CURRICULUM VITAE

PROF. LISA C. WAN

E-mail Address: lisawan@cuhk.edu.hk
Webpage (URL): https://www.bschool.cuhk.edu.hk/staff/wan-lisa-c/
https://www.lisawan.com
ORCID iD (i.e. 16-digit number): 0000-0002-5470-5052
Office Address: Room 714, Cheng Yu Tung Building, The Chinese University of Hong Kong, Shatin, Hong Kong
Telephone No.: (852) 3943 8624
Fax No: (852) 2603 7724

EDUCATION

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

PROFESSIONAL EXPERIENCE

2026 AUG – PRESENT
Associate Dean (Teaching and Learning), Business Faculty, The Chinese University of Hong Kong

2026 AUG – PRESENT
Professor, School of Hotel and Tourism Management and Department of Marketing, Business Faculty, The Chinese University of Hong Kong

2024 AUG – PRESENT
Outstanding Fellow of the Faculty of Business Administration

2022 OCT – 2024 DEC
Acting Director, School of Hotel and Tourism Management, Business Faculty, The Chinese University of Hong Kong

2021 DEC – PRESENT
Co-Director, Center for Hospitality and Real Estate Research (CHRER), Business Faculty, CUHK

2019 AUG – 2026 JULY
Associate Professor, School of Hotel and Tourism Management and Department of Marketing, Business Faculty, The Chinese University of Hong Kong

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 (New Asia College), 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/Nominations

1. University Education Award 2021 (General Faculty Members Category), The Chinese University of Hong Kong
   (https://www.bschool.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 2025-26, The Chinese University of Hong Kong
5. Faculty Teaching Merit Award 2024-25, The Chinese University of Hong Kong
6. Faculty Teaching Merit Award 2023-24, The Chinese University of Hong Kong
7. Faculty Teaching Merit Award 2022-23, The Chinese University of Hong Kong
8. Faculty Teaching Merit Award 2021-22, The Chinese University of Hong Kong
9. Faculty Teaching Merit Award 2020-21, The Chinese University of Hong Kong
10. Faculty Teaching Merit Award 2019-20, The Chinese University of Hong Kong
11. Faculty Teaching Excellence Award 2016-17, The Chinese University of Hong Kong
    (The Faculty level award; select *three teacher from* the *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)
12. Faculty Teaching Merit Award 2018-19, The Chinese University of Hong Kong
13. Faculty Teaching Merit Award 2016-17, The Chinese University of Hong Kong
14. Faculty Teaching Merit Award 2015-16, The Chinese University of Hong Kong
15. Faculty Teaching Merit Award 2014-15, The Chinese University of Hong Kong
16. Faculty Teaching Award 2013-14, The Chinese University of Hong Kong
17. Faculty Teaching Award 2012-13, The Chinese University of Hong Kong
18. 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/Nominations

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. Outstanding Fellowship of the Business Faculty Award 2024, CUHK
   (The University level award; select only *one teacher from each faculty,* based on the merits of the research, teaching, and services portfolio, evaluated by a selection panel from members inside the Business Faculty)
3. Strategic Partnership Award for Research Collaboration nomination 2024, CUHK
4. 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.)
5. 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

1. 1st Runner-up Award for the paper titled "Deontic justice for robots: How and when employees' robot abuse affects customers' revisit and negative word-of-mouth", presented at the APacCHRIE 2026.
2. Best Paper Award for the paper titled "Too Nascent to Pass on Heritage: Tourists' Reluctance to AI-designed Cultural and Creative Products", presented at the 3rd Symposium on the Integration of Culture and Tourism and High-Quality Urban-Rural Development.

3. Best Paper Award for the paper titled "AI Trust Divide: How Recruiter-Candidate Roles Shape Tourism Personnel Decision-Making", presented at the IMPACT 2024 Conference.
4. Best Poster Award for the paper titled "Effect of Emojis on Consumers' Likelihood to Generate Hospitality and Tourism Experience Reviews", presented at the IMPACT 2024 Conference.
5. Best Consumer Behavior Working Paper Runners-Up for the paper titled "Tell Me the Truth: Using Service Robots to Obtain Honest Feedback from Dissatisfied Customers", 2024 Asia-Pacific ACR, Bali, Indonesia.
6. Best Paper Award for the paper titled "Solo Travel and Psychological Connectedness to the Destination: A Perspective of Memory", presented at the IMPACT 2023 Conference.
7. 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 INTERESTS

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

LIST OF RESEARCH OUTPUTS OR CREATIVE WORKS

Publications (Source: Google Scholar, *Corresponding author)

