

# Emily (Jintao) Ma

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Updated on July 15, 2020

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## EDUCATION

PhD in Hospitality Management, Oklahoma State University	2010
MSc in Hotel and Tourism Management, the HK Polytechnic University	2006
BA in Tourism Management, Zhejiang University	2005

## ACADEMIC EMPLOYMENT

<b>University of Massachusetts, Amherst</b> Associate Professor	2017.1.-Present
<b>Griffith University</b> Adjunct Associate Professor	2016-2018
Senior Lecturer	2014-2016
Lecturer	2010-2014

## JOURNAL EDITORIAL BOARD RESPONSIBILITIES

- Journal of Hospitality and Tourism Management (Associate Editor; SSCI, ABDC: A)
- Journal of Hospitality and Tourism Research (Editorial Board; Isenberg: A)
- International Journal of Contemporary Hospitality Management (Editorial Board; Isenberg: A)
- Journal of Quality Assurance in Hospitality and Tourism (Editorial Board; ABDC: B)

## RESEARCH INTERESTS

- Organizational Behavior in Hospitality and Tourism
- Service Experience Management

## TEACHING INTERESTS

- Human Resources Management
- Lodging Operations

- Organizational Behavior
- Research Method

## RESEARCH

### Journal Articles

#### *Under Revision*

\*Du, J., & **Ma, E.** (2<sup>nd</sup> Revision July, 2020). Authentic Leadership and Hotel Employee Work Engagement. A Cross-level moderated mediation model. *Cornell Hospitality Quarterly*. Isenberg A.

\***Ma, E.**, Hsiao, A., & Gao, J. (2<sup>nd</sup> Review June, 2020). Hotel employees' OCB, empowerment, and customer orientation through the lens of the affective theory of social exchange. *Journal of Hospitality and Tourism Management*. SSCI, ABDC: A.

\*Wang, Y., Xu, S., **Ma, E.**, & Wang, R. (2<sup>nd</sup> Review, June 2020). Chinese hotel employees' fun climate at work: A face-driven model with effects on work-family conflict and employee deep acting. *International Journal of Hospitality Management*. Isenberg A.

\***Ma, E.**, Wang, Y., & Qu, H. (1<sup>st</sup> Revision July, 2020). Re-energizing through angel customers: Cross-cultural validation of customer-driven employee citizenship behavior. *Cornell Hospitality Quarterly*. Isenberg A.

\*Ma, E., Baker, M., & Kim, Y. S. (1<sup>st</sup> Revision July, 2020). Discrimination or globalization: The effects of employee ethnicity, gender, and organizational citizenship behavior on service recovery experience. *Cornell Hospitality Quarterly*. Isenberg A.

\*Duan, B., **Ma, E.**, Arcodia, C., Hsiao, A. (2<sup>nd</sup> Review July, 2020). Postmodernist Lifestyle or Old-Fashioned Ways? The Xiao Zi Effect on Winery Visitation Motivation from an Identity Perspective: The Case of China. *Journal of Hospitality and Tourism Management*. SSCI, ABDC: A.

\*Liu, Y., Hsiao, A., & **Ma, E.** (3<sup>rd</sup> Review June, 2020). Segmenting tourism markets based on demand growth patterns: A longitudinal profile analysis approach. *Journal of Hospitality and Tourism Research*. Isenberg A.

\* Smart, K., Qu, H., & Ma, E. (1<sup>st</sup> Revision July, 2020). COVID-19 impacts, coping strategies, and management reflection from the lodging industry. *International Journal of Hospitality Management*. Isenberg A.

***Published Journal Articles by Research Themes***

*I have two research themes, Organizational Behavior in Hospitality and Customer Experiences in Hospitality and Tourism and publications are listed below by themes. These two research themes are related because how employees are treated would impact employees' service performance and customers' service experience.*

***Published Journal Articles in Organizational Behavior in Hospitality & Tourism Theme***  
***(\*After join UMass since 2017)***

\*Hsiao, A., **Ma, E.**, Reid, S., & Lloyd, K. (2020). Organizational Ethnic Diversity's Influence on Hotel Employees' Satisfaction, Commitment, and Turnover Intention: Gender's Moderating. *Journal of Hospitality and Tourism Research*, 44 (1), 76-108. (Isenberg A; SSCI; ABDC: A).

