

Curriculum Vitae



Associate Professor Amy Wong

Head, Master of Management Programme
School of Business

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Education Qualifications

2002	PhD, Management, Monash University
1999	BBus (1st Class Hons), Monash University

Academic and Professional Experience

2009 - 2018	Associate Professor, Program Director, MBA, Executive Education, GlobalNxt University, Kuala Lumpur, Malaysia
2016 - 2018	Adjunct Faculty, MBA (International Business), Management Centre Innsbruck, Austria
2005 - 2018	Adjunct Faculty, Department of Marketing, Singapore Management University
2003 - 2008	Assistant Professor, Associate Dean, Faculty Affairs, U21Global, Singapore
2002 - 2003	Teaching Fellow, Lingnan University, Hong Kong
1999 - 2002	Assistant Lecturer, Department of Management/ Marketing, Monash University, Australia

Memberships and Professional Activities

- Association for Consumer Research
- Golden Key National Honours Society

Research Interests

- Service robots, Consumer brand relationships, Social media brand community engagement, e-Learning

Selected Publications

Refereed Journals:

- **Wong, A.** and Wong, J. "Service robot acceptance in museums: An empirical study using the Service Robot Acceptance Model (sRAM)", Journal of Services Marketing, forthcoming.

- Lee, A. and **Wong, A.** “Examining the contextual and individual factors that influence employees’ work engagement and taking charge behaviours”, International Journal of Management and Decision Making, forthcoming.
- **Wong, A.** and Wei, J. (2023). “Persuasive cues and reciprocal behaviours in influencer-follower relationships: The mediating role of influencer defense”, Journal of Retailing and Consumer Services, 75, 103507. <https://doi.org/10.1016/j.jretconser.2023.103507>
- **Wong, A.** (2023). “How green sustainability efforts affect brand-related outcomes”, Asia-Pacific Journal of Business Administration, <https://doi.org/10.1108/APJBA-03-2023-0104>.
- Lee, T. and **Wong, A.** (2023). “Factors influencing the adoption of mobile app during the COVID-19 pandemic”, International Journal of Services, Economics and Management, 14(4), 376-395. DOI:10.1504/IJSEM.2022.10053507.
- Parumal, K. and **Wong, A.** (2023). “Examining work from home practices during the COVID-19 pandemic in Singapore: Predictors of motivation and productivity”, International Journal of Management and Decision Making, 22(3), 237-260. DOI: 10.1504/IJMDM.2023.10049484.
- **Wong, A.** (2023). "Understanding consumer brand love, brand commitment, and brand loyalty", Journal of Relationship Marketing, 22(2), 87-114. <https://doi.org/10.1080/15332667.2023.2173937>
- **Wong, A.** (2023). “How social capital builds online brand advocacy in luxury social media brand communities”, Journal of Retailing and Consumer Services, 70, January, 103143. <https://doi.org/10.1016/j.jretconser.2022.103143>
- **Wong, A.** and Hung, Y. C. (2023). "Love the star, love the team? The spillover effect of athlete sub-brand to team brand advocacy in online brand communities", Journal of Product and Brand Management, 32(2), 343-359. <https://doi.org/10.1108/JPBM-01-2022-3824>
- **Wong, A.** and Chung, S. W. (2023). “Retaining consumer engagement in online retail brand communities”, International Journal of Retail and Distribution Management, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJRDM-09-2021-0413>
- Ho, S. and **Wong, A.** (2022). “The role of customer personality in premium banking services”, Journal of Financial Services Marketing, March, <https://doi.org/10.1057/s41264-022-00150-3>
- Haque, M. and **Wong, A.** (2022). “Antecedents of m-commerce satisfaction and purchase behaviour in the footwear industry”, International Journal of Electronic Marketing and Retailing, 13(3), 259-279. <https://doi.org/10.1504/IJEMR.2022.123938>
- **Wong, A.** and Lee, M. (2022). “Building engagement in online brand communities: The effects of socially beneficial initiatives on collective social capital”, Journal of Retailing and Consumer Services, Volume 65, 102866.
- **Wong, A.** and Haque, M. (2022). "Understanding the brand and website effects of online loyalty: A mediation perspective", Journal of Marketing Management, 38(3/4), 333-368. DOI: 10.1080/0267257X.2021.1949378
- Weyers, J. and **Wong, A.** (2021). “Factors leading to global virtual team success”. International Journal of Business Excellence, Volume 24(4), 502-518.

