

# CURRICULUM VITAE

## PATRICK SHING-CHUNG POON (潘盛聰)

Department of Marketing and International Business  
Lingnan University  
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### EDUCATION

University of Mainz	2018	Doctor of Political Science
University of Queensland	1999	Ph.D. Major: Technology Management/Marketing
University of Queensland	1992	METM Major: Engineering and Technology Management

### WORK EXPERIENCE

Lingnan University <i>Faculty of Business</i>	<ul style="list-style-type: none"><li>▪ Associate Dean (Undergraduate Studies) 2017-present</li><li>▪ Director of Undergraduate Business Programmes 2017-present</li></ul>
<i>Department of Marketing and International Business</i>	<ul style="list-style-type: none"><li>▪ [Department Head 2007-2012]</li><li>▪ Associate Professor of Teaching 2018-present</li><li>▪ Associate Professor 2004-2018</li><li>▪ Assistant Professor 1999-2004</li><li>▪ Lecturer/Visiting Lecturer 1996-1999</li></ul>
Hong Kong University of Science and Technology <i>Department of Marketing</i>	Demonstrator 1993-1996
University of Queensland <i>Technology Management Centre</i>	Tutorial Staff 1992
Westmead Hospital / St. George Hospital, Sydney <i>Blood Bank</i>	Technical Officer 1990
Queen Elizabeth Hospital, Hong Kong <i>Institute of Pathology</i>	Medical Technologist / Medical Laboratory Technician 1982-1990

### ***CONCURRENT DUTIES/SERVICES***

- Specialist, HKCAAVQ, 2017-present
- Associate Dean (Undergraduate Studies)/Director of Undergraduate Business Programmes, Lingnan University, 2017-present
- Adjunct Chair Professor of Marketing, Northeast Normal University, China, 2014-present
- Co-Director, Center for Luxury Research, University of Mainz, Germany, 2018-present
- Head, Department of Marketing & International Business, Lingnan University, 2007-2012
- Associate/Assistant Director of Business Programmes (External Relations), 2004-2007
- Director, Queensland-Lingnan Master of Technology Management (MTM) Programme, 1999-2003
- Convenor, Research Cluster of Marketing Management in Asia, Hong Kong Institute of Business Studies, 2011-2015

### ***RESEARCH INTERESTS***

Services marketing, survey response behavior, consumer animosity, new product development, strategic brand management, cross-cultural consumer behaviour, tourism management,

### ***TEACHING***

#### Postgraduate Level (DBA, MPhil, EMBA and MTM Programmes):

Integrated Business Strategy, Consumer Behaviour, Marketing Research, Research Methodology, Principles of Technology Management, Marketing of Technology, MTM Project Supervisor, , MPhil Supervisor, DBA Co-Supervisor, PhD Co-Supervisor

#### Undergraduate Level (BBA Hons. Programmes):

Marketing Management, Consumer Behaviour, Behavioural Decision Making, Business Project, Business Strategy, International Marketing Management and Policy, Introduction to Business, Marketing Research, New Product Development, Quantitative Decision Making, Research Methodology, Retailing, Service-Learning Practicum, Strategic Brand Management

#### Diploma Level:

Subject Leader and Lecturer of Marketing, Hong Kong Management Association-Lingnan Diploma in Management Studies (DMS)

### ***AWARDS***

- 2011 Best Professor in Marketing Management, CMO Asia, Singapore
- 2011 Best Reviewer, Journal of Global Academy of Marketing Science (JGAMS), Seoul, South Korea
- 2013 Best Paper Award, Academy of International Business Southeast Asia Regional Conference, Consumer Behaviour and Marketing Track, Bali, Indonesia
- 2015 Best Track Chair Award, Global Fashion Management Conference at Florence, Italy

## **EDITORSHIPS**

- Advising Editor, *Innovative Marketing*, 2017-present
- Guest Editor, *Journal of Global Marketing*, special issue on Ethical and Social Issues in Global Marketing, 2012
- Co-Guest Editor, *Journal of Teaching in International Business*, special issue on International Business Teaching in Greater China Region, 2011

