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Title: Associate Professor 副教授
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Dept/Fields: Department of Management

Academic Qualification

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 in Management, Hanze University Groningen, (The Netherlands)
2000 – 2004 **BBA** – Bachelor of Business Administration in Economics and International Finance, University of Macau, (Macau)

Working Experience

2020 – Present Associate Professor, Macau University of Science and Technology
2015 – 2020 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

Teaching Activities

Undergraduate Courses: Introduction to Management; Introduction to International Business
Master Course: Strategic Management
Doctoral Course: Special Topics in Strategic Management and International Business

Research Areas

Entrepreneurship, digitalization and innovation
Organizational learning and knowledge management
Coopetition
Chinese firms

Selected Publications

Lan , Junbang, Wong, IpKin Anthony, Fong, Veronica Hoi In, Guo, Jia Wen (2023), Duality of conscientiousness and service knowledge growth: The role of self-efficacy and self-deception, *Journal of Hospitality and Tourism Management*, (54) 426-536.

Fong, Veronica Hoi In, Hong, Jacky Fok Loi & Wong, IpKin Anthony. (2021). The evolution of triadic relationships in a tourism supply chain through coopetition, *Tourism Management*. 87 (104274)

Wong, IpKin Anthony; Fong, Veronica Hoi In; Leong, Man Wai; Li, Jacky Xi (2019). Predicting event participants gambling decision: The cross-level role of casino hotel brand equity. *International Journal of Contemporary Hospitality Management*. 31(7), 2951 – 2969

Wong, IpKin Anthony; Luo, Jiaqi; Fong, Veronica Hoi In (2019). Legitimacy of gaming development in China through framing. *Tourism Management*. 74, 200 – 206

Fong, Veronica Hoi In, Wong, IpKin Anthony & Hong, Jacky Fok Loi. (2018). Development of institutional logic through coopetition in the tourism industry. *Tourism Management*. 66, 244 – 262.

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

中文期刊

鄭博文, 霍曉彤 & 馮海燕. (2023). 數字化轉型與全要素生產率 — 基于 A 股上市公司的經驗證據. *技術經濟*(05), 29-44.

霍曉彤, 鄭博文 & 馮海燕. (2023). 數字經濟與企業戰略變革 — 基于 A 股上市公司的經驗證據. *技術經濟*(04), 68-81.

Selected Conferences

Fong, Veronica Hoi In; Liu Yu-xiao; Zheng Bowen (2023). Thrilling high-tech innovation: The role of entrepreneurial passion, strategic process and organizational unlearning. International Association for Chinese Management Research (IACMR) 10th Biennial Conference, Hong Kong, China

Wang, ShuYang, Fong, Veronica Hoi In & Hong, Jacky Fok Loi (2018), Coopetition and institutional logics in tourism; Presented at the third international conference on Economic and Business Management, Hohhot, China

Wu, Xiao Yu, Fong, Veronica Hoi In & Hong, Jacky Fok Loi (2018), Home-based networks, local institutions and innovation of Chinese multinational firms; Presented at the third international conference on Economic and Business Management, Hohhot, China

Wang, ShuYang, Fong, Veronica Hoi In & Wong, IpKin Anthony (2017), The effect of organizational behaviors on employee job performance: The moderating role of CSR and cultural values; Presented at the second international conference on Economic and Business Management, Shanghai, China

Wu, Xiao Yu, Fong, Veronica Hoi In & Wong, IpKin Anthony (2017), A study of intra-national consumer behaviors in China: The role of regional wealth; Presented at the second international conference on Economic and Business Management, Shanghai, China

Wang, ShuYang, Fong, Veronica Hoi In, Wu, Xiao Yu & Wong, IpKin Anthony (2016), The role of organizational structural properties on ICT use in Public Academic Institutions; Presented at the World Congress on Engineering and Computer Science 2016, San Francisco, USA

Wu, Xiao Yu, Fong, Veronica Hoi In, Wang, Shu Yang & Hong, Jacky Fok Loi (2016), Execution of the dynamic capabilities concept in China; Presented at the World Congress on Engineering and Computer Science 2016, San Francisco, US

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

Research Funding

Exploring the development of Hengqin – Research fund granted by Macao Affairs Bureau of Hengqin New Area of Zhuhai, 2019. (Principal Investigator)

Examining MICE tourists' gambling decision: A cross-level study – Research fund granted by MUST Foundation, 2019. (Principal Investigator)

Internationalization of Chinese firms: The Role of Network and Domestic Institutions study – Research fund granted by MUST Foundation, 2012. (Principal Investigator)

2009 研究題目:"澳門實質性發展中人力資源的戰略需要: 問題與對策的探索性研究"(澳門基金會資助的研究基金)– 項目負責人

Other Professional Activities

2020 – Present Ad hoc reviewer of Tourism Management

2012 – Present Ad hoc reviewer of International Journal of Contemporary Hospitality Management

2010 – Present Ad hoc reviewer of Management and Organization Review

Honors/Awards

Emerald's prime picks: Specially selected articles, 2014. Wong, IpKin Anthony, Fong, Veronica Hoi In & Liu, Matthew (2012), Understanding perceived casino

service difference among players, *International Journal of Contemporary Hospitality Management*, 24 (5), 753 – 773

2010 Emerald/IACMR Chinese Management Research Fund Award Winner.

Research Title: “International of Chinese firms: A missing link between local institutions and dynamic capabilities?”