

Curriculum Vitae

Dr Annie Ko

BA(Hons), GDip, MSc, PhD

Lecturer, Department of Management and Marketing, Faculty of Business

The Hong Kong Polytechnic University

Phone: (852) 3400 2124 / Email: aanko@polyu.edu.hk

ORCID No. 0000-0003-4526-9989

ACADEMIC QUALIFICATIONS

PhD	Hong Kong Polytechnic University (Hotel and Tourism Management)
MSc	Hong Kong Polytechnic University (Hotel and Tourism Management) (Distinction Award)
GDip	Chinese University of Hong Kong (Advanced Business Management)
BA (Hons)	City University of Hong Kong (English for Professional Communication) (First Class Honors)

ACADEMIC POSITION

- Lecturer, Department of Management and Marketing
- Program Director, MSc in Human Resource Management
- Academic Advisor, Department of Management and Marketing
- Capstone Project Supervisor, Department of Management and Marketing
- Coach, MM Professional Coaching Program (TPg students)
- Coach, MM Coaching Scheme (Research students)
- Departmental Blended Learning Ambassador

SCHOLARSHIP/AWARD

- MM Teaching Award 2024/25 (January 2026)
- Faculty Prize for Outstanding Teaching 2024/2025 (November 2025)
- Faculty Prize for Outstanding Teaching 2023/2024 (October 2024)
- “Best Paper Award for Hospitality”. Paper titled “Perception of Welcoming Culture: A Study of Technology Use and Service Training to Enhance Solo Female Travelers Experience”. Awarded by THE INC 2024 Conference and the Institute of Hospitality (June 2024)
- Faculty Prize for Outstanding Teaching 2021/2022 (July 2022)
- Teaching & Learning Honor (July 2022):
 - “Recognizing Dedicated PolyU Educators Making a Difference”, “PolyU Excellent Teacher” & “Recognising Dedicated Educators” booklet and video
- FB Research Productivity Reward Scheme for Non-UTD Journal Publications (2021)
- FB Research Productivity Reward Scheme for Non-UTD Journal Publications (2020)
- Emerald Literati Award - Outstanding Reviewer for International Journal of Contemporary Hospitality Management (2020)
- Departmental Nominee for the 2019 UGC Teaching Award (Early Career Faculty Members) (10 October 2019)

- “Experiential Teaching and Learning in Newly Renovated Classrooms” Award, PolyU (2018/2019)
- Academic Advising Scholarship, PolyU (2017/2018)
- PhD Research Studentship, PolyU (2013-2016)
- Research Student Attachment Program Scholarship, PolyU (2014/2015)
- Dr. Terry Lam Memorial Scholarship, PolyU (2006/2007)
- School of Hotel and Tourism Management Services Scholarship, PolyU (2005/2006)
- Li Po Chun Charitable Trust Fund Scholarships, The City University of Hong Kong (1999/2000)
- Dean’s List, The City University of Hong Kong (1998/1999 and 1999/2000)

TEACHING AND LEARNING PROJECT FUND

- Departmental Learning & Teaching Enhancement Grant (DLTEG 2025 – 2027)
“Strengthening Business Ethics Education with the SDGs: A Narrative-based Flipped Learning Approach for Business School Students”.
- Departmental Learning & Teaching Enhancement Grant (DLTEG 2024 – 2026) “Flipped Learning for Active Engagement: Advancing Management Students’ Technological Skills for HR Digitization”.
- “Experiential Teaching and Learning in Newly Renovated Classrooms” Fund (2018/2019).

