

Outstanding Academic Papers by Students (OAPS)

The Outstanding Academic Papers by Students (OAPS) project was first started by Run Run Shaw Library at City University of Hong Kong in 2005 as one of its Digital Library Initiatives and Institutional Repository Projects. The project aims to collect and preserve in digital format high-quality student works for the benefit of the students as well as the University community. Through the project, we hope to help students acquire proper research and written skills, and instill in them academic honesty and respect for intellectual property. We also hope to build up a pool of excellent exemplary works and share it with our partner institutions to promote wider readership. The scope of collection includes term papers, term projects, reports, case studies, research output, and final year projects from all courses at both undergraduate and postgraduate level.

Accepted student works are searchable on Library catalogue and available for loan at the Library Semi-Closed Collection. They are archived and made accessible in the OAPS collections (<http://www.cityu.edu.hk/lib/digital/oaps/>), which is stored in the Library's Institutional Repository (IR) along with the Final Year Projects, CityU Electronic Theses and Dissertations, and Students' External Awards. Through this central platform, students' works are assigned with permanent identifiers which guarantee perpetual access and can be harvested easily by major Internet search engines and data harvesters, thus promoting a global-wide readership.

The OAPS project has achieved tremendous success since its inception in 2005. It has made steady strides towards internationalization and currently involves 12 partner institutions, including the Chulalongkorn University (Thailand), City University of Hong Kong (PRC), Feng Chia University (Taiwan), Nanyang Technological University (Singapore), National United University (Taiwan), Seoul National University (Korea), Shanghai Jiao Tong University (PRC), Tsinghua University (PRC), University of Macau (PRC), University of Southern California (USA), Waseda University (Japan) and Xiamen University (PRC). Through the inter-institutional collaboration, OAPS aims to promote scholarly communication by allowing cross-institutional access of quality students' papers from each member institution.

Each year, a Certificate Awarding Ceremony is held in recognition of the students' outstanding works. Faculty members, family members, and friends of award-winning students are invited to the Ceremony to share the joy of this happy and memorable occasion. Students also take this opportunity to share their learning and research experiences.

Foreword

The OAPS (Outstanding Academic Papers by Students) project is an initiative that supports outcome-based learning at City University of Hong Kong (CityU) by developing and providing access to a digital collection that illustrates outcomes which are produced, in the form of exceptional papers, by CityU students. This year, 36 exemplary papers have been selected and nominated by 11 academic departments. All of them have met stringent selection criteria in their own fields of study.

As one of our major initiatives to promote scholarly communication and intellectual exchange across disciplines, regions and even cultures, OAPS prides itself on its expanding visibility in the global academic arena. Not only can OAPS papers be accessed locally and non-locally from the CityU's electronic Library Catalogue, they are also searchable on a wide spectrum of world-popular search engines for scholarly literature such as Google Scholar and WorldCat. According to our statistics, there has been an optimistic increase in the access rate of OAPS papers since the project's inception in 2005. By engaging students with the global community, their horizons can be broadened and their multicultural sensitivity can be nurtured. Not only can international perspective contribute to students' understanding of a specific subject area, but also to their understanding of the whole world. With rising exposure of OAPS papers in the online world, we are on the quest of facilitating teaching and learning at a more international level. Through OAPS, students are recognized for their academic strengths and they are provided with a quality platform to share their findings with peers which is essential in every research or professional pursuit.

In this rapidly changing competitive environment, it is of paramount importance for our new breed of young professionals to cultivate reflective-thinking and develop practical skills. OAPS, establishing itself as a scheme to promote and foster academic caliber, has been making an unwavering commitment to enhancing students' ability in reading, analyzing and writing. This would undoubtedly help equip them to be competent leaders after graduation.

We would like to thank those who contribute to the OAPS project, including professors, librarians at CityU and abroad, academic departments, and participating students. We are pleased to have collected 177 papers from 239 students affiliated with 14 academic departments for the past five years. This Project has also developed partnerships with a rising number of premier universities located at different parts of the globe, including USA and various regions in the Asia-Pacific rim, such as Mainland China, Japan, Korea, Singapore, Taiwan and Thailand. In addition, this year also marks our first time in receiving

paper from a General Education course. We would like to congratulate this year's award-winning students again. With your support, OAPS will continue to promote academic achievement and collaborative learning through innovation and multicultural exchange.

Professor Paul Lam
Vice-President (Student Affairs)

Professor Steve Ching
University Librarian

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Congratulatory Messages from Academic Departments

College of Business

I would like to extend my heartfelt congratulations to our 2009 MBA graduates, Mr. Chi-hong YIP and Mr. Ka-hang POON, Christopher respectively on their individual papers “Integrated People-Oriented Development Scheme—To Improve IT Efficiency by Centralizing the Management of User Authorization for Tertiary Education Institution” and “Implementation of Use-Case Model to Solve the Miscommunication Problem in Requirement Collection Process” being selected and accepted into the Outstanding Academic Papers by Students Collection of the CityU Institutional Repository. The outstanding works of Mr. YIP and Mr. POON contribute both to University and business communities through their insights and recommendations on practical problems being addressed in the papers. The efforts and hard work put in by Mr. YIP and Mr. POON; and the professional guidance given by their supervisor, Dr. Yulin FANG, should be commended. Their accomplishments have proved the high quality of our faculty and students as well as the academic excellence in business education that we offer.

Prof. Kwok-kee WEI
Dean of the College of Business
Chair Professor of Information Systems

Department of Applied Social Studies

I am very delighted to see that students of the Department of Applied Social Studies are able to keep up with their hard work to win another ten OAPS Awards this year. These papers cover a wide range of topics in psychology and are highly selected. As such, they can be considered as an indicator of the caliber of our students as well as the dedication and competence of their supervisors. This also demonstrates the commitment to the pursuit of excellence in teaching at all levels, which is central to the mission of the Department.

For those students and teachers who worked together to make the 10 awards possible, please accept my heartiest congratulations on their outstanding achievements.

