



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● Corporate Governance in Hotel and Tourism Industry● Tourism Economic	<ul style="list-style-type: none">● Hospitality Financial Management● Financial Management for Food and Beverage Industry● Hotel Revenue Management● Accounting● Statistics

Qualifications

[Academic Qualifications]

- Ph.D / Management / Macau University of Science and Technology
- Master / Economics / University of Macau
- Bachelor / Financial Management / University of Macau
- Certificate in Public Administration Major / Tsinghua University
- Certificate in Clare Hall Study Programme / University of Cambridge

[Professional Qualifications]

- Certificate in the “Macao Social Science Scholars Training Programme” / Nanjing University
- Certificate in “The course of Meeting and Event Management” / Dusit Thani College
- Certificate in the “Doctoral Supervision Training” / EDC / MUST
- Certificate in the “Teaching and Learning in Higher Education” EDC / MUST
- Certificate in the “English Medium Teaching in MUST” / EDC / MUST
- Certificate in the “Macao Auditing Standards Seminar” / DSF

[Award]

- Outstanding Performance Award in Online Teaching (2020)

[Related Working Experiences]

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]

1. Wong W. C., Xie D. M., Yang T., & Hong F.*(2023). Study activities, emotional reactions, patriotism, and future travel intention in red tourism. *Global Gaming and Tourism Research by MPU*, 2023(2)
2. Sun H. Y., Sio Chong U S. C. & Hong F*. (2023). Research on the Effects of Tax incentives on Discretionary R&D Investment, Corporate Tax Avoidance and Firm Risks. *Journal of Macau University of Science and Technology*, 2023, 17(2): 49-78
3. Guan, J., Tavitiyaman, P., Ren, L., Wang, P. & Hong, F. (2022). Hospitality Students Taking Synchronous Online Classes: Are They Ready?, *Journal of Quality Assurance in Hospitality & Tourism*, DOI: 10.1080/1528008X.2021.2024779
4. Chen L., Lin Y. J. & Hong F*. (2021). The Impact of Corporate Governance on the Stickiness of Executive Pay. *Journal of Macau University of Science and Technology*, 15(1),39-46.
5. 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.
6. Lin Y. J., Shi X. Y. & Hong F*. (2018). Commercial banks' diversified asset allocation strategies and bank profitability—a discussion based on different ownership structures. *New Finance*. 2018(12)
7. 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.
8. 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 Proceedings]

1. Gao Z.k., Hong F., & Ng Y. N. (2023). The Impact Of Covid-19 On The Market Value Of Listed Tourism Companies In China: Evidence From The E-Transactions In Stock Market. Conference of Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area 2023, Hong Kong
2. Yang L., Ming L. K., & Hong F. (2023). Community Consumption via Mobile Payment in Macao. Conference of Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area 2023, Hong Kong
3. Bai X. P., Hong F. (2022). The effect of video attributes on memorable short video experience and intention to visit : The case of tiktok. The Sixth International Conference on Economic and Business Management (FEBM 2021)
4. Hong F. (2013) Studying the MIF Quality by Importance-Performance Analysis. World Convention on Hospitality, Tourism and Event Research & International Convention and Expo Summit 2013, Bangkok, Thailand.

5. MA E., Hong F. (2013) 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

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|--------------|---|
| 2023-2024 | Create a Study Tour Base in the Greater Bay Area: Research on Study Tour Industry Development in Hengqin-Macao / Macao Foundation |
| 2020-2021 | The perceptions of Greater Bay Area tourists and residents at different stages under COVID-19 / DSEDJ |
| 2018 | Participated “Research on the Comprehensive Competitiveness Index of Tourism and Leisure in Macau——Based on the Perspective of City Comparison” / Macau Economic association / Macao Foundation |
| 2017-Present | Participated “Study of City Clean-up Service Quality in Macau” / Macau Environmental Protection Bureau |

Membership of Academic and Professional Associations

Institute for Macau City	Consultant
Macau Public Administration Association	Member of the council
China (Macao) Institute of Research, Study and Innovation	Chairmen
Macau Economic association	Member