Refereed Publications

Journal papers

1. Choi, S., **Wan, L. C.**, & Mattila, A. S. (2027). Tell me the truth: Consumer responses to feedback solicitation with robots versus humans. *Tourism Management*, 118, 105501. https://doi.org/10.1016/j.tourman.2026.105501 (Accepted 13 July 2026, Available online 20 July 2026)
2. Liu, X. (Stella), Li, X., **Wan, L. C.**, & Law, R. (2026). The power of process: Demonstrating cultural relic restoration to foster cultural inheritance. *Tourism Management*, *117*, 105455. https://doi.org/10.1016/j.tourman.2026.105455 (Accepted 4 May 2026, Available online 18 May 2026)
3. Li, S., Liu, X. (S.)*, Guo, Z., & **Wan, L. C.** (2026). How group diversity shapes sustainable tourist behavior. *Tourism Management*, *116*, 105443. https://doi.org/10.1016/j.tourman.2026.105443 (Accepted 25 March 2026, Available online 3 April 2026)
4. **Wan, L. C.***, Dolnicar, S., Hsu, C. H. C., Li, X. (Robert), & Yeung, H. W. C. (2026). Bridging research and real-world impact in tourism research. *Annals of Tourism Research*, 118, 104142. https://doi.org/10.1016/j.annals.2026.104142 (Accepted 19 February 2026, Available online 24 February 2026)
5. Song, Y., Liang, X., Li, Y.*, & **Wan, L. C.** (2026). Temporal effect in consumer coping with service failures. *Tourism Management, 114*, 105371. https://doi.org/10.1016/j.tourman.2025.105371 (Accepted 29 November 2025, Available online 4 December 2025)
6. Luo, X., Xu, D., **Wan, L. C.**, & Li, Y.* (2025). Cityscapes or Scenic Escapes? Exploring the Differential Impact of Urban Versus Nature Visuals in Tourism Marketing. *Journal of Travel Research*, *0*(0).https://doi.org/10.1177/00472875251394735 (Available online 17 December 2025)
7. Jia, G., Luo, X.*, & **Wan, L. C.*** (2025), How the elderly tackle age discrimination from human or AI servers, *Annals of Tourism Research, 113,* 103975. https://doi.org/10.1016/j.annals.2025.103975 (Accepted 08 May 2025, Available online 19 May 2025)
8. Li, S., Liu, X. (S.)*, **Wan, L. C.**, & Abulizi, A. (2025). Tourism service recovery: How minority employees influence majority consumer experiences. *Tourism Management*, *109*, 105158. https://doi.org/10.1016/j.tourman.2025.105158 (Accepted 06 February 2025, Available online 12 February 2025)
9. Luo, X., Xu, D., Li, W. Y.*, & **Wan, L. C.** (2025). Advancing information search through GenAI: The roles of search type, travel motive, and GenAI customization level. *International Journal of Contemporary Hospitality Management, 37(5),* 1725-1743. https://doi.org/10.1108/IJCHM-06-2024-0941 (Accepted 07 January 2025, Available online 07 February 2025)
10. Liu, X. (S.) *, **Wan, L. C.**, & Mattila, A. (2025). Virtual influencers going head-to-head with human influencers: The impact of influencer type on trust perceptions of endorsement. *International Journal of Contemporary Hospitality Management*. https://doi.org/10.1108/IJCHM-06-2024-0886 (Accepted 09 December 2024, Available online 04 February 2025)

11. Jia, G., **Wan, L. C**., Liu, X., & Wen, J.* (2025). Exploring uncharted digital horizons: Role of internet self-efficacy in shaping the destination preferences of senior tourists. *Tourism Management, 107,* 105056. https://doi.org/10.1016/j.tourman.2024.105056 (Accepted 13 September 2024, Available online 19 September 2024)
12. Hu, J.*, & **Wan, L. C.** (2025). When travel blurs the self: The role of self-diagnosticity in tourist pay-what-you-want. *Tourism Management, 106,* 105001. https://doi.org/10.1016/j.tourman.2024.105001 (Accepted 1 July 2024, Available online 5 July 2024)
13. Li, W. Y.*, & **Wan, L. C.** (2025). Inspiring tourists' imagination: Human presence in destination photographs facilitates mental simulation of future travel experiences. *Tourism Management, 106,* 104969. https://doi.org/10.1016/j.tourman.2024.104969 (Accepted 12 May 2024, Available online 14 June 2024)
14. Hu, J., Xu, Z.*, **Wan, L. C.***, & Wu, W. (2025). The unintended sustainable consequences of free upgrade: How unearned preferential treatment reduces sustainable behavior. *Annals of Tourism Research, 110,* 103872. https://doi.org/10.1016/j.annals.2024.103872 (Accepted 10 November 2024, Available online 24 November 2024)
15. Hu, J., Xue, N. (I.)*, & **Wan, L. C.*** (2025). When less is more: The numerical format effect of tourism corporate donations. *Annals of Tourism Research*, 110, 103864. https://doi.org/10.1016/j.annals.2024.103864 (Accepted 25 October 2024, Available online 7 November 2024)
16. Luo, X., Liu, X. (S.)*, & **Wan, L. C.** (2025). Excited or calm? Effects of endorsers' emotions on tourists' impulsive buying. *Journal of Travel Research*, 64(1), 35–50. https://doi.org/10.1177/00472875231213210 (Available online November 29, 2023)
17. Hu, J., Huang, G. I.*, Wong, I. A., & **Wan, L. C.*** (2024). AI trust divide: How recruiter-candidate roles shape tourism personnel decision-making. *Annals of Tourism Research*, 109, 103860. https://doi.org/10.1016/j.annals.2024.103860 (Accepted 15 October 2024, Available online 25 October 2024)
18. Hu, J.*, **Wan, L. C.**, & Li, X.* (2024). Remember it clearly: how solo travel influences tourists' donation behavior toward the destination. *Journal of Sustainable Tourism*, 1–20. https://doi.org/10.1080/09669582.2024.2430691(Accepted 08 November 2024, Available online 19 November 2024)
19. Li, Y. (W.), Liu, Y.*, **Wan, L. C.***, & Lin, Y. (2024). Human psychology as a driver of tourism development: The effect of regional personality traits. *Annals of Tourism Research, 109*, 103852. https://doi.org/10.1016/j.annals.2024.103852 (Accepted 03 October 2024, Available online 18 October 2024).
20. Choi, S.*, **Wan, L. C.**, & Mattila, A. (2024). Unintended indulgence in robotic service encounters. *Annals of Tourism Research, 106*, 103768. https://doi.org/10.1016/j.annals.2024.103768 (Accepted 20 March 2024, Available online 18 April 2024)
21. Xue, N. (I.), Liu, X. (S.)*, **Wan, L. C.**, & Hou, Y. (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 (Accepted 03 September 2023, Available online 12 September 2023)
22. Hu, J.*, & **Wan, L. C.** (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 (Accepted 22 August 2023, Available online 28 August 2023)
23. Jia, G., Wen, J.*, & **Wan, L. C.** (2024). Taking advantage of their seniority: How the misbehavior of senior tourists influences young adults' prosocial behavior towards them. *Journal of Travel Research, 0*(0). https://doi.org/10.1177/00472875241261623 (Available online 31 July 2024)
24. Yi, X. (S.), Kim, H., Luo, X., & **Wan, L. C.*** (2024). Visit intention via mobile app usage in pandemic alleviation: Influences of regulatory focus and risk. *Journal of Hospitality & Tourism Research, 48*(5), 895–908. https://doi.org/10.1177/10963480221123094 (Available online 09 September, 2022)
25. Xue, N., Chan, E. K.*, & **Wan, L. C.** (2023). How eco-certificate/effort influences hotel preference. *Annals of Tourism Research, 101*, 103616. https://doi.org/10.1016/j.annals.2023.103616 (Accepted 24 June 2023, Available online 12 July 2023)
26. Luo, X.*, **Wan, L. C.**, & Liu, X. (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 (Accepted 29 December 2022, Available online 05 January 2023)