- **Wong, A.** (2021). "The nature of peer-initiated brand communities on social media platforms", *Journal of Consumer Behaviour*, pp. 1-19. <https://doi.org/10.1002/cb.1978>
- Phayaphrom, B., **Wong, A.**, and Bhandar, M. (2021). "The SME survival model for the technology transformation era", *Journal of Management Information and Decision Sciences*, 24 (7), pp. 1-8.
- **Wong, A.** and Waldner, T. (2021). "Chinese managers' time management disposition in first-tier cities in China", *International Journal of Management and Enterprise Development*, Volume 20 (1), 17-33. DOI: 10.1504/IJMED.2021.113638.
- Lee, C. and **Wong, A.** (2021). "Antecedents of consumer loyalty in ride-hailing", *Transportation Research Part F: Traffic Psychology and Behaviour*, 80, July, pp. 14-33.
- **Wong, A.** and Sixl, K. (2020). "Empowering women leaders for work integrated e-learning: Social changes and persistent challenges", *International Journal of Advanced Corporate Learning*, 13(4), 42-56.
- **Wong, A.** (2020). "Consumer perceptions of service convenience in hedonic and utilitarian retail settings", *Journal of International Consumer Marketing*, 33(4), 452-470.
- **Wong, A.** and Jeganathan, A. (2020). "Factors that influence e-learning adoption by international students in Canada", *International Journal of Management in Education*, 14(4), pp. 453-470.
- **Wong, A.** and Rinderer, P. (2020). "Customer perceptions of shared autonomous vehicle usage: An empirical study", *International Journal of Automotive Technology and Management*, 20(1), pp. 108-129.
- **Wong, A.** and Sixl, K. (2017). "Examining the effectiveness of corporate e-learning in global talent management", *International Journal of Advanced Corporate Learning*, 10 (2), pp. 4-18.
- **Wong, A.** and Sixl, K. (2017). "The importance of e-learning as a teaching and learning approach in emerging markets", *International Journal of Advanced Corporate Learning*, 10 (1), pp. 45-54.
- Sixl, K. and **Wong, A.** (2015). "Examining students' perceptions of e-learning in a women-only environment", *International Journal of Advanced Corporate Learning*, 8 (4), pp. 4-7.
- **Wong, A.** and Sixl, K. (2014). "Online executive education for women leaders", *International Journal of Business and Economics*, 9 (2), pp. 215 - 221.
- **Wong, A.** and Dean, A. (2009). "Enhancing value for Chinese shoppers: The contribution of store and customer characteristics", *Journal of Retailing and Consumer Services*, 16 (2), pp. 123-134.
- Williams, J. and **Wong, A.** (2009). "The efficacy of the final examination: a comparative study of closed-book, invigilated exams and open-book, open-web exams", *British Journal of Educational Technology*, 40 (2), pp. 227 - 236.
- Zhou, L. and **Wong, A.** (2008). "Exploring the Influence of product conspicuousness and social compliance on purchasing motives of young Chinese consumers for foreign brands", *Journal of Consumer Behavior*, 7 (6), pp. 470 - 483.
- Sixl-Daniell, K., Williams, J. and **Wong, A.** (2006). "A quality assurance framework for recruiting, training (and retaining) virtual adjunct faculty", *The Online Journal of Distance Learning Administration*, Spring,
- **Wong, A.** and Sohal, A. (2006). "Understanding the quality of relationships in consumer services: A study in a retail environment", *International Journal of Quality and Reliability Management*, 23 (3), pp. 244-264.