\***Ma, E.**, Qu, H., Wei, X., & Hsiao, A. (2018). Conceptualization and Operationalization of an Altruistic and Egoistic Continuum of OCB Motivations. *Journal of Hospitality and Tourism Research*, 42 (5), 740-771. (Isenberg A & SSCI; ABDC: A)

\***Ma, E.**, Cheng, M., & Hsiao, A. (2018). Sentiment Analysis --- A Review and Agenda for Future Research in Hospitality Contexts. *International Journal of Contemporary Hospitality Management*, 30 (11), 3287-3308. (Isenberg A & SSCI)

\*Zhang, Y., **Ma, E.**, & Qu, H. (2017). Transaction Cost and Resources Based Views on Hotels' Outsourcing Mechanism: An Empirical Study in China. *Journal of Hospitality Marketing & Management*, 583-600. (Isenberg A-; SSCI)

\*Wei, X., Qu, H., & **Ma, E.** (2018). Household Chores, Time Allocation and Job Performance – An Empirical Study from Chinese Manufacturing Workers. *Social Indicators Research*, 139 (3), 1109-1129. (Isenberg A- & SSCI)

\*Wei, X., **Ma, E.**, Wang, P. (Accepted Jan 2017). Leisure Participation Patterns and Gender Wage Gap ---Evidence from Chinese Manufacturing Industry. *China Finance and Economic Review*.

\*Li, X., **Ma, E.**, & Qu, H. (2017). Knowledge Mapping of Hospitality Research—A Visual Analysis of Citespace. *International Journal of Hospitality Management*, 60, 77-93. (Isenberg A; SSCI; ABDC: A)

Hsiao, A., **Ma, E.**, & Auld, C. (2017). Organizational Ethnic Diversity and Employees' Satisfaction with Hygiene and Motivation Factors—A Comparative IPA Approach. *Journal of Hospitality Marketing & Management*, 26 (2), 144-163. (Isenberg A-; SSCI).

**Ma, E.**, Qu, H., & Wilson, M. (2016). The Affective and Dispositional Consequences of Organizational behavior: A Cross-cultural Study. *Journal of Hospitality and Tourism Research*. 40 (4), 399-431. (Isenberg A; SSCI).

**Ma, E.**, Liu, Y., Li, J., & Chen, S. (2016). Anticipating Chinese tourists arrivals in Australia: A time series analysis. *Tourism Management Perspectives*, 17 (January), 50-58. (SSCI)

**Ma, E.**, Qu, C., Hsiao, A., & Jin, C. (Published Online August 25, 2015). Impacts of China Tourism Law on Chinese Outbound Travellers and Stakeholders: An Exploratory Discussion. *Journal of China Tourism Research*.

Hsiao, A., Auld, C., & **Ma, E.** (2015). Perceived Organizational Diversity and Employee Behaviors. *International Journal of Hospitality Management*, 48, 102-112. (Isenberg A; SSCI).

Wei, X., Qu, H., & **Ma, E.** (2016). How Does Leisure Time Affect Production Efficiency? Evidence from China, Japan and the U.S. *Social Indicators Research*, 127 (1), 101-122. DOI: 10.1007/s11205-015-0962-1 (Isenberg A-; SSCI).

Ryan, B., **Ma, E.**, Hsiao, A., & Ku, M. (2015). Work-family Conflict of University Foodservice Managers: An Exploratory Study of Its Antecedents and Consequences. *Journal of Hospitality and Tourism Management*, 22, 10-18. (SSCI).

Hsiao, A., Auld, C., & **Ma, E.** (2014). Organizational Attractiveness in the Taiwanese Hotel Sector: Perceptions of Indigenous and Non-Indigenous Employees. *Journal of Hospitality and Tourism Management*, 21, 116-126. (SSCI).

**Ma, E.**, Qu, H., Wilson, M. & Eastman, K. (2013). Modeling OCB for Hotels: Don't Forget the Customer! *Cornell Hospitality Quarterly*, 54 (3), 308-317. (Isenberg A; SSCI).

Wei, X., Qu, H. & **Ma, E.** (2012). Decisive Mechanism of Organizational Citizenship Behavior in the Hotel Industry-An Application of Economic Game Theory. *International Journal of Hospitality Management*, 31 (4), 1244-1253. (Isenberg A; SSCI).