27. Li, Y. W., **Wan, L. C.**, Luo, X.*, & Wu, C.* (2023). If museum treasures could talk: How anthropomorphism increases favorable visitor responses. *Annals of Tourism Research, 99,* 103540. (*Research Note*) https://doi.org/10.1016/j.annals.2023.103540 (Accepted 23 January 2023, Available online 18 February 2023)
28. Luo, X., Hu, J., **Wan, L. C.***, & Yi, X. (2023). Restriction reduction: The effects of mobility restriction on consumers' preferences for advertisements of tourism products. *Tourism Management, 94,* 104638. https://doi.org/10.1016/j.tourman.2022.104638 (Accepted 2 August 2022, Available online 13 August 2022)
29. Chan, E. K., **Wan, L. C.***, & Yi, X. (2022). Smart technology vs. embarrassed human: The inhibiting effect of anticipated technology embarrassment. *Annals of Tourism Research, 97,* 103494. https://doi.org/10.1016/j.annals.2022.103494 (Accepted 29 September 2022, Available online 26 October 2022)
30. Liu, X. (S.), **Wan, L. C.***, & Yi, X. (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 (Accepted 02 March 2022, Available online 18 March 2022)
31. Liu, X. (S.), Yi, X.*, & **Wan, L. C.** (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 (Accepted 09 November 2021, Available online 22 November 2021)
32. Kim, H.*, Yi, X., Luo, X., & **Wan, L. C.** (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 (Accepted 01 July 2021, Available online 16 July 2021)
33. **Wan, L. C.***, Hui, M. K., & Qiu, Y. (C.) (2021). Tourist misbehavior: Psychological closeness to fellow consumers and informal social control. *Tourism Management, 104258.* https://doi.org/10.1016/j.tourman.2020.104258 (Accepted 30 October 2020, Available online 17 November 2020)
34. Yu, I. Y., **Wan, L. C.**, & Yi, 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 (Available online 23 February 2021)
35. **Wan, L. C.**, Chan, E. K., & Luo, X.* (2021). Robots come to rescue: How to reduce perceived risk of infectious disease in COVID-19-stricken consumers? *Annals of Tourism Research, 103069*. (*Research Note*) https://doi.org/10.1016/j.annals.2020.103069 (Accepted 05 October 2020, Available online 13 October 2020)
    --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.

36. **Wan, L. C.***, & Wyer, R. S. (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
37. **Wan, L. C.***, & Wyer, R. S. (2019). The influence of incidental similarity on observers' causal attributions and reactions to a service failure. *Journal of Consumer Research, 45*(6), 1350–1368. https://doi.org/10.1093/jcr/ucy050
38. Hou, Y.*, Sun, Y., **Wan, L. C.**, & Yang, W. (2018). How can psychological contagion effect be attenuated? The role of boundary effect on menu design. *Journal of Hospitality and Tourism Research, 42*(4), 606–626. https://doi.org/10.1177/1096348015619410
39. Su, L.*, **Wan, L. C.**, & Wyer, R. S. (2018). The contrasting influences of incidental anger and fear on responses to a service failure. *Psychology & Marketing, 35*(9), 666-675. https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.21114 (The first two authors contributed equally.)
40. **Wan, L. C.***, Poon, P. S., & Yu, C. (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
41. **Wan, L. C.***, & Wyer, R. S. (2015). Consumer reactions to attractive service providers: Approach or avoid? *Journal of Consumer Research, 42*(4), 578-595. https://academic.oup.com/jcr/article/42/4/578/2572203
42. **Wan, L. C.***, & Poon, P. S. (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
43. **Wan, L. 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

44. Peng, L.*, Wong, A. H. K., & **Wan, L. C.** (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
45. **Wan, L. C.***, Hui, M. K., & Wyer, R. S. (2011). The role of relationship norms in responses to service failures. *Journal of Consumer Research, 38*(2), 260-277. https://doi.org/10.1086/659039
46. **Wan, L. C.***, Chan, E. K., & Su, L. L. (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
47. Hui, M. K.*, Ho, C. K. Y., & **Wan, L. C.** (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
48. Chan, H., & **Wan, L. C.** (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
49. Chan, H.*, **Wan, L. C.**, & Sin, L. Y. M. (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
50. Chan, H.*, & **Wan, L. C.** (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
51. Chan, H.*, **Wan, L. C.**, & Sin, L. Y. M. (2007). Hospitality service failures: Who will be more dissatisfied? *International Journal of Hospitality Management, 26*(3), 531-545. https://doi.org/10.1016/j.ijhm.2006.02.004

