

Huimin Liu, Ph.D. Candidate (ABD)
Curriculum Vita

Fox School of Business
School of Sport, Tourism and Hospitality Management
Department of Tourism and Hospitality Management
Temple University
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Last Updated: March 2024

EDUCATION

Ph.D.

August 2020 - August 2024 (expected)

Temple University, Philadelphia, Pennsylvania

Major: Business Administration with a Concentration in Tourism, Hospitality and Sport

Dissertation: *Omnichannel Customer Experience in Tourism and Hospitality Contexts — Experience Journey of Online and Offline Tours*

Chair: Wes Roehl, Ph.D.

M.S.

August 2022 – December 2025 (expected)

Georgia Institute of Technology, Atlanta, Georgia

Major: Computer Science

M.S.

August 2017 – July 2020

Sun Yat-sen University, Guangzhou, P.R. China

Major: Tourism, Hospitality, and Event Management

Thesis: *Exploring the relationship between holistic and partial destination images from the core-periphery structural perspective: A case of Guangdong-Hong Kong-Macao Greater Bay Area in China*

Chair: Kun Lai, Ph.D.

Exchange Program

February 2015 – July 2015

University of South Australia, Adelaide, Australia

Major: Tourism and Hospitality Management

B.S.

August 2013 – July 2017

Shandong University, Jinan, P.R. China

Major: Tourism and Hospitality Management

PROFESSIONAL EXPERIENCE

8/20 - present Teaching / Research Assistant
Department of Tourism and Hospitality Management
Temple University, Philadelphia, Pennsylvania, USA
Responsibilities: Assist Faculty with Teaching Duties and Research Projects

8/22 - 8/23 Graduate Instructor
Department of Tourism and Hospitality Management
Temple University, Philadelphia, Pennsylvania, USA
Responsibilities: Independently instructed two undergraduate courses

7/18 - 10/18 Research Intern
Monitoring Center of World Tourism Organization (UNWTO)
Sustainable Tourism Observatories, Xishuangbanna and Kanas,

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P.R. China

Responsibilities: Conducted onsite surveys and interviews, performed analysis, and authored report

3/18 - 6/18

Teaching Assistant

School of Tourism Management

Sun Yat-sen University, Guangzhou, P.R. China

Responsibilities: Assisting with teaching, grading, and classroom management in an undergraduate course

7/17

Tourism Planning Intern

BES Culture Tourism Group, Beijing, P.R. China

Responsibilities: Contributing to consulting projects in tourism destination planning

PUBLICATIONS

- Marti, C., **Liu, H.**, Kour, G., Bilgihan, A., & Yu, X. *Leveraging Artificial Intelligence in Firm-Generated Online Customer Communities: A Framework and Future Research Agenda*. Forthcoming: *Journal of Service Management*.

WORKING PAPERS

- Wang, Y., & **Liu, H.** *Patterns of Host Territoriality and Implications for P2P Accommodation Guests' Experiences*. Submitted to: *International Journal of Hospitality Management*, Under Review (first round).
- Liu, Y., **Liu, H.**, Li, X., Han, F. & Gao, X. *Exploring Review Spam in Tourism and Hospitality: A Preliminary Study*. Submitted to: *Journal of Hospitality and Tourism Management*, Under Review (first round).
- **Liu, H.**, & Li, X. *Does traumatic experience prohibit travel? Impact of pandemic trauma on prevention-focused travel behavior*, Targeting Journal: *Tourism Management*.
- **Liu, H.**, & Li, X. *Measuring Experience in Tourism and Hospitality Research*, Targeting Journal: *International Journal of Hospitality Management*.
- **Liu, H.**, Lai, K., & Li, X. *Exploring the relationship between whole vs. part destination images: A case study*, Targeting Journal: *Tourism Management*.
- Lai, K., & **Liu, H.** *Whether control group designs affect tourism experiment outcomes? Two studies in China*, Targeting Journal: *Tourism Management*.
- **Liu, H.**, & Li, X. *The Road not Taken: Exploring the Impacts of Tourist Missing-out Experience on Revisit Intention and Tourist Involvement*, Targeting Journal: *Tourism Management*.
- **Liu, H.**, Roehl, W., *Scoping Research of Animal Tourism*. Targeting Journal: *Annals of Tourism Research*.
- **Liu, H.**, *Assessing Abusive Leadership's Impact on Employee Well-being and Rights Advocacy: The Roles of Tenure, Workplace Climate, and Departure Barriers*. Targeting Journal: *Academy of Management Journal*.
- **Liu, H.**, *Cultivating Gratitude Towards the Company: Leadership Motivations and Organizational Outcomes*. Targeting Journal: *Academy of Management Journal*.

