

Lai-Ming Jackie TAM

Faculty of Business

Senior Teaching Fellow – Management & Marketing

Academic Qualifications

PhD in Management, Aston University, UK

MSc in Management Science and Operational Research, University of Warwick, UK

BSc (Hons) in Mathematics with Management Studies, UK

Academic Experience

Senior Teaching Fellow – The Hong Kong Polytechnic University

Assistant Professor – The Hong Kong Polytechnic University

Selected Publications

Tam, J., Sharma, P. and Kim, N. “Attribution of Success and Failure in Intercultural Service Encounters: Moderating Role of Personal Cultural Orientations” accepted for publication, *Journal of Services Marketing*.

Sharma, P., Tam, J. & Kim, N. (2015). Service Role and Outcome as Moderators in Intercultural Service Encounters. *Journal of Service Management*, volume 26, no. 1, pp. 137-155.

Tam, J., Sharma, P. & Kim, N. (2014). Examining the Role of Attribution and Intercultural Competence in Intercultural Service Encounters. *Journal of Services Marketing*, volume 28, no. 2, pp.159-170

Sharma, P., Tam, J. & Kim, N. (2012). Intercultural Service Encounters (ICSE): An Extended Framework and Empirical Validation. *Journal of Services Marketing*, volume 26, no.7, pp. 521-534.

Tam, J. (2012). Linking Perceived Service Quality to Relational Outcomes in a Chinese Context. *Journal of International Consumer Marketing*, volume 24, no.1-2, pp.7-23. (Lead article)

Tam, J. (2012). The Moderating Role of Perceived Risk in Loyalty Intentions: An Investigation in a Service Context. *Marketing Intelligence & Planning*, volume 30, no.1, pp. 33-52.

Tam, J. (2011). The Moderating Effects of Purchase Importance in Customer Satisfaction Process: An Empirical Investigation. *Journal of Consumer Behaviour*, volume 10, no.4, pp. 205-215.

- Sharma, P., Tam, J. & Kim, N. (2009). Demystifying Intercultural Service Encounters: Toward a Comprehensive Conceptual Framework. *Journal of Service Research*, volume 12, no.2, pp. 227-242.
- Tam, J. (2008). Brand Familiarity: Its Effects on Satisfaction Evaluations. *Journal of Services Marketing*, volume 22, no.1, 3-12. (Lead article)
- Tam, J. (2007). Linking Quality Improvement with Patient Satisfaction: A Study of a Health Service Center. *Marketing Intelligence & Planning*, volume 25, no.7, pp.732-745.
- Tam, J. (2007). Managing Customer Expectations in Financial Services: Opportunities and Challenges. *Journal of Financial Services Marketing*, volume 11, No.4, pp. 281-289.
- Tam, J. (2005). Examining the Dynamics of Consumer Expectations in a Chinese Context. *Journal of Business Research*, volume 58, no.6, pp. 777-786.
- Tam, J. (2004). Customer Satisfaction, Service Quality and Perceived Value: An Integrative Model. *Journal of Marketing Management*, volume 20, no.7-8, pp. 897-917.