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EDUCATION

The Chinese University of Hong Kong
Ph.D. in Marketing, M. Phil. in Marketing, B.B.A.

PROFESSIONAL EXPERIENCE

2022 OCT – PRESENT

Acting Director, School of Hotel and Tourism Management, Business Faculty, The Chinese University of Hong Kong

2019 AUG – PRESENT

Associate Professor, School of Hotel and Tourism Management and Department of Marketing, Business Faculty, The Chinese University of Hong Kong

2021 DEC – PRESENT

Co-Director, Center for Hospitality and Real Estate Research (CHRER), Business Faculty, CUHK

2015 AUG – 2021 DEC

Director, Center for Hospitality and Real Estate Research (CHRER), Business Faculty, CUHK

2012 AUG - 2019 JULY

Assistant Professor, School of Hotel and Tourism Management, Business Faculty, The Chinese University of Hong Kong

2009 AUG - 2012 AUG

Assistant Professor, Department of Marketing and International Business, Business Faculty, Lingnan University

2009 JAN - JULY

Visiting Lecturer, Department of Marketing and International Business, Business Faculty, Lingnan University

AWARDS AND HONORS

Teaching Awards

1. *University Education Award 2021 (General Faculty Members Category), The Chinese University of Hong Kong
(<https://www.bschoo1.cuhk.edu.hk/featured-stories/an-all-round-educator-pays-it-forward/>)
(<https://cutv.cpr.cuhk.edu.hk/detail/1418?t=university-education-award-2021>)
(http://www.hkcd.com/hkcdweb/content/2022/01/07/content_1316955.html)
*(The University level award; select only *one teacher from nine faculties*; based on the merits of teaching portfolio, chosen by a selection panel from the nine faculties in CUHK)
2. *Hong Kong UGC Teaching Award nomination (General Faculty Members Category), 2021 (*Each UGC-funded university will submit only one nomination for each category of the UGC Teaching Award each year)
3. *Vice-Chancellor's Exemplary Teaching Award 2017, The Chinese University of Hong Kong *(The University level award; select only *one teacher from each faculty*; based on the merits of the teaching portfolio, chosen by an ad hoc selection panel comprised of members from inside and outside the Business Faculty)
4. Faculty Teaching Merit Award 2022-23, The Chinese University of Hong Kong
5. Faculty Teaching Merit Award 2021-22, The Chinese University of Hong Kong
6. Faculty Teaching Merit Award 2020-21, The Chinese University of Hong Kong
7. Faculty Teaching Merit Award 2019-20, The Chinese University of Hong Kong
8. Faculty Teaching Excellence Award 2016-17, The Chinese University of Hong Kong
9. Faculty Teaching Merit Award 2018-19, The Chinese University of Hong Kong
10. Faculty Teaching Merit Award 2016-17, The Chinese University of Hong Kong
11. Faculty Teaching Merit Award 2015-16, The Chinese University of Hong Kong
12. Faculty Teaching Merit Award 2014-15, The Chinese University of Hong Kong
13. Faculty Teaching Award 2013-14, The Chinese University of Hong Kong
14. Faculty Teaching Award 2012-13, The Chinese University of Hong Kong
15. *Teaching Excellent Award (Merit), 2011-12, Lingnan University
*(The University level award; based on the merits of the teaching portfolio, chosen by a selection panel from different faculties in Lingnan University)

Research Awards

1. *Outstanding Research Impact Award 2023-2024, CUHK
*(The University level award; select only *one teacher from each faculty*, based on the merits of the research impact portfolio, evaluated by a selection panel from members inside the Business Faculty)
2. *Research Excellent Award 2011-12, Lingnan University
*(The University level award; based on the merits of the research portfolio, evaluated by a selection panel from different faculties in Lingnan University.)

3. *The Postgraduate Research Output Award 2008, The Chinese University of Hong Kong *(The University level award; select only *one PGS student from each faculty*; based on merits of the research portfolio, evaluated by a selection panel from members inside the Business Faculty)

Best Paper Awards

4. Best Paper Award 2023 for the paper titled “Solo Travel and Psychological Connectedness to the Destination: A Perspective of Memory,” presented at the IMPACT 2023 Conference.
5. Best Paper Award for the paper titled “The Impact of Perceived Similarity of Other Customers on Service Quality Perceptions of Potential Customers,” 2013 Academy of International Business Southeast Asia Regional Conference.

MAIN RESEARCH INTEREST

Service Failures and Recovery, Consumer Reactions to Service Robots and Technologies, Sustainable Tourism, Consumer/Tourist Green Behaviors, Tourist Misbehavior, Space Tourism, Cross-cultural Consumer Behavior

ACADEMIC PUBLICATIONS (*corresponding author)

1. Guangmei Jia, Ji Wen, and **Lisa C. Wan** (2024). Taking Advantage of Their Seniority: How the Misbehavior of Senior Tourists Influence Young Adults’ Prosocial Behavior Towards Them, *Journal of Travel Research*. Accepted.
2. Yuan Li and **Lisa C. Wan** (2024), “Inspiring Tourists’ Imagination: Human Presence in Destination Photographs Facilitates Mental Simulation of Future Travel Experiences,” *Tourism Management*. Accepted.
3. Sungwoo Choi, **Lisa C. Wan**, and Anna Mattila, (2024), “Unintended Indulgence in Robotic Service Encounters,” *Annals of Tourism Research*, 106, 103768. (<https://doi.org/10.1016/j.annals.2024.103768>)
4. Nan (Iris) Xue, Xing (Stella) Liu, **Lisa C. Wan**, and Yuansi Hou (2024), “Relaxing or Challenging? How Social Crowding Influences the Effectiveness of Activity-based Destination Advertising.” *Tourism Management*, 100, 104839. (<https://doi.org/10.1016/j.tourman.2023.104839>)
5. Harry Hu and **Lisa C. Wan** (2024), “How Tourism Memory Boosts Creativity? The Role of Openness to Experience.” *Tourism Management*, 100, 104833. (<https://doi.org/10.1016/j.tourman.2023.104833>)
6. Luo, Xiaoyan, Xing (Stella) Liu, **Lisa C. Wan** (2023), “Excited or Calm? Effects of Endorsers’ Emotions on Tourists’ Impulsive Buying.” *Journal of Travel Research*, 0(0). (<https://doi.org/10.1177/00472875231213210>)