Refereed Publications
Conference papers

1. Shum, C., Li, Y. W., **Wan, L. C.** (2026). [P310] Title: Deontic justice for robots: How and when employees' robot abuse affects customers' revisit and negative word-of-mouth. APacCHRIE 2026, Osaka, Japan.
2. Chen, X., Luo, X., & **Wan, L. C.** (2026). Too Nascent to Pass on Heritage: Tourists' Reluctance to AI-designed Cultural and Creative Products. The 3rd Symposium on the Integration of Culture and Tourism and High-Quality Urban-Rural Development, Guangzhou, China.
3. Chen, X., Luo, X., & **Wan, L. C.** (2025). AI-designed or human-designed? The impact of heritage perception on tourists' responses to cultural and creative products. Asia Pacific Tourism Association, Busan, Korea.
4. Liu, C. C., & **Wan, L. C.** (2025). Seeking for well-being: Solo traveler's preference. EMAC Spring Conference 2025, Madrid, Spain.
5. Chen, X., Luo, X., & **Wan, L. C.** (2025). AI-designed or human-designed? The impact of heritage perception on tourists' responses to cultural and creative products. Asia-Pacific Marketing Academy Conference (APMA 2025), Shenzhen, China.
6. Chen, X., Luo, X., & **Wan, L. C.** (2024). The Effect of Emojis on Consumers' Llikelihood to Generate Hospitality and Tourism Experience Reviews. 2024 Frontiers in Hospitality and Tourism Annual Research Symposium, Shanghai, China. (Best Conference Poster Award)
7. Li, Y. W., **Wan, L. C.**, Luo, X., & Wu, C. (2024). If Museum Treasures Could Talk: How Anthropomorphism Increases Favorable Visitor Responses. 2024 Annual conference of the Chinese Association for Tourism Geography, Guangzhou, China.
8. Li, Y., & **Wan, L. C.**, (2024). Shifting Perspectives: The Effectiveness of Service Provider-Oriented Appeals in Encouraging Consumer Responsible Behavior. The 2024 Association for Consumer Research (ACR) Conference, Paris, France.
9. Li, Y. W., **Wan, L. C.** Invited Thematic Speech (Sep 2024). Regional Personality: The Psychological Resource for Sustainable Tourism Development. Symposium on Tourism Discipline Construction and Development, Sun Yat-sen University, Zhuhai, China.
10. Li, Y. W., & **Wan, L. C.**, (2023/2024). Inspiring tourists' imagination: Human presence in destination photographs facilitates mental simulation of future travel experiences. 2024 APTA Annual Conference, Macau, China/ Global Marketing Conference 2023 Annual Conference, Seoul, Korea.

11. Choi, Sungwoo, **Lisa C. Wan**, and Anna Mattila (2024), "Tell Me the Truth: Using Service Robots to Obtain Honest Feedback from Dissatisfied Customers," The 13th SERVSIG 2024, Bordeaux, France.
12. 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.
13. Li, Y. & **Wan, L. C.**, 'How to Effectively Activate Tourists' Mental Simulation: Presenting Destination Photos with Human Presence'. 2023 Global Marketing Conference, Seoul, South Korea, 20-23 Jul 2023.
14. Li, Y. & **Wan, L. C.**, 'Inspiring tourism imagination: Human presence in destination photographs facilitates mental simulation of future travel experiences'. 27th Asia Pacific Tourism Association (APTA) Annual Conference, Chiang Mai, Thailand, 5-7 Jul 2023.
15. 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.
16. Li, Y., & **Wan, L. C.**, (2022). "I can't control my mouth": why exposure to destination food resource will induce stronger impulsive travel intention. APacCHRIE 2022 Annual Conference.
17. 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.
18. **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.
19. **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.
20. Yu, I. Y., and **Lisa C. Wan** (2021), "How Broad Foreign Tour Experiences Increase Deviant Tourist Behavior," The Asia Pacific Tourism Association (APTA) 2021Annual Conference, Online. *One of five Best Paper Candidates.
21. 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.
22. 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.
23. 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.
24. Luo, X., and **Lisa C. Wan** (2021), "The Impact of Personalization on Variety Seeking," APacCHRIE 2021, Singapore.
25. Hu, J., Xiaoyan Luo, and **Lisa C. Wan** (2021), "The Effect of Mobility Confinement on Destination Persuasion," APacCHRIE 2021, Singapore.
26. Li, Y. and **Lisa C. Wan** (2021), "Impacts of Taste Cues on Culinary Tousits' Travel Intention: Based on the Online Reviews of Culinary Destinations," The Asia Pacific Tourism Association (APTA) 2021Annual Conference, Online.
27. 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) 2021Annual Conference, Online.
28. 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.

29. Liu, Xing and **Lisa C. Wan** (2021), "Mortality Salience and Preference for Humanoid Service Robot," The Asia Pacific Tourism Association (APTA) 2021Annual Conference, Online.
30. Liu, Xing, H. Shen and **Lisa C. Wan** (2021), "How Social Exclusion Influences Tourist Intention to Visit Popular Versus Distinctive Attractions?" APacCHRIE 2021, Singapore.
31. 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.
32. 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.
33. 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.|

34. 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.
35. 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
36. Yi, Shannon X, and **Lisa C. Wan** (2020), "The Effect of Mobile Phone Adoption in Responses to Service Failure," APacCHRIE 2020, Hong Kong.
37. 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.
38. **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.
39. 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.
40. Yi Xiao, Qiu Yao, and **Lisa C. 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.
41. Chan, Elisa and **Lisa C. Wan** (2018), "How Potential Customers Respond to Service Recovery Strategies," SERVSIG 2018, Paris, France.
42. 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.
43. 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.
44. 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.
45. 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.
46. 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.
47. 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.
48. 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.
49. 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.
50. **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.
51. 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.
52. 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.
53. 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.
54. 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.
55. **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.

