

Professor Dr. Aliana Leong Man Wai

Contact Information:

Title:

Associate Vice President (International Affairs)
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Areas of Teaching & Research:

Leisure, Hotel & Tourism Management; Education
Studies; Gemology and Jewelry Studies

Personal Profile

Prof. Aliana Man Wai Leong is currently Associate Vice President (International Affairs) and Founding Dean of the School of Liberal Arts at Macau University of Science and Technology (MUST). She holds a PhD in Education from Central Queensland University (Australia), Master's degrees from the University of Birmingham (UK), Ball State University (USA), and the Royal Agricultural University (UK), and a Bachelor's degree in Tourism Management from Edith Cowan University (Australia). Prof. Leong has extensive experience in higher education administration, international academic collaboration, and interdisciplinary talent development.

梁文慧教授現任澳門科技大學協理副校長（國際事務）兼博雅學院創院院長。梁教授擁有澳洲中央昆士蘭大學教育學博士學位，並先後於英國伯明罕大學、美國鮑爾州立大學及英國皇家農業大學取得碩士學位，學士學位則畢業於澳洲伊迪斯可文大學。梁教授長期從事休閒、旅遊及酒店管理、教育學、寶石學及珠寶設計等領域之教研工作，在高等教育管理、國際學術合作及跨學科人才培養方面具有豐富經驗。

Research Interests: Leisure and Tourism Management, Hospitality Management, Educational Administration and Continuing Education, Cultural Heritage Tourism, MICE and Gaming Industry Development, Gemmology and Jewelry Design, Artificial Intelligence and Service Industry Human Resource Management.

Academic Qualifications

- Doctor of Education Studies
Central Queensland University, Faculty of Education and Creative Arts,
Australia Major: Higher Education

- Master of Arts
Hospitality Management, University of Birmingham, UK Major:
Hotel Management
- Master of Arts
Ball State University, Teacher's College, Indiana, USA
Major: Adult Education (GPA 4.0), Minor: Computer Education
- Master of Science
Royal Agricultural University, Cirencester, UK Major:
International Real Estate
- Bachelor of Business
Edith Cowan University, Faculty of Business Administration, Australia
Major: Tourism Management

Teaching Areas

- Leisure Management
- Tourism and Hospitality Management
- Education Administration related subjects
- PhD and Master supervisor
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Work Experience

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July 2022–Present

Associate Vice President (International Affairs) & Professor Macau University of Science and Technology

• **Strengthen** the University's international, mainland-China, and local networks through academic cooperation, student exchange, university-ranking initiatives, and related projects.

March 2020–Present

Founding Dean & Professor, School of Liberal Arts

Macau University of Science and Technology

- **Lead** the strategic development, academic planning, and day-to-day administration of the School of Liberal Arts.

September 2019–February 2020

Dean, School of Continuing Studies (SCS)

Macau University of Science and Technology

- **Restructure** the School of Continuing Studies and **establish** the framework for the new School of Liberal Arts.

September 2016–August 2019

**Vice-Chairperson, University Council & Chair Professor City
University of Macau**

- **Supervise** doctoral candidates in Tourism Management and Education Studies in addition to the tasks assigned by the Chancellor.

September 2011–August 2016

**Vice-Rector & Professor of Tourism Management City
University of Macau**

- **Found** and **direct** the Faculty of International Tourism and Management, Faculty of Education, School of Continuing Studies, Institute of Macau Development, and Institution of Tourism and Gaming.

Other Positions:

September 2009–August 2011

Professor of Tourism Management, Dean, Faculty of International Tourism;
Director, School of Continuing Studies, Macau University of Science and Technology.

July 2007–August 2009

Professor of Tourism Management, Director, School of Continuing Studies;
Associate Dean, Faculty of International Tourism, Macau University of Science and Technology.

February 2003–July 2007

Director, School of Continuing Studies; **Associate Professor & Head**, Department of International Tourism Management, Faculty of Management and Administration, Macau University of Science and Technology.

February 2002–February 2003

Associate Professor & Coordinator, Associate Degree Program in Hospitality Management; **Director**, Institute of Professional Studies, Macau Millennium College.

February 1998–February 2002

Director, Center for Continuing Education and Special Programs; **Visiting Assistant Professor**, Faculty of Social Sciences and Humanities, University of Macau.

September 1993–February 1998

Assistant Professor of Tourism, Director of Tourism, Librarian, Institute for Tourism Studies, Macau.

Selected Academic Publications

Research Projects (Chief Investigator, Group Member)

- **Leong, M. W. Aliana, Chief Investigator.** Leader-Member Exchange (LMX) Ambivalence and Voice Behavior: The Role of Self-perceived Status and Supervisor Consultation. Funded by Macau University of Science and Technology Research Fund (Grant No. FRG-25-084-SLA), 2025–2027. (Ongoing)
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- **Leong, M. W. Aliana, Chief Investigator.** A Study on the Current Status of the Hotel and Leisure Management Industry. Funded by Macau University of Science and Technology Research Fund (Grant No. 1430), 2025–2026. (Ongoing)
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- **Leong, M. W. Aliana, & Gao, C. F.** Exploring the Application of Artificial Intelligence (AI) in Education Talent Development in Macau. Funded by Macau Foundation (Grant No. G-XXX-00238-2508-148-002), 2026. (Ongoing)
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- **Leong, M. W. Aliana, Chief Investigator.** A Study on the Mechanisms of Service Robot Adoption on Employee Adaptive Performance. Funded by Macau Foundation (Grant No. I00531-2408-067-001), 2025. (Completed)
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- **Leong, M. W. Aliana, Chief Investigator.** AI Disruption Threat and Employee Work Performance: The Roles of Technology Insecurity, Thriving at Work, and Trait Self-Esteem. Funded by Macau University of Science and Technology Research Fund (Grant No. FRG-25-030-SLA), 2024–2025. (Completed)
-
- **Leong, M. W. Aliana, A Study on Tourists' Heritage Transmission and Behavior at World Cultural Heritage Sites.** Funded by Macau University of Science and Technology Research Fund (Grant No. FRG-23-038-SLA), 2023–2024. (Completed)
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- **Leong, M. W. Aliana, Group Member.** Tourist experience management in the context of integrated culture & tourism. Funded by National Natural Science Foundation of China, 2023-Present. RMB 1,650,000 (approximately USD 230,000, on going).
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- **Leong, M. W. Aliana, Chief Investigator.** Research on the Identity and Incentive Mechanism of "Foreign Workers" in Macau Tourism Industry. Funded by Macau Foundation, 2023. (Completed)

