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Desmond Lam is an Assistant Professor of Marketing at the University of Macau. He holds a PhD (marketing) from the University of Western Australia and MBA from the University of Melbourne. In all, Desmond has five years of university teaching experience across Australia, Macau, Malaysia and Singapore. He has taught various courses including introduction to casino operations, casino management, marketing strategy, Internet marketing, business-to-business marketing, price and demand analysis, public relations, advanced marketing management, and advanced topics in marketing (MBA).

Desmond has a strong interest in gaming psychology and behavior, Chinese in particular. He is also active in studies relating to consumer word-of-mouth communication, customer loyalty and cross-cultural decision making. Desmond's works have been published in a number of international scholarly journals including Journal of Gambling Studies, UNLV Gaming Research and Review Journal, The WAGER, Psychology and Marketing, Journal of International Consumer Marketing, Journal of Marketing Communications, and Australasian Marketing Journal. He has also presented in a number of academic conferences around the world. In all, Desmond has written more than 30 articles on consumer behavior with about half of these on gaming. He serves in the editorial board of the Journal of Hospitality Marketing and Management.

At his free time, Desmond provides consulting and/or advisory services to international gaming companies on issues relating to Chinese gambling. He writes regularly for Urbino gaming news website ([www.urbino.net](http://www.urbino.net)), and has written for trade magazines like the International Gaming & Wagering Business (IGWB), Inside Asian Gaming, and Gaming World (博彩).

Desmond's work on gaming examines the psychology of gambling among Chinese. He has conducted detailed study on Chinese baccarat players and is currently investigating Chinese slot behavior as well as youth disordered gambling motivations. One of his recent studies involves a series of experiments designed to test how Chinese would react to their wins and losses, and whether additional information on gaming odds increased or reduced their betting amount and frequency. Desmond also conducted an extensive study on the prediction of gambling participation and frequency using proven stochastic preference models. The results of this work have important implications useful to both gaming operators and public policy makers.

Prior to joining academia, Desmond spent several years working in the banking and IT market research industries. He started his career as a trainee treasury trader, focusing on pricing derivatives and then moved on to sales. Throughout his banking career, Desmond traded/sold cash, foreign exchange, over-the-counter derivatives, financial futures, government bills and bonds. He next joined the IT market research industry by setting up his own consulting firm, taking up projects that involved market penetration studies on IT sectors in countries across Asia-Pacific.

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