

Dr TSANG, Leung Lun Lennon (曾良倫)
**BSc HKU (1989), MBA CUHK (1992), MSSc CUHK (2000),
EdD HKU (2019)**
Lecturer



Attachment

Integrated Communication Management (ICM) Program
School of Communication
Hong Kong Baptist University

Areas of Teaching

Strategic Public Relations, Media & PR Writing, Introduction to PR & Advertising, Marketing Principles, Research Methods, Journalism & Society, Event Management, Global Marketing, Organizational Communication, , TV & Hong Kong Society and Recreation, Sports and Entertainment Promotion

Current Position

Lecturer I, School of Communication, Hong Kong Baptist University

Brief Biography

Mr Lennon Tsang is a science graduate, with 2 master degrees in business and communications respectively. He excelled his career in the communication field in various sectors including media, higher education, public utility and fast moving consumer goods (FMCG). He is now a Lecturer at the School of Communication of Hong Kong Baptist University. Before joining the academia on a full-time basis, Mr Tsang had already taught in several other higher institutions in Hong Kong as well as their respective continuing education arms, including The Chinese University of Hong Kong, The Open University of Hong Kong, The Hong Kong Institute of Education and City University of Hong Kong. Lately Mr Tsang is completing his doctorate study in education (EdD) at The University of Hong Kong and had passed his oral examination last November. The final thesis will be submitted within a couple of months and the completion is expected soon. With a doctorate degree, Mr Tsang will continue devoting in the research and education of PR & communication.

Career Highlights

2009 –	Lecturer	School of Communication, Hong Kong Baptist University
2010 – 2014	Part-Time Lecturer	Department of Media & Communication, City University of Hong Kong
2009 –2010	Lecturer	Integrated Vocational Development Centre, Vocational Training Council
2007 – 2008	Account Director	Next Dimension Advertising (HK) Ltd
2005 – 2007	Manager, Wholesale System, Assistant Trade Marketing Manager,	San Miguel Brewery Hong Kong Ltd
2001 –2003	Administrative Assistant (China Affairs Office)	The University of Hong Kong

Career Highlights (Cont'd)

2001	Senior Communication Resources Officer	CLP Power Hong Kong Ltd
1995 –2000	External Relations Officer	The University of Hong Kong
1993 – 1995	External Affairs Officer (Publicity)	Television Broadcasts Limited

Book and book chapters Publications since 2010

1. Tsang, L. and Wong, J. (2017). Book Chapter, "The Hong Kong Advertising Scene", **Social Issues of Advertising in Hong Kong**, edited by Chan, K. City University Press, Hong Kong
2. 陳家華、曾良倫 (2015)。《公關與危機管理》。香港：香港城市大學出版社。

Journal Publications published since 2010

1. Chan, K. and Tsang, L. (2019). Enhancing active learning and critical thinking for the course, Crisis Communication and Public Relations, in Chaudhuri, T., Cheung, S.Y., and Wong, E.Y.W. (Eds.) *Studies on Teaching and Learning Volume 4*, (pp. 41-54), Hong Kong, Pearson.
2. Chan, Kara, & Tsang, Lennon L L. (2018). Public attitudes toward traditional Chinese medicine and how they affect medical treatment choices in Hong Kong, *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 12 Issue: 2, pp.113-125, <https://doi.org/10.1108/IJPHM-02-2017-0009>
3. Chan K., Tsang L. and Chen J. (2017). Marketing bank services to youth in China, *Young Consumers*, Vol. 18 Issue: 3, pp.278-289.
4. Chan, K., Tsang, L., and Fung, T. (2015). Attitudes toward acupuncture in Hong Kong, *International Journal of Pharmaceutical and Healthcare Marketing*
5. Chan, K., Tsang, L., and Ma, Y. (2015). Consumers' attitudes toward advertising by traditional Chinese medicine practitioners, *Journal of Asian Pacific Communication*
6. Chan, K., Tsang, L., & Leung, V. (2013). Consumers' attitudes toward advertising by medical professionals. *The Journal of Consumer Marketing*, 30(4), 328-334.
7. Grønhøj, A., Bech-Larsen, T., Chan, K. and Tsang, L. (2012). Using Theory of Planned Behavior to predict healthy eating of Danish adolescents, *Health Education*, 113(1).
8. Chan, K., Leung, V., Tsang, L., and Yip, T. (2012). Attitudes toward advertising by lawyer's among Hong Kong consumers", *Asian Journal of Business Research*, 2(2), 70-86.
9. Chan, K. and Tsang, L. (July 2011). Promoting healthy eating to adolescents: A Hong Kong study, *The Journal of Consumer Marketing*, 28(5), 354 - 362

Academic Conferences involved since 2010

1. Chan K. and Tsang L. (2017) "Attitudes Toward Traditional Chinese Medicine In Hong Kong", **International Conference for Social Sciences and Humanities, Venice, Italy, from June 19 – 24, 2017**
2. Tsang, L (2016). "Public Relations Practiced by University Academic Staff", **1st PRSC & 9th PRAD CONFERENCE, Hong Kong, from December 2 – 6, 2016**

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Academic Conferences involved since 2010 (Cont'd)

