學博士學位。有豐富的英語教學經驗，和充沛的研究能量，及難能可貴的國際期刊編輯經驗。因此若能邀他來訪，相信可增加本院學生更深刻感受到道地的英語教學氛圍，以及增加本院老師更多的研究，國際期刊投稿面向。

三、活動進行方式：

Prof. Thomas Wong 預計來台訪問期間為 112 年 3 月至 9 月，共計 7 個月。Prof. Wong 主要參與本系教師研究計畫或協助系、院未有計畫教師研究合作，並於適當時間安排於本系學、碩士班教學講授，及提供全校師生完整性系列演講。

四、活動行程(請參考下表範例具體填寫每日行程)

(一) 參與或協助教師研究計畫

時間	工作摘要	活動地點	課程名稱及參與對象	聯絡人及電話
來訪期間上午	參與本系有研究計畫老師合作研究	商學院 7F01	1.參與林財川教授科技部計畫 2.統計系教師及學生計 6 人	林財川教師分機 66775
來訪期間下午	與系、院未有計畫老師合作研究	商學院 7F14	OPEN	林財川教師分機 66775

(二)參與教學講授

主題：統計於各領域的看見與思考

時間	工作摘要	活動地點	課程名稱及參與對象	聯絡人及電話
安排中	大學部專題研究	商學院 7F02	統計系教師及學生計 50 人	蘇南誠教師分機 66778
安排中	碩士班專題研究	商學院 7F22	統計系教師及學生計 30 人	蘇南誠教師分機 66778

(三)完整性系列專題演講

時間	工作摘要	活動地點	課程名稱及參與對象	聯絡人及電話
安排中	舉辦統計與科技系列專題演講、其它專業演講	商學院 7F01	開放全校師生報名參加限 45 人	蘇南誠教師分機 66778

五、經費預算(請依機票、工作報酬-含生活費、保險費等項目列算)：

來回機票 NTD20,000、工作報酬 NTD100,000 (\$50,000*2 個月)、二代健保補充保費 NTD2,110，共計 NTD122,110。擬申請商學院補助工作報酬 NTD100,000 及來回機票款 NTD\$20,000，補助經費依來訪行程核實報支，二代健保補充保費 NTD2,110 由本系自籌。

六、預期效益：

Prof. Wong 的研究領域之一為當前髙領域與統計結合的議題，若能邀其來訪，除與本人，亦可與本院教師合作。而且藉由她的道地英語教學經驗，亦可為本院大學生和碩士生帶來更寬廣的國際視野。

七、請附上邀請專家學者簡歷及 5 年內著作目錄：

國立臺北大學統計學系 111 學年度第 2 次系務會議記錄

- 一、時間：民國 112 年 1 月 12 日(星期四)上午 10：00
- 二、地點：三峽校區商學大樓商 7F22 會議室
- 三、主席：蘇南誠主任 記錄：孫長敏助教
- 四、出席委員：應到委員 24 人，出席委員 20 人(詳簽名單)。
- 五、主席報告：詳 PPT
- 六、系務工作檢討：無
- 七、討論提案：

提案一 ~ 提案三：略。

提案四

案由：本系擬申請商學院補助邀請 Prof. Thomas Wong 蒞校進行講學及學術交流活動案。

說明：一、本系擬於 112 年 4~7 月間邀請 Prof. Thomas Wong 至本系進行訪問，Prof. Wong 為美籍學者，曾任職於 Nanyang Technological University, Singapore; University of Waterloo, Canada; Hong Kong Polytechnic University; Beihang University, Beijing。Prof. Wong 熱衷全英語教學及執行跨領域研究，有豐富國際研究合作經驗，其於國際知名期刊發表的文章逾百篇，成果斐然，是全方位的國際研究學者。Prof. Wong 先後擔任 IEEE 等十幾種期刊之副編輯或總編輯。他擬於 112 年 4 月來台進行研究合作訪問，本系希望能透過聯合授課、工作坊等方式，豐富本院研究與 EMI 教學能量，增加本院教師與國際學者交流機會。

二、檢附計劃書(附件 4-1)及 Prof. Wong 個人資料表(附件 4-2)。

三、Prof. Wong 的來訪期間依其實際到訪期間做修正。

辦法：系務會議通過後，提案至院務會議討論。

決議：一、修訂提案說明文字，並同步修訂計畫書內容文字。

二、本案照案通過。

提案五

案由：本系擬申請商學院補助邀請陳映如副教授蒞校進行講學及學術交流活動案。

說明：一、本系擬於 112 年 5~6 月間邀請陳映如副教授再次至本系進行訪問，陳副教授為台裔美籍學者，任職於 University of Dayton, Department of Mathematics。陳副教授研究成果豐碩，熱衷於統計教學，幫該校規畫數據分析學程成果斐然，是全方位的統計學者。她擬於 112 年 5-6 月返台休假研究，本系希望能透過聯合授課、工作坊等方式，豐富本院研究能量，並且增加本院教師與國際學者交流機會。

二、檢附計劃書(附件 5-1)及陳映如副教授個人資料表(附件 5-2)，提請審議。

三、陳映如副教授的來訪期間依其實際到訪期間做修正。

辦法：系務會議通過後，提案至院務會議討論。

決議：一、修訂提案說明文字，並同步修訂計畫書內容文字。

二、本案照案通過。

提案六：略。

十、臨時動議：無。

十一、散會。

國立臺北大學補助邀請國外學者專家短期訪問、客座個人資料表

一、基本資料(Personal Data)

填表日期(Date)：112/3/1

中文姓名 (Chinese Name, if any)		英文姓名 (English Name)	WEI NING
出生日期 (Date of Birth)		性別 (Gender)	<input checked="" type="checkbox"/> 男(M) <input type="checkbox"/> 女(F)
國籍 (Citizenship)	美國	具中華民國國籍 (Holding R.O.C Citizenship)	<input type="checkbox"/> 是(Y) <input type="checkbox"/> 否(N)

二、最高學歷及專長(Highest Education and Specialized Field)

起迄年月(Period)	2002/08 – 2006/08		
學位(Degree)	博士		
系所或主修學門 (Major Field)	Statistics		
畢業學校(School Name)	Syracuse University		
學校國別 (Country)	美國	專長學門 (Specialized Field)	Change-point analysis. Empirical likelihood method. Causal inference. Sequential analysis for high dimensional data. Survival analysis. <u>Time series analysis.</u>
是否具備大學教師資格 (Qualified Faculty Member of University)	<input checked="" type="checkbox"/> 是(Y) <input checked="" type="checkbox"/> 教授(Professor) (起迄年月: 2018-present) <input type="checkbox"/> 副教授(Associate Professor) (起迄年月:) <input type="checkbox"/> 助理教授(Assistant Professor) (起迄年月:) <input type="checkbox"/> 否(N)		

三、現職(Present Job Information)

服務機關(Institution)	Bowling Green State University		
部門(Department)	Department of Mathematics and Statistics		
職稱(Position)	Professor		
起迄年月(Period)	2018 - present		
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四、榮譽及獲獎(Honor and Awards)

五、最近五年已發表之代表著作(Publications within the last 5 years)

1. Book chapter

Ning, W., Gao, Y. C, and Dudewicz, E. J. Chapter 8: Fitting Mixture Distributions Using A Mixture of Generalized Lambda Distributions with Computer Code. Book chapter of Handbook of Fitting Statistical Distributions with R (Ed. by Duedewicz, E.J. and Karian, Z.A.). Publishing date: October 1, 2010. Boca Raton, FL: CRC Press.

2. Journal Articles (y denotes Ph.D. students supervised)

67. Li, T., Tian, W. and Ning, W. (2022). Jackknife empirical likelihood for the mean of a zero-and-one inated population. Communications in Statistics-Theory and Methods. Accepted.
66. Li, M., Tian, Y.B. and Ning, W. (2022). Modi_ed information criterion for detecting changes in skew slash distribution. In press. ROSE.
65. Li, M, Ratnasingam, S. and Ning, W. (2022). Empirical-likelihood-Based Con_dence Intervals for Quantile Regression Models with Longi-tudinal Data. In press. JSCS.
64. Ratnasingam, S. and Ning, W. (2022). Con_dence Intervals of MeanResidual Life function in Length-biased Sampling Based on Modi_ed Em-pirical Likelihood. In press. Journal of Biopharmaceutical Statistics.
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62. Stewart, P., Ning, W. (2021). Empirical-likelihood-based hypothesis tests for the means of two zero-inated populations. In press. CIS-Simulation and Computation.
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6. Ning, W., Zhang, S. G. and Yu, C. (2009). A Moment-Based Test for the Homogeneity in Mixture Natural Exponential Family with Quadratic Variance Functions. Statistics and Probability Letters. 79(6), 828-834.
5. Ning, W., Gupta, A. K., Yu., C. and Zhang, S. G., (2009). A Moment- Based Test for Homogeneity in Finite Mixture Models. Communication in Statistics{Theory and Methods. 38, 1371-1382.
4. Ning, W., Gao, Y. C, and Dudewicz, E. J., (2008). Fitting Mixture Distributions Using Generalized Lambda Distributions and Comparisons with Normal Mixtures. American Journal of Mathematical and Management Science. Vol. 28, NOS. 1&2, 81-99.
3. Ning, W. and Kim, H. J., (2008). Residual Pattern Based Test for Interaction in Two-way ANOVA. Biometrical Journal, 50(3), 431-445.
2. Ning, W., (2008). Detecting an Unconditionally Identifiable Pattern in Two-way ANOVA. Advances and Applications in Statistics. 9(2), 247-260.
1. Ning, W., (2007). A Moment-based Test of Genetic Linkage Under Heterogeneity. JP Journal of Biostatistics, 1(3), 267 - 281.

(b) Unpublished

1. Sharghi, S., Stoll, K. and Ning, W. (2022). Statistical inferences for missing data/causal inferences based on modified empirical likelihood. Under review. Annals of Applied Statistics.
2. Ratnasingam, S. and Ning, W. (2022). Change Point Detection in Linear Failure Rate Distribution Under Random Censorship. In revision. Journal of Statistical Theory and Practice.
3. Wang, P. and Ning, W. (2022). Sequential Change Point Detection for Skew Normal Distribution. In revision. Sequential Analysis.
4. Li, M, Tian, Y.B. and Ning, W. (2022). Change point detection for length-biased lognormal distribution based on modified information criterion. Under review. Journal of Statistical Computation and Simulation.
5. Ratnasingam, S. and Ning, W. (2022). Sequential Change Point Detection Procedure Based on Empirical Likelihood for High-Dimensional Data. In preparation.

六、其他

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Academic degrees

- Ph.D. in Statistics, August 2006, Syracuse University.
- M.A. in Statistics, July 2002, Syracuse University.
- B.S. in Mathematics, July 1999, University of Science and Technology of China, Hefei, P.R.China.
- B.A. in Statistics and Finance, July 1999, University of Science and Technology of China, Hefei, P.R.China.

Academic positions

- Bowling Green State University, Bowling Green, OH. Professor, 5/2018-present.
- Bowling Green State University, Bowling Green, OH. Associate Professor, 5/2012-5/2018.
- Bowling Green State University, Bowling Green, OH. Assistant Professor, 8/2006-5/2012.
- University of Michigan at Ann Arbor. Visiting Associate Professor, Department of Biostatistics, 9/2013-8/2014.
- University of Michigan at Ann Arbor. Visiting Associate Professor, Department of Statistics, 9/2013-5/2014.
- Syracuse University, Syracuse, NY. Graduate Teaching Assistant, 9/2000-5/2006

Research interests

- Change-point analysis.
- Empirical likelihood method.
- Causal inference.
- Sequential analysis for high dimensional data.
- Survival analysis.

- Time series analysis.

Publications

1. Book chapter

- **Ning, W.**, Gao, Y. C, and Dudewicz, E. J. *Chapter 8: Fitting Mixture Distributions Using A Mixture of Generalized Lambda Distributions with Computer Code*. Book chapter of Handbook of Fitting Statistical Distributions with R (Ed. by Duedewicz, E.J. and Karian, Z.A.). Publishing date: October 1, 2010. Boca Raton, FL: CRC Press.

2. Journal Articles († denotes Ph.D. students supervised)

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9. Zhang, S.G., Liao, Y. and **Ning, W.** (2010). Asymptotic Properties of Quasi-Maximum Likelihood Estimates in Generalized Linear Models. *Communication in Statistics-Theory and Methods*. 40, 4417-4430.
8. **Ning, W.** and Zhao, L. (2010). A Moment-based Test for the Mixture Distributions With Small Sample Sizes and Its Application. *Far East Journal of Theoretical Statistics*. 33(1), 23-39.
7. **Ning, W.**, Gupta, A. K., (2009) Change Point Analysis For Generalized Lambda Distributions. *Communications in Statistics-Simulation and Computation*. 38, 1789-1802.
6. **Ning, W.**, Zhang, S. G. and Yu, C. (2009). A Moment-Based Test for the Homogeneity in Mixture Natural Exponential Family with Quadratic Variance Functions. *Statistics and Probability Letters*. 79(6), 828-834.
5. **Ning, W.**, Gupta, A. K., Yu., C. and Zhang, S. G., (2009). A Moment-Based Test for Homogeneity in Finite Mixture Models. *Communication in Statistics-Theory and Methods*. 38, 1371-1382.

4. **Ning, W.**, Gao, Y. C, and Dudewicz, E. J., (2008). Fitting Mixture Distributions Using Generalized Lambda Distributions and Comparisons with Normal Mixtures. *American Journal of Mathematical and Management Science*. Vol. 28, NOS. 1&2, 81-99.
3. **Ning, W.** and Kim, H. J., (2008). Residual Pattern Based Test for Interaction in Two-way ANOVA. *Biometrical Journal*, **50**(3), 431-445.
2. **Ning, W.**, (2008). Detecting an Unconditionally Identifiable Pattern in Two-way ANOVA. *Advances and Applications in Statistics*. **9**(2), 247-260.
1. **Ning, W.**, (2007). A Moment-based Test of Genetic Linkage Under Heterogeneity. *JP Journal of Biostatistics*, **1**(3), 267 - 281.

(b) Unpublished

1. Sharghi, S., Stoll, K. and **Ning, W.** (2022). Statistical inferences for missing data/causal inferences based on modified empirical likelihood. Under review. *Annals of Applied Statistics*.
2. Ratnasingam, S. and **Ning, W.** (2022). Change Point Detection in Linear Failure Rate Distribution Under Random Censorship. In revision. *Journal of Statistical Theory and Practice*.
3. Wang, P. and **Ning, W.** (2022). Sequential Change Point Detection for Skew Normal Distribution. In revision. *Sequential Analysis*.
4. Li, M, Tian, Y.B. and **Ning, W.** (2022). Change point detection for length-biased lognormal distribution based on modified information criterion. Under review. *Journal of Statistical Computation and Simulation*.
5. Ratnasingam, S. and **Ning, W.** (2022). Sequential Change Point Detection Procedure Based on Empirical Likelihood for High-Dimensional Data. In preparation.

Research grants

- External Grants
 - Simons Foundation, Mathematics and Physical Sciences-Collaboration Grants for Mathematicians. *Empirical-Likelihood-Based Sequential Change-point Detection Methods for High Dimensional Data*. \$42,000. **9/2020-9/2025**.
- Internal Grants
 - 1-year Research Incentive Grant from BGSU, 2010, Awarded. \$10,000, PI. “A New Change Point Model Approach for Detection of DNA Copy Number Variations in aCGH Data.”

- 1-year Research Incentive Grant from BGSU, 2008, Awarded. \$10,000, PI. “Topics of the Generalized Lambda Distribution Family.”
- 1-year Research Incentive Grant from BGSU, 2007, Awarded. \$10,000, PI. “A New Approach to Study of the Statistical Epistasis between Genes.”

Thesis and dissertation students

a. Theses

- **Tao Jiang**, 8/2013-8/2015.
Thesis: *Information approach for change point detection of Weibull models with applications*
Current position: Ph.D. student, Bioinformatics Research Center, North Carolina State University.
- **Matthew Kovach**, 8/2017-9/2018.
Thesis: *Causal inference of human resource key performance indicators.*
Current position: Data Analyst, Ohio State University.
- **Richard Copper**, 9/2019-7/2020.
Thesis: *Change point analysis for lognormal distribution based on Schwarz information criterion.*
- **Austin Hadamuscin**, 1/2021-5/2022.
Thesis: *Information Approach to change point analysis and its application to fiscally standardized cities*
- **Deep Sagar Karki**, 5/2021-5/2022. Thesis: *Modified information criterion for change point detection with its application to linear regression models.*

b. Dissertations

- **Hong Li**, Ph.D. in statistics, 8/2007-9/2009. BGSU.

Dissertation: *Multiple Comparison Under Unequal Variances And Its Application To Dose Response Studies.*

Current position: Professor, Department of Mathematics, Cameron University, Oklahoma.
- **Grace Ngunkeng**, Ph.D. in statistics, 8/2010-8/2013. BGSU.

Dissertation: *Statistical Analysis of the Skew Normal Distribution and Its Applications.*

Current Position: Teaching Assistant Professor, Department of Mathematics, Kent State University, OH.

Past Position: Assistant Professor, School of Mathematics and Computer Science, Lake Superior State University, MI.

- **Abeer Hasan**, Ph.D. in statistics, 8/2010-8/2013. Co-advised. BGSU.
 Dissertation: *A Study of Skew t Distribution with Applications.*
 Current Position: Associate Professor, Department of Mathematics, Humboldt State University, CA.
- **Ying-ju Chen**, Ph.D. in statistics, 8/2012-8/2015. Co-advised. BGSU.
 Dissertation: *Jackknife Empirical Likelihood and Change Point Problems.*
 Current Position: Assistant Professor, Department of Mathematics, University of Dayton, OH.
 Past Position: Visiting Assistant Professor, Department of Information & Analytics, Farmer School of Business, Miami University, OH.
- **Ramadha Dilhani Piyadi Gamage**, Ph.D. in statistics, 8/2014-8/2017. Co-advised. BGSU.
 Dissertation: *Empirical Likelihood for Change Point Detection and Estimation in Time Series Models.*
 Current Position: Associate Professor, Department of Mathematics, Western Washington University, WA.
- **Doaa A Basalamah**, Ph.D. in statistics, 8/2014-8/2017. Co-advised. BGSU.
 Dissertation: *Statistical Inference for a New Class of Skew- t Distribution and Its Related Properties.*
 Current Position: Assistant Professor, Mathematical Science Department, Umm Al Qura University, Mecca, Saudi Arabia.
- **Xia Cai**, Ph.D. in statistics, 8/2014-8/2017. Co-advised. Beijing Institute of Technology, China.
 Dissertation: *A Study on Change-point Problem Based on Reliability Characteristic Quantities.*
 Current Position: Associate Professor, School of Science, Hebei University of Science and Technology, Shijia Zhuang, China.
- **Khamis Said**, Ph.D. in statistics, 8/2014-8/2017. Co-advised. Beijing Institute of Technology, China.
 Dissertation: *Change Point Analysis in Skew Normal Model with Applications.*
 Current Position: Instructor, Department of Mathematics, Karume institute of Science and Technology, Zanzibar, Tanzania.

