

Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
Cost Centre : 35				
Department of Accountancy				
1	* Financial and Non-financial Value-Driver Measures in Management Control: Status, Determinants, and Consequences	CHEN Shimin	30,000	X
2	* Disclosure of Corporate Social Responsibility in PRC: Practice, Incentives and Policy	LEE Meina Grace	30,000	X
3	A Study of Cultural Influences on Auditor Judgment in an International Setting	LIN Zhen-pin Kenny	76,600	X
4	The Effect of Audit Firm Mergers on Auditor Concentration and Independence	LIN Zhen-pin Kenny	25,900	X
5	* Current Developments on International Transfer Pricing in China	LO Wai-yee Agnes	30,000	X
6	The Effects of Corporate Ownership of CPA Firms on Auditor Independence	SHAFER William E	81,731	X
7	* An Examination of the Ethical Decision Making Processes of Professional Auditors in the People' s Republic of China	SHAFER William E	118,900	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
Cost Centre : 37				
Department of Computing and Decision Sciences				
Department of Finance and Insurance				
Department of Management				
Department of Marketing and International Business				
1	Strategic Choice of International Marketing Channel Options Among Manufacturing Firms in Hong Kong	CHAN Tsang-sing	95,490	X
2	Management Localization and MNCs in an Emerging Market Economy: A Transaction Costs Perspective	CHAN Tsang-sing	120,000	X
3	The Role of Culture in Information Processing: The Effectiveness of Symbolic Versus Informational Strategies of Advertising to Chinese Consumers	CUI Geng	122,560	X
4	The Effect of Culturally Inconsistent Messages on Consumer Attitudes and Information Processing: Implications for International Advertising	CUI Geng	30,000	X
5	Multi-criteria Decision Making for Direct Marketing: Combinatorial Optimization Using Bayesian Networks	CUI Geng	75,425	X
6	Controlling for Unobserved Heterogeneity to Improve the Performance of Consumer Response Models: A Quantile Regression Approach	CUI Geng	30,000	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
7	The Principal-Agent Problem and the Optimal Insurance Contract under Costly Falsification and Costly, Imperfect Verification	HAU Tak-ming Arthur	25,500	X
8	* Insurance, Bond Covenants, and Under- and Over-investment with Risky Asset Reconstitution	HAU Tak-ming Arthur	30,000	X
9	Identifying the Successful Factors to Develop an Adaptive E-Learning System – with the Consideration of Social and Psychological Aspects	KWAN LAU Siu-yung Irene	30,000	X
10	Rights Offers Vs Public Offers: Study of Alternative Flotation Methods in Hong Kong	LAI Wan-lung Kent	15,000	X
11	Industrial Trade Shows: Its Performance Measurements and Success Determinants	LI Ling-yeester	128,080	X
12	From Knowledge Management to Customer Relationship Management (CRM): An Exploratory Study of Implementation Processes of CRM Programs and their Effect on Customer Satisfaction, Sales Growth, and Brand Loyalty	LI Ling-yeester	29,920	X
13	Collaboration of Mobile Devices	LOO Wai-sing Alfred	28,500	X
14	An Empirical Test for Bias in Unsolicited Credit Ratings of Financial Institutions	POON Pui-han Winnie	118,448	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
15	* Are Credit Ratings Relevant to Stock Returns in China?	POON Pui-han Winnie	95,820	X
16	Consumer Trust in Salespersons: The Role of Institutional Determinants	POON Shing-chung Patrick	30,000	X
17	A Field Experiment to Investigate the Impact of Appeals Used to Induce Survey Response on Participation Rates and Data Quality	POON Shing-chung Patrick	27,450	X
