

## Curriculum Vitae



### **Dr Joanne Ho**

Senior Lecturer, Marketing Programme  
School of Business

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## Education Qualifications

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| 2014 | PhD (Marketing), University of Adelaide    |
| 2010 | Bachelor of Commerce (First Class Honours) |
| 2009 | Bachelor of Commerce (Marketing)           |

## Academic and Professional Experience

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| 2018 - Present | Lecturer, Singapore University of Social Sciences |
| 2015 - 2018    | Assistant Professor, Open University of Hong Kong |

## Research Interests

- Strategic orientations
- Resource-based view
- Fuzzy set qualitative comparative analysis (fsQCA)

## Selected Publications

- Yap, W.Y., and **Ho, J.** (2021). Port strategy and performance: empirical evidence from major container ports and implications for role of data analytics. *Maritime Policy & Management*, December. DOI: 10.1080/03088839.2021.2017040
- **Ho, J.**, and Plewa, C. (2020) "Recipes for new product success: The interplay between orientations and environmental turbulence". *Journal of Business & Industrial Marketing*, 35(8), pp.1345-1357.
- Conduit, C., Plewa, C., **Ho, J.**, and Lu, V.N. (2017) "Facilitating student interaction capabilities: the interplay of individual, group, and course-related factors", *Journal of Strategic Marketing*, 25(2), pp.114-127.
- **Ho, J.**, Plewa, C., and Lu, V.N. (2016) "Examining strategic orientation complementarity using MRA and fsQCA", *Journal of Business Research*, 69(6), pp.2199-2205.

- Plewa, C., **Ho, J.**, Conduit, C., and Karpen, I. (2016) "Reputation in higher education: A fuzzy set analysis of resource configurations", *Journal of Business Research*, 69(8), pp.3087-3095.
- Lu, V., Plewa, C., **Ho, J.** (2016) "Managing governmental business relationships: The impact of organisational culture difference and compatibility", *Australasian Marketing Journal*, 21(1), pp.93-100.

#### **Selected Conference Proceedings**

- Yap, W.Y., and **Ho, J.** (2021) "Analysis of major container hub port strategies - implications for competitiveness in the post-COVID-19 pandemic landscape," 29th International Association of Maritime Economists (IAME) Conference, 25-27 November, Rotterdam, The Netherlands.
- **Ho, J.**, Plewa, C., and Lu, V.N. (2018) "Recipes for new product success", Australian and New Zealand Marketing Academy Conference, 3-5 December, Adelaide, Australia.
- Kafouros, M., Aliyev, M., Piperopoulos, P., **Ho, J.**, Wong, S.Y.N., Au, A.K.M. (2017) "Institutional development and firm performance across emerging countries: The role of technological and market dynamism", Academy of International Business, 6-8 April, Reading, United Kingdom.
- Conduit, J., Plewa, C., **Ho, J.**, and Lu, V.N. (2015) "Facilitating student interaction capabilities through shared values and peer learning", Australian and New Zealand Marketing Academy Conference (ANZMAC), 30 November - 2 December, Sydney, Australia.\*  
\* Best paper in the Marketing Education track
- **Ho, J.**, Plewa, C., and Lu, V.N. (2015) "Examining strategic orientation complementarity using MRA and fsQCA", Global Entrepreneurship and Innovation in Management Conference, National Chung Hsing University, 30-31 July, Taichung, Taiwan.
- **Ho, J.** (2013) "Customer and competitor orientation as drivers of relationship capabilities: the role of interfunctional coordination and environmental turbulence", ANZMAC, University of Auckland, 1-4 December, Auckland, New Zealand.
- **Ho, J.**, Plewa, C., Freeman, S., and Lu, V. N. (2012) "Strategic orientations in high-tech firms", ANZMAC, University of South Australia, 3-5 December, Adelaide, Australia.
- **Ho, J.**, and Lu, V.N. (2012) "Successful incremental innovation across national borders: insights from internationalised KIBS cases", Consortium for International Marketing Research (CIMaR), National Chengchi University, 15-18 May, Taipei, Taiwan.
- **Ho, J.**, and Lu, V. N. (2010) "Business service innovation: a preliminary conceptual framework of success drivers", ANZMAC, University of Canterbury, 29 November - 1 December, Christchurch, New Zealand.

#### **Book Chapter**

- Plewa, C., Rampersad, G., and **Ho, J.** (2019). The Dynamics of Managing Evolving University-Industry Linkages. In *Developing Engaged and Entrepreneurial Universities* (pp.127-148). Springer, Singapore.