

CURRICULUM VITAE

Chuah Hui Wen, Stephanie

Senior Lecturer

Centre of Global Business and Digital Economy

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RESEARCH PROFILE

Google Scholar: <https://scholar.google.com/citations?user=R6BTpVgAAAAJ&hl=en>

ResearchGate: <https://www.researchgate.net/profile/Stephanie-Chuah-2>

Google Scholar Citation: h-index - 24

Scopus Citation: h-index - 18

AREAS OF RESEARCH EXPERTISE

- Artificial intelligence and robotics
- Social media marketing
- Big data and machine learning
- IT-based innovation adoption
- Service marketing/management
- Consumer behavior
- Tourism & Hospitality

AREAS OF TEACHING EXPERTISE

- Research methods
- Marketing/Digital marketing
- Service marketing/management
- Hospitality innovation management
- Innovative hotel technologies
- Consumer behavior

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A. EDUCATION

2016 – 2019	Doctor of Philosophy in Technology Management School of Management, Universiti Sains Malaysia <u>Dissertation title:</u> Antecedents and outcomes of customer engagement behavior in the airline brand fan pages <u>Study mode:</u> Research
2011 – 2015	Master of Arts (Management) School of Management, Universiti Sains Malaysia <u>Thesis title:</u> Perceived value, satisfaction and loyalty of Generation Y mobile Internet subscribers: The moderating role of customer switching behavior (This dissertation was nominated for the Best Thesis Award, Universiti Sains Malaysia) <u>Study mode:</u> Research
2006 – 2010	Bachelor of Management (Honors) School of Distance Education, Universiti Sains Malaysia <u>Major/Specialization:</u> Marketing <u>Minor:</u> Economics <u>Overall CGPA:</u> 3.59/4

B. WORKING EXPERIENCE & APPOINTMENT

September 2022 – August 2024	Senior Lecturer, Taylor's University
January 2024 – August 2024	School Research Representative, Taylor's University
January 2023 – August 2024	Impact Hub Leader for the Innovation and Technology for Sustainable Hospitality and Tourism hub under the Sustainable Tourism Impact Lab, Taylor's University
March 2022 – December 2022	Associate Director for the Centre for Research and Innovation in Tourism (CRiT), Taylor's University
August 2019 – July 2021	Assistant Professor, Department of Business Administration, Asia University
April 2018 – June 2018	Guest Lecturer cum Visiting Scholar, Hochschule Darmstadt – University of Applied Sciences, Germany

September 2013 – December 2015	Research Officer, Universiti Sains Malaysia
January 2013 – August 2013	Graduate Research Assistant, Universiti Sains Malaysia
March 2011 – December 2012	Graduate Teaching Assistant, Universiti Sains Malaysia
July 2009 – February 2011	Secondary School Teacher, Phor Tay Private High School, Penang, Malaysia
July 2007 – Jun 2009	Production Planner, Micro-Mechanics Technology Sdn. Bhd., Penang, Malaysia
May 2006 – June 2007	Sales Coordinator, Flexible Automation System Sdn.Bhd., Penang, Malaysia

C. AWARDS & RECOGNITION

2023	Top 2% Scientists Worldwide 2023 by Stanford University (Ranked 2nd in Malaysia in the field of marketing)
2022	2022 Best Paper Award for Journal of Hospitality and Tourism Management
2022	Top 5 Best Tourism Papers , the International Paper Competition, Ambarrukmo Tourism Institute (STiPRAM)
2021	Best paper award at the 3rd International Tourism and Retail Service Management Conference (TRMC2021)
2019	Emerald Literati Award (Outstanding Reviewer for <i>The Bottom Line</i>)
2019	Hall of Fame Award (Sanggar Sanjung) (<i>Publication in top tier journals</i>) Universiti Sains Malaysia
2018	Visiting Scholar/Guest Lecturer (Hochschule Darmstadt – University of Applied Sciences, Germany)
2018	Outstanding Contribution in Reviewing (Journal of Retailing and Consumer Services)
2017	Young Service Researcher Award at the 8th International Research Symposium in Service Management (IRSSM-8)

