June 2012
Staff Publications

Professor Kathleen Ahrens, Head of Language Centre


Professor Kara Chan, Head of Communication Studies


Dr. Chen Hubiao, Associate Professor of Chinese Medicine

- 朴香蘭，鄧長芹，陳虎彪，王進，〈快速分析彝藥桃樹寄生抗氧化成分〉，載《食品科學》，第 33 卷第 1 期（2012），頁 16-19。

Dr. Han Quanbin, Assistant Professor of Chinese Medicine


Professor Wendy Hsiao, Director of Teaching Division; Dr. Yu Zhiling, Associate Professor; Dr. William Tai, Research Assistant Professor; and Dr. Alexander Leung, Lecturer I of Chinese Medicine


Mr. Peter Lau, Senior Programme Officer of Centre for Holistic Teaching and Learning

柳發文，〈寫作篇〉，載黃麗萍主編《香港創意戲劇節 2012(減廢節能篇)培訓資料冊》，香港：香港視藝文化教育協會有限公司，2012，頁 92-96。

Dr. Alexander Leung, Lecturer I of Chinese Medicine

梁啟文，梁惠梅，《細說培植蟲草》，香港：萬理機構得利書局，2012。

Professor Li Si-ming, Chair Professor of Geography


Professor Eva Man, Acting Director of the Academy of Visual Arts


Professor Christie Stuart, Assistant Professor of English Language and Literature


Dr. Tam Ka-chai, Research Assistant Professor of History

譚家齊，蘇基朗，〈明清大松江府地區棉業市鎮布局與人口分布：一個 HGIS 的觀察〉，載《復旦史學集刊 - 明清以來江南城市發展與文化交流》第四輯，上海復旦大學出版社，2012，頁 207-223。

Professor Wang Donggen, Professor of Geography

Dr. Eva Wong, Director of Centre for Holistic Teaching and Learning, and Professor A. Reza Hoshmand, Director of General Education

- 王周綺華，賀書孟，〈為畢業生迎接 21 世紀做準備：香港浸會大學四年制本科課程〉，載《通識在線》第四十期，台灣，2012，頁 50-52。

Professor Yan Yuk-yee, Professor of Geography


Dr. Zhang Hui, Research Assistant Professor of Chinese Language and Literature

- 張惠，〈發現中國古典文論的現代價值——西方漢學家重論中國古代小說獨特結構的啟示〉，載《中山大學學報》，第三期（2012），頁 28-37。

Ms. Zhao Chunling, Visiting Scholar of Clinical Division of Chinese Medicine

- 趙春玲，梁惠梅，〈兒科聖藥〉，香港: 萬里機構得利書局，2012。

Professor Zhao Zhongzhen, Associate Dean, and Dr. Chen Hubiao, Associate Professor of Chinese Medicine

- 吳孟華，郭平，陳虎彪，趙中振，〈豆蔻類中藥的本草新析〉，載《中國中藥雜誌》，第 37 卷第 11 期（2012），頁 1686-1692。
- 莊玲玲，易濤，趙中振，陳虎彪，〈香港市售活絡油揮發性成分的氣質聯用（GC-MS）分析研究〉，載《香港中醫雜誌》，第 6 卷第 4 期（2011），頁 28-29。

Professor Zhao Zhongzhen, Associate Dean; and Dr. Liang Zhitao, Research Assistant Professor of Chinese Medicine

- 趙中振，梁之桃，〈近紅外光譜技術在中藥鑒定中的應用與優勢〉，載《中國中藥雜誌》，第 37 卷第 8 期（2012），頁 1062-1065。

Professor Zhao Zhongzhen, Associate Dean; Dr. Chen Hubiao, Associate Professor; and Dr. Liang Zhitao, Research Assistant Professor of Chinese Medicine

**Professor Zhao Zhongzhen, Associate Dean; Dr. Chen Hubiao, Associate Professor; Dr. Yu Zhiling, Associate Professor; and Dr. Yang Zhijun, Assistant Professor of Chinese Medicine**


**Staff Presentations**

**Mr. Christopher Chan, Assistant Librarian of the Library**
- presented a paper entitled “Marketing the Academic Library with Online Social Network Advertising” at the 33rd Conference of the International Association of Technological University Libraries held from 4 to 7 June 2012 in Singapore.

