

## CPCECPR Conference 2022

# Embracing the New Normal of Education: **Blending Technology into Pedagogical Design**

**Sub-themes:**  
Online/Blended Learning,  
EduTech, Innovative Pedagogy

Date: 13 Jan 2022 (Thursday)

Time: 9:00 am – 6:00 pm

Venue: UG06, PolyU Hung Hom Bay Campus (Hybrid via Zoom)

Medium: English



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# I. Introduction

## About CPCE Centre for Pedagogic Research (CPCECPR)

With a strong commitment to informing and nurturing excellent teachers, curriculum developers and programme leaders at the higher education level in Hong Kong, CPCECPR, established in March 2021, aspires to enhance the scholarship of teaching and learning and pedagogic research in the higher education sector:

1. To enhance the institution's experience, ability, and status in performing research work related to teaching excellence, learning, assessment, curriculum design, and educational leadership.
2. To acquire funding to support research activities, especially in improving the education quality, pedagogical models and methodologies within and across the disciplines, and in promoting equity in education.
3. To provide professional services, including workshops, webinars, seminars, and training programmes, to the education and community sectors, with a view to initiating and sustaining dialogue about teaching excellence.
4. To contribute new knowledge and insights to the academic and education sectors by sharing research findings via conferences, journals, and books.
5. To underpin teaching with knowledge created from the Centre's research and development works and activities.

## About the Conference

PolyU CPCE strives to offer quality tertiary education to students and facilitate staff members' active engagement in scholarly activities which underpin teaching and learning excellence. Established in March 2021 as part of PolyU CPCE, CPCECPR promotes the scholarship of teaching and learning and pedagogic research in the field of higher education.

This inaugural conference offers researchers and educators an exciting opportunity to engage in insightful discussions on ways to overcome pedagogical challenges and evolve the pedagogical use of technology in the post-pandemic era. Entitled "Embracing the New Normal of Education: Blending Technology into Pedagogical Design", the Conference encompasses the following three sub-themes:

- (1) Online/Blended Learning
- (2) EduTech
- (3) Innovative Pedagogy

## **II. Organisation of Conference**

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### **Hosts**

#### **Prof. Peter P. YUEN**

Dean, PolyU CPCE;  
Professor, Department of Management and Marketing, PolyU

#### **Prof. LEUNG, Chun-wah**

Professor and Associate Dean (Research), PolyU CPCE;  
Advisor, CPCECPR

#### **Dr TONG, Esther Ka-man**

Division Head, Division of Languages and Communication, PolyU CPCE;  
Director, CPCECPR

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### **Conference Organiser**

CPCECPR

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### **Organising Committee**

#### **Conference Chair**

##### **Dr LAI, Wience Wing-sze**

Senior Lecturer, Division of Languages and Communication, PolyU CPCE;  
Deputy Director, CPCECPR

#### **Committee Members**

##### **Dr CHEUNG, Eric Lok-ming**

Lecturer, Division of Languages and Communication, PolyU CPCE;  
Member, CPCECPR

##### **Dr HO, Jessie Ching-sze**

Senior Lecturer, Division of Business and Hospitality Management, PolyU CPCE;  
Associate Member, CPCECPR

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**Dr KWOK, Frieda Yuk-yin**

Senior Lecturer, Division of Languages and Communication, PolyU CPCE;  
Member, CPCECPR

**Dr LAU, Joseph Yui-yip**

Lecturer, Division of Business and Hospitality Management, PolyU CPCE;  
Associate Member, CPCECPR

**Dr LAW, Vincent Tin-sing**

Senior Lecturer, Division of Social Sciences, Humanities and Design, PolyU CPCE;  
Associate Member, CPCECPR

**Dr LEE, Daisy Suet-mui**

Senior Lecturer, Division of Business and Hospitality Management, PolyU CPCE;  
Associate Member, CPCECPR

**Dr LO, On-ting**

Lecturer, Division of Social Sciences, Humanities and Design, PolyU CPCE;  
Member, CPCECPR

**Dr SUN, Vera Nim-yan**

Senior Lecturer, Division of Social Sciences, Humanities and Design, PolyU CPCE;  
Member, CPCECPR

**Dr WONG, Adam Ka-lok**

Senior Lecturer, Division of Science, Engineering and Health Studies, PolyU CPCE;  
Deputy Director, CPCECPR

**Dr WONG, Macy Mei-chi**

Senior Lecturer, Division of Business and Hospitality Management, PolyU CPCE;  
Sub-Committee Member, CPCECPR

**Dr WONG, Phoebe Wai-sum**

Senior Lecturer, Division of Business and Hospitality Management, PolyU CPCE;  
Member, CPCECPR

**Dr YIN, Chris Ching-yuen**

Lecturer, Division of Social Sciences, Humanities and Design, PolyU CPCE;  
Associate Member, CPCECPR

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## **Administrative Support**

