

Principal Investigator	Co-Investigator(s)	Project Title
General Research Fund (GRF)		
Dr Jinah Park	1) Prof Haiyan Song, SHTM 2) Dr Richard Qiu, SHTM	Determining Consumers' Choice of Peer-to-peer Accommodation-sharing Services: Comparison of Senior Citizens and their Counterparts
Dr Maxime Wang	1) Prof Juan M. Madera, University of Houston 2) Dr Xueqi Wen, Tongji University	The Double-Edged Effect: The Role of Goal Orientation in Emotional and Behavioral Reactions to Supervisor Bottom-Line Mentality
Prof Jinsoo Lee	1) Prof Ki-Joon Back, University of Houston 2) Dr Seoki Lee, The Pennsylvania State University	Developing and Validating a Scale for Environmental, Social, and Governance (ESG) Issues of Convention and Exhibition (C&E) Centers in Hong Kong
Dr Richard Qiu	1) Dr Lorenzo Masiero, University of Bologna 2) Dr Yang Yang, Temple University	A Discrete Choice Informed Agent-based Model of Hong Kong Outbound Tourism Demand
Dr Sabrina Huang	Dr Bingjie Liu-Lastres, Indiana University Purdue University at Indianapolis	"Work from Home" in the Hospitality Industry? Flexible Work Arrangements and Job Choice Decisions among Hospitality Employees
Dr Dan Wang	1) Dr Zhicong Lu, City University of Hong Kong 2) Dr Nancy Xiaonan Yu, City University of Hong Kong	Intervening Travel Live Streaming to Inspire Decision-making to Choose Eco-friendly Hotels
Dr Ada Lo	1) Prof Dimitrios Buhalis, Bournemouth University 2) Dr Justin Matthew Pang, RMIT University Vietnam 3) Dr Nicholas Thomas, SHTM	Effect of Employer Branding on Job Embeddedness and Intention to Join the Hotel Industry: How Does this Work on Hotel Employees and Job Seekers in the Asia Pacific Region in Addressing the Human Resources Challenges?
Dr Deniz Kucukusta	Dr Maxime Wang, SHTM	Mindfulness in the Hospitality Context: Trait, State, and Intervention
Dr Nan Chen	1) Prof Cathy Hsu, SHTM 2) Dr Ying Wang, SHTM	"Life is Short, Let's Travel!": Examining the Effect of Mortality Salience on Tourism Consumption and the Existential-Anxiety Buffering Function of Travel
Dr Pearl Lin	Dr Vicky Leung, Technological and Higher Education Institute of Hong Kong (THEi)	"Dining is Too Stressful during Trips": An Investigation on Dining Values of Individuals with Dietary Restrictions
Dr Daniel Leung	1) Dr Cheng Chu Chan, Macao Institute for Tourism Studies 2) Dr Hoc Nang Lawrence Fong, University of Macau	Unraveling the Heterogeneous Impacts of Social Information on Consumers' Hospitality Product Selection
Early Career Scheme (ECS)		
Dr Seunghun Shin	Nil	Metaverse Marketing in Hospitality: How Customers' Metaverse Experience Affects Offline Behavior in the Real World?
Dr Michael Lin	Prof Amit Sharma, The Pennsylvania State University	Enhancing Small and Medium-Sized Restaurants Ability to Adopt Food Waste Sustainability Oriented Innovations: A Cost-Benefit Approach
Dr Faye Hao	1) Prof Kaye Chon, SHTM 2) Prof Wynne Chin, University of Houston 3) Dr Chen Zhang, SHTM and Department of Computing, PolyU	Co-creating Value with Virtual Humans: The Effects of Non-verbal Communication during Face-to-face Service Encounters