- 2017 **Best Paper Award** at the 8th International Research Symposium in Service Management (IRSSM-8)
- 2016 **Outstanding Publication Performance Award**, Universiti Sains Malaysia
- 2016 **Hall of Fame Award (Sanggar Sanjung)** (*Publication in top tier journals*)
Universiti Sains Malaysia
- 2015 **Best Paper Award** at the 11th Asian Academy of Management International Conference. Track: Advertising and Branding
- 2009 – 2010 **Dean's List Award** (CGPA: 3.89/4) (School of Distance Education, Universiti Sains Malaysia)
- 2007 – 2008 **Awards for an Outstanding Achievement in the Examination** (School of Distance Education, Universiti Sains Malaysia)
- 2007 – 2008 **Dean's List Award** (CGPA: 3.77/4) (School of Distance Education, Universiti Sains Malaysia)

D. TEACHING EXPERIENCE

Taylor's University, Malaysia

- Semester I-2024 Research Methods, Hospitality Management and Leadership, and Social Innovation Project (*Undergraduate & Postgraduate levels*) (Teaching Engagement Classification: Excellent)
- Semester II-2023 Innovative Hospitality Technologies, Research Methods, Hotel Innovation Management, and Social Innovation Project (*Undergraduate & Postgraduate levels*) (Teaching Engagement Classification: Excellent)
- Semester I-2023 Service Quality Management in Hospitality (*Undergraduate level*) (Teaching Engagement Classification: Excellent)
- Semester III-2022 Research Project, Research Methods, and Hotel Innovation Management (*Undergraduate level*) (Teaching Engagement Classification: Excellent)
- Semester II-2022 Research Project and Research Methods (*Undergraduate level*) (Teaching Engagement Classification: Excellent)

Semester I-2022 Intermediate Research Methods and Statistics (*Postgraduate level*) (Teaching Engagement Classification: Excellent)

Semester III-2021 Hotel Innovation Management, Research Methods, and Research Project (*Undergraduate level*) (Teaching Engagement Classification: Excellent)

Asia University, Taiwan

Semester-I 2021 Science and Technology Industrial Development
(*Undergraduate level*)

Semester-II 2020 Seminar on Management Theory
(*Postgraduate level*)

Semester-I 2020 Service Innovation and Management
(*Postgraduate level*)

Semester-II 2019 Seminar on Industrial Strategy and Development
(*Postgraduate level*)

Hochschule Darmstadt – University of Applied Sciences, Germany

April 2018 – June 2018 SPSS Crash Course
(*Undergraduate level, English-taught course*)

April 2018 – June 2018 Analyzing Survey Data with SmartPLS (PLS-SEM)
(*Undergraduate level, English-taught course*)

E. PUBLICATIONS

I. REFEREED JOURNALS

1. Kalnaovakul, K., Balasubramanian, K., & Chuah, S.H.W. (2024). Service Quality, Customer Sentiment, and Online Ratings of Beach Hotels: an Analysis of Moderating Factors Journal of Hospitality and Tourism Insights. (Accepted, In press) (ESCI & Scopus, Q1).
2. Yip, C. Y. L., Soeiro, J. D. Chuah, S.H.W.* & RasoolimaneshL, S.M. (2024). Developing a sustainability index for hotels and resorts in Malaysia: A hybrid Delphi-AHP approach. Asia Pacific Journal of Innovation in Hospitality and Tourism. (Accepted, In Press) (Scopus-indexed).
3. Mou, W., Rasoolimanesh, S. M., & Chuah, S. H. W. (2024). Beyond taste: examining sustainable value, perceived CSR and consumer behaviour in the restaurant industry. *Journal of Hospitality and Tourism Insights*, 7(2), 844-867 (ESCI & Scopus, Q1).

