

Theses@HKU

Finding Theses

Instructor:

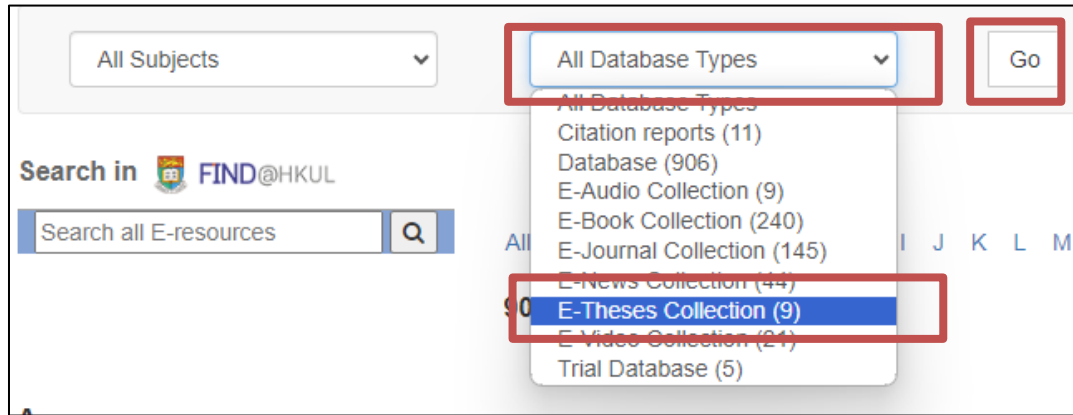
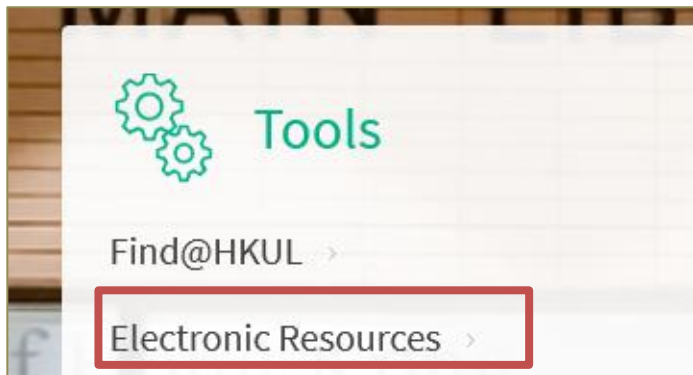


Agenda

- HKU theses
- Theses at other Hong Kong universities
- Worldwide theses
- Theses in Chinese

Theses databases

HKU Libraries homepage (<https://lib.hku.hk/>) >
Electronic Resources > (Types) E-Theses Collection



HKU theses

HKU theses

HKU Scholars Hub

URL: <http://hub.hku.hk>

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HKU theses

Hands-on practice

”