## **ADVISORY BOARD/EXTERNAL EXAMINER/BOARD OF DIRECTORS**

External Advisor, <i>Caritas Institute of Higher Education</i>	2011 - present
Advisory Board Member, <i>Innovative Marketing</i>	2010 - 2016
External Examiner, <i>Hong Kong University School of Professional and Continuing Education (HKU SPACE)</i>	2014 - 2016
Member, Board of Governors, <i>Community College at Lingnan University</i>	2007 - 2009
Member, Board of Directors, <i>Korean Scholars of Marketing Science</i>	2011 - 2014

## **EDITORIAL BOARD/JOURNAL REVIEWER**

### Editorial Board Member:

*Journal of Global Scholars of Marketing Science*  
*Journal of Global Fashion Marketing*  
*Journal of Transnational Management*  
*Interdisciplinary Journal of Knowledge and Learning Objects*  
*International Journal of Mobile Learning and Organisation*  
*Interdisciplinary Journal of Information, Knowledge and Management*

### Ad Hoc Reviewer:

*International Business Review*  
*Journal of International Marketing*  
*Journal of Business Research*  
*Journal of Consumer Marketing*  
*Journal of Global Marketing*  
*Journal of Relationship Marketing*  
*International Marketing Review*  
*International Journal of Retail & Distribution Management*  
*International Journal of Contemporary Hospitality Management*  
*Journal of International Consumer Marketing*  
*Journal of Teaching in International Business*  
*Asian Journal of Communication*  
*Innovative Marketing*  
*Journal of Product Innovation Management*  
*Journal of Retailing and Consumer Services*  
*European Journal of Marketing*  
*Journal of Consumer Behavior*  
*International Journal of Biotechnology*  
*International Journal of Learning and Change*  
*International Journal of Management and Decision Making*

## ***MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS***

Association for Consumer Research (ACR)  
Academy of Marketing Science (AMS)  
American Marketing Association (AMA)  
Korean Scholars of Marketing Science (KSMS)  
International Management Development Association (IMDA)  
European Marketing Academy (EMAC)

## ***PROFESSIONAL SERVICES***

### **Panel Member for Programme Validation**

- Panel Member, Accreditation/Re-Accreditation for BA (Hons) Marketing, BA (Hons) Business Management, BA (Hons) Accounting and Finance, and BSc (Hons) Computing operated by a Hong Kong institute and a UK university, HKCAAVQ, 2016.
- Panel Member, Learning Programme Re-accreditation for Bachelor of Business Administration (Hons) operated by a Hong Kong institute, HKCAAVQ, 2015.
- Panel Member (for Master's degree in Marketing and Consumer Psychology), Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), 2012.
- Panel Member (for Master's degree in Global Marketing Management), Department of Marketing, Hong Kong Baptist University, 2012.
- Panel Member (for Bachelor's degree in Marketing and Advertising), Accreditation of non-local programme, HKCAAVQ, 2012.
- Panel Member (for Bachelor's degree in Business Administration), Caritas Institute of Higher Education, 2011-12.

### **External Assessor or External Examiner**

- External Examiner (DBA Program and DMgt Program), Faculty of Business, Hong Kong Polytechnic University, 2006-2010, 2013-14
- External Panel Member for Staff Promotion, Faculty of Business Administration, University of Macau, 2009.
- External Reviewer (Advanced Diploma in Marketing), Hong Kong Institute of Marketing (HKIM) Education Programmes, 2008.
- External Assessor (CERG Research Proposal), Research Grant Council, Hong Kong, 2007-08.
- External Assessor (Advanced Diploma in China Business Programme), SPACE, University of Hong Kong, 2005-06.
- Judge, The Excellence Brand Award Competition 2017, PCCW Media.

