

Curriculum Vitae



Associate Professor Ada Wong Hiu Kan

Associate Professor, Marketing Programme
School of Business

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Education Qualifications

- PhD in Marketing, The Hong Kong Polytechnic University
- MPhil in Marketing, The Hong Kong Polytechnic University
- BA in Marketing (First Class Honours), The Hong Kong Polytechnic University

Academic and Professional Experience

2021 - Present	Associate Professor, School of Business, SUSS
2021 - Present	Adjunct Associate Professor, School of Graduate Studies, Lingnan University
2020 - 2021	Core Centre Fellow, Institute of Policy Studies, Lingnan University
2019 - 2021	Founding Programme Director, MSocSc in Organisational Psychology and Education Management (OPEM), School of Graduate Studies, Lingnan University
2019 - 2021	Associate Professor of Teaching, School of Graduate Studies, Lingnan University
2018 - 2019	Associate Professor of Teaching, Department of Marketing and International Business Lingnan University
2015 - 2016	Associate Programme Director, MSc in Marketing and International Business (MScMIB), Department of Marketing and International Business, Lingnan University
2010 - 2018	Assistant Professor, Department of Marketing and International Business, Lingnan University

Memberships and Professional Activities

2023 - Present	Principal Investigator, "Breaking the Vicious Cycle: Enhancing Social Mobility through Improving Equality in Access to Sports Resources", Lee Kuan Yew School of Public Policy (LKYSPP) Social Mobility Foundation (SMF) Grant, funded S\$50k.
2022 - Present	Member, The Australian Association of Social Marketing

2022 - Present	Principal Investigator, "Working from Home and Employee's Well-being: Findings from the Working Population in Singapore", MOE Start-up Research Fund, funded SG\$20k.
2021 - 2023	Principal Investigator, "360° Gerontech Elite Incubation Programme (樂齡科技 360°專才培育計劃)", Quality Education Fund, HKSAR Government, funded HK\$0.9M.
2020	Leader & Presenter, Press Conference for the "Survey Findings on Working from Home under COVID19" project, Lingnan University (https://www.ln.edu.hk/research-and-impact/research-press-conferences/survey-findings-on-working-from-home-under-covid19)
2018 - 2021	Co-Investigator & Internal Consultant, "Social Innovation & Socialpreneurs Development: Smart Ageing with Gerontechnology" project, HK Chief Executive's Community Project List 2018 (HKJC), funded HK\$19.7M.
2018 - 2021	Principal Investigator, "Develop Digital Marketing Talents via the U2I Collaborative Approach" project, Teaching Development Grant, Lingnan University, funded HK\$0.2M.
2019 - 2020	Organizing Committee, Conference for Higher Education Research, Lingnan University
2017 - 2019	Principal Investigator, "How Social Enterprises Compete in the Retail Market?" project, Direct Grant for GRF Project, Lingnan University, funded HK\$0.12M.
2018	Completed a 5-Day "Design Thinking Workshop", run by the Teaching and Learning Studio, Stanford University.
2016 - 2018	Principal Investigator, "Social Enterprise Ownership and the Achievement of Performance Objectives: From the Market Orientation and Learning Orientation Perspectives" project, Faculty Research Grant, Lingnan University, funded HK\$50k.

Consultancy and Executive Experience

2022 - Present	Marketing Advisor, RehabExo Pty Ltd, Australia
2017 - 2018	Panel Judge, "Startup Weekend Hong Kong Silver Society @ Lingnan University", Office of Service Learning, Lingnan University
2013 - 2018	Faculty Advisor, Hong Kong Social Enterprise Challenge (HKSEC), Chinese University of Hong Kong & Home Affairs Bureau of HKSAR

Awards

Teaching recognitions:

- 2017: University Grants Committee Teaching Award (chosen as the University's nominee for the Award - a sector-wide award to recognise exceptional teachers in the eight UGC-funded universities in HK)
- 2015-2016: Teaching Excellence Award 2015-16, Lingnan University (one of the three Award Recipients of the Year)

Research recognitions:

- 2023: Best Paper Award, The 8th World Business Ethics Forum, Hong Kong, China, 14 - 15 June 2023.
- 2012: Best Presenter Award, Global Business, Economics and Finance Research Conference, London, UK
- 2011: Best Paper Award, 13th Global Business and Technology Association International Annual Conference, Istanbul, Turkey.

