

FINE F. LEUNG

Department of Management & Marketing
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ACADEMIC POSITION

- **Assistant Professor of Marketing**
The Hong Kong Polytechnic University, 2017–present

EDUCATION

- **Ph.D. in Marketing**
University of Hong Kong, 2012–2017
- **Master of Business Administration**
Harvard Business School, 2010–2012
- **Bachelor of Commerce (Marketing and Finance with Honors)**
University of British Columbia, 2002–2006

RESEARCH INTERESTS

Marketing Strategy, Customer Relationships, Influencer Marketing, Customer Participation, Services Marketing

PUBLICATIONS

- **Fine F. Leung**, Sara Kim, and Caleb H. Tse (2020), “Highlighting Effort versus Talent in Service Employee Performance: Customer Attributions and Responses,” *Journal of Marketing*, 84 (3), 106-21. doi.org/10.1177/0022242920902722.
- **Fine F. Leung**, Caleb H. Tse, and Bennett Chi Kin Yim (2020), “Engaging Customer Co-creation in New Product Development through Foreign Subsidiaries: Influences of MNCs’ Global Integration and Local Adaptation Mechanisms,” *Journal of International Marketing*, 28 (2), 59-80. doi.org/10.1177/1069031X19890345.
- Chi Kin (Bennett) Yim, Kimmy Wa Chan, Caleb Tse, and **Fine F. Leung** (2019), “Customer Centricity and Customer Co-creation in Services: The Double-Edged Effects”, in *Handbook on Customer Centricity: Strategies for Building a Customer-Centric Organization*, Robert W. Palmatier, Christine Moorman, and Ju-Yeon Lee, eds. Northampton, MA: Edward Elgar, 236-75.

- Chan, Terri H., **Fine F. Leung**, Peking Tan, and David K. Tse (2015), “Role of Conventional Ads in a Digital Age: Effects of Internet and Conventional Advertising on Brand Awareness and Brand Desire in China,” *International Journal of Electronic Commerce Studies*, 6 (1), 87–98.

WORKING PAPERS

- **Fine F. Leung**, Flora F. Gu, and Robert Palmatier, “Influencer Marketing: Crowdsourcing Marketing Strategy” (*Invited for revision at the Journal of the Academy of Marketing Science*).
- **Fine F. Leung**, Flora F. Gu, Jonathan Z. Zhang, and Robert Palmatier, “Understanding Online Influencer Marketing Effectiveness” (*Under review at the Journal of Marketing*).
- **Fine F. Leung** and Caleb H. Tse, “Counterfeit Reduction in Emerging Markets: A New Institutional Perspective” (*Under review at the Journal of Business Ethics*).
- Carlos Bauer, Robert Palmatier, and **Fine F. Leung**, “Relationship Marketing Investment Dynamics”.
- Flora F. Gu, **Fine F. Leung**, Danny T. Wang, and Tang Yi, “Turning Adversity to Advantage: The Overlooked Role of Overconfidence”.
- **Fine F. Leung**, Caleb H. Tse, and Sara Kim, “Co-creating Major Innovations with Customers and Distributors in Emerging Markets: An Effectual Approach”.

CONFERENCE PRESENTATIONS

- Flora F. Gu, **Fine F. Leung**, Yi Tang, and Danny Wang, “The Upper Echelons and Customer Management Strategy,” AMA Winter Academic Conference 2019, Austin, TX.
- **Fine F. Leung**, Sara Kim, and Caleb H. Tse, “Talented (vs. Hard-Working) Is Machine-like: Impact of Service Employee Performance Attribution on Relationship Expectation,” European Marketing Academy Conference (EMAC) 2018, Glasgow, UK.
- **Fine F. Leung**, Sara Kim, and Caleb H. Tse, “Talented (vs. Hard-working) Is Machine-like: Impact of Service Employee Performance Attribution on Relationship Expectation,” European ACR Conference 2018, Ghent, Belgium.
- **Fine F. Leung**, Sara Kim, and Caleb H. Tse, “Managing Multi-Stakeholder Co-creation for Radical Innovation: Evidence from China,” 37th ISMS Marketing Science Conference 2015, Baltimore, United States.

