



MACAU UNIVERSITY
OF SCIENCE AND TECHNOLOGY
澳門科技大學

Faculty of
Hospitality and Tourism Management
酒店與旅遊管理學院

Hong Fang, Selena
Assistant professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Hospitality Financial Management● Tourism Economic	<ul style="list-style-type: none">● Hospitality Financial Management● Financial Management for Food and Beverage Industry● Accounting● Tourism Economic● Statistics

Qualifications

[Academic Qualifications]

PHD in Management / Macau University of Science and Technology

Master in Economics / University of Macau

Bachelor in Financial Management / University of Macau

[Professional Qualifications]

2018-Present Assistant professor / Faculty of Hospitality and Tourism Management/ Macau University of Science and Technology

2010-2018 Lecturer / Faculty of Hospitality and Tourism Management / Macau University of Science and Technology

2009 Teaching and Research Assistant / Faculty of Business Administration / University of Macau

2008 Language lecturer / Oral Training Class for Macao Daily News--Charity Fund from the Readers

2007 Analyst / China EverBright Limited in Hong Kong

2006 Analyst / ChangJiang BNP Paribas Peregrine Securities Co. Lt. in Shanghai

Publications

[Journal Articles]

Zhu Y. N., Hong F. & Yang C. Y. (2018). Inclusive leadership: review and direction for future research.

Journal of Macau University of Science and Technology, 12(2), 21-27.

Lin Y. J., Shi X. Y. & Hong F. (2018). 商业银行多元化资产配置战略与银行盈利能力—基于不同股权结构的讨论[J]. 新金融. 2018(12)

Li X., Xu Y., Hong F. & Zeng Y. W. (2017) A Justice Framework for Understanding Hospitality Employees' Deviant Behavior. Journal of Macau University of Science and Technology. 11, 76-90.

Wang J., Hong F. & Peng B. (2016). Impact of Macao exhibition Industry Influence on Economic Development in the Belt and Road Mode. Journal of Residuals Science & Technology, 13(8).

[Conference Papers]

Hong F. Studying the MIF Quality by Importance-Performance Analysis. World Convention on Hospitality, Tourism and Event Research & International Convention and Expo Summit 2013, Bangkok, Thailand.

MA E., Hong F. Interactive competition between casino corporations: a case on Macau. World Convention on Hospitality, Tourism and Event Research & International Convention and Expo Summit 2013, Bangkok, Thailand.

[Book Chapter]

Zhu Y. N., Yang C. Y. & Hong F. (2018). ‘环保酒店奖’的评选、效应与趋势，澳门绿皮书——澳门旅游休闲发展报告（2017-2018），Social Science of Academy Press (China).

Research Grants

- 2018 Participated “Research on the Comprehensive Competitiveness Index of Tourism and Leisure in Macau——Based on the Perspective of City Comparison”, conducted by Macau Economic association, sponsored by Macao Foundation
- 2017-2018 Participated “Study of City Clean-up Service Quality in Macau”, Macau Environmental Protection Bureau

Membership of Academic and Professional Associations

Member – Macau Public administration Association

Member -- Macau Economic association

Awards Received

Certificate of participating Seminar of “Macao Auditing Standards”