4. Li, J., Kunasekaran, P., Chia, K. W., & Chuah, S. H. W. (2023). A systematic mapping study on Tourist-Tourist interactions. *Journal of Hospitality and Tourism Management*, 56, 163-185 (SSCI ISI, Q1, Impact Factor: 8.3).
5. Aw, E. C. X., Zha, T., & Chuah, S. H. W. (2023). My new financial companion! non-linear understanding of Robo-advisory service acceptance. *The Service Industries Journal*, 43(3-4), 185-212 (SSCI ISI, Q1, Impact Factor: 9.405).
6. Wu, Z., Aw, E.C.X., & Chuah, S.H.W. (2023). Webrooming as the new retail experience: a smart-shopping perspective. *International Journal of Retail & Distribution Management*, 51(6), 738-754 (SSCI ISI, Q1, Impact Factor: 5.377).
7. Sham, R., Aw, E.C.-X., Abdamia, N., & Chuah, S.H.-W. (2023), Cryptocurrencies have arrived, but are we ready? Unveiling cryptocurrency adoption recipes through an SEM-fsQCA approach, *The Bottom Line*, 36(2), 209-233 (Scopus-indexed, Q1).
8. Chuah, S.H.-W., Ng, P. Y., Tan, X. W., Lau, Y. T., Yang, H, & Tan, X. J. (2023). Out of satisfaction or out of self-protection? Examining customers' willingness to pay for self-service technologies at restaurants in the COVID-19 era, *Asia Pacific Journal of Innovation in Hospitality and Tourism* (Scopus-indexed, Q4, Forthcoming).
9. Chuah, S. H. W., Jitanugoon, S., Puntha, P., & Aw, E. C. X. (2022). You don't have to tip the human waiters anymore, but... Unveiling factors that influence consumers' willingness to pay a price premium for robotic restaurants. *International Journal of Contemporary Hospitality Management*, 34(10), 3553-3587 (SSCI ISI, Q1, Impact Factor: 9.720).
10. Chuah, S. H. W., Rasoolimanesh, S. M., Aw, E. C. X., & Tseng, M. L. (2022). Lord, please save me from my sins! Can CSR mitigate the negative impacts of sharing economy on consumer trust and corporate reputation? *Tourism Management Perspectives*, 41, 100938 (SSCI ISI, Q1, Impact Factor: 12.879).
11. Chuah, S. H. W., Sujanto, R. Y., Sulistiawan, J., & Aw, E. C. X. (2022). What is holding customers back? Assessing the moderating roles of personal and social norms on CSR'S routes to Airbnb repurchase intention in the COVID-19 era. *Journal of Hospitality and Tourism Management*, 50, 67-82 (SSCI ISI, Q1, Impact Factor: 7.629).
12. Basha, N. K., Aw, E. C. X., & Chuah, S. H. W. (2022). Are we so over smartwatches? Or can technology, fashion, and psychographic attributes sustain smartwatch usage? *Technology in Society*, 69, 101952 (SSCI ISI, Q1, Impact Factor: 6.879).
13. Aw, E. C. X., Tan, G. H. W., Chuah, S. H. W., Ooi, K. B., & Hajli, N. (2022). Be my friend! Fostering parasocial relationships with social media influencers: Findings from PLS-SEM and fsQCA. *Information Technology & People* (SSCI ISI, Q1, Impact Factor: 4.238).
14. Chuah, S. H. W., Aw, E. C. X., & Cheng, C. F. (2022). A silver lining in the COVID-19 cloud: Examining customers' value perceptions, willingness to use and pay more for robotic