- **Amani Alghamdi**, Ph.D. in statistics, 1/2015-5/2018. BGSU.
 Dissertation: *Study of Generalized Lomax Distribution and Change Point Problem*.
 Current Position: Assistant Professor, Department of Statistics, Science College, King Abdulaziz University, Saudi Arabia.
- **Logan Opperman**, Ph.D. in statistics, 8/2017-8/2019. BGSU.
 Dissertation: *Sequential Inference and Nonparametric Goodness-of-Fit Tests for Certain Types of Skewed Distributions*.
 Current Position: Teaching Assistant Professor, Department of Statistics, North Carolina State University, NC.
- **Patrick Stewart**, Ph.D. in statistics, 1/2018-5/2020. BGSU.
 Dissertation: *Statistical Inferences on Inflated Data Based on Modified Empirical Likelihood*.
 Current Position: Assistant Professor, Department of Mathematics, Millersville University, PA.
- **Suthakaran Ratnasingam**, Ph.D. in statistics, 8/2018-5/2020. BGSU.
 Dissertation: *Sequential Change-point Detection in Linear Regression and Linear Quantile Regression Models Under High Dimensionality*. **2020 BGSU Graduate College Distinguished Dissertation**.
 Current Position: Assistant Professor, Department of Mathematics, California State University, San Bernardino, CA.
- **Sima Sharghi**, Ph.D. in statistics, 1/2018-8/2021. BGSU.
 Dissertation: *Statistical Inferences for Missing Data/Causal Inference Based on Modified Empirical Likelihood*.
 Current Position: Postdoc, Department of Biostatistics and Computational Biology, University of Rochester Medical Center.
- **Joseph Njuki**, Ph.D. in statistics, 1/2020-5/2022. BGSU.
 Dissertation: *Energy-Statistics-Based Nonparametric Methods for Change Point Analysis*.
 Current Position: Assistant Professor, Department of Mathematics, Coastal Carolina University, SC.
- **Peiyao Wang**, Ph.D. in statistics, 8/2020-5/2022. BGSU.
 Dissertation: *Sequential Change Point Analysis for skew Normal Distributions and Empirical-Likelihood-Based CUSUM and SR Procedures*.

Current Position: Postdoc, Division of Biostatistics, School of Public Health, University of Minnesota, MN.

- **Bradley Craig**, Ph.D. in statistics, 1/2020-present. BGSU.
- **Mei Li**, Ph.D. in statistics, 8/2019-present. Co-advised. Beijing Institute of Technology.

Conferences Attended

- 5th International Conference on Econometrics and Statistics, Ryukoku University, Kyoto, Japan. June 4-6, 2022.
- Spring Research Conference, Oakland University, MI. May 20-22, 2020.
- ICSA 2019 Applied Statistics Symposium, Rayleigh, NC. June 9-12, 2019.
- 98th American Meteorological Society Annual Meeting, Austin, Texas. January 7-11, 2018.
- The Fifth International Workshop in Sequential Methodologies. Columbia University, NYC. June 22-24, 2015.
- International Conference on Advances in Interdisciplinary Statistics and Combinatorics. The University of North Carolina, Greensboro, NC. October 10-12, 2014.
- The Fourth International Workshop in Sequential Methodologies, University of Georgia, Athens, GA. July 18-21, 2013.
- IMS-China International Conference on Statistics and Probability. Chengdu, P. R. China, June 30-July 4, 2013.
- Joint Statistical Meetings. San Diego, CA, July 28-August 2, 2012.
- Joint Statistical Meetings. Miami beach, FL, July 30-August 4, 2011.
- The Third International Workshop in Sequential Methodologies. Stanford University, Palo Alto, CA. June 14-16, 2011.
- The Fourth International Conference on Neural, Parallel & Scientific Computations. Atlanta, GA. August 11-14, 2010.
- Canada Mathematical Society Meeting. Windsor, Canada, December 5-7, 2009.
- 8th Annual Hawaii International conference on Statistics, Mathematics, and Related fields. Honolulu, HI. January 13-15, 2009.
- Joint Statistical Meetings. Salt Lake City, Utah, July 30-August 4, 2007.

- Eastern North American Region/International Biometric Society Meeting. Atlanta, GA. March 11-14, 2007.
- Joint Mathematics Meetings, New Orleans, LA. January 5-8, 2007.
- MAA Ohio Section Meeting. Muskingum College, OH. October, 2006.

Invited talks

- Confidence Intervals of Mean Residual Life Function in Length-Biased Sampling Based on Modified Empirical Likelihood. *5th International Conference on Econometrics and Statistics, Ryukoku University, Kyoto, Japan.* June 4-6, 2022.
- Matrix variate extended skew normal distributions. *Spring Research Conference, Oakland University, MI.* May 20-22, 2020.
- *School of Mathematics and Statistics, Beijing Institute of Technology University, Beijing, China.*
 - (a) Empirical Likelihood for Change Point Detection in Autoregressive Models.. June 25, 2019.
 - (b) Sequential Change Point Detection Procedure for High-Dimensional Data via SCAD Penalty. July 2, 2019.
- Empirical Likelihood for Change Point Detection in Autoregressive Models. *ICSA 2019 Applied Statistics Symposium, Raleigh, NC.* June 9-12, 2019.
- Empirical Likelihood Based Detection Procedure for Change Point in Mean Residual Life Functions under random censorship. *Department of Biostatistics and Epidemiology, University of Pennsylvania, Philadelphia.* October 6, 2015.
- Empirical Likelihood Based Detection Procedure for Change Point in Mean Residual Life Functions under random censorship. *Fifth International Workshop in Sequential Methodologies, Columbia University, NYC.* June 22-24, 2015.
- Changepoint Analysis Workshop (including six serial lectures). *Invited. School of Mathematics and Statistics, Beijing Institute of Technology University, Beijing, China.* May 5-May 16, 2014.
- Information Approach for the Change Point Detection in the Skew Normal Distribution and Its Applications. *Fourth International Workshop in Sequential Methodologies, University of Georgia, Athens, Georgia.* July 18-21, 2013.
- Empirical likelihood ratio test for the mean change-points with linear trend followed by abrupt change. *IMS-China International Conference on Statistics and Probability. Chengdu, P. R. China.* June 30-July 4, 2013.

- A New Approach of Non-central Skew t Distribution and Its Applications. *Department of Statistics, Nankai University, Tianjing, China.* June 21, 2013.
- *School of Mathematics and Statistics, Beijing Institute of Technology University, Beijing, China.*
 - (a) Empirical Likelihood Ratio Test for the Mean Change-Points with Linear Trend Followed by Abrupt Change. June 18, 2013.
 - (b) Information Approach for the Change Point Detection in the Skew Normal Distribution and Its Applications. June 19, 2013.
- Empirical Likelihood Method for the Mean Change Point Model. *Invited colloquium talk, Department of Mathematics and Statistics, Oakland University, Rochester, MI.* November, 2012.
- An Empirical Likelihood Ratio Based Goodness-of-Fit Test for Skew Normality. *Invited colloquium talk, Department of Mathematical Sciences, Indiana University-Purdue University at Indianapolis.* November, 2011.
- The Empirical Likelihood Ratio Test for the Mean Change Points with the Linear Trend Followed by Abrupt Change. *Third International Workshop in Sequential Methodologies, Stanford, CA. June 14-16, 2011.*
- A Moment-based Test for the Mixture Distributions With Small Sample Sizes and Its Application. *The Fourth International Conference on Neural, Parallel & Scientific Computations, Atlanta, GA. August 11-14, 2010.*
- *Graduate University of Chinese Academy of Science, Beijing, China.*
 - (a) A Generalized Lambda Distribution (GLD) Change Point Model For the Detection of DNA Copy Number Variations in Array CGH Data. June 23, 2009.
 - (b) A Moment-based Test for the Homogeneity in Mixture Natural Exponential Family with Quadratic Variance Functions. June 24, 2009.
- The Change point Problems of The Generalized Lambda Distributions. *Department of Mathematics, University of Mississippi, February, 2008.*

Referee of articles for journals

Test
Symmetry
PLOS ONE
Biometrics
Statistics
Environmetrics
Science China Mathematics

The Computer Journal
Journal of Statistical Computation and Simulation
American Journal of Mathematical and Management Science
Electronic Journal of Statistics
Communications in Statistics-Theory and Methods
Communications in Statistics-Simulation and Computation
Statistics and Its Interface
Journal of Applied Probability and Statistics
Applied Mathematics and Computation
Journal of Statistical Theory and Practice
IET Radar, Sonar & Navigation
The American Statistician
Journal of Nonparametric Statistics
Journal of Applied Statistics
International Journal of Probability and Statistics
International Journal of Biostatistics
Statistics Research Letters
Sequential Analysis
Statistics in Medicine
Statistical Methodology
Statistics & Probability Letters
Sankhya B
Random Operators and Stochastic Equations
Quality Technology & Quantitative Management
Annals of the Brazilian Academy of Sciences
Advances and Applications in Statistics
Computational Statistics and Data Analysis
Bulletin of the Malaysian Mathematical Sciences Society
Scientific Reports
Statistics in Biopharmaceutical Research
Far East Journal of Probability Theory and Statistics
Statistical Applications in Genetics and Molecular Biology
International Journal of Systems Science: Operations & Logistics

- Reviewer for *Mathematical Reviews*. 2013-present.

國立臺北大學

補助邀請國外學者專家短期訪問、客座

計畫書

申請單位：統計學系蘇南誠教授

申請日期：112年3月1日

一、活動緣起：

Prof. Wei Ning 任教於美國俄亥俄州的 Department of Mathematics and Statistics, Bowling Green State University。Prof. Wei Ning 是本人於 2011 年學術訪問美國 Department of Mathematics and Statistics, Bowling Green State University 認識的學者，由於我們有共同興趣的研究領域，且他的研究成果豐碩，也熱中於統計教學。最近得知，他有計畫來訪臺灣，因此想趁此機會邀他來訪本院，進行教學和研究的交流，並期待未來多面向的合作。

二、活動目的：

Prof. Wei Ning 有豐富的英語教學經驗，和充沛的研究能量，因此若能邀他來訪，相信可增加本院學生更深刻感受到道地的英語教學氛圍，以及增加本院老師更多的研究面向。

三、活動進行方式：

目前將可能的活動規畫如下，將視經費和 Prof. Wei Ning 的行程安排再略微調整。

1. 參與教學講授

在本系大一「電腦概論與程式設計」、大二「計算統計與機率」給與至少 3 小時(視經費和時間調整)的課程講授，主題為「統計在來高維度資料上的處理實務」。

2. 完整性系列專題演講

對全校師生給與至少二小時的專題演講。

3. 參與或協助研究計畫

參與本系老師在科技部主持的研究計畫中的一些主題。

四、活動行程(請參考下表範例具體填寫每日行程)

(一)參與教學講授

時間	工作摘要	活動地點	課程名稱及 參與對象	聯絡人及電話
待安排	參與「計算統計與機 率」課程	商學院 3F10	統計系教師及學生計 30 人	蘇南誠教師分機 66778
待安排	參與「電腦概論與程 式設計」課程	資 B1F-06	統計系教師及學生計 75 人	蘇南誠教師分機 66778

(二)完整性系列專題演講

時間	工作摘要	活動地點	演講名稱及 參與對象	聯絡人及電話
待安排	舉辦統計與機器學 習共舞系列專題演 講、其它專業演講	商學院 7F01	商學院教師及學生計 45 人	蘇南誠教師分機 66778

(三)參與或協助研究計畫

時間	工作摘要	活動地點	研究主題及 參與對象	聯絡人及電話
待安排	參與蘇南誠教師科 技部計畫討論	商學院 7F01	1.參與蘇南誠科技部計畫 2.統計系教師及學生計 6 人	蘇南誠教師分機 66778
待安排	參與張升懋教師科 技部計畫討論	商學院 7F01	1.參與張升懋科技部計畫 2.統計系教師及學生計 3 人	張升懋教師分機 66773

五、經費預算(請依機票、工作報酬-含生活費、保險費等項目列算)：

來回機票 NTD60,000、工作報酬 NTD99,820 (NTD7,130*7 天 + NTD7,130*14 天*0.5)，二代健保補充保費 NTD2,106，總計 NTD161,926。擬申請商學院補助工作報酬 NTD99,820 與來回機票款 NTD60,000，並依來訪行程實際工作天數核實報支，二代健保補充保費 NTD2,106 由本系自籌。

六、預期效益：

Prof. Wei Ning 的研究領域之一為當前正夯的高維度資料分析、變點分析、存活分析等議題，若能邀他來訪，除與本人，亦可與本院教師合作。而且藉由他的道地英語教學經驗，亦可為本院大學生和碩士生帶來更寬廣的國際視野。

七、請附上邀請專家學者簡歷及 5 年內著作目錄：

國立臺北大學統計學系 111 學年度第 3 次系務會議記錄

- 一、時間：民國 112 年 3 月 2 日(星期四)中午 12：00
- 二、地點：三峽校區商學大樓商 7F22 會議室
- 三、主席：蘇南誠主任 記錄：吳美慧助教
- 四、出席委員：應到委員 23 人(詳簽名單)。
- 五、主席報告：詳 PPT
- 六、系務工作檢討：略。
- 七、111 學年度第 2 次系務會議紀錄 (112.01.12) 出席委員確認中。
- 八、111 學年度第 2 次系務會議決議事項執行結果 (詳附件 0)。
- 九、討論提案：
提案一 ~ 提案三：略。

提案四

- 案由：本系擬申請商學院補助邀請 Prof. Wei Ning 蒞校進行講學及學術交流活動案。
- 說明：一、本系擬於 112 年 5~6 月間邀請 Prof. Wei Ning 至本系進行訪問，Prof. Wei Ning 為美籍學者，任職於 Bowling Green State University, Department of Mathematics and Statistics。Prof. Wei Ning 有豐富的英語教學經驗，和充沛的研究能量，且他的研究成果豐碩，也熱衷於統計教學。他有計畫來訪臺灣，因此若能邀他來訪，相信可增加本院學生更深刻感受到道地的英語教學氛圍，以及增加本院老師更多的研究面向。
- 二、檢附計畫書(附件 4-1)及 Prof. Wei Ning 個人資料表(附件 4-2)，提請審議。
- 三、陳映如副教授的來訪期間將視其實際到訪期間做修改。

辦法：系務會議通過後，提案至院務會議討論。

決議：照案通過。

- 十、臨時動議：無。
- 十一、散會

臺北大學商學院一一一學年度第二學期

第一次商學院雙語化學習審查暨推動委員會會議記錄

時間：一一二年三月九日(星期四)下午十二時

地點：臺北大學三峽校區商學院院 3F06

主席：陳宥杉院長

召集人：楊溥泰執行長

出席人員：詳簽名單

紀錄：陳昭妃

壹、主席報告 略

貳、提案討論

第一案

提案單位：EMI 辦公室

案由：研議修訂「國立臺北大學商學院雙語化學習實施辦法」。

說明：

- 一、因應課務組修訂「國立臺北大學外語授課補助要點」，修訂「國立臺北大學商學院雙語化學習實施辦法」EMI教師鐘點補助原則、EMI教學績優獎勵名額條件。同時，修改英語能力檢測補助部份用語、英文教學助教相關條文、新增傳習制度、附件一英檢成績對照表。
- 二、本辦法經本委員會核確後，將送交院務會議。院務會議通過後，陳請校長核定後實施，修正時亦同。
- 三、「國立臺北大學商學院雙語化學習實施辦法」修正條文對照表、修正後條文、相關修訂申請表請見附件三。

決議：修正第六條第二款學習者身份後通過。

第二案

略

第三案

略

第四案

略

第五案

略

參、臨時動議

略

國立臺北大學商學院雙語化學習實施辦法修正條文對照表

修正條文	現行條文	說明
<p>第一條 宗旨/目的</p> <p>為達成商學院(以下簡稱本院)推動雙語化學習,逐步推動全英語教學模式(以下簡稱 EMI),培養學生英語能力,並符合外部評鑑指標(包括教育部大專校院學生雙語化學習計畫以及其他學門評鑑),特訂定本辦法。</p> <p>本院雙語化學習計畫推動之方向與執行目標,由本院「系所中心主任聯席會」進行討論訂定之。本計畫相關細則之訂定、審查及各種活動補助標準之相關事宜業務,由「商學院雙語化學習審查暨推動委員會」(以下簡稱本委員會)負責,由本院院長擔任召集人,置本院教師一名為執行長,各系所主管為當然代表,並推派一名系所教師及一名助教為委員,校外學者或專家由院長推薦一名。本委員會進行審查及管理相關業務時,得視需要邀請相關人員列席審查委員會。</p> <p>第二條之一 教師相關之補助辦法</p> <p>一、商學院EMI教師鐘點補助原則:</p> <p>(一)依「國立臺北大學外語授課補助要點」申請補助外語授課課程。惟本院為推行雙語化學習計畫,將對已申請且通過「國立臺北大學外語授課補助要點」之規定得加權以 1.5 倍計算之 商學院 外語授課課程,並繳交「商學院EMI 授課補助暨教學績優獎勵</p>	<p>第一條 宗旨/目的</p> <p>為達成商學院(以下簡稱本院)推動雙語化學習,逐步推動全英語教學模式(以下簡稱 EMI),培養學生英語能力,並符合外部評鑑指標(包括教育部大專校院學生雙語化學習計畫以及其他學門評鑑),特訂定本辦法。</p> <p>本院雙語化學習計畫推動之方向與執行目標,由本院「系所中心主任聯席會」進行討論訂定之。本計畫相關細則之訂定、審查及各種活動補助標準之相關事宜業務,由「商學院雙語化學習審查暨推動委員會」(以下簡稱本委員會)負責,由本院院長擔任召集人,置本院教師一名為執行長,各系所主管為當然代表,並推派一名系所教師及一名助教為委員,校外學者或專家由院長推薦一名。本委員會進行審查及管理相關業務時,得視需要邀請相關人員列席審查委員會。</p> <p>第二條之一 教師相關之補助辦法</p> <p>一、商學院EMI教師鐘點補助原則:</p> <p>(一)依「國立臺北大學外語授課補助要點」申請補助外語授課課程。惟本院為推行雙語化學習計畫,將對已申請且通過「國立臺北大學外語授課補助要點」之規定得加權以 1.8 倍計算之外語授課課程,並繳交「商學院EMI 授課補助暨教學績優獎勵申請</p>	<p>依本校第 53 次校務會議修正通過本校「外語授課補助要點」第</p>

