

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>	

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

B. KELAYAKAN AKADEMIK <i>(Academic Qualification)</i>			
<i>Nama Sijil / Kelayakan (Certificate / Qualification obtained)</i>	<i>Nama Sekolah Institusi (Name of School / Institution)</i>	<i>Tahun (Year obtained)</i>	<i>Bidang pengkhususan (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>					
<i>Bahasa / Language</i>	<i>Lemah Poor (1)</i>	<i>Sederhana Moderate (2)</i>	<i>Baik Good (3)</i>	<i>Amat Baik Very good (4)</i>	<i>Cemerlang Excellent (5)</i>
English				√	
Bahasa Melayu				√	
Chinese				√	
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
	Inisiatif Pemerkasaan Penerbitan Jurnal Tahun 2020	Universiti Putra Malaysia	Publication incentive	2020
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>Chua, B.-L., Al-Ansi, A., Han, H., Loureiro, S. M. C., & Guerreiro, J. (In press). An examination of the influence of emotional solidarity on value co-creation with international Muslim travelers. <i>Journal of Travel Research</i>.</p> <p>Akbara, A. Z., Chua, B.-L., Han, H., & Raposo, A. (2021). Investigating international students' perception of foodservice attributes in Malaysian research universities. <i>Sustainability</i>, 13(15), 8190.</p> <p>Radic, A., Lück, M., Al-Ansi, M., Chua, B.-L., Seeler, S., & Han, H. (2021). Cruise ship dining experiencescape: The perspective of female cruise travelers in the midst of the COVID-19 pandemic. <i>International Journal of Hospitality</i></p>

Management, 95, 102923.

Chua, B.-L., Al-Ansi, A., Lee, M. J., & Han, H. (2021). Impact of health risk perception on avoidance of international travel in the wake of a pandemic. *Current Issues in Tourism*, 24(7), 985-1002.

Han, H., **Chua, B.-L.**, Lee, S., & Koo, B. (2021). Quality, emotion, price, and social values in building passenger loyalty: Impact of relationship quality (mediator) and in-flight physical environment (moderator). *Journal of Travel & Tourism Marketing*, 38(2), 123-138.

Chua, B.-L., Al-Ansi, A., Lee, M. J., & Han, H. (2021). Tourists' outbound travel behavior in the aftermath of the covid-19: Role of corporate social responsibility, response effort, and health prevention. *Journal of Sustainable Tourism*, 29(6), 879-906.

Radic, A., Lück, M., Al-Ansi, M., **Chua, B.-L.**, Seeler, S., Raposo, A., Kim, J. J., & Han, H. (2021). To dine, or not to dine on a cruise ship in the time of the COVID-19 pandemic: The tripartite approach towards an understanding of behavioral intentions among female passengers. *Sustainability*, 13, 2516.

Kim, J. J., **Chua, B.-L.**, Han, H. (2021). Mobile hotel reservations and customer behavior: Channel familiarity and channel type. *Journal of Vacation Marketing*, 27(1), 82-102.

Chua, B.-L., Meng, B., Ryu, H. B., & Han, H. (2021). Participate in volunteer tourism again? Effect of volunteering value on temporal re-participation intention. *Journal of Hospitality and Tourism Management*, 46(March), 193-204.

Han, H., Koo, B., **Chua, B.-L.**, Sul, H.-K., & Kim, J. J. (2020). Travelers' intentions for green behaviors at airports: Exploring the effect of green physical surroundings using mixed methods. *Journal of Hospitality and Tourism Management*, 45, 569-579.

Han, H., Meng, B., **Chua, B.-L.**, Ryu, H. B. (2020). Hedonic and utilitarian performances as determinants of mental health and pro-social behaviors among volunteer tourists. *International Journal of Environmental Research and Public Health*, 17(18), 6594, 1-14.