1. Discover HKU theses by Degree/Programme

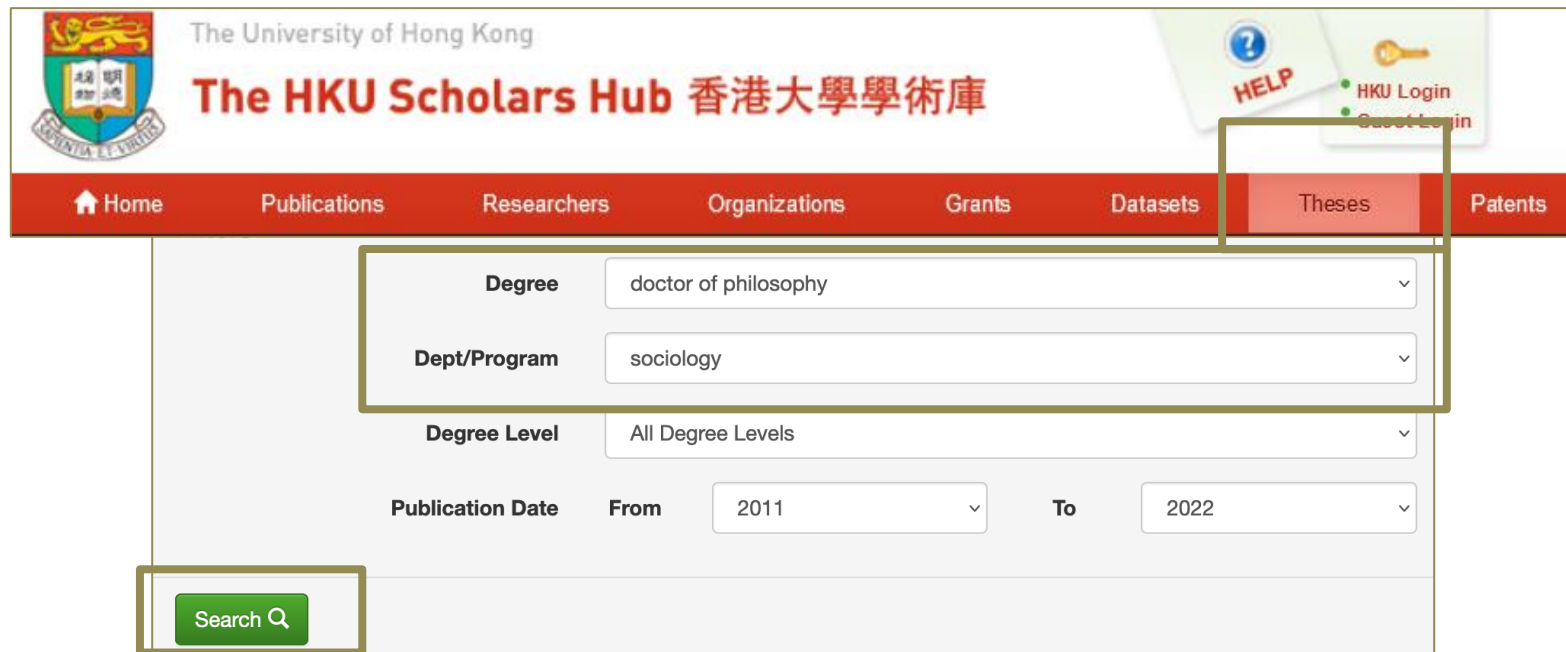
Example:

Degree: Doctor of Philosophy

Dept/Program: Sociology

HKU theses

Theses > Select Degree & Dept/Program > Search



The screenshot displays the 'The HKU Scholars Hub' website. The header includes the HKU logo, the text 'The University of Hong Kong', and 'The HKU Scholars Hub 香港大學學術庫'. A navigation bar contains links: Home, Publications, Researchers, Organizations, Grants, Datasets, Theses (highlighted with a green box), and Patents. Below the navigation bar, a search form is visible. It includes three dropdown menus: 'Degree' (set to 'doctor of philosophy'), 'Dept/Program' (set to 'sociology'), and 'Degree Level' (set to 'All Degree Levels'). Below these is a 'Publication Date' section with 'From' and 'To' dropdowns (set to '2011' and '2022' respectively). A green 'Search' button with a magnifying glass icon is located at the bottom left of the form area.

The University of Hong Kong
The HKU Scholars Hub 香港大學學術庫

Home Publications Researchers Organizations Grants Datasets **Theses** Patents

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Dept/Program sociology ▾


Degree Level All Degree Levels ▾


Publication Date From 2011 ▾ To 2022 ▾


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 **Supplementary**

Appears in Collections:

- HKU Theses Online
- Sociology: Theses

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HKU theses

Hands-on practice

2. Discover HKU theses by topic

Example:

Keywords: Flipped classroom



HKU theses

Home > Quick Search > Key-in keywords > Search



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The University of Hong Kong

The HKU Scholars Hub 香港大學學術庫

HELP

HKU Login
Guest Login

Home Publications Researchers Organizations Grants Datasets Theses Patents

Quick Search BETA Research Collaborations Thesis Supervisors Media Commentators

flipped classroom Search

HKU theses

Filter for PG Theses

The screenshot shows the HKU Scholars Hub search interface. On the left, a sidebar lists various document types with counts: Articles (29), Conference Papers (37), Book Chapters (5), PG Theses (6), Knowledge Exchange Activities (1), Grants (3), and Supervisions of RPG Thesis (3). The 'PG Theses' item is highlighted with a green background and a brown rectangular box. The main search area shows the search criteria: 'Search: All of HKU Scholars Hub for flipped classroom'. A green 'Go' button is present. Below the search bar, it states 'Results 1-6 of 6 (Search time: 0.38 seconds)'. A table displays the search results, with the first result highlighted. The table has columns for Title, Author(s), and Issue Date. The first result is 'Exploring the flipped classroom in a Hong Kong secondary school' by Tong, Tracy, published in 2014. An abstract is provided for this result. The second result is partially visible: 'The effect of flipped classroom and gamification for learning Science among low achievers' by Chan, Yat-chung, published in 2017.