Miss Catherine CHAN

Project Associate, PolyU SPEED;  
Assistant Secretary, CPCECPR

Miss Jennifer LAU

Project Associate, PolyU SPEED;  
Assistant Secretary, CPCECPR

### III. Programme Schedule

Time	Agenda	Speaker
8:45 am	Registration	
9:00 am	Welcoming Remarks	Prof. Peter P. YUEN Professor and Dean, PolyU CPCE
9:10 am	Keynote Address	Dr CHOI, Christine Yuk-lin, JP Under Secretary for Education Education Bureau, HKSAR Government
9:20 am	Photo-taking Session	
<b>Keynote Sessions</b>		
9:30 am	Higher Education Innovation Through Blended and Digital Learning Beyond the COVID Era	Prof. Bob FOX Emeritus Professor School of Education, University of New South Wales
9:55 am	Applying Robotics in Immersive Learning	Prof. POON, Larry Ka-yeung Adjunct Associate Professor Department of Marketing, CUHK
10:20 am	Panel Discussion	
10:30 am	Morning Break	
<b>Plenary Session 1: EduTech Applications</b>		
10:40 am	How Adaptive Learning Technology Can Be Used to Improve Teaching and Learning	Dr Samuel FONG Partner, DxR Asia Pacific Ltd./ MedSim Education Ltd.  Mr Tim YUEN Chief Executive Officer, DxR Asia Pacific Ltd./ MedSim Education Ltd.
11:00 am	EdTech to Enhance Learning and Teaching Experience	Ms Teresa NG Head of Marketing, Consumer Group of HKT and HKT Education Limited Chairlady, eLearning Consortium

11:20 am	Design-Led STEM: Interdisciplinary Practice in Hybrid Mode	Dr Jeanne TAN Associate Professor, Institute of Textiles and Clothing, PolyU
11:45 am	Re-defining Education and Re-designing EduTech in the New Normal: Student Learning Performance in Online Collaborative Learning	Dr Jason CHAN, MH, JP Assistant Dean (Innovation and Entrepreneurship), PolyU CPCE  Dr NG, Peggy Mei-lan Senior Lecturer, Division of Business and Hospitality Management, PolyU CPCE
12:10 pm	Panel Discussion	
12:20 pm	Luncheon	

### Plenary Session 2: Innovative Pedagogy

1:50 pm	Creating New Teaching Model for the Offshore Program in COVID-Normal Period	Dr CHAN, Philip Wing-keung Senior Lecturer, Faculty of Education, Monash University
2:15 pm	Development of Real-Time Cooperative Multiple CAVE and HMD VR Systems for Collaborative and Team Learning	Dr WONG, Eugene Yin-cheung Associate Professor, Department of Supply Chain and Information Management, HSUHK
2:40 pm	Panel Discussion	

### Plenary Session 3: Design Thinking in Practice

2:45 pm	Using Design Thinking in Higher Education	Dr YIN, Chris Ching-yuen Lecturer and Award Leader, BA (Hons) in Business (Innovation and Design Management), PolyU CPCE
3:10 pm	The Process of Place-making through Design Thinking in the School Environment in Hong Kong	Mr CHANG, Howard Hoi-wood Associate Division Head, Division of Social Sciences, Humanities and Design, PolyU CPCE
3:35 pm	Design Thinking in Interdisciplinary and Intercultural Teaching and Learning	Dr LI, Kristen Yuanxi Lecturer, Department of Computer Science, HKBU

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4:00 pm Panel Discussion

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4:05 pm Afternoon Break

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#### Plenary Session 4: Blended Learning and Assessment

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4:15 pm A Machine Learning Model for Recommendation System for Generic Competency Development in Higher Education Dr WONG, Adam Ka-lok  
Senior Lecturer, Division of Science, Engineering and Health Studies, PolyU CPCE  
Dr SO, Joseph Chi-ho  
Principal Lecturer, Division of Science, Engineering and Health Studies, PolyU CPCE

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4:40 pm Web-based eAssessment Tool for Effective Oral Presentation Assessment and Enhancing Students' Learning Dr KAHANGAMAGE, Udaya  
Senior Lecturer, Division of Science, Engineering and Health Studies, PolyU CPCE

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5:05 pm Are Students Ready for Flipped Classroom Learning? Dr WUT, Edmund Tai-ming  
Senior Lecturer, Division of Business and Hospitality Management, PolyU CPCE

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5:30 pm Panel Discussion

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5:35 pm Closing Remarks Prof. LEUNG, Chun-wah  
Professor and Associate Dean (Research), PolyU CPCE

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5:45 pm Photo-taking Session and Lucky Draw

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Feedback form



[lead.me/bcbvJe](https://lead.me/bcbvJe)

# IV. Programme

## Welcoming Remarks



### Prof. Peter P. YUEN

**Dean, PolyU CPCE**

**Professor, Department of Management and Marketing, PolyU**

BA, MBA (SUNY Buffalo); PhD (Birmingham); FCHSE (Aust)

Prof. Yuen's research mainly focuses on public policy formulation and evaluation, and health services management. He is the Co-Editor-in-Chief of Public Administration and Policy and an Editorial Committee member of Asia Pacific Journal of Health Management. Prof. Yuen has served as a member of the HKSAR Government Manpower Development Committee, Health and Medical Development Advisory Committee, and the Committee on Self-financing Post-secondary Education. He is a founding Fellow of the Hong Kong College of Health Services Executives, and an Honorary Fellow of the Australian College of Health Services Management. He is also the immediate Past Chairman of the Federation for Self-financing Tertiary Education (Hong Kong).