- restaurants. *Journal of Hospitality Marketing & Management*, 31(1), 49-76. (SSCI ISI, Q1, Impact Factor: 9.821).
15. Aw, E. C. X., Chuah, S. H. W., Sabri, M. (2022). “We” want apology! Tailoring service recovery and self-construal to earn customer forgiveness. *International Journal of Services, Economics and Management* (Scopus-indexed, Q3).
 16. Chuah, S. H. W. Tseng, M. L., Wu, J. K., & Cheng, C. F. (2021). Factors influencing the adoption of the B2B sharing economy in China: Findings from PLS-SEM and fsQCA. *Resources, Conservation & Recycling* (SCI ISI Q1, Impact Factor: 10.204).
 17. Chuah, S. H. W., Aw, E. C. X., & Yee, D. (2021). Unveiling the complexity of consumers’ intention to use service robots: An fsQCA approach. *Computers in Human Behavior*, 106870 (SSCI ISI, Q1, Impact Factor: 6.829).
 18. Aw, E. C. X. & Chuah, S. H. W. Stop the unattainable ideal for an ordinary me!” Fostering parasocial relationships with social media influencers: The role of self-discrepancy. *Journal of Business Research*, 132, 146-157 (SSCI ISI, Q1, Impact Factor: 7.550).
 19. Chuah, S. H. W. & Yu, C. E. (2021) The future of service: The power of emotion in human-robot interaction. *Journal of Retailing and Consumer Behavior*, 61, 102551 (SSCI ISI, Q1, Impact Factor: 7.135).
 20. Chuah, S. H. W., Aw, E. C. X., & Tseng, M. L. (2020). The missing link in promoting customer engagement: The roles of brand fan page attractiveness and agility. *Internet Research*, 31(2), 587-612 SSCI ISI, Q1, Impact Factor: 4.708).
 21. Aw, E. C. X., Chuah, S. H. W., Sabri, M. F. Basha, N. K. (2021). Go loud or go home? How power distance belief influences the effect of brand prominence on status consumption. *Journal of Retailing and Consumer Services*, 58, 10288 (SSCI ISI, Q1, Impact Factor: 4.219).
 22. Chuah, S. H. W., El-Manstrly, D., Tseng, M. L., & Ramayah, T. (2020). Sustaining customer engagement behavior through corporate social responsibility: The roles of environmental concern and green trust. *Journal of Cleaner Production*, 262, 121348 (SCI ISI, Q1, Impact Factor: IF: 7.246).
 23. Wong, W. P., Tan, K. H. Chuah, S. H. W., Tseng, M. L., Wong, K. Y., & Shamraiz, A. (2020). Information sharing and the bane of information leakage: A multigroup analysis of contract vs. non-contract. *Journal of Enterprise Information Management*, 34(1), 28-53 (SSCI ISI, Q1, Impact Factor: 2.659).
 24. Sinha, N., Gupta, M., Singh, P. & Chuah, S. H. W. (2020). Gender differences in the perceptions of wearable device value and advertising value: Smartwatches vs. fitness trackers. *International Journal of Technology Marketing*, 14(2), 199–225 (Scopus-Indexed, Q3).

25. Chuah, S. H. W. (2019). You inspire me and make my life better: Investigating a multiple sequential mediation model of smartwatch continuance intention. *Telematics and Informatics*, 43, 101245 (SSCI, Q1, Impact Factor: 4.139).
26. Chuah, S. H. W. (2019). Wearable XR-technology: Literature review, conceptual framework and future research directions. *International Journal of Technology Marketing*, 13(3/4), 205 – 259 (Scopus-Indexed, Q3).
27. Krey, N., Chuah, S. H. W., Ramayah, T., & Rauschnabel, P. A. (2019). How functional and emotional ads drive smartwatch adoption: The moderating role of consumer innovativeness and extraversion – A PLS-SEM approach. *Internet Research*, 29(3), 578-602 (SSCI ISI, Q1, Impact Factor: 4.109).
28. Chuah, S. H. W., Rauschnabel, P. A., Tseng, M. L., & Ramayah, T. (2018). Reducing temptation to switch mobile data service providers over time: The role of dedication vs constraint. *Industrial Management & Data Systems*, 118(8), 1597-1628 (SCI ISI, Q1, Impact Factor: 3.727).
29. Chuah, S. H. W., Marimuthu, M., Kandampully, J., & Bilgihan, A. (2017). What drives Gen Y loyalty? Understanding the mediated moderating roles of switching costs and alternative attractiveness in the value-satisfaction-loyalty chain. *Journal of Retailing and Consumer Services*, 36(May), 124-136 (SSCI ISI, Q1, Impact Factor: 2.919).
30. Chuah, S. H. W., Rauschnabel, P.A., Marimuthu, M., Ramayah, T., Nguyen, B. (2017). Why do satisfied customers defect? A closer look at the simultaneous effects of switching barriers and inducements on customer loyalty. *Journal of Service Theory and Practice*, 27(3), 616-641 (SSCI ISI, Q1, Impact Factor: 1.395).
31. Chuah, S. H. W., Rauschnabel, P., Krey, N., Nguyen, B., Ramayah, T. & Shwetak, L. (2016). Wearable technologies: The role of usefulness and visibility in smartwatch adoption. *Computers in Human Behavior*, 65(Dec), 276-284 SSCI ISI, Q1, Impact Factor: 3.435).
32. Chuah, S. H.W., Marimuthu, M., & Ramayah, T. (2016). The Contribution of perceived firm marketing innovation initiatives to customer perceived value and loyalty: Does switching experience really matter? *Asian Academy of Management Journal*, 1 (Supp. 1), 1-23 (Scopus-Indexed, Q3)
33. Chuah, H. W., Marimuthu, M., & Ramayah, T. (2014). The effect of perceived value on the loyalty of Generation Y mobile Internet subscribers: A proposed conceptual framework. *Procedia-Social and Behavioral Sciences*, 130, 532-541.