**Ma, E.**, & Qu, H. (2011). Social Exchanges as Motivators of Hotel Employees' Organizational Citizenship Behavior: The Proposition and Application of a New Three-Dimensional

Framework. *International Journal of Hospitality Management*, 30 (3), 680-688. (Isenberg A; SSCI).

Wei, X., Qu, H. & **Ma, E.** (2010). Modeling Tourism Employment in China. *Tourism Economics*, 15 (6), 663-672. (Isenberg A-; SSCI).

Wei, X., Qu, H. & **Ma, E.** (2010). A Study of the Effects of Leisure Time on China's Economic Growth: A Neoclass Growth Model. *Tourism Analysis*, 15 (6), 663-672. (Isenberg A-; SSCI).

### ***Published Journal Articles in Customer Experiences in Hospitality and Tourism Theme***

\*Liu, A., **Ma, E.**, Qu, H., & Ryan, B. (Final Revision Feb 2020). Daily Green Behavior as an Antecedent and a Moderator for Visitors' Pro-environmental Behaviors. *Journal of Sustainable Tourism*. (ABDC A\*; Isenberg A-; SSCI; Q1)

\***Ma, E.**, & Hsiao, A. (2020). The Making of Top Fine-dining Chinese Restaurants: Evidence from Domestic and International Customers in Australia. *Journal of Foodservice Business Research*, 23 (2), 1-20.

\*Liu, A., **Ma, E.** (2019). Travel during Holidays: Crowding's Impacts on Tourists' Positive and Negative Affects and Coping Strategies. *Journal of Hospitality and Tourism Management*, 41, 60-68. (SSCI; Q1; ABDC: A).

\*Wei, X, **Ma, E.**, & Kai, J., & Li, W. (2019). Pre-travel Anticipation: A Catalyst of Happiness. *Journal of Hospitality and Tourism Management*, 40, 21-30. (SSCI; Q1; ABDC: A)

\*Duan, B., Arcodia, C., **Ma, E.**, & Hsiao, A. (2018). Understanding Wine Tourism in China Using an Integrated Product-Level and Experience Economy Framework. *Asia-Pacific Journal of Tourism Research*, 23 (10), 949-960. (SSCI)

\***Ma, E.**, Hsiao, A., & Gao, J. (2018). Destination Attractiveness and Travel Intention: The Case of Chinese and Indian Students in Australia. *Asia Pacific Journal of Tourism Research*, 23 (2), 200-215. (SSCI)

\***Ma, E.**, Duan, B., Shu, L. & Arcodia, C. (2017). Chinese Visitors at Australia Wineries: Preferences, Motivations, and Barriers. *Journal of Tourism, Heritage & Services Marketing*, Volume 3 (1), 3-8.

\*Patiar, A., Kensbock, S., **Ma, E.**, & Cox, R. (2017). Information and Communication Technology–Enabled Innovation: Application of the Virtual Field Trip in Hospitality Education. *Journal of Hospitality and Tourism Education*, 29 (3), 129-140.

<http://dx.doi.org/10.1080/10963758.2017.1336096> (Isenberg A-)

\*Patiar, A., **Ma, E.**, Kensbock, S & Cox, R. (2017). Students' perceptions of quality and satisfaction with virtual field trips of hotels. *Journal of Hospitality and Tourism Management*, 31 (June), 134–141. (SSCI; Q1; ABDC: A)

\*Patiar, A., **Ma, E.**, Kensbock, S., & Cox, R. (2017). Hospitality Management Students' Expectation and Perception of a Virtual Field Trip Website: An Australia Case Study using Importance and Performance Analysis. *Journal of Hospitality & Tourism Education*, 29 (01), 1-12. (Isenberg A-)

**Ma, E.**, Qu, H., & Eliwa, R. (2014). Customer Loyalty with Fine Dining ---The Moderating Role of Gender, *Journal of Hospitality Marketing and Management*, 23 (5), 513-535. (Isenberg A-, SSCI).

Zhang, Y., **Ma, E.** & Qu, H. (2012). An Explorative Analysis on Shanghai Residents' Outbound Travel Preferences during Global Financial Crisis. *Anatolia: An International Journal of Tourism and Hospitality Research*, 23 (3), 315-327.

**Ma, E.**, Qu, H., & Njite, D. (2011). US Customer Perceptions towards Chinese Restaurant Service Quality: An Importance-Performance Approach. *Journal of Foodservice Business Research*, 14 (3), 290-308.