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<p>申請表」，由本委員會每學年度審核並以授課鐘點費支給計算方式給予課程開發費。依當年度計劃經費，擇優以補足該課授課時數鐘點計算至 1.7 倍。另申請通過之 EMI 授課補助課程為日間學制學士班二年級及碩士班一年級，且總修課學生人數超過 20 人以上，該課程開發費將可提高至 1.9 倍計算。</p> <p>(二)EMI 授課符合線上教學規範，每學期每門線上課程至多補助課程開發費新台幣 30,000 元至新台幣 100,000 元，實際補助金額由本委員會視經費決定之。每學期每位教師至多申請 2 門課程。</p> <p>(三)本院教師得於每學期進行申請，申請細則詳本委員會之公告。</p> <p>二、本院EMI教師教學社群組成原則： 為鼓勵本院教師申請組成EMI教師教學社群，參照「國立臺北大學教師教學社群補助要點第二條規定，教師教學社群將依本院各教師之專業領域分群，新進教師會依其專業自動被納入該社群。並鼓勵社群依「國立臺北大學教師教學社群補助要點」及「國立臺北大學商學院雙語化學習實施辦法」申請補助。</p> <p>三、本院EMI教學績優獎勵原則：</p>	<p>表」，由本委員會每學年度審核並以授課鐘點費支給計算方式給予課程開發費。依當年度計劃經費，擇優以補足該課授課時數鐘點計算至 2.0 倍。另申請通過之 EMI 授課補助課程為日間學制學士班二年級及碩士班一年級，且修課學生人數超過 20 人以上，該課程開發費將可提高至 2.2 倍計算。</p> <p>(二)EMI 授課符合線上教學規範，每學期每門線上課程至多補助課程開發費新台幣 30,000 元至新台幣 100,000 元，實際補助金額由本委員會視經費決定之。每學年每位教師至多申請 2 門課程。</p> <p>(三)本院教師得於每學期進行申請，申請細則詳本委員會之公告。</p> <p>二、本院EMI教師教學社群組成原則： 為鼓勵本院教師申請組成EMI教師教學社群，參照「國立臺北大學教師教學社群補助要點第二條規定，教師教學社群將依本院各教師之專業領域分群，新進教師會依其專業自動被納入該社群。並鼓勵社群依「國立臺北大學教師教學社群補助要點」及「國立臺北大學商學院雙語化學習實施辦法」申請補助。</p> <p>三、本院EMI教學績優獎勵原則：</p>	<p>4 條條文，修訂商學院 EMI 教師鐘點補助原則。並加強說明受補助課程，必須為應修系級屬於商學院系所之課程。</p> <p>修改為與實際執行狀況相符。</p>

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<p>(一)獎勵對象：於本院前一學年度任教之EMI專任教師。前項任教年資採計至提名前一學年七月底止。</p> <p>(二)獎勵資格：EMI課程「期末教學意見調查表」學生滿意度修正後評鑑分數平均4分(含)以上，並繳交「商學院EMI授課補助暨教學績優獎勵申請表」，及繳交有利補充資料。</p> <p>(三)獎勵時間：每學年辦理一次。由本委員會審查後提供符合前項資格之名單，經系所中心主任聯席會審核決議受獎名單。</p> <p>(四)獎勵金額：每名受獎人獲頒新台幣10,000至新台幣30,000元之獎勵金，由本院頒授「商學院英語教學特優獎」。</p> <p>(五)獎勵名額：因執行雙語教學獲績優獎金之教師人數，名額由本委員會視經費決定之。前學年度已獲本院補助之EMI教學績優教師、<u>當學年度獲校內之外語授課優良教師、當學年度獲校內之全英語授課(EMI)績優獎勵金者</u>，當學年度不再受推薦。</p>	<p>(一)獎勵對象：於本院前一學年度任教之EMI專任教師。前項任教年資採計至提名前一學年七月底止。</p> <p>(二)獎勵資格：EMI課程「期末教學意見調查表」學生滿意度修正後評鑑分數平均4分(含)以上，並繳交「商學院EMI授課補助暨教學績優獎勵申請表」，及繳交有利補充資料。</p> <p>(三)獎勵時間：每學年辦理一次。由本委員會審查後提供符合前項資格之名單，經系所中心主任聯席會審核決議受獎名單。</p> <p>(四)獎勵金額：每名受獎人獲頒新台幣10,000至新台幣30,000元之獎勵金，由本院頒授「商學院英語教學特優獎」。</p> <p>(五)獎勵名額：因執行雙語教學獲績優獎金之教師人數，名額由本委員會視經費決定之。前學年度已獲本院補助之EMI教學績優教師及當年度獲校內之外語授課優良教師者，當學年不再受推薦。</p>	<p>調整用語。</p> <p>另依本校第53次校務會議修正通過本校「外語授課補助要點」第4條條文，新增商學院EMI教師教學績優獎勵名額之條件。</p>
<p>第二條之二 學生相關之補助辦法 一、鼓勵學生修課： (一)為鼓勵本院學生積極修習商</p>	<p>第二條之二 學生相關之補助辦法 一、鼓勵學生修課： (一)為鼓勵本院學生積極修習商</p>	

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<p>學院 EMI 課程，若日間學制學士班學生於二年級、碩士班學生於一年級修業結束所取得之該學年度學分之 20%<u>(含)以上</u>為 EMI 課程，本院始承認其符合獎勵資格。符合獎勵資格者，本院將頒予該生商學院 EMI 課程修習證書。並由本委員會依當年度預算，審核後擇優核發學生獎助金新台幣 1000 元、新台幣 2,000 元、新台幣 3,000 元、新台幣 5,000 元獲獎人數名。申請細則詳本委員會之公告，並繳交「EMI 課程獎勵申請表」。</p> <p>(二)依「臺北大學商學院 EMI 模組課程修習規則」，由本委員會依當年度預算，審核後擇優核發學生獎助金新台幣 1,000 元、新台幣 2,000 元。申請細則詳本委員會之公告。</p> <p>二、英語能力檢測之補助：</p> <p>(一)補助資格：凡於本校在學期間參加非校內英語能力檢定，聽說讀寫成績達 B1 以上者；日間學制學士班一年級至二年級及碩士班一年級已累積修 2 門 EMI 課程，得申請新台幣 500 元。各類英檢等級對照表如附件一。每名學生於在學期間以<u>領取</u>一次為限。已於其他單位系所申請同質獎勵金者，不得再申請此項補助。</p> <p>(二)另為獎勵取得 CEFR B2 或以上級別證照者，由本委員會視當年度經費擇優發給獎助金新</p>	<p>學院 EMI 課程，若日間學制學士班學生於二年級、碩士班學生於一年級修業結束所取得之該學年度學分之 20%為 EMI 課程，本院始承認其符合獎勵資格。符合獎勵資格者，本院將頒予該生商學院 EMI 課程修習證書。並由本委員會依當年度預算，審核後擇優核發學生獎助金新台幣 1000 元、新台幣 2,000 元、新台幣 3,000 元、新台幣 5,000 元獲獎人數名。申請細則詳本委員會之公告，並繳交「EMI 課程獎勵申請表」。</p> <p>(二)依「臺北大學商學院 EMI 模組課程修習規則」，由本委員會依當年度預算，審核後擇優核發學生獎助金新台幣 1,000 元、新台幣 2,000 元。申請細則詳本委員會之公告。</p> <p>二、英語能力檢測之補助：</p> <p>(一)補助資格：凡於本校在學期間參加非校內英語能力檢定，聽說讀寫成績達 B1 以上者；日間學制學士班一年級至二年級及碩士班一年級已累積修 2 門 EMI 課程，得申請新台幣 500 元。各類英檢等級對照表如附件一。每名學生於在學期間以<u>申請</u>一次為限。已於其他單位系所申請同質獎勵金者，不得再申請此項補助。</p> <p>(二)另為獎勵取得 CEFR B2 或以上級別證照者，由本委員會視當年度經費擇優發給獎助金新</p>	<p>依本委員會 112 年 1 月 12 日會議臨時動議第一案決議之計算原則，強化說明補助之條件。</p> <p>調整用語。</p>

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<p>台幣 2,000 元。每名學生於在學期間以<u>領取</u>一次為限。</p> <p>(三)申請流程：學生於取得檢定成績之當學期，填妥英語能力檢測補助申請表，逕向商學院雙語辦公室提出申請。申請細則詳本委員會之公告，並繳交「英語能力檢測補助申請表」。</p> <p>第三條 有關本院日間學制新進專任教師，相關配合措施如下：</p> <p>一、依照新進教師專業領域與興趣，將新進老師編入專業領域社群。</p> <p>二、新進教師每學期至少開授一門全英語授課課程，即每學年兩門全英語授課課程之要求，以優先開設日間學制學士班二年級及碩士班一年級為原則。</p> <p>三、新進教師在到任一年內開授全英語授課課程時，須接受全英語授課mentor觀課2次、教學輔導諮詢及參加一次AACSB說明會。</p> <p>四、新進教師到任一年內皆須參加並通過EMI英語訓練(例:劍橋EMI訓練課程)。申請細則詳本委員會之公告，並繳交「EMI教師培訓課程申請表」。</p> <p><u>五、副教授職級(含)以下之新進教師到任一年內依據本辦法第六條，執行傳習制度。</u></p> <p>第四條 英文教學助教之申請</p> <p>一、提供本院EMI教師英文教學助教原則：</p> <p>(一)本院雙語化學習計畫開設之外語課程，依「國立臺北大學</p>	<p>台幣 2,000 元。每名學生於在學期間以<u>申請</u>一次為限。</p> <p>(三)申請流程：學生於取得檢定成績之當學期，填妥英語能力檢測補助申請表，逕向商學院雙語辦公室提出申請。申請細則詳本委員會之公告，並繳交「英語能力檢測補助申請表」。</p> <p>第三條 有關本院日間學制新進專任教師，相關配合措施如下：</p> <p>一、依照新進教師專業領域與興趣，將新進老師編入專業領域社群。</p> <p>二、新進教師每學期至少開授一門全英語授課課程，即每學年兩門全英語授課課程之要求，以優先開設日間學制學士班二年級及碩士班一年級為原則。</p> <p>三、新進教師在到任一年內開授全英語授課課程時，須接受全英語授課mentor觀課2次、教學輔導諮詢及參加一次AACSB說明會。</p> <p>四、新進教師到任一年內皆須參加並通過EMI英語訓練(例:劍橋EMI訓練課程)。申請細則詳本委員會之公告，並繳交「EMI教師培訓課程申請表」。</p> <p>第四條 英文教學助教之申請</p> <p>一、提供本院EMI教師英文教學助教原則：</p> <p>(一)本院雙語化學習計畫開設之外語課程，<u>原</u>依「國立臺北大</p>	<p>調整用語。</p> <p>因應本辦法新增之第六條條文，新增新進教師之配合措施。</p> <p>修改用語。</p>

修正條文	現行條文	說明
<p>教學助理補助作業要點」第三條第四款之規定為原則辦理，申請英文教學助教。</p> <p>(二)申請英文教學助教之外語課程，由任課教師於公告時間內逕向商學院雙語辦公室提出申請。並由本委員會進行審查，審查結果得提供數門EMI課程英文教學助教之補助。課程數視每年預算調整之。</p> <p>二、EMI暨EMI橋接課程英文教學助教條件：</p> <p>(一)英語能力：學生須於應聘時說明自身之英語能力達CEFR B2或同級以上。若未有英語檢定證明，可至本校語言中心作英語能力檢定。</p> <p>(二)培訓：得先接受並且通過本校語言中心所安排之培訓課程，通過培訓課程之後，協助EMI課程英文教學助教工作。通過培訓者，始符合優良英文教學助教遴選之資格。</p> <p>(三)獎勵：本委員會每學年擇優推薦優良英文教學助教，由本委員會審核後核發每名獎金新台幣8,000至新台幣12,000元，實際補助金額由本委員會視經費決定之。並於本院網頁公告表揚。申請細則詳本委員會之公告，並繳交「EMI優良英文教學助教甄選申請表」。</p>	<p>學教學助理補助作業要點」第三條第四款之規定，申請英文教學助教。前項英文教學助教之申請條件、工作內容與時數、薪酬標準、申請及審查，依前項補助要點辦理。</p> <p>(二)申請英文教學助教之外語課程於第一次選課結束後之一週內，由任課教師逕向教發中心提出申請。並由本委員會進行審查，審查結果得提供數門EMI課程英文教學助教之補助。課程數視每年預算調整之。</p> <p>二、EMI暨EMI橋接課程英文教學助教條件：</p> <p>(一)英語能力：學生須於應聘時說明自身之英語能力達CEFR B2或同級以上。若未有英語檢定證明，可至本校語言中心作英語能力檢定。</p> <p>(二)培訓：需先接受並且通過本校語言中心所安排之培訓課程，始符合英文教學助理之資格。完成培訓課程之後，協助EMI課程英文教學助教工作。</p> <p>(三)獎勵：本委員會每學年擇優推薦英文教學助教，由本委員會審核後核發每名獎金新台幣8,000至新台幣12,000元，實際補助金額由本委員會視經費決定之。並於本院網頁公告表揚。申請細則詳本委員會之公告，並繳交「EMI教師教學助教申請表」。</p>	<p>因教發中心僅提供商學院一期補助，故修正條文。</p> <p>依照實際執行狀況，修正完成培訓者之資格。</p> <p>增加文字以與甄選項目之名稱相符。</p> <p>修正申請表名稱。</p>

修正條文	現行條文	說明
<p>第五條 承辦人員績優遴選</p> <p>一、遴選對象：前一學年度執行雙語計畫或國際化相關計畫之助理、行政專員、助教等行政人員。</p> <p>二、遴選資格：執行雙語計畫或國際化相關計畫成效卓著且服務品質優良者，得由主管推薦。</p> <p>三、執行方式：每學年辦理一次，由本委員會審核推薦名單後擇優頒予每名受獎人獎狀一紙，以資獎勵。</p> <p>第六條 傳習制度</p> <p>一、傳授者(Mentor)資格：於本校任職期間有5年以上EMI教學經驗，副教授職級(含)以上之專任教師。</p> <p>二、學習者(Mentee)身份：為111年8月1日(含)以後新聘、副教授職級(含)以下之日間學制專任教師，或EMI授課經驗少於3年(含)之專任教師。</p> <p>三、執行方式：</p> <p>(一)徵詢具傳授者資格之教師帶領學習者的意願，由本委員會依教學領域配對學習者與有意願之傳授者。每位傳授者每一學年至多帶領2位學習者。</p> <p>(二)每位學習者執行傳習活動的時間為一學年。進行方式得包括面談、教室觀摩、電話諮詢、網路諮詢等類型。每學期至少執行5小時。每學期末由Mentor繳交成果報告。</p> <p>(三)傳授者每帶領一位學習者，每學期補助新台幣5,000元之鐘點費。</p>	<p>第五條 承辦人員績優遴選</p> <p>一、遴選對象：前一學年度執行雙語計畫或國際化相關計畫之助理、行政專員、助教等行政人員。</p> <p>二、遴選資格：執行雙語計畫或國際化相關計畫成效卓著且服務品質優良者，得由主管推薦。</p> <p>三、執行方式：每學年辦理一次，由本委員會審核推薦名單後擇優頒予每名受獎人獎狀一紙，以資獎勵。</p>	<p>說明</p> <p>新增條文。</p>

修正條文	現行條文	說明
<p><u>(四)傳習制度進行的內容，亦可包括研究、職涯輔導等面向。</u></p> <p>第<u>七</u>條 經費來源 一、教育部雙語化學習計畫經費。 二、商學院捐款。 三、其他自籌經費或國際交流相關經費。</p> <p>第<u>八</u>條 本辦法經院務會議通過，陳請校長核定後實施，修正時亦同。</p>	<p>第<u>六</u>條 經費來源 一、教育部雙語化學習計畫經費。 二、商學院捐款。 三、其他自籌經費或國際交流相關經費。</p> <p>第<u>七</u>條 本辦法經院務會議通過，陳請校長核定後實施，修正時亦同。</p>	<p>項次遞移</p> <p>項次遞移</p>

附件一 (修正前)

CEFR 語言能力參考指標	A1 Breakthrough	A2 Waystage	B1 Threshold	B2 Vantage	C1 Effective Operational Proficiency	C2 Mastery	
全民英檢 (GEPT)		初級	中級	中高級	高級	優級	
劍橋大學英語能力認證分級測驗 (Cambridge Main Suite)		Key English Test (KET)	Preliminary English Test (PET)	First Certificate in English (FCE)	Certificate in Advanced English (CAE)	Certificate of Proficiency in English (CPE)	
劍橋大學國際商務英語能力測驗 (BULATS)	—	ALTE Level 1	ALTE Level 2	ALTE Level 3	ALTE Level 4	ALTE Level 5	
外語能力測驗 (FLPT)	三項筆試總分	—	150	195	240	315	—
	口試級分	—	S-1+	S-2	S-2+	S-3以上	—
托福 (TOEFL)	紙筆 型態		390 以上	457 以上	527 以上	560 以上	630 以上
	電腦 型態	—	90 以上	137 以上	197 以上	220 以上	267 以上
	網路 型態			57 以上	87 以上	110 以上	
新多益測驗 (TOEIC)		225 以上 L110—R115	550 以上 L275—R275	785 以上 L400—R385	945 以上 L490—R455		
大學校院英語能力測驗 (CSEPT)	第一級	—	130	230	—	—	
	第二級	—	—	240	330	—	
雅思 (IELTS)			3 以上	4 以上	5.5 以上	7.5 以上	
通用國際英文能力分級檢定 (G-TELP)	—		Level 4	Level 3	Level 2	Level 1 (75-90分) (91分以上)	

附件一 (修正後)

CEFR 語言能力參考指標	A2(初級)	B1(進階級)	B2(高階級)	C1(流利級)	
全民英檢 (GEPT)	初級	中級複試	中高級初試	高級複試	
劍橋大學英語能力認證分級測驗 (Cambridge Main Suite)	KET 級	PET 以上	FCE 級	CAE 級	
托福 (TOEFL)	紙筆 型態 (TOEFL ITP)	390 以上	457 460 以上	527 543 以上	560 627 以上
	網路 型態 (TOEFL iBT)	N/A	57 42 以上	87 72 以上	110 95 以上
新多益測驗 (TOEIC)	225 以上	550 以上	785 以上	945 以上	
雅思 (IELTS)	3	4 以上	5.5 以上	6.5 以上	

國立臺北大學商學院雙語化學習實施辦法 **[修正後條文]**

110年12月1日本院院務會議通過
111年1月20日本院院務會議修正後通過，111年2月25日校長核定
111年9月22日本院111學年度第1次院務會議修正後通過
111年12月29日本院111學年度第2次院務會議修正後通過，112年2月1日校長核定
112年3月9日商學院雙語化學習審查暨推動委員會會議通過
(第二條之一第一項第一款之修訂於112學年度實施)

第一條 宗旨/目的

為達成商學院(以下簡稱本院)推動雙語化學習,逐步推動全英語教學模式(以下簡稱EMI),培養學生英語能力,並符合外部評鑑指標(包括教育部大專校院學生雙語化學習計畫以及其他學門評鑑),特訂定本辦法。

本院雙語化學習計畫推動之方向與執行目標,由本院「系所中心主任聯席會」進行討論訂定之。本計畫相關細則之訂定、審查及各種活動補助標準之相關事宜業務,由「商學院雙語化學習審查暨推動委員會」(以下簡稱本委員會)負責,由本院院長擔任召集人,置本院教師一名為執行長,各系所主管為當然代表,並推派一名系所教師及一名助教為委員,校外學者或專家由院長推薦一名。本委員會進行審查及管理相關業務時,得視需要邀請相關人員列席審查委員會。

