
ACADEMIC AND PROFESSIONAL EXPERIENCE

Academic Positions

- Senior Lecturer, Department of Decision Sciences and Managerial Economics, CUHK Business School (2016 – present)
- Visiting Associate Professor, NUCB Business School, Nagoya University of Commerce and Business (2018 – 19)
- Lecturer, Department of Decision Sciences and Managerial Economics, CUHK Business School (2009 – 16)
- Part-time Lecturer, Department of Economics, CUHK (2006 – 09)

Administrative Positions and Professional Experience

- Assistant Dean (Undergraduate Studies), CUHK Business School (2017 – present)
- Director, Integrated BBA program, CUHK Business School (2017 – present)
- Participants, Harvard Business School Global Colloquium on Participant-Centered Learning (GloColl 2017)
- Co-Director, Integrated BBA program, CUHK Business School (2016 – 17)
- Associate Director, Integrated BBA program, CUHK Business School (2015 – 16)
- Associate Director, Programme for Economic Education, Economic Research Centre, Hong Kong Institute of Asia-Pacific Studies, CUHK (2013 – present)

EDUCATION

- Ph. D. (Economics), Hong Kong University of Science and Technology

AWARDS & HONORS

1. Faculty Teaching Merit Award (2014 – 15, 15 – 16, 16 – 17, 17 – 18), CUHK Business School
2. Vice-Chancellor's Exemplary Teaching Award (2013), CUHK
3. Teaching Excellence Ambassador (2013 – 15), CUHK
4. Faculty Teaching Awards (2009 – 14, for various UG courses), CUHK Business School

TEACHING GRANTS

1. "Firm Visit using Virtual Reality Technology", Courseware Development Grant Scheme (CDG), CUHK, 2018-19 (PI, HK\$90,000)
2. "Flipping the Economics Classroom", Quality Education Fund, Education Bureau, HKSAR Government, 2018 – 21 (Co-PI, HK\$2,727,700)
3. "Provision of Services for Conducting Teacher Professional Development Programme on Promoting Self-Directed Learning in Economics", Education Bureau, HKSAR Government, 2017-18 (Co-I, HK\$700,000)
4. "eLearning Community of Practice (eLCoP)", Teaching Development and Language Enhancement Grant (TDLEG) for 2016-19 Triennium (Co-I, HK\$342,000)
5. "Using Flipped Learning to Understand Market Competition", Micro-Module Courseware Development Grant, CUHK, 2017-18 (PI, HK\$99,000)
6. "Developing Multidisciplinary and Multicultural Competences through Gamification and Challenge-based Collaborative Learning", Funding Scheme for Teaching and

- Learning Related Proposals 2016 – 19 Triennium, University Grants Committee, HKSAR Government (Co-I, HK\$8,697,140)
7. “Promoting Case-based Teaching and Learning Using an Innovative e-Approach” Teaching Development and Language Enhancement Grant (TDLEG), CUHK, 2016 – 19 (Co-PI, HK\$500,000)
 8. “Mobile App for Learning Basic Statistics”, Micro-Module Courseware Development Grant, CUHK, 2015 – 16 (Co-I, HK\$88,000)
 9. “Flipped Classroom with Micro-modules for Macroeconomics in Business”, Micro-Module Courseware Development Grant, CUHK, 2015 (PI, HK\$100,000)
 10. “Mobile App on Learning Monetary Policy”, Courseware Development Grant Scheme, 2015-16 (Co-I, HK\$70,000)
 11. “Provision of Services for Providing Course Content for EDB Web-based Learning Course in Humanities”, Education Bureau (EDB), HKSAR Government, 2014 (Co-I, \$600,000)
 12. “e-Learning Platform for HKDSE Economics”, Knowledge Transfer Project Fund (KPF), CUHK, 2014 (Co-I, HK\$150,000)
 13. “Provision of Services for Development of Learning and Teaching Resources on Relationship between Economic Development of the Mainland and Hong Kong Economy”, Education Bureau (EDB), HKSAR Government, 2014 (Co-I, HK\$98,900)
 14. “Provision of Services for Developing Resource Pack on Policy Evaluation and Conducting Professional Development Programmes on Using the Resource Pack in the Learning and Teaching of Economics”, Education Bureau (EDB), HKSAR Government, 2013 (Co-I, HK\$500,000)
 15. “An Online Platform for Multimedia Educational Resources (PMER)”, Teaching Development Grant (TDG), CUHK, 2012-15 (Co-PI, HK\$298,000)
 16. “Provision of Services for Developing Video Resource Pack and Conducting Training Programmes on the Use of Video in the Learning and Teaching of Economics”, EDB, HKSAR Government, 2011-2012 (Co-I, HK\$490,000)