7. Nan (Iris) Xue, Elisa K. Chan, and **Lisa C. Wan** (2023), “How Eco-Certificate/Effort Influences Hotel Preference.” *Annals of Tourism Research*, 101, 103616. (<https://doi.org/10.1016/j.annals.2023.103616>)
8. Luo, Xiaoyan, **Lisa C. Wan**, and Xing (Stella) Liu (2023), “Harnessing Romance: The Effect of Exposure to Romance-themed Attractions on Tourists’ Impulsive Buying.” *Tourism Management*, 96, 104717. (<https://doi.org/10.1016/j.tourman.2022.104717>)
9. Yuan Li, **Lisa C. Wan**, Xiaoyan Luo, and Chuanlong Wu (2023), “If Museum Treasures Could Talk: How Anthropomorphism Increases Favorable Visitor Responses.” *Annals of Tourism Research*, 99, 103540. (RN) (<https://doi.org/10.1016/j.annals.2023.103540>)
10. Luo, Xiaoyan, Harry Hu, ***Lisa C. Wan**, and Xiao (Shannon) Yi (2023), “The Effects of Mobility Restriction on Consumers’ Preferences for Advertisements of Tourism Products.” *Tourism Management*, Volume 94, 104638. (<https://doi.org/10.1016/j.tourman.2022.104638>)
11. Elisa K. Chan, ***Lisa C. Wan**, and Xiao (Shannon) Yi (2022), “Smart Technology vs. Embarrassed Human: The Inhibiting Effect of Anticipated Technology Embarrassment.” *Annals of Tourism Research*, Volume 97, 103494. (<https://doi.org/10.1016/j.annals.2022.103494>)
12. Xiao (Shannon) Yi, Hwang Kim, Xiaoyan Luo, and ***Lisa C. Wan** (2022), “Visit Intention via Mobile App Usage in Pandemic Alleviation: Influences of Regulatory Focus and Risk.” *Journal of Hospitality & Tourism Research*. (<https://journals.sagepub.com/doi/full/10.1177/10963480221123094>)
13. Liu, Xing (Stella), ***Lisa C. Wan**, and Xiao (Shannon) Yi (2022), “Humanoid versus Non-humanoid Robots: How Mortality Salience Shapes Preference for Robot Services under the COVID-19 pandemic?” *Annals of Tourism Research*, 94, 103383. (<https://doi.org/10.1016/j.annals.2022.103383>)
14. Liu, Xing (Stella), Xiao (Shannon) Yi, and **Lisa C. Wan** (2022), “Friendly or Competent? The Effects of Perception of Robot Appearance and Service Context on Usage Intention.” *Annals of Tourism Research*, 92, 103324. (<https://doi.org/10.1016/j.annals.2021.103324>)
15. Kim, Hwang, Shannon X. Yi, Luo Xiaoyan, and **Lisa C. Wan** (2021), “A Silver Lining of Tourism Stagnation.” *Annals of Tourism Research Empirical Insights*, 2 (2), 100024. (<https://doi.org/10.1016/j.annale.2021.100024>)
16. ***Wan, Lisa C.**, Michael K. Hui, and Yao (Chloe) Qiu (2021), “Tourist Misbehavior: Psychological Closeness to Fellow Consumers and Informal Social Control.” *Tourism Management*, 104258. (<https://doi.org/10.1016/j.tourman.2020.104258>).

17. Yu, I. Y., **Lisa C. Wan**, Yi, Shannon X (2021), “Managerial Response to Negative Online Reviews in the Service Industry: A Tactic-Based and Culture-Based Model.” *Journal of Global Marketing*, 1-11. (<https://doi.org/10.1080/08911762.2021.1888393>).
18. * **Wan, Lisa C.**, Elisa K. Chan, and Xiaoyan Luo (2021), “Robots Come to Rescue: How to Reduce Perceived Risk of Infectious Disease in Covid19-stricken Consumers?” *Annals of Tourism Research*, 103069.(RN) (<https://doi.org/10.1016/j.annals.2020.103069>).
*The research findings [attracted 368 local and international media pickups](#). The research findings were disseminated to 15,864 media around the world and 1,253 journalists read the article.
19. ***Wan, Lisa C.** and Robert S. Wyer (2020), “The Role of Incidental Embarrassment on Social Interaction Behavior.” *Social Cognition*, 38 (5), 422-446.
(<https://doi.org/10.1521/soco.2020.38.5.422>)
20. ***Wan, Lisa C.** and Robert S. Wyer (2019), “The Influence of Incidental Similarity on Observers’ Causal Attributions and Reactions to a Service Failure.” *Journal of Consumer Research*, 45 (6), 1350-68.
(<https://academic.oup.com/jcr/advance-article/doi/10.1093/jcr/ucy050/5033710>)
21. Hou, Yuansi, Yixia Sun, **Lisa C. Wan**, and Wan Yang (2018), “How Can Psychological Contagion Effect Be Attenuated? The Role of Boundary Effect on Menu Design,” *Journal of Hospitality and Tourism Research*, 42 (4), 606-26.
(<http://journals.sagepub.com/doi/abs/10.1177/1096348015619410>)
22. Su, Lei, **Lisa C. Wan**, and Robert S. Wyer (2018), “The Contrasting Influences of Incidental Anger and Fear on Responses to a Service Failure?” *Psychology & Marketing*, 35 (9), 666-75. (The first two authors contributed equally.)
(<https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.21114>)
23. ***Wan, Lisa C.**, Patrick S. Poon, and Chunling Yu (2016), “Consumer Reactions to Corporate Social Responsibility Brands: The Role of Face Concern.” *Journal of Consumer Marketing*, 33 (1), 52-60.
(<https://www.emeraldinsight.com/doi/full/10.1108/JCM-03-2013-0493>)
24. ***Wan, Lisa C.** and Robert S. Wyer (2015), “Consumer Reactions to Attractive Service Providers: Approach or Avoid?” *Journal of Consumer Research*, 42(4), 578-95.
(<https://academic.oup.com/jcr/article/42/4/578/2572203>)

25. ***Wan, Lisa C.** and Patrick S. Poon (2014), "Tourist Views on Green Brands: The Role of Face Concern." *Annals of Tourism Research*, 46, 173-175.
(<https://www.sciencedirect.com/science/article/pii/S0160738314000164>)

26. ***Wan, Lisa C.** (2013), "Culture's Impact on Consumer Complaining Responses to Embarrassing Service Failure." *Journal of Business Research*, 66(3), 298-305.
(<https://doi.org/10.1016/j.jbusres.2011.08.009>)

