

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 Participation, Customer Relationships, Services Marketing, International Marketing

PUBLICATIONS AND WORKING PAPERS

- **Fine F. Leung**, Sara Kim, and Caleb H. Tse, “Talented (vs. Hard-working) Is Machine-like: Influence of Service Employee Performance Attribution on Relationship Expectation” (*Revising for 2nd round review at Journal of Consumer Research*).
- **Fine F. Leung** and Caleb H. Tse, “Counterfeit Reduction in Emerging Markets: A New Institutional Perspective” (*Under 2nd round review at Journal of Management*).
- **Fine F. Leung**, Caleb H. Tse, and David K. Tse, “Bright and Dark Sides of Customer Participation in New Product Development”.
- **Fine F. Leung**, Caleb H. Tse, and Sara Kim, “Co-creating Major Innovations with Customers and Distributors in Emerging Markets: An Effectual Approach”.

- Caleb H. Tse, **Fine F. Leung**, and Linhui Yu, “Understanding State Capitalism through China’s SOEs: Effects of Globalization and Government Ownership on Dual Firm Goals”.
- Caleb H. Tse, **Fine F. Leung**, and Maggie Chuoyan Dong, “When Does Parenting Strategy Matter? The Contingent Impact of Environmental Conditions on Subsidiary Performance in an Emerging Market”.
- 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.

CONFERENCE PRESENTATIONS

- **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.

HONORS AND AWARDS

- 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

- **Guest Lecturer:** Strategic Marketing Management MKTG3530 (Undergraduate), Spring 2016
- **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

- **Reviewer:** European Marketing Association Conference (EMAC), Oslo, Norway, 2016
- **Reviewer:** Association for Consumer Research Asia-Pacific Conference, Hong Kong, 2015