

KO, Lap-kwong, David (高立光)

Professor of Practice (Marketing)

BBA (Hons) & MSc-Int'l Business, CUHK; MBA, HKBU, DBA , HKPU

MCIM, FIQA, MHKIM

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Academic Qualifications

- Doctor of Business Administration (DBA), Hong Kong Polytechnic University
- Master of Science (MSc) in International Business, Chinese University of Hong Kong
- Master of Business Administration (MBA), Hong Kong Baptist University
- Bachelor of Business Administration, Chinese University of Hong Kong

Professional Qualifications

- 2002 – Present Fellowship (Mo22560) of Institute of Quality Assurance in U.K., F (IQA)
- 2001 – Present Membership (04939336) of Chartered Institute of Marketing in U.K, MCIM
- 2001 – Present Membership (9457) of Hong Kong Institute of Marketing, HKIM

Employment History

Teaching Experience (PolyU-Marketing/HKBU – (Marketing & Communication)/CityU- Management)

- Professor of Practice (POP) in Marketing

Director Level – Industrial (Testing/Quality and Safety Assurance – Audit/Marketing and Corporate Management Experience over 30 years of experience)

- Managing Director of The Product House
- Regional Marketing Director of MTL as later acquired by Bureau Veritas – Product Testing Labs (H.K.) Ltd (World-wide Number 2 Testing House)
- Business Development Director of TUV Product Service Asia Ltd (Semi-Government Testing Institute)
- Q. A Director of CMA Testing and Certification Laboratories
- Sales Director of Wasserbel Testing Laboratory Ltd
- Sales Director of Intertek Testing labs Hong Kong
- Simmons Engineering Ltd for Coleco – Cabbage dolls design

Marketer & Expert Role in Hong Kong Industry

Dr. David Ko is a product safety expert in Quality Assurance and Control for more than **30** years. He plays the role as an expert witness in the (US) Court. He is very familiar with EN/ASTM/CPSC/FDA/ISO/ISTA/BSI International standards and runs his SMEs for 5 years and have experience in business planning, annual budgeting and sales forecasting. In year 2002, he sets up an e-platform to deal with all business partners including agents, vendors/supplier - major in China and with an intensive experience in conducting factory audit and inspection. He is a registered ISO 9000 Lead assessor and carries the fellowship title for quality assurance. He was the consultant for Oriental Trading Company in USA and Intertek Testing companies in UK.

Entrepreneur Role in China's economic development after Hong Kong's return to Chinese sovereignty in 1997

The Product House was found to provide a bridge to build the trust between the International Buyer like Oriental Trading Company (Omaha) and Mainland (2100) vendors from Yiwu. The service exports in sourcing to provide goods that are routed through Hong Kong as re-exports or for offshore trade that does not pass through Hong Kong. During the Millennium year 2000, over 95% goods were sourced from Mainland and only 5% from Southeast Asia, such as Thailand; Indonesia and Philippines. As China enters WTO, trade and manufacturing in the Pearl River Delta are blooming. Quality and safety of products are the utmost important and the Product House provides a professional service to both parties and it seems to have an extra product insurance to have Win-Win situation for both parties in B2B Business.

Supervisor Role in PolyU Micro Fund awards

- Project Name: Hydro-Acu-Fascial Program with Wong Hok Man (Dept of Rehabilitation Sciences), Clifton in 2020 – HK120,000

Same project in 2021 – Second runner Up in Science Park Competition

- Project Name: Industry 5.0 Transformation: New Paradigm with Total Solution by DK 2 (E-22-062) with Kelly Hung (A&F Student)

Semi Final

Special Recognition Award by students in PolyU 85 Anniversary with Clarice Yip (LMS Student)

New Course (5XXX) to be submitted for 2023.

