

---

## Curriculum Vitae

---

**Name:** Assoc. Prof. Dr Winnie Wong Poh Ming

**List of Research:**

**Internal Grant**

1. The Moderating Effect Demographic Variables On Smart Home Technology Adoption (UCTS/RESEARCH/1/2021/01)
2. Developing A Quality Tourism Destination Framework: A Qualitative Inquiry Into Visit Intention Tourists Towards Sarawak (UCTS/RESEARCH/4/2019/15)
3. Perception towards Sarawak Outbound Tourism among Sarawakian: A Study in Sarawak (UCTS/RESEARCH/2/2019/07)

**External Grant**

1. Identifying Internal & external factor affecting the technopreneurial intention among youth in Sarawak (MTDC) – 2018-2020  
Matching grant
2. Determinants of Job retention among Millennials employees: a comparison between Kuching and Sibu Town (UCTS & Swinburne Uni, Kuching Branch) – July 2021 to July 2022.

**List of Consultancy:**

1. Conduct Impact Assessment Study For Leadership Institute (Leadership Institute) – June 2018 –October 2018

2. Qualitative Study on the Impact of Balance Scorecard (BSC) Implementation on the Performance of Civil Service of Sarawak (Leadership Institute) – September 2018 – October 2018

**List of Publications:**

1. Chee-Hua, Chin., Chee-Ling, Chin., & **Poh-Ming Wong Winnie.** (2017). The Implementation of Green Marketing Tools (GMTs) in Rural Tourism: the Why and Readiness of Tourists?. *Journal of Hospitality Marketing and Management*. ISSN: 19368631, 19368623; Scopus-Indexed
2. Yusman Yacob. & **Poh-Ming, Wong Winnie.** (2017). Intention to use Islamic Banking Products and Its Determinants. *International Journal of Economics and Financial Issues*, 7(1): 329-333. ISSN: 21464138; Scopus-Indexed
3. **Poh-Ming, Wong Winnie.**, Ngian, E. T., & Chin, C.H. (2018). Transformational Leadership, Motivation, and Organizational Commitment towards corporate social responsibility in Banking Service Industry, Sarawak. *Global Business and Management Research: An International Journal*, 10(2): 58-70. e-ISSN: 1947-5667; Indexed
4. Ngian, E.T. & **Wong, P.M. Winnie.** (2019). Perceived technology Trust among business owners: a study of e-business adoption in Sarawak's SMEs. *Journal of Social Sciences and Humanities*, 16(3): 1-12. Non-indexed
5. **Wong, W.P.M.Winnie.** & Toh, T.L. (2019). Students' perceptions of brand equity: the moderating role of student satisfaction. *Journal of Applied Structural Equation Modeling*, 3(2): 1-16. Indexed
6. **Wong, W.P.M.Winnie.** (2019). Destination Choice of Higher Education among the local secondary school students in Sarawak. *Borneo Journal of*

*Social Science and Humanities*, 1(1), 1-17. e-ISSN: ; 2682-8235; Non-indexed

7. **Wong, W.P.M.**, Tan, K.L., Ida, A.K., & Lim, B.C.Y. (2019). The effect of technology trust on customer e-loyalty in online shopping and the mediating effect of trustworthiness. *Journal of Marketing Advances and Practices*, 1(2), 38-51. eISSN: 2682-8170.
8. Chiew, H.P. & **Wong, P.M. Winnie**. (2019). Customer brand engagement in Social commerce: a study of Sarawak. *Borneo Journal of Social Science & Humanities*, 1(2), 1-12.
9. Sim, S.L., Azlan Ali., & **Wong, P.M. Winnie**. (2019). Working capital management and firm performance: an empirical study for Malaysian public listed companies in property industry. *Borneo Journal of Social Science & Humanities*, 1(2), 1-15.
10. Wong, P., Hii, S.L., Koh, C.C., Moh, T.S.Y., Gindi, S.R., & **Wong, W.P.M.** (2020). Physicochemical and proximate analysis of *Heterotrigona itama* Honey from Inland and Coastal Regions of Sarawak. *ASM Sc. J.*, 13 (Special Issue 4 for NCAFM 2018), 36-44.
11. Ting, P.P., **Wong, W.P.M.**, & Chin, C.H. (2020). The influence of attitude, customer loyalty, and past experience on students; complaining behavior: the moderating role of gender. *International Journal Business Innovation and Research*, 22(1), 87-105.
12. Wong, J.Y., Wong, H.S., & **Wong, P.M. Winnie**. (2020). Green products purchase Intention: A study of Sibu Sarawak. *Journal of Social Sciences and Humanities*, 17(1), 62-79.
13. Ngian, E.T. & **Wong, P.M. Winnie**. (2020). Perception towards e-business adoption: a case of Small Medium Enterprises (SMEs) in Sarawak. *Borneo Journal of Social Science & Humanities*, 2(1), 1-15.

14. **Wong, P.M. Winnie.**, Toh, T.L. Everlyn., & Chiew, H.P. (2020). Determinations of tourists outbound travel intention in Sarawak: Does gender really matter?. *Borneo Journal of Social Science & Humanities*, 2(1), 1-22.
15. **Wong, P.M.Winnie.**, Wong, W.L., & Chin, C.H. (2020). Mobile Banking Adoption Behavior among Young People in Sarawak. *International Journal of Service Management & Sustainability*. *International Journal of Service Management and Sustainability*, 5(2), 129-162.
16. Chan, G.M. Herbert., Mohd Zainal Munshid Bin Harun., & **Wong, P.M. Winnie.** (2021). Leadership style towards employee retention in Hotel industry: a study in Sibu Town, Sarawak. *Journal of Social Sciences and Humanities*, 18(3), 159-177.
17. Chee-Hua Chin, **Poh-Ming Winnie Wong**, Franklin George, & Chee-Ling Chin. (2021). The Unique of knowledge sharing boosting rural tourism destinations' competitiveness: a tourist perspective. *Human Resource Management Academic Research Approach*.
18. Chin, C.H., **Winnie Wong Poh Ming.**, Chin, C.L., & George, F. (2021). Discovering the intangible innovation of knowledge haring for improving rural tourism destinations' competitiveness: a collaborative approach. *International Journal of Academic Research in Business & Social Sciences*, 11(8), 1728-1747.

**List of Awards:**

1. Silver awards, 2021, International, BLM2-ICAM4, Awarded by Centre for Industrial Revolution and Innovation.