

## Fong Hoi In, Veronica 馮海燕



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**Teaching and Research Areas :** Strategic Management and International Business

### **Academic Qualifications**

- 2009 – 2015    **Ph. D.** – Ph.D. in Strategic Management, University of Macau, (Macau)  
2004 – 2006    **MAIB** – Master of Arts in International Business, Anglia Ruskin University, (UK)  
                    **MBA** – Master of Business Administration, Hanze University Groningen, (The Netherlands)  
2000 – 2004    **BBA** – Bachelor of Business Administration, University of Macau, (Macau)

### **Teaching Experiences**

- 2015 – Present    Assistant Professor, Macau University of Science and Technology  
2012-2015        Lecturer, Macau University of Science and Technology  
2009-2012        Postgraduate Assistant, University of Macau  
2006-2009        Lecturer, Macau University of Science and Technology

### **Representative Publications**

#### **Journal Articles:**

Wong, IpKin Anthony, Fong, Veronica Hoi In & Liu, Matthew Tingchi (2012). Understanding perceived casino service difference among casino players. *International Journal of Contemporary Hospitality Management*, 24 (5), 753 - 773

Wong, IpKin Anthony & Fong, Veronica Hoi In (2011). Development and Validation of the Casino Service Quality Scale: CASERV. *International Journal of Hospitality Management*, 31 (1), 209 - 217

Wong, Ipkin Anthony & Fong, Veronica Hoi In (2010). Examining Casino Service Quality in the Asian Las Vegas: An Alternative Approach. *Journal of Hospitality Marketing & Management*, 19 (8), 842 - 865

Fong, Veronica Hoi In & Wong, IpKin Anthony (2009). Scale development: Necessary factors for the key success of casinos. *Macau University of Science and Technology Journal*, 3 (1), 49 - 59.

#### **Conference Proceedings:**

Fong, Veronica Hoi In & Hong, Jacky Fok Loi. (2015). Strategic agent and the internationalization of Chinese firms, European Group for Organizational Studies (EGOS) Colloquia, Athens, Greece.

Fong, Veronica Hoi In & Hong, Jacky Fok Loi (2014). Internationalization of Chinese firms: Leveraging role of institutional entrepreneur. Strategic Management Society (SMS) Special Conference, Copenhagen, Denmark

Fong, Veronica Hoi In & Hong, Jacky Fok Loi (2012). Internationalization of Chinese firms: From isomorphism to strategic responses. Strategic Management Society (SMS) Special Conference, Guangzhou, China

Fong, Veronica Hoi In & Hong, Jacky Fok Loi (2012). Home-based networks, local institutions and innovation of Chinese multinational firms. Strategic Management Society (SMS) Special Conference, Singapore.

Fong, Veronica Hoi In & Hong, Jacky Fok Loi (2011). Home-based networks and internationalization of Chinese multinational firms. Conference and JIM Specific Issue on Emerging Market Firm Competitiveness, Philadelphia, Pennsylvania U.S.A.

Wong, IpKin Anthony; Huang YuYing; Fong, Hoi In Veronica (2011). Exploring consumer behaviors in China: The moderating role of social conformity. American Marketing Association (AMA) Summer Educator's Conference. San Francisco, USA.

Wong, IpKin Anthony, Mark S. Rosenbaum, and Fong, Veronica Hoi In (2009). Understand how consumer ethnocentrism affects customer equity in the transitional economy. 2009 Academy of International Business (AIB) Southeast Asia Regional Conference. Hong Kong, China.

Wong, IpKin Anthony & Fong, Veronica Hoi In (2009). The Imperative of Casino Service in Gaming Destinations: Development and Validation of CASERV. 3rd Destination Branding and Marketing Conference. Macau, China.

Wong, IpKin Anthony & Fong, Veronica Hoi In (2009). Explore students' employment criteria in Macau. Rapidly Developing Macao: Review and Prospects in Light of the Ten Years since Macao's Handover. Macau, China.

Wong, IpKin Anthony & Fong, Veronica Hoi In (2009). Understanding service perception differences of the mass Chinese gaming market. 7th Asia-Pacific CHRIE Conference, Singapore.

Wong, IpKin Anthony & Fong, Veronica Hoi In (2008). Are services more important than games? Explore the role of services in the Asia gambling market. 14th Asia Pacific Tourism Association Annual Conference. Bangkok, Thailand.

Wong, IpKin Anthony, Huang, Yu Ying & Fong, Veronica Hoi In (2008). Consumer ethnocentrism in service encounter. International Conference on Business and Information 2008. Seoul, Korea.

Fong, Veronica Hoi In & Wong, IpKin Anthony (2008). Investigate the role of tangible and intangible service quality on customer delight. International Conference on Business and Information 2008. Seoul, Korea.

### ***Article***

Jacky Hong & Veronica Fong (2010). Revitalizing SMEs in Macau: Challenges and opportunities. Macau Business, December, 2010

### ***Award***

2010 Emerald/IACMR Chinese Management Research Fund Award Winner. Research Title: "International of Chinese firms: A missing link between local institutions and dynamic capabilities?"