**Ma, E.**, Qu, H., Njite, D. & Chen, S. (2011). Western and Asian Customers' Perceptions towards Chinese Restaurants in the United States, *Journal of Quality Assurance in Hospitality and Tourism*, 12 (2), 121-139.

McDowall, S. & **Ma, E.** (2010). An Analysis of Tourists' Perceived Performance, Satisfaction, and Future Intention between Thailand's International and Domestic Tourists. *Journal of Quality Assurance in Hospitality and Tourism*, 11 (4), 260-282.

Zhang, L., Qu, H. & **Ma, E.** (2010). Exam the Relationship between Event Attendees' Satisfaction and Expenditure: The Case of two Major Events in China, *Journal of Convention and Event Tourism*, 11 (2), 100-118.

**Ma, E.** & Law, R. (2009). Components of Tourism Research: Evidence from the Annals of Tourism Research. *Anatolia: An International Journal of Tourism and Hospitality Research*, 20 (1), 62-74.

Zhou, Y., **Ma, E.** & Wu, M. (2009). Rural Tourism Community Approach Based on Authenticity: The Case of Baiyang Lake, Hebei Province. *Journal of Tourism College of Zhejiang*, 5 (4), 1-8.

**Ma, E.**, Kim, S.S. & Lee, M.J. (2007). HTM Study Motivations and Preferences: The Case of Hong Kong and Mainland Chinese Master's Students Studying in Hong Kong, *Asian Journal of Tourism and Hospitality Research*, 1 (1), 99-112.

### **Book Chapters**

\*Duan B., Arcodia C., **Ma E.** (2019) Positioning the Current Development of China's Wine Tourism Destinations: A Netnography Approach. In: Sigala M., Robinson R. (eds) *Wine Tourism Destination Management and Marketing*. Palgrave Macmillan, Cham.

\*Hsiao, A., & **Ma, E.** (2017). Chapter 18 Internal Marketing. In Dogan Gorsoy (Ed.) *Routledge Handbook of Hospitality Marketing*.

\*Liu, A., **Ma, E.** & Ng, C. (2017). Measuring Service Quality in Hospitality and Tourism Contexts. In Saurabh Kumar Dixit (Ed.). *Handbook of Consumer Behaviour in Hospitality and Tourism*. Routledge.

\*Ng., C., Wong, B., & **Ma, E.** (2017). Antecedents of Loyalty. In Saurabh Kumar Dixit (Ed.). *Handbook of Consumer Behaviour in Hospitality and Tourism*. Routledge.

**Ma, E.** (2016). Multiplier effect, tourism, in Xiao and Jafari (Ed.). *Encyclopedia of Tourism*.

**Ma, E.**, Zhang, Y., & Qu, H. (2014). The Global Financial Crisis's Influence on Chinese Outbound Travel Market: A Case Study of the Shanghai Regional Market. In Ritchie & Campiranon (Eds.) (in press). *Tourism Crisis and Disaster Management in the Asia-Pacific*. CABI Publishing: Wallingford.

Zhou, Y. & **Ma, E.** (2009). Chapter Nineteen: Maintaining the Authenticity of Rural Tourism Experiences through Community Participation—The Case of Two Baiyang Lake Island Villages. In C. Ryan & H. Gu (Eds.), *Tourism in China—Destination, Cultures and Communities*. New York: Routledge.

## Conference Presentations

\*Yang, W., **Ma, E.**, & Wu, L. (2020). Work or family? Maternity leave challenges of hospitality working mums. Regional CHIRE conference. Los Angeles.

\***Ma, E.**, Wu, L., & Yang, W. (2019). Maternity benefit and organization attractiveness--- implication for talents acquisition and retention. 5th World Research Summit for Tourism and Hospitality, Orlando.

\*Huang, M., **Ma, E.** (2019). How can message framing strategies encourage diners to prevent food waste at all-you-can-eat restaurants? 5th World Research Summit for Tourism and Hospitality, Orlando.

\***Ma, E.** (2019). Does action speak louder than words? Word-behavior congruence and its influence on employees' OCBs. 9th Advances in Hospitality marketing and Management Conference. Portsmouth, UK.

\***Ma, E.**, & Liu, A. (2019). Crowing experience of university students travelers in China. A Mixed-method research design. China Tourism Forum—USA. Philadelphia.

\***Ma, E.** (2018). Reference groups' influence on hotel employees' OCBs. Academy of Marketing Conference. Tokyo, Japan.