34. Chuah, H. W., & Hilmi, M. F. (2011). Exploring service quality, customer satisfaction and customer loyalty in the Malaysian mobile telecommunication industry. In *2011 IEEE Colloquium on Humanities, Science and Engineering (CHUSER)*, 733-738 (Scopus-Indexed).

II. CONFERENCE PAPERS & PRESENTATIONS

1. Jitanugoon, S., Puntha, P., Chuah, S. H. W., & Aw, E. C. X. (2021). Hey, stop giving a to human waiters! Exploring factors that influence consumers' willingness to pay more for robotic restaurants. Paper presented the 3rd International Tourism and Retail Service Management, Conference (TRMC2021), 12-13 October (BEST PAPER AWARD).
2. Aminah, H., Chuah, S. H. W., Lin, P. K., Moslehpour, M., & Firman, A. (2021). Unveiling the Factors Influencing Consumers' Continuance Intention to Use a Subscription Box Paper presented at the 5th International Conference on E-Society, E-Education and E-Technology (ICSET 2021), 21-23 August.
3. Chuah, S. H. W., Hsieh, C. C., Chiang, M. Y., & Chen, M. T. (2020) Managing the dark side of sharing economy: Does corporate social responsibility work? Paper presented at the 21st International Working Seminar on Production Economics, 24-28 February, Universität Innsbruck, Innsbruck, Austria.
4. Wong, W. P., Chuah, S. H. W., & Tan, K. H. (2019). Information sharing and the bane of information leakage. Paper presented at the 10th Annual European Decision Science Institute (EDSI) Conference, 2-5 June, University of Nottingham, UK.
5. Chuah, S. H. W., Rauschnabel, P. A., & Ramayah, T. (2017). Do the role of dedication, constraint, and temptation-based mechanisms on customer loyalty vary for different lengths of relationship? Paper presented at the 8th International Research Symposium in Service Management (IRSSM-8), 1-5 August, Seoul, South Korea (BEST PAPER AWARD).
6. Marimuthu, M., Zainal, S. R. M., & Chuah, S. H. W. (2017). Tourists' subjective well-being perception and sense of promoting: The moderating role of dine-out behavior. Paper presented at the 12th Asian Academy of Management International Conference AAMC), 6-9 October, Penang, Malaysia.
7. Chuah, S. H. W., Ramayah, T., & Rauschnabel, P. A. (2017). Does relationship length contribute to heterogeneity in the formation of customer loyalty? Insights from PLS-MGA. Paper presented at the 9th International Conference on PLS and Related Methods (PLS'17), 17-19 June, Macau, China.
8. Chuah, S. H. W. & Ramayah, T. (2016). Locked in or attracted by? The interplay between switching

costs and alternative attractiveness on Gen Y satisfaction and loyalty. Paper presented at 3rd International Conference on Marketing (IBAICM), 19-20 December, Kuala Lumpur, Malaysia.

