

CURRICULUM VIATE

WINSLET T.Y. CHAN

Department of Management and Marketing
Business School
The Hong Kong Polytechnic University
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Academic Qualifications

- 2014 **Ph.D., The Hong Kong Polytechnic University**
- Major: Retail Management and Corporate Social Responsibility
 - Dissertation: Green Service in the Consumer-Product Industry: Conceptualization and Performance Implications
- 2009 **B.A. (Hons) in Fashion and Textiles, graduated with first class honors, The Hong Kong Polytechnic University**
- Major: Global Marketing, Strategic Management, Retail Management, Operations Management, Marketing Research
 - Minor: Consumer Behavior, Brand Management, and Product Development, Quality Assurance
- 2007 **B.S. in Fashion Merchandising, Kent State University**
- Major: Retail Management, Global Business Management
 - Minor: Merchandising

Academic/ Industry Experience

- 2014 - Present **Teaching Fellow**
Department of Management and Marketing, Business School, The Hong Kong Polytechnic University
- Invited Lecturer**
Faculty of Business (Summer Programme), The Hong Kong Polytechnic University
- Visiting Lecturer**
The Office of Student Development, The Hong Kong Polytechnic University
The Institute for Entrepreneurship, The Hong Kong Polytechnic University
The School of Professional Education and Executive Development, The Hong Kong Polytechnic University
- Academic Advisor**
Marketing Branch, HKPolyU Racing Team, The Hong Kong Polytechnic University
Broad Discipline of Business, Business School, The Hong Kong Polytechnic University
- 2014 - 2014 **Marketing Manager (Asia-Pacific Region)**
Glam Face International Trading Company
- 2013 - 2014 **Research Assistant**
The Institute of Textiles and Clothing, The Hong Kong Polytechnic University
- 2009 - 2009 **Research Assistant**
The Institute of Textiles and Clothing, The Hong Kong Polytechnic University
- 2007-2007 **Project Development Coordinator**
Department of Product Promotion, Hong Kong Trade Development Council

CURRICULUM VIATE

Research Interests

Service Operations, Consumer Behavior, Social Media Marketing; Corporate Social Responsibility; Green Supply Chain Management; Neuromarketing; Knowledge Management

Referred Articles

Chan, W.T.Y., Leung, C.H. (in press 2017). Are You Speaking Emoji Fluently? A Study On the Effective Usage of Emoji in Online Communication. *Journal of Digital & Social Media Marketing*.

Leung, C.H., **Chan, W.T.Y.**, & Chen, S.N. (2017). Teaching To Enhance Student Learning from a Perspective of Brain Functions. *International Journal of Educational Science and Research*, 6(6): 11-20.

Chan, T.Y., Wong, C.W.Y., Lai, K.H., Lun, V.Y.H., Ng, C.T., & Ngai, E.W.T. (2016). Green Service: Construct Development and Measurement Validation. *Production and Operations Management*, 25(3): 432-457.

Chan, W.T.Y., & Leung, C.H. (2016). The Use of Social Media for Blended Learning in Tertiary Education. *Universal Journal of Education Research*, 4(4): 771-778.

Leung, C.H., & **Chan, W.T.Y.** (2016). Sociolinguistic Phenomenon of Code Mixing in Hong Kong: From a Perspective of Marketing Communications. *Humanities & Social Sciences Reviews*, 4(1): 20-26.

Leung, C.H., & **Chan, W.T.Y.** (2016). Using Emoji effectively in Marketing: An Empirical Study. *Journal of Digital & Social Media Marketing*, 5(1): 76-95.

Chan, T.Y., & Wong, C.W.Y. (2012). The Consumption Side of Sustainable Fashion Supply Chain: Understanding Fashion Consumer Eco-Fashion Consumption Decision. *Journal of Fashion Marketing and Management*, 16(2): 193-215.

Manuscripts Under Review

Leung, C.H., Chen, S.N., & **Chan, W.T.Y.** The Knowledge Management Model in Education: Linking Learning Theories with Practices, under review at *Education + Training*.

Working Papers

Chan, W.T.Y., Wong, C.W.Y. and Leung C.H. "Going the Extra Mile: The Best Circular Economy Management Practices", targeted for *California Management Review*.

Chan, W.T.Y. The Moderating Effect of Environmental Regulatory Pressure on the Relationships Between Green Service Practices and Organizational Performance", targeted for *Journal of Service Marketing*.

Chan, W.T.Y. "The Value of Green Service in Customer Relationship Management", targeted for *Journal of Services Marketing*.

Leung, C. H., **Chan, W. T.Y.**, & Chen, S.N. "An Empirical Study on Color Marketing from a Perspective of Consumers' Preferences for the Color Contrast," targeted for *Journal of Consumer Marketing*.

