

Fong Hoi In, Veronica



Title: Associate Professor
Faculty: School of Business
Email: address: hifong@must.edu.mo
Tel: (853) 88971952
Office: O950
Address: Avenida Wai Long, Taipa, Macau
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 and Network

Chinese firms

Journal Publications

Lin, X. Y., 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策略, *領導科學*, (5), 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.

Selected Conferences

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, USA.

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 USA.

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.

Research Funding

2024 – Research on the development of digitalization on the innovation and ecosystem construction of small and medium-sized enterprises in the Guangdong-Hong Kong-Macao Greater Bay area. Research fund granted by Macau Foundation. (Principal Investigator).

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

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

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

2009 –The strategic imperatives of human resources on Macao's substantive development: An exploratory study of the problems and solutions. Research fund granted by Macau Foundation. (Principal Investigator).

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, 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?"