

Dr Dan Wang
Assistant Professor
School of Hotel & Tourism Management
The Hong Kong Polytechnic University



Dr. Wang is an Assistant Professor in the School of Hotel & Tourism Management of The Hong Kong Polytechnic University.

She worked in the hotel industry as a part of Marriott team in customer service. She began her career in academia as part-time instructor of Tourism and Hospitality Management at Temple University in the United States since 2010, and she moved to the Hong Kong Polytechnic University in 2012.

During 2008 to 2012, Dr. Wang worked in the National Laboratory for Tourism & eCommerce (NLTeC) as co-investigator for several research projects cooperating with U.S. Travel Association (USTA). She gained experience in the projects related with information technology and travel information service, mobile marketing in tourism and hospitality, and the impact of new media on tourist behavior. Dr. Wang is the recipient of 2012 Best Paper Award and 2013 Journal Paper of the Year Award issued by International Federation for IT and Travel & Tourism. She had experience in delivering training sessions on crisis management in the era of new media and providing consulting services for social media marketing in Mainland China.