

EDUCATION

- December 2017, Doctor of Philosophy, Oklahoma State University, Stillwater, OK
Major: Hospitality Administration
- Dissertation Title: A multi-level dyadic restaurant employee-customer model of orientation, incivility, and satisfaction: An identity-based extension of belongingness theory
- May 2008, Masters of Science, Hong Kong Polytechnic University, Hong Kong, China
Major: Hospitality and Tourism Management
- July 2003, Bachelor of Arts, Nanjing Normal University, Nanjing, China
Major: English

RESEARCH AREAS

- Gastronomy tourism, family travel, senior travel, visiting friends and relatives (VFR), social psychology of leisure, food service management, hospitality and tourism human resources management, corporate social responsibility, and multi-level theory and methods.

PUBLICATIONS

Refereed Journal Articles

- Liu, J., Hsu, F. C.*, Ma, Y. R., & Huang, Y. Q. (Forthcoming). Personal brand equity and telepresence's role in tourism electronic commerce live Streaming. *International Journal of Tourism Research*.
- Liu, J., Hsu, F. C.*, Bai, Y. K., & Mai, H. W. (2024). A dual-benefit perspective of business travel. *Annals of Tourism Research*, 109, 103827.
- Liu, J., Cao, J., Hsu, F. C.*, & Mai, H. W. (2024). Building a narcissism-based framework of picnics: An eastern culture perspective. *Journal of Outdoor Recreation and Tourism*, 46, 100774. <https://doi.org/10.1016/j.jort.2024.100774>
- Liu, J., Mai, H. W., Zhao, X. Y.*, & Zhou, Z. R. (2024). Business Tourism: A Bibliometric Visualization Review. *Tourism Review*. <https://doi.org/10.1108/TR-11-2023-0813>
- Liu, J.*, Mai, H. W., Tao, R., Wang, Z. Y., & Zhang, Y. H. (2024). Integrating destination positioning and identity salience to enhance childcare service experiences in family travel: An insight from Macau. *International Journal of Tourism Research*, 26, e2608. <https://doi.org/10.1002/jtr.2608>
- Liu, J., Cao, J., Hsu, F. C.*, & Mai, H. W. (2024). An extended view of tourist gaze theory: Proactive gaze in picnics. *Journal of Hospitality and Tourism Management*, 58, 69-75. <https://doi.org/10.1016/j.jhtm.2023.12.001>
- Cao, J., Liu, J., & Wong, J. W. C.* (2023). JD-R model on job insecurity and the moderating effect of COVID-19 perceived susceptibility. *Current Psychology*, 43, 16890-16904. <https://doi.org/10.1007/s12144-023-04646-6>

- Hsu, F., C.*, Agyeiwaah, E., Liu, J., & Scott, N. (2022). Social justice or social stigma? Hotel customers' perception on branded hotel used as quarantine facility. *Journal of Hospitality & Tourism Research*, 1-17. <https://doi.org/10.1177/10963480221127187>
- Liu, J. *, Hu, B., & Qu, H. L. (2022). Exploring the moderating role of employee entitlement: Insight into the social support paradox. *Journal of Hospitality & Tourism Research*.
- Hsu, F., C., Liu, J. *, & Lin, H. (2022). Affective components of gastronomy tourism: measurement scale development and validation. *International Journal of Contemporary Hospitality Management*, 34(9), 3278-3299.
- Liu, J., Lin, H., Hu, B.*, Zhou, Z. X., Agyeiwaah, E., & Xu, Y. (2022). Advancing the understanding of the resident pro-tourism behavior scale: An integration of item response theory and classical test theory. *Journal of Business Research*, 141, 113-125.
- Hu, B., Liu, J.*, & Zhang, X. (2020). The impact of employees' perceived CSR on customer orientation: An integrated perspective of generalized exchange and social identity theory. *International Journal of Contemporary Hospitality Management*, 32(7), 2345-2364.
- Hu, B., Liu, J.*, & Qu, H. L. (2019). The employee-focused outcomes of CSR participation: The mediating role of psychological needs satisfaction. *Journal of Hospitality and Tourism Management*, 41, 129-137.
- Hu, B., Tuou, Y. Y., & Liu, J.* (2019). How does destination social responsibility impact residents' pro-tourism behaviors? The mediating role of place attachment. *Sustainability*, 11, 1-14.
- Liu, J.*, & Qu, H. L. (2019). The spillover effects of management influence tactics on customer-directed outcomes. *Tourism Management*, 73, 143-156.
- Liu, J.*, Washburn, I., & Qu, H. L. (2019). A conceptual and methodological investigation of a multilevel model of customer incivility. *International Journal of Hospitality Management*, 79, 168-178.
- Wong, C. K.*, & Liu, J. (2010). Will parental influences affect career choice? Evidence from hospitality and tourism management students in China. *International Journal of Contemporary Hospitality Management*, 22(1), 82-102.
- Wong, C. K.*, & Liu, J. (2009). Work values and their relationships with career choice: A segment-based approach to understanding hospitality and tourism management students in China. *Journal of China Tourism Research*, 5(4), 339-363.

