

Hong Kong Association for Applied Linguistics (HAAL) President–EXCO Report (2024–2025)

This President–EXCO Report documents in detail the governance, activities, and achievements of the Hong Kong Association for Applied Linguistics (HAAL) for the 2024–2025 term.

1. Executive Committee (2024–2025)

During the 2024–2025 term, HAAL was led by the following Executive Committee members:

President: Dr. Barry Bai (The Chinese University of Hong Kong)

Immediate Past President: Dr. Gavin Bui (Hang Seng University of Hong Kong)

Secretaries: Dr. Mable Chan (Hong Kong Baptist University); Ms. Emily Lui (The Hong Kong Polytechnic University)

Treasurer: Dr. Benjamin Moorhouse (City University of Hong Kong)

Webmaster: Prof. Angel Qing Ma (The Education University of Hong Kong)

Outreach Officer: Mr. Dennis Chau (Hong Kong Metropolitan University)

Other Executive Committee Members:

Dr. Ricky Lam (Hong Kong Baptist University); Dr. Matthew Sung (City University of Hong Kong); Dr. Danny Leung (Hong Kong Metropolitan University); Dr. Phoenix Lam (The Hong Kong Polytechnic University); Dr. Melinda Whong (The Hong Kong University of Science and Technology); Dr. Daniel Fung (The University of Hong Kong)

Advisors:

Professor George Braine; Professor Icy Lee

2. New Executive Committee (2025–2027)

The following Executive Committee was endorsed for the 2025–2027 term:

President: Dr. Benjamin Moorhouse (City University of Hong Kong)

Immediate Past President: Dr. Barry Bai (The Chinese University of Hong Kong)

Secretaries: Dr. Mable Chan (Hong Kong Baptist University); Ms. Emily Lui (The Hong Kong Polytechnic University)

Treasurer: Mr. Dennis Chau (Hong Kong Metropolitan University)

Webmaster: Dr. Gavin Bui (Hang Seng University of Hong Kong)

Outreach Officer: Dr. Daniel Fung (The University of Hong Kong)

Language Centre Liaison (New Role): Dr. Yolanda Zhou (The Hong Kong University of

Science and Technology)

Postgraduate Liaison (New Role): Mr. Chenze Wu (Hong Kong Baptist University)

Other Executive Committee Members:

Dr. Ricky Lam (Hong Kong Baptist University); Dr. Matthew Sung (City University of Hong Kong); Dr. Danny Leung (Hong Kong Metropolitan University); Dr. Phoenix Lam (The Hong Kong Polytechnic University); Dr. Angel Qing Ma (The Education University of Hong Kong)

Advisors:

Professor George Braine; Professor Icy Lee

3. Membership (2024–2025)

HAAL maintained an active and diverse membership during the 2024–2025 term. The Association recorded a total of 131 members, comprising 76 student members, 50 teachers and researchers in higher education, and 5 members in other categories. The Executive Committee extends sincere thanks to all members for their continued support and engagement.

4. Research Seminars (2024–2025)

HAAL organised a series of research seminars during the 2024–2025 academic year, providing platforms for scholarly exchange on current issues in applied linguistics and language education. Seminar themes included English Medium Instruction, innovation in language learning and teaching, artificial intelligence in language education, bilingual and multilingual practices, learner agency, and affective dimensions of language learning.

During the 2024–2025 term, HAAL organised the following research seminars:

15 October 2024 – *Navigating between aviation safety, corporate identities and destination branding: The interdiscursivity of flight safety videos* — Dr. Jenifer Ho (The Hong Kong Polytechnic University)

13 November 2024 – *English Medium Instruction: Current trends and future directions* — Professor Heath Rose (University of Oxford)

13 November 2024 – *Bridging the Gap: Addressing concerns in the language teaching–research nexus through undergraduate studies* — Professor Jim McKinley (University College London)

10 December 2024 – *Innovation in Language Learning and Teaching for Social Impact* — Dr. Lee Ju Seong (The Education University of Hong Kong)

15 January 2025 – *Harnessing the potential of big ideas in language education* — Dr. Rui Yuan (University of Macau)

18 February 2025 – *Redefining EAP Course Design: The Impact of AI on English Language Education in Higher Education* — Professor Zou Di (The Hong Kong Polytechnic University)

24 March 2025 – *The When, Why, and How Long of AI Integration in Second Language Writing* — Dr. Haerim Hwang (The Chinese University of Hong Kong)

16 April 2025 – *Navigating Emotional Landscapes: A Qualitative Case Study of Pre-Service TESOL Teachers' Emotions During Practicum in Hong Kong* — Dr. Winfred Wenhui Xuan (Hong Kong Metropolitan University)

29 May 2025 – *Bilingual learning motivation and engagement among students in Chinese–English bilingual education programmes in Mainland China: competing or coexistent?* — Dr. Xuan Zang (The Chinese University of Hong Kong)

19 June 2025 – *The Complexity of Learner Agency: Narratives of English Language Learners in Online Shadow Education* — Dr. Kevin Yung (The Education University of Hong Kong)

5. The 9th HAAL Conference (2025)

The 9th HAAL Conference was successfully held at The Chinese University of Hong Kong on 12 July 2025. The conference received 173 paper proposals, of which 127 were accepted for presentation. A total of 149 paying participants attended the conference, reaffirming HAAL's role as a major forum for applied linguistics scholarship in the region.

6. HAAL Awards (2024–2025)

The HAAL Best Paper Award (2024–2025) was presented to Alex Lap-kwan Lam (The Education University of Hong Kong) for the paper titled “Paper-based versus e-portfolios in FL writing: a mixed-methods study of young learners' enjoyment and boredom.” The award was presented in conjunction with the 9th HAAL Conference.

7. New Initiatives and Achievements

During the 2024–2025 term, HAAL advanced several new initiatives and achievements. The Association invited overseas scholars to deliver research seminars and strengthened exchanges with the Association of Hong Kong Language Centres. HAAL also sent representatives to partner organisations, including SOAS GLOCAL (University of London), Thai TESOL (January 2024 and January 2025), and Korea TESOL (May 2024). Promotion of HAAL activities was enhanced through email communications, the HAAL website, and the Association's Facebook.

8. New Initiatives for the 2025–2027 Term

New committee roles were introduced, including Language Centre Liaison and Postgraduate Liaison, to broaden outreach and engagement. Executive Committee members were tasked with promoting HAAL within their institutions, assisting in event organisation, serving on award and conference committees, and supporting member publications and events. New communication initiatives included the establishment of a HAAL LinkedIn page and a HAAL EXCO WhatsApp group.

9. Financial Viability

The Treasurer's Report for the 2024–2025 term was presented by Dr. Benjamin Moorhouse (City University of Hong Kong) at the AGM. The report outlined the Association's financial position and membership-related income and expenditure. HAAL had 101085.82HKD in reserve on 28/8/2025 on income of 73277.32 and expenditure of 68788.05. The majority of this was related to the conference

10. Concluding Remarks

The 2024–2025 term was a productive and forward-looking period for HAAL. Through sustained research seminars, a successful international conference, strategic partnerships, and strong member engagement, HAAL continued to advance its mission of promoting applied linguistics scholarship and professional exchange in Hong Kong and beyond.

Barry Bai
President of HAAL
21 October 2025