## Keynote Address



### Dr CHOI, Christine Yuk-lin, JP

**Under Secretary for Education, Education Bureau,  
Hong Kong SAR Government**

Dr Choi served as a secondary school teacher, principal and curriculum development officer before joining the government.

## Closing Remarks



### Prof. LEUNG Chun-wah

**Professor and Associate Dean (Research), PolyU CPCE  
Advisor, CPCECPR**

BSc, PhD (CNAA); MSc (Cran.I.T.); FHKIE; FIMarEST; FIMechE

After serving the Department of Mechanical Engineering of The Hong Kong Polytechnic University as Professor from 1999 to 2018, Prof. Leung joined PolyU CPCE in 2018 and has served as Associate Dean (Research) since April 2020. Prof. Leung has been granted 12 times by the Research Grants Council for his research projects in the areas of combustion, heat transfer, green technology, and fuel engineering. With findings emerging from the research work, he has published 155 journal papers. Also, he has successfully supervised 19 PhD, 4 EngD and 11 MPhil graduates.

# V. Keynote Sessions

## Keynote Session 1

### Keynote Speaker



### Prof. Bob FOX

**Emeritus Professor, School of Education,  
University of New South Wales, Australia**

Prof. Bob Fox is former Professor in Education at UNSW (2013-2020). He served at HKU Faculty of Education (2000-2013). He was A/Director, Centre for Advancement of Education at Curtin University, Perth for 13 years. Prof. Fox has published around 150 papers on innovation, change, staff development and learning environments in higher education.

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#### Topic

### Higher Education Innovation Through Blended and Digital Learning Beyond the COVID Era

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#### Abstract

Higher education continues to go through major challenges, changes and innovations following the outbreak of COVID-19. Universities will never return to their old practices, once the pandemic has left us completely. We have become much more accepting of digital and blended learning and much more innovative in our teaching practices. The digital focus has raised the need for multiple adjustments to the delivery of teaching and learning. This keynote reviews case initiatives in universities that focus on improving the quality of blended and online learning and will focus on curriculum and course design and associated capacity building for staff in sustaining innovation and change.

## Keynote Session 2

### Keynote Speaker



### Prof. POON, Larry Ka-yeung

**Adjunct Associate Professor, Department of Marketing, CUHK  
Honorary Fellow, Asia-Pacific Business Institute**

Prof. Larry Poon, CEO of Roborn Technology Limited, has been teaching MBA, EMBA and MSc programmes at CUHK since 2002. He has won many outstanding teaching awards. Prof. Poon has been investing and running innovative and tech companies since 2001. As an academic as well as a practitioner, he shares his knowledge and wisdom as the host of the long-standing radio programs called “New Thinking in Management” and “Talking to CEOs” by Radio Television Hong Kong.

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#### Topic

### Applying Robotics in Immersive Learning

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#### Abstract

Plato says, “Necessity is the mother of invention”. The impact of Covid-19 has created many necessities, our living in social distancing, work from home or teaching and learning from everywhere, video conferencing or just a simple need to eat in a “bubble”, you name it. All of the above needs have driven innovation and inventing new technologies. What are the technologies we can apply for teaching and learning under the new normal? 5G AI Robotics is one of the trends emerged and has widely accepted by people. Prof. Poon will share his thoughts on “applying robotics in immersive learning” from the perspective of a tech entrepreneur as well as a professor with 20 years of teaching experience. How can a robot facilitate the matching of our teaching value proposition and the learning motivation? The participants will gain insights on this specific tech trend in pedagogical design under the new normal.

## Moderators for Keynote Sessions



### Dr TONG, Esther Ka-man

**Division Head, Division of Languages and Communication, PolyU CPCE  
Director, CPCECPR**

BA (City H.K.); MA, DipEd (Br.Col); EdD (H.K.)

Having a sustained commitment to teaching excellence and innovation, Dr Tong is the recipient of the CPCE Outstanding Teaching Performance/Achievement Award 2014/15, the CPCE Dean's Award for Outstanding Teaching Performance/Achievement 2014/15, and the FSTE General Education (GE) Outstanding Teaching Award 2017. She was the lead researcher of a SCOLAR-funded project about an adjunct English-across-the-curriculum instructional model. Her research interests lie in the areas of bilingual education, multimodal pedagogy, content and language integrated learning (CLIL), and applied and functional linguistics.



### Dr CHEUNG, Eric Lok-ming

**Lecturer, Division of Languages and Communication, PolyU CPCE  
Member, CPCECPR**

MA [PolyU (H.K.)]; PhD [PolyU (H.K.) and UTS (Sydney)]; Hons Dip [SYU (H.K.)]

