

Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
<b>Cost Centre : 35</b>			
<b>Department of Accounting and Finance</b>			
1	On the Impact of Public Policies on Tax Noncompliance: An Empirical Analysis	CHAN Koon-hung	87,241
2	Rights Offers Vs Public Offers: Study of Alternative Flotation Methods in Hong Kong	LAI Wan-lung Kent	15,000
3	A Study of Cultural Influences on Auditor Judgment in an International Setting	LIN Zhen-pin Kenny	76,600
4	Are Unsolicited Credit Ratings Still Biased Downward after Controlling for Business and Financial Risks?	POON Pui-han Winnie	128,955
5	An Empirical Test for Bias in Unsolicited Credit Ratings of Financial Institutions	POON Pui-han Winnie	118,448
6	* The Effects of Corporate Ownership of CPA Firms on Auditor Independence	SHAFER William E	81,731
7	Legal Issues Relating to Foreign Enterprises	SHUM Chun-yau Clement	14,900
8	The Effect of Audit Firm Mergers on Auditor Concentration and Independence	WONG Wai-yee Pauline	25,900
9	* Accounting Standards and the Conservatism Property of Earnings: Evidence from China	WU Donghui	30,000

Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
<b>Cost Centre : 37</b>			
<b>Department of Information Systems</b>			
<b>Department of Management</b>			
<b>Department of Marketing and International Business</b>			
1	Images of Countries and Their Products	CHAN Tsang-sing	19,300
2	Strategic Choice of International Marketing Channel Options Among Manufacturing Firms in Hong Kong	CHAN Tsang-sing	95,490
3	Agents of Change : The Impact of Hong Kong Investment on the Competitive Capabilities of Chinese Firms	CHAN Tsang-sing	39,830
4	Market Orientation of Chinese Firms	CHAN Tsang-sing	15,000
5	Growth of High Technology Ventures in China: The Role of Business, Technology, and Financial Strategies	CHAN Tsang-sing	99,600
6	The Flow-reflexivity Dialectic in Consumer Experiences on the Internet: A Study of Familiar and Unfamiliar Websites	CHAN Tsang-sing	30,000
7	* Management Localization and MNCs in an Emerging Market Economy: A Transaction Costs Perspective	CHAN Tsang-sing	120,000
8	Tobin' s Q, Net Interest Margins, and Systematic Risk of Commercial Banks Facing Capital Regulation	CHOW Kong-wing Clement	94,000

\* New projects funded in 2003-2004

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Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
9	The “Common Market” of Greater China: Consumer Similarities and Implications for Standardized Marketing Strategies	CUI Geng	106,400
10	The Role of Culture in Information Processing: The Effectiveness of Symbolic Versus Informational Strategies of Advertising to Chinese Consumers	CUI Geng	122,560
11	The Effect of Culturally Inconsistent Messages on Consumer Attitudes and Information Processing: Implications for International Advertising	CUI Geng	30,000
12	Consumer Attitudes toward Marketing: A Cross-cultural Comparison between China and Canada	CUI Geng	30,000
13	* Multi-criteria Decision Making for Direct Marketing: Combinatorial Optimization Using Bayesian Networks	CUI Geng	75,425
14	* Controlling for Unobserved Heterogeneity to Improve the Performance of Consumer Response Models: A Quantile Regression Approach	CUI Geng	30,000
15	* The Principal-Agent Problem and the Optimal Insurance Contract under Costly Falsification and Costly, Imperfect Verification	HAU Tak-ming Arthur	25,500

Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
16	Knowledge Discovery from Web' s Traffic Data to Support Informed Decisions for E-Customer Relationship Management – A Web Mining Approach	KWAN LAU Siu-yung Irene	70,524
17	* 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
18	A Study Investigating Factors Affecting Trainee' s Motivation, IT Acceptance, and Training Transfer to the Job	LEUNG Cheong-kei Albert	10,050
19	Industrial Trade Shows: Its Performance Measurements and Success Determinants	LI Ling-yee Esther	128,080
20	* 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-yee Esther	29,920
21	Increasing Computer Power with Internet Technologies	LOO Wai-sing Alfred	30,000
22	Infrastructure for Wireless Internet	LOO Wai-sing Alfred	30,000
23	* Collaboration of Mobile Devices	LOO Wai-sing Alfred	28,500

Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
24	An Experiment on Decision Effectiveness Using Electronic Spreadsheet	LU Ming-te	15,000
25	Outsourcing for Web Application Development Operation	LU Ming-te	30,000
26	Strategic Responses by Banks in Hong Kong and Shanghai to the Impact of Internet and WTO Entrance	LU Ming-te	88,200
27	The Effect of Motives for Entry on Strategies and Performance of Foreign Direct Investment (FDI) Projects: A Study of Foreign Invested Enterprises in China	LUI Hon-kwong	78,700
28	The Contingency and Dynamic Perspectives of <i>Guanxi</i> in Chinese Firms	NYAW Mee-kau	123,660
29	Developments and Prospects of Economic Development in the Pearl River Delta and its 'Economic Integration' with Hong Kong and Macau (with Zhongshan University)	A team of 12 researchers led by NYAW Mee-kau	32,851
30	A Study on the Business Environment and Strategy of Foreign-Invested Enterprises in the Pearl River Delta	NYAW Mee-kau	30,000
31	Consumer Trust in Salespersons: The Role of Institutional Determinants	POON Shing-chung Patrick	30,000

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Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
32	* 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
33	Authentic versus Conterfeit Organization Citizenship Behavior	SNELL Robin S	30,000
34	Optimal Inventory Policies	SUN Daning	94,000
35	A Survey of Work Related Issues	WAN Man-kei Paulina	19,810
36	The Capabilities of Chinese Firms: Organizational Learning from Overseas Interactions	WHITLA Paul A	25,500
37	Variable Selection for Bayesian Network Learning: Modeling Consumer Response to Direct Marketing	WONG Man-leung	139,400
38	* Effective and Efficient Algorithms to Discover Knowledge from Incomplete Databases with Missing Values and Hidden Variables	WONG Man-leung	74,825
39	A Model of Work Related and Non-work Related Leader-member Exchange (LMX) and Work Outcomes: A Comparative Study of the Mainland China, Japan and the US	WONG Mei-ling May	108,000
40	The Relationship of Trust, Justice and Organizational Citizenship Behavior for Chinese Workers	WONG Yui-tim Edward	103,760

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Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
41	* The Influence of Transformational Leadership, Organizational Politics, and Cynicism on Perceived Organizational Citizenship Behaviour and Pseudo-citizenship Behaviour	WONG Yuk-lan Winnie	73,675
42	<i>Guanxi</i> , Leader-member Exchange and Work Outcome	WU Wei-ping	30,000
43	Formalisation of UML State Diagrams in Communicating Sequential Processes – A Feasibility Study	YEUNG Wing-lok	100,500
44	* A Translation Tool for Model Checking UML State Diagrams	YEUNG Wing-lok	81,500
45	Insurance and Economic Development: Application of Grey Model Approaches	YU Zi-you	22,377
46	* 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
47	Understanding Global versus Local Consumption Tendencies in Transitional Markets: An Empirical Investigation in Mainland China	ZHOU Lianxi	122,300
48	Examining Customer Relationship Variables in a Retail Chain Context	ZHOU Lianxi	29,270

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Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
49	* Does the Discretionary Property Insurance Disclosure Impact the Corporate Cost of Debt in China?	ZOU Hong	25,130
50	* Dividend Decisions in the Property and Liability Insurance Industry: Mutual versus Stock Companies	ZOU Hong	23,500

Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
<b>Cost Centre : 40</b>			
<b>Department of Economics</b>			
1	Discrimination and the Accumulation of Cognitive vs. Non-cognitive Skills	FAN Cheng-ze Simon	88,000
2	* Addition through Depletion: Brain Drain as a Catalyst of Efficient Resource Allocation and Economic Betterment	FAN Cheng-ze Simon	74,500
3	TV Programmes and Videos in Hong Kong on Youths	HO Lok-sang	14,000
4	The Spillover Effects of Foreign Direct Investment on Innovation Activity in China	LIN Ping	18,600
5	Competition Laws and Policy in East Asia: Towards the Rules for Regional and Global	LIN Ping	15,000
6	* A Comparative Study of Consumer Protection in Hong Kong, PRC, and Australia	LIN Ping	16,500
7	A Comparative Study of the Effectiveness of Chinese Monetary Policy During the Periods of Inflation and Deflation	MA Yue	63,100
8	* The Instability of the Renminbi Exchange Rate System and Government Intervention Strategies in Mainland China	MA Yue	105,000
9	Pricing Strategies of Chinese Exporters and the Implications for the Exchange Rate Policy and Trade Relations	RAN Qiming Jimmy	144,880