SELECTED TEACHING CASES

Video Cases

1. Video Teaching Cases (5 cases, 2016), with David Chow
 - “You Who Come from the Stars”, “The Economics of A0”, “The EconMan”, “The Fatal Economics”, and “The Economics of War”
2. Animated Teaching Cases (6 cases, 2015) for Flipped Classroom for Economics in Business, with David Chow and Andrew Yuen
 - “Model of Aggregate Demand and Aggregate Supply”, “Aggregate Demand”, “Long Run Aggregate Supply”, “Short Run Aggregate Supply”, “Macroeconomic Equilibrium”, and “Stock Market Crash”
3. Animated Teaching Cases (3 cases, 2015), with Michael Fung
 - “Demand”, “Supply”, and “Market Equilibrium”
4. Multimedia Teaching Cases (10 cases, 2013), with Michael Fung and David Chow, published by Education Bureau, HKSAR Government
 - “One Day of an Otaku”, “VIPs from Three Kingdom”, “Make a Fortune”, “Road to 5 Star”, “The Only Girl in a Boys’ School”, “Two Idiots”, “The Dictator”, “Girls Get Married”, “Journey to Economics”, and “Intimate Relationship”

Written Cases

5. “Good Luck Lemon Tea (Case A and B)” (2016), with Andrew Yuen and David Chow
6. “Family Business Expansion in Chinese Herbal Tea” (2015), with Andrew Yuen

7. “An Economic Analysis on Income Inequality” (2015), with David Chow and Michael Fung, published by Education Bureau, HKSAR Government
8. “Economic Analysis of Individual Visit Scheme” (2015), with Michael Fung and David Chow, published by Education Bureau, HKSAR Government
9. “Economic Analysis of Education Policy” (2015), with Michael Fung and David Chow, published by Education Bureau, HKSAR Government
10. “Economic Analysis of the Minimum Wage” (2015), with David Chow and Michael Fung, published by Education Bureau, HKSAR Government
11. “The Development of Tourism and Its Impacts on Hong Kong Economy” (2015), with Michael Fung, published by Education Bureau, HKSAR Government

TEACHING INTEREST AND COURSES TAUGHT

- EMBA, MBA, MSc, MAcc:
 - Managerial Economics, Economics, Economic Analysis: Firm and Consumer
 - Business Analytics, Statistical Analysis, Statistical Analysis for Business Decisions,
- UG:
 - Microeconomics, Macroeconomics, Managerial Economics, Basic Economics for the Hospitality and Tourism Industry, Perspectives in Economics, Introduction to Game Theory,
 - Applied Econometrics for Business Decisions

SELECTED PUBLICATIONS

Book

1. Chow, David, Fung, Michael, and Ku, Fred (2013), «宏觀經濟名詞解讀» (*Understanding Macroeconomic Terms*, in Chinese), Infolink Publishing Ltd.