Articles 29

Conference Papers 37

Book Chapters 5

PG Theses 6

Knowledge Exchange Activities 1

Grants 3

Supervisions of RPG Thesis 3

Search: All of HKU Scholars Hub for

flipped classroom

Go

Results 1-6 of 6 (Search time: 0.38 seconds).

	Title	Author(s)	Issue Date
	Exploring the flipped classroom in a Hong Kong secondary school	Tong, Tracy	2014
Abstract(s):	This study examines the implementation of the flipped classroom model in a local secondary school ; in Hong Kong, the flipped classroom is a relatively new educational model requiring teachers to ; teacher interview to examine the nature of the learning ; were "flipped" for one full school term (4 months). Through the term, learning resources were posted ; environment created to flip the classroom in a local Hong Kong secondary school ; whether students could ; achieve or potentially improve outcomes of the course through flipped learning ; sustainability of flipped teaching in a local Hong Kong school. ;		
	The effect of flipped classroom and gamification for learning Science among low achievers	Chan, Yat-chung; 陳遠聰	2017

HKU theses

Hands-on practice

”

3. Discover HKU theses by Thesis Supervisors

Example:

Thesis Supervisor:

Professor Yuen Kwok Yung



HKU theses

Home > Thesis Supervisors
> Key-in supervisor name > Search



The screenshot shows the top section of the HKU Scholars Hub website. At the top left is the HKU crest and the text "The University of Hong Kong". To its right is "The HKU Scholars Hub 香港大學學術庫". On the top right are links for "HELP", "HKU Login", and "Guest Login". Below this is a red navigation bar with links: Home (highlighted with a green box), Publications, Researchers, Organizations, Grants, Datasets, Theses, and Patents. Below the navigation bar is a search bar with a red background. It contains the text "Quick Search BETA", "Research Collaborations", "Thesis Supervisors" (highlighted with a green box), and "Media Commentators". Below the search bar is a white input field containing the text "Yuen Kwok Yung" (highlighted with a green box). To the right of the input field is a green "Search" button with a magnifying glass icon (highlighted with a green box).

The University of Hong Kong

The HKU Scholars Hub 香港大學學術庫

HELP

HKU Login
Guest Login

Home Publications Researchers Organizations Grants Datasets Theses Patents

Quick Search **BETA** Research Collaborations Thesis Supervisors Media Commentators










Yuen Kwok Yung

Search

HKU theses

Current HKU Scholar

Departed HKU Scholar

Status	Supervisors	Field of Study	Thesis Title	Student
	Professor Yuen Kwok Yung 	Identification and characterization of <i>Aspergillus</i> antigen(s) for the rapid diagnosis of invasive Aspergillosis	Cloning and characterization of immunogenic proteins of the antigenic mannoprotein superfamily in <i>Aspergillus</i>	2001 Phd Chong Tsz Kit
	Professor Yuen Kwok Yung 	DNA Vaccines in <i>Salmonella</i> Carrier	Mucosal DNA Vaccines for Regionally Unique Pathogens: Hepatitis B Virus and <i>Penicillium Marneffe</i>	2000 Phd Wong Lei Po
	Professor Yuen Kwok Yung 	Cloning and Characterization of Putative Molecular Targets of <i>Penicillium Marneffe</i> Identified by Random Genome Exploration	Cloning and characterization of putative molecular targets of <i>Penicillium marneffe</i> identified by random genome exploration	2000 MPhil Cheung Yee Lam Elim
	Professor Lau Susanna Kar Pui  Professor Yuen Kwok Yung 	Study on <i>Penicillium marneffe</i>	Characterization of a novel Gammaherpesvirus, named TmPV1, infecting thermal dimorphic human pathogenic fungus <i>Talaromyces</i>	2014 Phd Lo Chi Shing

Theses at other
Hong Kong
universities

Theses at other Hong Kong universities

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The Education University of Hong Kong

<https://repository.eduhk.hk/en/publications/>
(Filter for Doctoral Theses and Master's Theses)

Hong Kong Baptist University

<https://scholars.hkbu.edu.hk/en/studentTheses/>

The Hong Kong Polytechnic University

<https://theses.lib.polyu.edu.hk/>

The Hong Kong University of Science and Technology

<http://lbezone.ust.hk/rse/electronic-theses>

Lingnan University

<https://commons.ln.edu.hk/otd/>

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Worldwide theses

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Worldwide theses

Hands-on practice - PQDT



1. Discover theses with keyword search

Example:

Keywords: Social media marketing

Worldwide theses

Basic search > Key-in keywords > Search

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Social media marketing

☐ Doctoral dissertations only

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Sorted by

Relevance ▾

Publication date ^

1918 - 2023 (decades)



Enter a date range

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Dissertation or Thesis

Measuring the Moderating Effect of Social Media Use on Relational Information Processes and Customer Relationship Performance in the Fashion Industry

Alvarez , Darlene . Capella University ProQuest Dissertations Publishing, 2020. 28149148.