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Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
10	* Wage Compensation for Job Risks: the Case of China	WEI Xiangdong	22,500

Serial No.	Project Title	Principal Investigator(s)	Amount Of Grant
<b>Cost Centre : 43</b>			
<b>Department of Politics and Sociology</b>			
1	Multi-media Teaching Packages on Ageing Issues in China	CHAN Cheung-ming Alfred	20,815
2	An Exploratory Study on the Significance of Outbound Travelling for the Older Persons in Hong Kong	CHAN Cheung-ming Alfred	148,240
3	* Relationships between Informal and Formal Carers in Caring for Frail Older Persons	CHAN Cheung-ming Alfred	77,200
4	* Historical and Cultural Relations between China, Hong Kong and Japan: An Inter-Generational Approach	CHAN Cheung-ming Alfred	26,400
5	* The Representation of Hong Kong in Japan of the 20 <sup>th</sup> Century (From Meiji to Heisei Period)	CHAN Cheung-ming Alfred	28,000
6	Environmental Policy and Politics in East Asia: National and International Dimensions	HARRIS Paul G	76,500
7	Multi-Regional Cross-National Comparative Analysis of Environmental Foreign Policy	HARRIS Paul G	149,896
8	* International Regimes and Environmental Policy Coordination in China	HARRIS Paul G	29,765
9	A Study of the Elderly' s Needs and How They Perceive the Caregiving Responsibility and Burden of the Sandwich Generation in Elderly Care – The Case of Hong Kong	KWOK Hong-kin	90,000

Serial No.	Project Title	Principal Investigator(s)	Amount Of Grant
10	An Exploratory Study of the Caring for the Elderly: the Experience of Guangzhou	KWOK Hong-kin	30,000
11	Coping with Stress in Hong Kong Families: An Analysis of Strategies and Constraints	KWOK Hong-kin	100,000
12	Gender Roles Stereotyping in Primary School Curriculum: A Comparative Study of Hong Kong and China	LAW Wing-kin Kenneth	89,915
13	A Study on the Social and Demographic Implications of the Chinese Migrants from Mainland China in Hong Kong, 1949-2002	LAW Wing-kin Kenneth	21,800
14	An Exploratory Study on the Inter-generation Interaction Pattern	LEE Keng-mun William	25,000
15	Religious Activities in China under the Changing Political Context	LEUNG Kit-fun Beatrice	88,920
16	Study of Religious Laws and Regulations in PRC	LEUNG Kit-fun Beatrice	55,900
17	Research Project on the Outcome Measures of the Enhanced Home and Community Care Services	PHILLIPS David R	135,000
18	* Collaborative International Study on Managerial Stress Second Phase (CISMS2): Work / Family Demand and Resources	SIU Oi-ling	57,380

\* New projects funded in 2003-2004

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Serial No.	Project Title	Principal Investigator(s)	Amount Of Grant
19	Two Book Projects: 1) Hong Kong SAR and 2) From Deng Xiaoping to Jiang Zemin	WONG Yiu-chung	10,000
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

Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
<b>Cost Centre : 44</b>			
<b>Department of Chinese</b>			
1	* A Survey of the Cultural Settings of Contemporary Hong Kong Prose Writing 1950-2000	CHAN Tak-kam	6,800
2	A Study on the Text and Discourse of Advertising: Examples from MTR and "Free Magazine"	CHAN Wai-ying	18,545
3	Character Transformation in the Evolution of the Sanguozhi yanyi	KWONG Yim-tze Charles	30,000
4	* Human-Spirit Love Affair in Tang Fiction	LAU Yin-ping Grace	6,300
5	Urban Culture and Hong Kong Cinema (1950s to 1960s)	LEUNG Ping-kwan	135,000
6	* Modernism in Chinese and Japanese Literature	LEUNG Ping-kwan	86,700
7	* Hong Kong Film and Literature 1950s-1960s	LEUNG Ping-kwan	30,000
8	* Poetry, Translation and Culture	LEUNG Ping-kwan	30,000
9	Lingnan Journal and Sinological Researches at Lingnan University	MA Yau-woon	25,000
10	* Shi and Chi Poets in Ming Dramas	SI Tou Sau-ieng	26,000