- **Fine F. Leung**, Sara Kim, and Caleb H. Tse, “A Relational Approach to Counterfeit Reduction: Evidence from China,” European Marketing Academy Conference (EMAC) 2015, Leuven, Belgium.
- Terri H. Chan, Caleb H. Tse, and **Fine F. Leung**, “Investigating Celebrity Endorsement Effect: A Relational Perspective of Celebrity and Fan Community,” *European Marketing Academy Conference (EMAC) 2015*, Leuven, Belgium.
- Caleb H. Tse, Terri H. Chan, and **Fine F. Leung**, “Effects of Conventional Ads in a Digital Age: Effects of Internet and Conventional Advertising on Brand Awareness and Desire in China Market,” *European Marketing Academy Conference (EMAC) 2013*, Istanbul, Turkey.
- Terri H. Chan, **Fine F. Leung**, David K. Tse, and Peking Tan, “Role of Conventional Ads in a Digital Age: Effects of Internet and Conventional Advertising on Brand Awareness and Brand Desire in China,” *International Conference on Marketing Studies (ICMS) 2013*, Hong Kong.

INVITED TALKS

- **Invited Speaker:** The 19th CAPITAL Outstanding Enterprise Awards, Brand Rebirth, South China Media, April 2019.
- **Invited Speaker:** HBSA Signature Conference “Looking Ahead to 2019”, Panel for Digital Consumption in China, Harvard Business School Association of Hong Kong, January 2019.
- **Invited Speaker:** Poly-preneurs Sharing Series, Service Marketing and Customer Relationship Management, January 2018.

GRANTS

- 2020-2021 Early Career Scheme, Research Grant Council of Hong Kong (HK\$ 323,700), PI
- 2019-2020 Departmental Research Grant (HK\$ 200,000), PI
- 2017-2020 Start-up Grant, Hong Kong Polytechnic University (HK\$ 200,000), PI

HONORS AND AWARDS

- Researcher at the Sales and Marketing Strategy (SAMS) Institute, 2019–present
- Member, Beta Gamma Sigma HKU Chapter, 2018–present
- Postgraduate Studentship, University of Hong Kong, 2012–2016
- John H. McArthur Canadian Fellowship, Harvard Business School, 2010–2012
- Top Graduate in Marketing, University of British Columbia, 2006
- Top Graduate in Finance, University of British Columbia, 2006

TEACHING EXPERIENCE

- **Instructor:** Marketing in China MM571 (MSc China Business Studies), 2017-present.
- **Instructor:** Marketing Management in China MM5712 (MSc Marketing Management), 2017-present.
- **TA:** Strategic Marketing Management (MBA), Spring 2015.
- **Certificate of Teaching and Learning in Higher Education:** Center for the Enhancement of Teaching and Learning, University of Hong Kong, 2014–2015.

INDUSTRY EXPERIENCE

- **Intern, Retail Management**
Chanel (Hong Kong), Summer 2011
- **Corporate Finance Analyst, Investment Banking**
J.P. Morgan Securities (Hong Kong), 2008–2010
- **Brand Consultant, Hair Care Division**
C-Bons Group (Wuhan), 2006–2008
- **Intern, Analytic Consulting**
The Nielsen Company (Shanghai), Summer 2005

SERVICES

- Member, PolyU Faculty of Business Case Consortium, Hong Kong, 2019-present.
- Organizing Committee, *Journal of Marketing* – Research Development Workshop (hosted by PolyU Faculty of Business), Hong Kong, April 2019.
- Programme Committee Member, MSc in China Business Studies, 2018-present.
- Invited Book Chapter Reviewer, Handbook on Customer Centricity: Strategies for Building a Customer-Centric Organization (Edited by Robert Palmatier, Christine Moorman, and Ju-Yeon Lee), 2018.
- Organizing Committee, PolyU Marketing Research Camp, Hong Kong, 2017.
- Conference Paper Reviewer, European Marketing Association Conference (EMAC), Oslo, Norway, 2016.
- Conference Paper Reviewer, Association for Consumer Research Asia-Pacific Conference, Hong Kong, 2015.