- **Leong, M. W. Aliana, Chief Investigator.** The Role that Co-creation Played in Regard to Macau's Cultural Tourism. Funded by the University Fund, Macau University of Science & Technology, 2022. (Completed)
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 - **Leong, M. W. Aliana, Chief Investigator.** The Prescription of Dutch Disease Caused by Gambling in Macau and the Construction of Economic Diversification Mechanism. Funded by the University Fund, Macau University of Science & Technology, 2022. (Completed)
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 - **Leong, M. W. Aliana, Chief Investigator.** A Study on the Reuse of Human Resources after the Impact of the "New Coronavirus" in the Risk Society: Forward-looking and Coping Perspectives. Funded by Macao Higher Education Fund, 2020-2021. (Completed)
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 - **Leong, M. W. Aliana, Chief Investigator.** An Advanced Study on the Effect of Corporate Investments on the Performance of College Students as Part-time Workers. Funded by Macao Professional Development Association, 2016-2017. (Completed)
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 - **Leong, M. W. Aliana, Chief Investigator.** A Study on the Fresh Secondary Graduates' Willingness to Study in Macao and Its Policy Planning. Funded by Macau Foundation, 2015-2016. (Completed)
- Leong, M. W. Aliana, Chief Investigator.** A Study on the Relationship between Creative Restaurants and Macau Tourists' Behavioral Wishes. Funded by Macau Foundation, 2015-2016. (Completed)
- Leong, M. W. Aliana, Chief Investigator.** A Study of the Macau Residents' Appeals and the Protection of their Rights along the Development of Macau Tourism. Funded by the Macau Foundation, 2014-2015. (Completed)
- - **Leong, M. W. Aliana, Chief Investigator.** The Impact of Nostalgia on Tourists' Behavioral Intention toward Macau. Funded by the Macau Foundation, 2013-2014. (Completed)
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 - **Leong, M. W. Aliana, Chief Investigator.** The Strategy of Macau MICE Industry, on the Basis of Economic Impact Evaluation. Funded by the Macau Foundation, 2013. (Completed)
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 - **Leong, M. W. Aliana, Chief Investigator.** Current Situation and Environment Optimization Strategies of Vocational Careers of Macau Tour Guides. Funded by the Macau Government Tourist Office, 2013. (Completed)
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- **Leong, M. W. Aliana, Chief Investigator.** Research of Taiwanese Tourists Visiting Macau. Funded by the Macau Government Tourist Office, 2013. (Completed)
 - **Leong, M. W. Aliana, Chief Investigator.** A Preliminary Study on Mechanism of Macau MICE Economic Impacts. Funded by Macau Foundation, 2012. (Completed)
 - **Leong, M. W. Aliana, Chief Investigator.** A Comprehensive Study on the Interactive Strategic Development between MICE and Gaming Industry in Macau—Towards an Innovative Mechanism. Funded by the Macau Foundation, 2012. (Completed)
 - **Leong, M. W. Aliana, Chief Investigator.** A Primary Study on the Serving Adults' Overseas Learning Preferences, Learning Experience, and Learning Characteristics in Cross-Strait Region. Funded by the Macau Foundation, 2012. (Completed)
 - **Leong, M. W. Aliana, Chief Investigator.** An Integrated Study on the Innovative Development Strategies and Security System in Macau Continuing Education. Funded by the Macau Foundation, 2012. (Completed)
- Leong, M. W. Aliana, Chief Investigator.** The Innovative Development Strategies and Security System in Macau Continuing Education. Funded by the Macau Foundation, 2011. (Completed)
- **Leong, M. W. Aliana, Chief Investigator.** The Feasibility Studies on the Development of Business Leisure Medical Tourism in Macau. Funded by the Macau Foundation, 2011. (Completed)
 - **Leong, M. W. Aliana, Chief Investigator.** A Study on the Strategies for the Optimization of the Tourism Service System at Macau Border Districts. Funded by Tourism Development Committee, 2010. (Completed)
- Leong, M. W. Aliana, Chief Investigator.** A Primary Study on the Interactive Strategic Development between MICE and Gaming Industries in Macau—Towards an Innovative Mechanism. Funded by the Macau Polytechnic Institute, 2010. (Completed)
- **Leong, M. W. Aliana, Chief Investigator.** Achieving a Successful Career in the Gaming Industry: A Situation Analysis of Young Gaming Practitioners in Macau. Funded by the Bureau of Education and Youth, 2010. (Completed)
 - **Leong, M. W. Aliana, Chief Investigator.** A Study on the Enhancement of English Competencies of BITM Students in the SCS, FT, and MUST. Funded by the Macau Foundation, 2010. (Completed)

- **Leong, M. W. Aliana, Chief Investigator.** A Strategic Study on the Control of Rush-hour Traffic at the Border Crossing. Funded by Bureau of Education and Youth, Bureau of Security & Police, and eight other governmental departments in Macau, 2010. (Completed)
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- **Leong, M. W. Aliana, Chief Investigator.** A Primary Study on the Strategic Development for Business Leisure Tourism in Macau and the Development of Heng Qin Island. Funded by Macau Foundation, 2009. (Completed)
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- **Leong, M. W. Aliana, Chief Investigator.** A Study on Franchising Business and Its Interactive Development with Medium and Small Enterprises in Macau. Funded by Macau Trade and Investment Promotion Institute, 2009. (Completed)
- **Leong, M. W. Aliana, Chief Investigator.** A Comparative Study of Online Self-regulated Learning and Its Effect on Adult Literacy in the Cross-strait Regions. Funded by the Macau Foundation, 2008. (Completed)
- **Leong, M. W. Aliana, Chief Investigator.** An Integrated Study on the Interactive Strategies for Cultural Heritage Tourism and Macau City Development. Funded by the Macau Foundation, 2008. (Completed)
- **Leong, M. W. Aliana, Chief Investigator.** Macau Tour Guide Situation Analysis. Funded by the Macau Government Tourist Office, 2008-2009. (Completed)
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- **Leong, M. W. Aliana, Chief Investigator.** A Primary Study on the Interactive Strategies for Cultural Heritage Tourism and City Development: A Case Study on Macau. Funded by the Macau Foundation, 2007. (Completed)
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- **Leong, M. W. Aliana, Chief Investigator.** A Study on the Development of Internationalization and Localization for Macau Tourism Education. Funded by the Macau Foundation, 2006. (Completed)
- **Leong, M. W. Aliana, Chief Investigator.** A Study on the Collaborative Development of Continuing Education among Universities in Mainland China, Hong Kong, Macau, and Taiwan. Funded by the Macau Foundation, 2005. (Completed)