56. **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.
57. **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.
58. 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.
59. 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.
60. **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.
61. **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.
62. 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.
63. **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.
64. 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.
65. 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.
66. 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.
67. ***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*
68. 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.
69. **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.
70. **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.
71. **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.
72. **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.
73. **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.
74. 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.
75. 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.

76. **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.
77. **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.
78. 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.
79. 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.
80. **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.
81. **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.
82. **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.

Non-Refereed Publications

BUSINESS ARTICLES

1. **Wan, Lisa C.** (2026), "Can AI beat search engines for trip planning?", *China Business Knowledge*, The Chinese University of Hong Kong, March 19, 2026. (https://cbk.bschool.cuhk.edu.hk/can-ai-beat-search-engines-for-trip-planning/)

2. **Wan, Lisa C.** (2025), "How the backs of strangers become your invisible guides?", *China Business Knowledge*, The Chinese University of Hong Kong, July 17, 2025. (https://cbk.bschool.cuhk.edu.hk/how-the-backs-of-strangers-become-your-invisible-guides/)

3. **Wan, Lisa C.** (2025), "Will Lack of Internet Skills Prevent Seniors From Travelling?", *China Business Knowledge*, The Chinese University of Hong Kong, January 09, 2025. (https://www.bschool.cuhk.edu.hk/chi/will-lack-of-internet-skills-prevent-seniors-from-travelling/)

4. **Wan, Lisa C.** (2024), "Love is in the Air, So Are Your Credit Cards", *China Business Knowledge*, The Chinese University of Hong Kong, June 13, 2024. Ranked #10 among the top 10 articles of 2024. (https://cbk.bschool.cuhk.edu.hk/love-is-in-the-air-so-are-your-credit-cards/)

5. **Wan, Lisa C.** and Elisa K. Chan (2024), "Different Shades of Green of Hotel Guests", *China Business Knowledge*, The Chinese University of Hong Kong, June 13, 2024. Ranked #5 among the top 10 articles of 2024. (https://cbk.bschool.cuhk.edu.hk/different-shades-of-green-of-hotel-guests/)

6. **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/)

7. **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/)

8. **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/)

9. **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/)

10. Choi, Sungwoo and **Lisa C. Wan** (2022) "Can Robots be Used to Obtain Honest Customer Feedback?", *China Business Knowledge*, The Chinese University of Hong Kong, March 30, 2022. Ranked #9 among the top 10 articles of 2022. (https://cbk.bschool.cuhk.edu.hk/can-robots-be-used-to-obtain-honest-customer-feedback/)

11. 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/)

12. **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/)

13. **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/)

14. **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)

15. **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/)

16. **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/

17. **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/)

Books Authored

1. Xing (Stella) Liu, Tianji Chi, Juan Du, **Lisa C. Wan** (2026), "Interdisciplinary Research Tourism, Sustainability, Law and Marketing", Chapter 9, How could Human-AI interaction impact tourist experiences? 108-119. (https://doi.org/10.4324/9781003500230)

2. **Wan, Lisa C.** (2025), "The Strategic Positioning of Tourism Development in Hong Kong", Chapter 10, Advocacy and Analysis: Public Policy Proceedings in Commemorating the 35th Anniversary of HKIAPS. 181-200. OneDrive

3. **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)

4. 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 GRANTS

Competitive Grants

1. Project Leader "Innovative and Sustainable Rural Tourism in the Sha Tau Kok Cluster II: Creating the MeGoOut Rural IP and Immersive Cultural Tourism Experience," Countryside Conservation Funding Scheme, Cultural Rehabilitation / Revitalisation Project. HK$3,000,000. (Project No. EEB(EB) 27/24/10-25), Project duration: 01-01-2027 to 30-04-2029.

2. Project Leader "Innovative and Sustainable Rural Tourism in Sha Tau Kok Cluster: Showcasing the Unique Natural and Cultural Heritage of Mui Tsz Lam, Kuk Po, and Kat O," Countryside Conservation Funding Scheme, Cultural Rehabilitation / Revitalisation Project . HK$3,000,000. Project No. EEB(EB) 27/24/10-21. Project duration: 01-07-2025 to 30-10-2027. https://cco.gov.hk/en/ccfs-projects/innovative-and-sustainable-rural-tourism-in-sha-tau-kok-cluster-showcasing-the-unique-natural-and-cultural-heritage-of-mui-tsz-lam-kuk-po-and-kat-o
3. 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)
4. 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)
5. 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)
6. Co-investigator "Service Robots or Human Staff? A Social Presence Perspective on the Hospitality Service Journey," Competitive Research Funding Schemes for the Local Self-financing Degree Sector 2025/26 (Faculty Development Scheme). HK$319,901. Project reference no.: UGC/FDS14/B17/25. Project duration:01-11-2025 to 30-11-2027.
7. 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)
8. 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.
9. 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)
10. 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 "Learning Sustainable Beyond the Textbook: Engaging Students in Innovative Online and Office Ways to Learn Sustainable Tourism" Courseware Development Grant Scheme 2022-25. The Chinese University of Hong Kong. HK$100,000.
2. 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.
3. 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.
4. 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.

