

CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI <i>(Personal Details)</i>			
Nama Penuh <i>(Full Name)</i>	Chua Bee Lia		Gelaran <i>(Title)</i> : Dr
No. MyKad / No. Pasport <i>(Mykad No. / Passport No.)</i>	Warganegara <i>(Citizenship)</i> Malaysian	Bangsa <i>(Race)</i> Chinese	Jantina <i>(Gender)</i> Female
Jawatan <i>(Designation)</i>	Senior Lecturer	Tarikh Lahir <i>(Date of Birth)</i>	

Alamat Semasa <i>(Current Address)</i>	Jabatan/Fakulti <i>(Department/Faculty)</i>	E-mel dan URL <i>(E-mail Address and URL)</i>
Faculty of Food Science and Technology, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor	Department of Food Service and Management	E-mail: chuabeelia@upm.edu.my URL: - H/P: -

B. KELAYAKAN AKADEMIK <i>(Academic Qualification)</i>			
Nama Sijil / Kelayakan <i>(Certificate / Qualification obtained)</i>	Nama Sekolah Institusi <i>(Name of School / Institution)</i>	Tahun <i>(Year obtained)</i>	Bidang pengkhususan <i>(Area of Specialization)</i>
Doctor of Philosophy	Texas Tech University	2014	Hospitality Administration
Master of Science	Universiti Putra Malaysia	2009	Food Management
Bachelor of Science	Universiti Putra Malaysia	2006	Food Studies

C. KEMAHIRAN BAHASA <i>(Language Proficiency)</i>					
Bahasa / Language	Lemah <i>Poor (1)</i>	Sederhana <i>Moderate (2)</i>	Baik <i>Good (3)</i>	Amat Baik <i>Very good (4)</i>	Cemerlang <i>Excellent (5)</i>
English				4	
Bahasa Melayu				4	
Chinese				4	
Lain-lain <i>(other)</i> :					

D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN (<i>Scientific experience and Specialisation</i>)				
Organization	Position	Start Date	End Date	Expertise
-				

E. PEKERJAAN (<i>Employment</i>)				
Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
Universiti Putra Malaysia	Senior Lecturer	Food Service and Management	2014	Present
Universiti Putra Malaysia	Tutor	Food Service and Management	2009	2014

F. ANUGERAH DAN HADIAH (<i>Honours and Awards</i>)				
Name of awards	Title	Award Authority	Award Type	Year
Academic Awards	Anugerah Penerbitan Makalah Jurnal UPM – Insentif Penerbitan Artikel dalam Jurnal Teratas Journal Citation Reports (JCR)	Universiti Putra Malaysia	Publication incentive	2015
Non-Academic Awards	-			
Awards of Merit	-			

G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan) (<i>List of publications – author (s), title, journal, volume, page and year published</i>)	
Journal	<p>Lee, S., Nguyen, H. N., Lee, K. S., Chua, B. L., & Han, H. (In press). Price, people, location, culture, and reputation: Determinants of Malaysia as study destination by international hospitality and tourism undergraduates. <i>Journal of Tourism and Cultural Change</i>.</p> <p>Lee, S., Chua, B. L., Kim, H. C., & Han, H. (In press). Shaping and enhancing airport lounge experiences: The application of brand personality and image congruity theories. <i>International Journal of Contemporary Hospitality Management</i>, 29(11).</p> <p>Lee, S., Lee, K.-S., Chua, B. L., & Han, H. (In press). Independent café entrepreneurships in Klang Valley, Malaysia - challenges and critical factors for success: Does family matter? <i>Journal of Destination Marketing & Management</i>.</p> <p>Chua, B. L., Lee, S., & Han, H. (In press). Consequences of cruise line involvement: A comparison of first-time and repeat passengers. <i>International Journal of Contemporary Hospitality Management</i>, 29(6).</p> <p>Chua, B. L., Lee, S., Kim, H. C., & Han, H. (2017). Investigating the key drivers of traveler loyalty in the airport lounge setting. <i>Asia Pacific Journal of Tourism Research</i>, 22(6), 651-665.</p> <p>Lee, S., Chua, B. L., & Han, H. (2017). Role of service-encounter and physical-</p>