Selected Refereed Journals:

1. Bai, J. Y., Yan, Y., Zhao, X., Zhou, X., & **Leong, A. M. W.** * (2027). From inclusion to innovation: How inclusive experience drives creativity in migrant worker teams. *International Journal of Hospitality Management*, 140, 104808. (SSCI, Q1 Top, IF:8.3; ABS 3; ABDC A*)
2. Qiu, L., Ye, Q., Leung, C. K. M., **Leong, A. M. W.***, & Bai, J. Y. (2026). Generative AI for health-vulnerable tourists: Well-being, service innovation, and empowerment. *Journal of Destination Marketing & Management*, 42, 101142. (SSCI, Q1; IF:7.4; ABS 1; ABDC A)
3. Bai, J. Y., Li, X., Fan, A. C. W., Huan, T. C., & **Leong, A. M. W.** * (2026). From classroom to career: The empowering effects of entrepreneurship education on career adaptability. *The International Journal of Management Education*, 24(3), 101491. (SSCI, Q1 Top; IF: 8.0; ABS 1; ABDC B)
4. **Leong, A. M. W.**, Zhuang, W. L., Bai, J., Chao, C., & Huan, T. C. (2026). When support isn't enough: How identification and cognitive trust serially mediate knowledge sharing in international hotels? *Tourism Management Perspectives*, 63, 101496. (SSCI, Q1 Top; IF: 8.3; ABS 2; ABDC A*)
5. **Leong, A. M. W.**, Li, X., Lee, J. C. K., Ji, L., & Bai, J. Y. (2026). How and when does artificial intelligence augment management student creativity? *The International Journal of Management Education*, 24(2), 101391. (SSCI, Q1 Top; IF: 8.0; ABS 1; ABDC B)
6. Zhao, C., **Leong, A. M. W.**, Hollebeek, L. D., Bai, J., & Liu, Y. (2026). Navigating the crossroads: Supply chain adaptability, internal coopetition and innovation in chain restaurants' cross-regional expansion. *International Journal of Physical Distribution & Logistics Management*, 56(5), ... (SSCI, Q1 Top; IF: 7.9; ABS 2; ABDC A)
7. **Leong, A. M. W.**, Zeng, W., Yeh, S. S., Bai, J., & Huan, T. C. (2026). When emotion overpowers reflection: Framing effects, emotional intensity, and the deep-immersion paradox in red tourism narratives. *Current Issues in Tourism*, 1–19. 6. (SSCI, Q1; IF: 5.0; ABS 2; ABDC A)
8. Zhuang, W. L., **Leong, A. M. W.**, Bai, J. Y., Yeh, S. S., & Huan, T. C. (2026). Can chefs stop knowledge hiding? The roles played by thriving at work and stressors. *Journal of Knowledge Management*, 30(3), 1127–1148. (SSCI, Q1 Top; IF: 9.5; ABS 2; ABDC A)
9. Hu, F., Wen, J., & **Leong, A. M. W.** (2026). Good taste in research: The soul of scholarship. *Anatolia*, 1–5. (SSCI, Q3; IF: 1.5; ABS 1; ABDC B)
10. Liu, B., Obiudu, O. S., Fan, D. X. F., **Leong, A. M. W.**, & Bai, J. Y. (2026). Perceived risks and comfort zone among African female solo travellers. *Journal of Travel Research*, 00472875251410571. (SSCI, Q1 Top; IF: 9.7; ABS 4; ABDC A*)
11. **Leong, A. M. W.**, Shi, G. F., Okumus, F., Chim-Miki, A. F., & Bai, J. Y. (2026). Feeling ambivalent: An examination of leader–member exchange ambivalence on migrant worker voice behavior. *International Journal of Hospitality Management*, 132, 104405. (SSCI, Q1 Top; IF: 8.3; ABS 3; ABDC A*)
12. Bai, J. Y., Wong, I. A., Huan, T. C., Okumus, F., & **Leong, A. M. W.*** (2025). Ethical perceptions of generative AI use and employee work outcomes: Role of moral rumination and AI-supported autonomy. *Tourism Management*. (SSCI, Q1 Top, IF: 12.5; ABS 4; ABDC A*)
13. **Leong, A. M. W.**, Kocak, E., Bai, J., & Okumus, F. (2025). Uncertainty and tourism: Non-linearity, asymmetry, and their implications. *International Journal of Tourism Research*, 27(2), e70021. (SSCI, Q1; IF: 5.9; ABS 2; ABDC A)
14. Bai, J. Y., Huan, T. C., **Leong, A. M. W.***, Luo, J. M., & Fan, D. X. F. (2025). Examining the impact of AI event strength on employee performance: The roles of AI rumination, AI-supported autonomy, and felt obligation for constructive change. *International Journal of Hospitality Management*, 126, 104111. (SSCI, Q1 Top; IF: 8.3; ABS 3; ABDC A*; ESI 1% highly cited paper)