5. Co-investigator "Immersive Virtual Reality in Blended Learning" TDG 2023, Lingnan University. HK$200,000.

PhD Students Job placements

1. William Y. Li: Assistant Professor in Department of Tourism, Business School, Zhejiang University (2025)
2. Nan Xue (Iris): Assistant Professor in Department of Marketing, Business School, University of Birmingham (2024)
3. Harry J. Hu: Assistant Professor in Department of Tourism and Hospitality Management, Business School, Xiamen University (2024)
4. Liu Xing (Stella): Assistant Professor in Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau (2023)
5. Yi Xiao (Shannon): Assistant Professor in Marketing, Business School (Starting from June 1, 2024) Xi'an Jiaoting Liverpool University; Research Assistant Professor, Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau (2022 Dec-2024 May)
6. Luo Xiaoyan (Abby): Assistant Professor in School of Tourism and Management, Sun Yat-Sen University (2023)
7. Irina Yu: Assistant Professor, School of Communication, Hang Seng University of Hong Kong (2022)

EDITORSHIP

Associate Editor

Annals of Tourism Research (12/2023—Present)

Editorial Board Member

Tourism Management (12/2024 —Present)
Journal of Travel Research (06/2025—Present)
Journal of Sustainable Tourism (09/2025—Present)
Journal of Travel and Tourism Marketing (06/2023—02/2026)
Journal of Hospitality and Tourism Research (2021—2023)

KEYNOTE SPEECHES/ DISTINGUISHED LECTURES

1. Keynote Speaker, "AI- and Robot-Driven Tourism Innovation and Challenges," 2025 Frontiers in Hospitality and Tourism Annual Research Symposium, Sun Yat Sen University, China, November 8-9, 2025.
2. Keynote Speaker, "Preparing for the Future of Hospitality and Tourism: Insights on Service Robots," PolyU SPEED Robotics Conference 2025, Hong Kong Polytechnic University, August 19-20, 2025. (https://staffweb.cpce-polyu.edu.hk/~spewut/IIDS25/)
3. Keynote Speaker, "Hong Kong's Tourism Strategic Positioning," The "35th Anniversary Celebration Public Policy Forum Series, The Hong Kong Institute of Asia-Pacific Studies (HKIAPS), The Chinese University of Hong Kong (CUHK), Hong Kong, July 18, 2025.
4. Spotlight Interview, *Eco-tourism: The Green Luxury*, during Sustainability Week Asia, 2025 Economist Impact, Bangkok, March 25–26, 2025.
5. Keynote Speaker, "Sustainable Tourism: How to Encourage Tourists and Hospitality Businesses to Act Green," School of Tourism and Management, Sun Yat Sen University, China, Sep 26, 2024.
6. 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, May 9-11, 2024. (http://mssst.grm.cuhk.edu.hk/st2024/index.html)
7. Keynote Speaker, "Sustainable Tourism: How to Encourage Tourists and Hospitality Businesses to Act Green," 5th International Tourism and Retail Service Management Conference (TRMC2023), October 19-20, 2023.
8. 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)

9. Keynote Speaker, Hang Seng University of Hong Kong, Teaching and Learning Forum on April 30, 2019.

INVITED PRESENTATIONS/ LECTURES

1. Panellist, Webinar on "Design Logic of Tourism Scenario Experiments: From Manipulation Testing to Causal Inference", Annals of Tourism Research, July 15, 2026.
2. Panellist, "Opportunities and Challenges of AI in HTM Education and Research", APTA 2026 Annual Conference, Fukuoka Japan, July 8, 2026.
3. Panellist, "Forum on the Transformation and Development of Service Management & the 4th Academic Annual Conference on Chinese Hotel Management Research", Shenzhen Tourism College, Jinan Univeristy, December 12-14, 2025.
4. Panellist, "Smart Hospitality 2025 —nnovation, Technology and Transformation", FHKHO × Huawei Hospitality Conference, InterContinental Grand Stanford Hong Kong, November 14, 2025.
5. Invited Speaker, Webinar on "Leading the Horizon: Innovations in Service Robotics", ICHRIE Hospitality Sales and Marketing SIG, November 12, 2025.
6. Panellist, "How Asia can set the stage for sustainable mega-events", Stadium Business Asia Conference, October 21, 2025.
7. Invited Speaker, "The Intersection of Tourism and History: Exploring Cultural Heritage Tourism Experience in Hong Kong", Subject Talk Series on "Chronicles Unveiled: A Historical Exploration of Hong Kong", Hong Kong Chronicles Institute and the Hong Kong Public Libraries, October 18, 2025.
8. Invited Speaker, "Welcoming the World: MTR Staff as Ambassadors of HK Tourism", Strengthen Our Culture" (SOC) Lunch Seminar, MTR Corporation, September 26, 2025.
9. Panellist, "Sustainable Tourism Development in the Greater Bay Area", 2025 Greater Bay Area (GBA) and ASEAN Tourism Research and Education Forum, September 20, 2025.
10. Panellist, "Practical Paths and Disciplinary Missions for Building a Tourism Powerhouse", 2025 Annual Conference of the Tourism Geography Commission of the Geographical Society of China, September 12-14, 2025.
11. Invited Speaker, School of Culture and Creativity, Beijing Normal –Hong Kong Baptist University (BNBU), April 11, 2025.
12. Panellist, the 1st Global Deans' Forum of Tourism Education, School of Tourism and Management, Sun Yat Sen University, China, Dec 1-2, 2024.
13. Panellist, "Navigating the Future of Sustainable Tourism in a Post-Covid World," SDSN Southeast Asia and United in Diversity Webinar, March 5, 2024.
14. Invited Research Seminar 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, Nov 20, 2023.
15. Session Chair, "Sustainable Tourism," The Global Conference on Sustainable Development, The Chinese University of Hong Kong, October 4-5, 2023. (https://www.gcsd2023.sdsn-hk.org)
16. Session Chair, "Embracing the New World of Tourism," 2023 AsRES-GCREC Joint International Real Estate Conference, July 13-16, 2023.
17. Invited Research Seminar 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.
18. Invited panellist in the Global Forum co-organised by CUHK and SMU—"A Whole New World with Computational Social Science (CSS): Transdisciplinary Insights." June 23, 2023.
19. Invited Research Seminar 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.
20. Invited Research Seminar Speaker, "The Post Pandemic World: Service Robotic Applications in the Hospitality and Tourism Industry," School of Communication, Hang Seng University, Hong Kong, 2023.
21. 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.
22. Invited Research Seminar Speaker, "Sustainable Tourism, Research Webinar," Department of Tourism Management, Dong- A University, Korea, 2022.

