

## **Prof Basak Denizci Guillet**

Professor  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University

### **Areas of Research Expertise**

- Revenue management
- Women leadership

### **Areas of Teaching Expertise**

- Revenue Management
- Hospitality Financial Management

### **Personal Introduction**

Prof Denizci Guillet is a Professor in the School of Hotel & Tourism Management. She worked in the hotel industry as a part of Hilton and Marriott teams in marketing, sales and accounting in Turkey and USA. She began her career in academia as an Assistant Professor at the University of South Carolina. She moved to the Hong Kong Polytechnic University in 2007. She is the recipient of 2012 President's Award for Excellent Performance and Achievement in Teaching, The Hong Kong Polytechnic University and 2013 School of Hotel & Tourism Management Award for Research Excellence. She delivered many workshops and training programs on strategic decision making from a hospitality financial management perspective and revenue management to hotel executives in South East Asia.

### **Qualifications**

#### [Academic Qualifications]

- Ph.D. (2006) Pennsylvania State University, University Park
- M.S. (2002) University of Massachusetts, Amherst
- B. S. (2000) Bilkent University, Ankara, Turkey

#### [Editorial Board Memberships]

- Associate Editor, European Journal of Tourism Research, 2018-present
- Coordinating editor, International Journal of Hospitality Management, August 2013 - present
- Editorial board member, Journal of Revenue and Pricing Management, March 2015 – present
- Editorial board member, Tourism Academic Journal, March 2014 – present
- Editorial board member, International Journal of Contemporary Hospitality Management, January 2014 - present
- Editorial board member, European Journal of Tourism Research, 2007 – present

- Editorial board member, International Journal of Hospitality and Tourism Administration, March
- 2009 – present
- Editorial board member, Journal of Hospitality Financial Management, March 2015 – present
- Editorial review board member, Anatolia: An International Journal of Tourism and Hospitality
- Research, September 2013 - present
- Editorial board member, Anatolia Turizm Arastirmalari Dergisi, September 2012 - present
- Contributing Editor-book reviews, Journal of Hospitality Financial Management, 2007 – 2010

#### [Professional Qualifications]

- Certified Hospitality Educator (CHE), American Hotel & Lodging Educational Institute, July 12, 2010
- Certificate in Hotel Revenue Management, Cornell University, July 2012
- Certificate in Lodging Business Acumen – Instructor, November 2013, REDGlobal
- Certificate in Hotel Industry Analytics (CHIA), Smith Travel Research, The SHARE Center, April 2014
- Certificate in Becoming an Online Teacher, Educational Development Centre, The Hong Kong Polytechnic University, May 2014
- Certificate in Advanced Hospitality Revenue Management, Cornell University, November 2015

#### [Awards]

- Recipient of 2013 School of Hotel & Tourism Management Award for Research Excellence, The Hong Kong Polytechnic University.
- Recipient of 2012 President's Award for Excellent Performance and Achievement in Teaching, The Hong Kong Polytechnic University.
- Recipient of 2012 School of Hotel & Tourism Management Award for Outstanding Performance and Achievement in Teaching, The Hong Kong Polytechnic University.
- Listed in Who's Who in the World 2014 (32<sup>nd</sup> Edition) and Who's Who in the World 2011 (28<sup>th</sup> Edition).
- Best Paper Award of the 2009 4th International Conference on Services Management, Oxford, UK.
- Nomination for 2009, 2011, 2012 and 2020 Teaching Excellence Award for The School of Hotel & Tourism Management, The Hong Kong Polytechnic University.

### **Publications**

#### [Journal Articles]

- Mohammed, I., Denizci Guillet, B., Law, R., Wassiuw, A. H. (2020). Predicting the direction of dynamic price adjustment in the Hong Kong hotel industry. *Tourism Economics*. In press.