18	* The Effects of Consumer Expectations on the Adoption of Continuous and Discontinuous Innovations	POON Shing-chung Patrick	120,000	X
19	* Tacit Knowledge and Its Implications for New Product Development	POON Shing-chung Patrick	30,000	X
20	* Investment Environment of Foreign-funded Enterprises in the Chinese Mainland: A Comparative Study of Pan Bohai Bay Area, Yantze River Delta and Pearl River Delta Areas	NYAW Mee-kau	30,000	X
21	Legal Issues Relating to Foreign Enterprises	SHUM Chun-yau Clement	14,900	X
22	* ERP Implementation Planning: A Critical Success Factors (CSFs) Approach	SUN Daning	30,000	X
23	* Top Management Teams in Hong Kong and the Chinese Mainland: Applying the Theory of Cooperation and Competition	TJOSVOLD Dean W	117,960	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
24	A Survey of Work Related Issues	WAN Man-kei Paulina	19,810	X
25	Variable Selection for Bayesian Network Learning: Modeling Consumer Response to Direct Marketing	WONG Man-leung	139,400	X
26	Effective and Efficient Algorithms to Discover Knowledge from Incomplete Databases with Missing Values and Hidden Variables	WONG Man-leung	74,825	X
27	The Relationship of Trust, Justice and Organizational Citizenship Behavior for Chinese Workers	WONG Yui-tim Edward	103,760	X
28	* The Antecedents and Consequences of LMX and POS for Chinese Workers	WONG Yui-tim Edward	105,260	X
29	The Influence of Transformational Leadership, Organizational Politics, and Cynicism on Perceived Organizational Citizenship Behaviour and Pseudo-citizenship Behaviour	WONG Yuk-lan Winnie	73,675	X
30	A Translation Tool for Model Checking UML State Diagrams	YEUNG Wing-lok	81,500	X
31	* Model Checking UML State Diagrams in CSP for Critical Systems	YEUNG Wing-lok	84,090	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
32	Perspective Analysis for the Mutual Interaction between Pension Fund and Stock Market along with the Entry of Pension Fund into the Chinese Stock Market	YU Zi-you	69,975	X
33	* Safety-First Portfolio Optimization Model: Predicting the Asset Portfolio of Chinese Insurance Funds with Direct Investment in Stock Market	YU Zi-you	27,000	X
34	Understanding Global versus Local Consumption Tendencies in Transitional Markets: An Empirical Investigation in Mainland China	ZHOU Lianxi	122,300	X
35	Examining Customer Relationship Variables in a Retail Chain Context	ZHOU Lianxi	29,270	X
36	Does the Discretionary Property Insurance Disclosure Impact the Corporate Cost of Debt in China?	ZOU Hong	25,130	X
37	Dividend Decisions in the Property and Liability Insurance Industry: Mutual versus Stock Companies	ZOU Hong	23,500	X
38	* Why Do Companies Switch Investment Projects? An Exploratory Investigation	ZOU Hong	30,000	X
39	* Litigation Risks, Directors' and Officers' Liability and Insurance	ZOU Hong	30,000	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
Cost Centre : 40				
Department of Economics				
1	Addition through Depletion: Brain Drain as a Catalyst of Efficient Resource Allocation and Economic Betterment	FAN Cheng-ze Simon	74,500	X
2	* Emission Trading	HO Lok-sang	8,200	X
3	* A Happiness Index and Determinant of Happiness Study	HO Lok-sang	30,000	X
4	Competition Laws and Policy in East Asia: Towards the Rules for Regional and Global	LIN Ping	15,000	X
5	A Comparative Study of Consumer Protection in Hong Kong, PRC, and Australia	LIN Ping	16,500	X
6	* Industry Concentration, Market Power, and Merger Control in China	LIN Ping	81,530	X
7	* The Social Cost of Monopoly in Chinese Manufacturing	LIN Ping	16,300	X
8	A Comparative Study of the Effectiveness of Chinese Monetary Policy During the Periods of Inflation and Deflation	MA Yue	63,100	X
