

**December 2015
Staff Publications**

Professor Kara Chan, Professor of Communication Studies; Mr Lennon Tsang, Lecturer of Communication

- Chan, Kara, Lennon Tsang and Yanni Ma. "Consumers' attitudes toward advertising by traditional Chinese medicine practitioners." *Journal of Asian Pacific Communication* 25.2 (2015): 305-322. DOI: 10.1075/japc.25.2.11cha

Dr Choi Tat-heung, Assistant Professor of Education Studies

- Choi, Tai-heung. "Waiting in the Wings: Power, Narratives of Transition, and Self-reflexivity." *Power and Education* 7.3 (2015): 322-337.
- Choi, Tai-heung and K W Ng. "Re-visioning English Language Arts Practices and Writing Outcomes through the Remaking of *Cinderella*." *English Teaching: Practice & Critique* 14.3 (2015): 366-386.

Dr Ricky Lam, Assistant Professor of Education Studies

- Lam, Ricky. "Understanding EFL students' development of self-regulated learning in a process-oriented writing course." *TESOL Journal* 6.3 (2015): 527-553.
- Lam, Ricky. "Feedback about self-regulation: Does it remain an 'unfinished business' in portfolio assessment of writing?" *TESOL Quarterly* 49.2 (2015): 402-413.
- Lam, Ricky. "Language assessment training in Hong Kong: Implications for language assessment literacy." *Language Testing* 32.2 (2015): 169-197.
- Lam, Ricky. "Convergence and divergence of process and portfolio approaches to L2 writing instruction: Issues and implications." *RELC Journal* 46.3 (2015): 293-308.

Professor Patrick Lau, Professor of Physical Education

- Lau, Patrick, Y Liang, Erica Lau, Y, C R Choi, G C Kim and M S Shin. "Evaluating physical and perceptual responses to Exergames in Chinese children." *International Journal of Environmental Research and Public Health* 12.4 (2015): 4018-4030. DOI: 10.3390/ijerph120404018.
- Lau, Patrick, Glos Ho, and Beeto Leung. "Exercise identity, national identity, and the perception of humanistic Olympics in the Beijing 2008 Olympics." *East Asian Sport Thoughts: The International Journal for the Sociology of Sport* 4 (2015): 97-114.
- Wang, J J, Patrick Lau, Wang H J and J Ma. "Evaluation of a comprehensive intervention with a behavioural modification strategy for childhood obesity prevention: a nonrandomized cluster controlled trial." *BMC public health* 15.1 (2015): 1206. DOI 10.1186/s12889-015-2535-2.
- Wang, J J, Patrick Lau, T Baranowski, A J Pitkethly and R Buday. "Acceptability and applicability of an American health videogame with story for childhood obesity prevention among Hong Kong Chinese children." *Games for Health Journal* 4.6 (2015): 513-519. DOI: 10.1089/g4h.2015.0029.

Staff Presentations

Professor Kara Chan, Professor of Communication Studies

- Delivered a keynote speech titled “Culture and gender in marketing communication” at the Communication in Multicultural Society Conference organised by National Research Nuclear University at Moscow in Russia held from 6 to 8 December 2015.
- Delivered two presentations entitled “Trends in communication research” and “Higher Education and PhD student life in Hong Kong” at National Research Nuclear University on 9 December 2015.

Dr Ricky Lam, Assistant Professor of Education Studies

- Presented a paper entitled “Assessment as learning: Examining a cycle of teaching, learning, and assessment of writing in the portfolio-based classroom” at the International Conference: Assessment for Learning in Higher Education 2015 held in The University of Hong Kong on 14 May 2015.

Professor Patrick Lau, Professor of Physical Education

- Delivered a presentation entitled “Development of youth through sports activities: theory and practice” at The UNESCO International Conference in Korea on 18 September 2015.

Professor Atara Svian, Professor of Education Studies

- Delivered a keynote address entitled “Leisure Education in Schools: Needs and Implementation” and a paper entitled “Dimensions and Views of Leisure Education among Educators” at the China Leisure and Tourism Research Conference held by the National Academy of Economic Strategy, Chinese Academy of Social sciences and China-North America Leisure Studies Network, Tianjin, China from 7 to 10 November 2015.

Dr Eva Wong, Director and Dr Theresa Kwong, Assistant Director of Centre for Holistic Teaching and Learning

- Delivered a presentation entitled “Reinforcing the Importance of Academic Integrity and Ethics in Students with Blended Learning – A Deployment of Augmented Reality Applications” at the Wharton-QS Stars Reimagine Education 2015 Conference held from 7 to 9 December 2015 in Philadelphia, US.