

Getting To Know Our Professors

Assistant Professor Leng Ho Keat



Asst/P Leng Ho Keat is currently the Programme Leader for the Bachelor of Science (Education) programme for PE and an Assistant Professor with the Physical Education and Sports Science (PESS) Academic Group.

What are you currently working as?

I am currently an Assistant Professor with the Physical Education and Sports Science Academic Group in NIE. I teach course electives on sports management and marketing to Physical Education (PE) teachers. However, most of my students are from the Sport Science and Management Degree programme offered by Nanyang Technological University (NTU). These students will not be PE teachers when they graduate. Instead, they will join the sports industry as marketing specialists and management executives. I am also the Programme Leader for the Bachelor of Science (Education) programme for PE. In this administrative role, I provide support for students on their learning journey in NIE.

What research area(s) are you working on now?

My research interest is in sports marketing. I have previously conducted research on sports marketing in social media, and consumer behaviour in relation to sporting goods. However, my main research interest is in sports sponsorship. I have researched on sponsorship in sports videogames and swimming events. My current projects use an eye tracker to examine the physiological responses towards sponsorship in sporting events, and its relationship with attitude and behaviour.

Why is NIE a good place for you to do your work?

NIE has a very supportive culture and the management and colleagues are helpful and friendly. There are also many schemes and policies that enable academics to learn and grow. As an institute of NTU, NIE also provides opportunities for cross-disciplinary research with other schools.

How would you describe NIE higher degree students?

I have taught several sports management classes with higher degree students. My opinion is that NIE has put in place a good system for selecting higher degree students and those who are enrolled in its programmes are of high calibre. They are articulate, well-read and industrious. Many of them are able to comprehend difficult concepts and analyse issues in depth with little trouble.

What have you learned from your students?

I learned more from my students than what I taught them. Students reflect on my strengths and weaknesses as an educator. They help me improve my teaching and share information which is interesting and relevant from their perspective. They have also provided me with the motivation to continue to learn and share.