- Denizci Guillet, B. (2020). An evolutionary analysis of revenue management research in hospitality and tourism: Is there a paradigm shift? *International Journal of Contemporary Hospitality Management*. In press.
- Denizci Guillet, B., Mattila, A., & Gao, L. (2019). The effects of choice set size and information filtering mechanisms on online hotel booking. *International Journal of Hospitality Management*, <https://doi.org/10.1016/j.ijhm.2019.102379>.
- Denizci Guillet, B. (2019). Online upselling: Moving beyond offline upselling in the hotel industry. *International Journal of Hospitality Management*, <https://doi.org/10.1016/j.ijhm.2019.102322>.
- Mohammed, I., Denizci Guillet, B., & Law, R. (2019). Last-minute hotel-booking and frequency of dynamic price adjustments of hotel rooms in a cosmopolitan tourism city. *Journal of Hospitality and Tourism Management*, 41, 12-18.
- Koseoglu, M. A., Parnell, J. A., & Denizci Guillet, B. (2019). Linkages among nonmarket strategies, market strategies, organizational values and performance in the hotel industry: Preliminary evidence from Hong Kong. *Journal of Hospitality Marketing and Management*, DOI: 10.1080/19368623.2019.1639096.
- Denizci Guillet, B., Pavesi, A., Hsu, C., & Weber, K. (2019). Is there such a thing as feminine leadership? Being a leader and not a man in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 31(7), 2970-2993.
- Mohammed, I., Denizci Guillet, B., & Law, R. (2019). Modelling dynamic price dispersion of hotel rooms in a spatially agglomerated tourism city for weekend and midweek stays. *Tourism Economics*, DOI: 10.1177/1354816619826829.
- Wang, S., Hung, K., Liu, Z., & Denizci Guillet, B. (2019). An overview of cruise tourism research through comparison of cruise studies published in English and Chinese. *International Journal of Hospitality Management*, 77, 207-216.
- Denizci Guillet, B., Pavesi, A., Hsu, C., & Weber, K. (2019). What can educators do to better prepare women for leadership positions in the hospitality industry? The perspectives of women executives in Hong Kong. *Journal of Hospitality & Tourism Education*, 31(4), 197-209.
- Denizci Guillet, B., & Shi, X. (2019). Can revenue management be integrated with customer relationship management? *International Journal of Contemporary Hospitality Management*, 31(2), 978-997.
- Hung, K., Denizci Guillet, B., & Qiu, Z. (2019). Understanding luxury shopping destination preference using conjoint analysis and traditional item-based measurement. *Journal of Travel Research*, 58(3), 411-426.
- Denizci Guillet, B., Kozak, M., & Kucukusta, D. (2019). It's in the air: Aroma marketing and affective response in the hotel world. *International Journal of Hospitality & Tourism Administration*, 20(1), 1-14.
- Denizci Guillet, B., & Kucukusta, D. (2019). Analyzing attributes of spa service

experience: perceptions of spa-goers traveling to Hong Kong. *Journal of China Tourism Research*, 15(1), 66-83.