### **Evaluation Committee or Panel Judge Member**

- Judge, The Excellence Brand Award Competition 2017, PCCW Media/Yellow Page
- Judge, The Best of the Best Awards 2015, MTR Advertising, JCDecaux Transport.
- Assessment panel member, projects for Hong Kong Arts Development Council, 2014.
- Judge, 2013-15 Prestigious Corporate Brand Awards Competition, organized by the Chinese University of Hong Kong Marketing MSc Program and Mingpao Daily.
- Judge, 2009 Hong Kong Proud Brand Awards Competition, organized by the Chinese University of Hong Kong Marketing MSc Program and Mingpao Daily.
- Evaluation Committee Member, Business Administrative Paper Competition, The Hong Kong Federation of Business Studies (HKFBS), 2003-2006.

### Invited Presentations or Participations

- Invited VIP guest, The 19<sup>th</sup> and 20<sup>th</sup> China Chongqing International Investment and Global Sourcing Fair (CCISF), Chongqing, May 2016 and June 2017.
- Invited VIP guest, The 3<sup>rd</sup> and 4<sup>th</sup> International Culture Industry Summit (ICIS, 2014 and 2015), organised by Asia-Pacific CEO Association (APCEO) and Gansu Provincial Government of China. Lanzhou, Oct. 2014; Dunhuang, Oct. 2015.
- Invited VIP guest, The 3<sup>rd</sup> Global Economic Leaders Summit (GELS 2013), organised by Asia-Pacific CEO Association (APCEO) and Jilin Provincial Government of China, Changchun, Jilin, China, Sept. 2013.
- Invited Seminar Speaker, "Consumer Animosity and Foreign Product Purchase" (December 2012), "Perceived Justice and Consumer Trust in China: The Role of Emotional Responses in Service Recovery" (May 2012), and "Word-of-Mouth Recommendation: The Role of Self-Expressiveness, Need for Uniqueness and Frequency of Social Interaction" (July 2010), Department of Marketing, University of Mainz, Germany.
- Invited Speaker, "Business Research and Teaching in Greater China", Special Panel, 20<sup>th</sup> Annual World Business Congress of IMDA, Poznan, Poland, July 2011.

### Conference/Symposium Co-Chair or Committee Member

- Conference Co-Chair, 2016 Global Marketing Conference (GMC) at Hong Kong, organized by Global Alliance of Marketing & Management Associations, 21-24 July, Hong Kong.
- Conference Co-Chair, 2011 Annual Conference of JMS China Marketing Science, with Sun Yat-sen University, University of Macau, and Nanyang Technological University (Guangzhou, China, 19-22 August 2011).
- Symposium Co-Chair, 2011 Brand Management Symposium, coorganized with the Chinese University of Hong Kong and Mingpao Newspapers (Hong Kong, 7 April 2011).
- Symposium Co-Chair, 2008 International Symposium on Consumer Behaviour in China, with Sun Yat-sen University, Guangdong University of Foreign Studies, and Guangdong University of Business Studies (Guangzhou, China, 17-18 June 2008).
- Organizing Committee Member, 2001 Shanghai International Academic Conference, organized by Direct Selling Education Foundation and University of New Mexico (Shanghai, China, 1-2 December 2001).

### Conference Track Chair

- Track Chair (Consumer Behavior and Fashion Management), 2015 Global Fashion Management Conference at Florence, organized by Global Alliance of Marketing & Management Associations (Florence, Italy, 25-26 June, 2015).
- Track Chair (Consumer Behaviour and Luxury Consumption), 2014 Global Marketing Conference, organized by Global Alliance of Marketing & Management Associations (Singapore, 15-18 July 2014).
- Track Co-Chair (Global Marketing), 2012 World Marketing Congress - Cultural Perspectives in Marketing, organized by Academy of Marketing Science (Georgia, USA, 28 August - 1 September 2012).
- Track Chair (Global Business in Greater China), 2012 Global Marketing Conference, organized by Korean Scholars of Marketing Science (Seoul, 19-22 July 2012).
- Track Co-Chair (Global Business in Greater China), 20<sup>th</sup> Annual World Business Congress of IMDA, organized by International Management Development Association and Poznan University of Economics (Poznan, Poland, 3-7 July 2011).