15. Bai, J., **Leong, A. M. W.***, Karatepe, O. M., & Okumus, F. (2025). Navigating the risks of job crafting: A three-way interaction model of job crafting on job performance. *International Journal of Hospitality Management*, 126, 104058. 14. (SSCI, Q1 Top; IF: 8.3; ABS 3; ABDC A*)
16. **Leong, A. M. W.**, Bai, J. Y., Rasheed, M. I., Hameed, Z., & Okumus, F. (2025). AI frustration threat and employee outcomes: The roles of technological insecurity, thriving at work, and trait self-esteem. *International Journal of Hospitality Management*, 126, 104064. (SSCI, Q1 Top; IF: 8.3; ABS 3; ABDC A*)
17. Luo, J. M., Hu, Z., & **Leong, A. M. W.** (2025). Exploring the experience attributes of intangible cultural heritage through big data analytics. *Journal of Vacation Marketing*, 13567667251323644. (SSCI, Q1; IF: 5.6; ABS 1; ABDC A)
18. Bai, J., Zhao, X., Huan, T. C., & **Leong, A. M. W.*** (2025). How overqualification leads to leadership emergence in a socialization context. *International Journal of Contemporary Hospitality Management*, 37(3), 681–699. (SSCI, Q1 Top; IF: 11.3; ABS 3; ABDC A)
19. Yeh, S. S., **Leong, A. M. W.**, Hung, C. W., & Huan, T. C. (2025). The influence of destination authenticity on tourists' behavioral intentions, engagement, and nostalgia. *Tourism Review*, 80(2), 456–471. (SSCI, Q1 Top; IF: 9.1; ABS 3; ABDC A)
20. Rasool, M., Murtza, M. H., Rasheed, M. I., **Leong, A. M. W.***, Okumus, F., & Bai, J. (2024). Information technology capability and supply chain performance: The roles of risk management orientation and supply chain agility. *Journal of Hospitality and Tourism Technology*, 16(1), 158–173. (SSCI, Q1; IF: 8.2; ABS 1; ABDC B)
21. Liu, C. W., Zhuang, W. L., **Leong, A. M. W.**, Wu, S. C., & Huan, T. C. (2024). The influence of mentors on hospitality interns' internship satisfaction: The moderating role of thriving at work. *The International Journal of Management Education*, 22(3), 101061. 3. (SSCI, Q1 Top; IF: 7.4; ABS 1; ABDC B)
22. Fan, Y., **Leong, A. M. W.***, Wong, I. A., & Huang, J. (2024). The risks of intelligent technologies in museums. *Information Technology & Tourism*, 1–23. (SSCI, Q1; IF: 8.6; ABS 1; ABDC A)
23. Chen, Y. V., Wong, I. A., **Leong, A. M. W.***, & Huang, G. I. (2024). Seeking pleasure in micro-celebrity restaurants: The roles of social interaction, food sharing, and sharing gratification. *International Journal of Hospitality Management*, 120, 103768. (SSCI, Q1 Top; IF: 8.3; ABS 3; ABDC A*)
24. **Leong, A. M. W.**, Yeh, S. S., Chen, H. B., Lee, C. L., & Huan, T. C. (2024). Does gender make a difference in cultural heritage tourism experiences? Finding answers through multi-group analysis. *Tourism Management Perspectives*, 52, 101250. (SSCI, Q1 Top; IF: 6.9; ABS 2; ABDC A*)
25. Zhou, P., **Leong, A. M. W.**, Chen, H., & Luo, J. M. (2024). The influence of travel vlogger attributes on tourist intentions: The role of cynicism. *Current Issues in Tourism*, 1–21. (SSCI, Q1; IF: 4.6; ABS 2; ABDC A)
26. **Leong, A. M. W.**, Bai, J. Y., Luo, J. M., & Fan, D. X. (2024). Why negative career shocks promote perceived employability and career performance: A career crafting explanation. *International Journal of Hospitality Management*. (SSCI, Q1 Top; IF: 8.3; ABS 3; ABDC A*)
27. Yang, C., Chen, Y., Zhao, X., Miao, L., **Leong, A. M. W.**, & Cui, Z. (2024). An integrative investigation of workplace shocks on employee turnover. *Cornell Hospitality Quarterly*, 65(2), 200–216. (SSCI, Q1; IF: 3.0; ABS 3; ABDC A)
28. Zhao, X., Wang, F., Mattila, A. S., **Leong, A. M. W.**, Cui, Z., & Yang, H. (2024). The impact of customer misbehavior on frontline employees' work–family conflict and withdrawal behaviors. *International Journal of Contemporary Hospitality Management*. (SSCI, Q1 Top; IF: 9.0; ABS 3; ABDC A)
29. **Leong, A. M. W.**, Kocak, E., Bai, J., & Okumus, F. (2024). Macao hotel industry responses to global shocks. *Tourism Economics*. (SSCI, Q1; IF: 3.2; ABS 2; ABDC B)
30. **Leong, A. M. W.**, Yeh, S. S., Zhou, Y., Hung, C. W., & Huan, T. C. (2024). Exploring the impact of historical storytelling on value co-creation among cultural heritage tourists through tour guide interaction and authentic place as

- mediators. *Tourism Management Perspectives*, 50, 101198. (SSCI, Q1 Top; IF: 6.9; ABS 2; ABDC A*)
31. Rasheed, M. I., Saleem, S., Altaf, M., **Leong, A. M. W.***, & Okumus, F. (2024). Workplace bullying and employee turnover intention in the restaurant industry: A person–environment fit perspective. *The Service Industries Journal*, 1–30. (SSCI, Q1; IF: 7.4; ABS 2; ABDC A)
 32. Bilgihan, A., **Leong, A. M. W.***, Okumus, F., & Bai, J. (2024). Proposing a metaverse engagement model for brand development. *Journal of Retailing and Consumer Services*. (SSCI, Q1 Top; IF: 13.1; ABS 2; ABDC A; ESI 1% highly cited paper)
 33. **Leong, A. M. W.**, Lin, Z. (CJ), Zhou, Y. T., & Wong, I. A. (2024). Healing body and mind through meditation pilgrimage: Understanding leisure expertise, attention restoration, and emotion regulation. *Tourism Management Perspectives*, 50. (SSCI, Q1 Top; IF: 6.9; ABS 2; ABDC A*)
 34. **Leong, A. M. W.**, Chen, K. Y., Chen, H. B., Chiang, T. E., & Huan, T. C.* (2023). Exploring the impact of customers' restaurant atmosphere and affective evaluation on fine dining experience and return intention. *Tourism Management Perspectives*, 47. (SSCI, Q1 Top; IF: 7.3; ABS 2; ABDC A*)
 35. Zhao, X., Wang, J., Mattila, A. S., **Leong, A. M. W.**, Cui, Z., Sun, Z., Yang, C., & Chen, Y. (2023). The cross-level influence mechanism of supervisors' job crafting on frontline employees' engagement and performance. *International Journal of Contemporary Hospitality Management*, 1–23. (SSCI, Q1 Top; IF: 9.1; ABS 3; ABDC A)
 36. Wen, H. J., Wong, I. A., Fan, Y. Y., & **Leong, M. W.** (2022). When festivals meet heritage sites: Context-based co-creation experience. *Journal of Travel & Tourism Marketing*, 39(5), 516–533. (SSCI, Q1 Top; IF: 8.2; ABS 2; ABDC A)
 37. **Leong, A. M. W.**, Yeh, S. S., Fan, Y. L., & Huan, T. C. (2020). The impact of menu creativity on customer emotions. *International Journal of Hospitality Management*. (SSCI, Q1 Top; IF: 9.2; ABS 3; ABDC A*)
 38. Wong, I. A., Fong, V. H. I., **Leong, A. M. W.**, & Li, X. J. (2019). Predicting event attendees' gambling decisions: The cross-level effect of casino hotel brand equity. *International Journal of Contemporary Hospitality Management*. (SSCI, Q1 Top; IF: 5.6; ABS 3; ABDC A)
 39. Ji, M., Wong, I. A., Eves, A., & **Leong, A. M. W.** (2018). Co-creation of dining experience and outcomes in China's regional economic conditions: A multilevel study. *International Journal of Contemporary Hospitality Management*, 30(4), 2132–2152. (SSCI, Q1 Top; IF: 3.9; ABS 3; ABDC A)
 40. **Leong, A. M. W.**, Yeh, S. S., Hsiao, Y. C., & Huan, T. C. (2015). Nostalgia as travel motivation and its impact on tourists' loyalty. *Journal of Business Research*. (SSCI, Q1 Top; IF: 1.4; ABS 3; ABDC A)
 41. **Leong, A. M. W.**, Chang, L. H., & Yeh, S. S. (2015). Nostalgia tourism in Macau: The bidirectional causal relationship between destination image and experiential value. *Journal of Hospitality and Tourism Technology*. (SSCI, Q1; ABS 1; ABDC B)
 42. **Leong, M. W.**, & Li, X. (2012). Research on English teaching improvement based on stakeholder needs and expectations: A case study of the Faculty of International Tourism at Macau University of Science and Technology. *Journal of Hospitality, Leisure, Sport & Tourism Education*. (SSCI, Q1 Top; ABS 1; ABDC B)
 43. Wu, C. W., **Leong, M. W.**, & Huan, T. C. (2011). Tourism management perspectives covered by Woodside and Martin. *Journal of Business Research*. (SSCI, Q1 Top; IF: 1.025; ABS 3; ABDC A)