- Hung, K., Zhang, H. Q., Denizci Guillet, B., & Wang, L. (2018). China watching: Luxury consumption and its implications. *Journal of Travel & Tourism Marketing*, DOI: 10.1080/10548408.2018.1525470.
- Wong, A., & Denizci Guillet, B. (2018). Value of a hotel stay: A case study in Hong Kong. *Asia Pacific Journal of Tourism Research*, 23(8), 780-791.
- Denizci Guillet, B., Law, R., & Kucukusta, D. (2018). How do restaurant customers make trade-offs among rate fences? *Journal of Foodservice Business Research*, 21(4), 359-376.
- Pavesi, A., Denizci Guillet, B., & Law, R. (2017). Collage creation: Unexplored potential in tourism research. *Journal of Travel & Tourism Marketing*, 34(5), 571-589.
- Kucukusta, D., Denizci Guillet, B., & Chan, H.L. (2016). The effect of CSR practices on employee affective commitment in the airline industry. *Journal of China Tourism Research*, 12(3-4), 451-469.
- Lee, H., Denizci Guillet, B., Law, R. (2016). Tourists' emotional wellness and hotel room colour. *Current Issues in Tourism*, 1-7.
- Pavesi, A., Gartner, W. C., & Denizci Guillet, B. (2016). The effects of a negative travel experience on tourists' decisional behaviour. *International Journal of Tourism Research*, 18, 423-433.
- Tasci, A. D. A., & Denizci Guillet, B. (2016). Hospitality cobranding: An experimental investigation of enhancement and erosion in consumer-based brand equity. *International Journal of Hospitality & Tourism Administration*, 17(4), 397-428.
- Mohammed, I., Denizci Guillet, B., & Schuckert, M., Law, R. (2016). An empirical investigation of corporate identity communication on Hong Kong hotels' websites. *Journal of Hospitality Marketing & Management*, 25(6), 676-705.
- Denizci Guillet, B., Kucukusta, D., & Liu, L. (2016). An examination of social media marketing in China: How do the top 133 hotel brands perform on the top five social media sites? *Journal of Travel & Tourism Marketing*, 33(6), 783-805.
- Denizci Guillet, B., & Kucukusta, D. (2016). Spa market segmentation according to customer preference. *International Journal of Contemporary Hospitality Management*, 28(2), 418-434.
- Kucukusta, D. & Denizci Guillet, B. (2016). Lifestyle segmentation of spa users: a study of inbound travellers to Hong Kong. *Asia Pacific Journal of Tourism Research*, 21(3), 239-258.
- Guo, Y., Denizci Guillet, B., Kucukusta, D. & Law, R. (2016). Segmenting Spa Customers Based on Rate Fences Using Conjoint and Cluster Analysis. *Asia Pacific Journal of Tourism Research*, 21(2), 118-136.

- Zhang, L., Denizci Guillet, B., & Kucukusta, D. (2015). Online Travel Agents—Hotels' Foe or Friend? A Case Study of Mainland China. *Journal of China Tourism Research*, 11(4), 349-370.
- Denizci Guillet, B., Guo, Y., & Law, R. (2015). Segmenting hotel customers based on rate fences through conjoint and cluster analysis. *Journal of Travel & Tourism Marketing*, 32(7), 835-851.
- Denizci Guillet, B., & Mohammed, I. (2015). Revenue management research in hospitality and tourism: A critical review of current literature and suggestions for future research. *International Journal of Contemporary Hospitality Management*, 27(4), 526-560.
- Wang, L., Law, R., Denizci Guillet, B., Hung, K., & Fong, D. K. C. (2015). Impact of hotel website quality on online booking intentions: eTrust as a mediator. *International Journal of Hospitality Management*, 47, 108-115.
- Mohammed, I., Denizci Guillet, B., & Law, R. (2015). The contribution of economics to the hospitality literature: A content analysis of hospitality and tourism journals. *International Journal of Hospitality Management*, 44, 99-110.
- Wang, L., Law, R., Hung, K., Denizci Guillet, B. (2014). Trust in the tourism and hospitality industries: A stakeholder perspective. *Journal of Hospitality and Tourism*, 12(2), 16-29.
- Wang, L., Law, R., Hung, K., & Denizci Guillet, B. (2014). Scale development of perceived eTrust in the hotel industry: The perspective of Internet users. *International Journal of Hospitality Management*, 43, 35-46.
- Denizci Guillet, B., Liu, W., & Law, R. (2014). Can setting hotel rate restrictions help balance the interest of hotels and customers? *International Journal of Contemporary Hospitality Management*, 26(6), 948-973.
- Tasci, A. D. A., Denizci Guillet, B. & Gartner, W. C. (2014). Judging the book by the cover: Can hospitality industry uniforms be an element of destination brands? *Tourism Review*, 69(2), 89-110.
- Leung, D., Law, R., Kucukusta, D., & Denizci Guillet, B. (2014). How to review journal manuscripts: A lesson learnt from the world's excellent reviewers. *Tourism Management Perspectives*, 10, 46-56.
- Kucukusta, D., & Denizci Guillet, B. (2014). Measuring spa-goers' preferences: A conjoint analysis approach. *International Journal of Hospitality Management*, 41, 115-124.
- Leung, R., Denizci Guillet, B., & Law, R. (2014). The channel that offers the lowest online room rates: A case study of hotels in Hong Kong. *International Journal of Hospitality & Tourism Administration*, 15(2), 103-120.
- Wang, L., Law, R., Hung, K., & Denizci Guillet, B. (2014). Consumer trust in tourism

and hospitality: A review of the literature. *Journal of Hospitality and Tourism Management*, 21, 1-9.