第二條 為因應本院雙語教學之執行,培育相關師資以及鼓勵學生修習雙語相關課程,達成雙語教學之目標,本辦法包含教師面與學生面的補助辦法。

第二條之一 教師相關之補助辦法

一、商學院EMI教師鐘點補助原則：

- (一) 依「國立臺北大學外語授課補助要點」申請補助外語授課課程。惟本院為推行雙語化學習計畫,將對已申請且通過「國立臺北大學外語授課補助要點」之規定得加權以**1.5**倍計算之**商學院**外語授課課程,並繳交「商學院EMI授課補助暨教學績優獎勵申請表」,由本委員會每學年度審核並以授課鐘點費支給計算方式給予課程開發費。依當年度計畫經費,擇優以補足該課授課時數鐘點計算至**1.7**倍。另申請通過之EMI授課補助課程為日間學制學士班二年級及碩士班一年級,且**總**修課學生人數超過20人以上,該課程開發費將可提高至**1.9**倍計算。
- (二) EMI授課符合線上教學規範,每學期每門線上課程至多補助課程開發費新台幣30,000元至新台幣100,000元,實際補助金額由本委員會視經費決定之。每學**年期**每位教師至多申請2門課程。
- (三) 本院教師得於每學期進行申請,申請細則詳本委員會之公告。

二、本院EMI教師教學社群組成原則：

為鼓勵本院教師申請組成EMI教師教學社群,參照「國立臺北大學教師教學社群補助要點第二條規定,教師教學社群將依本院各教師之專業領域分群,新進教師會依其專業自動被納入該社群。並鼓勵社群依「國立臺北大學教師教學社群補助要點」及「國立臺北大學商學院雙語化學習實施辦法」申請補助。

三、本院EMI教學績優獎勵原則：

- (一) 獎勵對象：於本院前一學年度任教之EMI專任教師。前項任教年資採計至提名前一學年七月底止。
- (二) 獎勵資格：EMI課程「期末教學意見調查表」學生滿意度修正後評鑑分數平均4分(含)以上,並繳交「商學院EMI授課補助暨教學績優獎勵申請表」,及繳交有利補充

資料。

- (三) 獎勵時間：每學年辦理一次。由本委員會審查後提供符合前項資格之名單，經系所中心主任聯席會審核決議受獎名單。
- (四) 獎勵金額：每名受獎人獲頒新台幣10,000至新台幣30,000元之獎勵金，並由本院頒授「商學院英語教學特優獎」。
- (五) 獎勵名額：因執行雙語教學獲績優獎金之教師人數，名額由本委員會視經費決定之。前學年度已獲本院補助之EMI教學績優教師、當學年度獲校內之外語授課優良教師、當學年度獲校內之全英語授課(EMI)績優獎勵金者，當學年度不再受推薦。
- (六) 符合申請資格且繳交「商學院EMI授課補助暨教學績優獎勵申請表」，但未獲「商學院英語教學特優獎」者，由本院頒授「商學院英語教學優良獎」。

第二條之二 學生相關之補助辦法

一、鼓勵學生修課：

- (一) 為鼓勵本院學生積極修習商學院 EMI 課程，若日間學制學士班學生於二年級、碩士班學生於一年級修業結束所取得之該學年度學分之 20%以上為 EMI 課程，本院始承認其符合獎勵資格。符合獎勵資格者，本院將頒予該生商學院 EMI 課程修習證書。並由本委員會依當年度預算，審核後擇優核發學生獎助金新台幣 1,000 元、新台幣 2,000 元、新台幣 3,000 元、新台幣 5,000 元獲獎人數名。申請細則詳本委員會之公告，並繳交「EMI 課程獎勵申請表」。
- (二) 依「臺北大學商學院 EMI 模組課程修習規則」，由本委員會依當年度預算，審核後擇優核發學生獎學金新台幣 1,000 元、新台幣 2,000 元。申請細則詳本委員會之公告。

二、英語能力檢測之補助：

- (一) 補助資格：凡於本校在學期間參加非校內英語能力檢定，聽說讀寫成績達B1以上者；日間學制學士班一年級至二年級及碩士班一年級已累積修2門EMI課程，得申請新台幣500元。各類英檢等級對照表如附件一。每名學生於在學期間以領取一次為限。已於其他單位系所申請同質獎勵金者，不得再申請此項補助。
- (二) 另為獎勵取得CEFR B2或以上級別證照者，由本委員會視當年度經費擇優發給獎助金新台幣2,000元。每名學生於在學期間以領取一次為限。
- (三) 申請流程：學生於取得檢定成績之當學期，填妥英語能力檢測補助申請表，逕向商學院雙語辦公室提出申請。申請細則詳本委員會之公告，並繳交「英語能力檢測補助申請表」。

第三條 有關本院日間學制新進專任教師，相關配合措施如下：

- 一、依照新進教師專業領域與興趣，將新進老師編入專業領域社群。
- 二、新進教師每學期至少開授一門全英語授課課程，即每學年兩門全英語授課課程之要求，以優先開設日間學制學士班二年級及碩士班一年級為原則。
- 三、新進教師在到任一年內開授全英語授課課程時，須接受全英語授課mentor觀課2次、教學輔導諮詢及參加一次AACSB說明會。
- 四、新進教師到任一年內皆須參加並通過EMI英語訓練(例:劍橋EMI訓練課程)。申請細則詳本委員會之公告，並繳交「EMI教師培訓課程申請表」。
- 五、副教授職級(含)以下之新進教師到任一年內依據本辦法第六條，執行傳習制度。

第四條 英文教學助教之申請

一、提供本院EMI教師英文教學助教原則：

- (一) 本院雙語化學習計畫開設之外語課程，依「國立臺北大學教學助理補助作業要點」第

三條第四款之規定**為原則辦理**，申請英文教學助教。

- (二) 申請英文教學助教之外語課程，由任課教師於公告時間內逕向商學院雙語辦公室提出申請。並由本委員會進行審查，審查結果得提供數門EMI課程英文教學助教之補助。課程數視每年預算調整之。

二、EMI暨EMI橋接課程英文教學助教條件：

- (一) 英語能力：學生須於應聘時說明自身之英語能力達CEFR B2或同級以上。若未有英語檢定證明，可至本校語言中心作英語能力檢定。
- (二) 培訓：**得**先接受並且通過本校語言中心所安排之培訓課程，**通過**培訓課程之後，協助EMI課程英文教學助教工作。**通過培訓者，始符合優良英文教學助教遴選**之資格。
- (三) 獎勵：本委員會每學年擇優推薦**優良英文教學助教**數名，由本委員會審核後核發每名獎金新台幣8,000至新台幣12,000元，實際補助金額由本委員會視經費決定之。並於本院網頁公告表揚。申請細則詳本委員會之公告，並繳交「**EMI優良英文教學助教甄選申請表**」。

第五條 承辦人員績優遴選

- 一、遴選對象：前一學年度執行雙語計畫或國際化相關計畫之助理、行政專員、助教等行政人員。
- 二、遴選資格：執行雙語計畫或國際化相關計畫成效卓著且服務品質優良者，得由主管推薦。
- 三、執行方式：每學年辦理一次，由本委員會審核推薦名單後擇優頒予每名受獎人獎狀一紙，以資獎勵。

第六條 傳習制度

- 一、傳授者 (Mentor) 資格：於本校任職期間有5年以上EMI教學經驗，副教授職級 (含) 以上之專任教師。
- 二、學習者 (Mentee) 身份：為111年8月1日 (含) 以後新聘副教授職級 (含) 以下之日間學制專任教師，或EMI授課經驗少於3年(含)之專任教師。
- 三、執行方式：
- (一) 徵詢具傳授者資格之教師帶領學習者的意願，由本委員會依教學領域配對學習者與有意願之傳授者。每位傳授者每一學年至多帶領2位學習者。
- (二) 每位學習者執行傳習活動的時間為一學年。進行方式得包括面談、教室觀摩、電話諮詢、網路諮詢等類型。每學期至少執行5小時。每學期末由Mentor繳交成果報告。
- (三) 傳授者每帶領一位學習者，每學期補助新台幣5,000元之鐘點費。
- (四) 傳習制度進行的內容，亦可包括研究、職涯輔導等面向。

第七條 經費來源

- 一、教育部雙語化學習計畫經費。
- 二、商學院捐款。
- 三、其他自籌經費或國際交流相關經費。

第八條 本辦法經院務會議通過，陳請校長核定後實施，修正時亦同。

<u>CEFR 語言能力參考指標</u>		A2(初級)	B1(進階級)	B2(高階級)	C1(流利級)
<u>全民英檢 (GEPT)</u>		初級	中級複試	中高級初試	高級複試
<u>劍橋大學英語能力認證分級測驗 (Cambridge Main Suite)</u>		KET 級	PET 以上	FCE 級	CAE 級
<u>托福 (TOEFL)</u>	紙筆 型態 (TOEFL ITP)	390 以上	460 以上	543 以上	627 以上
	網路 型態 (TOEFL iBT)	N/A	42 以上	72 以上	95 以上
<u>新多益測驗 (TOEIC)</u>		225 以上	550 以上	785 以上	945 以上
<u>雅思(IELTS)</u>		3	4 以上	5.5 以上	6.5 以上

國立臺北大學商學院 學年度第 學期 EMI 優良英文教學助教甄選申請表

根據111年1月20日院務會議通過之「國立臺北大學商學院雙語化學習實施辦法」

參照辦法第四條，第二款

111年5月19日 EMI 委員會工作會議決議公告版本

112年3月9日 EMI 委員會工作會議決議公告版本

申請人			學號			
系所			學制	<input type="checkbox"/> 學士 <input type="checkbox"/> 碩士 年級		
電子信箱			聯繫電話			
英檢名稱及成績			TA 培訓名稱			
擔任 TA 之課程						
學期	課號	課名 (中文)	課名 (英文)	必/選修	授課 教師	學生 人數
繳交附件	1. <input type="checkbox"/> 英檢成績單影本。(必要) 2. <input type="checkbox"/> TA 培訓證明影本。(必要) 3. <input type="checkbox"/> 推薦函乙份。(必要) 4. <input type="checkbox"/> 課程相關資料。(必要) 5. <input type="checkbox"/> 其他有利證明。					

備註：申請表應逐項填寫，不可遺漏。

國立臺北大學商學院補助邀請國外學者專家短期訪問、客座個人資料表

一、基本資料(Personal Data)

填表日期(Date)：13/03/2023

中文姓名 (Chinese Name, if any)	凌豪杰	英文姓名 (English Name)	Leng Ho Keat
出生日期 (Date of Birth)	■■■■■■■■■■	性別 (Gender)	<input checked="" type="checkbox"/> 男(M) <input type="checkbox"/> 女(F)
國籍 (Citizenship)	Singapore	具中華民國國籍 (Holding R.O.C Citizenship)	<input type="checkbox"/> 是(Y) <input checked="" type="checkbox"/> 否(N)

二、最高學歷及專長(Highest Education and Specialized Field)

起迄年月(Period)	2006		
學位(Degree)	Ph.D.		
系所或主修學門 (Major Field)	Business Administration		
畢業學校(School Name)	University of South Australia		
學校國別 (Country)	United States	專長學門 (Specialized Field)	Business and Management
是否具備大學教師資格 (Qualified Faculty Member of University)	<input checked="" type="checkbox"/> 是(Y) <input type="checkbox"/> 教授(Professor) ^{起迄年月} (Period :) <input type="checkbox"/> 副教授(Associate Professor) ^{起迄年月} (Period :) <input checked="" type="checkbox"/> 助理教授(Assistant Professor) ^{起迄年月} (Period : 2013~current) <input type="checkbox"/> 否(N)		

三、現職(Present Job Information)

服務機關(Institution)	Nanyang Technological University 南洋理工大學		
部門(Department)	National Institute of Education, Physical Education and Sport Science Academic Group		
職稱(Position)	Assistant Professor		
起迄年月(Period)	2013~ current		
聯絡電話 (Office Tel.)			
電子郵件信箱 (E-MAIL)	lenghokeat@gmail.com	機關地址 (Office Address)	National Institute of Education 1 Nanyang Walk Singapore 637616
機構所在國家 (Country)	Singapore		

四、榮譽及獲獎(Honor and Awards)

- 1) 2020 Emerald Literati Awards, Highly Commended Paper
Teo, L.X., Leng, H.K., & Phua, Y.X.P. (2019). Marketing on Instagram: Social Influence and Image Quality on Perception of Quality and Purchase Intention. *International Journal of Sports Marketing and Sponsorship*, 20(2), 321-332.
- 2) 2018 Excellence in Teaching Commendation Award
Awarded by National Institute of Education, Nanyang Technological University
- 3) 2017 Best Paper Award, Honorable Mention
Kim, Y. & Leng, H.K. (2017). Effectiveness of In-Game Advertisement: An Examination of Repetition Effect, Brand Familiarity and the Relationship between Gaming Skills and Advertising Execution. *Journal of Global Sport Management*, 2(1), 42-64.
- 4) 2017 Patricia Cranton Outstanding Scholars Program Award
- 5) 2016 Best Presentation Award
Leng, H.K., Wang, C.K.J. & Pyun, D.Y. (2016). Looking and Seeing: An Examination of the Relationship between Glance Duration and Sponsor Recall. Presented at International Conference on Business, Economics, Social Sciences & Humanities. Hotel Grand Pacific, Singapore. 12-13 December.
- 6) 2016 Best Paper Award
Leng, H.K. (2016). Sponsorship in the 28th SEA Games: Sponsor Recall, Purchase Intention and Sponsors' Corporate Image. Presented at International Conference on Engineering, Technology and Management. Holiday Inn Singapore Atrium, Singapore. 15-16 July.
- 7) 2016 Koh Boon Hwee Scholars Award – Honoured Faculty
Awarded by Nanyang Technological University Nominated by Lim Ming Han of Class 2015/16
- 8) 2013 Outstanding Paper Award
Leng, H.K. (2013). An exploratory study on the retail tenant mix of shopping malls in Singapore. Presented at 10th International Conference on Asia Pacific Business Innovation & Technology Management. Howard Civil Service International House, Taipei, Taiwan. 20-22 January.

五、最近五年已發表之代表著作(Publications within the last 5 years)

Journal Articles 【*Corresponding author】

1. Toh, B.Y.W., **Leng, H.K.**, & Phua, Y.X.P. Effect of Colours on Sponsor Recall. *Asia Pacific Journal of Marketing and Logistics*. *Forthcoming*.
2. Phua, Y.X.P., Pyun, D.Y., & **Leng, H.K.** Cognitive Distortions and Problem Gambling in Sports Gambling. *Journal of Gambling Issues*. *Forthcoming*.
3. Richelieu, A., Lin, Y.C., & **Leng, H.K.** A Typology of Countries using Place Branding through Sport. *Journal of Global Sport Management*. *Forthcoming*.
4. **Leng, H.K.**, Phua, Y.X.P., Pyun, D.Y., Kwon, H.H., & Lin, Y.C. (2022). Differences between Gamblers and Non-Gamblers on Sports Betting Websites. *Journal of Gambling Studies*, 38(3), 753-766.
5. Ong, W.H., & **Leng, H.K.** (2022). Social Media Marketing Strategies of Football Clubs: Limitations of Social Influence. *International Journal of Technology and Human Interaction*, 18(1), 1-10.
6. **Leng, H.K.**, & Phua, Y.X.P. (2022). Athletes as Role Models during the COVID-19 Pandemic. *Managing Sport and Leisure*, 27(1-2), 157-161.
7. Tseng, W.Y., Chiu, W., & **Leng, H.K.** (2021). A Comparative Study of Consumers' Intention to Purchase Counterfeit Outdoor Products in Taiwan and Hong Kong. *Journal of Asian Business and Economic Studies*, 28(3), 162-176.
8. Sadeghi, S., & **Leng, H.K.** (2021). Self-Presentation of Iranian Football Players on Instagram during the 2018 World Cup. *Soccer & Society*, 22(5), 502-510.
9. Chiu, W., & **Leng, H.K.** (2021). The Experience of Sport Tourists at the Formula 1 Singapore Grand Prix: An Exploratory Analysis of User-Generated Content. *Sport in Society*, 24(3), 373-395.
10. **Leng, H.K.**, Ibrahim, M.R., Low, Y.H., & Phua, Y.X.P. (2021). Effect of Social Environment on Brand Recall in Sports Video Games. *International Journal of Gaming and Computer-Mediated Simulations*, 13(1), 1-11.
11. **Leng, H.K.** (2020). National Pride and Perceived Excitement at the 2009 Asian Youth Games. *Asian Sport Management Review*, 15, 17-22.
12. Pyun, D.Y., Cho, H., & **Leng, H.K.** (2020). Applicability of Belief Measures for Advertising to Sponsorship in Sport. *International Journal of Sports Marketing and Sponsorship*, 21(2), 351-369.

13. **Leng, H.K.**, Phua, Y.X.P., & Yang, Y. (2020). Body Image, Physical Activity and Sport Involvement: A Study on Gender Differences. *Physical Culture and Sport*, 85, 40-49.
14. Chiu, W., Won, D., & **Leng, H.K.** (2019). The Relationship between Sport Involvement, Perceived Event Prestige, and the Intention to Attend Annual Spectator Events: Moderating Effects of Gender and Past Experience. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1405-1421.
15. Chung, H.J., **Leng, H.K.**, & Park, C. (2019). A Foucauldian Analysis on Discourse in Primary School Physical Education Classes in Singapore. *Physical Culture and Sport*, 83, 1-15.
16. **Leng, H.K.**, Wu, X., & Zhong, D. (2019). Effect of Brand Familiarity on Sponsor Recall: Evidence from Swimming Competitions. *International Journal of Asian Business and Information Management*, 10(3), 49-60.
17. Cheong, C., Pyun, D.Y., & **Leng, H.K.** (2019). Sponsorship and Advertising in Sport: A Study of Consumers' Attitude. *European Sport Management Quarterly*, 19(3), 287-311.
18. Teo, L.X., **Leng, H.K.**, & Phua, Y.X.P. (2019). Marketing on Instagram: Social Influence and Image Quality on Perception of Quality and Purchase Intention. *International Journal of Sports Marketing and Sponsorship*, 20(2), 321-332.
19. **Leng, H.K.**, & Chiu, W. (2019). The 27th SEA Games Myanmar 2013: A Facebook Perspective. *Sport in Society*, 22(3), 449-461.