23. Invited Research Seminar Speaker, "Service Robot Adoption in Hospitality and Tourism Research," Research Webinar, Department of Tourism, Fudan University, China, 2021.
24. Invited Research Seminar 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.
25. Invited Research Seminar Speaker, "Consumer Reactions to Attractive Service Providers: Approach or Avoid," Research Seminar, Management School, Jinan University, China, 2016.
26. Invited Research Seminar Speaker, "Consumer Reactions to Attractive Service Providers: Approach or Avoid," Research Seminar, Department of Marketing and International Business, Lingnan University, Hong Kong, 2014.
27. Invited Research Seminar Speaker, "The Role of Relationship Norms in Responses to Service Failure," Research Seminar, Department of Marketing, Shanghai Jiao Tong University, China, 2012.

CONFERENCE/FORUM ORGANIZATION

1. Organizer, Net-Positive Hospitality Forum, The Chinese University of Hong Kong, Dec 17, 2025.
2. Organizer, Luncheon Forum on "Publishing in Top Journals: Advancing Theory in the Tourism Field", The Chinese University of Hong Kong, Dec 12, 2025.
3. Organizer, Luncheon Forum on "The "Traditional Flavors" and "New Trends" of Hakka Cuisine", The Chinese University of Hong Kong, Dec 5, 2025.
4. Organizer, Luncheon Forum on "From Homely to Festive: The "Daily" and "Ritual" of Hakka Cuisine", The Chinese University of Hong Kong, Oct 30, 2025.
5. Organizer, "Research findings on sustainable tourism development in the Guangdong-Hong Kong-Macao Greater Bay Area released", Sun Yat-sen University, Sep 24, 2025.
6. Organizer, Research Forum on "Sustainable Tourism Development and Regional Cooperation in the Guangdong-Hong Kong-Macao Greater Bay Area", Sun Yat-sen University, Sep 12-14, 2025.
7. Organizer, Think Tank 3: "Progress in the Energy Efficiency of the Hospitality Industry", The Chinese University of Hong Kong, Aug 22, 2025.
8. Organizer, Luncheon Forum on "Flavours and Heritage: A Hakka Journey Through Food and Culture in Mui Tsz Lam, Yim Tin Tsai, and Yung Shue Au", The Chinese University of Hong Kong, Aug 20, 2025.
9. Organizer, Luncheon Forum on "Sustainable Tourism: Cross-Disciplinary Solutions for Real-World Impact", The Chinese University of Hong Kong, July 23, 2025.
10. Organizer, Think Tank 2: "Nature-Positive Hospitality | Building Resilient Supply Chains for a Thriving Hong Kong.", The Chinese University of Hong Kong, July 4, 2025.
11. Organizer, Think Tank 1: "Bridging the Waste Gap: Stakeholder Collaboration for Circularity in Hong Kong's Hospitality Sector", The Chinese University of Hong Kong, May 23, 2025.
12. Organizer, Luncheon Forum on "Meet the Editors: How to Generate Impact for Academic Research", The Chinese University of Hong Kong, March 10, 2025.
13. Co-organizer, The Sustainable Tourism Research Forum in the Greater Bay Area, School of Tourism and Management, Sun Yat Sen University, China, 2024.
14. Chair of Marketing, Promotion, & Logistics Committee, the ANREV Research Conference 2024.
15. International Advisory Committee Member, the 12th International Conference on Tourism Development and Investment in Sustainability, The Chinese University of Hong Kong, 2024, May 9-11.
16. Chair of Marketing, Promotion, & Logistics Committee, 2023 AsRes-GCREC Conference, Hong Kong, 2023.
17. Program Committee Member, Association for Consumer Research Asian Pacific Conference, Hong Kong, 2014—15.

SELECTED MEDIA EXPOSURE

1. Interviewee, "Can Hong Kong cash in on ecotourism without trashing its natural treasures?", South China Morning Post (SCMP), Hong Kong, Jun 12, 2026. (https://www.scmp.com/news/hong-kong/hong-kong-economy/article/3356807/can-hong-kong-cash-ecotourism-without-trashing-its-natural-treasures)

2. Interviewee, "Hong Kong can integrate culture, sports and tourism to enhance its international image", HK Wen Wei Po, Hong Kong, Mar 21, 2026. (HSE210326)
3. Interviewee, "Why overseas cosmetic patients are turning to China's 'born-with-it' beauty philosophy", Channel NewsAsia, Singapore, Jul 24, 2026. (Why overseas cosmetic patients are turning to China's 'born-with-it' beauty philosophy - CNA)

PROFESSIONAL SOCIETY ACTIVITIES

Board Member
APTA (Asia Pacific Tourism Association) National/Regional Representative (2023—Present)
Associate Chair
Tourism and Leisure Specialist Committee, The Asia-Pacific Marketing Academy Conference (2025 MAY – 2028 DEC)
Education Alliance Representative
The China Tourism Education Alliance (2023—Present)
The Greater Bay Area Tourism Alliance (2023—Present)
Assessment Panel Members for Grant Proposals
Panel Member of Business & Economics Panel, Hong Kong Research Assessment Exercise 2026, 07/2025- Present.
Hong Kong Research Grants Council Competitive Research Funding Schemes for the Local Self-financing Degree Sector (APSF) (2024 — Present)
Editor-in-chief (Book)
The Tourism Chronicle, Hong Kong Chronicles Institute Limited (2022— 2024)
Fellow Researcher
Center For Luxury Research, Johannes Gutenberg-Universität Mainz. (09/2012— Present)
(https://www.luxury-research.betriebswirtschaftslehre.uni-mainz.de/researchers/)

Vice President, Institute of Asian Brands, 07/2013— 07/2021.