Refereed Conference Presentations

- Liu, J., & Qu, H. L. (2018). A multi-level dyadic restaurant employee-customer model of orientation, incivility, and satisfaction: An identity-based extension of belongingness theory. Paper for a stand up presentation at the 23th Annual Graduate Student Research Conference in Hospitality and Tourism. Fort Worth, Texas.
- Liu, J., & Qu, H. L. (2018). A multi-level confirmatory analysis of customer incivility. Paper for a stand up presentation at the 23th Annual Graduate Student Research Conference in Hospitality and Tourism. Fort Worth, Texas.
- Liu, J., & Curtis, C. (2015). Do customer compliments really make restaurant employees satisfied with service encounters? Paper for a stand-up presentation at the 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Tampa, Florida.
- Liu, J., Qiu, C., & Curtis, C. (2015). A dual model of the impact of employability on employee creativity in the hospitality industry. Paper for a poster presentation at the 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Tampa, Florida.
- Liu, J., Curtis, C., & Qu, H. L. (2014). Market orientation determines customer loyalty? An insight from employee interpersonal justice to customer interpersonal justice. Paper for a poster presentation at the 19th Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas.
- Liu, J., Curtis, C., & Qu, H. L. (2014). Should I avoid or should I seek revenge? The role of post-purchase reactions to employee incivility. Paper for a poster presentation at the 19th Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas.
- Liu, J., Qu, H. L., & Curtis, C. (2013). Customer Mistreatment and Organizational Citizenship Behavior among Frontline Restaurant Employees: The Role of Regulatory Focus. Paper for a poster presentation at the 18th Annual Graduate Student Research Conference in Hospitality and Tourism. Seattle, Washington.
- Liu, J., Sun, H. L., & Curtis, C. (2013). Explanations and Justice in Customer Complaint Handling: The Role of Regulatory Focus. Paper for a poster presentation at the 18th Annual Graduate Student Research Conference in Hospitality and Tourism. Seattle, Washington.
- Liu, J., Curtis, C., & Qu, H. L. (2013). Impression Management and Organizational Citizenship Behavior: An Investigation of Other Orientation. Paper for a poster presentation at the 18th Annual Graduate Student Research Conference in Hospitality and Tourism. Seattle, Washington.
- Hu, T., Guo, Y. Z., & Liu, J. (2013). A Study on the correlation between cruising motivation and cruising intention. Paper for a stand-up presentation at The 18th Annual Graduate Student Research Conference in Hospitality and Tourism. Seattle, Washington.