Global Marketing in Cross-Cultural Perspective

(The Regional Comprehensive Economic Partnership - RCEP Focused:

Cambodia/Vietnam/Laos/Malaysia/Singapore/Myanmar/Brunei/

Indonesia/Philippines)

Taught subjects – in PolyU

| Subject | Time Period |
|---|--------------------|
| Postgraduate: | |
| MM 584 Sales Management | 2019 onwards |
| MM 582 Business to Business Marketing | 2016 onwards |
| MM 576 Marketing Management | NEW since 2022 |
| MM 573 Marketing Strategy | NEW since 2019 |
| Undergraduate: | |
| MM 4741 Market Decision Analysis | 2018 onwards |
| MM 4732 Global Marketing | 2016 onwards |
| MM 4711 Business to Business Marketing | 2016 onwards |
| MM 4721 Marketing and Management in China | NEW since 2017 |
| MM 4772 Product Management | NEW since 2016 |
| MM 3721 Consumer Behavior | NEW since 2021 |
| University Level: FB1003 Freshman Seminar | NEW since 2019 |

Professional Service since 2022

- Ad hoc reviewer
- Asia Pacific General of Management
- Journal of Tourism Management

Research Publications

- Davies H and Ko David (2006). Upgrading and performance: The role of design. Technology and business strategy in Hong Kong's electronic industry. *Asia Pacific Journal of Management*, 255-282
- Ko David and et al (2010),” Online word of mouth and consumer purchase intentions”, *International Journal of Advertising*.
- Ko, D (2017). Study of Love Market in China. *J Bus Fin Aff* 6: 290.
- Ko, D (2017). The Role of Servicescape in Hotel Buffet Restaurant. *J Hotel Bus Management* 6: 152
- Ko, D and Cindy Ge (2018). Business Strategy, Technology Development and Characteristics of Asian Firms: An Empirical study of the Hong Kong Electronic Industries. *Asian Business Research Vol.3, No 1*
- Ko, D. Tsang M and Tang T (2018) ‘Economic Success in East Asia and in Hong Kong’. *Asian Business Research Vol.3. No. 2*
- Ko David, Suey Chau and Yang Xueqi (2019) “Empirical Studies on Luxury handbags on Product Involvement and Purchase Intention by Mainland Tourist”, *Journal of Marketing Management*, Vol 7 – Issue 1
- Ko David, Suey Chau and Yeung Po Lan (2019) “COA Effects on Consumer Product Evaluation and Purchase Intention in Hong Kong Automobile Market”, *Journal of Marketing Management*, Vol 7 – Issue 1

On-going projects: Hong Kong Competitiveness Report with Suey Chau; Making Sustainability Profitable with Pang E and Banking paper with Pang E. HK25,000 teaching grants with Pang E

Books Publications (2017-2018)

- NEW Coming: Café De Coral in Hong Kong and China – Scholar’s Press
- In 2017 – From TV to OTT: Impacts on the TV Industry in Hong Kong – Scholar’s Press
- In 2017 – Outdoor Media Industry in Hong Kong – Scholar’s Press
- In 2017 – Successful Selling Red Wine Skills in China – Scholar’s Press

Selected Achievements to Hong Kong Manufacturing Industries and publicity

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| 2023 Jan 28 | Guest Speaker in EDUHK on a topic “Marketing Strategy” in Franchising Business in Hong Kong organized by Dr. Fridolin Ting – Knowledge Transfer for UGC Scheme |
| 2023 Jan 19 | Guest Speaker in HKT Teleservices invited by Narci Cheng, VP Marketing & Business Development as he bought and read my book – “From TV to OTT: Impacts on the TV Industry in Hong Kong” |
| 2022 Aug 5 | PolyU 85 Anniversary – A Seminar Conducted by David Ko for Undergraduate and Postgraduate Students –“Innovation, Creativity and Change Series, Seminar 1 – 4.5 day’s work in New World” - Ms Fanny Lau, Head of Learning & Development from New World Development Co., Ltd |
| 2021 Aug 4 | Guest Speaker in Recycled Plastics II Co., Ltd invited by CEO, Addy Cheung to give a talk on the impact of \$1 charge on plastic shopping bag. |
| 2021 Aug 1 | A Seminar Conducted by David Ko for Undergraduate students – “Create your future with a Career in Management and Marketing” |
| 2020 Aug 1 | PolyU Summer Program Organized and Conducted by David Ko for Postgraduate Students – “Successful Selling Red Wine Skills in China” – Best seller in Amazon written by David Ko |
| 2014 Aug 2 | Interviewed by TVB Peral (Money Magazines) on scent marketing |
| 2012 Aug | Interviewed by TVB Pearl (Money Magazine) on online marketing |

