



Name: He BEITING (Betty)
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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 / Brand 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*. <https://doi.org/10.1108/JHTT-03-2025-0185> (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

Ad Hoc Reviewer



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院
School of Liberal Arts

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

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