Dr Cheung has extensive teaching and research experience. He has taught subjects such as Discourse Analysis, Semantics and Pragmatics, Media Communication, Text Linguistics for understanding language art and science, and writing in English for Academic Purposes (EAP). He was also engaged in several teaching & learning and healthcare communication projects prior to joining CPCE. Aside from his primary research on evaluative language in academic writing, he is currently developing EAP practitioner agency and identity, and language learning (de)motivation. He is also Associate Editor for Linguistics and the Human Sciences, the Emerging Sources Citation Indexed (ESCI) journal published by Equinox UK.

## VI. Sharing Sessions



**Dr Samuel FONG**

**Partner, DxR Asia Pacific Ltd./  
MedSim Education Ltd.**



**Mr Tim YUEN**

**Chief Executive Officer, DxR Asia Pacific Ltd./  
MedSim Education Ltd.**

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**Topic**

**How Adaptive Learning Technology  
Can Be Used to Improve Teaching and Learning**



**Ms Teresa NG**

**Head of Marketing, Consumer Group of HKT and HKT Education Limited  
Chairlady, eLearning Consortium**

Ms Ng is Head of Marketing overseeing HKT Broadband, Fixed Line, HKT Education, eSmartHealth and DrGo. With her leadership, HKT Education is now the market leader for STEM and eLearning development in Hong Kong and Macau. She is the Chairlady of eLearning Consortium and keen to promote e-learning to a wider audience.

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**Topic**

**Edtech to Enhance Learning  
and Teaching Experience**

## VII. Plenary Sessions

### Plenary Session 1: EduTech Applications



**Dr Jeanne TAN**

**Associate Professor, Institute of Textiles and Clothing, PolyU**

Dr Jeanne Tan is Chief Operating Officer of the Laboratory for Artificial Intelligence in Design and Associate Professor at the Institute of Textiles & Clothing, The Hong Kong Polytechnic University. Her research interests include intelligent material design, D-STEM education and designing for social good.

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**Topic**

### **Design-Led STEM: Interdisciplinary Practice in Hybrid Mode**

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**Abstract**

A design-led approach to STEM education encourages innovation by nurturing real-world problem solving by merging technological knowledge with creative practice. Contemporary STEM content benefits from multi-faceted contributions of cross-sector international collaborators to ensure that content delivered in classrooms maintains relevance and anticipates future developments. This talk will study hybrid approaches to D-STEM delivery by sharing results from a project conducted during COVID-19, to 10 Hong Kong secondary schools, 38 teachers and over 600 beneficiary students. It will include serendipitous findings and pedagogical challenges that became apparent during the pandemic and propose viable solutions. Finally, the talk will examine how during such unprecedented times, we can utilize hybrid learning to facilitate multi-faceted contributions and create engaging curricula to nurture future innovators.

## Plenary Session 1: EduTech Applications



### Dr Jason CHAN, MH, JP

**Assistant Dean (Innovation and Entrepreneurship), PolyU CPCE  
Member, CPCECPR**

BA, MSc (City H.K.); MEdTech (UBC); SCPM (Stanford);  
EdD (Bristol); MIET; MIEEE; MHKCS; Mensan

Dr Jason Chan is an innovation and technology expert and a professional generalist. He is actively engaged in community services and serving on various committees of Government and statutory bodies such as Quality Education Fund, Child Development Fund, Innovation and Technology Venture Fund, Cyberport, Property Management Services Authority, The Prince Philip Dental Hospital, UNESCO-HK, etc.



### Dr NG, Peggy Mei-lan

**Senior Lecturer, Division of Business and Hospitality Management, PolyU CPCE  
Associate Member, CPCECPR**

BASc (Br.Col.); PgCertEd [PolyU(H.K.)]; MBus (Curtin); MSc, DBA (H-W); AFHEA

Dr Peggy Ng's research interests include youth behavioral studies, digital marketing and knowledge management. Her work has been published in academic journals, such as Journal of Knowledge Management, Higher Education, Online Information Review, Journal of Marketing Management, Education + Training, International Journal of Leadership in Higher Education, and Young Consumers.

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**Topic**

## Re-defining Education and Re-designing EduTech in the New Normal: Student Learning Performance in Online Collaborative Learning

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**Abstract**

The education system's response to the pandemic shows how technology can change the way teachers teach and students learn. This new transformative approach and out-of-class learning found that schools at all levels have adopted educational technology applications and online distance courses, and every teacher and student has been trapped in the online space for more than a year. Online collaborative learning (OCL) has received significant attention, but the ultimate goal of adopting OCL is neglected, especially in higher education context. To bridge the research gap, the present study applied OCL theory integrating with cognitive development to evaluate the effectiveness of student learning outcomes of learners through OCL. To our knowledge, this is the first study to operationalize the constructs of idea generating, idea organizing and intellectual convergence of the OCL process developed by Harasim (2007)'s framework adapted from knowledge management perspectives. Structural Equation Modelling (SEM) is employed to analyze the research model. All the hypotheses are supported in the model and the findings of this study provide a comprehensively understanding about student learning performance in OCL process. The study illustrates that there are significant relationships among online collaborative tools, collaboration with peers, student engagement, OCL activities, and student learning performance.