\*Duan, B., Arcordia, C., **Ma, E.**, & Hsiao, A. (2017). The Role of Contemporary Chinese Lifestyle: 'Xiao-Zi' in the Wine Tourist Decision-making. Proceedings of the I-CHIRE conference, Baltimore.

Jin, V., **Ma, E.**, Patiar, A. (2016). Challenges for Performing Servant Leadership. Proceedings of the 2016 Cauthe Conference, Sydney, Australia.

Hsiao, A., **Ma, E.**, & Gao, J.(2016). Perceived Destination Attractiveness and Intention to Purchase: The Case of International Students in Australia. The 2016 Cauthe Conference, Sydney, Australia.

**Ma, E.**, Liu, Y., Li, J., & Chen, S. (2015). Modelling Chinese Tourists Arrivals in Australia: A Time Series Analysis. Apac-CHIRE Conference, Auckland, New Zealand.

Hsiao, A., **Ma, E.**, & Auld, C. (2015). A Comparative Importance-Performance Analysis of Hotel Employees' Perception of Organizational Diversity. *The 2015 Cauthe Conference, Gold Coast, Australia.*



Duan, B., Arcodia, C., **Ma, E.** (2014). Cultural and non-cultural motivation of Chinese Wine Tourists. *Chinese Dream Conference, Gold Coast, Australia.*

**Ma, E.**, Partiar, A., & Cox, R. (2014). Undergraduate Hotel Management Students' Perceptions of a Virtual Field Trip Website. *Poster Presentation at the Cauthe Conference, Brisbane, Australia.*

Zhou, Y., Ying, T., Jiang, J. & **Ma, E.** (2011). Social Networks, Organizational Citizenship Behavior, and Organizational Effectiveness in Rural Tourism: A Comparative Analysis of Two Villages in Eastern China, *the Best Paper Award Receiver at the 9<sup>th</sup> APacCHRIE Conference, Hong Kong.*

**Ma, E.**, Qu, H., Eastman, K. & Wilson, M. (2011). The conceptualization and cross-validation of a new framework of organizational citizenship behavior for hospitality organizations. *Presented at the 9<sup>th</sup> APacCHRIE Conference, Hong Kong.*

**Ma, E.**, Qu, H. & Wilson, M. (2011). Hotel Employees' Organizational Citizenship Behavior And Consequences: A Focus at Individual Employee Level, *Presented at the 9<sup>th</sup> APacCHRIE Conference, Hong Kong.*

Ng., C., **Ma, E.** & Tavitiyaman, P. (2011). Airline Customers' Satisfaction and Purchase Intention during Economic Recession: The role of perceived risk and service performance *Presented at the 9<sup>th</sup> APacCHRIE Conference, Hong Kong.*

**Ma, E.**, & Qu, H. (2011). Social Exchanges as Motivation for Hotel Employees' Organizational Citizenship Behavior: The Application of a New Three-Dimensional Framework of OCB. *Presented the 4<sup>th</sup> International Colloquium on Business & Management, Bangkok, Thailand.*

**Ma, E.**, Qu, H., Njite, D. & Chen, S. (2009). Aspect and Overall Satisfaction, Revisit Intention and the Moderating Effects of Ethnic Groups among Chinese Restaurant Customers. 2009 I-CHRIE Annual Conference, San Francisco.

Ryan, B., Ku, M. & **Ma, E.** (2009). Gender Differences on Work-Family Conflict: The Case of University Foodservice Managers. 2009 I-CHRIE Annual Conference, San Francisco.

Wei, X., Qu, H., & **Ma, E.** (2009). A Study of the Effects of Leisure Time on China's Economic Growth: A Neoclass Growth Model. 2009 I-CHRIE Annual Conference, San Francisco.

Wei, X., Qu, H. & **Ma, E.** (2009). Modeling Tourism Employment Growth-An Application in Mainland China. 2009 I-CHRIE Annual Conference, San Francisco.

Zhang, L., Qu, H. & **Ma, E.** (2009). Exam the Relationship between Event Attendees' Satisfaction and Expenditure: The Case of two Major Events in China. *Conference Proceeding of the International Convention and Expo Summit 2009---Connect Asia Today, Hong Kong.*

**Ma, E.**, Qu, H. & Njite, D. (2009). Chinese Restaurant Service Quality: An Application of the Importance-Performance Analysis (IPA). *Conference Proceeding of the 14<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas.*

**Ma, E.**, Qu, H. & Njite, D. (2008). 10.4 % Housekeeper Injury Rate: Beyond the Figure. Research Symposium of Oklahoma State University. 2<sup>nd</sup> Place Award of Presentation.

