

LU Ke, Luke

Phone: (852) 3910 2471 | Email: luke22@hku.hk

Pracademic for Scaling Impact

EDUCATION

The University of Hong Kong <i>PhD, Social Work and Social Administration</i>	<i>Hong Kong</i> <i>09/2018-06/2023</i>
<ul style="list-style-type: none">• Thesis: Circulated Legitimacy: The Microfoundations of Scaling Nonprofits• Honours: HKU Postgraduate Scholarship	
The Chinese University of Hong Kong <i>B.S.Sc., Sociology (Transferred from Integrated Business in 2015)</i>	<i>Hong Kong</i> <i>09/2013-08/2018</i>
<ul style="list-style-type: none">• Honours: Full Entrance Scholarship; Award for Graduation Thesis; Dean’s List; Yasumoto Exchange Scholarship	

ACADEMIC APPOINTMENTS

Lecturer , Department of Social Work and Social Administration, HKU	<i>01/2024-</i>
<ul style="list-style-type: none">• Public Governance, Structure and Dynamics of the Nonprofit Sector in Greater China (Evaluation: 2024-84/100)• Capstone in Nonprofit Management (Evaluation: 2024-88/100)• Capstone Project on Social Policy and Social Development (Evaluation: 2024 Spring-100/100; 2024 Fall-100/100)• Nonprofit Management Internship (Evaluation: 2024-100/100)• Environmental, Social and Governance (ESG): Opportunities for Nonprofits (Evaluation: 2024-88/100)	
Deputy Director , Master of Nonprofit Management Programme, HKU	<i>01/2023-</i>
Assistant Lecturer , Department of Social Work and Social Administration, HKU	<i>01/2023-01/2024</i>
<ul style="list-style-type: none">• Public Governance, Structure and Dynamics of the Nonprofit Sector in Greater China (Evaluation: 2023-82/100)• Capstone in Nonprofit Management (Evaluation: 2023-79/100)	

HONOURS & AWARDS

Forbes 30 Under 30 China List for Engagement in Social Entrepreneurship	<i>2020</i>
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SERVICES (SELECTED)

Services to University	
Bachelor of Social Sciences - Social Policy and Social Development Committee	<i>Committee Member(from 2023)</i>
HKU-UBS Sustainable and Social Innovation Leadership Programme	<i>Coordinator (from 2023)</i>
Services to Professional Organisations/Initiatives	
Institute of Social Service Development (Hong Kong)	<i>Board Member (from 2025)</i>
Stars Youth Development Centre (reading promotion in the countryside)	<i>Internal Audit Committee Member (from 2024)</i>
Asian Charity Services (small to medium nonprofits capacity building)	<i>Consultant (from 2023)</i>

Help for Domestic Workers (migrant domestic workers empowerment in HK)	<i>Programme Consultant (from 2023)</i>
Shenzhen Rainbow Flowers Children Readers (reading promotion in the city)	<i>Consultant (from 2021)</i>
Shanghai United Foundation (civil grant-making foundation in Shanghai)	<i>Consultant (2024)</i>
Sany Foundation (corporation foundation for better philanthropy)	<i>Expert Reviewer (2023)</i>
Peking University National School of Development and CASVI-Sustainable Finance Frontiers	<i>Chief Editor (2020-2022)</i>
United Nations International Children's Emergency Fund-Child Bonds Technical Committee	<i>Expert (2020)</i>
United Nations Development Programme China- SDG Finance Technical Committee	<i>Expert (2019)</i>

PRACTITIONER EXPERIENCES

Nonprofit-CharityBox (Shanghai), Head of Strategy and Operations 10/2023-

CharityBox is committed to engaging more people in effective philanthropy through research and advocacy in China

- Co-led the development of the organisation's new online giving product "1% Giving Pledge", establishing an integrated donation system from WeChat Mini Program to giving funds, successfully engaging over 500 donors
- Co-led organisational expansion through strategic planning and execution, growing from one full-time staff member with volunteers to a structured team of two full-time staff, five part-time professionals and 15+ volunteers and securing partnerships with prestigious institutions including Gates Foundation and Tencent Philanthropy

Nonprofit-Find Charity (Shenzhen), Founder and Vice Chairman 12/2021-12/2023

Find Charity Platform (website: zhgongyi.com) aims at connecting accountable nonprofits with people of goodwill in China

- Led a team of over 150 volunteers, including product manager, programmers, UI designers, data collectors, and researchers, who contributed over 20,000 hours to develop a platform with 768 comprehensive profiles for nonprofits
- Enhanced website visibility through strategic content marketing, including articles, podcasts, videos, and cross-sector collaborations, generating over 250,000 social media views and attracting more than 10,000 website visits
- Raised RMB 22,500 from ByteDance Corporate Philanthropy for the initial phase of cooperation

Nonprofit-China Alliance of Social Value Investment (Shenzhen), Invited Researcher 01/2018-12/2022