國立臺北大學商學院

補助邀請國外學者專家短期訪問、客座

計畫書

(計畫內容請勿超過 10 頁)

申請單位：企業管理學系丁媿如助理教授

休閒運動管理系林彥君助理教授

申請日期：112 年 3 月 13 日

一、活動緣起：

運動產業是近年來最受到矚目的產業之一。除了職業運動產生的經濟效益，運動相關的周邊產品也在消費商品產業裡扮演重要的角色。運動行銷透過行銷宣傳和推廣，提高人們對健康和健身的意識，激發參與運動的熱情，也是一種可以透過運動吸引人們的注意力和情感共鳴來推廣品牌或產品的有效行銷策略。除此之外，運動行銷更能夠提供機會讓學生學習團隊合作、領導能力、以及學習如何透過行銷向大眾傳遞身體和心理的健康。總之，運動行銷對於現代社會和教育的重要性不可忽視。

近來跨領域教學日益重要，因應產業需求本系也有意願發展相關課程。本系計畫協同休運系，共同規劃跨域整合課程。然而由於本系在規劃上剛起步，因此需要有相關經驗的國際學者進行討論與學習。過去交流時得知 Leng Ho Keat 老師在這方面教學研究上經驗豐富。Leng 老師目前職於新加坡南洋理工大學，在國家教育學院，體育及運動科學組擔任助理教授一職。得知休運系及本系發展跨域課程的需求，願意協助兩系的教師共同討論與協助跨域合作，因此邀請 Leng 老師來臺短期訪問，並進行學術合作交流方案。

二、活動目的：

順應國際政治情勢與全球化發展，邀請國外學者回台訪學，進行跨文化及跨域教學是為順應時勢之舉，此外，外國學者能進行全英語講座與跨文化職涯分享，可為商學院師生創造另一種語言學習情境與互動發展可能，預計能增進商學院師生跨文化與跨域溝通與學習，建立未來可能的國際化互訪與合作管道，強化學生應用外語學習的能量。

三、活動進行方式：

1、企管系「行銷管理」、休運系「運動發展」課程：

共同授課期間(2023/5/8-2022/5/12)，授課內容包含:行銷管理、運動行銷、國際職業運動發展。

2、指導休運系及本系同仁推動研究，分享教學及研究成果：

該課程將安排在週三下午 (13:00-16:00)。邀請 Leng 老師中午之前抵達學校，安排中午教師與丁嫻如老師及林彥君用餐，其間安排兩系教師跟 Leng 老師討論目前進行的研究，協助老師投稿國外期刊與國際學者與學生互訪，以及創造未來可能的合作機會。

四、活動行程(請參考下表範例具體填寫每日行程)

(一)參與講座-Leng 助理教授 (實際進度視上課進度與同學學習的情況調整)

時間	工作摘要	活動地點	課程名稱及參與對象	聯絡人及電話
2023/5/08(一)	運動發展	臺北大學商 2F12 教室	1.參與林彥君老師課程共授 2.商學院大專生共計 16 人 3.運動發展主題	林彥君老師 分機 67764
2023/5/09(二)	行銷管理	臺北大學商 5F02 教室	1.參與丁嫻如老師課程共授 2.商學院研究生共計 40 人 3.運動行銷主題	丁嫻如老師 分機 66723
2023/5/10(三)	教師學術交流	各系辦公室	1.研究主題討論 2.北大師生未來合作可能性	同上
2023/5/11(四)	運動與法律	臺北大學商 2F12 教室	1.參與林彥君老師課程共授 2.商學院大專生共計 38 人 3.運動發展主題	同上
2023/5/12(五)	企管系研討會	臺北大學商 5F 教室	企管系 2023 學術研討會演講者及評論人	同上

五、經費預算(請依機票、工作報酬-含生活費等項目列算)：

機票：新加坡 - 臺北往返經濟艙

預估 (SGD703~SGD900 + tax) 新臺幣 \$20,000 元。

(目前臺灣網站查詢區間為 16,000-20,000 元)

工作酬金：預計上課 4 次與擔任企管系學術研討會演講者及評論人，共計訪校 5 日。

助理教授：5,350 元(每日) *5 (天) = 26,750 元

六、預期效益：

兩校教師相互學習、強化研究能量，我校商學院老師藉由不同的學術研究模式學得不同知識，增加所見所聞，為往後與南洋理工大學建立同盟或互訪增加可能性。

七、請附上邀請專家學者簡歷及 5 年內著作目錄：

請參考附件。

Personal Particulars

Name Leng Ho Keat
 A [REDACTED]
 [REDACTED]
 Email [REDACTED]
 ORCID <https://orcid.org/0000-0002-7349-6540>
 Google Scholar <https://bit.ly/3QtqWWK>
 ResearchGate https://www.researchgate.net/profile/Ho_Keat_Leng

**Summary of Qualifications**

- Awarded Doctor of Philosophy in Business and Management from the University of South Australia
- Published 2 edited books, 12 book chapters and 45 peer-reviewed journal papers with more than 700 citations (h-index = 14) according to Google Scholar
- Presented 8 keynote and 66 conference papers at international conferences
- Received 2 journal paper awards, 3 conference paper awards and 2 teaching awards
- Awarded more than S\$600,000 in research funding including more than S\$450,000 as Principal Investigator
- Supervised 3 Doctor of Philosophy students from Nanyang Technological University
- Appointed Associate Editor for 1 journal, Editorial Board Member for 4 journals, Reviewer for 2 research grant applications, Reviewer for 38 academic journals and ad hoc Reviewer for 69 international conferences
- Taught and conducted research in Sports Marketing and Consumer Behaviour

Academic Qualifications

- 2006 Doctor of Philosophy in Business and Management, University of South Australia**
- Dissertation Title "A Study Of Employee Turnover In The Retail Industry"
 - Supervised by Prof Heather Hopfl from University Of Essex
 - Examined by Prof David Weir from CERAM and Prof George Cairns from University of Essex
- 2001 Master's Degree in Business Administration, University of Leicester**
- 1995 Bachelor's Degree in Business Administration, National University of Singapore**
- 1989 'A' levels, National Junior College**
- 1987 'O' levels with six distinctions, The Chinese High School**

Other Certification

- 2003 Teacher In Higher Education Accreditation, Staff and Educational Development Association, United Kingdom**
- 2003 Teaching In Higher Education Certificate, Temasek Polytechnic**

Professional Memberships

Athens Institute for Education and Research	2016-Current
• Academic Member	
International Economics Development Research Center	2010-Current
• Senior Member	
International Association of Computer Science and Information Technology	2009-Current
• Senior Member	
Institute on Asian Consumer Insight	2016-2018
• Fellow	
European Association For Education And Research In Commercial Distribution	2003-2004
• Member	

Work Experience

Assistant Professor, Nanyang Technological University	2011-Current
• Taught various management subjects including Marketing, Finance, Retail Management and Human Resource Management	
Senior Academic Staff, Republic Polytechnic	2007-2011
• Taught various management subjects using Problem-Based Learning pedagogy	
Head of Department, PSB Academy	2006-2007
• Taught various management subjects including Strategic Management	
Senior Executive Corporate Planning, GuocoLand Ltd	2006
• Conduct market research and feasibility studies for real estate projects in various countries	
Lecturer, Temasek Polytechnic	2000-2005
• Taught various management subjects including Consumer Behaviour, Retail Management, Service Quality, Entrepreneurship, Statistics and Economics	
PA to Managing Director, Kinokuniya Book Stores of Singapore	1999
• Co-ordinated various activities related to the opening of 43,000 square feet flagship store in Ngee Ann City including recruitment, training, advertising, direct marketing and online book ordering	
Sales & Marketing Executive, Pansing Distribution	1998
• Managed inventory and logistics matters	
Business Development Manager, Kinokuniya Book Stores of Singapore	1994-1997
• Managed several functions including retail store operations, merchandising, advertising and human resource management	

Award (Scholarship)**Patricia Cranton Outstanding Scholars Program Award**

- Awarded to editors and authors of IGI Global of outstanding merit, 2017

Awards (Journal Paper)**2020 Emerald Literati Awards, Highly Commended Paper**

- Teo, L.X., **Leng, H.K.**, & Phua, Y.X.P. (2019). Marketing on Instagram: Social Influence and Image Quality on Perception of Quality and Purchase Intention. *International Journal of Sports Marketing and Sponsorship*, 20(2), 321-332.

2017 Best Paper Award, Honorable Mention

- Kim, Y. & **Leng, H.K.** (2017). Effectiveness of In-Game Advertisement: An Examination of Repetition Effect, Brand Familiarity and the Relationship between Gaming Skills and Advertising Execution. *Journal of Global Sport Management*, 2(1), 42-64.

Awards (Conference Paper)**Best Presentation Award**

- **Leng, H.K.**, Wang, C.K.J. & Pyun, D.Y. (2016). *Looking and Seeing: An Examination of the Relationship between Glance Duration and Sponsor Recall*. Presented at International Conference on Business, Economics, Social Sciences & Humanities. Hotel Grand Pacific, Singapore. 12-13 December.

Best Paper Award

- **Leng, H.K.** (2016). *Sponsorship in the 28th SEA Games: Sponsor Recall, Purchase Intention and Sponsors' Corporate Image*. Presented at International Conference on Engineering, Technology and Management. Holiday Inn Singapore Atrium, Singapore. 15-16 July.

Outstanding Paper Award

- **Leng, H.K.** (2013). *An exploratory study on the retail tenant mix of shopping malls in Singapore*. Presented at 10th International Conference on Asia Pacific Business Innovation & Technology Management. Howard Civil Service International House, Taipei, Taiwan. 20-22 January.

Awards (Teaching)**Excellence in Teaching Commendation Award****2018**

- Awarded by National Institute of Education, Nanyang Technological University

Koh Boon Hwee Scholars Award – Honoured Faculty**2016**

- Awarded by Nanyang Technological University
- Nominated by Lim Ming Han of Class 2015/16

Involvement In International Projects**Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (United Nations Educational Scientific and Cultural Organization)****2017**

- Member, Asia Pacific Task Force for Youth and Sport

Involvement In National Projects

SRA Awards (Singapore Retailers' Association)

- Judge, SRA Awards 2012 Manager of the Year & Young Executive of the Year
- Judge, SRA Awards 2011 Manager of the Year & Young Executive of the Year
- Judge, SRA Awards 2010 Best Retail Event of the Year & Green Retailer of the Year
- Judge, SRA Awards 2009 Best Retail Event of the Year & Green Retailer of the Year
- Judge, SRA Awards 2008 Best New Entrant of the Year & Best Retail Concept of the Year

National Institute of Technical Education Certificate in Community & Social Service (Institute of Technical Education)

- Member, Technical Working Committee

CaseTrust Accreditation Scheme (Consumers Association of Singapore)

- Assessor

National Continuing Education And Training Framework for the Retail Industry (Workforce Development Agency)

- Member

Retail 21 Plan (Productivity & Standards Board)

- Member, Retail Cluster (Demand Conditions) Working Group

Consultancy Work

RSH (Singapore) Pte Ltd

2005

- Developed and conducted a 1-day merchandising workshop for buyers and senior management

Research Grants

Awarded a total of S\$658,244.67 in research grants including S\$450,565.67 as Principal Investigator. Details as below.

Research Grant, Ministry of Home Affairs

2022-2024

- S\$160,200, Principal Investigator (MHA 5/21 LHK, Effectiveness of Prevention of Drug Abuse Communications on Social Media)

Academic Research Fund, National Institute of Education

2021-2023

- S\$69,825, Principal Investigator (RI 1/20 LHK, An Examination of Visual Cues in Sports Apparel Advertisements: Attractiveness and Perceived Expertise on Purchase Intention)

Academic Research Fund, National Institute of Education

2020-2021

- S\$50,000, Co-Principal Investigator (RI 5/19 LYC, Exploring Sport Centre Users' Experience and Consumer Retention with Flow Theory)

Research Integrity Grant, Nanyang Technological University

2020-2021

- S\$14,911, Principal Investigator (RGI 02/19, Perceptions and Attitudes in IRB Application)

Planning Grant, National Institute of Education

2019-2020

- S\$20,000, Co-Principal Investigator (PG 08/19 CHT, Leisure Nostalgia and College Students' Academic Self-Efficacy)

Research Study, Sport Singapore

2019-2020

- S\$47,703, Co-Principal Investigator (Ind Study SS Coaching, Industry Study on Singapore's Sport Coaching Sector)

- Academic Research Fund, National Institute of Education** **2018-2020**
- S\$60,000, Principal Investigator (RI 7/17 LHK, An Examination on Pathological Online Sports Gambling using Theory of Planned Behaviour and Physiological Data from an Eye Tracker)
- Academic Research Fund, National Institute of Education** **2018-2020**
- S\$70,000, Co-Principal Investigator (RI 8/17 CHT, The Influence of Compulsory Volunteer Experience on Future Behavioural Intentions)
- Start-Up Grant, National Institute of Education** **2017-2018**
- S\$19,953, Principal Investigator (SUG 15/16 LHK, Advertisements Promoting Physical Activity in Tertiary Educational Institutions: An Investigation on Model Effect Using Eye Tracker)
- Start-Up Grant, National Institute of Education** **2016-2017**
- S\$19,976, Co-Principal Investigator (SUG 06/16 CHJ, Discourse on the Physical Education Classes Formed within Primary School Students in Singapore)
- Academic Research Fund, National Institute of Education** **2015-2017**
- S\$86,690, Principal Investigator (RI 4/14 LHK, Recall of Sponsors in Swimming Competitions: A Study using Eye Tracker)
- Research Study, Sport Singapore** **2015-2016**
- S\$5,570, Principal Investigator (Sponsorship in SEA Games 2015)
- SAF-NTU Academy Research Grant, SAF-NTU Academy** **2015-2016**
- S\$4,500, Principal Investigator (Dimensions of Leader Behaviour in a Military Context: Perceptions of NSMen)
- NTU Academic Research Fund Tier 1, Ministry of Education Singapore** **2014-2015**
- S\$26,416.67, Principal Investigator (RP 3/14 LHK, Effectiveness of In-Game Advertisements: Sport Video Gamer Perspective)
- Student Project Funding, Tote Board** **2008-2009**
- S\$1,500, Principal Investigator (Local sports celebrities in advertisements)
- School Research Funding, Republic Polytechnic** **2008-2009**
- S\$1,000, Principal Investigator (In-Game advertisements)

Graduate Supervision

Doctor of Philosophy, Nanyang Technological University

1. Phua Yi Xian Philip, An Insurmountable Task? A study of how local sports organizations can better market their products to local consumers, 2018-Current
2. Teo Wei Yang Darrel, Distant football fan segment: Understanding the effects of sport fan motives and team identification on sport consumption intentions, 2017-Current
3. Lim Vee Lun Clement, Diffusion of Innovation in Primary Care: A Qualitative Study on the Factors Affecting Decision Making when Adopting New Medicines, 2016-2021

Academic Appointments

Associate Editor

1. Managing Sport and Leisure (Scopus) (2020-Current)

Member, Editorial Board

1. Athens Journal of Business & Economics (2014-Current)
2. International Journal of Digital Humanities and Creative Innovation Management (2013-Current)
3. International Journal of Sports Marketing and Sponsorship (SSCI, Scopus) (2020-Current)
4. Journal of Global Sport Management (Scopus) (2020-Current)

Member, Advisory Board

1. Human Kinetics Library (2022-Current)

Guest Editor (Journal)

1. Managing Sport and Leisure, Special Issue on Sports and Leisure Management in Asia. *Forthcoming*.
2. International Journal of Asian Business and Information Management, Volume 9, Issue 1, Special Issue on Sports and Leisure Marketing in Asia (2018).

Article Editor

1. Sage Open (2016)

Reviewer (Research Grant)

1. British Academy/Leverhulme Small Research Grants SRG2021 (SRG21\211372)
2. British Academy/Leverhulme Small Research Grants SRG2020 (SRG20\200838)

Reviewer (Journal), Current

1. Applied Economics Letters (SSCI, Scopus), Taylor & Francis (2022-Current)
2. Asia Pacific Journal of Marketing and Logistics (Scopus), Emerald (2015-Current)
3. Asian Sport Management Review, Asian Association for Sport Management (2020-Current)
4. Athens Journal of Sports, Athens Institute for Education and Research (2014-Current)
5. Clothing and Textiles Research Journal (SSCI, Scopus), Sage (2017-Current)
6. Communication & Sport (SSCI, Scopus), Sage (2022-Current)
7. European Sport Management Quarterly (SSCI, Scopus), Taylor & Francis (2020-Current)
8. Frontiers in Sports and Active Living, Frontiers (2021-Current)
9. International Journal of Asian Business and Information Management (Scopus), IGI Global (2017-Current)
10. International Journal of Sport Management and Marketing (Scopus), Inderscience (2023-Current)
11. International Journal of Sports Marketing and Sponsorship (SSCI, Scopus), Emerald (2020-Current)
12. International Journal of Tourism Cities (Scopus), Emerald (2020-Current)
13. Internet Research (SSCI, Scopus), Emerald (2017-Current)
14. Journal of Advertising (SSCI, Scopus), Taylor & Francis (2020-Current)
15. Journal of Convention & Event Tourism (Scopus), Taylor & Francis (2020-Current)
16. Journal of Gambling Issues (Scopus), CDC Press (2022-Current)
17. Journal of Global Sport Management (Scopus), Taylor & Francis (2021-Current)
18. Journal of Travel & Tourism Marketing (SSCI, Scopus), Taylor & Francis (2017-Current)
19. Learning: Research and Practice (Scopus), Taylor & Francis (2019-Current)
20. Managing Sport and Leisure (Scopus), Taylor & Francis (2020-Current)
21. Nonprofit and Voluntary Sector Quarterly (SSCI, Scopus), Sage (2020-Current)
22. Physical Culture and Sport Studies and Research (Scopus), De Gruyter Open (2019-Current)
23. Psychological Reports (SSCI, Scopus), Sage (2019-Current)
24. Sport in Society (Scopus), Taylor & Francis (2016-Current)
25. Sport Marketing Quarterly (SSCI, Scopus), FiT Publishing (2021-Current)
26. Tourism Review (SSCI, Scopus), Emerald (2022-Current)

Reviewer (Journal), Non-Active

1. Asian Academy of Management Journal, Asian Academy of Management (2010)
2. Asian Journal of Marketing, SciAlert (2008-2011)
3. Cyberpsychology, Behavior, and Social Networking (SSCI, Scopus), Mary Ann Liebert (2013-2016)
4. International Journal of Management Practice (Scopus), Inderscience (2021)
5. International Journal of Social Science and Humanity, International Association of Computer Science and Information Technology (2011)
6. International Journal of Sport and Exercise Psychology (Scopus), Taylor & Francis (2015)
7. International Journal of Sport Management, Recreation & Tourism, George Costa (2011-2016)
8. International Journal of Sport Psychology (SSCI, Scopus), Edizioni Luigi Pozzi (2014)
9. Journal of Behavioral and Applied Management, Institute of Behavioral and Applied Management (2006-2013)
10. Journal of Management History (Scopus), Emerald (2010-2014)
11. Pamukkale Journal of Sport Sciences, Pamukkale University (2016)
12. Research Journal of Business Management, SciAlert (2008-2011)

Reviewer (Conference)