3. Chan, K., and Tsang, L. (2016). "Youth's attitudes toward banking services and bank advertising", **LCBR European Marketing Conference 2016, Lisbon, Portugal, from June 27 - 28, 2016**
4. Chan, K., Tsang, L., and Ma, Y. (2015). "Consumers' attitudes toward advertising by traditional Chinese medicine practitioners", **LCBR European Marketing Conference 2015, Lisbon, Portugal, from June 29 - 30, 2015**
5. Member of the **Organizing Committee of International Conference on "Environment, Health and Media"**, Hong Kong, January 6-7, 2015
6. Chan, K., Fung, T. and Tsang, L. (2014). "Hong Kong consumers' attitudes toward acupuncture: a quantitative study", **2014 International Conference on Research in Advertising (ICORIA), Amsterdam, The Netherlands, June 26-29, 2014**
7. Tsang, L. (2013). A content analysis of the news reporting of Higher Education Institutes (HEI) in Hong Kong; **Four-Round Joint International Symposium 2014: Globalization and Localization in the New Media Age, Beijing, China, June 6-7, 2014**
8. Chan, K., Leung, V., & Tsang, L., (2013). A content analysis of advertising appeals and health information in Hong Kong's food commercials; **The 12th International Conference on Research in Advertising (ICORIA) 2013, Zagreb, Croatia, June 27-29, 2013** (in attendance only)
9. Chan, K., Tsang, L., & Leung, V. (2013). Consumers' attitude towards advertising of medical professionals; **2013 International Communication Association Annual Conference, London, U.K., June 17-21, 2013**
10. Co-chair of **Four-Round Joint International Symposium 2013: Public Engagement and Media Communication: East & West, Hong Kong, May 9 – 10, 2013**
11. Chan, K. and Tsang, L. (2012). Parents' attitude toward food advertising: A Hong Kong Study & Chan, K., Leung, V., Tsang, L., and Yip, T. (2012). Consumers' attitude toward advertising of legal professionals in Hong Kong; **2012 MAG Scholar Global Business, Marketing, and Tourism Conference, Győr, Hungary, May 29 - June 2, 2012**
12. Chan, K., Tsang, L., & Leung, V. (2012). Consumers' attitude towards medical professional advertising in Hong Kong, **Four-Round Joint International Symposium 2012, Managing the Media: Policy, Regulation and Engagement, Melbourne, Australia, April 11 - 15, 2012**
13. Chan, K. and Tsang, L. (2011). Promote healthy eating among adolescents: A Hong Kong study, **AAA 2011 Asia Pacific Conference, Brisbane, Australia, June 8 – 10, 2011**
14. Tsang L. (2011) Who's most engaged? The Utilisation of Social Media in Hong Kong Commercial Sector; **Four-Round Joint International Symposium 2011, Uses and Consequences of Social Media: Cross-National Perspectives, Seoul, Korea, April 28 - 29, 2011**

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Academic and / or Research related funding obtained since 2010

Year of funding received	Amount Granted (Funding type)	Project Title	Investigators / Project holders
1. 2017	HK\$10,620 (Teaching Development Grant)	Experiential Learning of Designing and Implementing Digital Media Initiatives for Audience Engagement for the Course PRAD3006 Media Planning (and ICMT3027 Marketing Principles)	Prof Kara Chan & Mr Lennon Tsang
2. 2017	HK\$89,856 (Faculty Research Grant)	Anticipatory socialization and distributing public relations: A content analysis of online newspapers and social media content in Hong Kong HKBU	Dr Angela Mak & Mr Lennon Tsang
3. 2014	HK\$20,000 (Departmental Teaching Development Grant)	Development of two local PR case studies as teaching materials for ICM3330 Strategic Public Relations	Mr Lennon Tsang & Prof Kara Chan
4. 2013	HK\$26,000 (Seed money for research project funded by non-UGC Funds)	A content analysis of the news reporting of Higher Education Institutes (HEI) in Hong Kong	Mr Lennon Tsang
5. 2013	HK\$150,140 (Teaching Development Grant)	Enhancing active learning and critical thinking for the course PRAD4005 Crisis Communication and Public Relations	Prof Kara Chan & Mr Lennon Tsang
6. 2010	HK\$92,960 (Faculty Research Grant)	Consumers' processing of health information in food advertisements	Prof Kara Chan, Dr Vivienne Leung & Mr Lennon Tsang

Community Service

April 2018 onward	Job Shadowing Instructor, The Society of Rehabilitation and Crime Prevention, Hong Kong
August 2016	Panel Judge, Final of the Joint School Chinese Debating Competition (第四十八屆聯校中文辯論比賽)
May - August 2015	Volunteer instructor for an entrepreneurship program 「恆生青年創業計劃」 of The Society of Rehabilitation and Crime Prevention, Hong Kong (SRACP)
July 2011	Panel Judge, Liberal Cup Debate Competition organised by the Liberal Party (2011)

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Professional Membership

- Member, European Advertising Academy (2014)
- Member, International Communication Association (2013)
- Member MAG Scholar (2012)
- Member, American Academy of Advertising (2011)

Academic Related Awards

- **School Award for Outstanding Performance in 2015-16:** Performance Award in Teaching
- **Highly Commended Paper Award at the Emerald Literati Network Awards for Excellence 2013:** Grønhøj, A., Bech-Larsen, T., Chan, K. and Tsang, L. (2012). Using Theory of Planned Behavior to predict healthy eating of Danish adolescents, *Health Education*, 113(1).