- Sharypova, A., Yang, X. H., Guo, Y. Z., & Liu, J. (2013). An Empirical Study on Motivation Perception and Impact Perception of Tourists to Visit 2011 Kazakhstan Asian Winter Games. Paper for a poster presentation at The 18th Annual Graduate Student Research Conference in Hospitality and Tourism. Seattle, Washington.
- Liu, J., & Guo, Y. Z. (2012). Price or brand name? Consumer's perceived value in lodging accommodation purchase. In-progress paper presentation at the joint conference of the 11th Asia Pacific Forum for Graduate Students Research in Tourism and the International Convention & Expo Summit 2012. Hong Kong, China.
- Liu, J., Qu, H. L., Slevitch, L., & Guo, Y. Z. (2012). The effect of customer mistreatment on hotel frontline employees' job stress and intention to stay: the role of psychological empowerment and emotional intelligence. Paper for a poster presentation at the 2012 Annual ICHRIE Summer Conference. Rhode Island, Westin Providence.
- Guo, Y. Z., Qu, H. L., Li, J. Y., & Liu, J. (2012). A study on the competitiveness power of regional tourism industry in Shanghai of China. Paper for a poster presentation at the 2012 Annual ICHRIE Summer Conference. Rhode Island, Westin Providence.
- Guo, Y. Z., Huang, Y. H., Qu, H. L., Li, J. Y., & Liu, J. (2012). An empirical study on behavioral characteristics of golf tourists: A case of HSBC-Championship of China. Paper for a poster presentation at the 2012 Annual ICHRIE Summer Conference. Rhode Island, Westin Providence.
- Liu, J., Guo, Y. Z., Qu, H. L., Zang, S. N., Liu, H. B., & Liu, A. J. (2012). An empirical study on the relationship of motivation, satisfaction and loyalty for agri-tourism travelers. Paper for a stand-up presentation at the 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Auburn, AL.
- Liu, J., Guo, Y. Z., Qu, H. L., Zhou, C., Liu, H. B., & Liu, A. J. (2012). A comparison study of local residents' perception before and after a mega-event. Paper for a poster presentation at the 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Auburn, AL.
- Liu, A. J., Guo, Y. Z., Qu, H. L., Sharypova, A., Liu, H. B., & Liu, J. (2012). A case study of tourists perceived motivation and impacts of sport tourism event. Paper for a poster presentation at the 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Auburn, AL.
- Liu, J., & Qu, H. L. (2011). Customer orientation, benevolence, and prosocial service behaviors among hotel employees in China. Paper for a stand-up presentation at the Graduate Student Research Conference in Hospitality and Tourism. Huston, TX.

- Wong, C. K., & Liu, J. (2008). Work value and its relationship with career choice among hospitality management students in China. Paper for a stand-up presentation at the Fifth China Tourism Conference. Huangshan, China.
- Wong, C. K., Liu, J., & Bao, Y. F. (2007). An Exploratory Study of Understanding Parental Influences over Hospitality and Tourism Undergraduate Students on Career Choice Intention to the Industry. Paper and proceedings for a stand-up presentation at the Fourth China Tourism Conference. Kunming, China.
- Sun, H. L., Kim, S., & Liu, J. (2007). Comparative Analysis to Beijing and Shanghai as International Exhibition Destinations. Paper for a stand-up presentation at the Fifth APAC-CHRIE and 13th APTA Joint Conference. Beijing, China.

GRANTS

- Specialized Subsidy Scheme for the Tourism Education and Training for the Guangdong-Hong Kong-Macau, China
Amount: US\$10,000
2021-2022
- Faculty Research Grant, Macau, China
Amount: US\$3,800
2022-2023

TEACHING EXPERIENCE

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Macau, China

- Introduction to Tourism and Hospitality Business
- Introduction to Management
- Hotel Supervision
- Global Trends and Issues in Hotel Industry (Graduate-level)

Fall, 2019 – Present
Assistant Professor

School of Hospitality and Tourism Management, Oklahoma State University

Stillwater, OK

- Hospitality & Tourism Marketing and Sales
➤ Taught this required course for 7 undergraduate students.
- Hospitality & Tourism Marketing and Sales
➤ Taught this required course for 38 undergraduate students.
- Hospitality & Tourism Marketing and Sales
➤ Taught this required course for 12 undergraduate students.
- Hospitality and Tourism Industry Speakers Series
➤ Taught two sessions, coordinated with guest speakers,

Fall, 2018
Instructor

Spring, 2018
Instructor

Fall, 2017
Instructor

Fall 2014 to
Spring 2016

graded assignments, and provided tutoring services.