Han, H., Al-Ansi, A., **Chua, B.-L.**, Tariq, B., Radic, A., & Park, S. (2020). The post-coronavirus world in the international tourism industry: Application of the theory of planned behavior to safer destination choices in the case of US outbound tourism. *International Journal of Environmental Research and Public Health*, 17(18), 6485, 1-15.

Chua, B.-L., Karim, S., Lee, S., & Han, H. (2020). Customer restaurant choice: An empirical analysis of restaurant types and eating-out occasions. *International Journal of Environmental Research and Public Health*, 17(17), 6276, 1-23.

Meng, B., **Chua, B.-L.**, Ryu, H. B., & Han, H. (2020). Volunteer tourism (VT)

traveler behavior: Merging norm activation model and theory of planned behavior. *Journal of Sustainable Tourism*, 28(12), 1947-1969.

Han, H., **Chua, B.-L.**, Ariza-Montes, A., & Untaru, E.-N. (2020). Effect of environmental CSR on green attitude and norm activation process for sustainable consumption: Airline versus restaurant. *Corporate Social Responsibility and Environmental Management*, 27, 1851-1864.

Koo, B., Yu, J., **Chua, B.-L.**, Lee, S., & Han, H. (2020). Relationships among emotional and material rewards, job satisfaction, burnout, affective commitment, job performance, and turnover intention in the hotel industry. *Journal of Quality Assurance in Hospitality and Tourism*, 21(4), 371-401.

Han, H., **Chua, B.-L.**, & Hyun, S. S. (2020). Consumers' intention to adopt eco-friendly electric airplanes: The moderating role of perceived uncertainty of outcomes and attachment to eco-friendly products. *International Journal of Sustainable Transportation*, 14(9), 671-685.

Han, H., Lee, K.-S., **Chua, B.-L.**, & Lee, S. (2020). Contribution of airline F&B to passenger loyalty enhancement in the full-service airline industry. *Journal of Travel & Tourism Marketing*, 37(3), 380-395.

Han, H., Lee, S., Meng, B., **Chua, B.-L.**, Ryu, H.B. (2020). The relative importance of volunteer tourism (sustainable/pro-social form of tourism) motivation factors for young tourists: A descriptive analysis by continents, gender, and frequency. *Sustainability*, 12(10), 4002.

Lee, S., **Chua, B.-L.**, & Han, H. (2020). Variety-seeking motivations and customer behaviors for new restaurants: An empirical comparison among full-service, quick-casual, and quick-service restaurants. *Journal of Hospitality and Tourism Management*, 43, 220-231.

Meng, B., Ryu, H., **Chua, B.-L.**, & Han, H. (2020). Predictors of intention for continuing volunteer tourism activities among young tourists. *Asia Pacific Journal of Tourism Research*, 25(3), 261-273.

Han, H., Lee, K.-S., Song, H.-J., Lee, S., & **Chua, B.-L.** (2020). Role of coffeehouse brand experiences (sensory/affective/intellectual/behavioral) in forming patrons' repurchase intention: Impact of switching costs. *Journal of Hospitality and Tourism Insights*, 3(1), 17-35.

Han, H., **Chua, B.-L.**, Hyun, S. S. (2020). Eliciting customers' waste reduction and water saving behaviors at a hotel. *International Journal of Hospitality Management*, 87(May), 102386.

Han, H., Nguyen, H. N., Song, H.-J., **Chua, B.-L.**, Lee, S., & Kim, W. (2019). Role of social network services (SNS) sales promotions in generating brand loyalty for chain steakhouses. *Journal of Quality Assurance in Hospitality & Tourism*, 20(5), 617-645.

Han, H., Yu, J., **Chua, B.-L.**, Lee, S., & Kim, W. (2019). Impact of core-product and service-encounter quality, attitude, image, trust, and love on repurchase: Full-service vs. low-cost carriers in South Korea. *International Journal of Contemporary Hospitality Management*, 31(4), 1588-1608.