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| 2010 Sept | Guest Speaker to the Chinese Manufacturing Association on quality audit |
| 2009 July 29 | Interviewed by TVB on oil companies' pricing strategies |
| 2009 Dec | Guest Speaker to the French Chamber on quality audit and safety testing |
| 2006 May | Speaker and adjudicator for Consumer Council's consumption Culture Award |
| 2004 June | To be Expert witness to give evidence in court (USA) related to product liability claim – Flammability for Textile Company |
| 2003 March | Guest Speaker in LIPAC on Environmental Analysis |
| 1999 March | Guest Speaker in VTC on Total Quality Audit |
| 1992 Feb | The first one to introduce the Green Point System – 3 P Principles (Polluter Pays Principle) on recyclable consultancy services to provide all the exporters in Hong Kong and China |
| 1991 July | Guest Speaker in HKUST on Total Quality Audit organized by Dr. Simon Mak |
| 1990 May | NATA Australia – To help the HOKLAS Accreditation Scheme in documentation control, testing equipment calibration, writing quality manual and standard testing procedure (SOP) |

Educator Role in PolyU

Contribution to MM as an Academic Advisor

So far, I have handled 10 individual cases (from 2016 to 2023) regarding to academic probation, 8 students were saved after I rearranged the study plan and monitor their academic performance. I try my best to keep them in MM for study. The successful rate is 80%.

Contribution to PolyU for MM students to further study overseas in top ranking Universities

The most recent cases included:

Crystal Pang (Queensland University)

Ge Yifan, Cindy (University of Pittsburgh)

Hua Ying Kai, Stella (UST)

Hui Sum Ping (Keio University)

Irene Wang (Imperial University)

Lynn Li (Stanford University)

Shin Man Ka, Bella (Tsing Hua University, Peking)

Wong Dzing Lam (King's College)

Contribution to MM to handle a couple of "Appeal" cases in Exam

So far, I have handled 4 Appeal cases regarding as a Third Party to double check the fairness of marking for MM colleagues in Undergraduate subjects.

Philanthropy Role in Dog Rescue

Being a volunteer to help abused dogs and rescue dogs for 2 decades. Foster Six dogs at home and contributes an effort to set up a Charitable Institution under 88 section I to be registered in Hong Kong Tax Inland Revenue Dept with the aids of the Lee Shau-Kee Foundation.

Service to (MM) Department (2016 – Present)

- BBA – Information Day
- JUPAS and NON-JUPAS Interview
- Exchange student Interview (Mainland and Taiwan)
- Non-Local Admission Panel Members
- MBA Representative
- DBA Chairman
- Academic Advisor
- As a representative to attend events for department such as 80 years Anniversary/ PTM Consultancy Award and others
- As a departmental representative to dialogue in Students – Staff Consultative Committee Meeting of the B Eng (Hons) in Product Engineering with Marketing (45495 – PTM)
- Conference Presentation: 2016 in CityU University (SCOPE): My topic is Chinese Family Business Management
- 2017 in Institute for Entrepreneurship (PolyU) invited by Winnie Chong to give a lecture to Baden-Wuerttemberg Cooperative State University (Karlsruhe) – German students and faculty teacher: The topic is Principle of doing business in China
- Dec 2016, my case – Netflix China Case Submission entered into 2 round after submission to the Case competition organized by CEIBS Case Center in Shanghai
- Feb 2017, working with an Exchange student, Jules Gaire to participate – Global Entrepreneurship Learning – “A France/Hong Kong Confrontation to bring new ideas) in PolyU