- Mohammed, I., Denizci Guillet, B., & Law, R. (2014). Competitor set identification in the hotel industry: Case of a full-service hotel in Hong Kong. *International Journal of Hospitality Management*, 39, 29-40.
- Denizci Guillet, B., Law, R., & Xiao, Q. (2014). Rate fences in hotel revenue management and their applications to Chinese leisure travelers: A fractional factorial design approach. *Cornell Hospitality Quarterly*, 55(2), 186-196.
- Kucukusta, D., Denizci Guillet, B., & Lau, K. W. (2014). How do 5-day and 6-day work schedules influence hospitality employees' perceptions? Case of Hong Kong. *Asia Pacific Journal of Tourism Research*, 19(2), 123-143.
- Liu, W., Denizci Guillet, B., Xiao, Q. & Law, R. (2014). Globalization or localization of consumer preferences: The case of hotel room booking. *Tourism Management*, 41, 148-157.
- Zhang, H.Q., Luo, J.M., Xiao, Q., & Denizci Guillet, B. (2013). The Impact of Urbanization on Hotel Development: Evidence from Guangdong Province in China. *International Journal of Hospitality Management*, 34, 92-98.
- Denizci Guillet, B., Seo, K., Kucukusta, D., & Lee, S. (2013). CEO duality and firm performance in the U.S. restaurant industry: Moderating role of restaurant type. *International Journal of Hospitality Management*, 33, 339-346.
- Denizci Guillet, B., & Xu, Y. (2013). Chinese leisure travelers' preferences of rate fences in the airline industry. *Journal of Hospitality Marketing & Management*, 22(3), 1-16.
- Denizci Guillet, B., & Penfold, P. (2013). Conducting immersive research in virtual worlds: A hotel co-branding case study. *International Journal of Hospitality & Tourism Administration*, 14(1), 23-49.
- Lee, H., Denizci Guillet, B., & Law, R. (2013). An examination of the relationship between online travel agents and hotels: A case study of Choice Hotels International and Expedia.com. *Cornell Hospitality Quarterly*, 54(1), 95-107.
- Lee, H., Denizci Guillet, B., Law, R., & Leung, R. (2012). Travel motivations and travel distance with temporal advance: A case study of Hong Kong pleasure travelers. *Journal of Destination Marketing & Management*, 1(1-2), 107-117.
- Denizci Guillet, B., & Tasci, A. D. A. (2012). Chinese hoteliers' take on hotel co-branding in China. *Tourism Review*, 67(4), 3-11.
- Lee, H., Denizci Guillet, B., Law, R., & Leung, R. (2012). Robustness of distance decay for international pleasure travelers. *International Journal of Tourism Research*, 14(5), 409-420.

