



RESEARCH SEMINAR SERIES 2019/20 #4

DATE: 14 NOVEMBER 2019 (THURSDAY)

TIME: 1:00 ~ 2:00 P.M.

VENUE: ROOM A509, CARITAS INSTITUTE OF HIGHER EDUCATION

Session 1

Topic : Research Issues in Social Media and Marketing

Speaker : Dr Anthony Wong,
School of Computing and Information Sciences and
Rita Tong Liu School of Business and Hospitality Management

Abstract : Social media becomes an essential platform for marketing and advertising. Most digital marketing strategies just posted the products on some popular web sites and social media but the effectiveness is still a doubt. There are many different research in studying the critical issues in doing marketing in social media, such as trust of the social media, electronic word-of-mouth, ease of use of the social media, etc. Technology Acceptance Model (TAM) and Elaboration Likelihood Model (ELM) are the popular tools for studying this area. The seminar will provide the issues worth to study about marketing and social media.

Session 2

Topic : Dissemination of the Workshop on Application Procedures by RGC (7 November 2019)

Speaker : Professor Annie Bligh,
Provost cum Acting Director of Research

Abstract : Prof Helen Meng, Chairman of the Assessment Panel presented the assessment process and the Panel's observations in the last grant application exercise for Competitive Research Funding Schemes for the Local Self-financing Degree Sector (2018/19) at the Workshop. Three Subject Convenors viz. Prof Chan Che-ting (Physical Sciences), Prof George Huang Guo-quan (Engineering) and Prof Kenneth Sin Kuen-fung (Humanities and Social Sciences) were there answering questions from the participants. In addition, a sharing of experience from Dr Ding (The Hong Kong Polytechnic University) on his re-submission journey was presented. In this dissemination, I shall go through Prof Meng's presentation and highlight the changes of this year (2019/20) application procedures and areas we need to pay attention in our applications of IDS (Research Infrastructure Grant, Collaborative Research Grant), IIDS, and FDS.

Chairperson: Dr Stella Chan, School of Health Sciences

All are welcome.
A sandwich/salad will be provided.
For enquiries, please email to ro@cihe.edu.hk

Scan QR code to register

