



Dr Pauline Luk
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Biography:

Dr Pauline Luk is currently a lecturer and project manager at the Bau Institute of Medical and Health Sciences Education (BIMHSE) of The University of Hong Kong (HKU), coordinating the online learning project for the medical students in the Enrichment Year. She coordinates a cross-institutional project, connect*ed, which aims at connecting and engaging undergraduate medical and educational students in a virtual environment. She is mainly responsible for the overall management and administrative work of the project, with the development of educational initiatives and research as the key components. Pauline graduated with the Degree of Doctor of Philosophy in Communications and New Media at the National University of Singapore. Her research area is on health communication and online learning in medical education. She has rich experience in health communication as a practitioner and a teacher. She has been a university teacher of public relations, event management, integrated marketing, and media relations. She has also worked as public relations consultants for several public relations agencies and non-government organization, copywriter of an advertising agency, and reporter in Hong Kong.