


## Curriculum Vitae for XMUM Official Website

	Name	<b>Loo Poh Theng, Beatrice</b>
	Current Position	Associate Professor
	Administrative Position (if applicable)	N/A
	Room No.	A2#408
	Programme	School of Economics and Management
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### BIOGRAPHY

Dr. Beatrice P.T. Loo obtained her PhD in Hospitality and Tourism from the Taylor's University, Malaysia. She lectures courses cover Marketing Management, Consumer Behaviour, Services Marketing, Services and Relationship Marketing at undergraduate and postgraduate level. She also has rich teaching experiences in hospitality-related courses.

In the past years, Beatrice obtained research grants from institution that she worked as well as from the Ministry of Education. In 2016, she received The Excellent Paper award in an international conference. She has published SSCI and ABDC listed journal papers and a few book chapters under the International publisher- Routledge Taylor and Francis and Cabi International. She is passionate in teaching, coaching, consulting and counselling her students. Her passion is being recognized with several awards over the years- the Outstanding Teaching Award (2018) at the university level, The Best Mentor Award (2017) at the college level, and the Best Teacher at the departmental level (2015-2020).

Furthermore, Beatrice worked as a consultant for food and beverage companies include chained-restaurants. She conducts online consultation, training and workshop on quarterly-basis for entrepreneurs about planning and managing the food and beverage business start-up, running and managing business and service operations efficiently as well as planning, managing and evaluating marketing and sales aspects.

### RESEARCH INTERESTS

Services Marketing, Consumer Behaviour, Marketing, Qualitative Research Methods

Specialize in Grounded Theory, Customer engagement, Online Complaints, Service failure and recovery, Customer and Employee Emotional Coping in Hotels, Airlines and Restaurants

### EDUCATIONAL BACKGROUND

- PhD (Tourism & Hospitality), Taylor's University, Malaysia (2013)
- Professional Master (Tourism, Hospitality and Food Studies), Universite De Toulouse, France (2010)
- BSc (Food Studies Major in Foodservice Administration), Universiti Putra Malaysia (2006)

## WORKING EXPERIENCE

- Associate Professor, I-Shou University, Taiwan R.O.C. (2021- 2022)
- Assistant Professor, I-Shou University, Taiwan R.O.C. (2014- 2021)
- Director of Global Mobility, I-Shou University, Taiwan R.O.C. (2020-2021)
- Assistant Manager, Metrix Research Sdn. Bhd. (2013-2014)
- Tutor, Taylor's University (2010-2013)
- Business Manager, AQ Services International (2008-2009)
- Quality Management Officer, Sushi Kin Sdn. Bhd. (2007-2008)
- Management Trainee, Sushi Kin Sdn. Bhd. (2006-2007)

## RESEARCH EXPERIENCE / GRANTS

- Improving students' learning motivation level and learning strategies level for a non-practical course by using the design thinking approach

**Application of Teaching Research grant funded by Ministry of Education (MOE), Taiwan R.O.C. (ISU110-教-004-1) Principal researcher (2021-2022)**

- Diagnosing Reasons Behind Success and Failure of Service Failure and Recovery Encounter of Chain Restaurants in Taiwan: The Perspectives of Taiwanese Customer

**Research grant funded by I-Shou University, Taiwan R.O.C. (ISU-109-01-11A) Principal researcher (2020)**

- Why does service recovery fail? A model of failed service recovery antecedents in hospitality industry

**Research grant funded by Ministry of Science and Technology (MOST), Taiwan R.O.C. (107-2410-H-214-006), Principal researcher (2018-2019)**

- Single Failure or Double Deviation? Categorization of Service Failure: The Case of Five-Star Hotels in Taiwan

**Research grant funded by I-Shou University, Taiwan R.O.C. (ISU-104-08-01A), Principal researcher (2015)**

## REPRESENTATIVE PUBLICATIONS

### Journal Article

- Nguyen, T.H. & Loo, P.T. (2024). **"Boss, I am gonna to quit!!!" The resignation experiences of hotel employees in Vietnam**, International Journal of Hospitality Management, 119(2024), <https://doi.org/10.1016/j.ijhm.2024.103726>. \*Corresponding author
- Tham, A., Liu, YL, & \*Loo, P.T. (2023). **Transforming museums with technology and digital innovations: a scoping review of research literature. (SSCI)** Tourism Review, <https://doi.org/10.1108/TR-02-2023-0112> \*Corresponding author
- Leung, R. & \*Loo, P.T. (2022). **Co-creating Interactive Dining Experience Cycle: Adoption of Smart Technology in Restaurant. (SSCI)** Asian Journal of Innovation Technology, 30(1), 45-67. <https://doi.org/10.1080/19761597.2020.1822748> \*Corresponding author
- Loo, P.T., Khoo-Lattimore, C., & Boo, H.C. (2021) **How should I respond to a complaining customer? A model of Cognitive-Emotive-Behavioral from the perspective of restaurant**