Past Service to Department (2005 – 2016)

Program Management and Academic Services

- PMC member for Media Management and MBA
- Supervised over 100 Hon Projects for BBA Program and 40 Projects for Master Degree Course since 2005
- JUPAS, non-JUPAS and MBA admissions interviews
- Information Day

Internationalization and External Relations

- Organized study tours and gave talks to over 15 overseas universities from Korea, Japan, Philippines, Germany and U.S.
- Organized a study field trip to TDC and InvestHK or UIC Students in the summer course, Youth Marketing Conference, Referral Marketing Workshop and Cathay Pacific Airway Ltd

Service to Department

- Supervised over 100 Hon Projects for BBA Program and 40 Projects for Master Degree Course since 2005
- Department Coordinator of Sales Management; B to B Marketing; International Business; Global Marketing in Media Management
- Member, Computer Committee since 2005
- Member, Service Learning since 2011-2013
- PMC member for Media Management since 2005
- PMC member for MBA 2005-2008
- Hold exhibition for MBA promotion 2005-2008 in PolyU Campus
- Organized a study field trip to TDC and InvestHK or UIC Students in the summer course
- Organized YMCA (Youth Marketing Communicators Award) New Youth, New Trend, New Entertainment”
- Organized Youth Marketing Conference

- Organized Referral Marketing Workshop
- Organized a company visit to Asia Television Ltd and Cathay Pacific Airway Ltd

Internationalization and External Relations from 2007-2012

- Service to Wing Lung Bank International Institute for Business Development (IIBD) and contribution to the Internationalization and External Relations on behalf of the Faculty
- I organized study tours in Hong Kong on behalf of HKBU for the following academic institutions: (certificates available)

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| 2012 Aug – Konan University, Japan (BBA) |
| 2012 Aug – Kyung Hee University, S. Korea (BBA) 2012 July – California State University, USA (EMBA) 2011 Oct – California State University, USA (EMBA) 2011 Aug – Konan University, Japan (BBA) |
| 2011 Aug – Kyung Hee University, S. Korea (BBA) 2011 July – California State University, USA (EMBA) 2011 June – Wittenberg University, USA (MBA) |
| 2010 Oct – Sungkyunkwan University, S. Korea (MBA) 2010 Oct – Sungkyunkwan University, S. Korea (BBA) 2010 Oct – California State University, USA (MBA) 2010 Sept – Taylor University, USA (EMBA) |
| 2010 Sept – Bowling Green State University, USA (EMBA) 2010 Sept – Konan University, Japan (BBA) |
| 2010 Sept – Seattle Pacific University, USA (BBA) 2010 Aug – Bethel University, USA (MBA) |
| 2010 June – Swinburne University, Melbourne, Australia (BBA) 2010 April – Ateneo de Manila University, Philippines (BBA) |
| 2010 March – Council on International Educational Exchange (CIEE) – BBA 2010 Jan – Berlin School of Economics and Law. Germany (MBA) |
| 2009 Nov – Council on International Educational Exchange (CIEE) - BBA |
| 2009 Oct – California State University, USA (EMBA) 2009 Sept – Taylor University, USA (BBA) |

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| 2009 Sept – Bowling Green State University, USA (MBA) 2009 Sept – Seattle Pacific University, USA (EMBA) |
| 2008 Oct – University of Puerto Rico, S. America (EMBA) 2008 Oct – University of Puerto Rico, S. America (BBA) 2008 Sept – Seattle Pacific University, USA (BBA) |
| 2008 Aug – Bethel University, USA (MBA) |
| 2008 July – Swinburne University, Australia (MBA) |
| 2008 April – Ateneo de Manila University, Philippines (BBA) 2008 Jan – Northeastern University, USA (MBA) |
| 2007 April – Taylor University, USA (MBA) |