Prof. Alex Yui-huen KWAN

Head of the Department of Applied Social Studies

Department of Chinese, Translation and Linguistics

The Department of Chinese, Translation and Linguistics is pleased to have two papers selected for OAPS 2010. We are proud of their academic achievement:

Sze-hang YEUNG: “Do Females Speak More Politely to Females among Hong Kong Young Generations?”

Ms. YEUNG is an intelligent student who loves reading and thinking. She found everyday language use interesting. Her project was indeed inspired by her interest in how young people talk in Hong Kong. It is a great pleasure to know that her project has won the OAPS Award. Her passion in language studies and her understanding in research made the process enjoyable and memorable for her and for her supervisor. The Award is a recognition of her hard work as well as her academic ability. I congratulate her on this achievement and wish her success in future.

Yee-na LI : “A Semantic and Syntactic Study of Japanese Particle *wa*—a Topic Marker or a Subject Marker?”

Ms. LI's paper examines the semantic and syntactic properties of two Japanese particles, *wa* and *ga*, focusing on their co-occurrence. The results of the study not only reveal significant differences between subjects and topics cross-linguistically, and most importantly, shed light on the parametric variations between Japanese, a topic-subject-prominent language, and Chinese, a topic-prominent language. As an undergraduate project, the notable achievement demonstrated in Ms LI's work definitely deserves our encouragement and recognition. I send my hearty congratulations to her for the award of the Outstanding Academic Papers by Students.

Prof. Jonathan WEBSTER

Head of the Department of Chinese, Translation and Linguistics

Department of Computer Science

Students presented in OAPS from the Department of Computer Science are very outstanding. Their research output is definitely a witness of their academic strength and enthusiasm in research:

Student: Cheong-shing YUEN (BSCCS); Supervisor: Dr Hon-wai CHUN, Andy

Cheong-shing YUEN created a Web 2.0 social media platform, called Presentation 2.0, that allowed people to create presentation slides that are easily accessible on any browser and any device. This flexible platform empowers users to create modern multi-media presentations with embedded images, videos, charts, animations, etc. using an easy-to-use Web-based editor. The platform and technology created is quite unique and has great potential as a commercial product.

Student: Ka-ho LAM (BSCCS); Supervisor: Mr Chi-fai LAI, Donny

In today's age of science and technology, smart phones have become a great necessity for modern life. The booming mobile application market creates plenty of room for innovation. Students are keen on developing creative mobile applications as their final year projects. The project of Ka-ho LAM has implemented an inspiring Bus Arrival Predictor on the mobile platform of the latest Google Android that can provide relevant bus route information with bus arrival time to users. The project requires strong technical skills in mobile computing, location detection, map-based interface, smart route finding, and prediction algorithms for estimating time of arrival. The student successfully demonstrated his strong capability of fast learning new technologies and problem solving. His positive and proactive learning and work attitudes strengthen his intellectual as well as physical well-being to face the challenges of his professional life after graduation.

Prof. Frances Foong YAO

Head of the Department of Computer Science

Department of Economics and Finance

The Department of Economics and Finance congratulates our graduates and students for being the recipients of this year's OAPS papers awards. In November 2008, Rita XIAO, Vitas LI, Lillian LIEM and Damon TSANG presented their equity research project on Xinao Gas at the 2008 HKSFA (Hong Kong Society of Financial Analysts) Investment Research Competition. They competed with students from ten other universities in Hong Kong and Mainland China. They did very well and got the 2nd runner-up prize. Rita, Damon, Vitas and Lillian are graduates of our department.

In the following year, Tom AI, Thomas CHAN, Daniel LAM and Monica QIN presented their equity research project on Hopewell Holdings at the 2009 HKSFA Investment Research Challenge. They competed with students from the other seven universities in Hong Kong. They did very well too and got the 2nd runner-up prize.

The outstanding performances of our OAPS Awards recipients reflect their high level of professionalism. The judges in these competitions are CFA charterholders and are either experienced fund managers or equity analysts. They asked tough questions and our award recipients were able to justify their recommendations. The quality of work of our award recipients reflects the professionalism required of equity analysts in the financial sector. Though our students have gone on to win prizes, the department emphasizes to our students participating in competitions that the learning process of competition is more important than winning a prize. Winning is an additional bonus. Our award recipients worked very hard, frequently till the early morning hours, to finish their projects within a short period of time. Their passion for excellence should be emulated by students. We are very proud of their hard work and achievements.

Prof. Kenneth S. Y. CHAN

Head of the Department of Economics and Finance

Department of Electronic Engineering

I am happy to see yet another year of excellent efforts put in by the students as well as their supervisors and assessors of the Department of Electronic Engineering. Their efforts not only generate excellent papers but also provide inspiring ideas for further research. As I said last year, research by students would be the heart where the future of our technology bridges, therefore, all efforts should be encouraged and praised.

This year, research papers of nine students from the Department of Electronic Engineering have been selected to be placed in the Outstanding Academic Papers by Students Collection of the CityU Institutional Repository. These papers cover wide spectrum from Chinese character input to communication system design, all consist of practical issues that might lead eventually to better working environment in the world of communication and IT. I am indeed enthusiastic to see these theories put to work and to see a higher level of commercial products with their creation.

Finally, I would like to congratulate the students as well as the faculty and staff involved from the EE Department for their dedication and commitment to arrive at such remarkable papers.

Prof. Kwai-man LUK

Head and Chair Professor of the Department of Electronic Engineering

Department of Information Systems

My sincere congratulations to the seven students from the Department of Information Systems for getting their papers selected in the OAPS Collection of the CityU Institutional Repository. The students are Joseph Chiu-fai LAM, Tingting CAO, Wai-ho TANG, Kwok-wai TAO, Mengying DUAN, Jing SUN and Jinjing YANG and their faculty advisors are Prof. Huaiqing WANG, Dr. Yulin Fang, Dr. Dongming Xu and Mr. Frank LO.

Their works are the results of studying one of the National Economic Zones in China, Cao Fei Dian Economic Zone in Tangshan, Hebei Province. They have done in-depth analysis of relevant business issues and have provided useful suggestions for further development of the economic zone. This is an excellent example of applying classroom knowledge to solve real-world business problems. Congratulations to the students and to their faculty and external advisors!