Initiated by 50 organisations in 2016, CASVI is the first international NPO to build an ecosystem of sustainable finance in China

- 2022
 - Conducted and published *The Value of Impact Investing for China's Dual Carbon Goals (Report)* in both Chinese and English, with thorough industry research and interviews with 10+ stakeholders
 - Facilitated Chairman MA Weihua (former CEO of China Merchants Bank) with 9 lectures/speeches and 2 research projects to promote sustainable finance in China and the world, including work with WEF, UNDP, GIIN, and PRI
- 2021
 - Constructed the evaluation framework for early-stage social enterprises to evaluate 200+ social enterprises, produce evaluation reports for 31 social enterprises, and finished a report to elaborate the framework and evaluation process
 - Conducted and published the *Impact Investing for Sustainable Development (Report)* on AVPN to impact investors
- 2020
 - Facilitated Chairman MA Weihua with 14 lectures/speeches and 3 research projects to promote sustainable finance
- 2019
 - Mentored 20+ interns on research projects including 1 report on sustainable finance, 1 report on impact investing, 1 project with UNICEF, 2 chapters in Blue Book, and 18 articles on sustainable finance
 - Facilitated Chairman MA Weihua with 25 lectures/speeches and 2 research projects to promote sustainable finance
- 2019
 - Led teams of 10+ to revise ESG Rating Model, design Data Collection Manual, construct the database, prepare indicator list, deliver data collection training, and manage the data collection process

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- Led the research team for research projects on SDG, fundraising, fossil energy, and theories on sustainability
 - Supported the training camps for 20+ social entrepreneurs in Shenzhen with research insights and curriculum design
- 2018
- Collected ESG data for 300 listed companies in China and provided critical feedback to ESG Rating Model
 - Researched 20+ major stakeholders of sustainable finance globally to consolidate benchmark reports

Social Enterprise-Grameen Bank China (Dali), *Business Development Intern*

05/2016-07/2016

Grameen Bank is a Nobel Prize winning microfinance organization founded in Bangladesh of 10 million borrowers now

- Hosted 10+ events and meetings with local funder Fudian Bank, for the early establishment of the Dali Branch
- Promoted poverty alleviation by 3 home visits per week for organizing meetings and providing knowledge

SCHOLARLY OUTPUTS

Peer-reviewed journal article

1. **Lu, K.**, & Peng, S. (2024). Balancing early-career paths as academics: a collaborative autoethnography study in China. *Development in Practice*.
2. Zhang H., Zhang R. N., & **Lu K.** (2022). Investment Management under the ESG Framework——A Case Study of Japanese Government Pension Investment (ESG 框架下的投资管理模式研究——基于日本政府养老投资基金的案例分析). *New Finance (新金融)*.
3. Ni S. G., Lu S., **Lu K.**, & Tan H. Y. (2021). The Effects of Parental Involvement in Parent-child Reading for Migrant and Urban Families: A Comparative Mixed-methods Study. *Children and Youth Services Review*.
4. Lu, S., Huang, C. C., Deng, G., & **Lu, K.** (2020). Transparency and Resource Allocation of Grassroots Nonprofits in China. *Voluntas*.
5. Wang, T. Y., **Lu, K.**, Chow, K. P., & Zhu, Q. (2020). COVID-19 Sensing: Negative Sentiment Analysis on Social Media in China via BERT Model. *IEEE Access*.

Peer-reviewed conference paper

1. **Lu K.**, “Case Study of Lump Sum Grant in Hong Kong: Successes and Failures”, International Society for Third-sector Research (ISTR) Conference, Antwerp: Jul 16-19, 2024
2. **Lu K.**, & Chui C. H. K., “Circulated Legitimacy: The Microfoundations of Scaling Nonprofits”, Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) Conference, Orlando: Nov 16-18, 2023
3. **Lu K.**, Xu L., Chow C., & Peng S. Q., “INGOs’ Registration for the Overseas NGO Law in China: An Exploratory Quantitative Study”, International Society for Third-sector Research (ISTR) Conference, Montréal: Jul 10-12, 2022
4. **Lu Ke** & Wang R., “Measuring CSR by Aim, Approach and Action: The Impact on Accounting and Market Performance in China”, Academy of Management: Aug 4, 2020 (online)
5. **Lu K.**, Jordan P. L., Lu S., “Donation-based Crowdfunding Success for Individual’s Healthcare: A Limited Information Model Based on Three Mechanisms of Charitable Giving”, Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)-Asia Conference, Taichung: Jun 4-7, 2019

PUBLIC PUBLICATIONS (SELECTED)

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1. (Research report) **Lu K.** (2022). The Value of Impact Investing for China's Dual Carbon Goals. Shenzhen: China Alliance of Social Value Investment.
 2. (Research report) **Lu K.** (2021). Rainbow Flower Dream Schoolbag Project at School: Evaluation Report for 2020 (彩虹花梦想书包学校项目 2020 年评估总报告). Shenzhen: Shenzhen Rainbow Flower.