Teaching Assistant

- Hospitality Industry Human Resources Management
 - Taught two sessions titled “Turnover, Discipline, and Exits”
- Hospitality Marketing
 - Taught one session titled “Internal Marketing”

November 2015
Guest Lecturer

April 2015
Guest Lecturer

ACADEMIC EXPERIENCE

Sep. 2019 – present: Macau University of Science and Technology

Assistant Professor

- Research
- Teaching
- Service

Mar. 2018 – Feb. 2019: Oklahoma State University

Postdoctoral researcher

- Conducted research projects.
- Prepared for publications.

Jan. 2010 - May 2014: Oklahoma State University

Research Assistant

- Assisted professors to do various research projects.

Jan. 2010 – May 2013: Journal of Quality Assurance in Hospitality and Tourism, Oklahoma State University

Editorial Assistant

- Selected reviewers to review the manuscripts and send out requests and reminders.
- Coordinated review process.
- Updated reviewers’ database.

Jan. 2010 – May 2013: Center for Hospitality and Tourism Research, Oklahoma State University

Research Assistant

- Maintained online survey database.
- Training of online survey database users.
- Maintained daily operations.

July 2009 – Dec. 2009: School of Hotel and Tourism Management, Hong Kong Polytechnic University

Research Assistant (Full time)

Project Title: Hotel Branding in China: Integrating Perspectives of Hotel Chains, Owners, and Guests

- Conducted focus group interviews.
- Reviewed literature and designed questionnaires for collecting data.

- Administered surveys among various levels of respondents.
- Processed Data entry and preliminary data analysis.

May 2008 – May 2009: School of Hotel and Tourism Management, Hong Kong Polytechnic University
Research Assistant (Full time)

Project Title: Measuring Casino Brand Equity and Its Relationship with Firm Performance

- Conducted focus group interviews.
- Reviewed literature and designed questionnaires for collecting data.
- Administered surveys in Hong Kong and Macao.
- Processed Data entry and preliminary data analysis.

INDUSTRY EXPERIENCE

May 2004 – May 2005: Department of Customs Affairs, LG Display Nanjing Co., Ltd., China
Business Assistant

- Coordinated shipping and receiving operations of inventory.
- Prepared shipping documents and handled customs declaration.
- Coordinated with inter-departments and worked with suppliers and customers.

Nov. 2002 – May 2004: Business Department, Nanjing Wang Jiawan Logistics Center, China
Business Executive Officer

- Interacted with clients to discuss and to solve distribution problems.
- Prepared daily shipping reports and handled customs declaration.
- Built and maintained customers' satisfaction, retention, and encouraged future business.

Dec. 1999 – Aug. 2001: Operation Department, Shanghai Pizza Hut Co., Ltd., China
Assistant Restaurant Manager

- Participated in the start-up of the first Pizza Hut in Nanjing, which involved initial equipment purchases, supplied inventories, and employee recruitment and training.
- Ensured the smooth functioning of a busy restaurant operation with supervisory responsibilities for up to 40 employees serving over 600 customers daily.
- Met sales objectives during 2 years of restaurant operations.
- Handled staff scheduling for over 100 employees to ensure sufficient manpower coverage.
- Designed and implemented incentives and motivational programs to enhance customer service.

PROFESSIONAL CERTIFICATION

- Certification in Hotel Industry Analytics (January 2018)
 - American Hotel & Lodging Association, U.S.