- Track Chair (Branding and Product Issues), 2008 Global Marketing Conference, organized by Korean Academy of Marketing Science and Shanghai Jiao Tong University (Shanghai, 20-23 March 2008).
- Track Chair (Current Issues in Marketing in China), AMS/KAMS Cultural Perspectives in Marketing Conference, organized by Academy of Marketing Science and Korean Academy of Marketing Science (Seoul, South Korea, 12-15 July 2006).
- Track Chair (Marketing Education), 12th Biennial World Marketing Congress, organized by Academy of Marketing Science (Muenster, Germany, 6-9 July).
- Track Chair (Healthcare Marketing), 11<sup>th</sup> Biennial World Marketing Congress, organized by Academy of Marketing Science (Perth, Australia, 11-14 June 2003).

#### Conference Session Chair/Reviewer/ Discussant

- Session Chair (Corporate Social Responsibility), 2011 AIB Southeast Asia Regional Conference (Taiwan, 1-3 December 2011).
- Conference Reviewer, 2010 IACMR Conference, organized by leading universities in China ((Shanghai, 16-20 June 2009).
- Conference Reviewer, 2009 Academy of International Business (AIB) Southeast Asia Regional Conference, (Hong Kong, 3-5 December 2009).
- Conference Reviewer, 2008 Academy of International Business (AIB) Southeast Asia Regional Conference (Kuala Lumpur, Malaysia, 4-6 December 2008).
- Session Chair (Consumer Behaviour: Cross Cultural Issues), 16th Annual World Business Congress (Maastricht, Netherlands, 4-8 July 2007).
- Session Chair (Marketing Education), 2006 AMS/KAMS Cultural Perspectives in Marketing Conference (Seoul, South Korea, 12-15 July 2006).
- Session Chair (Marketing and International Marketing), 15th ACME International Conference of Pacific Rim Management, organized by the Association for Chinese Management Educators (San Diego, USA, 28-30 July 2005).

### ***RESEARCH GRANTS***

#### Funded research projects in progress/completed

- Consumer Envy and Foreign Product Purchase: The Role of National Representativeness, University Direct Grant for Research: HK\$120,000; 2017-18.
- Negative Brand Publicity and Consumer Attributions: The Moderating Influence of Corporate Brand Dominance and Individual Thinking Styles, Patrick Poon and Lianxi Zhou (Brock University). GRF/RGC grant, Hong Kong's University Grants Committee: HK\$183,000; Jan/2014 - June/2016.
- The Role of Consumer Envy in Animosity and Foreign Product Purchase, University Direct Grant for Research: HK\$119,800; 2015-16.
- The Impact of Mere Presence of Other Customers on Perceived Service Quality and Purchase Intentions, Patrick Poon and Lisa Wan (CUHK). University Direct Grant for Research (Lingnan University): HK\$100,000; 2013-15