1. International Conference on Big Data and Education 2023
2. Asian Conference on the Social Sciences 2023
3. European Sport Management Conference 2022
4. World Association for Sport Management Conference 2022
5. International Conference on Big Data and Education 2022
6. International Conference on Sociality and Humanities 2021
7. International Conference on Education and Multimedia Technology 2021
8. International Conference on E-Education, E-Business and E-Technology 2021
9. Association Internationale des Ecoles Supérieures d'Education Physique (AIESEP) Conference 2021
10. International Conference on Higher Education Advances 2021
11. International Conference on Learning and Teaching 2021
12. International Conference on Big Data and Education 2021
13. Asia Conference on Education & International Development 2021
14. International Conference on Education, Training and Informatics 2021
15. International Conference on Economic and Business Management 2020
16. European Sport Management Conference 2020
17. International Conference on E-Education, E-Business and E-Technology 2020
18. World Multi Conference on Systemics, Cybernetics and Informatics 2020
19. Redesigning Pedagogy International Conference 2020
20. International Conference on Higher Education Advances 2020
21. International Conference on Education and Multimedia Technology 2020
22. International Conference on Applied Business and Economics 2020
23. International Conference on Education Research and Policy 2020
24. International Conference on Education and Information Systems, Technologies and Applications, 2020
25. International Conference on Computer Science and Application Engineering 2020
26. International Conference on Education, Training and Informatics 2020
27. International Conference on Education Development and Studies 2020
28. International Conference on Social Science, Public Health and Education 2019
29. European Sport Management Conference 2019
30. International Conference on Hospitality, Tourism and Sports Management 2019
31. International Conference on Economics, Society and Management 2019
32. International Conference on Higher Education Advances 2019
33. International Conference on Applied Business and Economics 2019
34. Asian Conference on the Social Sciences 2019
35. International Conference on Distance Education and Learning 2019
36. International Conference on Education Research and Policy 2019
37. International Conference on Education and Information Systems, Technologies and Applications 2019
38. International Conference on Education, Training and Informatics 2019
39. Asian Association for Sport Management Conference 2018
40. International Conference on Economics, Society and Management 2018
41. World Multi Conference on Systemics, Cybernetics and Informatics 2018

42. European Sport Management Conference 2018
43. International Conference on E-Education, E-Business and E-Technology 2018
44. International Conference on Distance Education and Learning 2018
45. International Conference on Education and Information Systems, Technologies and Applications 2018
46. Asian Conference on the Social Sciences 2018
47. International Conference on Education, Training and Informatics 2018
48. International Conference on Higher Education Advances 2017
49. Asian Conference on the Social Sciences 2017
50. International Conference on Education and Information Systems, Technologies and Applications 2017
51. International Conference on Education, Training and Informatics 2017
52. International Colloquium on Sport Science, Exercise, Engineering and Technology 2016
53. International Conference on Education and Training Technologies 2016
54. International Conference on Higher Education Advances 2016
55. International Conference on Education and Information Systems, Technologies and Applications 2016
56. International Conference on Education, Training and Informatics 2016
57. International Conference on Higher Education Advances 2015
58. International Conference on Education and Information Systems, Technologies and Applications 2015
59. Asian Conference on the Social Sciences 2015
60. International Conference on Education, Training and Informatics 2015
61. International Conference in Sports Science & Technology 2014
62. International Colloquium of Sports Science, Exercise, Engineering and Technology 2014
63. International Conference on Education, Training and Informatics 2011
64. International Conference on Education and Information Systems, Technologies and Applications 2011
65. International Conference on Education and Information Systems, Technologies and Applications 2010
66. Annual Meeting of the Academy of Management 2010
67. International Simulation And Gaming Association 40th Annual Conference 2009
68. Australian and New Zealand Marketing Academy Conference 2009
69. Australian and New Zealand Marketing Academy Conference 2008

Reviewer (Textbook)

1. Torkildsen, G., & Taylor, P. *Torkildsen's Sport and Leisure Management 7th edition*. Routledge. *Forthcoming*.
2. Næss, H. E., & Tjørndal, A. (2021). *Innovation, Sustainability and Management in Motorsports: The Case of Formula E*. Springer Nature.
3. Ennis, S. (2020). *Sports Marketing: A Global Approach to Theory and Practice*. Palgrave Macmillan.
4. Leeds, M. & Von Allmen, P. (2014). *Economics of Sports 5th edition*. Pearson.
5. Varley, R. (2014). *Retail Product Management 3rd edition*. Routledge.
6. Varley, R. (2006). *Retail Product Management 2nd edition*. Routledge.

Reviewer, Confirmation of PhD Candidature

1. Boon Chong, Kwok. Clinical Pilates for Chronic Low Back Pain Management in Adults. 2022.
2. Tze Woon, Yong. Effectiveness of Social Media Intervention on Physical Activity Behavior in the Postmodern Period: An Integration of Exercise Identity and Self-Determination. 2014.

Leadership and Administrative Appointments

Assistant Professor, Nanyang Technological University 2011-Current

- Chair, Admission & Outreach, 2019-Current
- Programme Leader, Bachelor of Science (Education) Degree, 2012-2019
- Co-ordinator, Alumni, Sports Science and Management Degree, 2017-2018
- Co-ordinator, Publicity & Website, Sports Science and Management Degree, 2011-2012
- Academic Advisor, Teaching Scholar Programme, 2014-2019
- Assessor, Physical Proficiency Test (Swimming), 2011-Current
- Member, Institutional Review Board (Social, Behavioural and Educational Sciences), 2020-2021
- Member, Interview Panel for Faculty Recruitment, 2015-Current
- Member, Student Immersion Program (Korea), 2017
- Member, Teaching Scholar Programme (Outreach), 2016-2018
- Member, Sponsorship and Fundraising Committee, ASEAN University Games, 2016
- Member, Ministry of Education Teacher Recruitment Panel, 2012-2014
- Member, Publicity Committee, Asian Conference of Physical Education and Sports Science 2014
- Member, Student Immersion Program (Taiwan), 2014
- Member, Student Immersion Program (Tianjin-Beijing), 2013
- Member, Ministry of Education External Validation of Schools Team, 2012

Senior Manager (Academic Quality Assurance), Republic Polytechnic 2010-2011

- Member, Polytechnic Academic Committee
- Member, Business Excellence Committee
- Member, Committee on Student Learning Abilities
- Member, Programme Curriculum Design Framework Committee
- Co-ordinator, Benchmarking Projects

Senior Academic Staff, Republic Polytechnic 2007-2011

- Co-Chair, Programmes Sub-Committee, Singapore Sports Conference 2008
- Module Chair for various modules including Sports Business, Leisure Organisation and Issues, and Sociology for Sports and Leisure
- Member, Mentoring Committee, 2010
- Member, In-House Ethics Review Committee (Institution), 2009-2011
- Member, Problem Review Committee, 2009-2011
- Member, School Ethics Committee, 2007-2011
- Member, Interview Panel for Faculty Recruitment, 2007-2011
- Career Coach, 2008-2011
- Advisor, Scientific Thinking Programme, 2008

Head of Department, PSB Academy 2006-2007

- Head, Diploma in Business Administration
- Head, Diploma in Supply Chain Management
- Member, Interview Panel for Part-Time Faculty Recruitment, 2006-2007

Academic Associate, Republic Polytechnic 2005-2006

- Member, Retail Cart Operations Committee

Lecturer, Temasek Polytechnic**2000-2005**

- Subject Leader for various subjects including Consumer Psychology, Merchandise Buying and Entrepreneurship
- Chairman, Teachers' Workshop on Teaching Entrepreneurship 2003 Committee
- Vice-Chairman, Centre for Business Research, 2001-2005
- Vice-Chairman, 1st Avenue (Retail Laboratory), 2002-2003
- Member, Pro-Tem Committee for Entrepreneurship, 2003-2004
- Member, Publicity & Promotions Committee, 2004-2005
- Member, Time-Tabling Committee, 2005
- Member, Entrepreneurs' Forum 2004 Committee
- Member, Entrepreneurs' Forum 2000 Committee
- Member, Study Trip Sydney 2000 Committee
- Student Advisor, Lee Kuan Yew Global Business Plan Competition 2004
- School Liaison Officer to The Chinese High School, 2002-2004
- School Liaison Office to Presbyterian High School, 2004-2005

Course Development Experience**Assistant Professor, Nanyang Technological University****2011-Current**

- Developed several modules in the Sport Science and Management Bachelor's Degree programme including Advanced Topics in Sport Marketing and Sponsorship, and Sport Retail Management
- Reviewed curriculum for Bachelor of Science (Education) Degree, 2013

Academic Adviser, Aston Group Hong Kong**2006-Current**

- Reviewed course structure for Advanced Diploma in Business Management
- Reviewed course structure for Certificate in English Course
- Reviewed academic quality assurance processes for the Group

Senior Academic Staff, Republic Polytechnic**2007-2011**

- Developed and conducted workshops on research methods for students
- Reviewed and revised teaching materials for Sociology of Sports and Leisure, Sports Business and Sports Management
- Created teaching materials for several modules including Sports Business, Sports Management and Leisure Organisations and Issues

Head of Department, PSB Academy**2006-2007**

- Co-ordinated the development of Bridging Courses in Economics and Mathematics to degree programmes offered by University of London
- Reviewed assessment structure of Diploma in Business Administration validated by Cambridge International Examinations
- Co-ordinated the development of the new Diploma in Supply Chain Management

Academic Associate, Republic Polytechnic**2005-2006**

- Developed and conducted workshops on Retail Management

Lecturer, Temasek Polytechnic**2000-2005**

- Developed several courses in the Diploma in Marketing including Customer Psychology, Client-Based Project and Integrated Marketing Project
- Co-Developed the course Basics of Entrepreneurship
- Co-Developed a new diploma in Retail Management
- Developed and conducted a workshop on online research
- Completed several student-industry collaborative projects with partners from Starbucks, Carrefour, Singapore Retailers' Association and Housing Development Board

Teaching Experience

- Assistant Professor, Nanyang Technological University** **2011-Current**
- Taught various sports management subjects including Sports Marketing, Events and Facilities Management, and Human Resource Management in Sports at the Bachelor's degree level
 - Taught Managing Sport & Exercise Organisations in Singapore at the Master's degree level
 - Obtained Student Feedback on Teaching scores between 83% to 100% across subjects
 - Supervised students in Final Year Projects
 - Supervised students for the Undergraduate Research Experience on Campus programme
 - Supervised students for the Nanyang Research Programme
- Local Tutor, University of Stirling** **2011**
- Taught Buying and Merchandising in the MBA in Retailing programme
- Senior Academic Staff, Republic Polytechnic** **2007-2011**
- Taught various sports management subjects including Sociology of Sports and Leisure, Leisure Organisations and Issues, and Sports Business using Problem-Based Learning pedagogy
 - Obtained student feedback score of 4.21 out of 5 in AY0910 Semester 2 (Institution-wide average score was 3.93)
 - Conducted Chief Coach Programme for International Association of Athletics Federations
 - Conducted training for adult learners in the Specialist Diploma in Events, Sports and Leisure Management
 - Supervised students in Final Year Projects
- Head of Department, PSB Academy** **2006-2007**
- Taught Strategic Management in the Diploma in Business Administration
 - Taught Strategic Management in the Advanced Diploma in Business Studies programmes
- Sessional Lecturer, University of Newcastle** **2006-2007**
- Taught Entrepreneurship in the Master's Degree in Business Administration programme
 - Taught Consumer Behaviour in the Bachelor's Degree in Business Administration programme
- Academic Associate, Republic Polytechnic** **2005-2006**
- Taught business subjects Enterprise Skills 1 and Enterprise Skills 2
- Associate Lecturer, The Retail Academy of Singapore** **2005**
- Taught Economics in Retailing in the Diploma in Retail Management programme jointly offered by University of Stirling and The Retail Academy of Singapore
- Lecturer, Temasek Polytechnic** **2000-2005**
- Taught various marketing and business subjects including Consumer Behaviour, Retail Management, Productivity and Service Quality, Entrepreneurship, Statistics and Economics
 - Conducted training for adult learners in the Certificate in Retail Marketing programme
 - Rated as an effective lecturer by more than 95% of the students in teaching evaluation surveys
 - Used several different methods of teaching including Problem-Based Learning, Case Studies and online learning via Blackboard software_

Publications

Edited Book

1. **Leng, H.K.**, & Zhang, J.J. (Eds.). *Sports Marketing and Sponsorship: Global Perspectives and Emerging Trends*. Routledge. *Forthcoming*.
2. **Leng, H.K.**, & Hsu, N.Y. (Eds.). (2015). *Emerging Trends and Innovation in Sports Marketing and Management in Asia*. Hershey, PA: IGI Global.

Academic Textbook

1. **Leng, H.K.**, Phua, Y.X.P., & Lin, Y.C. *Principles of Sport Management: A Case Study Approach*. Palgrave Macmillan. *Forthcoming*.

Book Chapters

1. **Leng, H.K.**, & Zhang, J.J. Emerging Trends in Sport Marketing and Sponsorship. In H.K. Leng and J.J. Zhang (Eds.), *Sports Marketing and Sponsorship: Global Perspectives and Emerging Trends*. Routledge. *Forthcoming*.
2. **Leng, H.K.** (2021). The COVID-19 Pandemic and its Impact on Grocery Retailing: A Singapore Case Study. In J. Lee and S.H. Han (Eds.), *The Future of Service Post-COVID-19 Pandemic Volume 2: Transformation of Services Marketing* (pp. 49-63). Singapore: Springer.
3. **Leng, H.K.**, Wu, X., & Zhong, D. (2021). Effect of Brand Familiarity on Sponsor Recall: Evidence from Swimming Competitions. In *Research Anthology on Business Strategies, Health Factors, and Ethical Implications in Sports and eSports* (pp. 92-105). Hershey, PA: IGI Global.
4. **Leng, H.K.**, & Phua, P. (2021). Eye Tracker Technology in Sports Sponsorship Research. In M. Khosrow-Pour (Ed.), *Encyclopedia of Organizational Knowledge, Administration, and Technology* (pp. 2278-2285). Hershey, PA: IGI Global.
5. Phua, Y.X.P., & **Leng, H.K.** (2019). An Update on the Marketing of the F1 Singapore Grand Prix Post 2014. In M.A. Dos Santos (Ed.), *Integrated Marketing Communications, Strategies, and Tactical Operations in Sports Organisations* (pp.91-109). Hershey, PA: IGI Global.
6. **Leng, H.K.** (2015). Analysing Blogs in Market Research. In A. Takhar-Lail and A. Ghorbani (Eds.), *Market Research Methodologies: Multi-Method and Qualitative Approaches* (pp. 118-136). Hershey, PA: IGI Global.
7. **Leng, H.K.** (2014). The Marketing of the F1 SingTel Singapore Grand Prix. In M.A. Dos Santos (Ed.), *Strategies in Sports Marketing: Technologies and Emerging Trends* (pp. 29-39). Hershey, PA: IGI Global.
8. **Leng, H.K.** (2014). An Update on the Use of Facebook as a Marketing Tool by Private Educational Institutions in Singapore. In I. Lee (Ed.), *Trends in E-Business, E-Services, and E-Commerce: Impact of Technology on Goods, Services, and Business Transactions* (pp. 191-205). Hershey, PA: IGI Global.
9. **Leng, H.K.**, & Leng, D. (2014). Marketing Higher Educational Institutions on Social Network Sites. In S. Mukerji & P. Tripathi (Eds.), *Handbook of Research on Transnational Higher Education* (pp. 175-188). Hershey, PA: IGI Global.
10. **Leng, H.K.** (2013). The Use of Facebook as a Marketing Tool by Private Educational Institutions in Singapore. In P. Tripathi & S. Mukerji (Eds.), *Marketing Strategies for Higher Education Institutions: Technological Considerations and Practices* (pp. 164-175). Hershey, PA: IGI Global.

Book Chapters (in Academic Textbooks)

1. **Leng, H.K.** (2019). Sports Retailing. In H.H. Kwon (Ed.), *Sport Marketing* (pp. 217-233). Asian Association for Sport Management.
2. Shonk, D.J., Won, D., & **Leng, H.K.** (2019). The Business of International Sport. In E.W. Macintosh, G.A. Bravo, & M. Li (Eds.), *International Sport Management* (2nd ed.) (pp. 281-295). Champaign, IL: Human Kinetics.

Journal Papers

1. Toh, B.Y.W., **Leng, H.K.**, & Phua, Y.X.P. Effect of Colours on Sponsor Recall. *Asia Pacific Journal of Marketing and Logistics*. (SSCI IF (2021) 4.64 (Business Q3), Scopus IF (2021) 0.80 (Business and International Management Q1)). *Forthcoming*.
2. Phua, Y.X.P., Pyun, D.Y., & **Leng, H.K.** Cognitive Distortions and Problem Gambling in Sports Gambling. *Journal of Gambling Issues*. (Scopus IF (2021) 0.29 (Clinical Psychology Q3)). *Forthcoming*.
3. Richelieu, A., Lin, Y.C., & **Leng, H.K.** A Typology of Countries using Place Branding through Sport. *Journal of Global Sport Management*. (Scopus IF (2021) 0.39 (Tourism, Leisure and Hospitality Management Q3)). *Forthcoming*.
4. **Leng, H.K.**, Phua, Y.X.P., Pyun, D.Y., Kwon, H.H., & Lin, Y.C. (2022). Differences between Gamblers and Non-Gamblers on Sports Betting Websites. *Journal of Gambling Studies*, 38(3), 753-766. (SSCI IF (2021) 3.40 (Psychology Multidisciplinary Q2), Scopus IF (2021) 0.81 (Sociology and Political Science Q1)).
5. Ong, W.H., & **Leng, H.K.** (2022). Social Media Marketing Strategies of Football Clubs: Limitations of Social Influence. *International Journal of Technology and Human Interaction*, 18(1), 1-10. (Scopus IF (2021) 0.29 (Information Systems Q3)).
6. **Leng, H.K.**, & Phua, Y.X.P. (2022). Athletes as Role Models during the COVID-19 Pandemic. *Managing Sport and Leisure*, 27(1-2), 157-161. (Scopus IF (2021) 0.57 (Tourism, Leisure and Hospitality Management Q2)).
7. Tseng, W.Y., Chiu, W., & **Leng, H.K.** (2021). A Comparative Study of Consumers' Intention to Purchase Counterfeit Outdoor Products in Taiwan and Hong Kong. *Journal of Asian Business and Economic Studies*, 28(3), 162-176.
8. Sadeghi, S., & **Leng, H.K.** (2021). Self-Presentation of Iranian Football Players on Instagram during the 2018 World Cup. *Soccer & Society*, 22(5), 502-510. (Scopus IF (2021) 0.39 (Cultural Studies Q1)).
9. Chiu, W., & **Leng, H.K.** (2021). The Experience of Sport Tourists at the Formula 1 Singapore Grand Prix: An Exploratory Analysis of User-Generated Content. *Sport in Society*, 24(3), 373-395. (SSCI IF (2021) 1.58 (Sociology Q3), Scopus IF (2021) 0.43 (Cultural Studies Q1)).
10. **Leng, H.K.**, Ibrahim, M.R., Low, Y.H., & Phua, Y.X.P. (2021). Effect of Social Environment on Brand Recall in Sports Video Games. *International Journal of Gaming and Computer-Mediated Simulations*, 13(1), 1-11. (Scopus IF (2021) 0.17 (Computer Science Applications Q4)).
11. **Leng, H.K.** (2020). National Pride and Perceived Excitement at the 2009 Asian Youth Games. *Asian Sport Management Review*, 15, 17-22.
12. Pyun, D.Y., Cho, H., & **Leng, H.K.** (2020). Applicability of Belief Measures for Advertising to Sponsorship in Sport. *International Journal of Sports Marketing and Sponsorship*, 21(2), 351-369. (SSCI IF (2020) 2.94 (Hospitality, Leisure, Sport & Tourism Q3), Scopus IF (2020) 0.67 (Marketing Q2)).

