

## Ling-Mei Ko (柯伶玫)

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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

- Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 2023/02 to present.
- Education Committee Member, Taiwan Society for Sport Management,, 2021/01 to present.
- Editor Committee Member, Asian Journal of Sport History and Culture, 2019/10 to present.
- Editor Committee Member, Journal of Taiwan Society for Sport Management, 2018/11 to 2020/12
- Education Committee Member, Chinese Taipei Olympic Committee, 2018/01 to present.
- Associate Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 2015/02 to 2023/01.
- 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 2015/01.
- Senior Research Associate, Centre for Olympic Studies and Research, Loughborough University, UK., 2008/01 to 2009/06.

### Journal Papers

1. Ko, L. M., Tai, W. C., & Lee, P. C. (2023). Emerging technology as an essential factor in changing lifestyles and reshaping exercise behaviour in Taiwan. *Sport in Society*, 26(3), 409-430. (SSCI)
2. Ouyang, Yi., Lee, P. C., & Ko, L. M. (2022). A systematic review of the development of sport policy research (2000–2020). *Sustainability*, 15(1), 389-411. (SSCI)
3. Ko, L. M. (2022). Methods for Assessing Sports Policies. *National Sports Quarterly*, 51(4), 4-7.
4. Ko, L. M. & Lai, T. W. (2022). Examining the Acceptance Model of Virtual Reality (VR) Technology in Watching Sports Events. *Journal of Southern Taiwan University of Science and Technology: Social Science Edition*, 7(1), 45-56.
5. Henry, I., Kao, C. H., & Ko, L. M. (2021). Stakeholder Engagement in Sport Policy Decision Making in Taiwan during the COVID-19 Pandemic. *The International Journal of the History of Sport*, 1-23.
6. Lee, P. C., Ko, L. M., & Huang, J. H. (2020). A New Starting Point: The Factors That Made Taiwanese Professional Baseball Players Migrate to Mainland China After the 1997 Match-Fixing Scandal. *The International Journal of the History of Sport*, 1-14.
7. Henry, I., Dowling, M., Ko, L. M., & Brown, P. (2020). Challenging the new orthodoxy: a critique

of SPLISS and variable-oriented approaches to comparing sporting nations. *European Sport Management Quarterly*, 1-17

8. Ko, L. M., Ting, M. C. & Lee, P. C. (2018). The Development of Chinese Martial Arts in Taiwan since 1949. *The International Journal of the History of Sport*, 1-14. (SSCI, A&HCI)
9. Lee, P. C., Ko, L. M. & Chiu, Y. C. (2017). The Progression of Taiwanese Women's Roles in Officiating Volleyball, *The International Journal of the History of Sport*, 1-19. (SSCI, A&HCI)
10. Ko, L. M. & Yang, P. H. (2016). Olympic Agenda 2020 and The Olympic Education, *Physical Education of School*, 26(3), 18-28.
11. 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.
12. 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.
13. Jiang, R. S., Ko, L. M., & Lee, P. C. (2015). An overview of governance theory and sport studies, *Journal of Taiwan Society for Sport Management*, 28, 2-31.
14. 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.
15. 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.
16. Ko, L. M. (2013). Governance Models of Sports Policy in the European Union, *Journal of Taiwan Society for Sport Management*, 13(3), 229-246.
17. Chiang, Y. J. & Ko, L. M. (2012). The Influence of Music Video on the Intention to Visit, *Leisure Study*, 4(4), 1-12.
18. 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.
19. 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.
20. 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*.
21. 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.
22. Ko, L. M. (2009). British Experience of the Issue of Sports Betting Lottery. *National Sports Quarterly*, 157, 31-15.
23. 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. Ko, L. M., Huang, S. L., & Chou, T. M. (2023). Business Strategies of the Tourist Hotel Industry during the COVID-19 Epidemic, 2023 Advances in Tourism and Hospitality Conference, Tainan, Taiwan, 20 May.
2. Ouyang, Yi., Lee, P. C., & Ko, L. M. (2022). The development of sport policy research (2000-2020): A systematic review. The 5th International Conference of Sport for Development and Peace in Collaboration with International Conference of Sport History and Culture 2022, Bandung, Indonesia, 21th to 24th November.
3. Ko, L. M. & Tsai, H. H. (2022). Exploring Factors Affecting Use Intention of Bike Sharing, 2022 Innovative Conference on Hospitality, Tourism, and Management, Taoyuan, Taiwan, 15 December.