- Animosity of Chinese Consumers: The Role of Brand Country Association, Patrick Poon. Faculty Research Grant (Lingnan University): HK\$26,783; 2013-14
- Consumer Responses to Negative Brand Publicity, Patrick Poon and Lianxi Zhou (Brock University), Academic Programme Research Grant (funded by Programme Research Panel): HK\$25,500
- An Examination of the Complex Self and Counterfeit Brand Consumption, Ling Peng and Patrick Poon. Academic Programme Research Grant (Lingnan University): HK\$19,590; 2012-13
- The Effects of Word-of-Mouth and Attitude Functions on the Consumption of Genuine and Counterfeit Luxury Brands: A Study of Chinese Consumers, Patrick Poon, Funded by Business Programmes, Lingnan University, Academic Programme Research Grant (funded by Programme Research Panel): HK\$29,850
- The Impacts of Face Concern and Culture on Consumer Reactions to Corporate Responsible Brands, Lisa Wan and Patrick Poon, Direct Grant for Research (funded by RPSC): HK\$108,000
- The Impact of Knowledge Competence in Marketing Processes on New Product Performance and Customer Satisfaction, Patrick Poon, Direct Grant for Research (funded by RPSC): HK\$86,400
- Global Brand Image Strategies for Chinese Enterprises, Wang, Haizhong, Zhao, Ping, Poon, Patrick, Cui, Geng, Yu, Chunling, Xie, Lishan, Wang, Yu, Tian, Yu, Brand Management Fund, Ministry of Education, China, 2009, Non-Hong Kong fund: RMB600,000
- Predicting Tourism Market Potential of Hong Kong by the Year 2027, Patrick Poon, Erdener Kaynak, Oct 2008, Funded by Academic Programme Research Grant (funded by Programme Research Panel): HK\$30,000
- The Effects of Consumer Expectations on the Adoption of Continuous and Discontinuous Innovations, Poon, Patrick, Jul 2007, Lingnan University, Direct Grant for Research (funded by RPSC): HK\$120,000
- Tacit Knowledge and its Implications for New Product Development, Poon, Patrick, Aug 2006, Lingnan University, Academic Programme Research Grant (funded by Programme Research Panel): HK\$30,000
- A Field Experiment to Investigate the Impact of Appeals Used to Induce Survey Response on Participation Rates and Data Quality, Poon, Patrick, Sep 2005, Lingnan University, Academic Programme Research Grant (funded by Programme Research Panel): HK\$27,450
- Understanding Global versus Local Consumption Tendencies in Transitional Markets: An Empirical Investigation in Mainland China, Zhou, Lianxi, Poon, Patrick, Cui, Geng, Dec 2006, Lingnan University, Direct Grant for Research (funded by RPSC): HK\$122,300

- Consumer Trust in Salespersons: The Role of Institutional Determinants, Poon, Patrick, Aug 2004, Lingnan University, Academic Programme Research Grant (funded by Programme Research Panel): HK\$30,000
- Trust and Direct Selling Relationship, Chan, Peter, Poon, Patrick, Sep 2002, Lingnan University, Academic Programme Research Grant (funded by Programme Research Panel): HK\$24,500
- Knowledge Management and New Product Development: An Exploratory Study in China's High Technology Firms, Li, Haiyang, Poon, Patrick, Feb 2001, Lingnan University, Academic Programme Research Grant (funded by Programme Research Panel): HK\$29,500
- Are Chinese Managers Really Homogeneous in Management Styles? Poon, Patrick, Mar 2001, Lingnan University, Academic Programme Research Grant (funded by Programme Research Panel): HK\$10,500
- Perceived Control and Consumer Attribution Regarding Service Encounter, Poon, Patrick, Nov 1998, Lingnan University, Academic Programme Research Grant (funded by Programme Research Panel): HK\$27,500
- Modernization of the Non-food Retail Sector in Hong Kong, Poon, Patrick, Goldman, Arieh, Nov 1998, Lingnan University, Academic Programme Research Grant (funded by Programme Research Panel): HK\$26,340
- The Effects of Price and Technology Trends on Customer Expectations and Behavioral Intentions, Poon, Patrick, Dec 1997, Lingnan University, Academic Programme Research Grant (funded by Programme Research Panel): HK\$14,700
- An Empirical Study on the Role of Response Behaviour Theories in Survey Research, Poon, Patrick, Evangelista, Felicitas, Aug 1997, Lingnan University, Academic Programme Research Grant (funded by Programme Research Panel): HK\$14,250

## ***PUBLICATIONS AND RESEARCH PROJECTS***

### **A. Journal Articles:**

#### *Published*

- Yin, Cheng-Yue, Patrick Poon, and Jing-Lei Su (2017), "Yesterday Once More? Autobiographical Memory Evocation Effects on Tourists' Post-Travel Purchase Intentions toward Destination Products", *Tourism Management*, 61, 263-274.
- Xie Lishan, Patrick Poon, and Wenxuen Zhang (2017), "Brand Experience and Customer Citizenship Behaviour: The Role of Brand Relationship Quality", *Journal of Consumer Marketing*, 34, 3, 268-280.