REFERRED JOURNALS/CONFERENCE PROCEEDINGS/INDUSTRY REPORTS

- Ko, A.** (2026, August 21-23). Empowering the learner: The role of perceived user agency in preparing students for self-directed tasks in a GP Tutor-integrated flipped classroom. *Proceedings of the 4th International Conference on Teaching and Education, Oxford, UK.*
- Ko, A.** (2026). Leveraging GP Tutor in a Flipped Learning Activity to Improve Student Engagement. *Proceedings of the 5th Paris Conference on Education, Paris, France.* The International Academic Forum, Paris, 15 to 19 June 2026.
- Ko, A.** (2026, March 2-4). Beyond welcome day: Supporting student transition and preparedness through 360-degree VR integration. *Proceedings of the 20th Annual International Technology, Education and Development Conference, Spain*, 2 to 4 March 2026. <https://doi.org/10.21125/inted.2026.1762>
- Ko, A.** (2026). From first attempts to mastery: Integrating productive failure and flipped learning in VR video training for undergraduate students. *Proceedings of the 20th Annual International Technology, Education and Development Conference, Spain*, 2 to 4 March 2026. <https://doi.org/10.21125/inted.2026.0536>
- Ko, A., Chiu, W., & Sabapathy, S.** (2025). Harnessing the power of MCQ co-creation in higher education: Insights into perceptions of helping behaviour. *Proceedings of the 17th Annual International Conference on Education and New Learning Technologies, Spain*, pp. 8130-8133, 30 June to 2 July 2025. <https://doi.org/10.21125/edulearn.2025.2070>

- Ko, A.** (2025). Transforming student classroom preparation with GPTutor: Insights on crafting flipped learning materials. *Proceedings of the 17th Annual International Conference on Education and New Learning Technologies, Spain*, pp. 8134-8138, 30 June to 2 July 2025. <https://doi.org/10.21125/edulearn.2025.2073>
- Sabapathy, S., Chiu, W., & **Ko, A.** (2025). Deep learning and academic performance improvement through iterative student-academic collaboration: Co-creating and refining MCQs. *Proceedings of the International Conference on Aspects of Language Teaching and Learning (ICALTL-2025), Singapore*, 29 to 30 May 2025.
- Chiu, W. W. L., Sabapathy, S., & **Ko, A.** (2025). The impact of student co-creation on student engagement and active learning. *Proceedings of the 9th International Conference on Teaching, Learning and Education, Spain*, 25 to 27 April 2025.
- Ko, A.** (2025). A custom-designed GPTutor learning space to enhance self-learning motivation: A study of undergraduate students' attitudes and readiness. *Proceedings of the 19th Annual International Technology, Education and Development Conference, Spain*, pp. 5684-5687, 3 to 5 March 2025. <http://doi.org/10.21125/inted.2025.1458>
- Ko, A.** (2025). Exploring perceived competence and relatedness in avatar-based learning: Insights from a virtual world platform for higher education. *Proceedings of the 19th Annual International Technology, Education and Development Conference, Spain*, pp. 5673-5677, 3 to 5 March 2025. <http://doi.org/10.21125/inted.2025.1454>
- Ko, A.** (2024). Virtual reality in a synchronous classroom: A study of learners' immersive experience in the application of HiVE and Meta Quest 3. *Proceedings of the 16th Annual International Conference on Education and New Learning Technologies, Spain*, pp. 10446-10449, 1 to 3 July 2024. <https://doi.org/10.21125/edulearn.2024.2577>
- Ko, A., & Pang, L. W. L.** (2024). Perception of welcoming culture: A study of technology use and service training to enhance solo female travelers experience. *Proceedings of THE INC 2024, Amsterdam* (ISBN: 9789090381466).
- Sabapathy, S., Chiu, W. W. L., & **Ko, A.** (2024). Deep Learning and Improvement in Academic Performance: The Dual Benefits of Co-creation of Multiple -Choice Questions. *Proceedings of the British and Irish Law Education and Technology Association (BILETA)*, 17 April to 19 April 2024.
- Ko, A., Sabapathy, S., & Chiu, W. W. L.** (2024). Student Readiness for Co-creation: Enhancing Active Learning for Student-Staff Partnership in Higher Education. *Proceedings of the 18th International Technology, Education and Development Conference, Spain*, pp. 1587-1591, 4 to 6 March 2024. <http://doi.org/10.21125/inted.2024.0459>
- Ko, A.** (2024). Active Learning: A Story-Telling and Story-Making Approach to Embrace Student Learning Style for Classroom Engagement. *Proceedings of the 18th International Technology, Education and Development Conference, Spain*, pp. 3529, 4 to 6 March 2024. <http://doi.org/10.21125/inted.2024.0929>