27. Peng, Ling, Ada Hiu Kan Wong, and **Lisa C. Wan** (2012), "The Effects of Image Congruence and Self-Monitoring on Product Evaluations: A Comparison between Genuine and Counterfeit Products." *Journal of Global Marketing*, 25(1), 17-28.
(<https://www.tandfonline.com/doi/abs/10.1080/08911762.2012.697380>)

28. ***Wan, Lisa C.**, Michael K. Hui, and Robert S. Wyer (2011), "The Role of Relationship Norms in Responses to Service Failures." *Journal of Consumer Research*, 38(2), 260-77.
(<https://doi.org/10.1086/659039>)

29. ***Wan, Lisa C.**, Elisa K. Chan, and Lily L. Su (2011), "When Will Customers Care about Service Failures that Happened to Strangers? The Role of Personal Similarity and Regulatory Focus and Its Implication on Service Evaluation." *International Journal of Hospitality Management*, 30, 213-220.
(<https://www.sciencedirect.com/science/article/pii/S0278431910000861>)

30. Hui, Michael K., Candy K. Y. Ho, and **Lisa C. Wan** (2011), "Prior Relationships and Consumer Responses to Service Failures: A Cross-Cultural Study." *Journal of International Marketing*, 19(1), 59-81.
(https://www.jstor.org/stable/25800820?seq=1#metadata_info_tab_contents)

31. Chan, Haksin and **Lisa C. Wan** (2009), "Dual Influences of Moderating Variables in the Dissatisfaction Process: Theory and Evidence." *Journal of International Consumer Marketing*, 21(2), 125-135.
(<https://www.tandfonline.com/doi/abs/10.1080/08961530802153441>)

32. Chan, Haksin, **Lisa C. Wan**, and Leo Yat-ming Sin (2009), "The Contrasting Effects of Culture on Consumer Tolerance: Interpersonal Face and Impersonal Fate." *Journal of Consumer Research*, 36(2), 292-304. <https://doi.org/10.1086/597329>
(https://www.jstor.org/stable/10.1086/597329?seq=1#metadata_info_tab_contents)

33. Chan, Haksin and **Lisa C. Wan** (2008), “Consumer Responses to Service Failures: A Resource Preference Model of Cultural Influences.” *Journal of International Marketing*, 16(1), 72-97. (Authors contributed equally.) (<https://www.jstor.org/stable/25049111>)
34. Chan, Haksin, **Lisa C. Wan**, and Leo Yat-ming Sin (2007), “Hospitality Service Failures: Who Will Be More Dissatisfied?” *International Journal of Hospitality Management*, 26(3), 531-545. (<https://www.sciencedirect.com/science/article/pii/S0278431906000235>)

ARTICLES

1. Wan, Lisa C. (2023), “Space Tourism Isn’t Science Fiction Anymore” *China Business Knowledge White Paper*, The Chinese University of Hong Kong, August 3, 2023. (<https://cbk.bschool.cuhk.edu.hk/research-whitepapers/space-tourism-isnt-science-fiction-anymore/>)
2. Wan, Lisa C. and Elisa K. Chan (2023), “Why Do Smart Kiosks Make People Feel Embarrassed?” *China Business Knowledge*, The Chinese University of Hong Kong, January 12, 2023. (<https://cbk.bschool.cuhk.edu.hk/why-do-smart-kiosks-make-people-feel-embarrasse/>)
3. Wan, Lisa C. (2022), “Does the Appearance of Robots Matter to Customers?” *China Business Knowledge*, The Chinese University of Hong Kong, June 16, 2022. (<https://cbk.bschool.cuhk.edu.hk/does-the-appearance-of-robots-matter-to-customers/>)
4. Wan, Lisa C. (2022), “Space Tourism by 2024 a Growing Possibility in China” *China Business Knowledge*, The Chinese University of Hong Kong, January 20, 2022. (<https://cbk.bschool.cuhk.edu.hk/space-tourism-by-2024-a-growing-possibility-in-china/>)
5. Choi, Sungwoo and Lisa C Wan (2021), “The Rise of Service Robots in the Hospitality Industry: Some Actionable Insights” *Boston Hospitality Review*. (<https://www.bu.edu/bhr/2021/10/04/the-rise-of-service-robots-in-the-hospitality-industry-some-actionable-insights/>)
6. Wan, Lisa C. (2021), “How to Help Tourists Behave Better Abroad?” *China Business Knowledge*, The Chinese University of Hong Kong, March 22, 2021. (<https://cbk.bschool.cuhk.edu.hk/how-to-help-tourists-behave-better-abroad/>)

7. Wan, Lisa C. (2020), "Can Robots Save the Service Industry from COVID-19?" *China Business Knowledge*, The Chinese University of Hong Kong, October 8, 2020.
(<https://cbk.bschool.cuhk.edu.hk/can-robots-save-the-service-industry-from-covid-19/>)
8. Wan, Lisa C. and Elisa K. Chan (2019), "Failure is Not Fatal: Actionable Insights on Service Failure and Recovery for the Hospitality Industry" *Boston Hospitality Review* (7)1.(<https://www.bu.edu/bhr/files/2019/02/Failure-is-Not-Fatal-Actionable-Insights-on-Service-Failure-and-Recovery-for-the-Hospitality-Industry-Lisa-Wan-and-Elisa-Chan.pdf>)
9. Wan, Lisa C. (2018), "The Power of Sameness," *China Business Knowledge*, The Chinese University of Hong Kong, Sep 6, 2018.
(<https://cbk.bschool.cuhk.edu.hk/how-our-similarities-alter-our-reactions-to-service-failures/>)
10. Wan, Lisa C. (2018), "The Hidden Value of Going Green?" *China Business Knowledge*, The Chinese University of Hong Kong, June 13, 2018.
<https://cbk.bschool.cuhk.edu.hk/feeling-proud-of-going-green/>
11. Wan, Lisa C. (2016), "Attractive Salespeople May Scare Away Customers" *China Business Knowledge*, The Chinese University of Hong Kong, June 20, 2016.
(<https://www.bschool.cuhk.edu.hk/school-in-the-news/attractive-salespeople-may-scare-away-customers/>)

BOOK CHAPTERS

1. Wan, Lisa C. and Maggie Y. Chu (2014), "Cross-Cultural Research on Consumer Responses to Service Failure: A Critical Review," Chapter 9, *Multinationals and Global Consumers: Tension, Potential and Competition*. 185-206.
(<https://www.lisawan.com/cv-bk001>)
2. Peng, Ling, Lisa C. Wan and Patrick S. Poon (2014), "Self-Discrepancy and Consumer Responses to Counterfeit Products," Chapter 10, *Multinationals and Global Consumers: Tension, Potential and Competition*. 207-224.
(<https://www.lisawan.com/cv-bk002>)

SELECTED RESEARCH AND TEACHING GRANTS

Competitive Research Grants

1. Principle-investigator "When Attractive Service Providers Make Mistakes: Who Will Be More Dissatisfied?" General Research Fund, Hong Kong RGC, 2015-2018.