- Poon, Patrick, Gerald Albaum and Cheng-Yue Yin (2017), "Exploring Risks, Advantages, and Interpersonal Trust in Buyer-Salesperson Relationships in Direct Selling in a Non-Western Country", *International Journal of Retail & Distribution Management*, 45, 3, 328-342.
- Wong, Ada, Tian Yu and Patrick Poon (2016), "Managing Opportunism in China: The Roles of Guanxi Environmental Uncertainty and Management Culture", *Journal of Global Marketing*, 29, 2, 98-111.
- Yin, Cheng-Yue, Hongyan Yu and Patrick Poon (2016) "Consumers' Attributions and Brand Evaluations in Product-Harm Crises: The Role of Implicit Theories of Personality", *Journal of Consumer Behaviour*, 15, 1, 87-95.
- Yin, Cheng-Yue and Patrick Poon (2016), "The Impact of Other Group Members on Tourists' Travel Experiences: A Study of Domestic Package Tours in China", *International Journal of Contemporary Hospitality Management*, 28, 3, 640-658.
- Wan, Lisa, Patrick Poon and Chunling Yu (2016) "Consumer Reactions to Corporate Social Responsibility Brands: The Role of Face Concern", *Journal of Consumer Marketing*, 33, 1, 52-60.
- Zhou, Lianxi, Patrick Poon and Haizhong Wong (2015), "Consumers' Reactions to Global Versus Local Advertising Appeals: A Test of Culturally Incongruent Images in China", *Journal of Business Research*, 68, 3, 561-568.
- Yin, Cheng-Yue, and Patrick Poon (2014), "Impact of Placard Language on Emotional Responses", *Annals of Tourism Research*, 49, 138-140.
- Wan, Lisa and Patrick Poon (2014), "Tourist Views on Green Brands: The Role of Face Concern", *Annals of Tourism Research*, 46, 173-175.
- Evangelista, Felicitas, Patrick Poon and Gerald Albaum (2012), "Using Response Behaviour Theory to Solicit Survey Participation in Consumer Research", *Journal of Marketing Management*, Vol. 28, Issue 9/10, 1174-1189.
- Poon Patrick (2012), "Ethical and Social Issues in Global Marketing", *Journal of Global Marketing*, Vol. 25, Issue 1, 1-2 (editorial).
- Zhou, Yanfeng, Patrick Poon and Guang Huang (2012), "Corporate Ability and Corporate Social Responsibility: The Role of Product Involvement", *Journal of Global Marketing*, Vol. 25, Issue 1, 45-56.
- Zhou, Yanfeng, Patrick Poon and Chunling Yu (2012), "Segmenting Blood Donors in Developing Countries", *Marketing Intelligence & Planning*, Vol. 35, Issue 5, 535-552.

- Poon, Patrick, Gerald Albaum and Peter Chan (2012), "Managing Trust in Direct Selling Relationships", *Marketing Intelligence & Planning*, Vol. 35, Issue 5, 588-603.
- Poon, Patrick, TS Chan and Lianzi Zhou (2011), "Implementation of Service-Learning in Business Education: Issues and Challenges", *Journal of Teaching in International Business*, Vol. 22, Issue 3, 185-192.
- Poon, Patrick, Felicitas Evangelista and Gerald Albaum (2010), "Attitudes of Migrants Toward Foreign Made Products: An Exploratory Study of Migrants in Australia", *Journal of Consumer Marketing*, Vol. 27, Issue 1, 35-42.
- Poon, Patrick, Lianxi Zhou and TS Chan (2009), "Social Entrepreneurship in a Transitional Economy: A Critical Assessment of Rural Chinese Entrepreneurial Firms", *Journal of Management Development*, Vol. 28, Issue 2, 94-108.
- Albaum, Gerald, Joel Herche, Julie Yu, Felicitas Evangelista, Brian Murphy and Patrick Poon (2008), "Differences in Marketing Managers' Decision Making Styles within the Asia-Pacific Region: Implications for Strategic Alliances", *Journal of Global Marketing*, Vol. 21, Issue 1, 63-78.
- Zhou, Lianxi, Lefa Teng and Patrick Poon (2008), "Susceptibility to Global Consumer Culture: A Three-Dimensional Scale", *Psychology & Marketing*, Vol. 25, Issue 4, 336-351.
- Poon, Patrick and K.S. Chan (2007), "University-Industry Technology Transfer in Hong Kong", *International Journal of Learning and Change*, Vol.2, Issue 1, 109-125.
- Poon, Patrick, Felicitas Evangelista and Gerald Albaum (2005), "A Comparative Study of Management Styles of Australian and PRC Marketing Managers", *International Marketing Review*, Vol. 22, Issue 1, 34-47.
- Poon, Patrick, Michael Hui and Kevin Au (2004), "Attributions on Dissatisfying Service Encounters; A Cross-Cultural Comparison between Canadian and PRC Consumers", *European Journal of Marketing*, Vol. 38, Issue 11/12, 1527, 1540.
- Poon, Patrick and Shantha Liyanage (2004), "Commercialisation of Biotechnology in Newly Industrialised Economies", *International Journal of Biotechnology*, Vol. 6, Issue 2/3, 243-259.
- Poon, Patrick Gerald Albaum and Felicitas Evangelista (2003), "Why People Respond to Surveys: A Theory-Based Study of Hong Kong Respondents", *Journal of International Consumer Marketing*, Vol. 16, Issue 2, 75-90.

