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### **Education**

- PhD, Sport and Leisure Policy, Loughborough University, UK. (2005/04 – 2007/12)
- MBA, City University, USA. (1998/06 – 1999/12)
- BS, Physical Therapy, China Medical University, Taiwan. (1993/09 – 1997/6)

### **Area of Specialty**

- Olympism
- Sports Management
- Sports Policy
- Human Resource Management

### **Academic Experience/Work Experience**

- Associate Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 2015/02 to present
- Director, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 2014/02 to present
- Associate Director, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 2013/10~2014/01
- Assistant Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 2009/08 to 2015/02
- Senior Research Associate, Centre for Olympic Studies and Research, Loughborough University, UK., 2008/01~2009/06
- Product Manager, Uni-President Enterprises Corp, Taiwan, 2000/01-2003/01

### **Publications**

#### **Journal Papers:**

- **Ko, L. M.** & Yang, P. H. (2016). Olympic Agenda 2020 and The Olympic Education, Physical Education of School, 26(3), 18-28.
- **Ko, L. M.**, Tsai, P.H. & Jiang, R. S. (2016). The Participative Motivation, Social Support, Perceived Coach Leadership Behavior, and Player Satisfaction of Woodball

Team Members in High School, *Journal of Sport and Recreation Management*, 13(2), 1-13.

- **Ko, L. M.** & Liu, Y. C. (2016). Exploring Components of Sport Event Innovativeness in Taiwan - The Case of Chinese Professional Baseball League, *Journal of Southern Taiwan University of Science and Technology: Social Science Edition*, 1(2), 25-40.
- Jiang, R. S., **Ko, L. M.**, & Lee, P. C. (2015). An overview of governance theory and sport studies, *Journal of Sport Management*, 28, 2-31.
- Kao, J. C., **Ko, L. M.**, & Su, H. B. (2015). Consumers Behavior at Swimming Pools in Taichung – A Case Study of Top Swimming School, *Journal of National Chung Hsing University of Physical Education*, 14, 37-49.
- Chiang, Y. J. & **Ko, L. M.**, Fang, C. R. (2015). Research on Inclination for Watching Sports Competitions via Tablet Computer, *Journal of Sport and Recreation Research*, 9(1), 118-136.
- **Ko, L. M.** (2013). Governance Models of Sports Policy in the European Union, *Journal of Taiwan Society for Sport Management*, 13(3), 229-246.
- Chiang, Y. J. & **Ko, L. M.** (2012). The Influence of Music Video on the Intention to Visit, *Leisure Study*, 4(4), 1-12.
- **Ko, L. M.**, Chiang, Y. J. & Hung, S. L. (2012). The Examination of Factors Influencing Residents' Supportive Attitude toward Tourism Development, *Journal of Leisure and Tourism Industry Research*, 6(1), 14-30.
- **Ko, L. M.**, Henry, I. & Kao, C. H. (2011). The perceived importance of sport management competencies by academics and practitioners in the cultural/industrial context of Taiwan, *Managing Leisure*, 16 (4), 302-317.
- Henry, I. & **Ko, L. M.** (2010). European Models of Sport: Governance, Organisational Change and Sports Policy in the EU, *Journal of Sport Science and Physical Education*.
- Lee, P. C., **Ko, L. M.**, Lin, C. Y. & Tan, T. C. (2010). The Changes in Post-War Taiwanese State and Political Structures with Legislative and Administrative Policy toward Sport and Physical Education, *Journal of Sport and Recreation Management*, 1-18.
- **Ko, L. M.** (2009). British Experience of the Issue of Sports Betting Lottery. *National Sports Quarterly*, 157, 31-15.
- Tan, T. C., Cheng, C. F., Lee, P. C. & **Ko, L. M.** (2009) Sport policy in Taiwan, 1949-2008: A brief history of government involvement in sport, *International Journal of Sport Policy*, 1(1), 99-111.

### **Conference Papers:**

- Huang, C. M. & **Ko, L. M.**, The Improvement Mechanism of Hotel Greenhouse Gases Reduction, 2016 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 29 October, 2016.
- **Ko, L. M.** & Chang, J. C. , A Study of Creative Study Tour Program in Remote Schools from a Public-Private Partnerships Perspective, 2016 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 29 October, 2016.