Books/Monographs

- **Huan, T. C., Leong, A. M. W., & Ma, T.** (2024). *Ecotourism Horizons: From Community Empowerment to Global Perspectives*. Taylor & Francis.

- **Huan, T. C., Leong, A. M. W., & Ma, T. (2024).** *Ecotourism Essentials: Principles, Challenges, and Practices for a Sustainable Future*. Taylor & Francis.
- **Leong, M. W., & Wang, C. Y. (2022).** *Redevelopment of Human Resources in a Post-Epidemic Risk Society*. Liwen Cultural Group, Taipei, Taiwan.
- **Leong, M. W. (2022).** *Comparative Study on Food Safety across the Strait*. Liwen Cultural Group, Taipei, Taiwan.
- **Leong, M. W. (2017).** *An Advanced Study on the Impact of Enterprises on the Work Performance of Higher Vocational Part-Time Students*. Macao Professional Development Association. **ISBN 978-99965-772-1-5.**
- **Leong, M. W. (2016).** *The Interactive Studies on Macau MICE and Gaming Industries*. Beijing: Social Sciences Press. **ISBN 978-7-5161-8630-5.**
- **Leong, M. W. (2016).** *Issues on Tourism and MICE Developments*. Beijing: Social Sciences Press. **ISBN 978-7-5161-7988-8.**
- **Leong, M. W., & Wang, C. Y. (2015).** *A Comparative Study on Cross-Strait Adults' Interests, Preferences, and Decisions on Overseas Studies*. Beijing: Tsinghua University Press. **ISBN 978-7-302-38661-2.**
- **Leong, M. W. (2013).** *A Study on the Innovative Development Strategies and Protective System in Macau Continuing Education*. Beijing: Social Sciences Press. **ISBN 978-7-51-613689-8.**
- **Leong, M. W., et al. (2011).** *A Study of Basic Human Rights and Interests of Macao Residents*. Macao: Macao Polytechnic Institute Press.
- **Leong, M. W., & Wang, C. Y. (2011).** *Comparative Study of Online Self-Regulated Learning and Its Effect on Adult Literacy in the Cross-Strait Regions*. Beijing: Tsinghua University Press.
- **Leong, M. W., & Ma, Y. (2010).** *Macau Cultural Heritage Tourism and the Interaction of City Development*. Beijing: Science Press. **ISBN 978-7-03029109-7.**
- **Leong, M. W., & Ma, Y. (2008).** *A Study on the Internationalization and Localization of Macau Tourism Education*. Beijing: Science Press.
- **Leong, M. W., & Ma, Y. (2007).** *A Review of Current Issues on MICE Tourism Education in the Asia-Pacific Region*. Beijing: Tsinghua University Press
- **Leong, M. W., & Wang, C. Y. (2007).** *A Study on the Collaborative Development of Continuing Education among Universities in the Greater China Region*. Beijing: Tsinghua University Press.

Leong, M. W. (2005). *A Review of Current Issues on Adult Education and Lifelong Learning, Vol. I*. Macao: School of Continuing Studies, Macau University of Science and Technology & Macao Association for Adult Education Press.

Invited Speeches & Refereed Paper Presentations

Leong, M. W. (2023, August). *MUST's Innovative Measures for Talent Cultivation in the AI Era*. Keynote speech, Economics Education & International High-Level Forum on Finance and Economics Talent Cultivation, Red Maple Hall, Guizhou, China.

- **Leong, M. W.** (2023, June). *Innovative Measures for Applied Higher-Education Talent Cultivation at the University of Macau*. Keynote speech, Research Alliance on Private Education (Mainland, Taiwan, Hong Kong & Macao), Zhejiang Shuren University, Hangzhou, China.
- **Leong, M. W.** (2019, May). *The Appreciation and Collection of Jadeite*. Keynote speech, MICE Centre, Fisherman's Wharf, Macau.
- **Leong, M. W.** (2018, January). *Colour Gems: The Unexplored Treasure*. Keynote speech, Ballroom, Landmark Hotel, Macau.
- **Leong, M. W.** (2017, December). *Trends, Approaches, Contradictions & Innovative Modes of Developing Tourism Professionals in Macau*. Theme presentation, International Forum of Tourism Education, Sun Yat-sen University, Guangzhou, China.
- **Leong, M. W.** (2017, October). *Enhancing the Quality of Tourism Education through International Certifications*. Invited keynote, Alexandria University, Alexandria, Egypt.
- **Leong, M. W.** (2017, October). *Hospitality & Tourism College Curriculum Reform: Convention & Festival Management Case Study*. Keynote speech, School of Hotel Management, University of Alexandria, Egypt.
- **Leong, M. W.** (2017, April). *Enterprise Investment in Part-Time Student Performance: An Advanced Study*. Bank of China Building, Macau.
- **Leong, M. W.** (2016, December). *Continuing-Education Collaboration across the Straits, Hong Kong & Macao*. Keynote speech, Taiwan 2016 Educational Administration Academic Group Annual Conference & Post-modern University