## Moderators for Plenary Session 1



### Dr WONG, Phoebe Wai-sum

**Senior Lecturer, Division of Business and Hospitality Management, PolyU CPCE Member, CPCECPR**

MA (U. of Helsinki); MSc (National U. Ireland); PhD (Lanc.)

Dr Wong's research interests include symbolic consumption, self and identity, narrative analysis, choice behaviour and price perception. Her work has appeared in refereed journals including the Journal of Marketing Management, Industrial Marketing Management, Journal of Consumer Behaviour, Higher Education Research, Online Information Review, and Advances in Consumer Research.



### Dr LAW, Vincent Tin-sing

**Senior Lecturer, Division of Social Sciences, Humanities and Design, PolyU CPCE Associate Member, CPCECPR**

BSc (HKU); MBA (City H.K.); DBA [PolyU (H.K.)]; PMgr (HKMA)

Dr Vincent Law teaches social sciences, health studies, and management subjects. He serves as the co-investigator for two research projects funded by the Research Grants Council of Hong Kong: (1) Institutional Development Scheme of Hong Kong: "Establishment of Centre for Ageing and Healthcare Management Research (CAHMR)"; and (2) Inter-Institutional Development Scheme of Hong Kong: "From Social and Environmental Accounting to Sustainability Accounting and Responsible Investment: Emerging Research Agendas".

Before joining this institution, Vincent gained administrative experience from business and educational organisations and research experience on public policy from a local think tank. Vincent is the author of the Chinese book series "Innovation from Ancient Thoughts" (「與古為新系列」) which attempts to apply Confucian philosophy to the modern world.

## Plenary Session 2: Innovative Pedagogy



### Dr CHAN, Philip Wing-keung

Senior Lecturer, Faculty of Education, Monash University

Dr Philip Chan is a Senior Lecturer in the Faculty of Education, Monash University. His research work focuses on network governance, policy network, leadership, public education reform, Asia as method and information technology in education. Dr Chan is professional member of Australia Computer Society.

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#### Topic

### Creating New Teaching Model for the Offshore Program in COVID-Normal Period

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#### Abstract

Online teaching has grown in popularity in recent years as a result of the COVID pandemic. This presentation discusses how the mode of delivery of an offshore program was changed from a four-day intensive in Singapore with face-to-face workshops to a twelve-week online teaching program. It outlines how to assist students to learn more effectively by incorporating collaborative tasks, online interactive learning tools, and peer assessment tasks. The mode of delivery will be shifted once more in the COVID-Normal period. This presentation explores a new approach to blended learning rather than combining online educational materials and opportunities for interaction with traditional place-based classroom methods. It required a set of innovative pedagogical approaches that offer a variety of benefits (curriculum diversity or increased student enthusiasm) over using a single mode instruction alone. It emphasises the integration of flexible teaching and learning approaches that include interactions and feedback between students and teachers, students with other students, students and the community. The presentation concludes with the introduction of new Professional Standards of Teachers of Online Living Teaching, which detail the expectations of teachers in six critical areas of online live teaching.

## Plenary Session 2: Innovative Pedagogy



### Dr WONG, Eugene Yin-cheung

**Associate Professor, Department of Supply Chain and Information Management, HSUHK**

PhD (HKU); MSc (The University of London); BEng (HKU)

Ir Dr Eugene Y. C. Wong is the Director in Virtual Reality Centre in the Hang Seng University of Hong Kong. Dr Wong has over thirteen years of managerial and consulting experience in logistics transportation, manufacturing and engineering industry. He has successfully carried out several research and education funding projects on sustainability and decarbonisation, maritime operations, shipping law, and virtual reality in the recent years. He serves as council members of professional associations on logistics, transportation and engineering as well as editorial board of international journals. He has extensive experience in the development of virtual reality and augmented reality for education and industrial purpose. He has research publications in logistics and transport, virtual reality and engineering.

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#### Topic

### Development of Real-Time Cooperative Multiple CAVE and HMD VR Systems for Collaborative and Team Learning

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#### Abstract

The importance of virtual reality on teaching and learning has been increasing, especially after the pandemic. Recently, sophisticated training contexts that require collaborative and team learning, for example, air cargo building and screening, warehouse automated storage and retrieval systems, news reporting in a disaster environment, quay crane operations in container terminals, and cultural heritage evaluation and design, require the need of real-time

synchronised cooperative and distributive multiple CAVE systems in achieving teaching and learning objectives in a more effective way. This presentation will share about the current development of three VR themes, including logistics, cultural heritage and journalism, and the enhancement of current teaching and learning environment with the new advanced cooperative and distributive multiple CAVEs and HMD VR systems for collaborative learning and practicing through interacting in multiple locations. The project, which received funding from Education Bureau, aims to enhance the teaching and learning experience as well as education facilities in various universities in Hong Kong.