3. (Research report) **Lu K.** (2021). Start-up Sustainability Value Evaluation Report (初创企业可持续发展价值评估报告). Shenzhen: China Alliance of Social Value Investment.
4. (Research report) Zeng H. Z. & **Lu K.** (2021). Impact Investing for Sustainable Development: Dialogues between the World and China. Shenzhen: China Alliance of Social Value Investment.
5. (Research article) **Lu K.**, Yang Y. K. & Guo X. K. (2021). ESG Investing Practices of Top 10 Asset Managers in the World (全球十大资管机构 ESG 投资实践). Published Online by Caijing Magazine (财经杂志).
6. (Research article) **Lu K.**, & Ge Y. D. (2021). ESG Investing Getting Started(ESG 投资入门指南). Published Online by China Alliance of Social Value Investment.
7. (Book chapter) **Lu K.**, Liu Y. X., & Yang X. X. (2020). A-share Listed Companies Contributing to Sustainable Development Goals in 2020 (2020 年 A 股上市公司践行联合国可持续发展目标报告). Blue Book of Sustainable Development: A-share listed company's sustainable development value assessment report (2020). Beijing: Social Sciences Academic Press (China). (The book was rewarded Soft Science Excellent Research Award in 2021)
8. (Book chapter) **Lu K.**, Fang Z. J., Wang Y. L. (2020). Analysis of A-share Listed Companies' Performance in Fighting COVID-19 in 2020 (2020 年 A 股上市公司抗疫表现分析报告). Blue Book of Sustainable Development: A-share listed company's sustainable development value assessment report (2020). Beijing: Social Sciences Academic Press (China). (The book was rewarded Soft Science Excellent Research Award in 2021)
9. (Research article) **Lu K.**, & Li W. (2020). After COVID-19, How Should We Implement Sustainable Development Finance (后疫情时代, 我们应该如何践行可持续发展金融?). *China Sustainability Tribune*.
10. (Research report) **Lu K.** & Zhang R. N. (2020) Sustainable Finance Overview (可持续金融概念全景). Shenzhen: China Alliance of Social Value Investment.

INVITED LECTURES & TALKS (SELECTED)

Guest Lectures

1. *Why Does Charity Fraud Persist?* in social development class at HKU on Nov 13, 2024
2. *The Changing Role of NGOs in a Globalised World* in social policy class at HKU on Nov 12, 2024
3. *Strategic Planning and Management for Nonprofits* for over 20 social organisations in Shenzhen on Aug 30, 2024
4. *Strategic Planning and Management for Nonprofits* for over 50 social organisations in Shenzhen on Jul 25, 2024
5. *Why Do We Always Worry about Charity Fraud?* for donors of CharityBox (virtual) on May 25, 2024
6. *Public Administration in Hong Kong* in social policy class at Natioanl Taiwan University (virtual) on Mar 18, 2024
7. *Why Scandals? The Case of CCAFC* in social development class at HKU on Nov 29, 2023
8. *Employment, Entrepreneurship and Social Entrepreneurship (3-hr session)* in *Global Entrepreneurship Week Campus Centre*, for 30+ young social entrepreneurs on Aug 22, 2023
9. *Public Engagement for Nonprofits* in Creative Communication and Integrated Design class at Renmin University of China (Virtual) on Mar 27, 2023
10. *Social Enterprise in Greater China* in social development class at HKU on Nov 30, 2022
11. *Extended Case Method for Nonprofit Research* for Charity School in China for over 100 scholars and students in the nonprofit field (virtual) on March 30, 2022
12. *Development of Civil Society in China* in social development class at HKU on Apr 22, 2020
13. *Donation-based Crowdfunding* in nonprofit management class at HKU on Oct 10, 2018

Invited Talks

1. *Trends and Challenges: Observations on Sustainable Donations* for Lingxi Corporation on Apr 18, 2024
2. *Better Philanthropy Guidebook Press Conference* for Sany Foundation of China on Nov 15, 2023
3. *Philanthropy, the New Lifestyle for Youth* at the 10th China Charity Fair on Sep 17, 2023

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4. *How Youth Become Social Entrepreneurs* in *Global Entrepreneurship Week Campus Centre*, for over 2,000 audience online, invited for entrepreneurship tutoring on Aug 20 because of heat response on Aug 15, 2022

TEACHING DEVELOPMENT

Professional Certificate in Teaching and Learning in Higher Education	2023
Certificate in Teaching and Learning in Higher Education	2019

PROFESSIONAL MEMBERSHIP

ISTR-International Society for Third Sector Research	<i>Member (from 2019)</i>
ARNOVA-Association for Research on Nonprofit Organizations and Voluntary Action	<i>Member (from 2019)</i>