- Presidents' Summit, Cheng Kung University, Tainan, Taiwan. (2016, November). *Collaborative Development of the Pearl-RiverDelta MICE Industry under the Belt & Road Initiative*. Keynote speech, South China University of Technology, Guangzhou, China.
- Leong, M. W.** (2016, September). *Constructing Macao as a Learning Society: Promotion Strategies*. Keynote speech, Macao Non-Higher Education System Forum, Macau.
- **Leong, M. W.** (2016, June). *Innovation in Pan-Pearl-River-Delta MICE Industry & Talent-Training Cooperation*. Keynote speech, Pan-Pearl-River-Delta Cities Convention & Exhibition Alliance, Guangdong, China.
 - **Leong, M. W.** (2016, May). *Industrial-Partnership-Based Training & Performance Evaluation of Applied Tourism Talents*. Keynote speech, National Tourism-Management Applied Undergraduate Education Development Forum, Kunming Institute of Tourism, Kunming, China.
 - **Leong, M. W.** (2015, November). *Innovation in Tourism Higher-Education Development Models under New Economic Conditions*. Keynote speech, 2nd Meeting of the Tourism-Management Specialty Teaching Guidance Committee, Ministry of Education, Shanghai, China.
 - **Leong, M. W.** (2015, November). *Creating a New Talent-Cultivation Situation for Macao's Tourism-Related Industries through Industrial Partnerships: An Empirical Analysis of City University of Macau*. Symposium, 2015 Channel Tourism Alliance & Cross-Strait Tourism Seminar, Taiwan, China.
 - **Leong, M. W.** (2015, June). *A Study on Heritage & Macao Tourism-Development Strategy*. Keynote speech, 10th Anniversary of the Historic City of Macao Appreciation & First Anniversary of the Manuscripts Exhibition, Macau.
 - **Leong, M. W.** (2014, September). *Industry Partnership: Innovation in Tourism Education Models*. Keynote speech, 2014 Annual Meeting of the Straits Tourism Education Alliance & Cross-Strait Tourism Seminar, Fuzhou, China.
 - **Leong, M. W.** (2014, July). *A Comparative Study on the Interests, Prepositions & Opinions of Overseas Learners in Cross-Strait, Hong Kong & Macao*. Paper presented, 21st International Conference on Learning, New York, NY, USA.
 - **Leong, M. W.** (2014, May). *Development of International Tourism Education: Implications for Macau*. Keynote speech, Academic Exchange Seminars, Zhaoqing University, Zhaoqing, China.

- **Leong, M. W.** (2014, January). *Research on 2013 Taiwanese Tourists Visiting Macau*. Research-completion report, Annual Conference of Global Market, Macao Government Tourism Office, Macau. (2013, December). *Innovative Development Strategies & Protective System in Macau Continuing Education*. Keynote speech, 2013 Advanced Training Program for Deans of Schools of Continuing Studies in China, Macau.
- **Leong, M. W.** (2013, November). *A Comparative Study on Cross-Strait Adults' Interests, Preferences & Perspectives on Overseas Studies*. Keynote speech, Continuing Education Branch of China Higher Education Association Annual Conference, Chongqing, China.
- **Leong, M. W.** (2013, October). *A Preliminary Study on Macau Sustainable Development Strategies Based on Green Education*. Keynote speech, 10th Asian Education Forum Annual Conference, Chengdu, China.
- **Leong, M. W.** (2013, October). *Interactive Development between Macau Cultural-Heritage Tourism & Urban Development*. Keynote speech, Tourism Cognition of Cultural Heritage Seminar, Macau.
- **Leong, M. W.** (2013, August). Special guest, 2nd China-EU Tourism Forum, Ningbo, China.
- **Leong, M. W.** (2013, June). *Internationalization & Localization Strategy of Macau Tourism Education*. Silver Lake Lecture Series, Wuhan Polytechnic University, Wuhan, China.
- **Leong, M. W.** (2013, June). *A Comparative Study on Cross-Strait Adults' Interests, Preferences & Perspectives on Overseas Studies*. Academic report, Hubei University, Wuhan, China.
- **Leong, M. W.** (2013, June). *Interactive Mechanism of Macau MICE & Gaming Industry*. Tourism & MICE Industry Seminar for Portuguese-Speaking Countries, Macau.
- **Leong, M. W.** (2013, April). *The Mechanism of Interactive Development & Innovative Strategies in MICE & the Gaming Industry: Macau Perspectives*. Paper presented, International Conference on Service Innovation 2013, Taiwan, China.
- **Leong, M. W.** (2013, April). *Implications of International Tourism Education for Macau*. Speech, Dongjiang Auditorium, Huizhou University, Huizhou, China.
- **Leong, M. W.** (2012, December). *College Youth Volunteers' Perception of Social Support & Sustainable Participation in Volunteer Service*. Research seminar, Macau Youth Social Research Funding Scheme, Macau.

- **Leong, M. W.** (2012, December). *Australian Higher-Education Reforms & Quality-Control Experience: Implications for Macau*. Conference series on quality assurance in higher education, Macau.
- **Leong, M. W.** (2012, December). *Innovating Personnel-Training Models to Enhance Sustainable Tourism Competitiveness*. Keynote speech, UNWTO Regional Conference Series, Bandung Tourism College, Indonesia.
- **Leong, M. W.** (2012, November). *Management Innovation as a Strategy in Macau Continuing-Education Development*. Keynote speech, 4th Continuing Education Branch Member Congress & 2012 Academic Exchange Annual Conference, Nanjing, China.
- **Leong, M. W.** (2012, October). *The Correlation Mechanism of Interactive Development in the MICE & Gaming Industry: Stakeholders' Perspective*. Paper presented, International Journal of Arts & Sciences Conference, Rome, Italy.
- **Leong, M. W.** (2012, October). *Innovating Personnel-Training Models to Enhance Sustainable Tourism Competitiveness*. Speech, 6th Forum on Tourism Education & Sustainable Development of Coastal Tourism, Hainan, China.
- **Leong, M. W.** (2012, August). *The Direction & Path to Build Macau as a World Tourism & Leisure Centre*. Speech, Macau World Tourism and Leisure Center Forum, Macau.
- **Leong, M. W.** (2012, July). *The Status, Opportunities & Challenges of Macau Continuing Education*. Speech, 11th Salon of Continuing Education & Lifelong Learning, Hong Kong, China.
- **Leong, M. W.** (2012, June). *Work-Integrated Learning Development: A New Vision for Tourism & Hospitality Education in Macao*. Keynote speech, 2nd China Hotels New Vision Peak Forum, Macau.