**Ma, E.**, Njite, D. & Qu, H. (2009). To Promote or to Protect: A Dilemma Facing Island Villages' Tourism Development. *Conference Proceeding of the 14<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas.*

**Ma, E.** & Qu, H. (2008). Membership Reference Groups' Influence on Outbound Travel Decision Making: A Culture Perspective, *Conference Proceeding of the 13<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Orlando.*

**Ma, E.** & Law, R. (2008). Meta-analysis on Topics and Regional Focus of Tourism Research: An Inter-disciplinary Inputs Approach, *Conference Proceeding of the 13<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Orlando, US.*

**Ma, E.**, Park, S., Natcharin, P., Zhang, X. & Palakurthi, R. (2008). National Culture's Influence on Hotel Group's Organizational Culture and Performance: Shangri-La's Asian Hospitality Success, *Conference Proceeding of the 13<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Orlando, US.*

Zhou, Y. & **Ma, E.** (2007). Authenticity Experience of Rural Community Tourism: Insights of Two Baiyang Lake Island Villages. *Conference Proceeding of the Apac-CHRIE & APTA Joint Conference, Beijing, China.*

**Ma, E.**, Bao, Y. & Lee, P. (2006). An Importance-Performance Analysis of Convention Service Quality: The Case of Hong Kong. *Conference Proceeding of the 5<sup>th</sup> Asia Pacific Forum for Graduate Students Research in Tourism, Bangkok, Thailand.*

**Ma, E.,** Kim, S.S., & Lee, M.J. (2006). HTM Study Motivation: The Case of Mainland Chinese Students in Hong Kong. *Conference Proceeding of the 5<sup>th</sup> Asia Pacific Forum for Graduate Students Research in Tourism, Bangkok, Thailand.*

### ***Mass Media Coverage***

Johnson, M. (2019) Boston's Luxury Hotels go for the Cozy Feeling of Home with Dogs-in-Residence, Boston Globe. Oct 25.

Johnson, M. (2019). Live More. The Health and Wellness Magazine.

JohnHancockVitality.com (2020). Make the most of your Destination Dollars.

## **AWARDS & GRANTS**

### **Awards**

- Isenberg School of Management Teaching Excellence Award Nomination, UMass, 2020
- HTM Leadership Board Research Fellowship Nomination, UMass, 2020
- Teaching Excellence Award Nomination, UMass, 2018
- Griffith Teaching for Excellence Award, Griffith University, Australia, 2015
- Pro Vice Chancellor Research Excellence Awards, Griffith University, Australia, 2014
- Best Paper Award, The 9th Apac-CHRIE Conference, Hong Kong, 2011
- Outstanding Ph.D. Student Award, Oklahoma State University, US, 2010
- E. L. and Aagot Jorgenson Development Award, Oklahoma State University, US, 2009
- Marguerite Scruggs Research Enrichment Fellowship, Oklahoma State University, 2008

### **Grants**

#### ***National Grant***

- Australia Office for Learning and Teaching Grant 2015-2017  
Amount: \$273,000 Australian Dollars

#### ***Regional Grant***

- Student-centered Teaching & Learning Fellowship UMass 2018-2019  
Amount: \$1000
- Flex Grants UMASS Fall, 2018
- Flex Grants UMASS Fall, 2017  
Amount: \$500
- Flex Grants UMAS Spring, 2017  
Amount: \$500

- Griffith University New Researcher Grant 2015-2016  
Amount: \$8,895 Australian Dollars
- Griffith Learning and Teaching Grant 2013-2014  
Amount: \$14,700 Australian Dollars
- Griffith Business School Research Grant 2010-2011  
Amount: \$5,000 Australian Dollars

## **JOURNAL EDITORSHIP & REVIEWS**

### **Associate Editor of Journal of Hospitality and Tourism Management (Since 2018)**

- “A” journal by the ABDC list; SSCI; Q1; IF=2.496

### **Special Issue Editor (2019)**

- Theme of the Special Issue: Performance in Difficult Times
- Journal of Hospitality and Tourism Management