## Moderators for Plenary Session 2



### Dr LAU, Joseph Yui-yip

**Lecturer, Division of Business and Hospitality Management, PolyU CPCE  
Associate Member, CPCECPR**

BSc, MSc [PolyU(H.K.)]; EdD (Brist.); FSTLA; CMILT; Member (Institute of Seatransport)

Prior to joining this institution, Dr Lau worked in the transport and logistics industry. His experience covers freight forwarding, third party logistics provider and air cargo terminal. Until now, he has published more than 240 research papers in international journals and professional magazines, contributed 10 book chapters, 2 books and presented numerous papers in international conferences. He has collaborated with scholars from more than 20 countries and regions spreading over five continents on research projects. He has also secured over HK\$ 7 million research grants. His research interests are cruise, ferry, maritime transport, air transport, impacts of climate change, maritime education and training, transport history, sustainability issues, supply chain management, health logistics, and regional development.



### Dr KWOK, Frieda Yuk-yin

**Senior Lecturer, Division of Languages and Communication, PolyU CPCE  
Member, CPCECPR**

BA [PolyU(H.K.)]; MA, MA(TESL) (City H.K.); EdD (H.K.I.Ed)

Acknowledging the prominent role played by language in society, Dr Frieda Kwok is fond of linguistics and language education. Her interests in the two-language-three-dialect phenomenon in Hong Kong as well as teaching and learning of English language subjects in local schools are demonstrated by her continuous academic pursuits of the specialism in English language education. Dr Kwok's main research interests lie in parents' role in children's education, learning and teaching English as a second language, and linguistics in general.

## Plenary Session 3: Design Thinking in Practice



**Dr YIN, Chris Ching-yuen**

**Lecturer and Award Leader, BA (Hons) in Business (Innovation**

**and Design Management), PolyU CPCE**

**Associate Member, CPCECPR**

BFA (Mich.); MDM (Illinois Tech); MBA (H.K.); DBA [PolyU (H.K.)]

Dr Chris Yin is the Award Leader of PolyU SPEED's BA (Hons) in Business (Innovation and Design Management). He is an alumnus of Stanford d.school Teaching and Learning Studio and received design and business degrees including a DBA from The Hong Kong Polytechnic University.

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### Topic

## Using Design Thinking in Higher Education

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### Abstract

In this talk, we will look at design thinking in the context of higher education and share examples of how design thinking is taught and implemented at different institutions around the world.

Design thinking is a human-centred, solution-based approach to creative problem-solving evolved from different fields, including architecture, engineering and business. Although design thinking is based on methods and processes that designers use, it is a way of thinking that is not design-specific and can be applied to any field.

We will discuss the principles of design thinking. It involves understanding the user and identifying a driving question that inspires others to search for creative solutions. The process will challenge assumptions and redefine problems to identify alternative strategies and solutions. Design thinking will help you understand the mindsets and needs of the people you're creating for, surface opportunities based on these needs, and lead you to innovative new solutions starting with prototypes that provide learning and feedback that will help refine ideas.

## Plenary Session 3: Design Thinking in Practice



### Mr CHANG, Howard Hoi-wood

**Associate Division Head, Division of Social Sciences, Humanities and Design, PolyU CPCE**

**Associate Member, CPCECPR**

BSocSc, MArch (C.U.H.K.)

Mr Chang Hoi-wood is currently the principal investigator of the place-making project “Jockey Club Project Well-being” funded by The Hong Kong Jockey Club Charities Trust.

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#### Topic

### The Process of Place-making through Design Thinking in the School Environment in Hong Kong

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#### Abstract

Funded by The Hong Kong Jockey Club Charities Trust (funded amount: HK\$6.61m), “Jockey Club Project Well-being” is a two-year project, which aims at achieving well-being through place-making in the local primary and secondary school environment. Good design of school environment has positive impact on educational outcomes as well as processes, both within and beyond the curriculum. It influences well-being through helping students, staff and parents to create a sense of ownership and belongings to their schools, prompting positive social interaction and a healthy lifestyle. In this project, a total of 15 sites of place-making would be completed.

This presentation will share with the audience the application of design thinking in the place-making process as both the strategic interventions of the development of the school scape and the engagement of stakeholders within the school community through co-creation and participatory design.

## Plenary Session 3: Design Thinking in Practice



**Dr LI, Kristen Yuanxi**

**Associate Programme Director, MSc IT Management  
Lecturer, Department of Computer Science, HKBU**

Dr Li is an alumna of Stanford d.school TLS. She received her PhD degree in Computer Science from Hong Kong Baptist University. She has been the lead of Design for Sustainability, HKBU. Her research and teaching include Searching Engine, Smart and Sustainable City, Inclusive Education, and Design Thinking Methodology.

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### Topic

## Design Thinking in Interdisciplinary and Intercultural Teaching and Learning

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### Abstract

In this talk, design thinking teaching and learning activities in an interdisciplinary and intercultural setting will be shared.

In the courses of design thinking, we guide students to apply Stanford Design Thinking methodology, to design for social innovation. Design thinking workshops are conducted to develop students' empathy and understanding of social challenges, and lead students to analyze and apply various technology (such as AI, big data, sensors, cloud computing, and drone) and business theories to design feasible, sustainable and creative solutions for society.