...social media technologies to market their products and collaborate with...
...relationship management (CRM) and social media technologies creates value and...
...information processes and social media to improve customer relationship...

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Social Media Marketing Engagement Strategies to Increase Sales
Carter, Teresa Rosanne. Walden University ProQuest Dissertations Publishing, 2021. 28498850.

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...explore the strategies social media marketing managers use to engage digital...
...social media marketing strategies to engage digital consumers and increase...

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Hands-on practice – Web of Science

1. Discover theses with topic search

Example:

Keywords: Social media marketing



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Social media marketing

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☐ 2020

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13,153

☐ Masters

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465

☐ Renmin University Of China People S Rep...

394

☐ Nankai University People S Republic Of C...

301

☐ Peking University People S Republic Of C...

272

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1

Dissertation or Thesis

Impact of Social Media Marketing on Marketing Performance in Auto Lubricants Trade Companies in Amman- Jordan

[Barghouth, MalekYousef](#)

2022 | University of Petra (Jordan)

The study investigated the impact of social media marketing as a whole construct on marketing performance in Auto lubricants trade companies Amman -Jordan, and investigated the impact of social media marketing dimensions (social media advertising, social media sales promotion, social media interaction marketing, and social media word of mouth) on marketing performance. The study used a question ... [Show more](#)

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2

Dissertation or Thesis

Assimilation of social media marketing in Saudi large companies: Antecedents and consequences

[Somali, Hassan](#)

2017 | Sheffield Hallam University (United Kingdom)

This study aims to examine social media marketing through the lens of organisational innovation, therefore the research adopts an innovation-assimilation perspective regarding social media marketing in large Saudi companies. It aims to study the post-adoption stage of social media marketing, which is rarely examined in IT and marketing literature, with the goal of understanding how large Saudi ... [Show more](#)

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Impact of Social Media Marketing on Marketing Performance in Auto Lubricants Trade Companies in Amman- Jordan

By Barghouth, MalekYousef (Barghouth, MalekYousef)

Source University of Petra (Jordan)

Published 2022

Indexed 2023-05-23

Document Type Dissertation/Thesis

Abstract The study investigated the impact of social media marketing as a whole construct on marketing performance in Auto lubricants trade companies Amman -Jordan, and investigated the impact of social media marketing dimensions (social media advertising, social media sales promotion, social media interaction marketing, and social media word of mouth) on marketing performance. The study used a questionnaire to collect the data required,384 questionnaires were distributed to the customers of auto lubricants companies and 341 questionnaires were gathered with a response rate of 68%, 61 invalid questionnaires were excluded. Therefore, data analysis was conducted using 280 questionnaires. Using a quantitative descriptive cross-sectional approach, the results of the study found that social media marketing had a significant positive impact on marketing performance. Additionally, social media advertising, social media sales promotion, social media interaction marketing, and social media word of mouth had significant impact on marketing performance. These results indicate the importance of marketing through social media in improving marketing performance.

Dissertation and Thesis Subjects Finance; Marketing; Management; Accounting

Author Keywords Auto lubricants; Jordan; Marketing channels; Social media; Trade companies

Institution Address Addresses : University of Petra (Jordan), Business Administration , Jordan

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2022 | University of Petra (Jordan)

The study investigated the impact of social media marketing on the marketing performance of auto lubricants trade companies in Amman -Jordan, and investigated the impact of social media interaction marketing, and social media sales promotion, and social media sales promotion on the marketing performance of auto lubricants trade companies in Amman -Jordan.

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Assimilation of social media marketing on marketing performance in auto lubricants trade companies in Amman- Jordan

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The study investigated the impact of social media marketing on the marketing performance of auto lubricants trade companies in Amman -Jordan, and investigated the impact of social media interaction marketing, and social media sales promotion, and social media sales promotion on the marketing performance of auto lubricants trade companies in Amman -Jordan.

