

## 冯海燕



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### 教育背景

2009 – 2015 博士-战略管理，澳门大学（澳门）  
2004 – 2006 国际商务硕士 – 国际商务管理，安格利亚鲁斯金大学（英国）  
工商管理硕士 – 管理，格罗宁根汉斯大学（荷兰）  
2000 – 2004 工商管理学士 – 经济学和国际金融学，澳门大学（澳门）

### 工作经验

2020 – 现在 副教授，澳门科技大学  
2015 – 2020 助理教授，澳门科技大学  
2012 – 2015 讲师，澳门科技大学  
2009 – 2012 研究生助理，澳门大学  
2006 – 2009 讲师，澳门科技大学

### 教学活动

本科课程： 管理导论;国际商务导论  
硕士课程： 战略管理  
博士课程： 战略管理与国际商务专题

### 研究领域

创业、数字化和创新  
组织学习和知识管理  
竞合  
中国公司

## 英文期刊

Shi, Y., Liu, Y., **Fong, V. H. I.** & Lan Y. (2024). Fueling SMEs' product innovation through entrepreneurial passion during COVID-19: The role of dynamic capability and environmental opportunities. *Journal of Management and Organizations*, Published online 2024:1-21. doi:10.1017/jmo.2023.66.

**Fong, V. H. I.**, Lin, X., Wong, I. A. & Liu, M. T. (2024). Organizational fashion and trend setting in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 36 (7), 2484 – 2500.

Lan, J., Wong, I. A., **Fong, V. H. I.** & Guo, J. W. (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, V. H. I.**, Hong, J. F. L., & Wong, I. A. (2021). The evolution of triadic relationships in a tourism supply chain through cooptation. *Tourism Management*. 84 (104274).

Wong, I. A., **Fong, V. H. I.**, Leong, M. W. & Li, J. X. (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, I. A., Luo, J. & **Fong, V. H. I.** (2019). Legitimacy of gaming development in China through framing. *Tourism Management*. 74, 200 – 206.

**Fong, V. H. I.**, Wong, I. A. & Hong, J. F. L. (2018). Development of institutional logic through cooptation in the tourism industry. *Tourism Management*. 66, 244 – 262.

Wong, I. A., **Fong, V. H. I.** & Liu, M. T. (2012). Understanding perceived casino service difference among casino players. *International Journal of Contemporary Hospitality Management*, 24 (5), 753 – 773.

Wong, I. A. & **Fong, V. H. I.** (2011). Development and validation of the casino service quality scale: CASERV. *International Journal of Hospitality Management*, 31 (1), 209 – 217.

Wong, I. A. & **Fong, V. H. I.** (2010). Examining casino service quality in the Asian Las Vegas: An alternative approach. *Journal of Hospitality Marketing & Management*, 19 (8), 842 – 865.

**Fong, V. H. I.** & Wong, I. A. (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

柳仪, 冯海燕 & 简兆权 (2024). 数字经济赋能大中小企业融通创新的作用机制与实现路径. *企业经济*(05), 49-56.

郑博文, 霍晓彤 & 冯海燕 (2023). 数字化转型与全要素生产率 —— 基于 A 股上市公司的经验证据. *技术经济*(05), 29-44.

霍晓彤, 郑博文 & 冯海燕. (2023). 数字经济与企业战略变革 —— 基于 A 股上市公司的经验证据. *技术经济*(04), 68-81.

## 会议论文

**Fong, V. H. I.**, Liu, Y. & Zheng, B. (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, S. Y., **Fong, V. H. I.** & Hong, J. F. L. (2018). Coopetition and institutional logics in tourism. The third international conference on Economic and Business Management, Hohhot, China.

Wu, X. Y., **Fong, V. H. I.** & Hong, J. F. L. (2018). Home-based networks, local institutions and innovation of Chinese multinational firms. The third international conference on Economic and Business Management, Hohhot, China.