Students form teams of interdisciplinary and intercultural, build on each other's ideas, learn different point of views, and do projects together.

This design thinking learning activities develop a group innovative change maker, who has social responsibility, sustainable development vision, leadership, be able to do strategic planning and design, so that they can bring social impact to their workplace, community and the world.

## Moderators for Plenary Session 3



### Dr SUN, Vera Nim-yan

**Senior Lecturer, Division of Social Sciences, Humanities and Design, PolyU CPCE  
Member, CPCECPR**

Dip, BA [PolyU(H.K.)]; MA (Arts Lond.); PgDipEd (C.U.H.K.); PhD (Lanc.)

Dr Vera Sun obtained her Bachelor of Arts (Hons) in Graphic Design from The Hong Kong Polytechnic University and Postgraduate Diploma in Education from The Chinese University of Hong Kong, both of which grounded her in design and education. In her stay in London for 11 years, she practiced design and obtained her Masters of Arts in Graphic Design from the London College of Communication of the University of the Arts London. While serving as a lecturer at this institution, she further obtained her Doctor of Philosophy in Educational Research from Lancaster University, UK. Her research interests lie in design education and semiotics.

In terms of design practice, Dr Sun boasts a wealth of experience in areas such as graphic design, plush toy design, illustration, and website design, which helped her reflect upon the link between theory and practice.



### Dr LO, On-ting

**Lecturer, Division of Social Sciences, Humanities and Design, PolyU CPCE  
Member, CPCECPR**

BCogSc, PhD (H.K.); CPsychol (BPS); AFHKPS

Dr Lo obtained his Bachelor of Cognitive Science degree from The University of Hong Kong (HKU). The degree programme emphasises different disciplines related to the human mind such as cognitive and perceptual psychology, artificial intelligence, linguistics, neuroscience, and philosophy. He then finished his Doctor of Philosophy degree in cognitive psychology at the same university. His research expertise during PhD studies was mainly related to visual perception.

His current research interests include psychology of materialism. He is also enthusiastic in conducting scientific studies which unveil the mechanisms of life goal realisation and actualisation.

## Plenary Session 4: Blended Learning and Assessment



### Dr WONG, Adam Ka-lok

**Senior Lecturer, Division of Science, Engineering and Health Studies, PolyU CPCE;  
Deputy Director, CPCECPR**

BSc (H.K.); MSc (C.U.H.K.); MSc, DBA (H-W); CNE; MCSE

Dr Wong has over 20 years of experience in the Information Technology industry. He has published in international conferences and international peer-reviewed journals. He has also implemented government-funded research and education enhancement projects.



### Dr SO, Joseph Chi-ho

**Principal Lecturer, Division of Science, Engineering and Health Studies, PolyU CPCE**  
BEng (H.K.); MSc [PolyU(H.K.)]; PhD (C.U.H.K.); CEng; MHKIE; MIET; SMIEEE

Over the last 15 years, as a subject leader and lecturer, Dr So has taught degree and sub-degree subjects in information technology. Dr So is particularly interested in educational technologies (particularly technologies which facilitate students' whole-person development) and student generic competences. Dr So is currently Head of Student Affairs in CPCE.

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#### Topic

### A Machine Learning Model for Recommendation System for Generic Competency Development in Higher Education

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**Abstract**

Machine learning is an important tool for educators to make informed decisions about programme structure, designing and recommending extra-curricular activities, and providing timely interventions to students in need. For machine learning models to produce useful knowledge to inform educators, the algorithms must be provided with relevant data about the students. The input data is made up of characteristics about the students such as their demographics, subject results, other activities at school, and many more. Each characteristic is also known as a feature. Each machine learning algorithm has its unique requirement about the features in order to run correctly. However, the raw data collected from various sources may not be in the suitable form that is compatible with the specific machine learning algorithm for a certain purpose. Feature engineering are the techniques that are used to transform raw input data so that they can be used by machine learning algorithm correctly. We will describe the challenges and solutions in the feature engineering of more than 30,000 records.

## Plenary Session 4: Blended Learning and Assessment



### Dr KAHANGAMAGE, Udaya

**Senior Lecturer, Division of Science, Engineering and Health Studies, PolyU CPCE  
Associate Member, CPCECPR**

BSc (Moratuwa); PhD (Brist.); CEng; MIMechE; MHKIE

Dr Kahangamage obtained his PhD in Mechanical Engineering from University of Bristol, UK. His research interests include materials, development of sustainable technologies and teaching & learning in higher education. Currently, he is a Co-Investigator/Principal Investigator of research projects funded by the Research Grants Council (RGC) and PolyU CPCE.

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#### Topic

### Web-based eAssessment Tool for Effective Oral Presentation Assessment and Enhancing Students' Learning

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#### Abstract

In-class oral session is an important assessment component for project-based and case-based learning subjects. It provides an opportunity for the subject lecturers to assess the engagement and learning achievement of individual students while providing the whole class with a rich learning experience by way of information sharing and positive interactions. The research shows that peer evaluation and feedback have a positive effect on oral presentation skills of students, especially when they are provided with some support instruments such as rubrics. However, with traditional paper-based assessment, peer engagement in assessment/feedback is limited and at the end students receive a grade for their performance with limited feedback.