**service employees. (SSCI) *International Journal of Hospitality Management*, 95 (2021), 1-10.**  
<https://doi.org/10.1016/j.ijhm.2021.102882>

- Loo, P.T. (2020). **How airline companies engage passengers by social network: An investigation from their Facebook pages. (SSCI) *Tourism Management Perspectives*, 34 (2020), 1-9.** DOI: <https://doi.org/10.1016/j.tmp.2020.100657>
- Dixit, S. K. & Lee, K-H., & Loo, P.T. (2019). **Consumer behavior in hospitality and tourism. (ABDC) *Journal of Global Scholars of Marketing Science*, 29(2), 151-161.** DOI: <https://doi.org/10.1080/21639159.2019.1577159>
- Loo, P.T. & Leung, R. (2018). **A service failure framework of hotels in Taiwan: Adaptation of 7Ps marketing mix elements. (SSCI) *Journal of Vacation Marketing*, 24(1), 79-100.** DOI: <https://doi.org/10.1177/1356766716682555>
- Loo, P.T. (2016). **The product-associated failures: international versus local hotels in Taiwan. (ABDC) *International Journal of Tourism Sciences*, 16(3), 106-112.** DOI:10.1080/15980634.2016.1233648 (Awarded Excellent Paper in TOSOK conference 2016)
- Loo, P.T., Boo, H.C. and Khoo-Lattimore, C. (2013). **Profiling Service Failures and Customer Online Complaint Motives in the Cases of Single Failures and Double Deviations. (SSCI) *Journal of Hospitality Marketing & Management*. Vol. 22, No. 7, pp. 728-751.** D.O.I. <https://doi.org/10.1080/19368623.2013.724373>
- Boo, H.C., Kuan, T.K. and Loo, P.T. (2009). **Effect of cultural difference on preference for popular Malaysian cuisines, *Revue Tourisme*, 17 (November), pp.83-93**

### Book Chapter

- Loo, P.T. (2020). **Chapter 8 Service employees and customer experience.** In Dixit, S.K. *The Routledge Handbook of Tourism Experience Management and Marketing.* (pp. 99-108), Routledge: New York.
- Loo, P.T. (2019). **Chapter 4 Emotional Intelligence and Service Encounter.** In Erodgan, K, *Emotional Intelligence in Tourism and Hospitality.* (pp. 46-61), Cabi International: London.
- Loo, P.T. (2017). **Chapter 23: Customer Complaint Behavior.** In Dixit, S.K., *Handbook of Consumer Behaviour in Hospitality and Tourism.* (pp. 241-248), Routledge Taylor and Francis: New York.
- Loo, P.T. & Boo, H.C. (2017). **Chapter 6 Customer attribution in service failures and recovery.** In Erodgan, K, *Service failures and recovery in tourism and hospitality A practical manual.* (pp. 80-83), Cabi International: London.

### HONORS/AWARDS

- **The Best Teacher Award 2015, 2016, 2017, 2018, 2019, 2020, 2022**  
Department level, I-Shou University
- **The Outstanding Teaching Award July 2018**  
University level, I-Shou University
- **The Best Mentor Award June 2017**  
College level, I-Shou University
- **The Excellent Paper Award**  
The 2016 Tourism Sciences Society of Korea (TOSOK) International Tourism

Conference, 13-15th July 2016

- **PhD fellowship with monthly stipend July 2010 – July 2013**

Taylor's University, Malaysia

## **JOURNAL SERVICES**

### **Editorial board member**

- Journal of Global Scholars of Marketing Science Bridging Asia and the World (ABDC) (2020-Present)
- Journal of Vacation Marketing (SSCI) (2019- Present)
- e-Review of Tourism Research (eRTR) (2016-Present)

### **Ad-hoc Journal Reviewer**

- International Journal of Hospitality Management (2020- present)
- International Journal of Contemporary Hospitality Management (2019-present)
- Asia Pacific Journal of Tourism Research (2017- present)
- Tourism Management Perspectives (2017-present)
- Journal of Hospitality Marketing and Management (2016-present)
- Journal of Vacation Marketing (2016 – 2018)

\*Above all are SSCI journals.

Special Issue Editor 2017

The Journal of Global

Scholars of Marketing Science: Bridging Asia and the World  
(JGSMS)

“Consumer Behavior in Hospitality and Tourism”

Special Issue Editor 2015

Journal of Travel and Tourism Research (JTTR)

“Complaining Behavior in Travel, Tourism and Hospitality”