Research Interests

- Social Marketing; Flexible Work Arrangements; Personal Well-being; Work-Family Balance; Marketing Strategies for Social Enterprises; Marketing Capabilities; Market Orientation; Organizational Learning; Learning Motivation

Selected Publications

Journal Articles:

- **Wong, A.H.K.** and Cheung, F. (2024) "The Impacts of Work-From-Home Goal Alignment on Employee Well-Being and Turnover Intentions: The Mediating Role of Work Engagement", Asian Journal of Business Ethics (Special Issue), forthcoming.
- **Wong, A.H.K.**, Wu, C.X., Whitla, P. and Snell, R.S. (2022) "How LMX and Marketing Capabilities Guide and Motivate Customer-Facing Employees' Learning", Journal of Business Research, 138, 161 - 169.
- **Wong, A.H.K.**, Cheung, J.O. and Chen, Z. (2020) "Promoting effectiveness of 'working from home': Findings from Hong Kong working population under COVID-19", Asian Education and Development Studies, 10(2), 210 - 228.
- **Wong, A.H.K.** and Poon, H.S.Y. (2018) "An Exploratory Study on the Social Enterprise Sector in Hong Kong", Hang Seng Management College Business Review, 1(1), 33 - 37.
- **Wong, A.H.K.**, Tian, Y. and Poon, P. (2016) "Managing Opportunism in China: The Roles of Guanxi, Environmental Uncertainty and Management Culture." Journal of Global Marketing, 29(2), 98 - 111.
- **Wong, A.H.K.** and Tse, F.W.L. (2015) "Identifying the Benefits and Challenges of Using Social media as a Promotional Tool for Social Enterprises." International Journal of Marketing and Technology, 5(12), 105 - 117.
- **Wong, A.H.K.** and Tse, F.W.L. (2015) "An Investigation of How Networking Improves Social Enterprise Performance." International Journal of Advanced Research in Management and Social Science, 4(11), 25 - 35.
- Zhan, G. and **Wong, A.H.K.** (2015) "The Use of E-commerce Site for Partner Search." Journal of Economics, Business and Management, 3(10), 967 - 970.
- Peng, L., **Wong, A.H.K.** and Wan, L.C.Y. (2012) "The Effects of Image Congruence and Self-Monitoring on Product Evaluations: A Comparison between Genuine and Counterfeit Products?" Journal of Global Marketing, 25(1), 17 - 28.
- Ellis, P.D., Davies, H. and **Wong, A.H.K.** (2011) "Export intensity and marketing in transition economies: Evidence from China," Industrial Marketing Management, 4(4), 593 - 602.

- **Wong, A.H.K.** and Ellis, P. (2007), "Is market orientation affected by the product life cycle?" *Journal of World Business*, 42(2), 145-156.

Conference Papers (since 2015):