- **Ko, L. M.** & Lai, M. D., Exploring the Business Model of Canyoning, 2015 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 28 November, 2015.
- Henry, I. & **Ko, L. M.**, Unpacking the SPLISS Case for Identifying the Critical Success Factors in Elite Sports Systems: A Critique, 23rd EASM Conference, Dublin, Ireland, 9th to 12th September, 2015.
- Uchiyama, K., **Ko, L. M.** & Yang, P. H., Development of Sports Tourism in Japan, 10th International Conference on Knowledge-Based Economy & Global Management, 13rd to 14th November, 2014.
- **Ko, L. M.**, Chiang, Y. J. & Chao, F. C., Exploring Factors influencing Usage Intention of Virtual Community Fan Page, 2013 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 16 November, 2013.
- Chiang, Y. J., **Ko, L. M.** & Chen, Y. Y., A Study on Museum's Experience, Perceived Value, and Customer Satisfaction -The case of National Museum of Taiwan History, 2013 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 16 November, 2013.
- **Ko, L. M.** & Chang, C. C., A Study of the Career Development of Excellent Aboriginal Professional Baseball Player, 2013 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 16 November, 2013.
- **Ko, L. M.** & Liu, F. H., A Case Study of Business Strategy of Sport Marketing and Consulting Industry, 2013 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 16 November, 2013.
- **Ko, L. M.** & Liu, Y. C., Exploring Components of Sport Event Innovativeness in Taiwan - The Case of Chinese Professional Baseball League, 2013 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 16 November, 2013.
- **Ko, L. M.** & Lin, W. L., Developing user acceptance of mobile learning applied in sport, 2013 Taiwan International Conference of Sport Management, Taichung, Taiwan, 26 May, 2013.
- **Ko, L. M.** & Wu, C. C., Exploring Factors Influencing Users' Adaption of Sports Mobile Learning- An Empirical Test of Competing Theories, 2012 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 27 November, 2012.
- **Ko, L. M.** & Zeng, Y. Y., Investigating Users' Decision to Accept Mobile Ticketing, 2012 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 27 November, 2012.
- **Ko, L. M.** & Cheng, C. S., Developing the Relationship Between Team Attachment, Team Commitment, Team Loyalty, and Behavior Intension, 2012 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 27 November, 2012.
- **Ko, L. M.** & Hsiao, Y. W., Exploring the relationship between Experiential Value, Experiential Marketing, and Satisfaction, 2012 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 27 November, 2012.
- **Ko, L. M.** & Hung, S. X., Exploring Required Competences of Tour Guide in Sport Tourism. Tourism and Leisure Resource Sustainable Management Conference, Tainan, Taiwan, 24 November, 2011.
- Hong, Y. Q., **Ko, L. M.** & Tai, W. C., A Comparative Study on the Learning Achievement between Traditional Physical Education and Technology-Mediated,

Physical Education. Physical Education and Leisure Health Conference, Chiayi, Taiwan, 4 June, 2011.

- Henry, I., **Ko, L. M.** & Tai, W. C., Delivering sports policy through local governance and partnership: New labour and the English county sports partnerships, The 18th Congress of the European Association for Sport Management, Prague, Czech Republic, 15<sup>th</sup> to 18<sup>th</sup> September, 2010.
- **Ko, L. M.**, Yang, Y. X. & Tai, W. C., Investigating Factors Influencing the Acceptance of Interactive Sports Video Games, 2010 Taiwan Sport Management International Conference, Taoyuan, Taiwan, 12 to 13<sup>rd</sup> June, 2010.
- **Ko, L. M.**, Ke, M. S. & Tai, W. C., Exploring the Difference of the Required Competences of Multimedia Designers and Multimedia Curriculum, 2010 International Conference on Business and Management, Taipei, Taiwan, 4<sup>th</sup> June, 2010.
- **Ko, L. M.**, Liu, Y. S. & Tai, W. C., Exploring Required Competences of Information Communication Graduates—Delphi Method, The Conference of the 7<sup>th</sup> Business Administration, Taoyuan, Taiwan, 5<sup>th</sup> June, 2010.
- Tai, W. C., **Ko, L. M.** & Ke, M. S., Using Delphi Method to Investigate Critical Competences of Multimedia Designers, 2010 International Conference in Management Sciences and Decision Making, Taipei, 2010.
- **Ko, L. M.**, A systematic review of the literature on management competencies in the sports industries, 2009 International Conference on Knowledge-Based Economy & Global Management, Tainan, Taiwan, 22<sup>nd</sup> to 23<sup>rd</sup> October, 2009.
- **Ko, L. M.**, Henry, I. & Kao, C. H., Evaluating the Competencies of Sports Managers in Taiwan: A Delphi Approach, The 14th Congress of the European Association for Sport Management, Nicosia, Cyprus, 6<sup>th</sup> to 9<sup>th</sup> September, 2006.
- **Ko, L. M.**, Henry, I. & Kao, C. H., An Analysis Of The Perceived Competencies Of Sports Managers In Taiwan, International Conference: CHINA in the 21<sup>st</sup> Century: Culture, Politics and Business, Cork, 6<sup>th</sup> to 8<sup>th</sup> June, 2007.
- **Ko, L. M.**, Henry, I. & Kao, C. H., Evaluating the Perceptions of Sports Managers and Academics of the Importance of Competencies In Taiwan, The 15th Congress of the European Association for Sport Management, Torino, Italy, 12<sup>th</sup> to 15<sup>th</sup> September, 2007.