**Professor Kara Chan, Head of Communication Studies**
- co-presented a paper entitled “How young consumers in Hong Kong select their favorite retail shops?” with T. Yip and E. Poon at the 2012 MAG Scholar Global Business, Marketing, and Tourism Conference at Gyar, Hungary held from 29 May to 2 June 2012.
- presented a paper entitled “The last mile: Revising manuscripts for journal publication” at 2012 MAG Scholar Global Business, Marketing, and Tourism Conference at Gyar, Hungary held from 29 May to 2 June 2012.

**Dr. Chan Kwok Shing, Assistant Professor of Sociology**
- presented a paper entitled “Pilgrimage and Tourism: The Taiwanese Pilgrims in South China” at the International Conference on Guiding the Pilgrim: Religious Travel and Tourism in a Globalizing World” at the University of Nicosia, Cyprus held from 27 to 28 April 2012.

**Dr. Cheung Wai-chun, Assistant Professor of Education Studies**
- presented a paper entitled “Curriculum and Ideology: A Revision of History Textbooks in Colonial and Post-Colonial Hong Kong (1990-2000)” at the 32nd International Society for Teacher Education (ISfTE) Annual Seminar convened by the Paro College of Education, the Royal University of Bhutan held from 21 to 25 May 2012.
Dr. Mathew Chew, Assistant Professor of Sociology

Professor Larry Chow, Professor of Geography
- gave a presentation entitled “A Projection of Future Oil Prices up to 2030” at the 3rd International Association for Energy Economics (IAEE) Asian Conference on “Growing Energy Demand, Energy Security and the Environment in Asia” held in Kyoto, Japan, on 20 to 22 February 2012.

Professor Cindy Chu, Professor of History
- presented a paper entitled “If the Pope Had Gone to Beijing: What Would Have Happened?” at the 18th International Conference of the International Association for Intercultural Communication Studies at the Yuan Ze University, Taoyuan, Taiwan held from 8 to 12 June 2012.

Dr. Jan Connelly, Associate Professor of Education Studies
- presented a paper “Equity for Ethnic Minorities in Hong Kong: Impacts and Implications for Teachers and Teacher Education” at the 32nd International Society for Teacher Education (ISfTE) Annual Seminar convened by the Paro College of Education, the Royal University of Bhutan held from 21-25 May 2012.

Ms. Maggie Fung, Lecturer of Communication Studies
- co-presented a paper entitled “A study on the outdoor posters effectiveness in Hong Kong” with K. Chan at the 2012 MAG Scholar Global Business, Marketing, and Tourism Conference at Gyor, Hungary held from 29 May to 2 June 2012.

Dr. Loretta Kim, Assistant Professor of History
- presented a paper entitled “An Appetite for Offerings: Fish and Nut Tribute in Qing Jilin” at the “International Workshop on Defining the Jecen -- the Evolution of the Qing Frontier, 1644-1918” organised by the Department of History, HKBU, and the Faculty of Arts and Hong Kong Institute for the Humanities and Social Sciences, the University of Hong Kong held from 25 to 26 May 2012.

Mr. Tony Lai, Lecturer I of Education Studies
- presented a paper “Teachers’ Perspective on Engaging Students in a Small Class Environment” at the 32nd International Society for Teacher Education (ISfTE) Annual Seminar convened by the Paro College of Education, the Royal University of Bhutan held from 21 to 25 May 2012.
Dr. Patrick Lau, Associate Professor of Physical Education
- delivered a talk on “Sport tourism: the 21st century development & its impact to society” at the 12th World University Taekwondo Championship 2012, Korean University Sports Board, Pocheon, South Korea held from 23 to 25 May 2012.
- delivered a lecture on “Facts and fallacies of ancient and modern Olympics” at HKUGA College on 21 May 2012.

Dr. Alexander Leung, Lecturer I of Chinese Medicine
- 於 2012 年 6 月 29 日，在香港科技園舉行的「中藥安全、檢測及認證的近期發展」上發表題為「香港中成藥及保健食品安全分析」的演說。

Dr. Leung Yin-bing, Associate Professor of Education Studies
- presented a paper entitled “The Construction of Educational Philosophy: The Use of Narratives in Teacher Education” at the 32nd International Society for Teacher Education (ISfTE) Annual Seminar convened by the Paro College of Education, the Royal University of Bhutan on 21-25 May 2012.