9	The Instability of the Renminbi Exchange Rate System and Government Intervention Strategies in Mainland China	MA Yue	105,000	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
10	Pricing Strategies of Chinese Exporters and the Implications for the Exchange Rate Policy and Trade Relations	RAN Qiming Jimmy	144,880	X
11	Wage Compensation for Job Risks: the Case of China	WEI Xiangdong	22,500	X
12	* Durable Goods, Household Size, and the Demand for Food	WEI Xiangdong	113,000	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
Cost Centres : 43 & 61				
Department of Politics and Sociology				
1	* Hong Kong, Korea and Tokyo Olympics	BRIDGES Brian	2,255	X
2	* The Changing Ethics within the Chinese People's Liberation Army: Yesterday's Lei Feng vs. Today's Young Soldiers	CHAN Che-po	9,300	X
3	Relationships between Informal and Formal Carers in Caring for Frail Older Persons	CHAN Cheung-ming Alfred	77,200	X
4	Historical and Cultural Relations between China, Hong Kong and Japan: An Inter-Generational Approach	CHAN Cheung-ming Alfred	26,400	X
5	The Representation of Hong Kong in Japan of the 20 th Century (From Meiji to Heisei Period)	CHAN Cheung-ming Alfred	28,000	X
6	* An Exploratory Study on Pets and Elderly Health in Hong Kong	CHAN Cheung-ming Alfred	90,220	X
7	* Happy Farming Programme: An Exploratory Study from an Inter-Generational Perspective	CHAN Cheung-ming Alfred	28,500	X
8	* Chinese Approaches to Regional Multilateralism	CHUNG Chien-peng	9,000	X
9	Multi-Regional Cross-National Comparative Analysis of Environmental Foreign Policy	HARRIS Paul G	149,896	X
10	International Regimes and Environmental Policy Coordination in China	HARRIS Paul G	29,765	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
11	* Europe and Global Climate China: Politics, Foreign Policy, and Regional Cooperation	HARRIS Paul G	9,500	X
12	An Exploratory Study of the Caring for the Elderly: the Experience of Guangzhou	KWOK Hong-kin	30,000	X
13	Coping with Stress in Hong Kong Families: An Analysis of Strategies and Constraints	KWOK Hong-kin	100,000	X
14	* Family Stress and Coping Strategies in Beijing Families: A Study of How Families Respond to the Impact of Social Change	KWOK Hong-kin	119,975	X
15	* Economic Development and Chinese Family: Modifications in Values and Aspiration	KWOK Hong-kin	30,000	X
16	Gender Roles Stereotyping in Primary School Curriculum: A Comparative Study of Hong Kong and China	LAW Wing-kin Kenneth	89,915	X
17	Collaborative International Study on Managerial Stress Second Phase (CISMS2): Work / Family Demand and Resources	SIU Oi-ling	57,380	X
18	* The Role of Resilience and Thriving in Job Stress, Work Well-being and Safety Performance Among Health Care Employees in Chinese Mainland	SIU Oi-ling	30,000	X
19	Two Book Projects: 1) Hong Kong SAR and 2) From Deng Xiaoping to Jiang Zemin	WONG Yiu-chung	10,000	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
20	The Second Handover? The Politics of Legislating Article 23 of the Basic Law in the Post-handover Hong Kong	WONG Yiu-chung	10,500	X
21	* New Direction of the Political Structural Reform under Hu Jintao-Wen Jiabao Leadership: Grass-root Democracy versus Intra-party Democracy	WONG Yiu-chung	13,280	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
Cost Centre : 44				
Department of Chinese				
1	A Survey of the Cultural Settings of Contemporary Hong Kong Prose Writing 1950-2000	CHAN Tak-kam	6,800	X
2	Character Transformation in the Evolution of the Sanguozhi yanyi	KWONG Yim-tze Charles	30,000	X
3	* Summer Trees Collection of Poems	KWONG Yim-tze Charles	10,000	X
4	* Winter Verdure Collection of Poems	KWONG Yim-tze Charles	10,000	X