PRESENTATIONS

Conferences

- **Liu, H.** & Li, X. (2024). *The Road not Taken: Exploring the Impacts of Tourist Missing-out Experience on Revisit Intention and Tourist Involvement* [poster presentation]. The 29th Annual Graduate Conference in Hospitality and Tourism, Miami, United States.
- **Liu, H.**, & Li, X. (2023). *Measuring Experience in Tourism Research* [oral presentation]. 2023 Annual International CHRIE Summer Conference, Phoenix, United States.
- **Liu, H.**, & Li, X. (2023). *The Impact of Pandemic Trauma on Prevention-Focused Travel Behavior: A Fear Conditioning Perspective* [oral presentation]. The 2023 TTRA International Conference Academic Program, St. Louis, United States.
- Liu, Y., **Liu, H.**, Zhang, X., Han, F. & Li, X. (2023). *Exploring Review Spam in Tourism and Hospitality: A Preliminary Study* [oral presentation]. 2023 Northeast Travel & Tourism Annual Conference, Philadelphia, United States.
- **Liu, H.**, & Li, X. (2023). *Does traumatic experience prohibit travel? Impact of pandemic trauma on prevention-focused travel behavior* [oral presentation]. The 28th Annual Graduate Conference in Hospitality and Tourism, Orange, United States.
- **Liu, H.**, Lai, K., & Li, X. (2022). *The relationship between whole vs. part destination images: A closer look from the perspective of spreading activation theory* [oral presentation]. 2022 Annual International CHRIE Summer Conference, Washington D.C., United States.
- **Liu, H.**, & Li, X. (2022). *Exploring experience measurements in tourism research* [poster presentation]. The 2022 TTRA International Conference Academic Program, Victoria, Canada.
- **Liu, H.**, & Li, X. (2022). *Does traumatic experience prohibit travel? Impact of centrality of traumatic event on travel fear during the Pandemic* [poster presentation]. The 2022 TTRA International Conference Academic Program, Victoria, Canada.
- **Liu, H.**, Lai, K., & Li, X. (2021). *Exploring the relationship between whole vs. part destination images: A case study* [poster presentation]. The 2021 TTRA International Conference Academic Program, virtual. <https://ttra.com/timetable/event/ideas-fair-reimagining-destinations-hospitality/>
- **Liu, H.**, & Li, X. (2021). *Impact of anthropomorphism on tourist experience quality and pro-conservation behavior intention in animal tourism contexts* [poster presentation]. The 26th Annual Graduate Conference in Hospitality and Tourism, virtual, United States. http://www.gradconfht.com/wp-content/uploads/2021/01/2021-Graduate-Conference-Proceeding_final1.pdf
- Lai, K., & **Liu, H.** (2019). *Whether control group designs affect tourism experiment outcomes? Two studies in China* [poster presentation]. 5th World Research Summit for Tourism and Hospitality, Orlando, United States.

Invited workshops and seminars

- **Liu, H.**, & Li, X. (2023). *Does traumatic experience prohibit travel? Impact of pandemic trauma on prevention-focused travel behavior* [oral and poster presentation]. Fox Executive DBA Program Workshop 2023 Spring at Temple University, Philadelphia, United States.
- Graduate Scholar Roundtable 2023 at the Ohio State University, Columbus, United States.

AWARDS

- Finalist of Best Paper Award, 53rd Annual Travel and Tourism Research Association International Conference, June 2023
- Scholar Award, Graduate Scholar Roundtable 2023 at the Ohio State University, May 2023
- Finalist of Best Paper Award, 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Jan. 2023
- Graduate Student Research Award, 2019 "Golden Tour Guide" Talent Training Project and Key Research Support Project for Professional Graduate Students, Ministry of

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Culture and Tourism of the People's Republic of China, Oct. 2019 (among 70 master's students nationwide)

SCHOLARSHIPS

- Research/Teaching Assistantship, Temple University, Aug. 2020 – present
- Second Prize Scholarship, Sun Yat-sen University, Aug. 2018 – Aug. 2020
- First Prize Scholarship, Sun Yat-sen University, Aug. 2017 – Aug. 2018
- Third Prize Scholarship, Shandong University, Aug. 2015 – Aug. 2016
- International Exchange Student Scholarship, Shandong University, Aug. 2015 – 2016

FUNDED RESEARCH PROJECTS

- The 25th Young Scholars Interdisciplinary Forum, \$200 research funding for the proposal entitled *The material-experiential asymmetry on price sensitivity* by **H. Liu**, and X. Li, Fox School of Business, Temple University (Nov. 2023-Apr. 2024). Fall 2022. Served as **PI**.
- The 24th Young Scholars Interdisciplinary Forum, \$750 research funding for the proposal entitled *The road not taken - The impact of tourism attraction missing experience on compensatory tourist engagement and revisit intention* by **H. Liu**, and X. Li, Fox School of Business, Temple University (Apr. 2022-Dec. 2023). Spring 2022. Served as **PI**.
- The 24th Young Scholars Interdisciplinary Forum, \$465 research funding for the proposal entitled *Does traumatic experience prohibit travel? Impact of centrality of traumatic event on travel fear during the Pandemic* by **H. Liu**, and X. Li, Fox School of Business, Temple University (Apr. 2022-Dec. 2023). Spring 2022. Served as **PI**.
- The 22nd Young Scholars Interdisciplinary Forum, \$750 research funding for the proposal entitled *Linking destination image and sub-destination images: A network perspective* by **H. Liu**, K. Lai, and X. Li, Fox School of Business, Temple University (Apr. 2021-Dec. 2022). Spring 2021. Served as **PI**.
- The 21st Young Scholars Interdisciplinary Forum, \$1050 research funding for the proposal entitled *Impact of anthropomorphism on tourist experience quality and pro-conservation behavior intention in animal tourism contexts* by **H. Liu**, and X. Li, Fox School of Business, Temple University (Nov. 2020-Apr. 2022). Fall 2020. Served as **PI**.
- 2019 National Tourism Research Program for Graduate Students, RMB 5000 research funding for the proposal entitled *Impact of endorser image on tourism destination personality & image via celebrity endorsement* by **H. Liu**, Ministry of Culture and Tourism of the People's Republic of China (Sept. 2019). Served as **PI**.