Professional Certification and Awards

Professional Certifications

- **TedQual Programme Auditor**, United Nations World Tourism Organization (UNWTO)
- **Certified Hospitality Educator (CHE)**, American Hotel & Lodging Educational Institute (AHLEI)
- **Fellow of the Gemmological Association (FGA)**, Gem-A, The Gemmological Association of Great Britain

- **Graduate Gemologist (GG)**, Gemological Institute of America (GIA), USA
- **Certified in Exhibition Management (CEM)**, International Association of Exhibitions and Events (IAEE) & China Council for the Promotion of International Trade (CCPIT)
- **Certified Gambling Counselor (CGC)**, Canadian Council of Professional Certification (CCPC)
- **Exhibition Management Degree (EMD)**, Global Association of the Exhibition Industry (UFI) & Ravensburg University of Cooperative Education, Germany
- **Advanced Joint Certificate in Fashion & Prestige Management**, Bocconi School of Management, Italy & Fudan University School of Management, China
- **The Global Negotiator: Reaching Agreement Across Borders and Cultures**, Harvard Business School, USA
- **Master Certificate in the Essentials of Hospitality Management**, Cornell University, School of Hotel Administration, USA
- **Certified Diamond Grader**, HRD Antwerp, Belgium
- **Graduate Colored Stones Diploma**, GIA, USA
- **Graduate Diamonds Diploma**, GIA, USA
- **Graduate Pearls Diploma**, GIA, USA
- **NGTC Certified Jadeite Appraiser**, National Gemstone Testing Center (NGTC) Training Center, China
- **Diploma in Jadeite Jade**, Hong Kong Institute of Gemmology, Hong Kong SAR, China
- **Jewelry Design Certificate**, International Gemological Institute (IGI), Shanghai
- **Colored Gem Professional Certificates – Levels 1, 2 & 3**, Gübelin Academy, Lucerne, Switzerland
- **Diamond Member of the Gemmological Association (DGA)**, Gem-A, The Gemmological Association of Great Britain
- **Applied Jewelry Professional (AJP)**, GIA, USA
- **Certificate in Gemmology**, Gem-A, The Gemmological Association of Great Britain, London, UK
- **Rough Diamond Grader**, International Gemological Institute (IGI), Dubai

Awards

- **Third Prize**, *Macao Humanities and Social Sciences Research Outstanding Achievement Award* (September 2019) – for the monograph *The Interactive Studies on Macau MICE and Gaming Industries* (Macao Foundation, *China Social Sciences* magazine, Guangdong Province Social Science Federation).
- **First Prize**, *Outstanding Achievement Paper of the Macao Society for Humanities and Social Sciences* (November 2015) – for the article “Nostalgia as Travel Motivation and Its Impact on Tourists’ Loyalty” (Macao Foundation, *Chinese Social Science Journal*, Guangdong Provincial Federation of Social Sciences).
- **Fourth Prize**, *Macao Humanities and Social Sciences Research Outstanding Achievement Award* (November 2015) – for the monograph *Macao Sustainable Education Innovation and Development Strategy and Protection System*.
- **“Moving China – Hotel Industry Special Contribution Award”**, China Hotel Investor Alliance Annual Meeting, 2015.
- **Best Paper Award**, Continuing Education Branch of the Chinese Higher Education Association Annual Conference, Southwest University, Chongqing, China (November 2013).
- **Best Paper Award**, 4th Membership Conference & Academic Annual Meeting of the Chinese Continuing Education Association, Nanjing University, Nanjing, China (November 2012).
- **Influential Figure of China Hotel Industry**, *China Hotel* magazine (December 2012).
- **Third Prize**, 3rd Outstanding Achievement Award for Humanities and Social Sciences Research (December 2012) – for the study *Effects of Online Self-Regulated Learning on Adult Learners in the Cross-Strait Region* (Macao Foundation, *Social Sciences in China* magazine, Guangdong Social Sciences Association).
- **Second Prize Paper Award**, Continuing Education Branch of the Chinese Higher Education Association 2011 Academic Exchange Annual Conference, Beijing National Convention Center, Beijing, China (2011).
- **Top Ten Most Influential Tourism and Hospitality Educator in China**, 2010–2011, China Hotel Association & China State Education Commission.
- **Top Ten Most Influential Tourism and Hospitality Educator in China**, 2009–2010, China Hotel Association & China State Education Commission.

- **Second Prize for Outstanding Paper**, 5th Member Congress & 2010 Annual Academic Conference of the Continuing Education Branch, China Association for Higher Education, Southeast University, Nanjing, China (November 2010).
 - **Second Prize**, Monograph Category, 2nd Macao Outstanding Achievement Awards in Humanities and Social Sciences (October 2009) – for *Internationalization and Localization of Tourism Education in Macao: A Developmental Study* (Macao Foundation & Guangdong Provincial Federation of Social Science Associations).
 - **Top Ten Most Influential Tourism and Hospitality Educator in China**, 2008–2009, *China Hotel* magazine.
- Best Conference Paper Award**, International Journal of Arts & Sciences Conference, Northwest Missouri State University, Orlando, FL, USA (2009).
- Excellent Paper Award**, 3rd Continuing Education Branch of the Chinese Higher Education Association Congress & 2008 Academic Exchange Annual Conference, Guizhou University, Guiyang, China (2008).
- **Top Ten Most Influential Tourism and Hospitality Educator in China**, 2007–2008, China Hotel Association & China State Education Commission.
 - **Doctoral Scholarship**, Macao Government, 1997.
 - **Dean's Citation for Academic Excellence** (perfect GPA 4.0), Graduate School, Ball State University, USA, 1992.