5	* 《婉雲集》 (Gentle Clouds Collection of Poems)	KWONG Yim-tze Charles	10,000	X
6	* 《曉嵐集》 (Dawn Mist Collection of Poems)	KWONG Yim-tze Charles	10,000	X
7	Human-Spirit Love Affair in Tang Fiction	LAU Yin-ping Grace	6,300	X
8	* "Sacred Marriages" of the Gods of Hua Shan	LAU Yin-ping Grace	8,400	X
9	Urban Culture and Hong Kong Cinema (1950s to 1960s)	LEUNG Ping-kwan	135,000	X
10	Modernism in Chinese and Japanese Literature	LEUNG Ping-kwan	86,700	X

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11	Hong Kong Film and Literature 1950s-1960s	LEUNG Ping-kwan	30,000	X
12	Poetry, Translation and Culture	LEUNG Ping-kwan	30,000	X
13	* Cultural Interaction in Hong Kong Guangdong	LEUNG Ping-kwan	29,900	X
14	Lingnan Journal and Sinological Researches at Lingnan University	MA Yau-woon	25,000	X
15	Shi and Chi Poets in Ming Dramas	SI TOU Sau-ieng	26,000	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
Cost Centre : 45				
Department of English				
1	Grammatical Structures of ICQ English	HO Woon-yea Judy	14,000	X
2	* An English- Chinese Thesaurus of Metaphors	GOATLY Andrew P	104,000	X
3	Cities of the Imagination- Hong Kong	INGHAM Michael A	30,000	X
4	Rhetorical and Personality Preferences in Psycholinguistic Contexts	SHARP Alastair I	94,668	X
5	The Influence of Personality Preferences on Language Learning	SHARP Alastair I	20,000	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
Cost Centre : 48				
Department of Translation				
1	A Study of Wei Yi’s Interpreting Role in Co-translating Dickens’ s Novels into Chinese with Lin Shu	LUNG Wai-chu Rachel	78,000	X
2	An Initial Analysis of Interpreters' Roles in Diplomatic and Commercial Exchanges in China before 1911	LUNG Wai-chu Rachel	29,907	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
Cost Centre : 50				
Department of History				
1	* "Love and Faith: The Domestic Memoir of Mrs Morrison"	STARR J Barton	28,050	X
2	* The Mutiny of the Hong Kong and Singapore Royal Artillery, Hong Kong, December 1940, and the Military Culture of the late-Colonial Indian Army	SUNDARAM Chandar S	16,000	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
Cost Centre : 51 Department of Cultural Studies Department of Philosophy Chinese Language Education and Assessment Centre English Language Education and Assessment Centre				
1	Visuality, Public Spectacles and the Urban Environment: A Case Study of Hong Kong Fireworks	CHAN Ching-kiu Stephen	24,000	X
2	Constructing Tourism in Hong Kong: The Case of Lei Yue Mun	CHAN Shun-hing	85,325	X
3	* Conceptualizing Women and Peace from the Everyday----the Case of Nobel Peace Prize Nominees in Hong Kong	CHAN Shun-hing	30,000	X
4	The Making of the Economic Man – A Study of the Articulation and Dissemination of Neo-liberal Economic Ideology in Hong Kong since the 1970s	HUI Po-keung	66,000	X
5	Ernestine Hill: Bibliography, Time-Line and Genealogy	MORRIS Meaghan E	30,000	X
6	Measuring Incidental Vocabulary Acquisition by Hong Kong University Students from Reading On-line News Stories	ROSKAMS Timothy J	21,000	X
7	Making Sense of Heritability	SESARDIC Neven	46,460	X
8	Hong Kong Community Words Dictionary	TIN Siu-lam	80,000	X

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Serial No.	Project Title	Principal Investigator	Net Amount of Grant Received (\$)	Role of Institution
9	Analysis of Chinese Sentence Group	TIN Siu-lam	28,700	X
10	* Research on the Chinese Rhetorical Phenomena in Hong Kong	TIN Siu-lam	103,560	X
11	The Concept of Death and the Growth of Death Awareness among University Students in Hong Kong	WONG Wai-ying	60,000	X

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