

CURRICULUM VITAE

Vincent KK Leung 梁建強實務教授
DBA, MBA, BBA; Certified Design Thinking Facilitator
Professor of Practice (Marketing) 實務教授 (市場學)
Programme Coordinator of the Secondary Major & Minor in Innovation and
Entrepreneurship
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Vincent earned his DBA from PolyU. As a practising academic, he has professional memberships in the Hong Kong Institute of Human Resource Management, the Chartered Institute of Marketing (UK), and the Hong Kong Institute of Directors. He is a Professional Manager at the Hong Kong Management Association. Before joining higher education, Vincent held senior management positions in famous Chinese and multinational building materials companies. He is also a Design Thinker, Executive Coach, Toastmaster, IMC School Manager and Triathlete.

Teaching philosophy: “As a marketing and entrepreneurship educator, I want to share my industry experience, career management skills, practical thinking tools, design thinking, technologies, and my reflections on success and failure. My role is to embark students on their first mile in their lifelong journey of pursuing a better self. My philosophy is to train students to think and unleash their brain powers to solve problems creatively.”

Academic Qualifications

Date of Award: 3 November 2010
Degree: DBA
Field of Study: Business Administration
Awarding Institution: The Hong Kong Polytechnic University

Date of Award: 4 December 1997
Degree: MBA
Field of Study: Business Administration
Awarding Institution: Hong Kong Baptist University

Date of Award: 30 January 1992
Degree: BBA
Field of Study: Business Administration
Awarding Institution: Hong Kong Baptist University

Professional Qualifications and Activities

Date of Award: 1 June 2019
Area of Profession: Human Resource Management (Member)
Awarding Institution: Hong Kong Institute of Human Resource Management

Date of Award: 1 October 2014
Area of Profession: Marketing (Member)
Awarding Institution: Chartered Institute of Marketing, UK.

Date of Award: 9 January 2012
Area of Profession: Management (Professional Manager)
Awarding Institution: The Hong Kong Management Association.

Date of Award: 1 January 2012
Area of Profession: Directorship (Member)
Awarding Institution: Hong Kong Institute of Directors

Current appointment

09/2020 - present Professor of Practice (Marketing) &
Programme Coordinator of the Secondary Major and Minor
in Innovation and Entrepreneurship, Department of
Management and Marketing, The Hong Kong Polytechnic
University

Previous academic appointment

01/2019 – 08/2020 Senior Lecturer, Department of Management Studies and
Governance, MUHK
09/2014 – 01/2019 Lecturer I, Dept. of Marketing - School of Business,
HKBU
09/2012 – 08/2014 Assistant Professor, Division of Business Management,
Beijing Normal University – Hong Kong Baptist
University - United International College, Zhuhai (UIC)
01/2011 – 07/2012 Part-time Visiting Lecturer – Department of Management
and Marketing, The Hong Kong Polytechnic University

Teaching Areas

Undergraduate and postgraduate taught courses in Innovation and Entrepreneurship,
Marketing, Strategic Management, ESG and Human Resources Management

Research Areas

Strategy, sports consumer behaviour, teaching pedagogy, design thinking

Publications

Refereed Journal Papers:

Chan, I., Leung, V., Yan, K., Kwong, T., & Lau, P. (2018). "Teaching business ethics and corporate responsibility through student-centred scenario design coupled with augmented reality". *Journal on Excellence in College Teaching*, 29(3), x-x.

LAU, C. K. M., YANG, F. S., ZHANG, Z., & LEUNG, V. K. K. (2015). "Determinants of Innovative Activities: Evidence from Europe and Central Asia region". *The Singapore Economic Review*, 60(1), 1-18. DOI: 10.1142/S0217590815500046

Vincent K.K. Leung, Marco Chi Keung Lau, Zhe Zhang & Flora F. Gu (2015). Explorative versus exploitative alliances: evidence from the glass industry in China, *Journal of Chinese Economic and Business Studies*, 13:2, 127-146, DOI: 10.1080/14765284.2015.1021115

Conference Papers

Vincent Leung, Natalia Khazieva, Eric Tsui (2023) “Leveraging joint assessment in global business learning at the graduate level” 2023 ASAIHL.

Vincent Leung, Winslet Chan, Hazel Lee, Eric Tsui (2023) “Piloting Virtual Classrooms with students from Hong Kong and Nagoya.” 2023 ASAIHL

Vincent K.K. Leung, Kai Pan Mark, Hazel Lee (2021) “How to increase the dilemma in students’ peer appraisal.” eLFA 2021

Vincent K.K. Leung (2021) “Incentivise students in hybrid class mode by flipped classroom approach.” eLFA 2021

Vincent K.K. Leung (2019) “Engaging Students to Flipped Learning with Real-life Marketing Project” 2019 Lilly Conference on Evidence-based Teaching & Learning, Hong Kong, 16-18 May 2019.

Community Services

07/2020 - present

ExCom, Professional Trainers Toastmasters Club

09/2017 - present

IMC School Manager, Christian Alliance College

05/2015 – present

Member of Judge Panel, Hong Kong New Generation Cultural Association

Teaching Awards

Second Prize (As one of the team members), 2022 National Teaching Achievement Awards. Ministry of Education of the People’s Republic of China.

Second Prize, International Contest on Blended Teaching and Learning (Nov 2021) organised by Peking University

2021 Silver Award, Virtual/Augmented Reality (As one of the team members). QS-Wharton Reimagine Education Awards Winners 2021

As one of the project coordinators of Teaching Integrity and Ethics on Business in HKBU (2015-18), the project team subsequently earned the 2020 UGC Teaching Award.