HK\$606,200. Project reference no.: 14504815. Project duration: 01-12-2015 to 30-11-2018.

https://cerg1.ugc.edu.hk/cergprod/scrrm00542.jsp?proj_id=14504815&old_proj_id=null&proj_title=&isname=&ioname=&insti%E2%80%A6

2. Principle-investigator “The Influence of Incidental Similarity on Consumers’ Causal Attributions and Reactions to Observable Service Failures Across Culture?” General Research Fund, Hong Kong RGC, 2014-2017. HK\$334,138. Project reference no.: 14502514. Project duration: 01-11-2014 to 31-10-2017.
https://cerg1.ugc.edu.hk/cergprod/scrrm00542.jsp?proj_id=14502514&old_proj_id=null&proj_title=&isname=&ioname=&insti%E2%80%A6
3. Principle-investigator “Consumer Reactions to Attractive Service Providers: Approach or Avoid?” General Research Fund, Hong Kong RGC, 2013-2016. HK\$244,810. Project reference no.: 493113. Project duration: 01-12-2013 to 30-11-2016.
https://cerg1.ugc.edu.hk/cergprod/scrrm00542.jsp?proj_id=493113&old_proj_id=null&proj_title=&isname=&ioname=&institut%E2%80%A6
4. Co-investigator “Consumer Responses to Contactless Service Provision by Service Robot Under Contagion Threat” General Research Fund, Hong Kong RGC, 2021/22. HK\$597,993. Project Reference no.: 14500721. Project Duration: 1-1-2022 to 1-1-2024.
https://cerg1.ugc.edu.hk/cergprod/scrrm00542.jsp?proj_id=14500721&old_proj_id=null&proj_title=&isname=&ioname=&insti%E2%80%A6
5. Co-investigator “When Does a Positive Role Model Backfire,” Competitive Research Funding Schemes for the Local Self-financing Degree Sector 2016/17 (Faculty Development Scheme). HK\$331,737. Project reference no.: UGC/FDS16/B07/19. Project duration:01-01-2020 to 30-6-2022.
6. Co-investigator “Halting Wasteful Consumption: The Differential Impact of Guilt and Shame,” Competitive Research Funding Schemes for the Local Self-financing Degree Sector 2016/17 (Faculty Development Scheme). HK\$460,668. Project reference no.: UGC/FDS16/B02/16. Project duration:01-01-2017 to 31-12-2018.
<https://www.lisawan.com/cv-r006>
7. Co-investigator “Incidental Emotion as Antecedent of Attribution in Service Failure Context” General Research Fund, Hong Kong RGC, 2013-2016. HK\$216,323. Project reference no.: 292113. Project duration: 01-11-2013 to 31-10-2016.
https://cerg1.ugc.edu.hk/cergprod/scrrm00542.jsp?proj_id=292113&old_proj_id=null&proj_title=&isname=&ioname=&institut%E2%80%A6

Teaching Grants:

1. Principal Investigator “Space Tourism Virtual Reality Game Based Learning” Special Funding Scheme for Innovation in Virtual Education in Business. The Chinese University of Hong Kong, 2022-23. HK\$50,000.
2. Principal Investigator “Space Tourism Virtual Reality Learning Tool.” Teaching Development and Language Enhancement Grant (TDLEG) 2021-22 Triennium, The Chinese University of Hong Kong. HK\$200,000.
3. Principal Investigator “Learning Technologies Beyond Textbook: Service Robots in the Hospitality and Tourism Industry” Courseware Development Grant Scheme 2021-22. The Chinese University of Hong Kong. HK\$100,000.
4. Co-investigator “Immersive Virtual Reality in Blended Learning” TDG 2023, Lingnan University. HK\$200,000.

SELECTED CONFERENCE PAPERS

1. Xue, N., Elisa K. Chan, and **Lisa C. Wan** (2023), “Attributes or Benefits? How the Type of Information Influences Consumer’s Preference for Pro-environmental Hotels, 2023 ICHRIE Annual Conference Phoenix, United States.
2. Xue, N., Elisa K. Chan, and Lisa C. Wan (2022), “The Impact of Information Presentation on Tourists’ Pro-environmental Hotel Choices,” The Asia Pacific Tourism Association (APTA) 2022 Annual Conference, Jeju Island, Korea.
3. Liu, Xing, H. Shen, and Lisa C. Wan (2022), “Being Rejected or Ignored: Social Exclusion and Conformity Preference,” The Asia Pacific Tourism Association (APTA) 2022 Annual Conference, Jeju Island, Korea.
4. Wan, Lisa C. and Elisa K. Chan (2022), “An Exploratory Study for Chinese and American Consumer Perceptions of Space Tourism,” The Asia Pacific Tourism Association (APTA) 2022 Annual Conference, Jeju Island, Korea.
5. Wan, Lisa C. and Elisa K. Chan (2022), “An Exploratory Study on Consumer Preference for Space travel, Space Hotel Services and Space Food,” APacCHRIE 2020, Malaysia.
6. Yu, I. Y., and Lisa C. Wan (2021), “How Broad Foreign Tour Experiences Increase Deviant Tourist Behavior,” The Asia Pacific Tourism Association (APTA) 2021 Annual Conference, Online. *One of five Best Paper Candidates.
7. Yu, I. Y., and Lisa C. Wan (2021), “The Dark Side of Travelling Abroad: How Broad Foreign Tour Experiences Increase Deviant Tourist Behaviors,” APacCHRIE 2021, Singapore.
8. Yi, X, Lisa C. Wan, and Sungwoo Choi (2021). How Mobile Phone Usage Affects Reactions in Service Failure. The Asia Pacific Tourism Association (APTA) 2021 Annual Conference, Online.
9. Yi, X, Sungwoo Choi and Lisa C. Wan (2021), “The Effects of Brand Warmth and Competence on Consumers Reactions in Service Failure,” APacCHRIE 2021, Singapore.
10. Luo, X., and Lisa C. Wan (2021), “The Impact of Personalization on Variety Seeking,” APacCHRIE 2021, Singapore.
11. Hu, J., Xiaoyan Luo, and Lisa C. Wan (2021), “The Effect of Mobility Confinement on Destination Persuasion,” APacCHRIE 2021, Singapore.

