



郭栢淇 博士

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Short Description

Alex Pak Ki Kwok graduated from The University of Hong Kong with a B.Eng. degree in Logistics Engineering and Supply Chain Management and a Ph.D. degree in the Department of Industrial and Manufacturing Systems Engineering. He has got extensive teaching experience related to applied data science and business analytics in universities. Apart from teaching, he is active in research and scholarly activities. His recent work has appeared in Internet Research, Educational Research Review, Computers & Industrial Engineering, Decision Support Systems, International Journal of Disaster Risk Reduction, and others.

Research Interests

His recent research interests include technology adoption and diffusion of new technologies (e.g., VR/AR, s-commerce, smart classes, and telehealth) to boost productivity and well-being and the use of data to make a better decision.

Courses Taught / Being Taught

- Data Science and Public Policy
- Data Processing & Intelligent Decision-Making
- Electronic Customer Relationship Management (e-CRM)
- Facility Planning and Logistics Analysis
- Fundamental of Industrial Engineering
- HR Analytics
- Industrial Management and Logistics
- Information Systems / E-commerce
- Managing Technology and Policy Innovation
- Principles of Marketing
- Quantitative Methods for Business
- Research Methods for Policy Studies
- Supply Chain Management
- Systems Modelling and Simulation

Selected Journal Publications

Yan, M., **Kwok, A.P.K.***, Chan, A.H.S., Zhuang, Y.S., Wen, K. and Zhang, K.C. (2022), An empirical investigation of the impact of influencer live-streaming ads in e-commerce platforms on consumers' buying impulse, *Internet Research*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/INTR-11-2020-0625>

Tang, Y. M., Chau, K. Y., **Kwok, A. P. K.***, Zhu, T., & Ma, X. (2022). A systematic review of immersive technology applications for medical practice and education - Trends, application areas, recipients, teaching contents, evaluation methods, and performance. *Educational Research Review*, 35, 100429. <https://doi.org/10.1016/j.edurev.2021.100429>

Kwok, A. P. K., Yan, M.*, Deng, X. H., Chen, X. Y., & Huang, Y. T. (2022). Exploring the facilitating and obstructing factors of using virtual reality for 5S training: An exploratory qualitative study from students' perspectives in an industrial engineering undergraduate course. *Computer Applications in Engineering Education*, 30, 1072-1085. <https://doi.org/10.1002/cae.22503>

Kwok, A. P. K., Yan, M.*, Huang, Y. T., Gao, C., & Li, W. Z. (2021). What shapes people's willingness to wear a face mask at the beginning of a public health disaster? A qualitative study based on COVID-19 in China. *International Journal of Disaster Risk Reduction*, 65, 102577. <https://doi.org/10.1016/j.ijdr.2021.102577>

Kwok, P. K., Yan, M.*, Qu, T., & Lau, H. Y. K. (2020). User acceptance of virtual reality technology for practicing digital twin-based crisis management. *International Journal of Computer Integrated Manufacturing*, 1-14. <https://doi.org/10.1016/j.cie.2019.06.035>

Kwok, P. K.*, & Lau, H. Y. K. (2019). Hotel selection using a modified TOPSIS-based decision support algorithm. *Decision Support Systems*, 120, 95-105. <https://doi.org/10.1016/j.dss.2019.02.004>

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<https://scholar.google.com/citations?hl=en&user=V4fvqmMAAAAJ>)