TEACHING

- **STHM 4322 Designing Tourism Experiences**, 2022 Fall. [In-person], to juniors and seniors.
Course description: This course presents an overview of the process of designing effective tourism hardware (attractions, etc.) and software (programs, special events, etc.).
Responsibilities: Developed the curriculum; Designed the in-class activities; Managed the class.
Student Feedback:
 The instructor was organized and prepared for class: **4.6/5**
 So far, the instructor has applied grading policies fairly: **4.2/5**
 The instructor encouraged students to advance their professional development and knowledge of the industry: **4.0/5**
 The course content was consistent with the educational objectives of this course: **4.0/5**
 The instructor provided opportunities for class participation: **4.4/5**
- **STHM 4401 Digital Portfolio Creation**, 2023 Spring. [Asynchronous online], to seniors (first time offering it).
Course description: This course guides students in creating an online digital portfolio.
Responsibilities: Developed the curriculum; Managed the class.

Student Feedback: Student enrollment was below five and did not allow for the collection of student feedback according to Temple University's policy.

INDUSTRY REPORTS

- Philadelphia International Airport Passenger Survey Project. Worked as a major research assistant (Jul. 2021- Jun. 2022) at US-Asia Research Center of Tourism and Hospitality, Temple University.
Responsibilities: Participated in project bidding; Involved in proposal writing; Designed questionnaires; Conducted onsite surveys; Carried out monthly analysis and report writing; Conducted final analysis and authored the final report.
- Report on the American Tourists Market to China. Worked as research assistant (Oct. 2020 – Dec. 2020) at US-Asia Research Center of Tourism and Hospitality, Temple University.
Responsibilities: Conducted data analysis and wrote the report.
- Sustainable Tourism Report of Kanas, Xinjiang, China. Worked as research intern (Sep. 2018- Oct. 2018) at UNWTO & Sun Yat-sen University.
Responsibilities: Participated in the design of questionnaires and interview questions; Conducted onsite surveys and interviews; Wrote the report.
- Sustainable Tourism Report of Xishuangbanna, Yunnan, China. Worked as research intern (Jul. 2018- Aug. 2018) at UNWTO & Sun Yat-sen University.
Responsibilities: Participated in the design of questionnaires and interview questions; Conducted onsite surveys and interviews; Wrote the report.

SERVICE

- Reviewer of *2024 SECSA-CHRIE Conference*.
- Reviewer of *2023 ICHRIE Conference*.
- Reviewer of *the 83rd Annual Meeting of the Academy of Management*.
- Reviewer of *Leisure Sciences* journal.
- Member of the Dean's Graduate Student Advisory Council, Fox School of Business, Temple University
- Language mentor of Center for Chinese Language Instruction at Temple University

PROFESSIONAL DEVELOPMENT & CERTIFICATES

- Google Advanced Data Analysis Professional Certificate, received in 2023.
Completed courses: The Nuts and Bolts of Machine Learning; Go Beyond the Numbers: Translate Data into Insights; Google Advanced Data Analytics Capstone; Regression Analysis: Simplify Complex Data Relationships; Foundations of Data Science; The Power of Statistics; Get Started with Python
- Google User Experience Professional Certificate, in progress.
Completed courses: Start the UX Design Process: Empathize, Define, and Ideate; Build Wireframes and Low-Fidelity Prototypes; Conduct UX Research and Test Early Concepts; Create High-Fidelity Designs and Prototypes in Figma)
- Professional Certificate in Introduction to Python Programming, Georgia Institute of Technology, edX, received in 2023.
Completed courses: Fundamentals and Procedural Programming; Control Structures; Data Structures; Objects & Algorithms.
- Fox Online Teaching Certificate, The Fox Online & Digital Learning Department, Fox School of Business, received in 2022.
- Teaching Academy Certificate, Center for Innovation in Teaching and Learning at the Fox School of Business, received in 2022.
- CITI Training (Social/Behavioral Research Course; Students conducting no more than minimal risk research), received in 2021.
- ADA Compliance & Accessibility Training, completed in 2021.