- Qiu, H., Denizci Guillet, B., & Gao, W. (2012). What determines multinational hotel groups' locational investment choice in China? *International Journal of Hospitality Management*, 31(2), 350-359.
- Denizci Guillet, B., Kucukusta, D., & Xiao, Q. (2012). An examination of executive compensation in the restaurant industry. *International Journal of Hospitality Management*, 31(1), 86-95.
- McKercher, B., Denizci Guillet, B., & Ng, E. (2012). Rethinking loyalty. *Annals of Tourism Research*, 39(2), 708-734.
- Denizci Guillet, B., Yaman, R., & Kucukusta, D. (2012). How is corporate social responsibility perceived by managers with different leadership styles? The case of hotel managers in Hong Kong. *Asia Pacific Journal of Tourism Research*, 17(2), 193-209.
- Denizci Guillet, B., Qiu, H., & Gao, W. (2011). Interpreting the mind of multinational hotel investors: Future trends & implications in China. *International Journal of Hospitality Management*, 30(2), 222-232.
- Law, R., Leung, R., Denizci Guillet, B., & Lee, H. (2011). Temporal changes of airfares towards fixed departure date: The case of short haul flights. *Journal of Travel & Tourism Marketing*, 28(6), 1-14.
- Chan, L. N., & Denizci Guillet, B. (2011). Investigation of social media marketing: How does the hotel industry in Hong Kong perform in marketing on social media websites? *Journal of Travel and Tourism Marketing*. 28(4), 345-368.
- Law, R., Denizci Guillet, B., & Leung, R. (2011). An analysis of the lowest fares and shortest durations for air-tickets on travel agency websites. *Journal of Travel and Tourism Marketing*, 27(6), 1-10.
- Tasci, A. D. A., & Denizci Guillet, B. (2011). It does; it does not: A quasi experiment on the transfer effect of co-branding on brand equity of hospitality products. *International Journal of Hospitality Management*, 30(4), 774-782.
- McKercher, B., & Denizci, B. (2011). Are tourists or markets destination loyal? *Journal of Travel Research*, 50(2), 121-132.
- Denizci Guillet, B., Lee, H., Law, R., & Leung, R. (2011). Factors affecting outbound tourists' destination choice: The case of Hong Kong. *Journal of Travel & Tourism Marketing*, 28(5), 556-566.
- Denizci Guillet, B., & Mattila, A. (2010). A descriptive examination of corporate governance in the hospitality industry. *International Journal of Hospitality Management*, 29(4), 677-684.
- Denizci, B., & Tasci, A. D. A. (2010) Modeling the commonly-assumed relationship between human capital and brand equity in tourism. *Journal of Hospitality Marketing and Management*, 19(6), 610-628.

- Denizci Guillet, B., Leung, R., and Law, R. (2010). Exploring price range for hotel room rates on online distribution channels: The case of Hong Kong. *Asian Journal of Tourism and Hospitality Research*, 4(2), 28-36.
- Denizci Guillet, B., & Law, R. (2010). An empirical analysis of hotel star ratings on 3<sup>rd</sup> party distribution websites. *International Journal of Contemporary Hospitality Management*, 22(6), 797-813.
- Tasci, A. D. A., & Denizci, B. (2010). Fashionable hospitality: A natural symbiosis for Hong Kong's tourism industry? *International Journal of Hospitality Management*, 29(3), 488-499.
- Denizci Guillet, B., & Tasci, A. D. A. (2010). Travelers' takes on hotel-restaurant co-branding: Insights for China. *Journal of Hospitality and Tourism Research*, 34(2), 143-163.
- Denizci, B., & Tasci, A. D. A. (2010). An exploratory study of multicultural views of Disney-McDonald's alliance. *Journal of Travel & Tourism Marketing*, 27(1), 82-95.
- Law, R. Lee, A., Denizci Guillet, B., & Leung, R. (2010). Analyzing the most popular travel destinations in China: The case of leisure travelers from Hong Kong. *Journal of Hospitality and Tourism*, 8(2), 95-110.
- Denizci, B., & Li, R. (2009). Linking marketing efforts to financial outcome: An exploratory study in tourism and hospitality contexts. *Journal of Hospitality and Tourism Research*, 33(2), 211-226.
- Tasci, A. D. A., & Denizci, B. (2009). Destination branding input-output analysis: a method of evaluating productivity. *Tourism Analysis*, 14(1), 65-83.
- Minett, D., Yaman, R., & Denizci, B. (2009). Leadership styles and ethical decision-making in hospitality management. *International Journal of Hospitality Management*, 28(4), 486-493.
- Hua, N., Denizci, B., Mattila, A., & Upneja, A. (2008). Marketing outlays: important intangible assets in the hotel industry? *Journal of Quality Assurance in Hospitality & Tourism*, 8(4), 61-76.
- Denizci, B. (2007). Is the hospitality industry more likely to re-price stock options? *The Journal of Hospitality Financial Management*, 15(1), 1-13.
- Namasivayam, K., & Denizci, B. (2006). Human capital in service organizations: identifying value drivers. *The Journal of Intellectual Capital*, 7(3), 381-393.

