

Principal Investigator	Co-Investigator(s)	Project Title
General Research Fund (GRF)		
Dr Faye Hao	1) Prof Kaye Chon, SHTM 2) Prof Ki-Joon Back, University of Houston	Technology Meets Humanity: Enhancing Older Adult Wellbeing through Avatar-Enabled Metaverse Travel Experience
Dr YooHee Hwang	1) Dr Anqi Luo, SHTM 2) Prof Anna S. Mattila, The Pennsylvania State University	Why Should We Try Upcycled Food?: Context-Specific and Country-Specific Examinations of Upcycled Food Consumption
Dr Neil Li	1) Prof Gang Li, University of Surrey 2) Dr Xinbo Yu, Department of Computing 3) Dr Jason Zhang, Department of Computing and SHTM	An Artificial Intelligence-Empowered Micro- and Macro-Survival Prediction, Monitoring and Management Framework for Small Hospitality Businesses: An Interdisciplinary Perspective
Dr Michael Lin	1) Prof Seoki Lee, The Pennsylvania State University 2) Prof Amit Sharma, The Pennsylvania State University	Enhancing Strategic Environmental, Social, and Governance (ESG) Decisions for Small- and Medium-Sized Restaurants: A Synergy Effect with Non-Governmental Organisations
Dr Sung Gyun Mun	1) Dr Choongwan Koo, Incheon National University	What Motivations Encourage Travellers to Exhibit Pro-Environmental Behaviour in a Hotel?
Dr Jinah Park	1) Prof Heesup Han, Sejong University 2) Dr Richard Qiu, SHTM	Curating Customers' Hotel ESG Experiences: Impact of Visual Attention on Willingness to Pay
Dr Crystal Shi	1) Dr Philip Jolly, The Pennsylvania State University 2) Dr Lindsay Rosokha, Purdue University 3) Prof Kelly Schwind Wilson, Purdue University	Empowering Chinese Females in the Hong Kong Hospitality Industry: Unveiling Intra-Racial Challenges and Fostering Diversity through Mentorship
Dr Qu Xiao	1) Prof Basak Denizci Guillet, Griffith University	Hotel Organisational Design and Performance: The Roles of Organisational Agility and Innovation Orientation
Early Career Scheme (ECS)		
Dr Simone Bianco	1) Dr Florian Zach, Virginia Polytechnic Institute and State University 2) Dr Anyu Liu, SHTM	Ecosystem Dynamics and Resource Competition: Dissecting Startup Strategies and the Disruptive Hospitality Landscape
Dr Dori Davari	1) Prof Honggen Xiao, SHTM 2) Prof Shawn Jang, Purdue University	Hong Kong as an Education Destination: International Students' Travel Experiences as a Messaging Toolkit