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Education

- PhD, Sport and Leisure Policy, Loughborough University, UK, 2007/12.
- MBA, City University, USA, 1999/12.
- BS, Physical Therapy, China Medical University, Taiwan, 1997/06.

Area of Specialty

Olympism, Sports Management, Sports Policy, Human Resource Management

Academic 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 to 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 to 2009/06.

Publications

Journal Papers

1. **Ko, L. M.** & Yang, P. H. (2016). Olympic Agenda 2020 and The Olympic Education, *Physical Education of School*, 26(3), 18-28.
2. **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.
3. **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.

4. 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.
5. 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.
6. 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.
7. **Ko, L. M.** (2013). Governance Models of Sports Policy in the European Union, *Journal of Taiwan Society for Sport Management*, 13(3), 229-246.
8. Chiang, Y. J. & **Ko, L. M.** (2012). The Influence of Music Video on the Intention to Visit, *Leisure Study*, 4(4), 1-12.
9. **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.
10. **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.
11. 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*.
12. 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.
13. **Ko, L. M.** (2009). British Experience of the Issue of Sports Betting Lottery. *National Sports Quarterly*, 157, 31-15.
14. 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

1. Huang, C. M. & **Ko, L. M.** (2016). The Improvement Mechanism of Hotel Greenhouse Gases Reduction, 2016 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 29 October.
2. **Ko, L. M.** & Chang, J. C. (2016). 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.
3. **Ko, L. M.** & Lai, M. D. (2015). Exploring the Business Model of Canyoning, 2015 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 28 November.

4. Henry, I. & **Ko, L. M.** (2015). 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.
5. Uchiyama, K., **Ko, L. M.** & Yang, P. H. (2014). Development of Sports Tourism in Japan, 10th International Conference on Knowledge-Based Economy & Global Management, 13rd to 14th November.
6. **Ko, L. M.**, Chiang, Y. J. & Chao, F. C. (2013). Exploring Factors influencing Usage Intention of Virtual Community Fan Page, 2013 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 16 November.
7. Chiang, Y. J., **Ko, L. M.** & Chen, Y. Y. (2013). 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.
8. **Ko, L. M.** & Chang, C. C. (2013). A Study of the Career Development of Excellent Aboriginal Professional Baseball Player, 2013 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 16 November.
9. **Ko, L. M.** & Liu, F. H. (2013). A Case Study of Business Strategy of Sport Marketing and Consulting Industry, 2013 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 16 November.
10. **Ko, L. M.** & Liu, Y. C. (2013). 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.
11. **Ko, L. M.** & Lin, W. L. (2013). Developing user acceptance of mobile learning applied in sport, 2013 Taiwan International Conference of Sport Management, Taichung, Taiwan, 26 May.
12. **Ko, L. M.** & Wu, C. C. (2012). 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.
13. **Ko, L. M.** & Zeng, Y. Y. (2012). Investigating Users' Decision to Accept Mobile Ticketing, 2012 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 27 November.
14. **Ko, L. M.** & Cheng, C. S. (2012). Developing the Relationship Between Team Attachment, Team Commitment, Team Loyalty, and Behavior Intension, 2012 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 27 November.
15. **Ko, L. M.** & Hsiao, Y. W. (2012). Exploring the relationship between Experiential Value, Experiential Marketing, and Satisfaction, 2012 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 27 November.
16. **Ko, L. M.** & Hung, S. X. (2011). Exploring Required Competences of Tour Guide in Sport Tourism. Tourism and Leisure Resource Sustainable Management Conference, Tainan, Taiwan, 24 November.
17. Hong, Y. Q., **Ko, L. M.** & Tai, W. C. (2011). 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.

18. Henry, I., **Ko, L. M.** & Tai, W. C. (2010). 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, 15th to 18th September.
19. **Ko, L. M.**, Yang, Y. X. & Tai, W. C. (2010). Investigating Factors Influencing the Acceptance of Interactive Sports Video Games, 2010 Taiwan Sport Management International Conference, Taoyuan, Taiwan, 12 to 13rd June.
20. **Ko, L. M.**, Ke, M. S. & Tai, W. C. (2010). Exploring the Difference of the Required Competences of Multimedia Designers and Multimedia Curriculum, 2010 International Conference on Business and Management, Taipei, Taiwan, 4th June.
21. **Ko, L. M.**, Liu, Y. S. & Tai, W. C. (2010). Exploring Required Competences of Information Communication Graduates—Delphi Method, The Conference of the 7th Business Administration, Taoyuan, Taiwan, 5th June.
22. Tai, W. C., **Ko, L. M.** & Ke, M. S. (2010). Using Delphi Method to Investigate Critical Competences of Multimedia Designers, 2010 International Conference in Management Sciences and Decision Making, Taipei.
23. **Ko, L. M.** (2009). A systematic review of the literature on management competencies in the sports industries, 2009 International Conference on Knowledge-Based Economy & Global Management, Tainan, Taiwan, 22nd to 23rd October.

Books

1. Henry, I. & **Ko, L. M.** (Eds) (2014) Routledge Handbook of Sport Policy. London: Routledge.
2. **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.
3. 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.
4. 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.

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", Ph.D. Dissertation, Institute of Sport and Leisure Policy, Loughborough University.

Entrust Practical Projects

1. **Ko, L. M.** 2015. Green Building and Green Factory Professional Consulting Service, commissioned by NCKU Research & Development Foundation. 351040260
2. **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
3. 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
4. **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

Honors and Awards

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

Professional Certifications

- Hot Spring Industry Operate Management, No: HSOM 1500195, Taiwan Hot Spring Tourism Association, 2015/03.
- Fashion Design Manager, No: CIIP-FDDA-10300142, CIIP International Certification, 2014/08.
- International Business Etiquette Manager, No: CIIP-IEMMA-10300142, CIIP International Certification, 2014/08.
- Culture, Festival, Tourism and Leisure Manager, No: CIIP-CFTLMA-10300142, , CIIP International Certification, 2014/08.
- Brand Marketing Manager, No: CIIP-BMKTMA-10300142, CIIP International Certification, 2014/01.
- Abacus Certificate, No: IBS20141776, Abacus, 2014/05.
- International Etiquette Public Relations Planner, No: TDTCD-IEPRM-10200035, CIIP International Certification, 2013/07.
- Convention and Exhibition Event Planning Manager, No: TDTCD-CEPM-10200030, CEO International Certification, 2013/07.
- Convention and Exhibition Marketing Management Manager, No: TDTCD-CEMM-10200168, CEO International Certification, 2013/07.
- Convention and Exhibition Project Management Manager, No: TDTCD-CEPMM-10200098, CEO International Certification, 2013/07.
- International Introductory Award in Customer Service, No: 606149716/420, City & Guilds, 2011/01.
- Visual Communication using Adobe Photoshop CS3, Adobe Systems Incorporated, 2010/04.
- E-Business Analyst, No: EBAMA2009000062, Microanalysis EBA Certification,

2010/03.

- Enterprise Finance Operation Analyst, No: TIBMEDOA2009000501, Taiwan International Business Management EFOA Certification, 2010/03.

Professional Experience

- Product Manager, Uni-President Enterprises Corp, Taiwan, 2000/01 to 2003/01.