## Invited Talks

[Executive Development Programs]

- Revenue Management and Data Analysis Training to hotel executives, Grand Bay Hotel Zhuhai, September 23, 2019, Zhuhai, China



- Revenue Management Training to Revenue Managers, Banyan Tree Academy, May 7, 2019, Tianjin, China
- Revenue Management Workshop, Banyan Tree Academy, March 27, 2019, Phuket, Thailand
- Revenue Management in Today's Environment, Banyan Tree Hotels General Managers Conference, March 17, 2019, Huangshan, China
- Revenue Management – What every hotelier needs to know, 2018 Hong Kong PolyU Winter School, December 12-13, 2018
- Revenue Management Workshop, Harilela Hotels Limited General Manager Meeting, September 15, 2018, Singapore
- Hotel Industry Analytics and Strategic Inferences, 2018 Hong Kong PolyU Winter School, December 8, 2018
- Revenue Management for Non-revenue Managers, 15<sup>th</sup> Hong Kong Winter School, Executive training program for senior industry managers: December 8-9, 2017
- Revenue Management for Educators, a Hotel and Tourism Management Educators training program for Ministry of Research, Technology and Higher Education, Indonesia, August 14, 2017, Hong Kong
- Revenue Management, Executive training program for Jiangsu Huayi Mingdu Hotel Management Ltd., October 14, 2016, Hong Kong
- Revenue Management and Hotel Analytics, Masterclass in Hospitality Management, Organized in collaboration with the Hong Kong Polytechnic University and SHATEC, August 11-12, 2016, Singapore
- Revenue Management and Hotel Analytics, Executive Development Program in Hospitality, Organized in collaboration with the Hong Kong Polytechnic University and Dusit Thani College, June 16-17, 2016, Bangkok, Thailand
- Revenue Management and Hotel Analytics, 13<sup>th</sup> Hong Kong Winter School, Executive training program for senior industry managers: December 9-10, 2015
- Revenue Management, Executive training program for HNA Hospitality Group, August 3 and 6, 2015, China
- Revenue Management, Executive training program for LN Hospitality Management Co. Ltd (LNH), September 19, 2014, China
- Revenue Management, Executive training program for Local Chinese Hotels in Nanhai District, August 13, 2014, China
- Frontier in revenue Management, 12<sup>th</sup> Hong Kong Winter School, Executive training program for senior industry managers: February 19-20, 2014

- Revenue Management, Executive training program jointly organized by The Hong Kong Polytechnic University and Dusit Thani College to cater to the needs of senior hospitality managers: October 9-10, 2013, Bangkok, Thailand
- Revenue Management, Executive training program for Xiamen Jingmin Central Hotel, July 12, 2013, China
- Revenue Management for Non-revenue Managers, 11<sup>th</sup> Hong Kong Winter School, Executive training program for senior industry managers: January 7, 2013
- Revenue Management, Executive training program for LN Hospitality Management Co Ltd, November 21, 2012, China
- Revenue Management, Executive training program jointly organized by The Hong Kong Polytechnic University and Dusit Thani College to cater to the needs of senior hospitality managers: August 30-31, 2012, Bangkok, Thailand
- Revenue Management, Executive training program for Jinling Hotels & Resorts, August 9, 2012, China
- Revenue Management, Executive training program for Intercontinental Shenzhen, July 17, 2012, Shenzhen, China
- Revenue Management, Executive training program for Guangdong Hotels: May 16, 2012
- Executive training program for senior industry managers: February 8-9, 2012, Hong Kong
- Revenue Management for Non-revenue Managers, 10<sup>th</sup> Hong Kong Winter School, January 2012
- Revenue Management, Executive training program for OYC Hotels: March 19, 2010, Shenzhen, China
- Revenue Management, 8<sup>th</sup> Hong Kong Winter School, Executive training program for senior industry managers, February 2010
- Financial Management, 6<sup>th</sup> Hong Kong Winter School, Executive training program for senior industry managers, January 2008