	<p>environment performances, novelty, satisfaction, and affective commitment in generating cruise passenger loyalty. <i>Asia Pacific Journal of Tourism Research</i>, 22(2), 131-146.</p> <p>Chua, B. L., Goh, B., Huffman, L., Jai, C., & Karim, S. (2016). Cruise passengers' perception of key quality attributes of cruise lines in North America. <i>Journal of Hospitality Marketing & Management</i>, 25(3), 346-371.</p> <p>Kim, H. C., Chua, B. L., Lee, S., Boo, H. C., Han, H. (2016). Understanding Airline Travelers' Perceptions of Well-Being: The Role of Cognition, Emotion, and Sensory Experiences in Airline Lounges. <i>Journal of Travel & Tourism Marketing</i>, 33(9), 1213-1234.</p> <p>Chua, B. L., Lee, S., Goh, B., & Han, H. (2015). Impacts of cruise service quality and price on vacationers' cruise experience: Moderating role of price sensitivity. <i>International Journal of Hospitality Management</i>, 44(January), 131-145.</p> <p>Chua, B. L., Lee, S., Huffman, L., & Choi, H. (2015). The role of physical environment in leisure service consumption: Evidence from a ski resort setting. <i>International Journal of Hospitality & Tourism Administration</i>, 16(4), 375-407.</p> <p>Chua, B. L., Jin, N., Lee, S., & Goh, B. (2014). Influence of mechanic, functional, and humanic clues on customers' experiential values and behavioral intentions in full service restaurants. <i>Journal of Foodservice Business Research</i>, 17(2), 67-84.</p> <p>Chi, C. G-Q., AbKarim, M. S., Chua, B. L., & Othman, M. (2013). Investigating the structural relationship between food image, food satisfaction, culinary quality, and behavioral intentions: The case of Malaysia. <i>International Journal of Hospitality & Tourism Administration</i>, 14(2), 99-120.</p> <p>Chua, B. L., Othman, M., Boo, H. C., AbKarim, M. S., & Ramachandran, S. (2010). Servicescape failures and recovery strategies in the foodservice industry: The effects on customer repatronization. <i>Journal of Quality Assurance in Hospitality & Tourism</i>, 11(3), 179-198.</p>
Books/Monographs	-
Chapter in book	-
Proceedings	<p>Ng, C. Y., AbKarim, M. S., & Chua, B. L. (29th – 30th November 2016). Examining the relationships among perceived authenticity, perceived value, customer satisfaction, and behavioral intentions at Nyonya restaurants in Malacca. Proceedings of the 1st International Foodservice Graduate Research Colloquium and Workshop (IFGC), Serdang, Selangor, Malaysia.</p> <p>Kandasamy, T., Othman, M., Abu Bakar, A. Z., & Chua, B. L. (29th – 30th November 2016). Identifying sustainability factors of Mamak restaurants in Malaysia. Proceedings of the 1st International Foodservice Graduate Research Colloquium and Workshop (IFGC), Serdang, Selangor, Malaysia.</p> <p>Chua, B. L., Lee, S., Boo, H. C., & Kim, H. C. (20th – 22nd May, 2015). Enhancing airline travelers' well-being: A study of airline lounges. Proceeding of the World Conference on Hospitality, Tourism and Event Research (WHTER) & International Convention and Expo Summit (ICES) 2015, Seoul, South Korea.</p> <p>Jin, N., Chua, B. L., Lee, S., Goh, B. (1th – 4th August, 2012). The impact of experiential values on relationship quality and customer loyalty: Moderating role of gender. <i>Proceeding of the 2012 International CHRIE Conference</i>,</p>

	<p>Providence, Rhode Island, USA.</p> <p>Chua, B. L., Jin, N., Lee, S., Goh, B. (5th – 7th January, 2012). The effects of mechanical, functional, and humanic clues on experiential value and behavioral intentions in full-service restaurants: Moderating role of gender. <i>Proceeding of the 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism</i>, Auburn, Alabama, USA.</p> <p>Jin, N., Chua, B. L., Huffman, L. (5th – 7th January, 2012). The impact of relationship quality on senior diners' loyalty in full-service restaurants: Moderating effects of personality traits. <i>Proceeding of the 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism</i>, Auburn, Alabama, USA.</p> <p>Chua, B. L., Choi, H. S., AbKarim, M. S., (27th - 30th July, 2011). Fast food restaurant operational productivity: The critical aspects that need improvement. <i>Proceeding of the 2011 International CHRIE Conference</i>, Denver, Colorado, USA.</p> <p>AbKarim, M. S., Chua, B. L., Aman, R., Othman, M., & Salleh, H. (27th - 30th July, 2011). Food image, satisfaction, and behavioral intentions: The case of Malaysia's Portuguese cuisine. <i>Proceeding of the 2011 International CHRIE Conference</i>, Denver, Colorado, USA.</p> <p>Chua, B. L., Othman, M., Boo, H. C., AbKarim, M. S., & Ramachandran, S. (3rd – 4th December, 2008). Using critical incident technique to identify the effect of servicescape failure and the effectiveness of recovery strategy on dining experience. <i>Proceeding of the Asian Forum on Business Education (AFBE) International Conference</i>, SEGI University College, Kota Damansara, ISSN 1905-8055</p> <p>AbKarim, M. S., Chua, B. L., & Salleh, H. (11th – 14th October, 2008). Tourist's image, satisfaction, and behavioral intention of Malaysian food: A preliminary study of culinary tourism destination in Malaysia. <i>Proceeding of the 26th EuroCHRIE Conference</i>, Dubai, United Arab Emirates</p> <p>Chua, B. L., Othman, M., Boo, H. C., AbKarim, M. S., & Ramachandran, S. (14th – 16th May, 2008). Investigation of servicescape failures and associated recovery strategies in food service establishments. <i>Proceeding of the 17th Annual CHME Research Conference</i>, University of Strathclyde, Glasgow, U.K., pp. 793-798</p>
Other publications	-
Computer software	SPSS, AMOS, Microsoft Office

H. PROJEK PENYELIDIKAN TERDAHULU (Past Research Project)					
Project No.	Project Title	Role	Year	Source of fund	Status
GP-IPM 9476400	Understanding Consumers' Variety Seeking Behavior in the Restaurant Industry	Principle Investigator	2016-2018	Universiti Putra Malaysia	On-going

I. ID PUBLISHING (<i>Publishing ID</i>)		
	Author ID	Name
Scopus	36240401200	Bee-Lia Chua
ORCID	-	
Web of Science ID	-	
Researcher ID	-	
Others	-	

J. RANGKAIAN SOSIAL (<i>Social Networking</i>)	
Facebook	-
LinkedIn	-
Researchgate	Bee-Lia Chua
Academia	-
Google Scholar	-
Blog	-
Website url	-
Others	-