

Dr Qu Xiao
Assistant Professor
School of Hotel & Tourism Management
The Hong Kong Polytechnic University



An Assistant Professor in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University, Dr. Qu Xiao specializes in teaching and researching in the fields of hotel investment, chain development and financial management strategies. Previously, Dr. Xiao was an instructor in the School of Hospitality Management at The Pennsylvania State University. Dr. Xiao had worked for over 10 years in different aspects of the hospitality industry prior to becoming an academic. He conducted a large number of projects related to hotel investment and development strategies, hotel valuation, market analysis and feasibility studies, branding strategies, franchise evaluation, management contract negotiation and strategic alliance formation in the United States and China. Previously, he also held various management and operational positions with major U.S. hotel chains including Hilton, Holiday Inn, ExtendedStay America and Marriott. Prior to his hotel experience in the U.S., Dr. Xiao was a journalist of *China Tourism News*, the leading newspaper in China's hospitality and tourism industry.

Dr. Xiao's industry and research work had been widely published and cited in the world-class journals, magazines and conferences, including the annual conferences of the International Hotel Broker Association, International Council of Hotel, Restaurant and Institutional Education, Academy of Management, *Cornell Hotel and Restaurant Administration Quarterly*, *International Journal of Hospitality Management*, *Case Research Journal*, *Lodging Hospitality*, etc. Since joined the Hong Kong Polytechnic University in 2007, Dr. Xiao had been invited to train over 100 hotel general managers and executives for several of China's most renowned domestic hotel groups, such as BTG-Jianguo Hotels, Jinling Hotels & Resorts, and OCT International Hotel Management Company. In the past two years, he also served as keynote speakers, moderators and panelists in a number of China's mainstream hotel investment focused or related conferences, such as the Horwath HTL's 2009 Annual China Hotel Development and Financing Conference, China Tourist Hotel Association's 2008 and 2009 Annual Chain Development Conferences, and the Alliance of China Hotel Owners' 2009 Annual Conference. As the Co-Program-Chair, Dr. Xiao successfully led the organization of the 2nd and 3rd International Forum on China Hotel Brand Development in Guangzhou (2008) and Nanjing (2009), and is currently organizing the 4th Forum, to be held in 2010.

Dr. Qu Xiao holds a BA from Beijing Normal University in Chinese Language and Literature, a Master of Hospitality Management from the Conrad N. Hilton College of Hotel and Restaurant Management at University of Houston; and a Ph.D. from The Pennsylvania State University in Hospitality Strategic Management and Real Estate.