[Industry/Key note Presentations]

- Invited speaker, 3<sup>rd</sup> Revenue Management & Pricing in Services Conference, Lausanne, Switzerland, 2-4 December 2019
- Invited speaker, Tourism Research and Education Forum of Guangdong-Hong Kong-Macau and ASEAN, Sun Yat-sen University, Guangzhou, October 31 – November 1, 2019
- Invited speaker on Revenue Management 2.0, Global Conference on Business and Economics, Istanbul, Turkey, September 30- October 3, 2019

- Invited speaker on Transformational experience in the hospitality industry, 2019 Pan Asia International Tourism Conference, Daejeon, Korea, July 4-5, 2019
- Moderator at Mid-Career Development: Issues and Strategies workshop, 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong, May 22, 2019
- Panelist on path to promotion and tenure, Global Conference on Business, Hospitality and Tourism Research (*GLOSEARCH 2018*), Ho Chi Minh City, Vietnam, October 2-5, 2018
- Invited speaker on Revenue Management: What every hospitality industry professional needs to know, Global Conference on Business, Hospitality and Tourism Research (*GLOSEARCH 2018*), Ho Chi Minh City, Vietnam, October 2-5, 2018
- Panelist on the next step in gender diversity at the Diversity and Inclusion Conference 2017, Hotel ICON, Hong Kong, December 12, 2017
- Keynote presentation on women leadership at the Diversity and Inclusion Conference 2017, Hotel ICON, Hong Kong, December 12, 2017
- Panelist for Revenue Strategy Forum organized jointly by Duetto and Hotel ICON – From Revenue Management to Revenue Strategy: Why this has to be a board-level initiative, Hotel ICON, Hong Kong, October 13, 2015
- Panelist at Teaching Salon Session: Researchers Hooked on Teaching and Teachers Hooked on Research, The Hong Kong Polytechnic University, September 30, 2014
- Presenter at Hong Kong PolyU SHTM Day @ Asia Hotel Forum – Revenue Management in the Hospitality Industry, Beijing, September 2, 2014
- Presenter at HSMIAI Thought Leaders Round Table, Hong Kong - How to select your competitive set? May 12, 2014
- Panelist for Revenue Management - Hotel Market Segmentation, Positioning and Strategy Development, 2014 Asia Hotel Forum Annual Meeting and 9th China Hotel Starlight Awards Presentation Ceremony, OCT East Theme Hotel Cluster, Shenzhen, March 12-13, 2014
- Behavioral analyst of Tomorrow's Guests and technological implications for Tomorrow's Guestrooms, 2013 Hotel Technology Conference, Suntec Singapore International Convention & Exhibition Centre, Singapore, October 22, 2013
- Great presenters are made, not born! How to present like a Pro? Invited talk given to Hospitality Sales and Marketing Association International Greater China Chapter, Hong Kong, July 24, 2013
- Revenue Management Workshop, China Tourism and China Hotel-Branding Forum 2013, Hong Kong, May 16, 2013

- Pay it Forward: What is that moment we get a chance to change someone's life forever? Excellent teachers on teaching excellence, 2013 Symposium, The Hong Kong Polytechnic University, May 13, 2013
- Tomorrow's Guest Rooms – A Case Study presentation at the Asian Hospitality Technology Education Conference, Hong Kong Convention and Exhibition Center, Hong Kong, May 8, 2013
- Revenue management today and integration of revenue management to the organizational culture Invited talk given to General Manager Conference, Dusit International, Bangkok, Thailand, April 24, 2013
- The future of word-of-mouth: How does hotel industry in Hong Kong perform on social media websites? Invited talk given to Hospitality Sales and Marketing Association International Greater China Chapter, Hong Kong, November 7, 2012
- Revenue Management workshop to Hong Kong Hotel Controllers Association, June 18, 25 2009
- Revenue Management presentation to the Executive Committee of Hotel Controllers & Accountants Association of Hong Kong, April 2009