12. Li, Y. and Lisa C. Wan (2021), "Impacts of Taste Cues on Culinary Tourism's Travel Intention: Based on the Online Reviews of Culinary Destinations," The Asia Pacific Tourism Association (APTA) 2021 Annual Conference, Online.
13. Xue, N., Yi, X., Luo, X., and Lisa C. Wan (2021), "Developing an Advanced Hotel CSR Scale from Customers' Perspective," The Asia Pacific Tourism Association (APTA) 2021 Annual Conference, Online.
14. Xue, N., and Lisa C. Wan (2021), "To Avoid Interaction or to Desire? The Influence of Social Crowding on Preference for Having Travel Companions," APacCHRIE 2021, Singapore.
15. Liu, Xing and Lisa C. Wan (2021), "Mortality Salience and Preference for Humanoid Service Robot," The Asia Pacific Tourism Association (APTA) 2021 Annual Conference, Online.
16. Liu, Xing, H. Shen and Lisa C. Wan (2021), "How Social Exclusion Influences Tourist Intention to Visit Popular Versus Distinctive Attractions?" APacCHRIE 2021, Singapore.
17. Maggie Y. Chu and Lisa C. Wan (2020), "On Encouraging Green Living – When Does A Positive Role Model Backfire? 2020 Global Marketing Conference, Seoul, South Korea.
18. Liu, Xing and Lisa C. Wan (2020), "How Psychological and Contextual Factors Influence Consumers' propensity to engage in green consumption," 2020 Global Marketing Conference, Seoul, South Korea.
19. Luo, Xiaoyan and Lisa C. Wan (2020), "Personalized or Not? The Effect of Awareness of Information Blindness on Online Shopping Recommendation," 2020 Global Marketing Conference, Seoul, South Korea.
20. Luo, Xiaoyan and Lisa C. Wan (2020), "How Consumers React to Personalized Recommendation? The Effect of Activated Awareness of Information Blindness," APacCHRIE 2020, Hong Kong.
21. Yu, I. Y., Yang, M. X., Zeng, K. J., and Lisa, C. W (2020), "Climb the Hotel Loyalty Program Ladder: Does Progress Framing Matter?" APacCHRIE 2020, Hong Kong
22. Yi, Shannon X, and Lisa C. Wan (2020), "The Effect of Mobile Phone Adoption in Responses to Service Failure," APacCHRIE 2020, Hong Kong.
23. Yi, Shannon X, and Lisa C. Wan (2019), "The Role of Personal Self-Serving Technologies in Responses to Service Failures," Association for Consumer Research Conference, Atlanta, U.S.
24. Wan, Lisa C. and Robert S. Wyer (2019), "When A Beautiful Service Provider Makes Mistakes: To Forgive or Not to Forgive?" Association for Consumer Research Conference, Special Session, Atlanta, Georgia, USA.
25. Maggie Y. Chu and Lisa C. Wan (2019), "Motivating or De-motivating Responsible Consumption? The Divergent Influences of Moral Emotions," 2019 Academy Marketing Science Annual Conference, Vancouver, Canada.
26. Yi Xiao, Qiu Yao, and Lisa Wan (2019) *Consumer Reactions in Service Failure: The Effects of Brand Warmth and Brand Competence*. The Asia Pacific Tourism Association (APTA) 2019 Annual Conference, Danang, Vietnam.
27. Chan, Elisa and Lisa C. Wan (2018), "How Potential Customers Respond to Service Recovery Strategies," SERVSIG 2018, Paris, France.

28. Chan, Elisa, Lisa C. Wan, and Maggie Y. Chu (2018), "Exploring the Psychological Impacts of Service Recovery Strategies on Potential Customers," Global Marketing Conference 2018 (GMC), Tokyo, Japan.
29. Chu, Maggie Y., Frederick H. K. Yim, Lisa C. Wan, and Elisa Chan (2018), "Do Moral Emotions Make People Responsible Consumers? A Preliminary Investigation of Incidental Guilt and Shame," Global Marketing Conference 2018 (GMC), Tokyo, Japan.
30. Qiu, Chloe Y. and Lisa C. Wan (2018), "Are People More Likely to Misbehave During Travel? The Mediation Effect of Perceived Social Control," Global Marketing Conference 2018 (GMC), Tokyo, Japan.
31. Qiu, Chloe Y. and Lisa C. Wan (2018), "Consumer Responses to Similar Others' Unethical Behavior: The Moderating Role of Norm Violation Type," European ACR Conference (Association for Consumer Research), Ghent, Belgium.
32. Qiu, Chloe Y. and Lisa C. Wan (2018), "The Interaction Effect of Norm Violation Type and Group Categorization on Consumer Reactions to Other-Customer Misbehavior in Service Industry," AMA SERVSIG International Service Research Conference, Paris, France.
33. Yi, Shannon X., Chloe Y. Qiu, and Lisa C. Wan (2018), "How Do Customers React to Service Failures? The Roles of the Two Dimensions of Brand Perception - Warmth and Competence," SERVSIG 2018, Paris, France.
34. Yi, Shannon X., Chloe Y. Qiu, and Lisa C. Wan (2018), "The Different Roles of the Two Dimensions of Brand Perception - Warmth and Competence after Service Failures," European ACR Conference (Association for Consumer Research), Ghent, Belgium.
35. Yi, Shannon X., Chloe Y. Qiu, and Lisa C. Wan (2018), "The Independent Effects of Brand Warmth and Brand Competence Perception on Consumers' Complaining Responses to Service Failures," Global Marketing Conference 2018, Tokyo, Japan.
36. Wan, Lisa C. (2018), "When A Beautiful Service Provider Makes Mistakes: The Moderating Role of Service Failure Type," European ACR (Association for Consumer Research) Conference, Ghent, Belgium.
37. Chu, Maggie Y. and Lisa C. Wan (2017), "Encouraging Green Behaviours by Evoking Guilt and Shame Emotions in Social Advertising," The Asia Pacific Tourism Association (APTA) 2017 Annual Conference, Busan, Korea.
38. Chu, Maggie Y. and Lisa C. Wan (2017), "Don't be a Big Waster! Regulating Consumer Behaviours Through the Experience of Guilt and Shame," 2017 INFORMS Marketing Science Conference, California, USA.
39. Qiu, Chloe Y., Shannon X. Yi, and Lisa C. Wan (2017), "Cross-cultural Influences on Customer Evaluation of Dysfunctional Customer Behavior," 2017 INFORMS Marketing Science Conference, California, USA.
40. Qiu, Chloe Y., Shannon X. Yi, and Lisa C. Wan (2017), "Customer Response to Misbehaving Others: A Cross Cultural Study," The Asia Pacific Tourism Association (APTA) 2017 Annual Conference, Busan, Korea.
41. Wan, Lisa C. (2017), "Will Observers Blame A Service Failure That Happens To Others? The Role of Incidental Similarity," 2017 INFORMS Marketing Science Conference, California, USA.
42. Wan, Lisa C. (2017), "How Observers React To Service Failures? The Impact of Incidental Similarity," The Asia Pacific Tourism Association (APTA) 2017 Annual Conference, Busan, Korea.