Han, H., Eom, T., Nguyen, H. N., Song, H., **Chua, B.-L.**, Lee, S., & Kim, W. (2019). Chain restaurant brand and patrons' post-purchase behaviors in the steakhouse context. *International Journal of Tourism & Hospitality Research*, 33(4), 29-39 (ISSN: 1229-8352).

Chua, B.-L., Kim, H. C., Lee, S., & Han, H. (2019). The role of brand personality, self-congruity, and sensory experience in elucidating sky lounge users' behavior. *Journal of Travel & Tourism Marketing*, 36(1), 29-42.

Han, H., Nguyen, H. N., Song, H. J., Lee, S., & **Chua, B.-L.** (2019). Impact of functional/cognitive and emotional advertisements on image and repurchase intention. *Journal of Hospitality Marketing & Management*, 28(4), 446-471.

Han, H., Meng, B., **Chua, B.-L.**, Ryu, H., & Kim, W. (2019). International volunteer tourism and youth travelers – An emerging tourism trend. *Journal of Travel & Tourism Marketing*, 36(5), 549-562.

Han, H., Lee, K. S., **Chua, B.-L.**, Lee, S., & Kim, W. (2019). Role of airline food quality, price reasonableness, image, satisfaction, and attachment in building re-flying intention. *International Journal of Hospitality Management*, 80(July), 91-100.

Chua, B.-L., Lee, S., Kim, H.-C., & Han, H. (2019). Investigation of cruise vacationers' behavioral intention formation in the fast-growing cruise industry: The moderating impact of gender and age. *Journal of Vacation Marketing*, 25(1), 51-70.

Lee, S., Lee, K. S., **Chua, B.-L.**, & Han, H. (2019). Hotel restaurants' challenges and critical success factors in Klang Valley, Malaysia: The inseparable roles of support centers and revenue streams. *Journal of Quality Assurance in Hospitality & Tourism*, 20(1), 16-43.

Kim, W., **Chua, B.-L.**, Han, H., & Lee, M.-J. (2019). Triggers of traveler willingness to use and recommend eco-friendly airplanes. *Journal of Hospitality and Tourism Management*, 38(March), 91-101.

Kim, S., Ham, S., Moon, H. Y., **Chua, B.-L.**, & Han, H. (2019). Experience, brand prestige, perceived value (functional, hedonic, social, and financial), and loyalty among GROCERANT customers. *International Journal of Hospitality Management*, 77(January), 169-177.

Lee, S., Nguyen, H. N., Lee, K. S., **Chua, B.-L.**, & Han, H. (2018). Price, people, location, culture, and reputation: Determinants of Malaysia as study destination by international hospitality and tourism undergraduates. *Journal of Tourism and Cultural Change*, 16(4), 335-347.

	<p>Han, H., Nguyen, H. N., Song, H. J., Chua, B.-L., Lee, S., & Kim, W. (2018). Drivers of brand loyalty in the chain coffee shop industry. <i>International Journal of Hospitality Management</i>, 72(June), 86-97.</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., Kim, H. C., & Han, H. (2017). 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), 2901-2920.</p> <p>Lee, S., Lee, K.-S., Chua, B.-L., & Han, H. (2017). Independent café entrepreneurships in Klang Valley, Malaysia - challenges and critical factors for success: Does family matter? <i>Journal of Destination Marketing & Management</i>, 6(4), 363-374.</p> <p>Chua, B.-L., Lee, S., & Han, H. (2017). Consequences of cruise line involvement: A comparison of first-time and repeat passengers. <i>International Journal of Contemporary Hospitality Management</i>, 29(6), 1658-1683.</p> <p>Lee, S., Chua, B.-L., & Han, H. (2017). Role of service-encounter and physical-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>
Books/Monographs	
Chapter in book	
Proceedings	
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	Principal Investigator	2016-2018	Universiti Putra Malaysia	Completed