The achievements of these students are a direct realization of our departmental goal to be a leading academic department in cultivating business managers and professionals who possess up-to-date training and frontier knowledge of business technologies and information services needed by Hong Kong, China, and the world. We strive to offer all of our students more opportunities to gain academic excellence and professional competence by working with companies and other institutions in the real world.

Prof. J. Leon ZHAO

Head and Chair Professor of the Department of Information Systems

Department of Marketing

I would applaud the efforts and recognition those eleven students of marketing and China business have achieved through their thoughtful research projects. This is a good window for showing our students' insights of and contribution to China marketing studies. China represents a transitional economy and an arena for business opportunity. I would encourage more China-related research and hope to see more research projects accepted by OAPS in the future. With a wider angle to observe richer Chinese business phenomena, future studies should look at causal relationships between Chinese culture and business practice and behaviors so as to come up with more effective marketing strategies for doing business in China.

Dr. Cheng-ting SU

Head of Department of Marketing

Department of Media and Communication

The Department of Media and Communication is very happy to be represented by Mr Xinzhi ZHANG, one of our outstanding students, in the OAPS project this year. His paper titled “The Relationship between SNS Usage Dimensions and Civic Engagement: A Case of University Students in Southern China” is an independent paper out of a group project. When writing the paper, he has demonstrated the spirit of team work, rigorous research skills, passionate curiosity about knowledge and deep concern on the Chinese society. His achievement is also a demonstration of the enthusiasm and passion of our students in pursuing academic studies.

Dr. Fen LIN

Assistant Professor of the Department of Media and Communication

Department of Physics and Materials Science

The Department of Physics and Materials Science is very proud to be represented by the paper of Ms Yunqi WANG, titled “Arrays of ZnO Nanowires for Photovoltaic Devices” in this year’s OAPS project.

Over time, we have observed her intellectual growth and we have been impressed by her academic performance. We have taken note of her systematic academic work and of her maintaining the top rank among her fellow course mates. Her accomplishments reflect the capabilities of our students.

OAPS has provided a platform for our students to share their outstanding work with peers. With OAPS and other initiatives to encourage research and serious academic pursuits, we hope that more and more students will be committed to their scientific careers. With scientific curiosity, we believe that they will be making more discoveries in their future research and scientific lives.

Prof. Michel VAN HOVE

Head and Chair Professor of the Department of Physics and Materials Science

School of Law

Congratulations go to our brilliant students whose writings earned achievements in the OAPS this year. It is a great joy for me as Dean of the Law School to witness the growth and progress of our students every year. I am truly proud of what they have accomplished and believe that they could reach higher and better with time passing. I would also like to thank Professor Steve Ching for his making huge effort in this innovative project.

Writing has always been one of the essential elements in the legal field. The awarded students have not only demonstrated their ability to command the language with precision, but also the competence to produce original research work. With confident, I believe the award opens a gate of possibilities for the winner students. I wish the talented students a promising future.

Prof. Gui-guo WANG
Dean of School of Law

College of Business



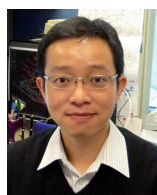
Christopher Ka-hang POON
潘家恒

Alumni
Master of Business Administration

Implementation of Use-Case Model to Solve the Miscommunication Problem in Requirement Collection Process

<http://hdl.handle.net/2031/5825>

Christopher Ka-hang POON is currently working in a SME telecommunication company as a System Analyst. His job duties include user requirements collection, feasibility studies, application design and application development co-ordinations. He earned his first degree in Computing in Hong Kong Polytechnic University in 2003 and has got his Master's Degree in Business Administration in City University of Hong Kong in 2009. He likes to thank Dr. Yulin FANG, his supervisor, for his guidance and support in writing this paper.



Chi-hong YIP 葉志康

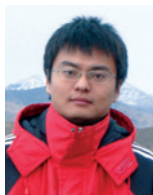
Alumni
Master of Business Administration

Integrated People-Oriented Development Scheme—To Improve IT Efficiency by Centralizing the Management of User Authorization for Tertiary Education Institution

<http://hdl.handle.net/2031/5821>

Angus Chi-hong YIP is currently working in City University of Hong Kong as Scientific Officer. His major roles are to provide web application support and consultancy for Department of Computer Science. He earned his BSc and MSc degrees in CityU in 1994 and 2001 respectively. His research interests include Rich Internet Application, information security and Web 2.0 technologies. He likes to thank Dr. Yulin FANG, his supervisor, for his guidance and support in writing this paper.

Department of Economics and Finance



Zhong-cheng AI 艾仲承

Undergraduate
Bachelor of Business Administration
(Honours) in Finance

Equity Valuation—Hopewell Holdings 54 HK: End of the Tunnel

<http://hdl.handle.net/2031/5834>

Tom Zhong-cheng AI is a finance major final-year undergraduate at City University of Hong Kong and has secured a place in Master in Financial Economics in Said Business School, University of Oxford. He would like to thank Jim WONG, Managing Director at Nomura (Asia), Prof. Joe ZOU and Dr. K. C. LIM for their kind guidance and support in writing this report.



Xue-lu QIN 秦雪璐

Undergraduate
Bachelor of Business Administration
(Honours) in Business Economics

Equity Valuation—Hopewell Holdings 54 HK: End of the Tunnel

<http://hdl.handle.net/2031/5834>

Monica Xue-lu QIN is currently a final-year undergraduate student in the Department of Economics and Finance at City University of Hong Kong, with a major in Business Economics and a minor in Finance. She has been admitted to the Master of Economics programme in the University of Hong Kong. Her research interests include law and economics, China economics development and regulatory economics. She likes to thank Dr. K. C. LIM, the Director of Undergraduate Programs for Department of Economics and Finance, for his support in writing this paper.

Department of Information Systems

Thomas Kwun-wa CHAN

陳冠華

Undergraduate

Bachelor of Business Administration (Honours) in Business Economics

Equity Valuation—Hopewell Holdings 54 HK: End of the Tunnel

<http://hdl.handle.net/2031/5834>

Yik-chun LAM 林益進

Undergraduate

Bachelor of Business Administration (Honours) in Finance

Equity Valuation—Hopewell Holdings 54 HK: End of the Tunnel

<http://hdl.handle.net/2031/5834>

Cheapwin Wing-yuen LI 李永源

Alumni

Bachelor of Business Administration (Honours) in Finance

Equity Research on Xiniao Gas Holdings Ltd

<http://hdl.handle.net/2031/5835>

Lillian Lee-lin LIEM 林莉蓮

Alumni

Bachelor of Business Administration (Honours) in Finance

Equity Research on Xiniao Gas Holdings Ltd

<http://hdl.handle.net/2031/5835>

Damon Tsz-man TSANG 曾子文

Alumni

Bachelor of Business Administration (Honours) in Finance

Equity Research on Xiniao Gas Holdings Ltd

<http://hdl.handle.net/2031/5835>

Rita Wenhui XIAO 肖文慧

Alumni

Bachelor of Business Administration (Honours) in Finance

Equity Research on Xiniao Gas Holdings Ltd

<http://hdl.handle.net/2031/5835>



Ting-ting CAO 曹婷婷

Alumni

Master of Science in Electronic Business and Knowledge Management

Caofeidian Industrial Zone E-Government Business Blueprint

<http://hdl.handle.net/2031/5829>

Cathy Ting-ting CAO is currently working in AdChina, a fast-growing digital platform in Mainland China, as a Merchandising Executive. Her major duties include guiding more buyers to the product pages through various methods and analyzing user behaviors. She earned her Bachelor's Degree in Shanghai International Studies University in 2007 and Master's Degree in E-Business and Knowledge Management in City University of Hong Kong in 2009. She likes to thank Prof. Huaqing WANG, Dr. Yulin FANG and Mr. Frank LO for their guidance in writing this paper.



Joseph Chiu-fai LAM 林朝暉

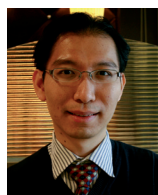
Postgraduate

Master of Science in Information Systems Management

Caofeidian Industrial Zone E-Government Business Blueprint

<http://hdl.handle.net/2031/5829>

Joseph Chiu-fai LAM is currently working in a system integration company as a Technical Consultant. His major duties include handling different IT infrastructure projects of larger scale, involving project management, solution design and implementation. He will earn his Master's Degree from City University of Hong Kong in 2010. His research interests include technology trend and its management and IT security innovation. He likes to thank all academic staff in the Department of Information Systems for their guidance and support in writing this paper.



Wai-ho TANG 鄧偉豪

Postgraduate
Master of Science in Electronic
Business and Knowledge Management

*Caofeidian Industrial Zone
E-Government Business
Blueprint*

<http://hdl.handle.net/2031/5829>

Rio Wai-ho TANG is currently working in the Government as an Officer. He earned his Master's Degree in Electronic Business and Knowledge Management in City University of Hong Kong in 2010. His research interests include business strategy and management, knowledge management, supply chain management and investment. He likes to thank all academic staff in the Department of Information Systems for their guidance and support in writing this paper.



Jinjing YANG 楊金京

Alumni

*Review on the Business Model
of Development Zones in
Foreign Countries*

<http://hdl.handle.net/2031/5833>

Joy Jinjing YANG is currently working in HP-GPSC Shanghai as a Planner. Her major duties include forecasting monthly requirements for items she is held responsible, planning and creating purchase orders every week as well as cooperating with suppliers to maintain and enhance the supply chain service. She earned her Master's Degree in Business Information System in City University of Hong Kong in 2009. She would like to thank Prof. Yulin FANG, her supervisors, for his guidance and support in writing this paper.



Kwok-wai TAO 杜國威

Postgraduate
Master of Science in Information
Systems Management

*Caofeidian Industrial Zone
E-Government Business
Blueprint*

<http://hdl.handle.net/2031/5829>

Kwok-wai TAO earned his Master of Science degree with distinction in Business Information Systems in City University of Hong Kong in 2010. His paper titled "Caofeidian Industrial Zone E-Government Business Blueprint" was accepted into the Outstanding Academic Papers by Students (OAPS) Collection 2010. He likes to thank all academic staff in the Department of Information Systems for their guidance and support throughout his study journey in CityU.

Mengying DUAN 段夢穎

Alumni

*Review on the Business Model of Development
Zones in Foreign Countries*

<http://hdl.handle.net/2031/5833>

Jing SUN 孫婧

Alumni

*Review on the Business Model of Development
Zones in Foreign Countries*

<http://hdl.handle.net/2031/5833>

Department of Marketing



Chi-fung CHAN 陳志峰

Undergraduate
Bachelor of Business Administration
(Honours) in Marketing

Expansion of SUBWAY in China

<http://hdl.handle.net/2031/5822>

Ricky Chi-fung CHAN is currently studying in BBA Marketing in City University of Hong Kong and now he is a year 3 student. He was awarded the Undergraduate Entrance Scholarship in 2007 and he got the Champion Award of Student Company Consultancy Project in the last semester. His research interests include China business and marketing-related issue. He likes to thank Professor Maggie DONG, his supervisor, for her guidance and support in writing this paper.



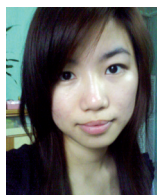
Ting LAM 林婷

Undergraduate
Bachelor of Business Administration
(Honours) in Marketing

Expansion of SUBWAY in China

<http://hdl.handle.net/2031/5822>

Esther Ting LAM is currently a year 3 student in City University of Hong Kong majoring in Marketing. She would like to utilize her knowledge and experience in the marketing field of contemporary business environment after graduation. She earned her Higher Diploma in Marketing & Management in HKU Space Community College in 2007. Her research interests include current situation of fast food industry in Mainland China, consumer behavior of Chinese consumer and the analysis of current expansion strategies of SUBWAY. She likes to thank Dr. Maggie DONG, her supervisor, for her guidance and support in writing this paper.



Wai HO 何慧

Undergraduate
Bachelor of Business Administration
(Honours) in China Business

Female Friendly Car

<http://hdl.handle.net/2031/5824>

Candy Wai HO is currently a BBA year 2 student in City University of Hong Kong. Her major program is China Business. She had been chosen as an exchange student to Nanyang Technological University, Singapore, in 2009. She will have an internship in a Shanghai company(上海飛翱) for the coming summer. She likes to thank Dr. Xiaohua ZENG, her supervisor, for her guidance and support in writing this paper.



Shing-kit NGAN 顏成杰

Undergraduate
Bachelor of Business Administration
(Honours) in Marketing

Female Friendly Car

<http://hdl.handle.net/2031/5824>

Ken Shing-kit NGAN is currently studying a BBA Marketing Program in City University of Hong Kong and now he is in Year 2. He is willing to learn and strives to improve himself through actively participating in different activities, such as being the coordinator of CityU in joining the "I Generation" project organized by ICAC. Recently, he was included in the Dean's List awarded by the College of Business. His research interest lies on the changing environment in China market. He likes to thank Dr. Xiaohua ZENG, his tutor, for her support and advice in writing this paper.



Anna LAM 林思婷

Undergraduate
Bachelor of Engineering (Honours) in
Building Engineering (Structural and
Geotechnical Engineering)

Female Friendly Car

<http://hdl.handle.net/2031/5824>

Anna LAM is now a full-time undergraduate year 1 student in City University of Hong Kong. She is studying in the Building and Construction Department. Anna is interested in Mathematics. In 2008, she represented Hong Kong to join the American Regions Math League (ARML) in Las Vegas and got the champion prize. She would like to thank Dr. Xiaohua ZENG, her lecturer, for her guidance and support, and also her teammates to strive together.



Kunal Prakash PARWANI

Undergraduate
Bachelor of Business Administration
(Honours) in Marketing

Expansion of SUBWAY in China

<http://hdl.handle.net/2031/5822>

Kunal Prakash PARWANI is a final-year Marketing student. During his university life, he has won a host of accolades, most notably the CityU Innovation Award and the ACCA Job-Hunting Competition. He was also President of the Organizing Committee of the Student Leadership Conference and was selected to represent the University at global conferences at the likes of Harvard, Stanford and Columbia University. Kunal has also done internships at the Microsoft Corporation, Allen & Overy, and with former US President Clinton. He would like to thank Dr. Maggie DONG for her support and his teammates for their effort in compiling this report.



Shen XU 徐申

Undergraduate
Bachelor of Business Administration
(Honours) in Marketing

Expansion of SUBWAY in China

<http://hdl.handle.net/2031/5822>

Kevin Shen XU is a final year undergraduate student in City University of Hong Kong, majoring in Marketing. In these four years during his university life, he has shown great capacity in research-related work and he is interested in the areas such as electronic marketing, innovation management, networking and marketing channels. He likes to thank Dr. Maggie DONG, Assistant Professor in Department of Marketing, for her guidance and support in writing this paper.



Hui XU 徐卉

Undergraduate
Bachelor of Business Administration
(Honours) in Marketing

Expansion of SUBWAY in China

<http://hdl.handle.net/2031/5822>

Dorothy Hui XU is currently studying in City University of Hong Kong, majoring in Marketing. She achieved outstanding performance in the courses of Marketing Research, Consumer Behavior and Marketing in China. In 2008, she was awarded by the Department of Marketing the Whole Person Development Scholarship. Her research interests include internal marketing in organization and advertising in Asia. She would like to deliver her gratitude to Dr. Chuoyan DONG, Maggie, from the Department of Marketing, for her support and advice in writing this paper.



Jiali XUAN 宣佳麗

Undergraduate
Bachelor of Engineering (Honours) in
Building Engineering (Structural and
Geotechnical Engineering)

Female Friendly Car

<http://hdl.handle.net/2031/5824>

Stella Jiali XUAN is currently studying in City University of Hong Kong as a full-time undergraduate student in the Building and Construction Department. She is from the province of Zhejiang in Mainland China and now she is in the first year of her three-year Bachelor's Degree program. She likes to thank Dr Xiaohua ZENG, Michelle, her lecturer of the course of GE2201 Market of Development in China, for her guidance and support in writing this paper.

Department of Applied Social Studies



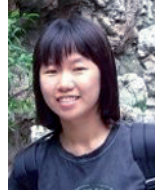
Choi-kuen YIP 葉彩娟

Undergraduate
Bachelor of Business Administration
(Honours) in China Business

Female Friendly Car

<http://hdl.handle.net/2031/5824>

Luen Choi-kuen YIP is currently doing her first degree in China Business (BBA) in City University of Hong Kong. She is active in her university life: joining the Strategic Marketing Committee and China Proper Track Society in the academic year of 2008-2009. She believes that this 3-year degree course at CityU will equip her to be a successful marketer in the future. She likes to thank Dr. Michelle ZENG and her groupmates for their support in doing this project.



Mo-ching CHAN 陳慕貞

Alumni
Bachelor of Social Sciences (Honours)
in Psychology

Academic Stress and Health Outcomes among College Students: A Comparative Study in Hong Kong and Mainland Chinese Students

<http://hdl.handle.net/2031/5815>

Jane Mo-ching CHAN is currently working at City University of Hong Kong as a Research Assistant. Her major duties include data collection and data analysis. She also assists in report writing. She earned her first degree in Psychology in CityU in 2009. Her research interests include adaptation into different cultures, stress management and learning difficulties of local school-aged children. She likes to thank Dr. Na-na HUI, Anna, her supervisor, for her guidance and support in writing this paper.



Yiqiong YU 俞逸琼

Undergraduate
Bachelor of Business Administration
(Honours) in Marketing

Expansion of SUBWAY in China

<http://hdl.handle.net/2031/5822>

Jill Yiqiong YU is a final-year student in the Marketing Department of City University of Hong Kong. She was granted the Active Learner Award and the Exchange Program Award by the Marketing Department in 2008 and 2009 respectively. She also got the Champion Team Award in a company consultancy project for HK IDS Limited in 2010. She likes to thank Dr. Maggie DONG, her instructor, for her guidance and support in writing this paper.



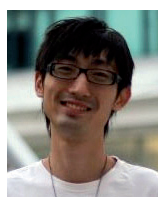
Cheuk-yan SING 成卓茵

Alumni
Bachelor of Social Sciences (Honours)
in Psychology

Psychosocial Factors and Depression: The Mediating Role of Sleep

<http://hdl.handle.net/2031/5816>

Cheuk-yan SING is currently working in City University of Hong Kong as a Research Assistant. She earned her first degree in Psychology in CityU in 2009. Her research interests include cognitive psychology, mental health and positive psychology. She would like to thank Dr. Wing S. WONG (her supervisor) and Mr. Barry K. H. TAM, for their guidance and support in writing this paper.



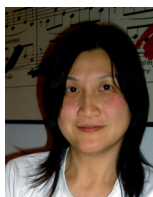
Hoi-chi TAM 譚昊智

Alumni
Bachelor of Social Sciences (Honours)
in Psychology

A Comparison Between Self-Competence and Self-Liking: Effects of Individualism-Collectivism Cultural Priming and Sense of Achievement

<http://hdl.handle.net/2031/5817>

Joe Hoi-chi TAM is currently working in a local university as a Research Assistant. His major duties include participating in social science researches. He earned his first degree in psychology in City University of Hong Kong in 2009 and will continue his postgraduate study in the United Kingdom. His research interests include cultural orientation and social psychology. He likes to present his warmest thanks to Prof. Sik-hung NG, his supervisor, for his guidance and support in writing this paper.



Jennifer Chi-mei WONG
王紫薇

Alumni
Postgraduate Diploma in Psychology

Media Influence on Eating and Dieting Habits of Adolescents and Young Adults in Hong Kong

<http://hdl.handle.net/2031/5811>

Jennifer Chi-mei WONG received her first degree in Accounting and Financial Management. She decided to pursue a new career and obtained her Postgraduate Diploma in Psychology with City University of Hong Kong. She is currently a lay chaplain at St. John's College, the University of Hong Kong and working on her MSocSc in Counselling. She would like to thank Dr. John TSE and Dr. W. S. WONG for their support and valuable advices.



Pui-ki TSUI 徐佩琪

Postgraduate
Postgraduate Diploma in Psychology

Gratitude and Stress of Health Care Professional in Hong Kong

<http://hdl.handle.net/2031/5812>

Kitty Pui-ki TSUI is a registered nurse. She is currently working in a government hospital and provision of holistic nursing care to patients is one of her major duties. She earned her first degree in Nursing in the University of Hong Kong in 2005 and then she earned her Master's Degree in Psychology in City University of Hong Kong in 2009. Her research interests include gratitude, stress and their relationships with health care professionals. She would like to express her thankfulness to Dr. Sheung-tak CHENG, her supervisor, for his patience, guidance and support in writing this paper.



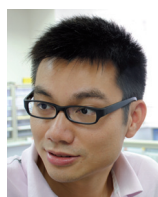
Ching-man WONG 黃靜雯

Alumni
Bachelor of Social Sciences (Honours)
in Psychology

Effect of Religion and Religiosity on Romantic Relationship: Love Values and Relationship Satisfaction

<http://hdl.handle.net/2031/5819>

Ching-man WONG is currently working as a Research Assistant in the Department of Special Education and Counseling in the Hong Kong Institute of Education. She is participating in a research project related to dyslexia. She earned her first degree in Psychology at City University of Hong Kong in 2009. Her research interests include intimate relationship, religiosity, developmental psychology and educational psychology. She would like to thank Dr. Christopher CHENG, her supervisor, and her friends for their support in writing this paper.



Hon-man WONG 黃瀚文

Alumni
Postgraduate Diploma in Psychology

A Learned Helplessness Model of Investment Intentions. Implications for Financial Preparation for Old Age

<http://hdl.handle.net/2031/5813>

Built on economics background and working experiences as a Corporate Social Responsibility Consultant, Hon-man WONG obtained his Postgraduate Diploma in Psychology in 2009. Funded by scholarships, he is now pursuing for a MSc degree and will study a PhD degree in Environmental Science in the UK. His research interest is to link economics, psychology and environmental sciences to solve the impending environmental issues. He would like to thank Prof. Sik-hung NG, his supervisor, and all Psychology staff on their nurturing which is both practical and inspirational.



Kwok-leung WONG 黃國良

Alumni
Bachelor of Social Sciences (Honours) in Psychology

The Moderating Role of Perfectionism in Appearance Comparison and Body Dissatisfaction in Female College Students

<http://hdl.handle.net/2031/5820>

Keith Kwok-leung WONG is currently working in an educational institute as a Research Assistant. His major duties include delivering school support and collecting data. He earned his first degree in Psychology in City University of Hong Kong in 2009. His research interests include adolescence, body image and social influence. He likes to thank Prof. Sheung-tak CHENG, his supervisor, for his guidance and support in writing this paper.



Melody Kai-yan WONG

黃啟恩

Alumni
Bachelor of Social Sciences (Honours) in Psychology

A Cultural Comparison of Cognitive Emotion Regulation Strategies: Moderation of Cultural Values on Psychological Well-Being

<http://hdl.handle.net/2031/5823>

Melody Kai-yan WONG is currently working as a Behavioral Therapist for autistic children. She graduated from City University of Hong Kong in 2009 with First-Class Honours in Psychology. Her current research has also received an International Student Research Award by the American Psychological Association. Her research interests include emotional regulation, cultural psychology and psychological well-being. She would especially like to thank her supervisor Dr. Dannii YEUNG for her guidance and support in conducting and writing this research.



Shui-hung WONG 黃瑞紅

Alumni
Postgraduate Diploma in Psychology

Does Superstition Help? A Study on the Relationships among Superstitions, Death Beliefs, Personality, and Death Anxiety of University Students in Hong Kong

<http://hdl.handle.net/2031/5814>

Megan Shui-hung WONG is currently working in an information technology department of an international bank. She earned her first degree in Mathematics and her Master's Degree in E-Commerce in the Chinese University of Hong Kong, and Postgraduate Diploma in Psychology in City University of Hong Kong. Her research interests include death and grief, problem solving and cognitive processing. She likes to thank Dr. John TSE, her supervisor, for his guidance and support in writing this paper.

Department of Chinese, Translation
and Linguistics



Yee-na LI 李綺娜

Postgraduate
Bachelor of Arts (Honours) in
Linguistics and Language Technology

*A Semantic and Syntactic Study
of Japanese Particle wa—
a Topic Marker or a Subject
Marker?*

<http://hdl.handle.net/2031/5826>

Yee-na LI is currently a research student of City University of Hong Kong. She earned her first degree in Linguistics and Language Technology in CityU in 2009. Her research interests include syntax and semantics of Chinese linguistics. She likes to thank Dr. Peppina LEE, her supervisor, for her substantial guidance and support in writing this paper.



Sze-hang YEUNG 楊思衡

Alumni
Bachelor of Arts (Honours) in
Linguistics and Language Technology

*Do Females Speak More Politely
to Females among Hong Kong
Young Generations?*

<http://hdl.handle.net/2031/5827>

Sian Sze-hang YEUNG is currently working in City University of Hong Kong as a Research Assistant. She earned her degree in Linguistics and Language Technology in CityU in 2009. Her research interests include sociolinguistics, psycholinguistics, first language acquisition and second language acquisition. She likes to thank Dr. Bin LI, her supervisor, for her professional guidance, patience and immense support in writing this paper.

Department of Media and Communication



Xinzhi ZHANG

Postgraduate

*The Relationship between
SNS Usage Dimensions and
Civic Engagement: A Case of
University Students in Southern
China*

<http://hdl.handle.net/2031/5830>

Xinzhi ZHANG is currently a PhD student in the Department of Media and Communication at City University of Hong Kong, from which he received his Master of Arts degree in Communication and New Media with Honours with Distinction in 2009. Before coming to Hong Kong, ZHANG earned his Bachelor's Degree in Broadcasting Journalism at Guangzhou University, Mainland China and had been trained as a TV reporter. His major research interests include: new media and civic/political participation in Greater China, social/political movement, TV journalism and so on. ZHANG would like to thank Dr. Fen LIN for her guidance and support during the course and Dr. Wanying LIN, his PhD supervisor, for her helpful comments and suggestions in writing this paper.

College of Science and Engineering

Department of Computer Science



Ka-ho LAM 林家豪
Alumni
*Bus Arrival Predictor on the
Platform of Google Android*
<http://hdl.handle.net/2031/5593>

Jeff Ka-ho LAM is currently working as a J2EE Programmer in the Sun Hung Kai Properties. He is now participating in the development and integration of a leasing system. He finished his degree with a classification of First-Class Honours in City University of Hong Kong in 2009. His research interests include: location-based technologies, arrival prediction and routes suggestion. He likes to thank his supportive family and also his supervisor, Mr. Donny LAI, for his guidance in writing this paper.



Cheong-shing YUEN 袁昌盛
Alumni
Flex-based PowerPoint
<http://hdl.handle.net/2031/5590>

Cheong-shing YUEN is currently working in City University of Hong Kong as a Programmer. His major duties include design and maintenance of a wide range of systems and websites. He earned his first degree in Computer Science in City University of Hong Kong in 2009. His research interests include content management, Rich Internet Application, and Web 2.0 technologies. He likes to thank Dr. Andy CHUN, his supervisor, for his guidance and support in the project.

Department of Electronic Engineering



Kwong-choi CHAN 陳廣財
Alumni
Bachelor of Engineering (Honours) in
Computer Engineering
*Development of a Program for
Ms. Pac-Man Competition*
<http://hdl.handle.net/2031/5651>

Max Kwong-choi CHAN is currently working in a computer corporate as a Java Programmer. His major duties include web site development. He earned his first degree in Computer Engineering in City University of Hong Kong in 2009. His research interest is artificial intelligence. He would like to say “thanks” to Dr. Shiu-yin YUEN, Kelvin, his supervisor, for his guidance and support in writing this paper.



Yuen-wai CHEUNG 張遠威
Alumni
Bachelor of Engineering (Honours)
in Electronic and Communication
Engineering
*Circularly-Polarized Annular-
Ring Patch Antennas with Size
Reduction*
<http://hdl.handle.net/2031/5636>

Dennis Yuen-wai CHEUNG is currently working in IBM China/HK Limited as a System Specialist. His major duties include managing system infrastructure, implementing enterprise project and providing technical strategy to local core banking. He earned his first degree in Electronic and Communication Engineering in City University of Hong Kong in 2009. His research interests include radio communication, electromagnetic related product design and multiple experiment data analysis. He would like to express his heartfelt thanks to Prof. Chi-hou CHAN, his project supervisor, for his guidance and support in writing this paper.



Kwong-wai CHU 朱光威

Alumni
Bachelor of Engineering (Honours) in
Computer Engineering

Human Motion Analysis

<http://hdl.handle.net/2031/5640>

Paul Kwong-wai CHU is currently working in a communications and security solutions company as a Networking Engineer. His major duties include how to develop and maintain the company's core network. He earned his first degree in Computer Engineering in City University of Hong Kong in 2009. His research interests include image processing, human motion analysis, feature extraction and computer vision. He likes to thank Dr. K. L. CHAN, his supervisor, for his guidance and support in writing this paper.



Man-kit SO 蘇文傑

Postgraduate
Bachelor of Engineering (Honours) in
Computer Engineering

WiFi Car Development

<http://hdl.handle.net/2031/5610>

Jacky Man-kit SO is currently studying in City University of Hong Kong for his PhD in Electronic Engineering. His research interests include embedded system design, signal processing, power system modeling and simulation. He graduated from CityU with First-Class Honours in 2009. He likes to thank Dr. Ricky Wing-hong LAU, his supervisor, for his guidance and support in writing this paper.



Man-chung CHUI 崔敏聰

Alumni
Bachelor of Engineering (Honours)
in Electronic and Communication
Engineering

Small Hybrid Rat-race Coupler

<http://hdl.handle.net/2031/5652>

Micah Man-chung CHUI is currently working in a multinational corporate as an Account Associate. His major duties include how to build up good relationships with clients and explore new business. He earned his first degree in Electronic and Communication Engineering in City University of Hong Kong in 2009. His research interests include radio frequency coupler design and related application. He likes to thank Dr. Quan XUE, his supervisor, for his guidance and support in writing this paper.



