

馮海燕



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教育背景

2009 – 2015 博士-戰略管理，澳門大學（澳門）
2004 – 2006 國際商務碩士 – 國際商務管理，安格利亞魯斯金大學（英國）
工商管理碩士 – 管理，格羅寧根漢斯大學（荷蘭）
2000 – 2004 工商管理學士 – 經濟學和國際金融學，澳門大學（澳門）

工作經驗

2020 – 現在 副教授，澳門科技大學
2015 – 2020 助理教授，澳門科技大學
2012 – 2015 講師，澳門科技大學
2009 – 2012 研究生助理，澳門大學
2006 – 2009 講師，澳門科技大學

教學活動

本科課程： 管理導論;國際商務導論
碩士課程： 戰略管理
博士課程： 戰略管理與國際商務專題

研究領域

創業、數位化和創新
組織學習和知識管理
競合和網絡
中國公司

英文期刊

- Lin, X., Wong, I. A. & **Fong, V. H. I.** (2025) Building ingenuity in tourism organizations during crises. *Tourism Management*. 110 (105165).
- Zheng, B., Lin, Y. Y. **Fong, V. H. I.** & Huo, X (2025). Exploring the influence of CEO overconfidence on innovation in artificial intelligence technology: A machine learning approach. *European Journal of Innovation Management*, Published online 2025. doi-org.libezproxy.must.edu.mo/10.1108/EJIM-11-2023-0987.
- 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 coopetition. *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 coopetition 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

柳儀, 馮海燕 & 簡兆權 (2025). 大中小企業融通創新賦能新質生產力的內在邏輯與實現路徑. *企業經濟*(02), 25-36.

李穎, 馮海燕 & 張博堅 (2024). 混合辦公常態下個人、領導與組織的現狀分析及應對. *領導科學* (05), 88-93.

柳儀, 馮海燕 & 簡兆權 (2024). 數字經濟賦能大中小企業融通創新的作用機制與實現路徑. *企業經濟*(05), 49-56.

曾偉民, 馮海燕 & 余家軍 (2024). 基於商業生態系統和利益相關者理論的中小企業價值共創過程研究. *管理研究*, 8-12.

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.

會議論文

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.

研究經費

2024 – 數字化對粵港澳大灣區內中小企業的創新與生態圈構建的發展研究 ,澳門基金會資助的研究基金 (項目負責人)

2019 – 探索橫琴的發展 ,珠海市橫琴新區澳門事務局頒發的研究基金 (項目負責人)

2019 – 調查 MICE 遊客的賭博決定：一項跨層次研究 , 澳門科技大學基金會資助的研究基金 (項目負責人)

2012 – 《中國企業的國際化：網路和國內機構的作用》研究 , 澳門科技大學基金會資助的研究基金 (項目負責人)

2009 – 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)

獎項

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?”

其他專業資格

2020 –現在 審稿員 Tourism Management

2012 –現在 審稿員 International Journal of Contemporary Hospitality Management

2010 –現在 審稿員 Management and Organization Review