### **Books (Book Chapter):**

- Henry, I. & **Ko, L.M.** (Eds) (2014) Routledge Handbook of Sport Policy. London: Routledge.
- **Ko, L. M.**, Henry, I. & Tai, W. C. (2014) 'European models of sport, governance, organisational change and sports policy in the EU' in (eds.) Henry, I. & Ko, L. M., Routledge Handbook of Sport Policy, 117-137.
- Henry, I. & **Ko, L. M.** (2014) 'Analysing sport policy in a globalising context' in (eds.) Henry, I. & Ko, L. M., Routledge Handbook of Sport Policy, 3-10.
- Chen, S. , Henry, I. & **Ko, L. M.** (2014) 'Meta-evaluation, analytic logic models and the

assessment of impacts of sport policies' in (eds.) Henry, I. & Ko, L. M., Routledge Handbook of Sport Policy, 33-47.

- Henry, I. & **Ko, L. M.** (2010) 'European Models of Sport: Governance, Organisational Change and Sports Policy in the EU' in (eds.) Petry, K and Tokarski, W, Handbuch Sportpolitik Hofmann-Verlag: Schorndorf, 63-78.

### **Dissertation**

- **Ko, L.M.** (2007) Perceptions of Sports Managers and Academics of the Importance of Competencies, and Their Relationship with Sports Management Curriculum in Taiwan. Unpublished doctoral thesis, Institute of Sport and Leisure Policy, Loughborough University.

### **Grants**

- Ko, L.M. 2012. The Business Strategy of “Old House, New Life” in Tainan, College Student Participation in Research Projects funded by National Science Council.
- Henry, I. & Ko, L.M. 2009-2011. The Roles of Women in Sport Policy, Management and Administration in the UK and Taiwan, Funded by British Academy and the Taiwan Science Council.

### **Entrust Practical Projects**

- Ko, L.M. 2015. Green Building and Green Factory Professional Consulting Service, commissioned by NCKU Research & Development Foundation. 351040260
- Ko, L.M. & Chang, T.Y. 2014. Quantitative Survey of the Needs and Demand of Elderly in Tainan City, commissioned by Taiwan Stipendiary Company. 351030385
- Chang, T.Y. & Ko, L.M. 2014. Qualitative Interview of the Needs and Demand of Elderly in Tainan City, commissioned by Taiwan Stipendiary Company. 351030386
- Ko, L.M. & Tai, W.C. 2012. Perspectives and Demand of Tainan Citizens towards Tainan Domed stadium, commissioned by Department of Sport, Tainan City Government. 351010554
- Henry, I, Kay, T, Coalter, J.A., Ko, L.M. 2007-2011. International Inspiration: Monitoring and Evaluation of Development Projects in Sport in 5 Nation States (Azerbaijan, Brazil, India, Palau, Zambia), UK Sport, UNICEF, British Council.
- Henry, I. & Ko, L.M. and PMP Associates. 2009. Lessons from Previous Olympic Games and Mega Events, commissioned by National Audit Office.
- Henry, I, Amara, M. & Ko, L.M. 2009. Combating Racism through Sport and Youth Empowerment, a policy review commissioned by UNESCO.

### **Honors and Awards**

- 2011 Distinguished Teaching Award, Southern Taiwan University of Science and Technology

## **Professional Certification**

- Hot Spring Industry Operate Management (HSOM 1500195, 2015/03)
- International Business Etiquette Manager (CIIP-IEMMA-10300142, 2014/08)
- Culture, Festival, Tourism and Leisure Manager (CIIP-CFTLMA-10300142, 2014/08)
- Fashion Design Manager (CIIP-FDDA-10300142, 2014/08)
- Abacus Certificate (IBS20141776, 2014/05)
- Brand Marketing Manager (CIIP-BMKTMA-10300142, 2014/01)
- Convention and Exhibition Event Planning Manager (CIIP-BMKTMA-10300142, 2013/07)
- International Etiquette Public Relations Planner (TDTCD-IEPRM-10200035, 2013/07)
- Convention and Exhibition Marketing Management Manager (TDTCD-CEMMM-10200168, 2013/07)
- Convention and Exhibition Project Management Manager (TDTCD-CEPMM-10200098, 2013/07)
- City & Guilds Customer Service (2011/01)
- Adobe Photoshop CS3, Adobe Systems Incorporated, April 2010.
- E-Business Analyst, Microanalysis EBA Certification, March 2010.
- Enterprise Finance Operation Analyst, Taiwan International Business Management EFOA Certification, March 2010

## **Academic and Professional Service**

- Editorial Board, Dictionary of Sports, Ministry of Education, 2010-2011
- Programme Director for International Olympic Committee Advanced Sport Management Courses in Taiwan, 2011/12 to present