



Dr. Jialin (Snow) Wu

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Deputy Lead for REF UOA 17 Business Management

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PhD, PGCHE, FHEA, CMI Chartered Manager

Kirklees Climate Commission, Commissioner

[Professional society: Journal Editing and Membership]:

- