Huimin Liu, Ph.D. Candidate
Curriculum Vita

Fox School of Business
School of Sport, Tourism and Hospitality Management
Department of Tourism and Hospitality Management
Temple University
335 Speakman Hall
1810 North 13th Street Philadelphia, PA 19122
https://huiminliuresearch.github.io
huiminliu@temple.edu
267.304.7060

Last Updated: Feb. 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
Feburary 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,

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.* Accepted: *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.
- Liu, Y., **Liu, H.**, Zhang, 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.
- **Liu, H.**, & Li, X. *Does traumatic experience prohibit travel? Impact of pandemic trauma on prevention-focused travel behavior,* Targeting Journal: *Tourism Management.*
- **Liu, H.**, *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.*

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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

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 pohibit 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.