



Name: He BEITING (Betty)
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Academic Qualifications

Ph.D. in Business Management, South China University of Technology, Guangzhou, China
Bachelor in Tourism Management, South China University of Technology, Guangzhou, China

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

2025 - Present	Program Director, School of Liberal Arts, Macau University of Science and Technology, China, Macau SAR
2022 - Present	Assistant Professor, School of Liberal Arts, Macau University of Science and Technology, China, Macau SAR
2019 - 2021	Postdoc, Tsinghua University, China

Professional Society Membership

International Association for Chinese Management Research

Journal Articles

1. **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)
2. **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)

3. **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)
4. 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)
5. **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)
6. **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)
7. **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)
8. **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.
9. 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

1. 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

- 2025-2026 Research on Tourists’ Experiences with AI Technologies Usage (FRG-25-045-SLA), Macau University of Science and Technology, Principal Investigator
- 2024-2027 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

- 2026 Shortlisted candidates, Teaching Excellent Award, Macau University of Science and Technology
- 2025 Outstanding Instructor of the “Social Security in My Heart” Essay Competition of the Macao Special Administrative Region Government
- 2024 Outstanding Instructor of the 14th National College Students’ E-commerce in Innovation, Creativity and Entrepreneurship Challenge
- 2023 Outstanding Instructor of the 9th Zhuhai College Students’ Entrepreneurship Competition and the 4th Zhuhai-Macao College Students’ Entrepreneurship Competition
- 2021 Outstanding Postdoctoral Fellow of Tsinghua University
- 2019 First Prize of Outstanding Paper in China Association for Intercultural Communication

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

Last Updated : 16th September, 2026