Professor Sandy Li, Head of Education Studies
- presented a paper entitled “Does Social Capital Matter? A Structural Equation Modeling with Multilevel Analysis of Technology Infusion in Schools” at the 32nd International Society for Teacher Education (ISfTE) Annual Seminar convened by the Paro College of Education, the Royal University of Bhutan held from 21 to 25 May 2012.

Professor Lo Kwai-cheung, Professor of English Language and Literature
- presented a paper entitled “Epistemological Break and Modern China’s (De)Colonization of its Ethnic Minorities” in the Workshop on “Global Coloniality in the ‘Asian Century’” organised by Hong Kong Advanced Institute for Cross-Disciplinary Studies, City University of Hong Kong on June 6-8, 2012.

Dr. Lobo Louie, Associate Professor of Physical Education
- delivered a lecture entitled “Physical Education Key Learning Area Thematic Talk: Understanding Long Distance Running” organised by the Education Bureau, HKSAR Government, at Cheung Sha Wan Catholic Secondary School on 26 May 2012.
- delivered a lecture entitled “Exercises and Breast Cancer” at an event organised by the Hong Kong Breast Cancer Foundation on 9 June 2012.
• delivered a lecture entitled “Scientific Training of Orienteering” at an event organised by the Hong Kong Orienteering Association on 17 June 2012.

Professor Eva Man, Acting Director of the Academy of Visual Arts
• 於 2012 年 3 月 24 日在廣州暨南大學舉行的第二屆兩岸三地中國美學學術研討會主講「從比較美學再思徐復觀先生的藝術創造論」。
• 於 2012 年 5 月 19 日在徐州江蘇師範大學舉行的國際美學會議主講「腕不虛畫非是：筆畫哲學和中國新水墨繪畫的存與變」。

Dr. Jonathan Corpus Ong, Assistant Professor of Sociology
• presented a paper entitled “Spectacular Suffering on Philippine Television: Audience Interpretations of Exploitation and Empowerment” in the International Communication Association’s 62nd Annual Conference at the Phoenix Sheraton Downtown Hotel, Phoenix, Arizona, USA held from 24 to 28 May 2012.

Dr. Jacky Pow, Assistant Professor of Education Studies
• presented a paper entitled “Enhancing Supervised Teaching Practice through Building a Virtual Learning Community with an Interactive Video Database” at the 32nd International Society for Teacher Education (ISfTE) Annual Seminar convened by the Paro College of Education, the Royal University of Bhutan held from 21 to 25 May 2012.

Dr. Song Jing, Post-Doctoral Fellow of Sociology
• presented a paper entitled “Gendered Employment Patterns in China’s ‘Socialist’ and ‘Laissez Faire’ Countryside” at the 2012 Meeting of International Sociological Association (ISA) RC28 on Economic Transformation and Social Stratification in Comparative Perspectives organised by the Research Committee on Social Stratification and Mobility (RC28) in Hong Kong held on 13 May 2012.

Dr. Su, Yelin, Teaching & Learning Officer; Mr. Stephen Cheung, Senior Research Assistant; Dr. Theresa Kwong, Senior Teaching & Learning Officer; and Dr. Eva Wong, Director of Centre for Holistic Teaching and Learning
• co-presented a paper entitled “Evaluating Students’ Learning Experiences in a Pilot General Education Program in Hong Kong” at the General Education and University Curriculum Reform: An International Conference in Hong Kong at the City University of Hong Kong held from 12 to 14 June, 2012.

Professor Minhaj ul Hassan Syed, Visiting Scholar of Government & International Studies
• presented a paper entitled “The Changing Pattern of Pakhtun Culture under the Influence of Diaspora” at the SAARC Regional Conference on “Circulation of Cultures and Culture of Circulation: Diasporic Cultures of South Asia during 18th to 20th Centuries” organised by SAARC Cultural Center-Sri Lanka held at Tamarahind Hotel, Galle, Sri Lanka from 15 to 17 March 2012.
• presented a paper entitled “European Society and Islam from a Pakistani Perspective” at the International Conference on “Europe, Migration and Islam” organised by the Department of Government and International Studies, HKBU, Hong Kong held from 18 to 19 April 2012.

