

## Curriculum Vitae



### **Associate Professor Ada Wong Hiu Kan**

Associate Professor, Marketing Programme  
School of Business

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## Education Qualifications

2010	PhD in Marketing, The Hong Kong Polytechnic University
2006	MPhil in Marketing, The Hong Kong Polytechnic University
2003	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

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 - Present	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 - 2021	Member, Board of Graduate Studies, Lingnan University
2020 - 2021	Faculty Pioneer, Teaching and Learning Centre, Lingnan University
2020	Leader & Presenter, Press Conference for the “Survey Findings on Working from Home under COVID19” project, Lingnan University ( <a href="https://www.ln.edu.hk/research-and-impact/research-press-conferences/survey-findings-on-working-from-home-under-covid19">https://www.ln.edu.hk/research-and-impact/research-press-conferences/survey-findings-on-working-from-home-under-covid19</a> )
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	Member (Faculty Representative), Student Disciplinary Committee, 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.
2016 - 2019	Member, Sub-Committee on Curriculum Review and Learning Outcomes Assessment of the Undergraduate Programme, Undergraduate Business Programme Committee (UBPC), Lingnan University
2018	Completed a 5-Day “Design Thinking Workshop”, run by the Teaching and Learning Studio, Stanford University.
2016 - 2018	Staff Representative, Catering Committee, Lingnan 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.
2013 - 2014	Member & Business Faculty Representative, Service-Learning Programme Committee, Office of Service Learning, Lingnan University

### **Consultancy and Executive Experience**

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:**

- 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**

- Personal Well-being; Work-Family Balance Theory; Social Marketing; Business Strategies for Social Enterprises; Marketing Capabilities; Market Orientation; Organizational Learning; Experiential Learning; Self-Determination Theory and Learning Motivation

**Selected Publications**

**Journal Articles:**

- Wong, A.H.K., Wu, C.X., Whittle, 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. "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", 13<sup>th</sup> 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**

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| 2022 | Guest of the show, "Inflation: How To Stretch My Food Dollar?", Talking Point 2021/2022 - S1E43 (25 March), ChannelNewsAsia (CNA), Singapore. Available at: <a href="https://www.channelnewsasia.com/watch/talking-point-20212022/inflation-how-stretch-my-food-dollar-2585986">https://www.channelnewsasia.com/watch/talking-point-20212022/inflation-how-stretch-my-food-dollar-2585986</a> |
| 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.

*Updated on 19 September 2022*