Professional Society Memberships

- **Fellow**, British Gemmological Association (2017–present)
- **Member**, SKÅL International (Macau) (2016–2018)
- **Member**, Executive Committee, Strait & Hong Kong and Macao Union (2016–present)
- **Member**, Basic Law Promotion Association of Macau (2015–present)
- **Member**, Hong Kong and Macao Research Association (2014–present)
- **Vice-President**, Hong Kong & Macao Regional Cooperation Group, Continuing Education Branch, China Higher Education Association (2010–present)
- **Member**, International Association of Exhibitions and Events (IAEE) (2007–present)
- **Member**, Canadian Council of Professional Certification (CCPC) (2007–2018)
- **Member**, American Hotel & Lodging Educational Institute (AHLEI) (2004–present)

- **Vice-Chairperson**, Executive Committee, Macau Fair and Trade Association (2002–present)
- **Vice-Chairperson**, Executive Committee, Macau Adult Education Association (1996–present)

Other Activities & Consultancy

- **The Education University of Hong Kong**, Adjunct Professor (January 2026 - Present)
- **University Advisory Committee Member**, Macau University of Science and Technology (2021–present)
- **Honorary Adviser**, International Association of Jewelry Merchandise Planning Professionals (2013–present)
- **Adviser**, Macau Human Resources Association (2005–present)
- **Adviser**, Merchant Property Management Association (2001–present)
- **Adviser**, Center for Continuing Education and Special Programs (CCESP), University of Macau (March 2002–March 2003)
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Editorial Responsibilities

- **Editorial Board Member**, *International Journal of Contemporary Hospitality Management* (SSCI Q1) (2023–present)
- **Invited Reviewer**, *International Journal of Hospitality Management*, *Tourism Management*, *Journal of Hospitality, Leisure, Sport & Tourism Education*, etc. (SSCI) (2015–present)
- **Editorial Board Member**, *Macau Studies* (2015–2020)
- **Invited Reviewer**, *Annals of Tourism Research* (SSCI) (2011–present)
- **Invited Reviewer**, *Journal of Sustainable Tourism* (SSCI) (2009–present)
- **Guest Editor**, *International Journal of Learning*, Vol. 14 (2008)
- **Review Committee Member**, *MUST Journal* (2006–present)
- **Editorial Committee Member**, *Introduction to MICE* (Chinese ed.), Higher Education Press (2004)
- **Editorial Committee Member**, *MICE Design and Layout* (Chinese ed.), Higher Education Press (2004)
- **Editorial Committee Member**, *MICE Organization and Management* (Chinese ed.), Higher Education Press (2004)
- **Editor-in-Chief**, *Journal of Macau Adult Education* (1996–present)
- **Editorial Board Member**, *Meeting and Exhibition Education Series* (2004–present)

Social Services

- **Member** of the Macau SAR Government Convention and Exhibition Development Committee (August 2026 -Present)
- **External Examiner**, PhD Theses in Tourism Management, The Hong Kong Polytechnic University (2022–present)
- **Member**, Consultative Committee, Macau University of Science and Technology (2021–present)
- **Member**, University Senate, Graduate Committee & Library Committee, Macau University of Science and Technology
- **Member**, Consultative Committee, Institute of Financial Services, AMCM, Macau (2019–present)
- **Honorary President**, Macau Jewelry Design Association (2019–present)
Standing Council Member, Guangzhou Federation of Associations Macao Chapter (2017–present)
Honorary President, Macau Professional Development Association (2016–present)
- **Honorary President**, Macao International Science and Technology Industry Development Association (2015–present)
- **Honorary President**, Macao Leong’s Association (2015–present)
- **Judge**, 2014 Junior Writers Award (2014–present)
- **Invited Member**, 12th CPPCC Macao District, Guangzhou (2013–2017)
- **Visiting Professor**, Qiongzhou University, Hainan, China (2009–present)
- **Honorary Professor**, Chongqing Normal University, China (2007–present)
- **External Doctoral Dissertation Examiner**, University of Technology Sydney, Australia (2006–present)
- **Resource Person**, UNESCAP (2005–present)
- **Program Manager (Macau)**, MA in Hospitality Management, University of Birmingham, UK (2003–2009)
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Academic Conferences & Events Organized

- **Executive Chairperson**, Organizing Committee, 12th World University Women Presidents Forum (November 2026)
- **Joint Conference Chair**, 13th Advances in Hospitality and Tourism Marketing and Management Conference (June 2026)

- **Executive Chairperson**, Organizing Committee, 4th Forum of University Presidents of China and Portuguese-Speaking Countries (June 2026)
- **Executive Chairperson**, Organizing Committee, THE Asia University Summit 2025 (April 2025)
- **Executive Chairperson**, Organizing Committee, QS Higher Ed Summit: Asia Pacific 2024 (November 2024)
- **Chairperson**, Organizing Committee, 9th Adult Education & Social Development International Conference Series – Graduate Students’ Forum (December 2015)
- **Chairperson**, Organizing Committee, 2nd Asia-Pacific Contemporary Service Industry Development Summit Forum (May 2014)
- **Chairperson**, Organizing Committee, 5th International Conference on MICE Tourism Education and Industrial Development in the Asia-Pacific Region (December 2014)
- **Chairperson**, Organizing Committee, 8th Adult Education & Social Development International Conference Series – Graduate Students’ Forum & 2013 Advanced Training Program for Deans of Schools of Continuing Studies in China (December 2013)
- **Chairperson**, Organizing Committee, 2013 International Conference on ICT in Teaching and Learning (July 2013)
Chairperson, Organizing Committee, 4th International Conference on MICE Tourism Education and Industrial Development in the Asia-Pacific Region (May 2013)
- **Chairperson**, Organizing Committee, Macau, Hong Kong, Guangdong & Sichuan Childhood Education Forum (31 March–1 April 2012)
- **Chairperson**, Organizing Committee, 7th Adult Education & Social Development International Conference (November 2011)
- **Chairperson**, Organizing Committee, 1st Summit Forum on Contemporary Service Industry Development in the Asia-Pacific Region (November 2010)
- **Chairperson**, Organizing Committee, 3rd International Conference on MICE Tourism Education and Industrial Development in the Asian Pacific Region (October 2009)
- **Chairperson**, Organizing Committee, China Continuing Education Conference 2009 (October 2009)

- **Chairperson**, Organizing Committee, 6th International Conference on Adult Education and Social Development (November 2008)
- **Chairperson**, Organizing Committee, 2nd International Conference on MICE Tourism Education and Industrial Development in the Asian Pacific Region (November 2007)
- **Chairperson**, Organizing Committee, 5th International Conference on Adult Education and Social Development (August 2006)
- **Chairperson**, Organizing Committee, International Conference on MICE Tourism Education and Industrial Development in the Asian Pacific Region (August 2005)
- **Chairperson**, Organizing Committee, 4th International Conference on Adult Education and Social Development (November 2004)
- **Chairperson**, Organizing Committee, 3rd Conference on Adult Education and Social Development (November 2002)
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Last update: August 2026