43. Wan, Lisa C. (2017), "To Tolerate or Not to Tolerate? When Attractive Opposite-Sex Service Providers Make Mistakes," The Asia Pacific Tourism Association (APTA) 2017 Annual Conference, Busan, Korea.
44. Yi, Shannon X., Chloe Y. Qiu, and Lisa C. Wan (2017), "Using Regulatory Fit and Unfit to Adjust Front-line Service Providers' Work Engagement When Facing Customer Feedbacks," 2017 INFORMS Marketing Science Conference, California, USA.
45. Yi, Shannon X., Chloe Y. Qiu, and Lisa C. Wan (2017), "How Customer Feedbacks Affect Service Provider's Work Engagement? The Role of Regulatory Fit," The Asia Pacific Tourism Association (APTA) 2017 Annual Conference, Busan, Korea.
46. Wan, Lisa C. and Robert S. Wyer (2016), "The Influence of Incidental Similarity on Consumer Reactions to Observable Service Failures," Annual Australian New Zealand Academy of Management (ANZAM) Conference, Brisbane.
47. Wan, Lisa C. (2016), "When Attractive Opposite-Sex Service Providers Make Mistakes: Who Will be More Dissatisfied?" Annual Australian New Zealand Academy of Management (ANZAM) Conference, Brisbane.
48. Hou, Yuansi, Yixia Sun, Lisa C. Wan, and Wan Yang (2015), "How Can Psychological Contagion Effect Be Attenuated? The Role of Boundary Effect on Menu Design," Paper presented at the Association for Consumer Research Asian Pacific Conference, Hong Kong.
49. Wan, Lisa C. and Robert S. Wyer (2015), "Consumer Reactions to Attractive Service Providers: Approach or Avoid," Paper presented at the Academy of International Business Southeast Asia Regional Conference, Malaysia.
50. Hou, Y.S., Sun, Y.X., Wan, Lisa C., & Yang, W. (2014), "The Role of Psychological Contagion Effect on Menu Items Evaluations: A Psychological Study of Menu Design," Paper presented at the Annual Conference of International Council on Hotel, Restaurant and Institutional Education (CHRIE), San Diego, California, US.
51. Hou, Y.S., Sun, Y.X., & Wan, Lisa C. (2014), "Psychological Contagion and Visual Boundaries: Changing Evaluations without Contact," Paper presented at the Annual Society for Consumer Psychology (SCP) Winter Conference, Miami, Florida, US.
52. Chu, Maggie Y., Robert S. Wyer and Lisa C Wan (2013), "When a Sequence of Decisions Leads to Unfavorable Outcome: The Conflicting Roles of Perceived Control," Paper presented at the Association for Consumer Research Conference, Chicago, US.
53. *Wan, Lisa C., Patrick S. Poon and Maggie Y. Chu (2013), "The Impact of Perceived Similarity of Other Customers on Service Quality Perceptions of Potential Customers," Paper presented at the Academy of International Business Southeast Asia Regional Conference, Bali, Indonesia.
* *Awarded the Best Paper for Consumer Behavior and Marketing Track*
54. Chu, Maggie Y., Robert S. Wyer and Lisa C Wan (2012), "The Influence of Perceived Control in Sequential Decision Making: A Cross-cultural Perspective," Paper presented at the Academy of International Business Southeast Chapter, Xiamen, China.
55. Wan, Lisa C. and Anthony H. Cheng (2012), "How Consumers React to Different Types of Service Embarrassment?" Paper presented at the Global Marketing Conference, Seoul, Korea.
56. Wan, Lisa C. (2011), "The Impact of Personal Similarity and Regulatory Focus on Consumer Evaluations on Service Failures that Happen to Others", Paper presented at the Annual Conference of China Marketing Science, Guangzhou, China.