In this project, a web-based eAssessment tool is developed to enhance the effectiveness of oral presentation as an “assessment for learning” method. This tool eliminates the limitations of paper-based assessments and bring benefits to both teachers and students. Teachers would be able to perform and manage assessment results conveniently while providing students with improved learning experience. From students’ point of view, oral presentation assessment becomes more transparent, engaging and rewarding as they receive quality feedback from the assessor/s and peers for further improvement. The eAssessment tool is now in the final stages of development and testing.

## Plenary Session 4: Blended Learning and Assessment



### Dr WUT, Edmund Tai-ming

**Senior Lecturer, Division of Business and Hospitality Management, PolyU CPCE  
Associate Member, CPCECPR**

BSc, MPhil (C.U.H.K.); MBA (City H.K.); MEd (Open H.K.); MSc (H.K; Sheff. Hallam);  
PhD (S. Aust.); SrMIEE (U.S.A.); MCIM; Chartered Marketer

Dr Wut teaches courses in risk management, crisis management and corporate social responsibility. He obtained his MSc in Mechanical Engineering from The University of Hong Kong and PhD from University of South Australia. He has taught undergraduate and postgraduate courses in research methods, operations management, engineering management, and supervised undergraduate engineering projects with tertiary education institutions in Hong Kong. In addition to his teaching experience, he has gained professional experience in engineering management and marketing with multinational corporations.

His interdisciplinary research interests cover corporate social responsibility and engineers' role in society. He has published papers in international journals such as Tourism Management, Sustainability, International Journal of Consumer Studies and Young Consumers. He has also presented his papers in international academic conferences. Dr Wut is currently a senior member of the Institute of Industrial Engineers and Chartered Marketer with The Chartered Institute of Marketing.

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#### Topic

### Are Students Ready for Flipped Classroom Learning?

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#### Abstract

Flipped classroom teaching method has existed for many years. Past research indicates students could have better self-directed learning skills, more in-depth learning, higher satisfaction and motivation to study through flipped classroom learning. There are some challenges for students and teachers in flipped classroom: student capability; lack of preparation, low motivation to watch pre-recorded videos and low

interaction. Teachers are reluctant to prepare videos. During the pandemic period, students are engaged in online learning. Instructors are familiar with technology.

The purpose of the study is to investigate the university students' flipped classroom learning readiness in the post-pandemic era. It was found that technology readiness; learner control, self-efficacy, self-directed learning and motivation for learning related to flipped classroom learning readiness.

There is no significant difference between online and offline modes.

Institutions in the higher education sector should consider flipped classroom learning; making use of Small Private Online Courses (SPOCs) and Massive Open Online Courses (MOOCs).

## Moderators for Plenary Session 4



### Dr LEE, Daisy Suet-mui

**Senior Lecturer, Division of Business and Hospitality Management, PolyU CPCE  
Associate Member, CPCECPR**

BEng (C.U.H.K.); MBA (Dubuque); DBA (Newcastle)

Dr Lee is a veteran of marketing. She has extensive commercial experience across digital marketing, consumer marketing, shopper marketing, business marketing, technical marketing and marketing research gained from multinational giants she worked with. Prior to academia, she worked as Regional Director at Philips Asia Pacific marketing team, overseeing 15 APAC countries. Aspiring to nurture the next generation, Dr Lee started her teaching career at the City University of Hong Kong. She taught undergraduate marketing programme at CityU for 5 years before joining this institution. Her research interest focuses on marketing for non-profit organisations and the education sector.

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### Dr HO, Jessie Ching-sze

**Senior Lecturer, Division of Business and Hospitality Management, PolyU CPCE  
Associate Member, CPCECPR**

BBA (Hawaii); MPhil (C.U.H.K.); PhD (Macq.)

Before joining PolyU CPCE in 2003, Dr Ho had been working as a training officer in an international bank and as a teaching assistant at the Management Department of The Hong Kong Polytechnic University. At PolyU CPCE, Dr Ho teaches various subjects such as Negotiation Skills, Human Resources Management, Training and Development and Introduction to Psychology. Her current research interests include leadership, personality, workers' self-management and job satisfaction. She has published refereed papers in international journals and international conference proceedings.

## VIII. General Information

### CPCE Centre for Pedagogic Research (CPCECPR)



Tel: (852) 3746 0689

Email: cpr@cpce-polyu.edu.hk

CPCECPR Website: <https://cpr.cpce-polyu.edu.hk/>

Conference Website: <https://cprconf2022.cpce-polyu.edu.hk/>

Conference Venue

UG06, PolyU Hung Hom Bay Campus

8 Hung Lok Road, Hung Hom, Kowloon

(Exit B1, MTR Hung Hom Station or Exit B, MTR Whampoa Station)



Luncheon Venue

Crystal Harbour Restaurant

3/F, Harbourview Horizon, 12 Hung Lok Road, Hung Hom, Kowloon

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