



Name: He BEITING (Betty)
Title: Assistant Professor
Office: O723
Tel.: +853) 63721533
Email: bthe@must.edu.mo



Academic Qualifications

Ph.D. in Business Management at South China University of Technology

Bachelor in Tourism Management at South China University of Technology

Teaching Areas

Consumer Behavior / Sales Management / Business Communication / Cultural Heritage Management / Cultural Industries: Marketing and Development / Visitor Management and Interpretation

Areas of Research Expertise

International Human Resource Management / Expatriates management

AI technology application in the tourism and hospitality industry

Tourist consumption behavior

Culture and Heritage

Working Experience

01/2022 to present, School of Liberal Arts, Macau University of Science and Technology

09/2019 to 12/2021, Postdoc, Tsinghua University

Professional Society Membership

International Association for Chinese Management Research

Publications

Journal Articles

He, B., Xu, G., & Gu, X. (2025). Within-group differences: Differentiated Chinese expatriate-HCN interactions and the influence of human resource management practices. *International Business Review*, 34(4), Article 102448. (SSCI_Q1; ABS3; ABDC_A)

Chang, S., He, B. *, Gu, X., Chao, G., & Wang, L. (2024). How Does Confucian Culture Shape Employee Gratitude in the Workplace? Exploratory Research Based on Grounded Theory. *Journal of Cross-Cultural Psychology*, 55(1), 95–122. (SSCI_Q2; ABS3; ABDC_A)

He B., An R., & Berry J.W. Psychological adjustment and social capital: A qualitative investigation of Chinese expatriates. *Cross Cultural & Strategic Management*, 2019, 26(1): 67-92. (SSCI_Q2; ABS2; ABDC_B)



- He B., & An R. Why do they still devote themselves overseas under high pressure? The work-family balance mechanism of Chinese expatriates. *Nankai Business Review*, 2020, 23(3): 141-154. in Chinese. (CSSCI)
- He B., & An R. The cross-cultural adjustment stress and coping mechanism of Chinese expatriate managers. *Journal of Management Case Studies*, 2019, 12(1): 74-92. in Chinese. (CSSCI)
- He B. Research Frontiers and Prospects of Cultural Integration in Cross-border Mergers and Acquisitions. *Journal of South China University of Technology (Social Sciences Edition)*, 2017, 19(5):60-69. in Chinese.
- Wei W., He B.. Innovative Model of “Beautiful Countryside” Tourism Industrial Park. *Journal of Northwest A&F University (Social Sciences Edition)*, 2016, 16(3): 63-68. in Chinese.(CSSCI)

Books

- Huang D., Qian P, He B., et al. (2020). *Community Implantable Medical and Elderly Care Integration: Theory, Model and Application: A Case Study of Hekang Medical Group*. Tsinghua University Press.

Research Grants

- On-campus FRG Project: Research on Tourists’ Experiences with AI Technologies Usage (FRG-25-045-SLA), Principal Investigator
- Project of the National Social Science Foundation of China: Research on the Promoting Mechanism of Telling Good Chinese Stories for Foreign Tourists to Shape China's National Image (24BGL33), Main Participant

Awards and Honors

- 2019 First Prize of Outstanding Paper in China Association for Intercultural Communication
- 2021 Outstanding Postdoctoral Fellow of Tsinghua University
- 2023 Outstanding Instructor of the 9th Zhuhai College Students’ Entrepreneurship Competition and the 4th Zhuhai-Macao College Students’ Entrepreneurship Competition
- 2024 Outstanding Instructor of the 14th National College Students’ E-commerce in Innovation, Creativity and Entrepreneurship Challenge
- 2025 Outstanding Instructor of the “Social Security in My Heart” Essay Competition of the Macao Special Administrative Region Government

Editorial and Academic Service

Ad Hoc Reviewer

- International Business Review, Journal of Cross-Cultural Psychology, Cross Cultural & Strategic Management, The International Journal of Human Resource Management, etc.

Last Updated: 15/07/2025