- **Wong, A.** and Zhou, L. (2006). "Determinants of relationship quality: A conceptual model and empirical investigation", *Journal of International Consumer Marketing*, 18 (3), pp. 81 - 105.
- **Wong, A.** (2004). "The role of emotional satisfaction in service encounters", *International Journal - Managing Service Quality*, 14 (5), pp. 365 - 376.
- Zhou, L. and **Wong, A.** (2003). "Consumer impulse buying and in-store stimuli in Chinese supermarkets", *Journal of International Consumer Marketing*, 16 (2), pp. 37 - 53.
- **Wong, A.** and Sohal, A. (2003). "A critical incident approach to the examination of customer relationship management in a retail chain: An exploratory study", *Qualitative Market Research: An International Journal*, 6 (4), pp. 248 - 262.
- **Wong, A.** and Sohal, A. (2003). "Examining the service quality-customer loyalty relationship: Differences between city and country retail districts", *International Journal - Marketing Intelligence Planning*, 21 (5), pp. 292 - 304.
- **Wong, A.** and Sohal, A. (2003). "Service quality and customer loyalty perspectives on two levels of retail relationships", *Journal of Services Marketing*, 17 (5), pp. 495-513.
- **Wong, A.** and Sohal, A. (2002). "Customers' perspectives on service quality and relationship quality in retail encounters", *International Journal - Managing Service Quality*, 12 (6), pp. 424-433.
- **Wong, A.** and Sohal, A. (2002). "An examination of the relationship between trust, commitment and relationship quality", *International Journal of Retail and Distribution Management*, 30 (1), pp. 34-50.
- **Wong, A.** (2000). "The management of customer relationships in the service industry", *International Journal of Customer Relationship Management*, 3 (1), pp. 77-94.
- Petrovic-Lazarevic, S. and **Wong, A.** (2000). "Fuzzy control model in the hospitality industry", *International Journal of Agile Management Systems*, 2 (2), pp. 156-162.
- **Wong, A.**, Dean, A. and White, C. (1999). "The impact of service quality on customer loyalty in the hospitality industry", *International Journal of Customer Relationship Management*, 2 (1), pp. 81-89.
- **Wong, A.**, Dean, A. and White, C. (1999). "Customer behavioural intentions in the hospitality industry", *Australian Journal of Hospitality Management*, 6 (1), pp. 53-60.
- **Wong, A.**, Dean, A. and White, C. (1999). "Analysing service quality in the hospitality industry", *International Journal - Managing Service Quality*, 9 (2), pp. 136-143.

Book Chapters:

- **Wong, A.** (2023). *Delivering Service Innovation in a Digital World*. In Lee, Y. H. and Wong, A. *Leading in a Digitally Disruptive World*. World Scientific Publishing Co, Singapore.
- **Wong, A.** and Chia, A. (2023). "New retail in a post-covid world", In Low, L. and Lee, Y. H. *Covid19 New Normal*. World Scientific Publishing Co, Singapore.
- **Wong, A.** and Yuen, K. (2020). "Authentic e-Learning perspectives from online facilitators in a developing country", In Auer M., Hortsch H., Sethakul P. (eds). *The Impact of the 4th Industrial Revolution on Engineering Education*. ICL 2019. *Advances in Intelligent Systems and Computing*, vol. 1135. Springer, Cham, 77-85.

- **Wong, A.** and Bedi, K. (2018) "Quality assurance at U21Global", In Mariasingam, M. A., Smith, T. W. and Gibson, C. C. Quality Assurance in Open and Distance Learning: Global Approaches and Experiences, Smashwords, Chapter 13.
- **Wong, A.** (2006). "Retail merchandising: An insight into the elements of the retail store environment", In Tan, T. W. Asian Retailing: Trends, Challenges, Strategies, Pearson Prentice Hall, Singapore, pp. 205-225.
- **Wong, A.** (2006). "Retail service strategy: Wal-Mart's entry into China", In Tan, T. W. Asian Retailing: Trends, Challenges, Strategies, Pearson Prentice Hall, Singapore, pp. 229-256.

Editorial Boards

- **2023 - current**
Associate Editor, International Journal of Services, Economics and Management
- **2022 - current**
Editorial Review Board, Services Marketing Quarterly
- **2014 - current**
Editorial Review Board, Journal of Service Theory and Practice

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