



**Prof. Lau Wing-chung, Patrick**  
**Professor**  
**Department of Physical Education**  
**Hong Kong Baptist University**

Professor Patrick Lau is the Professor in Department of Physical Education and was the Director of Centre for Olympic Studies, Hong Kong Baptist University. Prof. Lau has been focusing on the childhood health research since 2001 and investigating the psycho-social variables which may enhance or hinder children and adolescents' physical activity behavior. In recent years, the major research is to employ the e-technology (website, text message, active video games, social media (i.e. Facebook)) to explore the effectiveness and mechanism of these technologies in children and adolescents' physical activity behavior change.

Since 1998, Prof. Lau has published more than 170 research articles and conference papers in international referred journals and publishers in USA, Europe, Australia, Taiwan, and Hong Kong. Prof. Lau is the Accredited Sport Psychologist of British Association of Sport and Exercise Sciences since 2005. He serves as external examiner/advisor for Hong Kong universities, and has been appointed as advisor or consultant for 18 governmental and commercial organizations in Hong Kong and overseas. Since 2002, he has been invited as the journal reviewer for different international and regional referred journals. He is also the host of radio (RTHK) and TV sports program related to Olympic Games and sport sociology.