Book Chapters

1. Yuen, Andrew and Ku, Fred (2015), “Regulatory Issues in US Domestic and International Aviation Markets”, in McConnell, Brue and Flynn, *Economics*, 20e, Global Edition, McGraw Hill
2. Ku, Fred and Yuen, Andrew (2015), “National Health Insurance in Taiwan”, in McConnell, Brue and Flynn, *Economics*, 20e, Global Edition, McGraw Hill
3. Ku, Fred and Yuen, Andrew (2015), “The Catch-up Effect and the Reasons”, in McConnell, Brue and Flynn, *Economics*, 20e, Global Edition, McGraw Hill
4. Ku, Fred and Yuen, Andrew (2015), “On Education, Human Capital and Economic Growth”, in McConnell, Brue and Flynn, *Economics*, 20e, Global Edition, McGraw Hill
5. Ku, Fred and Yuen, Andrew (2013), “Competition in Computer Tablet Market” in Keat and Young, *Managerial Economics*, 7e, Global Edition, Pearson Higher Education

Radio Programme

1. 財星學堂 – 生活經濟學 (“Everyday Economics” in Metro Finance Digital, in Cantonese), every Saturday 6 – 8pm, 新城財經台 (Metro Finance, FM104) (Mar 2016 – present) http://www.metroradio.com.hk/MetroFinance/Program/ProgramDetail.aspx?Program=MFD_Academy
 - Recent episodes: “Behavioural Economics in Recycling and Health Care”, “Gender Discrimination in Labour Market”, “Impact of Business School Education”

SEMINARS AND PRESENTATIONS

Teaching and Learning

1. "Sharing on Teaching and Learning: My Experience in CUHK Business School", National Tsing Hua University, Taiwan, 11 March 2019
2. "Enriching Classroom Interactions and Learning with Technology", eLearning Community of Practice Interest Groups Preview II, CUHK, 8 Dec 2017
3. "CUHK eLearning Community of Practice (eLCoP)" (Poster), Teaching and Learning Innovation Expo 2017, CUHK, 7 Dec 2017
4. "Mobile App for Learning Basic Statistics" (Poster), Teaching and Learning Innovation Expo 2016, CUHK, 16 Dec 2016
5. "Sharing on Teaching & Learning Strategy", seminar presentation at Chiba Keizai University, Japan, 19 July 2016
6. "Facilitating Class Discussion with Technology: a case study in CUHK Business School", Mobile Era Classroom Interactions (Student Response System), CUHK and Clickers@PolyU, 12 May 2016
7. "Sharing on Teaching and Learning Strategy", seminar presentation at National Chiayi University, Taiwan, 23 Dec 2015
8. "Flipped Classroom with Micro-Modules for Macroeconomics in Business" (Poster), Teaching and Learning Innovation Expo 2015, CUHK, 16 Dec 2015
9. "Teaching and Learning Enhancement with Video Resources" (Poster), Teaching and Learning Innovation Expo 2015, CUHK, 16 Dec 2015
10. "Active Learning Strategy", seminar presentation at Chiba Keizai University, Japan, 23 July 2015
11. "Facilitate the learning and teaching of the AS-AD Model through e-Learning", SS Learning and Teaching Strategies for the Economics Curriculum, EDB, HKSAR Government, 11 June and 6 July 2015
12. "Flipped Classroom and Classroom Learning Activities", CUHK, 21 Apr 2015
13. "Videos and Facebook in Teaching and Learning" (Poster), Teaching and Learning Innovation Expo 2014, CUHK, 15 Dec 2014
14. "Platform for Multimedia Educational Resources" (Poster), Teaching and Learning Innovation Expo 2014, CUHK, 15 Dec 2014
15. "Learning and Teaching Strategies for the Economics Curriculum: Experiential Learning in Economics – Public Housing in Hong Kong", EDB, HKSAR Government, 9 Dec 2013
16. "An Introduction to the Online Platform for Multimedia Educational Resources (PMER)" (Poster), Teaching and Learning Innovation Expo 2013, CUHK, 5 Dec 2013
17. "Peer-Creation & Peer-Sharing of Video Learning Resources for Active Learning", Assessment as Learning Symposium, University of Hong Kong, 14 Dec 2012
18. "Fostering Students' Acquisition of Economic Concepts Using Video Resources", EDB, HKSAR Government, 23 Nov 2012
19. "Co-created Multimedia Teaching Cases for Economics" (Poster), Teaching and Learning Innovation Expo 2012, CUHK, 13 Dec 2012
20. "Adopting Peer-Created Multimedia Resources for Teaching & Learning", A Smorgasbord of Ideas for Active learning IV: Classroom Activities that Make Learning Active, CUHK, 20 Apr 2012
21. "Using Video Resources to Enhance the Learning and Teaching of Economics", EDB HKSAR Government, Jan & Feb 2012
22. "The Use of Facebook for Teaching and Learning", A Smorgasbord of Ideas for Active Learning III: CUHK teachers sharing their experiences on using Web 2.0 tools for teaching and learning, CUHK, 25 Nov 2011
23. "The Co-Creation Approach of Teaching and Learning" (Poster), Teaching and Learning Innovation Expo 2011, CUHK, 12 Nov 2011