13. **Leng, H.K.**, Phua, Y.X.P., & Yang, Y. (2020). Body Image, Physical Activity and Sport Involvement: A Study on Gender Differences. *Physical Culture and Sport*, 85, 40-49. (Scopus IF (2020) 0.18 (Cultural Studies Q2)).
14. Chiu, W., Won, D., & **Leng, H.K.** (2019). The Relationship between Sport Involvement, Perceived Event Prestige, and the Intention to Attend Annual Spectator Events: Moderating Effects of Gender and Past Experience. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1405-1421. (SSCI IF (2019) 2.51 (Business Q2), Scopus IF (2019) 0.51 (Marketing Q2)).
15. Chung, H.J., **Leng, H.K.**, & Park, C. (2019). A Foucauldian Analysis on Discourse in Primary School Physical Education Classes in Singapore. *Physical Culture and Sport*, 83, 1-15. (Scopus IF (2019) 0.16 (Cultural Studies Q2)).
16. **Leng, H.K.**, Wu, X., & Zhong, D. (2019). Effect of Brand Familiarity on Sponsor Recall: Evidence from Swimming Competitions. *International Journal of Asian Business and Information Management*, 10(3), 49-60. (Scopus IF (2019) 0.17 (Cultural Studies Q2)).
17. Cheong, C., Pyun, D.Y., & **Leng, H.K.** (2019). Sponsorship and Advertising in Sport: A Study of Consumers' Attitude. *European Sport Management Quarterly*, 19(3), 287-311. (SSCI IF (2019) 1.89 (Hospitality, Leisure, Sport & Tourism Q3), Scopus IF (2019) 0.80 (Tourism, Leisure and Hospitality Management Q1)).
18. Teo, L.X., **Leng, H.K.**, & Phua, Y.X.P. (2019). Marketing on Instagram: Social Influence and Image Quality on Perception of Quality and Purchase Intention. *International Journal of Sports Marketing and Sponsorship*, 20(2), 321-332. (SSCI IF (2019) 1.08 (Hospitality, Leisure, Sport & Tourism Q4), Scopus IF (2019) 0.35 (Business and International Management Q2)).
19. **Leng, H.K.**, & Chiu, W. (2019). The 27th SEA Games Myanmar 2013: A Facebook Perspective. *Sport in Society*, 22(3), 449-461. (SSCI IF (2019) 0.94 (Hospitality, Leisure, Sport & Tourism Q4), Scopus IF (2019) 0.44 (Cultural Studies Q1)).
20. **Leng, H.K.**, & Pyun, D.Y. (2018). Development of a Scale to Measure Gamer Experiences in Sport Video Games. *International Journal of Sport Management and Marketing*, 18(5), 417-429. (Scopus IF (2018) 0.26 (Marketing Q3)).
21. Koh, J.Y., & **Leng, H.K.** (2017). Marketing Sport Coaching Services on Social Network Sites: An Examination of Social Influence and Country-of-Origin Effect. *Managing Sport and Leisure*, 22(5), 390-399. (Scopus IF (2017) 0.30 (Tourism, Leisure and Hospitality Management Q3)).
22. **Leng, H.K.** (2017). Sponsor Recall in Sports Events of Short Duration: Empirical Evidence from Swimming Competitions. *International Journal of Sports Marketing and Sponsorship*, 18(2), 138-148. (SSCI IF (2017) 0.62 (Hospitality, Leisure, Sport & Tourism Q4), Scopus IF (2017) 0.27 (Business and International Management Q2)).
23. Kim, Y., & **Leng, H.K.** (2017). Effectiveness of In-Game Advertisement: An Examination of Repetition Effect, Brand Familiarity and the Relationship between Gaming Skills and Advertising Execution. *Journal of Global Sport Management*, 2(1), 42-64.
24. Chiu, W., & **Leng, H.K.** (2017). Let's Go Cycling: An Analysis of Tourists' Experience on Online User-Generated Content. *International Journal of Tourism Cities*, 3(1), 30-42. (Scopus IF (2017) 0.50 (Tourism, Leisure and Hospitality Management Q2)).
25. **Leng, H.K.**, & Wee, K.N.L. (2017). An Examination of Users and Non-Users of Self-Checkout Counters. *International Review of Retail, Distribution and Consumer Research*, 27(1), 94-108. (Scopus IF (2017) 0.44 (Marketing Q2)).
26. Chew, S.S., & **Leng, H.K.** (2016). The Role of Social Influence in Purchasing Sports Apparels. *Athens Journal of Sports*, 3(4), 275-284.

27. Lee, A., & **Leng, H.K.** (2016). The Marketing of the 2014 Formula One Singapore Grand Prix on Facebook. *Pamukkale Journal of Sport Sciences*, 7(3), 14-22.
28. **Leng, H.K.** (2016). Sponsorship in the 28th SEA Games: Sponsor Recall, Purchase Intention and Sponsors' Corporate Image. *International Journal of Conceptions on Management and Social Sciences*, 4(3), 10-12.
29. Chiu, W., & **Leng, H.K.** (2016). Consumers' Intention to Purchase Counterfeit Sporting Goods in Singapore and Taiwan. *Asia Pacific Journal of Marketing and Logistics*, 28(1), 23-36. (Scopus IF (2016) 0.38 (Business and International Management Q2)).
30. Wang, C.K.J., **Leng, H.K.**, & Kee, Y.H. (2015). Use of Facebook in Physical Activity Intervention Programme: A Test of Self-Determination Theory. *International Journal of Sport Psychology*, 46(3), 210-224. (SSCI IF (2015) 0.87 (Hospitality, Leisure, Sport & Tourism Q3), Scopus IF (2015) 0.33 (Applied Psychology Q3)).
31. **Leng, H.K.** (2015). Beckham vs Fandi: The Effectiveness of Local Sports Celebrities in Advertisements. *Journal of Media & Mass Communication*, 2(1), 44-47.
32. Chiu, W., & **Leng, H.K.** (2015). Is that a Nike? The Purchase of Counterfeit Sporting Goods through the Lens of the Theory of Planned Behaviour. *Choregia*, 11(1), 79-94.
33. **Leng, H.K.**, Kuo, T.Y., Baysa-Pee, G., & Tay, J. (2015). Singapore 2010 Youth Olympic Games and National Pride: An Examination of Differences between Spectators and Non-Spectators. *Sport, Business and Management*, 5(1), 21-30. (Scopus IF (2015) 0.28 (Business and International Management Q2)).
34. **Leng, H.K.**, Kuo, T.Y., Baysa-Pee, G., & Tay, J. (2014). Make me proud! Singapore 2010 Youth Olympic Games and its Effect on National Pride of Young Singaporeans. *International Review for the Sociology of Sport*, 49(6), 745-760. (SSCI IF (2014) 0.95 (Sociology Q2), Scopus IF (2014) 1.09 (Social Sciences Q1)).
35. Chew, S.S., & **Leng, H.K.** (2014). Marketing Sports Products on Facebook: The Effect of Social Influence. *Physical Culture and Sport*, 61(1), 65-73.
36. Toh, C.Y., & **Leng, H.K.** (2014). Demographic Differences in Recall and Recognition Rates of In-Game Advertisements. *Journal of Direct, Data and Digital Marketing Practice*, 15(3), 187-196. (Scopus IF (2014) 0.15 (Marketing Q3)).
37. Lok, X.F., & **Leng, H.K.** (2014). Let's Go to the Park: Motives and Emotions Experienced of Park Goers in Singapore. *The Online Journal of Recreation and Sport*, 3(1), 10-17.
38. **Leng, H.K.** (2013). Methodological Issues in Using Data from Social Networking Sites. *Cyberpsychology, Behavior, and Social Networking*, 16(9), 686-689. (SSCI IF (2013) 2.41 (Psychology Social Q1), Scopus IF (2013) 1.53 (Social Psychology Q1)).
39. **Leng, H.K.** (2013). Cinderella Revisited: A Historical Perspective to Graduate Work in Retailing. *Acta Universitatis Danubius Œconomica*, 9(1), 181-194.
40. **Leng, H.K.** (2012). Of Bats and Spiders: The Appeal of Comics to Adult Readers. *Journal of Law and Social Sciences*, 2(1), 196-200.
41. **Leng, H.K.** (2012). Marketing Politicians on Facebook: An Examination of the Singapore General Election 2011. *Studies in Business and Economics*, 7(1), 101-109.
42. **Leng, H.K.** (2012). The Use of Facebook as a Marketing Tool by Private Educational Institutions in Singapore. *International Journal of Technology and Educational Marketing*, 2(1), 14-25.
43. **Leng, H.K.**, Kang, S.Y., Lim, C., Lit, J.J., Suhaimi, N.I., & Umar, Y. (2012). Only for Males: Gendered Perception of Wrestling. *Choregia*, 8(1), 43-54.

44. **Leng, H.K.** (2011). A Study on the Effectiveness of In-Game Advertisements. *International Journal of Sport Management, Recreation & Tourism*, 8, 65-80.
45. **Leng, H.K.**, Quah, S.L., & Zainuddin, F. (2010). The Obama Effect: An Exploratory Study on Factors Affecting Brand Recall in Online Games. *International Journal of Trade, Economics, and Finance*, 1(1), 1-5.

Conference Paper (Keynote Presentations)

1. **Leng, H.K.** (2022). *Insights from Visual Attention Data in Sports Marketing Research*. Presented at Asian Association for Sport Management Rising Stars in Sport Management Research Webinar. Taiwan. 26 March.
2. **Leng, H.K.** (2022). *Use of Eye Trackers in Sports Management Research*. Presented at International Congress on Sport Sciences. Tehran, Iran. 7-9 March.
3. **Leng, H.K.** (2021). *The Future Trends of Sport Industry*. Presented at Taiwan International Conference of Sport Management. National Taiwan Sport University, Taoyuan, Taiwan. 22-23 May.
4. **Leng, H.K.** (2019). *Social Media Marketing in Sports and Leisure*. Presented at International Conference of Sport, Leisure and Hospitality Management. Graduate Institute of Sport, Leisure and Hospitality Management, National Taiwan Normal University, Taipei, Taiwan. 4-5 May.
5. **Leng, H.K.** (2018). *Social Media Marketing for Sports Events: A Review and Proposed Theoretical Framework*. Presented at Asia-Pacific Conference on Global Business, Economics, Finance and Banking. Parkroyal on Kitchener Road, Singapore. 27-29 July.
6. **Leng, H.K.** (2017). *Conducting Research with User-Generated Content in Sport Tourism and Events*. Presented at International Symposium of Danaine Butterfly Ecological Research and Sustainable Tourism Development. I-Shou University, Kaohsiung, Taiwan. 5-6 January.
7. **Leng, H.K.** (2014). *Social Media Marketing for Educational Institutions*. Presented at the 5th International Conference on Education and Management Technology, 3rd International Conference on Knowledge, Culture and Society, and World Congress of Social Sciences. Peninsula Excelsior Hotel, Singapore. 6-8 August.
8. **Leng, H.K.** (2013). *Effectiveness of In-Game Advertisements: A Review*. Presented at the International Conference on Financial and Management Science, International Conference on Business, Management and Governance and International Conference on Humanity, Culture and Society. Ambassador Row Serviced Suites, Kuala Lumpur, Malaysia. 29-30 December.

Conference Papers (Oral Presentations)

1. Tan, X.E.Z., & **Leng, H.K.** (2023). *Using Sport Science Terminology in Women's Fitness Magazines: Effect on Perception of Quality and Purchase Intention*. Presented at International Forum on Recent Advances in Management, E-Commerce, Global Economy and Social Sciences. Hotel Mystays Ochanomizu Conference Center, Tokyo, Japan. 12-13 March. *Forthcoming*.
2. **Leng, H.K.** (2022). *Effect of Familiarity on Shopping Website Navigation*. Presented at International Aegean Symposiums. Ramada Plaza by Wyndham Izmir, Izmir, Turkey. 20-22 December.
3. **Leng, H.K.**, Phua, Y.X.P., Richelieu, A., Sato, S., Teo-Koh, S.M., & Lin, Y.C. (2022). *Effect of Endorser's Race in Advertisements*. Presented at International Conference on Social Science, Applied Sciences, Economics and Management. Hotel Mystays Ochanomizu Conference Center, Tokyo, Japan. 10-11 December.

4. Kawabata, M., Lin, Y.C., & **Leng, H.K.** (2022). *A Chronological Investigation of Views on Hosting the Tokyo Olympics and Paralympics during the COVID-19 Pandemic*. Presented at Asia-Singapore Conference on Sport Science. Holiday Inn Singapore Atrium, Singapore. 6-7 December.
5. **Leng, H.K.**, Phua, Y.X.P., Richelieu, A., Sato, S., Teo-Koh, S.M., & Lin, Y.C. (2022). *Correlations between Visual Attention and Consumer Behaviour: An Exploratory Study with Sports Shoes and Apparels*. Presented at International European Conference on Mathematics, Engineering, Natural and Medical Sciences. Mardin, Turkey. 22-23 February.
6. Toh, B.Y.W., & **Leng, H.K.** (2021). *Black, Red or Blue? The Effects of Colour on Sponsor Recall in Sport Event Advertisements: An Eye-Tracking Study*. Presented at Asian Association for Sport Management Conference. Kasetsart University, Bangkok, Thailand. 19-20 August.
7. Phua, Y.X.P., & **Leng, H.K.** (2021). *A Comparison of Country-of-Origin Terminology and Country-of-Origin Effect in Sports Products*. Presented at Asian Association for Sport Management Conference. Kasetsart University, Bangkok, Thailand. 19-20 August.
8. Ang, D., & **Leng, H.K.** (2021). *Effect of Models in Fitness Magazines on Visual Attention and Consumer Behaviour*. Presented at Asian Association for Sport Management Conference. Kasetsart University, Bangkok, Thailand. 19-20 August.
9. **Leng, H.K.**, Chu, K.K., Lin, Y.C., & Phua, Y.X.P. (2021). *Doing Research Ethically: Reflections on the Administrative Process*. Presented at Association Internationale des Écoles Supérieures d'Éducation Physique Conference. Alberta, Canada. 7-10 June.
10. **Leng, H.K.**, Phua, Y.X.P., Ng, G.H.J., & Lin, Y.C. (2021). *Research Ethics Approval Process: Characteristics and Unintended Outcomes*. Presented at Asian Conference on Ethics, Religion & Philosophy. Tokyo, Japan. 29-31 March.
11. Ong, X.E.C., & **Leng, H.K.** (2021). *Student-Teacher Conflict Resolution Strategies in Singapore's Physical Education Classes*. Presented at Asian Conference on Education & International Development. Tokyo, Japan. 22-24 March.
12. Toh, B.Y.W., & **Leng, H.K.** (2021). *Inside or Out? The Effect of Placement on Sponsor Recall in Advertisements*. Presented at International Conference on Economics, Business and Marketing Management. Singapore. 24-26 February.
13. **Leng, H.K.** (2020). *Benefits and Limitations of Virtual Presentations*. Presented at eLearning Forum Asia. The Chinese University of Hong Kong, Hong Kong, China. 7-8 December.
14. Lim, V.L.C., & **Leng, H.K.** (2020). *Decision Making – A Qualitative Study Examining the Factors Influencing Adoption of New Drugs*. Presented at Management and Medical Sciences Interdisciplinary Conference. National Taiwan University, Taipei, Taiwan. 30 October - 1 November.
15. Sim, H.X.A., & **Leng, H.K.** (2020). *"Shoes from Japan must be of great quality!" : Country-of-Origin Effect in the Marketing of Sports Apparel*. Presented at Yokohama Sport Conference. Pacifico Yokohama North, Yokohama, Japan. 8-12 September.
16. Toh, B.Y.W., & **Leng, H.K.** (2020). *Recall of Sponsors in Football Console Games*. Presented at Yokohama Sport Conference. Pacifico Yokohama North, Yokohama, Japan. 8-12 September.
17. **Leng, H.K.**, Phua, Y.X.P., Pyun, D.Y., Kwon, H.H., Cho, H., & Lin, Y.C. (2020). *An Examination of Online Sports Gambling Using Theory of Planned Behaviour*. Presented at International Conference on Management Science and Industrial Engineering. Osaka International Convention Center, Osaka, Japan. 7-9 April.