4. Ko, L. M., Huang, S. L., & Su, Z. F. (2022). The Courage of Lifting-A Narrative of a Female Weightlifting Coach, 2023 Sustainable Development of Tourism and Hospitality Industry Conference, Tainan, Taiwan, 27 May.
5. Ko, L. M., Huang, S. L., & Lo, Y. T. (2022). A Study of Serious Leisure Participations' Training Motivation and Career Transition – Taking Group Aerobics Instructor as an Example, 2023 Sustainable Development of Tourism and Hospitality Industry Conference, Tainan, Taiwan, 27 May.
6. Ko, L. M. Huang, S. L., & Pan, Y. H. (2022). Exploring the Behavioral Intention of Participating in Online Marathon based on the Theory of Planned Behavior, 2023 Sustainable Development of Tourism and Hospitality Industry Conference, Tainan, Taiwan, 27 May.
7. Ko, L. M. & Liu, Y. C. (2021). Exploring Use Behavior of Sports Motion-Sensing Game, 2021 Post-pandemic Development of Leisure Tourism Industry Conference, Tainan, Taiwan, 22 May.
8. Ko, L. M. & Weng, C. Y. (2021). Factors Influencing Career Transitions of Professional Baseball Players in Taiwan, 2021 Post-pandemic Development of Leisure Tourism Industry Conference, Tainan, Taiwan, 22 May.
9. Ko, L. M. & Chang, C. L. (2020). Exploring Memorable Food Experience, 2020 Sustainable Development of Tourism and Hospitality Industry Conference, Tainan, Taiwan, 15 May.
10. Ko, L. M. & Yang, W. D. (2020). The Effect of Implementing Folk Sports Policy, 2020 Sustainable Development of Tourism and Hospitality Industry Conference, Tainan, Taiwan, 15 May.
11. Ko, L. M. & Chang, W. C. (2020). Competencies of Special Education Teachers in Delivering Adapted Physical Education, 2020 Sustainable Development of Tourism and Hospitality Industry Conference, Tainan, Taiwan, 15 May.
12. Ko, L. M. & Chang, C. W. (2020). Exploring Memorable Sports Tourism Experience, 2020 Sustainable Development of Tourism and Hospitality Industry Conference, Tainan, Taiwan, 15 May.
13. Ko, L. M. & Fang, C. J. (2020). Development of Taiwan Sports Policy (1949-2018): A Systematic Review, 2020 Sustainable Development of Tourism and Hospitality Industry Conference, Tainan, Taiwan, 15 May.
14. Lee, P. C., Ko, L. M. & Huang, J. H. (2019). A new starting point: The factors that make Taiwanese professional baseball players' migration to China after the 1997 match-fixing, 2019 International Conference of Sport History and Culture, Zhejiang, China, 21 Sep.
15. Ko, L. M. & Shen, X. H. (2019). Opinions on the Innovation System of Sightseeing Areas and the Ability to Turn Over the Country--A Case Study of Jiaxian Small Travel, 2019 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 25 May.
16. Ko, L. M., Chang, T. Y., Chiang, Y. J., & Chang, Y. T. (2019). Examining the Relationships between Food Attractiveness, Place Attachment, and Revisit Intention in the Context of Tainan, 2019 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 25 May.
17. Ko, L. M. & Chen, Y. M. (2019). A Case Study of the Development and Predicament of Track Cycling in Tainan City, 2019 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 25 May.
18. Ko, L. M., & Lu, Y. X. (2019). Exploring Factors Influencing Participation of Recreational Sport for Married Female Teachers-An Example of Tainan Junior High School Married Female Teachers, 2019 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 25 May.
19. Ko, L. M., & Li, J. F. (2018). The Relationship Between Physical Fitness and Academic Achievement of 12-Year Basic Education Students- A Case Study of National Nanke International Experimental High School, 2018 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 26 May.
20. Ko, L. M., & Shih, J. C. (2018). Perceived Importance of Competencies of Travel Agency Salesperson- The Case Study in Tainan, 2018 International Conference on Technology, Human Ecology & Recreational Sports, Chaiyi, Taiwan, 8 Dec.
21. Ko, L. M., Tai, W. C. & Fang, C. J. (2018). A Case Study of Tourism Regional Innovation System in rural region in Taiwan, The 10 th International Workshop on Regional Innovation Studies (IWRIS

- 2018), Mie, Japan, 18-19 October.
22. Ko, L. M., Lin, Y. H. & Chang, J. C. (2018). Inclusive Business Approach to Rural Education in Taiwan, 1 st International Conference on Inclusive Business in the Changing World - 2018, Jakarta, Indonesia, 3 March.
  23. Ko, L. M., Ting, M. C. & Lee, P. C. (2017). The Development of Chinese Martial Arts in Taiwan since 1949, 2017 International Conference on Sports History and Culture, Anhui, China, 20-23 October.
  24. Ko, L. M., Hong, J. Y. & Huang, S. L. (2017). The Motivation, Experience and Reflection of Overseas Volunteer Tourists, 2017 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 28 October.
  25. Ko, L. M., Lai, D. W. & Huang, S. L. (2017). Exploring the Acceptance of Applying Virtual Reality to Watching Sports Events, 2017 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 28 October.
  26. Ko, L. M., Huang, S. J. & Huang, S. L. (2017). The Experiential Marketing Strategies of Homestay in Taiwan- A Case Study of Coffeeshen, 2017 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 28 October.
  27. 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.
  28. 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.
  29. Ko, L. M. & Lai, M. D. (2015). Exploring the Business Model of Canyoning, 2015 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 28 November.
  30. 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.
  31. 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.
  32. 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.
  33. 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.
  34. 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.
  35. 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.
  36. 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.
  37. 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.
  38. 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.
  39. Ko, L. M. & Zeng, Y. Y. (2012). Investigating Users' Decision to Accept Mobile Ticketing, 2012 Tourism, Recreation and Sport Conference, Tainan, Taiwan, 27 November.
  40. 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.