9. Krey, N., Rauschnabel, P., Chuah, S. H. W., Nguyen, B., Hein, D., Rossmann, A., Shwetak, L. (2016). Smartwatches: Accessory or tool? The driving force of visibility and usefulness. Paper presented at the Mensch und Computer Conference, 4-7 September, Germany.
10. Chuah, S. H. W., Rauschnabel, P. A., Krey, N., Nguyen, B., & Ramayah, T. (2016). What drives smartwatch adoption? An extension of technology acceptance model. Paper presented at International Conference on Service Science and Innovation (ICSSI), 22-24 June, Taipei, Taiwan.
11. Chuah, S. H. W., Marimuthu, M., & Ramayah, T. (2016). Conceptualizing and measuring the duality of customer switching behavior: Can customer switching predisposition and resistance coexists? Paper presented at the 7th International Research Symposium in Service Management (IRSSM-7), 2-6 August, Bangkok, Thailand.
12. Rauschnabel, P. A., Nguyen, B., Krey, N., Shwetak, L., & Chuah, S. H. W. (2016). To show or to use? Exploring smartwatches. Paper presented at the Digital Enterprise Computing, Herman Hollerith Center for Services Computing, 14-15 June, Böblingen, Germany.
13. Chuah, S. H. W., Marimuthu, M., & Ramayah, T. (2015). The contribution of perceived firm marketing innovation initiatives to customer perceived value and loyalty: Does switching experience really matter? Paper presented at the 11th Asian Academy of Management International Conference (AAMC), 2-4 October, Penang, Malaysia (BEST PAPER AWARD).
14. Chuah, S. H. W., Marimuthu, M., Ramayah, T., Rauschnabel, P. A. (2015). Engaging consumers with smart technology: The fusion of product and lifestyle attributes. Paper presented at the Annual Tokyo Business Research Conference, 9-10 November, Tokyo, Japan.
15. Marimuthu, M., Zainal, S. R. M., & Chuah, S. H.W. (2015). Concept based value creation in wellness tourism: Perception of nature vs natural. Paper presented at the Annual Tokyo Business Research Conference, 9-10 November, Tokyo, Japan.
16. Chuah, H. W., Marimuthu, M., & Ramayah, T. (2013). The effect of perceived value on the loyalty of Generation Y mobile Internet subscribers: A proposed conceptual framework. Paper presented at the 4th Conference on Marketing and Retailing (INCOMaR) (ISI-Indexed), 3-4 December, Selangor, Malaysia.
17. Chuah, H. W., & Hilmi, M. F. (2011). Exploring service quality, customer satisfaction and customer loyalty in the Malaysian mobile telecommunication industry. Paper presented at the IEEE Colloquium on Humanities, Science & Engineering Research (CHUSER), 5-6 December, Penang, Malaysia.

*Corresponding author

III. BOOK CHAPTERS

1. Rauschnabel, P. A.; Krey, N, Chuah, S. H. W., Nguyen, B., Shwetak, L., & Ramayah, T. (2016). Exploring the adoption of smartwatches. In: Hertweck, D.; Decker, C. (Eds.): Digital Enterprise Computing 2016, Lecture Notes in Informatics (LNI), Gesellschaft für Informatik, Bonn 2016.
2. Chuah, H. W., Marimuthu, M., & Ramayah, T. (2015). Wireless telecommunication industry in Malaysia: Trends, challenges, and opportunities. In Marimuthu, M. & Hassan, S. (Eds). Consumption in Malaysia: Meeting of New Changes. Penang: Universiti Sains Malaysia Publisher.

IV. INTERVIEW STATEMENTS

Chuah, S.H.W. (2018). *How to Get a Better Mobile Internet Deal According to Research*. Emerald Real World Research.

F. RESEARCH GRANTS

1. “A novel hybrid method to understand customer satisfaction and dissatisfaction in heritage hotels through online reviews” funded by Taylor’s Internal Research Grant Scheme – Impact Lab Grant, September 15, 2023 – September 15, 2025. Grant number: TIRGS-ILG/1/2023/SHT/004. Amount awarded: RM16,000 (Role: Principal Investigator) (Status: On-going).
2. “The effects of robot appearance, restaurant types, and demographic traits on consumers willingness to pay for robot-delivered services” funded by Taylor’s FSLM Seed Funding, June 2022-June 2023. Grant number: FSLM-SEED/1/2022/SHT/001. Amount awarded: RM7,5000 (Role: Principal Investigator) (Status: On-going).
3. “Turning perceived CSR-brand fit into sustainable customer engagement behavior: A moderated mediation analysis”, funded by Ministry of Science and Technology (MOST), Taiwan, November 2019-February 2021. Grant number: 108-2218-E-468-003. Amount awarded: NTD:773,000 (Equivalent to RM116,332.44) (Role: Principal Investigator) (Status: completed).
4. "Use quantitative and qualitative indicators to construct a production-improvement hierarchical model-taking the production plant of electric locomotive water-cooled motor components as an example", funded by Ministry of Science and Technology (MOST), Taiwan, November 2020-October 2021. Grant number: 109-2622-E-468-002. Amount awarded: NTD:466,000 (Equivalent to RM70,130.55) (Role: Co-Investigator) (Status: completed).