Wang, S. Y., **Fong, V. H. I.** & Wong, I. A. (2017). The effect of organizational behaviors on employee job performance: The moderating role of CSR and cultural values. The second international conference on Economic and Business Management, Shanghai, China.

Wu, X. Y., **Fong, V. H. I.** & Wong, I. A. (2017). A study of intra-national consumer behaviors in China: The role of regional wealth. The second international conference on Economic and Business Management, Shanghai, China.

Wang, S. Y., **Fong, V. H. I.**, Wu, X. Y. & Wong, I. A. (2016). The role of organizational structural properties on ICT use in Public Academic Institutions. The World Congress on Engineering and Computer Science 2016, San Francisco, USA

Wu, X. Y., **Fong, V. H. I.**, Wang, S. Y. & Hong, J. F. L. (2016). Execution of the dynamic capabilities concept in China. The World Congress on Engineering and Computer Science 2016, San Francisco, US.

**Fong, V. H. I.** & Hong, J. F. L. (2015). Strategic agent and the internationalization of Chinese firms, European Group for Organizational Studies (EGOS) Colloquia, Athens, Greece.

**Fong, V. H. I.** & Hong, J. F. L. (2014). Internationalization of Chinese firms: Leveraging role of institutional entrepreneur. Strategic Management Society (SMS) Special Conference, Copenhagen, Denmark.

**Fong, V. H. I.** & Hong, J. F. L. (2012). Internationalization of Chinese firms: From isomorphism to strategic responses. Strategic Management Society (SMS) Special Conference, Guangzhou, China.

**Fong, V. H. I.** & Hong, J. F. L. (2012). Home-based networks, local institutions and innovation of Chinese multinational firms. Strategic Management Society (SMS) Special Conference, Singapore.

**Fong, V. H. I.** & Hong, J. F. L. (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, I. A. Huang Y. Y. & **Fong, V. H. I.** (2011). Exploring consumer behaviors in China: The moderating role of social conformity. American Marketing Association (AMA) Summer Educator's Conference. San Francisco, USA.

Wong, I. A., Mark, S. R. & **Fong, V. H. I.** (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, I. A. & **Fong, V. H. I.** (2009). The imperative of casino service in gaming destinations: Development and validation of CASERV. 3rd Destination Branding and Marketing Conference. Macau, China.

Wong, I. A. & **Fong, V. H. I.** (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, I. A. & **Fong, V. H. I.** (2009). Understanding service perception differences of the mass Chinese gaming market. 7th Asia-Pacific CHRIE Conference, Singapore.

Wong, I. A. & **Fong, V. H. I.** (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, I. A., Huang, Y. Y. & **Fong, V. H. I.** (2008). Consumer ethnocentrism in service encounter. International Conference on Business and Information 2008. Seoul, Korea.

**Fong, V. H. I.** & Wong, I. A. (2008). Investigate the role of tangible and intangible service quality on customer delight. International Conference on Business and Information 2008. Seoul, Korea.

### 研究经费

2024 – 数字化对粤港澳大湾区内中小企业的创新与生态圈构建的发展研究 ,澳门基金会资助的研究基金 (项目负责人)

2019 – 探索横琴的发展 ,珠海市横琴新区澳门事务局颁发的研究基金 (项目负责人)

2019 – 调查 MICE 游客的赌博决定：一项跨层次研究 , 澳门科技大学基金会资助的研究基金 (项目负责人)

2012 – 《中国企业的国际化：网络和国内机构的作用》研究 , 澳门科技大学基金会资助的研究基金 (项目负责人)

2009 – 澳门实质性发展中人力资源的战略需要：问题与对策的探索性研究 ,澳门基金会资助的研究基金 (项目负责人)

### 奖项

Emerald's prime picks: Specially selected articles, 2014. Wong, I. A, Fong, V. H. I. & Liu, M. T (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?”

### 其他专业资格

2020 –现在 审稿员 Tourism Management

2012 –现在 审稿员 International Journal of Contemporary Hospitality Management

2010 –现在 审稿员 Management and Organization Review