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Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
11	The Theme of Growth in Hong Kong Fiction from the 1940s to 1970s and its Relevance to the 21st Century	WONG Shuk-han Mary	23,000

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Serial No.	Project Title	Principal Investigator(s)	Amount of Grant
	<b>Cost Centre : 45</b>		
	<b>Department of English</b>		
1	Construction of Self in Teachers' Narratives	HO Woon-yee Judy	20,600
2	* Grammatical Structures of ICQ English	HO Woon-yee Judy	14,000
3	* Cities of the Imagination- Hong Kong	INGHAM Michael A	30,000
4	Rhetorical and Personality Preferences in Psycholinguistic Contexts	SHARP Alastair I	94,668
5	* The Influence of Personality Preferences on Language Learning	SHARP Alastair I	20,000

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Serial No.	Project Title	Principal Investigator(s)	Amount Of Grant
<b>Cost Centre : 48</b>			
<b>Department of Translation</b>			
1	The Notion of Fidelity Revisited: A Study of Translation in Hong Kong Popular Culture	CHONG Yau-yuk	28,300
2	Translation Textual Analysis: A Linguistic Approach	LI Dong-hui	30,000
3	* 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
4	* An Initial Analysis of Interpreters' Roles in Diplomatic and Commercial Exchanges in China before 1911	LUNG Wai-chu Rachel	29,907

Serial No.	Project Title	Principal Investigator(s)	Amount Of Grant
<b>Cost Centre : 51</b> <b>Department of Cultural Studies</b> <b>Department of Philosophy (and History Programme)</b> <b>Language Institute</b>			
1	Visuality, Public Spectacles and the Urban Environment: A Case Study of Hong Kong Fireworks	CHAN Ching-kiu Stephen	24,000
2	The Discourse on Women's Everyday Life in Hong Kong in the Feminist Journal Nuliu	CHAN Shun-hing	30,000
3	* Constructing Tourism in Hong Kong: The Case of Lei Yue Mun	CHAN Shun-hing	85,325
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
5	Can "Asia" be Useful?	LAU Kin-chi	27,500
6	The Circulation of Korean Media and Cultural Products Across Asia: Case Studies in Hong Kong, Taiwan and Mainland China	LEUNG Yuk-ming Lisa	49,589
7	The Inception of the Hong Kong Arts Festival and the Making of High Culture in Colonial Hong Kong	LI Siu-leung	29,400
8	A Critical Biography of Ernestine Hill (1899-1972): Outstanding Archival, Family History and Documentary Research	MORRIS Meaghan E	135,000

Serial No.	Project Title	Principal Investigator(s)	Amount Of Grant
9	* Ernestine Hill: Bibliography, Time-Line and Genealogy	MORRIS Meaghan E	30,000
10	* Measuring Incidental Vocabulary Acquisition by Hong Kong University Students from Reading On-line News Stories	ROSKAMS Timothy J	21,000
11	* Making Sense of Heritability	SESARDIC Neven	46,460
12	Hong Kong Community Words Dictionary	TIN Siu-lam	80,000
13	* Analysis of Chinese Sentence Group	TIN Siu-lam	28,700
14	Death Education in Hong Kong	WONG Wai-ying	30,000
15	* The Concept of Death and the Growth of Death Awareness among University Students in Hong Kong	WONG Wai-ying	60,000
16	Collecting Data on Director King Hu	WU Wai-yiu	30,000
17	* Analysis and Discussion on Collected Materials About King Hu's Films	WU Wai-yiu	30,000
18	Davidsonian Approach to Normativity	ZHENG Yu-jian	23,400