Professional Activities (Quality Assurance)

Fellowship of Institute of Quality Assurance in U.K – Corporate Social Responsibility and Compliance on Social Audit for Carrefour, Auchan, Casino, Sourcing et Creations, Alinea Furniture, Pier Importer-Foir Fouille / Furniture and decoration items since 2009

Conduct qualitative research with Ecars Research Institute from France on the survey of customer behavior on Luxurious Products in China cities for LVMH and Richmont since 2009

Service to University

- BBA Information Day from 2005 to 2015 (Briefing Speaker)
- JUPAS and NON-JUPAS Interview from 2005 to 2015
- MBA Admission Interview (Hong Kong Full-time and Part-time classes) on HKBU Campus from 2006 to 2010
- MBA Admission Interview (Hong Kong Full-time and Part-time classes) on Jiuzhou Campus from 2006 to 2010
- Mentor Program for Local and Exchange students from 2005 to 2015
- Academic Home to Exchange students from 2005 to 2015
- BBA -2008 Summer Camp for Secondary School Students – Workshop on Marketing Skills Trainer
- Acted as a judge in the 2009 Business Plan Competition Dating with Social Enterprise of the BBA program
- Organized the ICAC Talk from 2005 to 2015 for Kowloon Tong and Shek Mun classes
- Youth Editor Magazines from 2005 to 2015

Service to Community

- HKPU Collaborated on a paper with H. Davies at the Department of Marketing and Management which was presented at Brand Management Research Symposium held at HKPU
- LIPAC OUHK Guest Speaker for Mini MBA in a presentation on China Business Environment”
- OUHK gave presentation in a day school on Business Strategy and the Branding Strategy in Hong Kong Electronic Industry”
- Working with Susan Li, assistant of Dr. Vivienne Luk of IIBD, to organize a field trip for CIEE
- Speaker and adjudicator for Consumer Councils Consumption Culture Award

- Interviewed by TVB on oil companies pricing strategies July 29, 2009
- Interviewed by TVB Pearl for a program, Money Magazines – about online marketing - Aug 2012
- Gave monthly talks for French Chamber of Commerce of Guangzhou on quality control, sales techniques and the sourcing of a reliable suppliers in China
- Interviewed by students from the Department of Communication Studies.
- Articles such as “The Globalization of Chinese Brand and the Localization of Word’s Brand” were published in the BU magazines of the Department of Communication studies
- Volunteer work for local dog shelters

Teaching Experiences

Undergraduate Level (25 different subjects) –

Marketing Subjects:

- Global Marketing
- B to B Marketing
- Marketing Decision Analysis
- Marketing Management in China
- Product Management
- Sales Management
- The World Business (Non BBA Student)
- Introduction to Marketing
- Marketing Communication
- Business Ethnic
- Marketing Management
- Introduction to Business (BBA Student)
- International Business (Exchange only)

Management Subjects (Asia Pacific Focus):

- Political Economies in the Asia Pacific
- Management Practices in Asia Pacific
- Internationalization & Asianisation/ Industrial & Business Development in Asia Pacific/Foreign Direct Investment in Asia Pacific
- Banking in China
- Business Environment in China
- The relationship between Government business sectors in Asia Pacific
- Change Management
- Organizational Development
- Cross-Cultural Management
- Postgraduate Level (11 different subjects) - (Master Degree – Taught based including MBA/MSC)
- Global Marketing in Media Management (Joint Program with School of Communication MSC)
- Global Marketing Management (MBA – Part-time and Full-Time: Mainland based)
- Seminar in Marketing (MBA)/ Innovation, Creativity and Change (MBA)
- Innovation Product
- Management (MBA)
- Product Pricing and Product Positioning (Mini MBA)
- Advertising Management (MBA)
- Business Strategy (MBA)
- Customer Relationship Management (MBA)/ Internet Marketing (MBA)
- Competing in Global Market (MBA)
- Entrepreneurship Marketing (MSc)

Last update: May 26, 2023