Member, Hong Kong Teaching Excellence Alliance (HKTEA)
Member, Association of Consumer Research
Member, INFORMS Society for Marketing Science
Member, Asia Pacific Tourism Association
Member, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)

Ad Hoc Reviewer for Journals:
Journal of Consumer Research
Scientific Reports
Cornell Hospitality Quarterly
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
Ad Hoc Reviewer for Grant Proposals:
Israel Science Foundation (ISF)
Hong Kong Research Grants Council's Faculty Development Scheme (FDS)
Hong Kong Public Policy Research Funding Scheme: Non-Panel Reviewer

INTERNAL SERVICE

Department

1. Co-Director, The Center for Hospitality and Real Estate Research (CHRER), CUHK, 12/2021—Present.
2. Director, The Center for Hospitality and Real Estate Research (CHRER), CUHK, 09/2015—11/2021.
3. Acting Director, School of Hotel and Tourism Management, CUHK, 10/2022— 12/2024.
4. Convenor, School of Hotel & Tourism Management Department UOA23 Panel for RAE 2026, 07/2023—08/2026.
5. Chair of Department Academic Personnel Committee, School of Hotel and Tourism Management, CUHK, 12/2022— 12/2024.
6. Department Academic Personnel Committee, School of Hotel and Tourism Management, CUHK, 08/2021— Present.
7. Chair of the Executive Committee, The Center for Hospitality and Real Estate Research (CHRER), CUHK, 09/2019—09/2021.
8. Member of the Management Committee, The Center for Hospitality and Real Estate Research (CHRER), CUHK, 09/2019—Present.
9. Assessment Panel of UG Program, School of Hotel & Tourism Management, 09/2016—Present.
10. Assessment Panel of Master Program, School of Hotel & Tourism Management, 09/2016—Present.
11. Chairman, School of Hotel & Tourism Management Department Panel for RAE 2020, 05/2017—09/2020.
12. Chairman, School of Hotel & Tourism Management 20th Anniversary Committee, 02/2018—11/2018.
13. Coordinator, Inter-departmental research workshop, 09/2016-08/2018.
14. Course coordinator, HTMG4530 Attraction Marketing in Term 2, 04/2016-06/2016.
15. Business Lecture, CUHK UG Program Exploration Day, 05/2018.
16. Guest Lecture, EconBiz@CUHK Business School, 07/2016.
17. Guest Lecture, JBF-Sophia-CUHK Summer Course, 08/2017.

Faculty

1. Member of the Committee, EMBA Programmes, 09/2021—Present.
2. Member of the Committee, AI lab Working Group, 12/2024 —Present.
3. Faculty Sub-committee Member, Survey and Behavioral Research Ethics, 2023—Present.
4. Member of the Committee, MPhil-PhD Programmes, 10/2015-08/2018. 08/2020—09/2021.
5. Ambassadorial Faculty Member, UG Business Programs, 09/2018—09/2021.
6. Management Board, The Asia-Pacific Institute of Business, 01/2016-07/2016.
7. Member, Teaching Assessment Working Group, 09/2013-09/2014.
8. Task Force Member, Behavioral Laboratories, 05/ 2016-07/2016.
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.

College

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—08/2025.
5. Departmental coordinator, New Asia College, 08/2013—Present.
6. Canteen Committee member, New Asia College, 08/2014— 07/2026.
7. Ex-Co member, New Asia Staff Association, New Asia College, 08/2014-07/2018

University

1. Committee member, CUHK 2030 Sub-group on Social Responsibility and Sustainable Development (SRSD) (06/2025–present)
2. Committee member, Committee on Social Responsibility and Sustainable Development (06/2025–present)
3. Expert Committee of the Jockey Club Museum of Climate Change (07/2023–present)
4. Panel member, Review Panel of Strategic Impact Enhancement Fund 2024-25
5. Committee member, the Panel Against Discrimination and Sexual Harassment, 08/2021—Present.

EXTERNAL SERVICE

1. Panel Member of Business & Economics Panel, Hong Kong Research Assessment Exercise 2026, 07/2025- Present.
2. Assessment Panel for the Competitive Research Funding Schemes for the Self-financing Degree Sector (APSF), University Grants Committee, 06/2024— Present.
3. External Examiner, Lingnan University UG Program of Department of Marketing, 09/2022— Present.
4. External Examiner, Heng Sang University UG Program of Department of Marketing, 09/2019— Present.
5. External Examiner, Promotion panel, Business Faculty, University of Macau, 2023-24
6. External Examiner, Module External Review, Bachelor of International Tourism and Hotel Management Programme, City University of Macau, 2024-25
7. Panel member, Learning Programme Re-accreditation for Bachelor of Arts (Honours) in Hotel Operations Management, Technological and Higher Education Institute of Hong Kong, Vocational Training Council, Hong Kong Council for Accreditation of Academic and Vocational Qualifications, March 14-15, 2024
8. Professional Advisor, TraVR HK Limited, 08/2019— Present.
9. External Examiner, Lingnan Institute of Future Education, 02/2015-08/2017.
10. External Advisor for the Higher Diploma in Business Administration programme at Hong Kong Adventist College, 07/2026.
11. Internal Validation (PV) for the Bachelor of Business Administration (Honours) in Marketing (BBA-M) Programme, The Hong Kong Nang Yan College, 06/2014.
12. Professional Consultant for QTS Merchant Service Staff Award 2015.
13. Professional Consultant for a Marketing Research Project, Star Cruises, 2012-13.
14. Judge for The Hong Kong Corporate Branding Award, 2010-13.
15. Executive Training Courses, Strategic Brand Management, Pui Hua Organization, 2012 and 2014.
16. Executive Training Courses, Introduction to Brand Management, The Federation of Hong Kong Chiu Chow Community Organization, 2011.
17. Guest speaker, RTHK Radio and Commercial Radio program, 2011 and 2014.