



**Name : He BEITING (Betty)**  
**Title : Program Director, Assistant Professor**  
**Office : O719**  
**Tel. : +853) 63721533**  
**Email : [bthe@must.edu.mo](mailto: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.,** Wang X., & Qu, J. (2026). “My effort is worthwhile”: Tourists’ knowing, feelings and doing regarding their actual use of AI. *Journal of Hospitality and Tourism Technology*, (upcoming). (SSCI\_Q1; ABS1; ABDC\_B)
- He, B.,** An, R., & Qu, J. (2025). Self-determined motivation and academic adaptation within an intra-cultural context: The mediating role of acculturation outcomes. *International Journal of Intercultural Relations*, 108, Article 102258. (SSCI\_Q1; ABS2; ABDC\_A)
- 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



澳門科技大學  
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院  
School of Liberal Arts

### **Ad Hoc Reviewer**

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

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