### **Editorial Board**

- Journal of Hospitality and Tourism Research (Isenberg A)
- International Journal of Contemporary Hospitality Management(Isenberg A)
- Journal of Quality Assurance in Hospitality and Tourism
- Asia-Pacific Journal of Innovation in Hospitality and Tourism
- Journal of Tourism, Heritage & Services Marketing

### **Outstanding Reviewer Recognition**

- Tourism Management 2018 (Isenberg A)
- International Journal of Hospitality Management 2016 (Isenberg A)
- Journal of Hospitality and Tourism Management 2017 (SSCI, ABDC: A)

### **Ad-hoc Reviewer**

- Tourism Management (Isenberg A)
- International Journal of Hospitality Management (Isenberg A)
- Cornell Hospitality Quarterly (Isenberg A)
- International Journal of Contemporary Hospitality Management (Isenberg A)
- Journal of Hospitality Marketing and Management (Isenberg A-)
- Current Issues in Tourism (Isenberg A-)
- Journal of Travel and Tourism Marketing
- Journal of Quality Assurance for Hospitality and Tourism
- Anatolia-An International Journal of Tourism and Hospitality

- Asia-Pacific Journal of Tourism Research
- Social Indicator Research
- Journal of China Tourism Research

## **PROFESSIONAL EXPERIENCES AND CERTIFICATIONS**

- Graduate Certificate in Higher Education, Griffith University, 2013
- Certification in Hotel Industry Analytics (CHIA), 2017
- Wine & Spirit Education Trust (WSET) Certification, 2015
- Founding Director, Slacks Creek Food Store, Brisbane, Australia, 2016-
- Consultancy works in restaurants & hotels in Australia & China, 2010-2016
- Restaurant Manager, Taylor' Dining Room, Stillwater, US, 2009-2010
- Banqueting & Wedding Services, Atherton Hotel, Stillwater, US, 2007-2009
- Management Trainee, Zhao Long Hotel, Beijing, China, 2004
- Tour Guide, Zhejiang University Travel Agency, 2003-2005

### **Ph.D. Thesis Examiner**

- Griffith University, Australia
- The University of Queensland, Australia
- Auckland University of Technology, New Zealand
- University of Otago, New Zealand

### **Master & Honors Thesis Examiner**

- Griffith University
- Auckland University of Technology
- Taylor's University

### **Invited Conference Talks and Seminars**

- JHTM Paper Hackthone Workshop (3-day workshop during the conference) at the 2020 EuroCHIR in Denmark
- Online Research Seminar---Design Good Quality PhD Dissertation----Learn from Examples, 30+ Early Career Researchers from universities in China and Korea, December, 2019
- Online Research Seminar---Design Quality Research---From Ideas to Publications, 20+ Early Career Researchers from universities in China and Korea, October, 2019
- Isenberg Speaker Series---Reflection on Research Themes, Fall, 2019
- JHTM Paper Hackthone Workshop (3-day workshop during the conference) at the 5<sup>th</sup> World Tourism Research Summit, Orlando, 2019; attracted 15+ early career researchers to participate.

- Discussion Panel on “Publishing in Top-tier Journals”---9th Advances in Hospitality Marketing and Management Conference, Portsmouth, UK, 2019.

### **Invited Talks**

- Hebei University of Economics and Trade, China, 2018
- Oklahoma State University, Stillwater, US, 2018
- Distinguished Alumni Series, Oklahoma State University, 2018 (Skype)
- Tourism Confucius Institution, Brisbane, Australia, 2016
- Beijing International Studies University, Beijing, China, 2015
- Shandong University, Weihai Campus, China, 2015
- Program Briefing for Griffith International and QIBT, Nanjing & Beijing, China, 2015

### **International Conferences Paper Review Panel**

- 2020, 2019, 2018, 2017, 2016, 2015 Annual Graduate Conference in Hospitality and Tourism Research
- 2019 China Tourism Forum, Philadelphia, USA
- 2017, 2018, 2019 ICHIRE

### **International Conferences Moderator**

- 2019 the 5<sup>th</sup> World Tourism Research Summit, Orlando, USA
- 2019 2<sup>nd</sup> China-US Tourism Conference, Philadelphia, USA
- 2018 Global Marketing Conference, Tokyo, Japan
- 2015 Asia-Pacific CHIRE conference in Auckland, New Zealand
- 2009 ICHIRE, San Francisco, USA