CURRICULUM VIATE

Referred Proceedings

Leung C.H., Chen I.S.N., & **Chan W.T.Y** (2017). Embedding knowledge creation into teaching in vocational and higher education. Paper presented at the *12th Journal of Vocational Education & Training (JVET) International Conference*, Worcester College, Oxford, United Kingdom, 7-9 July.

Chan W.T.Y., & Leung, C.H. (2015). The Use of Social Media for Blended Learning in Tertiary Education. Paper presented at the *4th Hong Kong International Conference on Education, Psychology and Society*, December 2015, Hong Kong.

Leung, C.H., & **Chan W.T.Y.** (2015). Sociolinguistic Phenomenon of Code Mixing in Hong Kong. Paper presented at the *4th Hong Kong International Conference on Education, Psychology and Society*, December 2015, Hong Kong.

Chan W.T.Y. (2015). Experimenting with Twitter to generate discussion. Paper presented at the *Blended Learning Symposium: Teaching Beyond the Classroom*, August 2015, Hong Kong.

Research Grants, Scholarships, and Awards

- 2017 **Environment and Conservation Fund for Environmental Research (Proposal was submitted and under review)**
Co-Investigator, Technology Demonstration and Conference Projects, Environment and Conversation Fund
- 2017 **Faculty of Business Best Two Completed Projects Supported by Departmental Learning and Teaching Enhancement Grant (2014/15-2016/17)**
Co-Investigator, DLTG Project Title: Web 2.0 Teaching and Learning Experiences in Higher Education, Faculty of Business, The Hong Kong Polytechnic University
- 2016 **Academic Advisor Award**
Joint University Outstanding Marketing Award Competition 2015/2016
- 2015 **The Hong Kong Polytechnic University Departmental Learning and Teaching Enhancement Grant (#92014/15)**
Co-Investigator, DLTG Project Title: Web 2.0 Teaching and Learning Experiences in Higher Education, Department of Management and Marketing, The Hong Kong Polytechnic University
- 2015 **Academic Advisor Award**
Joint University Outstanding Marketing Award Competition 2014/2015
- 2015 **Academic Advisor Merit Award in Business Innovation Competition**
The Global Student Challenge: PolyU Pre-challenge 2014/15, The Hong Kong Polytechnic University
- 2014 **Award of Studentship PhD and Mphil**
The Hong Kong Polytechnic University
- 2009 **Dean's Honors List Award 2008/2009**
The Hong Kong Polytechnic University

CURRICULUM VIATE

- 2009 **Samantha Ho & Glory Wan Encouragement Award Scholarship 2008/2009**
The Hong Kong Polytechnic University
- 2009 **The World Retail Congress Student Project Competition Award 2009**
The Hong Kong Polytechnic University
- 2008 **Outstanding Student Award 2008**
The Hong Kong Polytechnic University
- 2008 **Dean's Honors List Award 2007/08**
The Hong Kong Polytechnic University
- 2008 **Outstanding Student of the Faculty of Applied Science & Textiles 2008**
Sacred Heart Canossian College of Commerce
- 2007 **The Sincere Scholarship for Innovation in Retailing 2006/07**
The Sincere Company limited and The Hong Kong Polytechnic University
- 2007 **Head's Honors List Award 2006/07**
The Hong Kong Polytechnic University

Institutional and Professional Service

- Ad Hoc Reviewing:* International Journal of Production Research (2009 to present)
Production and Operations Management (2009, 2010, 2011, 2012, 2013)
IEEE Transactions on Systems (2009, 2010, 2011, 2012, 2013)
Journal of Fashion Management and Marketing (2009, 2010)
- Invited Lecturer:* Institute for Entrepreneurship, The Hong Kong Polytechnic University (2016/2017)
The Office of Student Development, The Hong Kong Polytechnic University (2016/17)
The School of Professional Education and Executive Development, The Hong Kong Polytechnic University (2016/17)
- Panelist and Committee:* Joint University Outstanding Marketing Award Competition (2014/2015, 2015/2016)
- Guest Speaker:* Educational Development Center, The Hong Kong Polytechnic University (2010)

Courses taught

- Business-to-Business Marketing
- Sales Management
- Integrated Marketing Communications
- Retailing and Merchandising
- Product Management
- Retail Management
- Fundamentals of Modern Marketing
- Business Plan Writing and Financial Reporting
- Managing Markets and People in the Context of a New Business Start-up
- Strategic Management

CURRICULUM VIATE

Professional development

- 2017 Completion Of Course Namely *SoTL (Scholarship in Teaching and Learning)*, Educational Development Center, The Hong Kong Polytechnic University
- 2015 Completion Of Course Namely *BOT (Becoming an Online Teacher)*, Educational Development Center, The Hong Kong Polytechnic University
- 2014 Completion Of Course Namely *Developing Criteria and Standards for Assessing Essays and Reports*, Educational Development Center, The Hong Kong Polytechnic University
- 2014 Completion Of Course Namely *Becoming an Effective Teaching Assistant*, Educational Development Center, The Hong Kong Polytechnic University