18. Phua, Y.X.P., & **Leng, H.K.** (2019). *An Exploratory Study on Sports Gamblers' Cognitive Distortions*. Presented at International Conference on Hospitality, Tourism and Sports Management. Osaka International House Foundation, Osaka, Japan. 28-30 August.
19. **Leng, H.K.**, Phua, Y.X.P., Pyun, D.Y., Kwon, H.H., Cho, H.T., & Lin, Y.C. (2019). *Differences in Online Sports Gambling Viewing Behaviour between Gamblers and Non-Gamblers*. Presented at Asian Association for Sport Management Conference. Juntendo University, Tokyo, Japan. 7-9 August.
20. **Leng, H.K.**, Phua, Y.X.P., & Lin, Y.C. (2019). *An Examination of Sponsor Recall on Internet Broadcast of Sports Events*. Presented at North American Society for Sport Management Conference. Sheraton New Orleans, Louisiana, United States. 29 May - 1 June.
21. Pyun, D.Y., **Leng, H.K.**, & Cho, H. (2018). *The Applicability of the Belief Scale about Advertising to Sponsorship in Sport: Evidence from Two Different Consumer Groups*. Presented at European Sport Management Conference. Malmö, Sweden. 5-8 September.
22. **Leng, H.K.**, Thangavelu, L., & Phua, Y.X.P. (2018). *An Examination of the Effectiveness of Celebrity Athletes in Promoting Physical Activity in Advertisements*. Presented at International Conference on Economics, Society and Management. Grand Gongda Jianguo Hotel, Beijing, China. 5-7 July.
23. **Leng, H.K.**, & Phua, P. (2018). *Body Image, Sport Involvement and Physical Activity: An Examination of Gender Differences*. Presented at Asian Conference on the Social Sciences. Art Center Kobe, Kobe, Japan. 8-10 June.
24. **Leng, H.K.** (2017). *Sponsor Recall on Video Clips of Sporting Events: Effect of Visual Quality and Use of Headsets*. Presented at Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences. Pacific Business Center, Taipei, Taiwan. 21-22 December.
25. **Leng, H.K.**, Yap, D., Phua, P., Park, C.M., & Chung, H.J. (2017). *Advertisements Promoting Physical Activity: The Role of Model Gender*. Presented at Asian Youth Sport Symposium. National Institute of Education, Singapore. 13-14 November.
26. Koh, J.Y., & **Leng, H.K.** (2017). *Marketing Sports Coaching Services: Assessing Trust on Social Network Sites and its Relation to Purchase Intention*. Presented at Asian Association for Sport Management Conference. Yongpyong Resort, Pyeongchang, Korea. 20-22 July.
27. Chung, H.J., **Leng, H.K.**, & Park, C.M. (2017). *Using Foucault's Archaeological Lens to Examine Physical Education Classes in Primary Schools*. Presented at Redesigning Pedagogy International Conference. National Institute of Education, Singapore. 31 May – 2 June.
28. Chung, H.J., **Leng, H.K.**, & Park, C.M. (2017). *Physical Education Classes at Primary Schools in Singapore: Foucault, Episteme and Archaeology*. Presented at World Congress of Sociology of Sport. National Taiwan Sport University, Taoyuan, Taiwan. 30 May – 2 June.
29. Chiu, W., Tseng, W.Y., & **Leng, H.K.** (2017). *Consumers' Intention to Purchase Counterfeit Outdoor Products in Taiwan and Hong Kong*. Presented at Mystique of Luxury Brands Conference. Royal Seoul Hotel, Seoul, Korea. 11-12 May.
30. **Leng, H.K.**, Wang, C.K.J., & Pyun, D.Y. (2016). *Looking and Seeing: An Examination of the Relationship between Glance Duration and Sponsor Recall*. Presented at International Conference on Business, Economics, Social Sciences & Humanities. Hotel Grand Pacific, Singapore. 12-13 December.
31. Chiu, W., **Leng, H.K.**, & Won, D. (2016). *The Experiences of Sport Tourists at the Formula 1 Singapore Grand Prix: An Analysis of User-Generated Content on Social*

- Media using Leximancer*. Presented at Korean Scholars of Marketing Science International Conference. Yonsei University, Seoul, Korea. 12-13 November.
32. **Leng, H.K.** (2016). *Sponsorship in the 28th SEA Games: Sponsor Recall, Purchase Intention and Sponsors' Corporate Image*. Presented at International Conference on Engineering, Technology and Management. Holiday Inn Singapore Atrium, Singapore. 15-16 July.
 33. Koh, J.Y., & **Leng, H.K.** (2016). *Marketing Sports Coaches on Social Network Sites: The Effect of Social Influence on Perception of Quality and Purchase Intention*. Presented at International Conference on Service Science and Innovation. National Taiwan University, Taipei, Taiwan. 22-24 June.
 34. **Leng, H.K.**, Park, C.M., & Chung, H.J. (2016). *Watching the Singapore 28th SEA Games: Spectators' Consumption Pattern of Sports Events*. Presented at International Symposium on Business and Social Science. Jeju KAL Hotel, Jeju Island, South Korea. 19-21 April.
 35. **Leng, H.K.**, Pyun D.Y., Wang, J.C.K., & Kee, Y.H. (2015). *Effectiveness of In-Game Advertisements: Gamer Competence and Recall Rate*. Presented at 3rd Asia Pacific Conference on Global Business, Economics, Finance and Banking. Village Hotel Albert Court, Singapore. 17-19 July.
 36. Mohan, M., & **Leng, H.K.** (2015). *Motivations of Football Fans in Singapore*. Presented at 7th International Conference on Humanities and Social Sciences. BP Samila Beach Hotel and Resort, Songkhla, Thailand. 5-6 June.
 37. **Leng, H.K.** (2015). *Effectiveness of Sponsorship in Swimming Competitions: An Application of Limited Capacity Model of Mediated Message Processing*. Presented at Asian Congress of Applied Psychology. Concorde Hotel, Singapore. 19-20 May.
 38. **Leng, H.K.**, & Yeo, X.Y. (2014). *Me Joker, You Batman: Avatar Choice in DC Universe Online*. Presented at Asia Pacific Conference on Global Business, Economics, Finance and Social Sciences. Village Hotel Albert Court, Singapore. 1-3 August.
 39. Chiu, W., & **Leng, H.K.** (2014). *Fast and Furious: Analysis of the Singapore and Korean F1 Grand Prix Spectators' Blogs*. Presented at Global Marketing Conference. Marina Bay Sands, Singapore. 15-18 July.
 40. **Leng, H.K.** (2013). *The F1 SingTel Singapore Grand Prix: An Examination of the Core and Augmented Product*. Presented at Global Sport Management Summit. Aletheia University, Taipei, Taiwan. 25-27 October.
 41. **Leng, H.K.**, & Hopfl, H. (2013). *Major Sporting Events and National Pride: A Comparison between the London 2012 Olympics and Singapore 2010 Youth Olympic Games*. Presented at International Conference on Managing the Asian Century. Traders Hotel, Singapore. 11-13 July.
 42. Lok, X.F., & **Leng, H.K.** (2013). *Let's go to the park: An exploratory examination of park goers in Singapore*. Presented at 1st UMS International Sports Science Conference. Universiti Malaysia Sabah, Sabah, Malaysia. 24-26 June.
 43. **Leng, H.K.** (2013). *An exploratory study on the retail tenant mix of shopping malls in Singapore*. Presented at 10th International Conference on Asia Pacific Business Innovation & Technology Management. Howard Civil Service International House, Taipei, Taiwan. 20-22 January.
 44. **Leng, H.K.** (2012). *Of Bats and Spiders: An Examination of the Appeal of Comics*. Presented at 1st Annual International Conference on Language, Literature & Linguistics. Hotel Fort Canning, Singapore. 9-10 July.

45. **Leng, H.K.** (2012). *Effectiveness of Sports Sponsorship in Swimming Competitions*. Presented at 2nd International Conference on Economics, Business and Marketing Management. Quality Hotel, Singapore. 26-28 February.
46. **Leng, H.K.**, Lim, L.A., Lew, D.N.M., & Lee, C.B.M. (2011). *Effectiveness of Structured Certification Programme on Improving Facilitator Performance in Problem-Based Learning*. Presented at Educational Research Association of Singapore Conference. Raffles Institution, Singapore. 8–9 September.
47. Baysa-Pee, G.U., **Leng, H.K.**, Kuo, T.Y., & Tay, J. (2011). *"I Am Proud To Be Singaporean": National Pride among Students in a Polytechnic in Singapore*. Presented at 4th Redesigning Pedagogy International Conference. National Institute of Education, Singapore. 30 May - 1 June.
48. **Leng, H.K.** (2011). *Beckham vs Fandi: The Effectiveness of Local Sports Celebrities in Advertisements*. Presented at International Conference on Social Science and Humanity. Grand Mercure Roxy Hotel, Singapore. 26-28 February.
49. **Leng, H.K.** (2010). *Training in the Retail Industry: Retailers' Perspective*. Presented at International Conference on Learning and Teaching. Grand Copthorne Waterfront Hotel, Singapore. 9-11 June.
50. **Leng, H.K.**, Baysa-Pee, G.U., Tay, J., & Chin, R. (2010). *"I am an Open Book": A Qualitative Study of Young Adults' Leisure Behaviour Through Blogs*. Presented at International Symposium on Hospitality and Leisure Management. I-Shou University, Kaohsiung, Taiwan. 12-15 May.
51. **Leng, H.K.**, Quah, I., & Zainuddin, F. (2010). *The Obama Effect: An Exploratory Study on the Effectiveness of In-Game Advertisements*. Presented at International Conference on Business, Economics and Tourism Management. Peninsula Excelsior Hotel, Singapore. 26-28 February.
52. Tay, J., **Leng, H.K.**, Baysa-Pee, G.U., & Chin, R. (2010). *"I am an Open Book": An Examination of Young Adults' Leisure Behaviour Through Blogs*. Presented at 9th Australia & New Zealand Association for Leisure Studies Conference. Hilton Hotel, Brisbane, Queensland, Australia. 2-4 February.
53. Lew, M., & **Leng, H.K.** (2009). *To What Extent Are Students' Self and Peer Assessments Predictive of Their Classroom Performance Grades?* Presented at 2nd International PBL Symposium. Republic Polytechnic, Singapore. 10-12 June.
54. **Leng, H.K.**, Ngiam, H.S., & Kuo, T.Y. (2009). *Sports Celebrities as Role Models: Implications for Sports Education*. Presented at 3rd Redesigning Pedagogy International Conference. National Institute of Education, Singapore. 1-3 June.
55. **Leng, H.K.** (2008). *Don't Stress Me! A Study on the Causes of Stress among Lecturers in a Local Polytechnic*. Presented at 5th International Conference on Teaching and Learning in Higher Education. National University of Singapore, Singapore. 3-5 December.
56. **Leng, H.K.**, Ngiam, H.S., & Kuo, T.Y. (2008). *Limitations on the Use of Sports Celebrities in Influencing Consumption Behaviour*. Presented at Classifying Disability & Sports Technology Conference 2008. Crowne Plaza Hotel, Singapore. 20-22 November.
57. Tan, K., & **Leng, H.K.** (2005). *Self and Peer Assessment as an Assessment Tool in Problem Based Learning*. Presented at Problem-Based Learning Conference: Adaptive Strategies for Problem-Based Learning in a Supercomplex World. Temasek Polytechnic, Singapore. 15-16 March.
58. **Leng, H.K.**, & Tan, K.H.K. (2004). *The Use and Limitation of Self and Peer Evaluation as an Assessment Tool in Problem-Based Learning*. Presented at 3rd International Conference on Teaching and Learning in Higher Education. National University of Singapore, Singapore. 1-3 December.

Conference Papers (Poster Presentations)

1. Lim, V.L.C., & **Leng, H.K.** (2018). *Approaches to Understanding Physician Prescribing Decision Making Process*. Presented at Transform MedEd Conference. Lee Kong Chian School of Medicine, Singapore. 9-10 November.
2. Chiu, W., Won, D., & **Leng, H.K.** (2018). *Sport Involvement, Event Prestige and Intention to Attend Annual Spectator Events: Moderating Effects of Gender and Past Experience*. Presented at Sport Marketing Association Annual Conference. Omni Frisco Hotel, Dallas, Texas, United States. 24-26 October.
3. Lim, V.L.C., & **Leng, H.K.** (2018). *Diffusion of Innovation in Primary Care: A Review of the Literature on Factors Affecting Physicians' Decision to Adopt New Medicine*. Presented at SingHealth Duke-NUS Scientific Congress. Academia, Singapore. 21-22 September.
4. **Leng, H.K.**, & Pyun, D.Y. (2016). *Development of a Scale to Measure Differences in Gamer Experiences in Sport Video Games*. Presented at European Association for Sport Management Conference. Warsaw School of Tourism and Hospitality Management, Warsaw, Poland. 7-10 September.
5. Chew, S.S., & **Leng, H.K.** (2014). *"Do I Look Good in These?": Social Influence in Purchasing Sports Shoes*. Presented at Management Theory and Practice Conference. Kitakyushu International Conference Center, Kitakyushu, Japan. 4-5 April.
6. Chew, S.S., & **Leng, H.K.** (2012). *An Examination of Online Social Influence on Facebook*. Presented at 2nd ASEAN Universities Conference on Physical Education and Sport Science. Universiti Putra Malaysia, Malaysia. 7-8 July.
7. **Leng, H.K.**, Baysa-Pee, G.U., Tay, J., & Chin, R. (2009). *"I am an Open Book": Using Blogs in Leisure Research*. Presented at 7th Asia Pacific Council on Hotels Restaurants and Institutional Education Conference. University of Nevada Las Vegas - Singapore Campus, Singapore. 28-31 May.
8. **Leng, H.K.** (2008). *Zebras among Horses: A Study of the Working Experiences of Graduates in the Retail Industry*. Presented at 11th Bi-Annual Conference of the International Society for the Study of Work and Organizational Values. Carlton Hotel, Singapore. 22-25 June.

Other Presentations

1. **Leng, H.K.** (2020). *Making Decisions in Groups and Conflict Management*. Presented to Steering Committee members of Chongfu School. Chongfu School, Singapore. 2 December.
2. **Leng, H.K.** (2020). *Social Media Marketing: What Research Tells Us*. Presented at CoachSG e-Workshop. Website <https://bit.ly/3EwyjK9>. 7 October.
3. **Leng, H.K.** (2017). *Effect of Hosting Sports Event on the Intention to Participate in Physical Activity: A Case Study on SEA Games 2015*. Presented at Exercise Science, Technology and Medicine: The Diversified Roles of Human Movement in Modifying Health and Physical Performance Outcomes. Lee Kong Chian School of Medicine, Nanyang Technological University, Singapore. 10-11 April.
4. **Leng, H.K.** (2017). *Research on Sports Sponsorship*. Presented at Asian Consumer Insight Fellows Networking Lunch. Institute on Asian Consumer Insight, Nanyang Technological University, Singapore. 17 March.
5. **Leng, H.K.** (2016). *National Pride of Young Adults and Major Sporting Events: Findings from the Singapore 2010 Youth Olympic Games*. Presented at UNESCO International Conference 2016 on "The Development of Youth through Sports Activities". Seoul Olympic Parktel, Seoul, Korea. 14 October.

6. **Leng, H.K.** (2013). *Singapore 2010 Youth Olympic Games*. Presentation to delegates from Ministry of Culture, Sports and Tourism, Mongolia. National Institute of Education, Nanyang Technological University, Singapore. 5 April.
7. **Leng, H.K.** (2011). *The Role of Training and its Alignment with Business Strategy*. Presented at 15th Asia Pacific Retailers Convention & Exhibition. Suntec Convention Centre, Singapore. 10-13 October.
8. **Leng, H.K.** (2010). *Training in the Retail Industry: Why Retailers Shun Training and What Training Providers Can Do About It*. Presented at Monthly Educational Research Colloquium. Republic Polytechnic, Singapore. 29 July.
9. **Leng, H.K.** (2010). *Don't Stress Me! Causes of Stress among Lecturers in Polytechnics*. Presented at Monthly Educational Research Colloquium. Republic Polytechnic, Singapore. 21 January.
10. **Leng, H.K.** (2008). *Zebras among Horses: A Study of the Working Experiences of Graduates in the Retail Industry*. Presented at School of Sports, Health and Leisure Journal Club 10th Sharing Session. Republic Polytechnic, Singapore. 28 April.
11. **Leng, H.K.** (2008). *Retaining Employees in the Retail Industry: Why Staff Leave and What Retailers Can Do About It*. Presented at 18th Singapore Retail Industry Conference. Suntec International Convention & Exhibition Centre, Singapore. 3-5 September.
12. **Leng, H.K.** (2002). *Retail Trends in Singapore*. Presentation to retailers from Suria KLCC. Temasek Polytechnic, Singapore.

Invited Lectures

1. **Leng, H.K.** (2022). *Use of Eye Trackers in Sports Sponsorship Research*. Presentation to faculty and students from Waseda University. 15 December.
2. **Leng, H.K.** (2022). *Case Studies of Eye Trackers in Sports Marketing Research*. Presentation to faculty and students from Tokyo Institute of Technology. Tokyo Institute of Technology, Tokyo, Japan. 13 December.
3. **Leng, H.K.** (2017). *Research on Sports Marketing & Sponsorship*. Presentation to faculty and students from University of Oregon. Institute on Asian Consumer Insight, Nanyang Technological University, Singapore. 11 September.
4. **Leng, H.K.** (2016). *What are you looking at? Using Eye Tracker in Sports Sponsorship Studies*. Presentation to faculty and students from National Taiwan Normal University. National Taiwan Normal University, Taipei, Taiwan. 22 June.
5. **Leng, H.K.** (2016). *What are Sports Events good for? Findings from YOG to SEA Games*. Presentation to students from University of Taipei. University of Taipei, Taipei, Taiwan. 22 June.
6. **Leng, H.K.** (2013). *The F1 SingTel Singapore Grand Prix: An Examination of the Core and Augmented Product*. Presentation to students from I-Shou University. I-Shou University, Kaohsiung, Taiwan. 24 October.
7. **Leng, H.K.** (2013). *Effectiveness of In-Game Advertisements*. Presentation to students from National Pingtung University of Science and Technology. National Institute of Education, Nanyang Technological University, Singapore. 3 September.
8. **Leng, H.K.** (2013). *Effectiveness of In-Game Advertisements*. Presentation to students from Tianjin University of Sport. National Institute of Education, Nanyang Technological University, Singapore. 17 April.
9. **Leng, H.K.** (2012). *Make me proud! Singapore 2010 Youth Olympic Games and National Pride*. Presentation to faculty and students from Tianjin University of Sport. National Institute of Education, Nanyang Technological University, Singapore. 9 October.

10. **Leng, H.K.** (2011). *Employee Turnover in the Retail Industry*. Presentation to students from Temasek Polytechnic. Temasek Polytechnic, Singapore. 23 May.

Book Reviews

1. **Leng, H.K.** (2013). [Review of the book *Sport in Australian National Identity: Kicking Goals*, by Ward, T.]. *International Journal of the History of Sport*, 30(12), 1480-1482.
2. **Leng, H.K.** (2012). [Review of the book *Greek Sport and Social Status*, by Golden, M.]. *Sport in Society*, 15(1), 142-143.
3. **Leng, H.K.** (2011). [Review of the book *African Soccerescapes: How a Continent Changed the World's Game*, by Alegi, P.]. *Canadian Journal of History*, 46(2), 447-448.
4. **Leng, H.K.** (2009). [Review of the book *Good Girls, Good Food, Good Fun: The Story of USO Hostesses During World War II*, by Winchell, M.K.]. *Canadian Journal of History*, 44(3), 563-564.

Company-Commissioned Research Report

1. **Leng, H.K.** (2001). *Assessing Training Needs in the Book Retailing Industry*. Commissioned by Pansing Distribution Sdn Bhd. 10 pages.

Unpublished Works

1. **Leng, H.K.** (2005). *A Study of Employee Turnover in the Retail Industry*. Unpublished doctoral dissertation, University of South Australia, Australia.
2. **Leng, H.K.** & Wee, K.N.L. (2001). *Case study on Home-Fix*.

Media Interviews

1. 20 January 2022. A new year, a new TV landscape for the Singapore sports fan. The Straits Times Online.
2. 10 February 2021. Tennis: The Singapore Swing. The Straits Times.
3. 13 September 2020. Virtual races a big hit. The Sunday Times.
4. 21 March 2020. Coronavirus: Unprecedented scramble to replace 'live' sports on TV a challenging ask. The Straits Times.
5. 30 January 2019. Sports Hub's Oon caught between a rock and a hard place. The Straits Times.
6. 20 April 2018. SIA-S'pore GP tie-up a win-win strategy, says analyst. The Straits Times.
7. 29 December 2017. Limited growth potential for local sports industry. The Straits Times.
8. 7 May 2017. The case for privatisation. The Sunday Times.
9. 26 February 2017. Football: Hope for the beleaguered S-League. The Straits Times.
10. 25 July 2016. Gym closures signal change in fitness scene. The Straits Times.
11. 20 July 2016. Closure of California Fitness in Singapore: What went wrong? Channelnewsasia.com.