SERVICES

- Review committee of the 1st International Early-Career Researcher Conference in Hospitality and Tourism (IECR) (April-May 2024)

- Conference session chair at the GLOSITH conference, Macau (November 2023)
- Supervise a university student team to win the second place of a marketing contest in Xian, China (September-November, 2023)
- Editorial board member for the Journal of Hospitality and Tourism Research (July 2023 – at present)
- Ad Hoc reviewer for the Journal of Travel and Tourism Marketing (July 2023 – at present)
- Ad Hoc review for Current Psychology (May 2023- at present)
- Ad Hoc review for the International Journal of Hospitality & Tourism Administration (April 2023- at present)
- Ad Hoc review for the Journal of China Tourism Research (May 2023- at present)
- Ad Hoc reviewer for the Tourism Management (Jan. 2022 – at present)
- Ad Hoc reviewer for the Tourism Management (Jan. 2022 – at present)
- Ad Hoc reviewer for the Journal of Hospitality and Tourism Research (Jan. 2022 – July 2023)
- Ad Hoc reviewer for the Journal of Business Research (Feb. 2021 – at present)
- Ad Hoc reviewer for the International Journal of Hospitality Management (Oct. 2019 – at present)
- Ad Hoc reviewer for the Journal of Hospitality and Tourism Management (April 2019 – at present)
- Reviewer of 2019 APacCHRIE & EuroCHRIE Joint Conference
- Ad Hoc reviewer for the International Journal of Contemporary Hospitality Management (Sep. 2018 – at present)
- Reviewer of 2018 Asia-Pacific CHRIE Conference (April 2018)
- Volunteered interpreter in the Will Rogers Elementary School, Stillwater (Aug. 2016 - at present)
- Volunteered as set-up crew for the Advisory Board Meeting at the School of Hotel & Restaurant Administration, Oklahoma State University (Apr. 2016)

- Volunteered as a host for the Distinguished Chef Event at the School of Hotel & Restaurant Administration, Oklahoma State University (Apr. 2016)
- Volunteered as a research assistant for the Wine Forum of Oklahoma the School of Hotel & Restaurant Administration, Oklahoma State University (Apr. 2015)
- Volunteered for gardening jobs at the Botanic Gardens in Stillwater OK (Mar. 2015)
- Volunteered for the Book Fair at Will Rogers Elementary School (Mar. 2015)
- Volunteered interpreter in the Family Resources Center, Oklahoma State University (Aug. 2014 - at present)
- Ad Hoc Reviewer for the Journal of Quality Assurance in Hospitality and Tourism (Oct. 2013 - at present)
- Ad Hoc Reviewer for the Journal of Teaching in Travel & Tourism (Feb. 2012- at present)
- Ad Hoc Reviewer for the Sport, Business, Management and International Journal (Jan. 2012 - at present)
- Secretary for the Graduate Student Association at the School of Hotel & Restaurant Administration, Oklahoma State University (Aug. 2012 - May 2013)
- Volunteered for the Mitten Tree community service project, Oklahoma, U.S. (2011)
- Volunteered as host for the International Fundraising Dinner Event, Oklahoma, U.S. (2011)

AWARDS

- Luso International Banking (LIB) Academic Research Award (2023/2024)
- Research Award of the Oklahoma State University Center for Hospitality and Tourism Research Oklahoma State University, U.S. (May 2015)
- Human Sciences College Fellowship
Oklahoma State University, U.S. (2012-2013)
- Human Sciences College Fellowship
Oklahoma State University, U.S. (2011-2012)
- Service Scholarship Award

Hong Kong Polytechnic University, Hong Kong, China (2007-2008)

REFERENCES

Dr. Hailin Qu
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School of Hospitality and Tourism Management
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365 Human Sciences
Stillwater OK 74078
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Dr. Tom Brown
Noble Foundation Chair in Marketing Strategy and
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