5. Understanding customers' willingness to pay more for robotic services: A mixed-method approach”, funded by Ministry of Science and Technology (MOST), Taiwan, August 2021-July 2022. Grant number: MOST 110-2410-H-468-009. Amount awarded: NTD:810,000 (Equivalent to RM121,569.98) (Role: Principal Investigator).
6. “Adult learners’ online distance learning experience in postgraduate business programme: A qualitative study in public university in Malaysia, funded by Universiti Teknologi Malaysia (UTM Engagement Research), October 2021-September 2023. Amount awarded: RM15,000 (Role: Co-Investigator).

G. SUPERVISION OF PHD/MASTER/BACHELOR STUDENTS

I. PhD STUDENTS

Student name	Program	Role	Title of thesis	Status
1. Wang wanwan	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Co-supervisor (2 co-supervisors)	Examining perceived benefits, perceived barriers, and behavioral intention of Chinese medical tourists: An integration of theory planned behavioral and health belief model	Graduated
2. Li Jing	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Co-supervisor (2 co-supervisors)	Value co-creation through interaction between tourists: A narrative inquiry for tourists t Lijiang, China	Graduated
3. Liang Xi	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Main supervisor	Factors Influencing Chinese Millennials in Using Social Media (Tiktok) to Select a Hotel	Waiting for Viva
4. Mou Wanyu	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Main supervisor	The antecedents and outcomes of attitude towards virtual reality tours in Chinese culture heritage destinations: The moderating role of gender	Pending to submit the final thesis for viva

5. Chen Zeyu	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Co-supervisor	Service Quality Management and Customer Satisfaction in Smart Hotels	Waiting for thesis completion seminar
6. Guo Xue	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Co-supervisor	Customers' Acceptance and Use of Artificially Intelligent (AI) Devices in Hospitality in China after COVID-19: An Application and Extension of the UTAUT Model	Pending to submit the final thesis for viva
7. Kanapot Kalnaovakul	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Co-supervisor	Business continuity under crisis: A case of hospitality and tourism industry in mass-tourism destination	Pending to submit the final thesis for viva

II. MASTER'S DEGREE STUDENTS

Student name	Program	Role	Title of thesis	Status
1. Qu Yong	Master in International Hospitality Management	Main supervisor	Hotel managers' perspective to unmanned services (robots) in hotels due to COVID-19	Graduated
2. Liu Yutong	Master in International Hospitality Management	Main supervisor	The development of smart hotels based on Flyzoo hotel model	Graduated
3. Li Yang	Master in International Hospitality Management	Main supervisor	The role of emerging social media in promoting the hotel industry	Graduated
4. Zheng Xin	Master in International Hospitality Management	Main supervisor	Using online travel agent platforms to determine factors influencing hotel guest satisfaction in China	Graduated
5. Ho Jin Yuan	Master in International Hospitality Management	Main supervisor	The Use of Artificial Intelligence (AI) and Robots to	Graduated

			Address the Staff Shortage in the Hospitality Sector	
6.	Master in International Hospitality Management	Main supervisor	The Impact of Online Reviews and Related Ratings of Ctrip Platform on Hotel Reputation and Booking Decisions in China	Passed

III. BACHELOR'S DEGREE STUDENTS

Supervising the final year project of the Bachelor's degree students under the Research Project module

August 2021 – 28 students
 March & 2022 – 129 students

H. THESIS EXAMINATION

Student name	Program	Role	Title of thesis	Effective date
1 Jia Yanan	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Internal examiner for proposal defense	Examining infection precautionary behavior in traditional hotels: A comparative study in Hebei, China	9 April 2024
2 Wei Yue	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Internal examiner for proposal defense	The Role of Anthropomorphism on Social Media in Tourists' Behavioral Intention to the Palace Museum	24 November 2023
3 Mou Wanyu	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Internal examiner for proposal defense	The Impact of Virtual Reality on tourist experience in cultural heritage site in China	1 March 2023
4 Yan Zhuoma	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Internal examiner for proposal defense	Investigating the service quality dimensions of robotics, artificial intelligence, and service automation (RAISA) in the	7 April 2023