Pak-yu YAU 丘柏裕

Alumni
Bachelor of Engineering (Honours) in
Information Engineering

*G6 Chinese Input Anywhere in
MS-Windows Mobile*

<http://hdl.handle.net/2031/5602>

Pak-yu YAU is currently working in a digital media agency as a Programmer. His major duties include maintaining existing applications and handling technical enquiries. He earned his Associate Degree in Computer Studies and Bachelor's Degree in Information Engineering in City University of Hong Kong in 2005 and 2009 respectively. His research interests include characteristics of Chinese input method, encoding of Chinese characters and key-stroke assignment. He likes to thank Dr. Lai-man PO, his supervisor, for his guidance and support in writing this paper.



Ka-hang MA 馬嘉恒

Alumni
Bachelor of Engineering (Honours) in
Information Engineering

*G6 Chinese Input System and
User Interface Design on
MS-Windows Vista Platform*

<http://hdl.handle.net/2031/5653>

Derek Ka-hang MA is currently working in a multinational corporate as an IT Associate. His major duty is managing project cost in a department. He earned his first degree in Information Engineering in City University of Hong Kong in 2009. His research interests include performance evaluation, algorithm design. He would like to thank Dr. Lai-man PO, his supervisor, for his guidance and support in completing the project.

Ziyan HU 胡子燕

Alumni
Bachelor of Engineering (Honours) in Electronic and
Communication Engineering

Delay Feedback Control of Flocks

<http://hdl.handle.net/2031/5617>

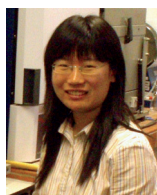
Yu SONG 宋愚

Postgraduate
Bachelor of Engineering (Honours) in Information Engineering

*Developing an Internet-based Document
Presentation System*

<http://hdl.handle.net/2031/5627>

Department of Physics and Materials Science



Yunqi WANG

Alumni
Bachelor of Engineering (Honours) in
Materials Engineering

*Arrays of ZnO Nanowires for
Photovoltaic Devices*

<http://hdl.handle.net/2031/5828>

Yunqi WANG is currently pursuing a Master's Degree in Materials Science and Engineering at Stanford University. She received her Bachelor's Degree (Honours) in Materials Engineering from City University of Hong Kong in 2009. She participated in research on lithium batteries at CityU as a Research Assistant and finished the graduation dissertation on ZnO nanowire solar cells. She likes to express her sincere gratitude to Professor Igor BELLO, her project supervisor, for his continuous support and encouragement throughout the entire work.

School of Law



Renee Wang Yee MARK

麥詠儀

Postgraduate
Juris Doctor

*Short Selling in the United
States and Hong Kong before
the Global Financial Crisis: the
Concept, the Regulation and its
Comparison*

<http://hdl.handle.net/2031/5810>

Renee Wang Yee MARK is currently studying in the Post Certificate of Laws program (PCLL) at City University of Hong Kong. She has also earned her Juris Doctor Degree at CityU. She earned her first degree in Sociology and Economics from the University of Alberta. Her research interests include research on the financial sector, specifically market misconduct. She would like to thank Ms. Sara TSUI, her supervisor, for her guidance and support in writing this paper.



Winky Wing SO 蘇穎

Alumni
Bachelor of Laws with Honours

*The Revival of the Tort of
Misfeasance in Public Office—
A Comparative Study from a
Hong Kong Perspective*

<http://hdl.handle.net/2031/5832>

Winky Wing SO is currently a Bachelor of Civil Law student and Chevening Scholar at Exeter College, University of Oxford. He had previously attained a Bachelor of Laws with First-Class Honours at City University of Hong Kong in 2009 as a Hong Kong Jockey Club Scholar. His research interests include civil procedure, evidence, administrative law and torts. He would wish to express his gratitude to Prof. D.K. SRIVASTAVA for his guidance and support.



Edward Ho-ming TANG

鄧皓明

Postgraduate
Bachelor of Laws with Honours

*Methods to Extend the Scope
of an Arbitration Agreement to
Third Party Non-Signatories*

<http://hdl.handle.net/2031/5831>

Edward Ho-ming TANG is currently studying at City University of Hong Kong, completing the Postgraduate Certificate in Laws. He earned his Bachelor of Laws degree in CityU in 2009. His research interests include Arbitration Law, International Commercial Law and Criminal Law. He would like to thank Robert SIT, Toby CHENG, Mike LAM, Carmen CHENG, Mr. Rajesh SHARMA, Dr. Vernon NASE, his parents and his brother Gregory TANG.

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Prof. VRIJMOED KWAN Lee Ping Lilian, Advisor to the
Vice-President (Student Affairs) on Student Learning

Prof. David John RANDALL, Director of Office of Education
Development and General Education

College of Business

Prof. Kwok-kee WEI, Dean

Dr. Yulin FANG

Department of Applied Social Science

Prof. Alex Yui-huen KWAN, Head

Dr. Christopher Hon-kwong CHENG

Prof. Sheung-tak CHENG

Dr. Anna HUI

Prof. Sik-hung NG

Dr. John TSE

Dr. Wing-sze WONG

Dr. Dannii YEUNG

Department of Chinese, Translation and Linguistics

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Dr. Bin LI

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Department of Computer Science

Prof. Frances Foong YAO , Head

Dr. Andy Hon-wai CHUN

Mr. Donny Chi-fai LAI

Department of Economics and Finance

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Dr. Kok-chew LIM

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Dr. H. C. SO
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Dr. Quan XUE
Dr. Kelvin S. Y. YUEN
Prof. Edward K. N. YUNG

Department of Information Systems

Prof. J Leon ZHAO, Head
Dr. Yulin FANG

Department of Marketing

Dr. Chenting SU, Head
Dr. Maggie DONG
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Department of Media and Communication

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Department of Physics & Materials Science

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Prof. Guiguo WANG, Dean

Mr. Rajesh SHARMA

Prof. D. K. SRIVASTAVA

Ms. Sara TSUI