- Liyanage, Shantha and Patrick Poon (2003), "Technology and Innovation Management Learning in the Knowledge Economy: A Techno-Managerial Approach", *Journal of Management Development*, Vol. 22, Issue 7, 579-602.
- Evangelista, Felicitas, Gerald Albaum and Patrick Poon (1999), "An Empirical Test of Alternative Theories of Survey Response Behaviour", *International Journal of Market Research* (formerly known as *Journal of the Market Research Society*), Vol. 41, Issue 2, 227-244.

#### B. Book Chapters/Book or Software Reviews:

##### *Books or Book Chapters*

- Langer, Daniel, Oliver Heil and Patrick Poon. 奢侈品营销和管理 (Luxury Marketing and Management), Beijing: China Renmin University Press, China, 2016 (in Chinese)
- Peng, Ling, Lisa Wan and Patrick Poon (2013), "Self-Discrepancy and Consumer Responses to Counterfeit Products", in TS Chan and Geng Cui (Eds), *Multinationals and Global Consumers: Tension, Potential and Competition*, the AIB Southeast Asia Series, Palgrave Macmillan, 207-224.
- 企業概論 (*Introduction to Business*), 2001 (2<sup>nd</sup> ed) and 1998 (1<sup>st</sup> ed), Vol. 1 and 2, co-authored with C.K. Ng, Chyau Tuan, Michael Hui and Linda Ng, Excellence Publication Co., Hong Kong.

##### *Book/Software Review*

- Poon, Patrick (2003), "Comments on the Book by Shantha Liyanage and Alan J. Jones: Investing in Knowledge Capital: Management Imperatives", *International Journal of Technology Management*, Vol. 26, No. 8, 918-920.
- Albaum Gerald and Patrick Poon (1994), "Review of Proclus", *Journal of Marketing Research*, Vol. 31, No. 2, 582-583.

#### C. Other Publications:

- Grund, Michael, Oliver Heil, Patrick Poon and Sergio Moccia (2010), "Competitive Advantage of Swiss Products, Firms and the Nation", Research Series 06/2010, *GfM Swiss Society of Marketing* (in German), pp. 1-12.
- Poon, Patrick (2004), "Customer Relationship Management and Its Implementation", *Publication of Y's Theme*, Chinese YMCA of Hong Kong, Vol. 46, 7-18.

## ***REFERENCES***

Professor Michael Hui, Head of Marketing Department, The Chinese University of Hong Kong  
Professor Lianxi Zhou, Professor, Goodman School of Business, Brock University  
Professor Oliver Heil, Head of Marketing Department, University of Mainz  
Professor Bradley Barnes, Dean and Professor of Marketing, Hang Seng Management College