



Hong Fang, Selena  
Assistant professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
Hospitality Financial Management Corporate Governance in Hotel and Tourism Industry Tourism Economic	Hospitality Financial Management Financial Management for Food and Beverage Industry Hotel Revenue Management Accounting Statistics

## Qualifications

[Academic Qualifications]

Ph.D / Management / Macau University of Science and Technology  
Master / Economics / University of Macau  
Bachelor / Financial Management / University of Macau  
Certificate in Public Administration Major / Tsinghua University  
Certificate in Clare Hall Study Programme / University of Cambridge

[Professional Qualifications]

Certificate in the Macao Social Science Scholars Training Programme / Nanjing University  
Certificate in The course of Meeting and Event Management / Dusit Thani College  
Certificate in the Doctoral Supervision Training / EDC / MUST  
Certificate in the O c d b G d b d C d c d EDC / MUST  
Certificate in the English Medium Teaching in MUST / EDC / MUST  
Certificate in the H d d b N Seminar / DSF

[Award]

Outstanding Performance Award in Online Teaching (2020)

[Related Working Experiences]

2018-Present Assistant professor / Faculty of Hospitality and Tourism Management/  
Macau University of Science and Technology  
2010-2018 Lecturer / Faculty of Hospitality and Tourism Management / Macau  
University of Science and Technology  
2009 Teaching and Research Assistant / Faculty of Business Administration /  
University of Macau  
2008 Language lecturer / Oral Training Class for Macao Daily News--Charity  
Fund from the Readers

2007 Analyst / China EverBright Limited in Hong Kong  
2006 Analyst / ChangJiang BNP Paribas Peregrine Securities Co. Lt. in  
Shanghai

## **Publications**

[Journal Articles]

1. Wong W. C., Xie D. M., Yang T., & Hong F.\*(2023). Study activities, emotional reactions, patriotism, and future travel intention in red tourism. *Global Gaming and Tourism Research by MPU*, 2023(2)
2. Sun H. Y., Sio Chong U S. C. & Hong F\*. (2023). Research on the Effects of Tax incentives on Discretionary

5. MA E., Hong F. (2013) Interactive competition between casino corporations: a case on Macau. World Convention on Hospitality, Tourism and Event Research & International Convention and Expo Summit 2013, Bangkok, Thailand.

[Book Chapter]

Zhu Y. N. T b )T)! C b A) - ,3 ) 环保酒店奖的评选、效应与趋势，澳门绿皮书 澳门旅游休闲发展报告 (2017-2018) , Social Science of Academy Press (China).

## Research Grants

- 2023-2024 Create a Study Tour Base in the Greater Bay Area: Research on Study Tour Industry Development in Hengqin-Macao / Macao Foundation
- 2020-2021 The perceptions of Greater Bay Area tourists and residents at different stages under COVID-19 / DSEDJ
- 2018 Participated M c c c d dd D a Ourism and Leisure in Macau Based on the Perspective of City d / Macau Economic association / Macao Foundation
- 2017-Present Participated N a dy Clean- N d L d d H / Macau Environmental Protection Bureau

## Membership of Academic and Professional Associations

Institute for Macau City	Consultant
Macau Public Administration Association	Member of the council
China (Macao) Institute of Research, Study and Innovation	Chairmen
Macau Economic association	Member