• presented a paper entitled “Holy or Unholy Trinity: Pakistan-China-India Relations” at the International Conference on “Global Exchange Networks of Asia and Alternative Modernities in Asia” organised by the Asian Association of World Historians held at the EWHA Womans University, Seoul, South Korea from 27 to 29 April 2012.

Dr. Tam Ka-chai, Research Assistant Professor of History
• presented a paper entitled “Governed by the Interpreter: The Transforming Nature of Macau during the Late Ming and Early Qing Periods” at the “International Workshop on Defining the Jecen -- the Evolution of the Qing Frontier, 1644-1918” organised by the Department of History, HKBU, and the Faculty of Arts and Hong Kong Institute for the Humanities and Social Sciences, the University of Hong Kong held from 25 to 26 May 2012.

• presented a paper on “Punishing the Bribed Officials So As to Eliminate Banditry: Zhang Juzheng’s Ideas on Maintaining Social Order in the Local Society of Late Ming China” at the Annual Meeting of National Society of Ming Historians of China, Jingzhou, Hubei, PRC held from 7 to 11 June 2012.

Professor Vicky Tam and Dr. Raymond Chan, Associate Heads of Education Studies
• co-presented a paper entitled “Hong Kong Chinese Primary School Teachers’ Conceptions of Homework” at the 32nd International Society for Teacher Education (ISfTE) Annual Seminar convened by the Paro College of Education, the Royal University of Bhutan held from 21 to 25 May 2012.

Professor Tang Wing-shing, Professor of Geography
• presented a paper “Asia’s Urbanisation: Review and Prospect from a Tongbian Perspective” at the Shanghai Forum 2012, Fudan University, PRC held from 26 to 28 May 2012.

Mr. Lennon Tsang, Lecturer of Communication Studies
• co-presented a paper entitled “Consumers' attitude towards medical professional advertising in Hong Kong” with K. Chan and V. Leung at the 2012 Four-Round Joint International Symposium, Managing the Media: Policy, Regulation and Engagement at Melbourne, Australia held from 11 to 15 April 2012.

• co-presented a paper entitled “Parents' attitude towards food advertising on TV: a Hong Kong study” with P. Lau at the 2012 MAG Scholar Global Business, Marketing, and Tourism Conference at Gyor, Hungary held from 29 May to 2 June 2012.
Mr. Tommy Tse, Lecturer of Communication Studies

Dr. Day Wong, Assistant Professor of Sociology
- presented a paper entitled “Thinking Sexuality Globally: Emergence of ‘Gay’ Identities in Hong Kong and in China” at the International Conference on Gender and Policy organised by the Shantou University, PRC on 2 June 2012.

Professor Kenneth Wong, Professor of Geography
- gave a presentation entitled “Climate Change Education in Hong Kong: Implications of the 2011 Student Survey” at the Workshop on the Teaching of Climate Change and Low Carbon Living in Hong Kong held at HKBU on 21 April 2012.

Dr. Odalia Wong, Associate Professor of Sociology
- delivered a talk on “Information and Communication Technologies (ICTs) and Transnational Mothering: How Filipina Domestic Helpers in Hong Kong Perform their Mothering Using ICTs” at the Hong Kong Sociological Association Public Seminars 2012, at the Vision Book Café, Central on 12 May 2012.

Professor Zhao Zhongzhen, Associate Dean of Chinese Medicine
- 於 2012 年 5 月 18 日在潮州舉行的嶺南藥用植物資源的可持續開發與利用國際學術研討會上主講「中藥的自然資源與文化資源」。
- delivered a talk entitled “The Formation of ‘Daodi’ Medicinal Materials” at the event “Dialogue on Human Health between Traditional Chinese Medicine Culture and Western Medicine” at Bologna, Italy held on 10 May 2012.

Professor Zhou Qiming of Geography
- co-presented a paper entitled “中國沿海城市群發展的時空格局分析 — 以珠江三角洲和長江三角洲都市圈為例” with Sun, B. at the 4th Forum on Environmental Remote Sensing for Pearl River Delta Region, Hong Kong held from 24 to 25 February 2012.