

PUBLIC ADMINISTRATION AND POLICY

About the Authors

Professor Peter K.W. Fong, PhD (New York University), is a Professor at HK Chu Hai College of Higher Education; Research Associate of Centre of Research on Education in China, Faculty of Education, HKU; President of Hong Kong Public Administration Association and Editor-in-Chief of *Public Administration and Policy — An Asia-Pacific Journal*; Director of Go Fun Card Ltd. He also holds advisory and visiting Professorships in several Mainland China universities, namely Tsinghua, Renmin, Tongji, and Tianjin Universities. He is a Registered Professional Planner in HK. He was formerly a Fellow of Judge Business School, University of Cambridge; Director of EMBA & Executive Programme, HKU Business School; Executive Vice President of City University of Macau (formerly AIOU); Studies Director of the Civil Service Training & Development Institute of the HKSAR Government; Visiting Scholar at MIT; and Consultant of the World Bank and Delta Asia Bank & Financial Group.

Professor Peter P. Yuen, PhD (Birmingham), is Dean of the College of Professional and Continuing Education (CPCE) of The Hong Kong Polytechnic University (PolyU). He is also Professor in the Department of Management and Marketing of PolyU. Professor Yuen held a number of management positions in PolyU — Associate Vice-President, Director of the Public Policy Research Institute, and Head of the Department of Management. His research involves public policy formulation and evaluation, and health services management. He is a Co-Editor-in-Chief of *Public Administration and Policy* and an Editorial Committee member of *Asia Pacific Journal of Health Management*. He is the Chairman of the Federation for Self-financing Tertiary Education, 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 once served as Vice-President of the Chinese National Institute of Health Care Management Education, and President of the Hong Kong Public Administration Association.

Dr. Ho Wai Tung received his PhD degree in Biostatistics from the University of California, Los Angeles. He is currently a lecturer of Hong Kong Community College, The Hong Kong Polytechnic University teaching statistics at sub-degree level. Before that, he worked in various capacities at SPSS Inc. on the research and development of statistics and data mining components, such as linear models, nominal logistic regression and survey sampling. His research interest includes statistical computing, linear models, survival analysis and survey sampling. Aside from academic research, he is interested in promoting the use of technologies and software in teaching and learning of statistics.

Dr. Joseph C.H. So received his PhD degree in Information Engineering from The Chinese University of Hong Kong. He has been heavily involving in student development for more than 10 years and is currently the Chairman of Student Development Committee of the Hong Kong Community College, The Hong Kong Polytechnic University, as well as the Head of Student Affairs of the College, planning, executing, reviewing and overseeing various student activities. Dr. So is a Chartered Engineer and a member of the Institute of Electrical and Electronic Engineers. He is

particularly interested in student holistic development, educational technologies, the peer-to-peer Networks, World Wide Web Technologies.

Mr. Derek S.Y. Lam is a Project Associate at the Educational Development Centre, The Hong Kong Polytechnic University. He completed his undergraduate studies in history and psychology at the University of Melbourne, and received his Master of Arts degree in The University of Hong Kong. He has been teaching at tertiary level, and had worked on research projects on student development, Hong Kong education policies, as well as higher education development. He is now involved in a development project of blended learning and teaching at universities in Hong Kong. His research interest is related to generic skills and personal development, education and globalization, history and social theory of education, and humanities pedagogy.

Dr. Peggy M.L. Ng, DBA (Heriot-Watt University), Master of Science in Strategic Planning with distinction (Heriot-Watt University), Master of Business (Curtin University of Technology), Postgraduate Certificate in Professional, Vocational and Higher Education (PolyU), Bachelor degree in Applied Science in Chemical Engineering (University of British Columbia), is a Lecturer at the School of Professional Education and Executive Development, The Hong Kong Polytechnic University. Her research interests include strategic enrolment management, student satisfaction, higher education, strategic planning, and technology management.

Ms Connie K.Y. Mak, MLitt in Management Studies (University of Oxford), MSc in Management Research (University of Oxford), Bachelor of Business Administration (The University of Hong Kong), is a Lecturer in Marketing and Public Relations at the School of Professional Education and Executive Development, The Hong Kong Polytechnic University. She is currently pursuing her PhD study with Leicester University. Her research interest lies in the disciplines of consumer behaviour, self-identity management, symbolic consumption, cultural capital, status consumption, brand management and strategic marketing. Prior to joining the academic sector, Ms Mak has served in a few listed corporations as marketing manager.

Dr. Phoebe Wong, PhD (Lancaster University), MSc in Marketing (University College Dublin), MA in General Linguistics (University of Helsinki), is a Lecturer in Marketing and Public Relations at the School of Professional Education and Executive Development, The Hong Kong Polytechnic University. Her work has appeared in refereed journals including the Journal of Marketing Management and the Industrial Marketing Management. She has presented papers at a number of international conferences including U.S. and European meetings of the Association for Consumer Research (ACR) and APA Consumer Psychology.

Dr. Jason K.Y. Chan, EdD (University of Bristol), SCPM (Stanford University), MEduTech (The University of British Columbia), MSc, BA(1st Hons)(City University of Hong Kong), is the Head of Information Technology of the College of Professional and Continuing Education of The Hong Kong Polytechnic University (PolyU). He is also the Associate Vice-President (Educational Technology) of UNESCO HK Association, Vice-President of HK Public Administration Association, President (Education) of Young Professionals Alliance, and Convenor of IT Taskforce of Federation of Self-financing Tertiary Education. He was the Fellow of Public Policy Research Institute of PolyU. He