24. "Facebook as a Tool to Facilitate Teaching and Learning" (Poster), Teaching and Learning Innovation Expo 2011, CUHK, 12 Nov 2011
25. "An Exploration to the Co-creation Approach of Teaching, Assessment & Learning in Economics: Any Alternative to Traditional Student Assessment?", EDB, HKSAR Government, Jul 2011
26. "Co-creation of Learning Environment", A Smorgasbord of Ideas for Active Learning II, CUHK, 20 May 2011

Business and Economics

1. "Digital Platform and the Sharing Economy", EDB, HKSAR Government, 26 Jan and 17 Mar 2018
2. "Game Theory for Business Strategies", Business Lecture Series, CUHK Business School, 13 Nov 2017
3. "The Sharing Economy", Hong Kong in the Past 20 Years, CUHK Business School, 11 Nov 2017
4. "SMEs' Integration into Global Value Chains in Fashion Design", Workshop on SME's Integration into Global Value Chains in Fashion Design, Asia-Pacific Economic Cooperation (APEC) Vietnam 2017 Conference, May 2017
5. "Industrial Revolution and Capitalism", Big History and Collective Learning, The Hong Kong Academy for Gifted Education, April 2017
6. "Economic Analysis of the Individual Visit Scheme in Hong Kong", EconBiz@CUHK Business School, 6 July 2016
7. "The Key Industries in the Hong Kong Economy", EDB Web-based Learning Courses for Gifted/More Able Students, EDB, HKSAR Government, 30 April 2016
8. "The Changing Hong Kong Economy", EDB Web-based Learning Courses for Gifted/More Able Students, EDB, HKSAR Government, 30 Dec 2015 and 16 Jan 2016
9. "Statistics – a Tool to Improve Business Decisions", Global Master Program of Tourism and Management, National Chiayi University, Taiwan, 24 Dec 2015
10. "Economics of Crime", Economics in Action – Summer Symposium, CUHK Business School and Programme for Economic Education, 9 July 2015
11. "Economic Analysis of the Minimum Wage Ordinance & Individual Visit Scheme in Hong Kong", EDB, HKSAR Government, 18 May 2015
12. "The Application of Economic Concepts and Theories to Authentic Cases– Aviation and Tourism Industries", EDB, HKSAR Government, 4 Jun 2012

SELECTED EXTERNAL PROFESSIONAL & COMMUNITY SERVICES

Professional Services / Experience

1. Advisory Council Member, Harvard Business Review (2018 – present)
2. Advisory Committee Member, Teaching and Learning Advisory Committee, Department of Business Administration, National Chiayi University, Taiwan (2015 – 18)
3. Member, Association of North America Higher Education International (2015 – present)
4. Book Reviewer
 - Tietenberg and Lewis, *Environmental & Natural Resource Economics*, 10e, Pearson, (2014), McDowell, Thom, Frank, and Bernanke, *Principles of Economics*, 2e, McGraw Hill Education (2011)