			hotel industry: A mixed-method approach	
5 Liu Jingxi	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Internal examiner for proposal defense	Social cognitive theory and service innovative behavior: An empirical investigation of hospitality employees in Shenzhen, China	13 September 2023
6 Guo Yue	Doctor of Philosophy (Ph.D) (Hospitality and Tourism)	Internal examiner for proposal defense	Unpacking generation Z's perception of artificial intelligent devices in Chinese hotel industry: An Aidua model extension	29 September 2023
7 Xi Liang (Dean)	Master in International Hospitality Management	Internal examiner for final thesis defense	Factors influencing Hong Kong Millennials in using social media to select a hotel	6 October 2021
8 Zheng Siping	Master in International Hospitality Management	Internal examiner for final thesis defense	An analysis of CTRIP'S online marketing and sales strategu under the COVID-19 Pandemic	30 November 2021
9 Lourencia	Master in International Hospitality Management	Internal examiner for final thesis defense	The influence of social media advertising content on customer-based equity	17 February 2022
10 Wang Yan	Master in International Hospitality Management	Internal examiner for final thesis defense	Factors influencing the booking intention of Airbnb amongst tourists in tier 1 cities in China	27 May 2022
11 Chen Yingzhuang	Master in International Hospitality Management	Internal examiner for final thesis defense	Influencing factors of Guangzhou customers to adopt QR code menu in causal dining restaurants	7 July 2022
12 Liu Yuhan	Master in International Hospitality Management	Internal examiner for final thesis defense	Investigating the factors influencing electronic word-pf-mouth adoption towards selection of the hotel in China	29 May 2023

I. OTHER ACADEMIC/TECHNICAL CONTRIBUTIONS

I. INTERNATIONAL LEVEL

1. International Research and Innovation Conference, Lyceum of the Philippines University Cavite, 2022 (*Keynote speaker*).
2. International Conference on Fostering a Resilient Business Ecosystems and Economic Growth: Towards the Next Normal, Dr. D. Y. Patil B-School, Pune, India & Dr. Soetomo University, Indonesia, 2022 (*Keynote speaker*).
3. Presentation on Service Robotization in the Hospitality Industry, BINUS Virtual International Week Fall 2021, 2021 (*Invited Speaker*).
4. International Research Conference on Higher Education (IRCHE) 2021, The Polytechnic University of the Philippines, 2021 (*Session Chair*).
5. Ad-hoc journal reviewer:
 - Tourism Management
 - International Journal of Contemporary Hospitality Management
 - Journal of Hospitality and Tourism Management
 - International Journal of Hospitality Management
 - Journal of Services Marketing
 - The Service Industries Journal
 - Internet Research
 - International Journal of Information Management
 - Journal of Retailing and Consumer Services
 - Behaviour & Information Technology
 - International Journal of Technology Marketing
 - Asia Pacific Journal of Innovation in Hospitality and Tourism
 - The 2022 AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles

II. UNIVERSITY LEVEL

- Research methodology consultant committees, School of Hospitality, Tourism & Events, Taylor's University, 2023
- International Academic Webinar "Future of Teaching & Learning: Skills Educators Should Focus On", Taylor's University, 2022 (*Global speaker*).

- 2nd CRiT Summer School: Innovation and Technology in Tourism to achieve SDGs, Taylor's University, 2022 (*Invited speaker*).
- 10th Graduate Research Seminar (GRS), Taylor's University, 2023 (*Moderator & Reviewer*).
- Postgraduate Research Colloquium (PGRC) 2022, Taylor's University (*Session Chair*).
- 8th Graduate Research Seminar (GRS), Taylor's University, 2022 (*Moderator & Reviewer*).
- 7th Graduate Research Seminar (GRS), Taylor's University, 2022 (*Moderator & Reviewer*).
- 6th Graduate Research Seminar (GRS), Taylor's University, 2021 (*Moderator & Reviewer*).

J. OTHER SKILLS

Software SMARTPLS, Fuzzy-set qualitative comparative analysis (fsQCA), Python, R, Leximancer, machine learning, AMOS, WARPPLS, SPSS

Language English, Chinese, and Malay