57. Wan, Lisa C. (2011), "How Culture Influences Consumer Complaining Responses? The Role of Face Concern in Embarrassing Service Failure," Paper presented at the Asia-Pacific Conference of the Association for Consumer Research, Beijing, China.
58. Wan, Lisa C. and Patrick S. Poon (2011), "How Consumer React to Corporate Social Responsibility Brands in the Hospitality Industry? The Role of Face Concern," Paper presented at the Academy of International Business Southeast Asia Regional Conference, Taiwan.
59. Wan, Lisa C., Patrick S. Poon and Chunyu Li (2011), "A Study of the Impact of Face Concern on CSR Brands", Paper presented at the Annual Conference of China Marketing Science, Guangzhou, China.
60. Chu, Maggie Y.Y. and Lisa C. Wan (2010), "Regrets in Switching: The Conflicting Role of Perceived Control." Paper presented at the Marketing Science Conference, Cologne, Germany.
61. Gao, Xue, Patrick S. Poon, and Lisa C. Wan (2010), "The Effects of Perceived Brand Globalness on Consumer Responses to Brand Failures," Paper presented at the Academy of International Business Southeast Asia Regional Conference, Ho Chi Minh City, Vietnam.
62. Wan, Lisa C. and Patrick S. Poon (2010), "Consumer Reactions to CSR Brands: The Role of Face Concern." Paper presented at the Marketing Science Conference, Cologne, Germany.
63. Wan, Lisa C. and Michael K. Hui (2009), "Be Tolerable or Be Angry? A Situation of Relationship Norm Conflict in Failure." Paper presented at the Advances in Consumer Research.
64. Chan, Elisa K., Lisa C. Wan, and Lily L. Su (2008), "Defending Against Future Loss: The Impact of Regulatory Focus on an Observing Customer's Attribution Behavior," Paper presented at the Marketing Science Conference, Vancouver, BC.
65. Chan, Elisa K., Lily L. Su, and Lisa C. Wan (2008) "How a Consumption Failure Influences an Observing Customer's Attribution and Perceived Service Quality: The Role of Regulatory Focus." Paper presented at the Advances in Consumer Research.
66. Wan, Lisa C., Felix T. Tang, and Vane Ing Tian (2008), "When Consumer Performance is a key to Satisfaction: An Exploratory Study of Consumer Satisfaction in Experiential Consumption," Paper presented at the Marketing Science Conference, Vancouver, BC.
67. Wan, Lisa C. and Haksin Chan (2006), "A Two-Step Model of Service Dissatisfaction: Theory and Evidence." Proceedings of the Advances in Consumer Research, vol. 34, 675-676.
68. Wan, Lisa C. and Haksin Chan (2003), "A Model of Cultural Influences on Customer Responses to Service Failures." Proceedings of the American Marketing Association Educators' Winter Conference, Chicago, 84-86.

INVITED PRESENTATIONS/ KEYNOTE SPEAKER/PANELLIST

1. Keynote Speaker, "Sustainable Tourism: How to Encourage Tourists and Hospitality Businesses to Act Green," The International Conference on Tourism Development and Investment in Sustainability, The Chinese University of Hong Kong, 2024, May 9-11. (<http://mssst.grm.cuhk.edu.hk/st2024/index.html>)
2. Panellist, "Navigating the Future of Sustainable Tourism in a Post-Covid World," SDSN Southeast Asia and United in Diversity Webinar, 2024, March 5.

3. Invited Speaker, “Sustainable Tourism: How to Encourage Tourists and Hospitality Businesses to Act Green,” Department of Tourism and Hospitality Management, School of Management, Xiamen University China, 2023, Nov 20.
4. Session Chair, “Sustainable Tourism,” The Global Conference on Sustainable Development, The Chinese University of Hong Kong, 2023, October 4-5.
(<https://www.gcsd2023.sdsn-hk.org>)
5. Keynote Speaker, “Sustainable Tourism: How to Encourage Tourists and Hospitality Businesses to Act Green,” 5th International Tourism and Retail Service Management Conference (TRMC2023), 2023, October 19-20.
6. Session Chair, “Embracing the New World of Tourism,” 2023 AsRES-GCREC Joint International Real Estate Conference, 2023, July 13-16.
7. Invited Speaker, “The Rise of Visible Embodied Service Robots: Some Practical Insights for the Hospitality and Tourism Industry,” School of Tourism and Management, Sun Yat Sen University, China, 2023.
8. Invited panellist in the Global Forum co-organised by CUHK and SMU—“A Whole New World with Computational Social Science (CSS): Transdisciplinary Insights.” 23/06/2023.
9. Invited Speaker, “The Rise of Visible Embodied Service Robots: Some Practical Insights for the Hospitality and Tourism Industry,” Faculty of Business Administration, University of Macau, Macau, 2023.
10. Invited Speaker, “The Post Pandemic World: Service Robotic Applications in the Hospitality and Tourism Industry,” School of Communication, Hang Seng University, Hong Kong, 2023.
11. Keynote Speaker, “Enhancing Student Engagement in the Post Pandemic World,” Teaching and Learning Innovation Expo 2022, CUHK.
(<https://www.expo.elearning.cuhk.edu.hk/event-archive#dayone>)
12. Invited Speaker, “The Post Pandemic World: Service Robotic Applications in the Hospitality and Tourism Industry,” 2022 International Conference on the Cooperation of Industry, Education, Research and Application (Hainan), Hainan University, China, 2022.
13. Invited Speaker, “Sustainable Tourism, Research Webinar,” Department of Tourism Management, Dong- A University, Korea, 2022.
14. Invited Speaker, “Service Robot Adoption in Hospitality and Tourism Research,” Research Webinar, Department of Tourism, Fudan University, China, 2021.
15. Invited Speaker, Hang Seng University of Hong Kong, Teaching and Learning Forum on April 30, 2019.

16. Invited Speaker, “Research and Insights on Consumer Reactions to Service Failures,” Research Seminar, Research Institute for Business, Hang Seng Management College, Hang Seng University, Hong Kong, 2017.
17. Invited Speaker, “Consumer Reactions to Attractive Service Providers: Approach or Avoid,” Research Seminar, Management School, Jinan University, China, 2016.
18. Invited Speaker, “Consumer Reactions to Attractive Service Providers: Approach or Avoid,” Research Seminar, Department of Marketing and International Business, Lingnan University, Hong Kong, 2014.
19. Invited Speaker, “The Role of Relationship Norms in Responses to Service Failure,” Research Seminar, Department of Marketing, Shanghai Jiao Tong University, China, 2012.

CONFERENCE ORGANIZATION

1. Chair of Marketing, Promotion, & Logistics Committee, the ANREV Research Conference 2024
2. International Advisory Committee Member, the 12th International Conference on Sustainable Tourism, 2024.
3. Chair of Marketing, Promotion, & Logistics Committee, 2023 AsRes-GCREC Conference, Hong Kong, 2023.
4. Program Committee Member, Association for Consumer Research Asian Pacific Conference, Hong Kong, 2014—15.