- **Wong, A.H.K.** (2023) "ChatGPT Usage Behaviour and Individual Well-Being", Australia and New Zealand Marketing Academy (ANZMAC) Conference 2023, Dunedin, New Zealand, 4 - 6 December 2023.
- **Wong, A.H.K.** and Cheung, F. "The Impacts of Work-From-Home Goal Alignment on Employee Well-Being and Turnover Intentions: The Mediating Role of Work Engagement", The 8th World Business Ethics Forum, Hong Kong, China, 14 - 15 June 2023.
- **Wong, A.H.K.** and Cheung, F. "Has the WFH Experience Improved in the Past Two Years in Hong Kong?", 2022 Academy of International Business Asia Pacific Regional Conference, Ningbo & Hong Kong, China, 7 - 9 December 2022.
- **Wong, A.H.K.** "Social Marketing: The Best Marketing Practice for Social Enterprises?", The 6th Annual Symposium on Management and Social Sciences, Hokkaido, Japan, 16 - 18 July 2019.
- **Wong, A.H.K.** and Poon, S.Y.H. "Social Enterprise Ownership and the Achievement of Performance Objectives", 2017 Academy of International Business Southeast Asia Regional Conference, Chiang Mai, Thailand, 7-9 December 2017.
- **Wong, A.H.K.**, "Key Challenges and Key Success Factors for Social Enterprises in the Retail Sector", 13th Asia-Pacific Business Research Conference, Singapore, 23-24 October 2017.
- **Wong, A.H.K.**, Leung, W.Y.N., Lam, C.P.S. and Snell, R.S. "To Care About Our Society - Social Marketing: A Course that Develops Caring Leaders for the Society", 6th Asia-Pacific Regional Conference on Service-Learning, Surabaya, Indonesia, 28 May - 2 June 2017.
- **Wong, A.H.K.** "Developing Organizational Learning and Marketing Capabilities in Social Enterprise", Seventeenth International Conference on Knowledge, Culture, and Change in Organizations, Darwin, Australia, 20-21 April 2017.
- Zhan, G. and **Wong, A.H.K.** "Consumer Adoption of Wi-Fi Network: The Role of Security Knowledge, Perceived Threat and Security Measures", 8th International Conference on E-Education, E-Business, E-Management and E-Learning, Kuala Lumpur, Malaysia, 5-7 January 2017.
- **Wong, A.H.K.** and Tse, F.W.L. "Social Media, Networking, and Marketing Performance: A Study of Social Enterprises in Hong Kong." *Academy of International Business Southeast Asia Regional Conference 2015*, Penang, Malaysia, 3-5 December 2015.
- **Wong, A.H.K.** "How to Improve the Sustainability of Social Enterprises?" 32nd International Business Research Conference, Melbourne, Australia, 23-25 November 2015.
- Whitla, P. and **Wong, A.H.K.** "Chinese Consumer Attitudes to the Purchase of Second-Hand Goods" Paper presented at SIBR-Thammasat Conference on Interdisciplinary Business and Economics Research, Bangkok, Thailand, 4-6 June 2015.

Knowledge-Transfer Activities

2022	Guest of the show, "Inflation: How To Stretch My Food Dollar?", Talking Point 2021/2022 - S1E43 (25 March), ChannelNewsAsia (CNA), Singapore. Available at: https://www.channelnewsasia.com/watch/talking-point-20212022/inflation-how-stretch-my-food-dollar-2585986
2021	Invited Speaker, "Engaging for change, changing for engagement: Nurturing Caring Leaders through Service-Learning", Webinar series: Development in Education in East Asia: Searching for New Research Directions, Lingnan University, Durham University and University of Bath (https://www.durham.ac.uk/departments/academic/education/about-us/events/research-seminar-18jun21/).
2019	Guest Instructor, "Socialpreneur Incubation Courses", HKJC Gerontechnology and Smart Ageing Project, taught Fundamental Marketing Principles to the public in Spring/Summer of 2019.
2016	Presenter, Go Big with a Simple Step - Digital Marketing Strategies Public Lecture 超越「無限大」- 新世代數碼營銷策略, organized by the Hong Kong Institute of Marketing (HKIM) and Lingnan University on 22 Jun 2016. 2022 - Present Marketing Advisor, RehabExo Pty Ltd, Australia
2017 - 2018	Panel Judge, "Startup Weekend Hong Kong Silver Society @ Lingnan University", Office of Service Learning, Lingnan University

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