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□ 5 **Dissertation or Thesis**

The effectiveness of marketing communication through social media on small to medium size enterprises (smes) in kuwait

[Alqaoud, Faisal](#)
2015 | University of Huddersfield (United Kingdom)

This thesis is concerned with two major areas: marketing communication for Kuwaiti SMEs. The researcher has been looking at how social media sites such as Facebook, Twitter, Instagram and others by opening accounts and being involved in them.

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Citation/Abstract | Dissertation or Thesis

The effectiveness of marketing communication through social media on small to medium size enterprises (smes) in kuwait

[Alqaoud, Faisal](#). University of Huddersfield (United Kingdom) ProQuest Dissertations Publishing, 2015. 10300162.

Abstract

Translate ▾

This thesis is concerned with two major areas: marketing communication via social media and small to medium size enterprise marketing for Kuwaiti SMEs. The researcher has been looking carefully at major social media sites such as Facebook, Twitter, Instagram and others by opening accounts and being involved in them. The researcher has been observing and witnessing the great potential of social media and its usefulness to SMEs in Kuwait. The researcher has been looking at how social media sites such as Facebook, Twitter, Instagram and others by opening accounts and being involved in them. The researcher has been looking at how social media sites such as Facebook, Twitter, Instagram and others by opening accounts and being involved in them.

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Hands-on practice - DDC

”

1. Discover theses with keyword search

Example:

Keywords: Social media marketing

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Basic search > Key-in keywords > Search



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☐ **Perceptions of executives from seven selected companies of the use of social media in marketing practices**

1
by Alameddine, Abir, Ed.D, [Pepperdine University](#), 2013, 121 Pages, 3592694

...marketing purposes and measure the effectiveness of their social media marketing campaigns. Thus, there is...
...a need for increased understanding of the effectiveness of social media marketing techniques...
...Social media marketing is defined as the blending of sociology and technology as a means to change...
...research participants' perceptions, the reasons that select organizations use social media marketing...

Perceptions of executives from seven selected companies of the use of social media in marketing practices

by Alameddine, Abir, Ed.D, [Pepperdine University](#), 2013, 3592694

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Hands-on practice - CNKI

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Keywords: 石墨烯



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主題 ▾ | 石墨烯

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☐ 开发研究-管理研究(46)

☐ 应用研究-管理研究(22)

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<input type="checkbox"/> 2 石墨烯/Si纳米线、石墨烯/超薄Ge及三维石墨烯光电特性研究	臧源	西安理工大学	2023-06-30	博士	73	<div><div>↓</div><div>📄</div><div>🔍</div></div>	

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摘要

ABSTRACT

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1.1 研究背景

1.2 常见湿度传感材料...

1.3 石墨烯及其衍生物...

1.3.1 石墨烯结构及...

1.3.2 石墨烯“褶皱”...

1.3.3 石墨烯“褶皱”...

1.3.4 石墨烯氧化物...

1.4 氧化石墨烯在湿度...

1.5 石墨烯量子点

1.6 本论文研究内容

第2章 氧化石墨烯及其...

2.1 引言

2.2 实验和方法

含氧官能团对氧化石墨烯湿度响应的影响规律探索

张国成

齐鲁工业大学

摘要: 石墨烯 (Graphene) 及其衍生物具有较宽的比表面积和独特的结构特性,在湿度传感领域表现出明显区别于其他材料的性能。氧化石墨烯 (GO) 作为石墨烯的一种衍生物,具有良好的亲水性和丰富的活性位点,在湿度传感领域有着巨大的应用潜力。GO中含氧官能团对其润湿性、亲水性和湿度传感性能有重要的影响,但是在湿度传感领域对应关系目前尚不明确,为进一步了解氧化石墨烯中含氧官能团种类和数量以及不同尺寸规格在湿度传感过程中的作用,在本论文中开展了以下方面的研究:为探索含氧官能团对GO湿度传感响应的影响规律,在本论文中,选取80-120目,3.25目和8000目三种规格石墨,氧化制备含有-COOH、-OH、-C-O-C-、-C=O的GO-80、GO-325和GO-8000样品,三种样品O:C分别达到47.2 5%、47.75%、48.26%。随着样品尺寸减小,层间距增大,导电性降低。当湿度从15%到92%,样品层间距分别由9.017、9.4 2和9.577扩大到12.127、12.607和13.227,增大比例分别为34.52%、33.76%和38.14%。在92%RH的响应时间和恢复时间分别为6 s、3 s、2 s。更多

关键词: 氧化石墨烯; 湿度传感; 含氧官能团; 层间距

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