PROFESSIONAL SERVICES

Associate Editor

Annals of Tourism Research (2023—Present)

Board Member

APTA (Asia Pacific Tourism Association) National/Regional Representative (2023—Present)

Editorial Board Member

Journal of Hospitality and Tourism Research (2021—2023)

Journal of Travel and Tourism Marketing (2023—Present)

Education Alliance Representative / Member

The China Tourism Education Alliance (2023—Present)

The Greater Bay Area Tourism Alliance (2023—Present)

Ad Hoc Reviewer for Journals:

Journal of Consumer Research

Annals of Tourism Research

Cornell Hospitality Quarterly

Tourism Management

Journal of Retailing
Journal of Business Research
International Journal of Hospitality Management
Journal of Hospitality and Tourism Research
Journal of Hospitality Marketing & Management
European Journal of Marketing
International Marketing Review
Journal of Business Ethics

Ad Hoc Reviewer for Conferences:

Association for Consumer Research North American Conference
Asia Pacific Tourism Association Annual Conference
European Association for Consumer Research Conference
Global Marketing Conference
Academy of International Business Southeast Asia Regional Conference
Annual Conference of China Marketing Science

Assessment Panel Members for Grant Proposals

Hong Kong Research Grants Council Competitive Research Funding Schemes for the
Local Self-financing Degree Sector (APSF) 2024/2025

Ad Hoc Reviewer for Grant Proposals:

Israel Science Foundation (ISF)
RGC's Faculty Development Scheme (FDS)
Public Policy Research Funding Scheme: Non-Panel Reviewer

POSTGRADUATE STUDENTS

1. PhD Dissertation Committee Member: Hou Yuansi (2015)
2. MPhil Thesis Committee Chair: Xu Ke (2021)
3. Graduated MPhil Student: Chloe Y. Qiu (2018)
4. Graduated PhD Students: Shannon X. Yi (2022), Irina Y. Yu (2022), Abby X. Luo (2023), Stella X. Liu (2023)
5. Current PhD Students:
 - a. Supervisor: Iris N. Xue, Harry J. Hu, Li Yuan, Chunqun Liu
 - b. Co-supervisor: Lia L. Zhang, An Sheng
6. Honorary Postdoctoral Fellow: Guangmei Jia

INTERNAL SERVICE

Department/ Faculty

1. Acting Director, School of Hotel and Tourism Management, CUHK, 10/2022—
Present.

2. Co-Director, The Center for Hospitality and Real Estate Research (CHRR), CUHK, 12/2021—Present.
3. Director, The Center for Hospitality and Real Estate Research (CHRR), CUHK, 09/2015—11/2021.
4. Chair of Department Academic Personnel Committee, School of Hotel and Tourism Management, CUHK, 12/2022— Present.
5. Department Academic Personnel Committee, School of Hotel and Tourism Management, CUHK, 08/2021— Present.
6. Chairman, School of Hotel & Tourism Management Department UOA23 Panel for RAE 2026, 07/2023—08/2026.
7. Chair of the Executive Committee, The Center for Hospitality and Real Estate Research (CHRR), CUHK, 09/2019—Present.
8. Member of the Management Committee, The Center for Hospitality and Real Estate Research (CHRR), CUHK, 09/2019—Present.
9. Member of the Committee, EMBA Programmes, 09/2021—Present.
10. Assessment Panel of UG and Master Programs, School of Hotel & Tourism Management, 09/2016—Present.
11. Member of the Committee, MPhil-PhD Programmes, 10/2015-08/2018. 08/2020—09/2021.
12. Ambassadorial Faculty Member, UG Business Programs, 09/2018—09/2021.
13. Chairman, School of Hotel & Tourism Management Department Panel for RAE 2020, 05/2017—09/2020.
14. Chairman, School of Hotel & Tourism Management 20th Anniversary Committee, 02/2018—11/2018.
15. Management Board, The Asia-Pacific Institute of Business, 01/2016-07/2016.
16. Coordinator, Inter-departmental research workshop, 09/2016-08/2018.
17. Member, Teaching Assessment Working Group, 09/2013-09/2014.
18. Task Force Member, Behavioral Laboratories, 05/ 2016-07/2016.
19. Course coordinator, HTMG4530 Attraction Marketing in Term 2, 04/2016-06/2016.
20. Business Lecture, CUHK UG Program Exploration Day, 05/2018.
21. Guest Lecture, EconBiz@CUHK Business School, 07/2016.
22. Guest Lecture, JBF-Sophia-CUHK Summer Course, 08/2017.

College/ University

1. College Assembly of Fellows, New Asia College, 08/2020—Present.
2. New Asia College Representative on Faculty Board of Business Administration, 05/2023—Present.
3. Committee on Scholarships and Bursaries, New Asia College, 08/2023—Present.

4. Sport Committee member, New Asia College, 09/2022—Present.
5. Departmental coordinator, New Asia College, 08/2013—Present.
6. Canteen Committee member, New Asia College, 08/2014—Present.
7. Ex-Co member, New Asia Staff Association, New Asia College, 08/2014-07/2018
8. Committee member, the Panel Against Discrimination and Sexual Harassment, 08/2021—Present.
9. Guest Lecture, CUHK Knowledge Enrichment Programme for Secondary School Students, 12/2016.
10. Guest Lecture, CUHK Knowledge Enrichment Programme for Secondary School Students, 12/2018.

EXTERNAL SERVICE

1. Editor-in-chief, The Tourism Chronicle, Hong Kong Chronicles Institute Limited. 2022— Present.
2. Fellow Researcher, Center For Luxury Research, Johannes Gutenberg-Universität Mainz, 09/2012— Present.
3. External Examiner, Promotion panel, Macau University 2023-24
4. External Examiner, Lingnan University UG Program of Department of Marketing, 09/2022— Present.
5. External Examiner, Heng Sang University UG Program of Department of Marketing, 09/2019— 08/2022.
6. Vice President, Institute of Asian Brands, 07/2013— 07/2021.
7. Professional Advisor, TraVR HK Limited, 08/2019— Present.
8. External Examiner, Lingnan Institute of Future Education, 02/2015-08/2017.
9. Internal Validation (PV) for the Bachelor of Business Administration (Honours) in Marketing (BBA-M) Programme, The Hong Kong Nang Yan College, 06/2014.
10. Professional Consultant for QTS Merchant Service Staff Award 2015.
11. Professional Consultant for a Marketing Research Project, Star Cruises, 2012-13.
12. Judge for The Hong Kong Corporate Branding Award, 2010-13.
13. Executive Training Courses, Strategic Brand Management, Pui Hua Organization, 2012 and 2014.
14. Executive Training Courses, Introduction to Brand Management, The Federation of Hong Kong Chiu Chow Community Organization, 2011.
15. Guest speaker, RTHK Radio and Commercial Radio program, 2011 and 2014.

PROFESSIONAL SOCIETIES

1. Member, Association of Consumer Research
2. Member, INFORMS Society for Marketing Science

3. Member, Asia Pacific Tourism Association
4. Member, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)