- Ko, A.** (2023). Project-based learning: Creating an immersive experience for learners. *Proceedings of the 15th International Conference on Education and New Learning Technologies, Spain*, pp. 5982. <http://doi.org/10.21125/edulearn.2023.1564>
- Ko, A.** & Yeung, W. K. E. (2023). Interactive mass lecturing: The use of animated videos to enhance active learning in business ethics subject. *Proceedings of the 15th International Conference on Education and New Learning Technologies, Spain*, pp. 3830-3835, 3 to 5 July 2023. <http://doi.org/10.21125/edulearn.2023.1037>
- Chan, P. S., Ching, H. C., Ng, P. Y., & **Ko, A.** (2021). Affective commitment in new hires' onboarding? The role of organizational socialization in the fashion retail industry. In C. Cobanoglu, V. Della Corte (Eds.), *Advances in Global Services and Retail Management* Volume 2, (pp.1-13). USF M3 Publishing. <http://doi.org/10.5038/978195583.3035>
- Dai, Y. D., Zhuang, W. L., **Ko, A.**, & Okumus, F. (2020). The 'if-then rules matter more? The roles of regulatory focus and leader-member exchange. *International Journal of Hospitality Management*, 90, 102602. <http://doi.org/10.1016/j.ijhm.2020.102602>
- Ko, A.**, Liu, C. K. & Cheung, H. P. (2020). Customer-centric e-payment factors: An exploratory study for dining establishments in Hong Kong. *Proceedings of the APacCHRIE 2020 Conference, Hong Kong*, 27 to 28 October 2020. PolyU PIRA. <http://hdl.handle.net/10397/89696>
- Ko, A.**, Chan, A., & Wong, S. C. K. (2019). A scale development study of CSR: hotel employees' perceptions. *International Journal of Contemporary Hospitality Management*, 31(4), 1857-1884. <http://doi.org/10.1108/IJCHM-09-2017-0560>
- Ko, A.** (2019). Ethical concern or religious reason? A study of factors influencing vegetarian food consumption in Hong Kong. *Proceedings of the ApacCHRIE and EuroCHRIE Joint Conference, Hong Kong*, 22 to 25 May 2019, School of Hotel and Tourism Management, The Hong Kong Polytechnic University. PolyU PIRA. <http://hdl.handle.net/10397/89714>
- Ko, A.** (2018, November 23). *How to boost organizational citizenship behaviour for a committed and productive workforce*. Cpjobs.com. Retrieved from https://www.cpjobs.com/hk/b2b_article/how-to-boost-organizational-citizenship-behavior-for-committed-and-productive-workforce
- Nguyen, N., **Ko, A.**, Buhalis, D. & Ladkin, A. (2017). *Work-life balance report in the hotel sector* (Unpublished industry report). Bournemouth University and The Hong Kong Polytechnic University.
- Ko, A.** (2016). *Employees' CSR report in the Hong Kong hotel sector*. (Unpublished industry report). The Hong Kong Polytechnic University.
- Ko, A.**, Chan, A., & Wong, S. C. K. (2015). Perceived corporate social responsibility and career intention: A study of undergraduate hotel and tourism students in Hong Kong. *Proceedings of the 13th Asia Pacific CHRIE Conference, Auckland, New Zealand*, 10 to 13 June 2015, Auckland University of Technology (pp. 786 - 797). PolyU PIRA <http://hdl.handle.net/10397/59894>
- Wong, S. C. K., & **Ko, A.** (2009). Exploratory study of understanding hotel employees' perception on work-life balance issues. *International Journal of Hospitality Management*, 28(2), 195-203. <http://doi.org/10.1016/j.ijhm.2008.07.001>

PROFESSIONAL ACADEMIC SERVICE

- Editorial Advisory Board Member
 - Journal of Hospitality and Tourism Horizons (JHTH) (2025 – present)
 - International Journal of Contemporary Hospitality Management (IJCHM) (2020 – present)
- Ad Hoc Reviewer
 - International Journal of Hospitality Management
 - Tourism Review
 - Asian Journal of Business Ethics

PROFESSIONAL QUALIFICATIONS

- ATD Master Instructional Designer, Association for Talent Development
- Certified Behavior Consultant (D.I.S.C.)
- Certified Career Coach (Lifeskills Institute and Distinctions Asia)
- Coach U Core Essential Graduate (CEFTP)
- Certified Facilitator of LEGO® SERIOUS PLAY® Method
- Certified Hospitality Educator (CHE), American Hotel and Lodging Educational Institute
- Workplace Big Five Consultant

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