41. 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.
42. 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.
43. 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.
44. 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.
45. 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.
46. 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.
47. 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.
48. 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.
49. 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.

#### **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.

#### **Books**

1. Ko, L. M. & Lee, P. C. (2020) 'The development of sport policy and practice in Taiwan' in (eds.) Fang, H. & Lu, Z., Routledge Handbook of Sport in Asia.
2. Henry, I. & Ko, L. M. (Eds) (2014) Routledge Handbook of Sport Policy. London: Routledge.
3. 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.
4. 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.
5. 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.

#### **Professional Certifications**

1. Hot Spring Industry Operate Management, No: HSOM 1500195, Taiwan Hot Spring Tourism Association, 2015/03.
2. Fashion Design Manager, No: CIIP-FDDA-10300142, CIIP International Certification, 2014/08.

3. International Business Etiquette Manager, No: CIIP-IEMMA-10300142, CIIP International Certification, 2014/08.
4. Culture, Festival, Tourism and Leisure Manager, No: CIIP-CFTLMA-10300142, , CIIP International Certification, 2014/08.
5. Brand Marketing Manager, No: CIIP-BMKTMA-10300142, CIIP International Certification, 2014/01.
6. Abacus Certificate, No: IBS20141776, Abacus, 2014/05.
7. International Etiquette Public Relations Planner, No: TDTCD-IEPRM-10200035, CIIP International Certification, 2013/07.
8. Convention and Exhibition Event Planning Manager, No: TDTCD-CEEPM-10200030, CEO International Certification, 2013/07.
9. Convention and Exhibition Marketing Management Manager, No: TDTCD-CEMMM-10200168, CEO International Certification, 2013/07.
10. Convention and Exhibition Project Management Manager, No: TDTCD-CEPMM-10200098, CEO International Certification, 2013/07.
11. International Introductory Award in Customer Service, No: 606149716/420, City & Guilds, 2011/01.
12. Visual Communication using Adobe Photoshop CS3, Adobe Systems Incorporated, 2010/04.
13. E-Business Analyst, No: EBAMA2009000062, Microanalysis EBA Certification, 2010/03.
14. 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.

## Entrusted Practical Projects

1. Ko, L. M. 2022. 2021 Sustainability Report Guidance, commissioned by Jianqun Sustainable Innovation Co., Ltd. 36001110412.
2. Ko, L. M. 2022. 2021 CSR(ESG) Report Guidance, commissioned by NCKU Research & Development Foundation. 36001110241.
3. Ko, L. M. 2022. Frozen Sugar Summer Camp, commissioned by Taiwan Sugar Corp. 36001110146.
4. Ko, L. M. 2021. Store marketing plan, commissioned by Mundus Design. 36001100127.
5. Ko, L. M. 2021. Frozen Sugar Summer Camp, commissioned by Taiwan Sugar Corp. 36001100111.
6. Ko, L. M. Event manpower planning and training, commissioned by Mundus Design. 36001090142.
7. Ko, L. M. 2019. International Green Life Creative Design Competition, Panasonic. 36001080343.
8. Ko, L. M. 2019. Promoting English Ability of Corporations, commissioned by Tainan City Government Economic Development Bureau. 36001080079GP.
9. Ko, L. M. 2019. Innovation College of Middle and High-Level Manager, commissioned by Tainan City Government Economic Development Bureau. 36001080107GP.
10. Ko, L. M. 2019. Frozen Sugar Summer Camp, Taiwan Sugar Corp. 36001080111.
11. Ko, L. M. 2018. International Green Life Creative Design Competition, Panasonic. 36001070134.
12. Ko, L. M. 2018. Frozen Sugar Summer Camp, commissioned by Suanhua District Office, Tainan City. 36001070016-GP
13. Ko, L. M. 2017. Frozen Sugar Summer Camp, commissioned by Suanhua District Office, Tainan City. 351060091-GP
14. Ko, L. M. 2017. Promoting Local Ingredients, commissioned by Southern Taiwan Science Park. 351060094-GP
15. Ko, L. M. 2016. Promoting Local Ingredients, commissioned by Southern Taiwan Science Park. 431040185-GP

16. Ko, L. M. 2015. Green Building and Green Factory Professional Consulting Service, commissioned by NCKU Research & Development Foundation. 351040260

### **Honors and Awards**

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