



**Dr. Y.M. Wong** 王益民 博士

**Senior Lecturer, Director, EIC; Coordinator, BBA Entrepreneurship Concentration**  
**Department of Management, School of Business**  
**WLB 924, 34 Renfrew Road, Kowloon Tong, Hong Kong**  
**Tel: (852) 3411 8004 Email: [ymwong@hkbu.edu.hk](mailto:ymwong@hkbu.edu.hk)**

---

#### **Research Interest**

Marketing of Non-Profit Organization

#### **Publications**

Wong, Y. (2015). Implementation of CRM in a Non-Profit Organization: A Review under the Four-layer Framework. *Journal of Business and Economics*.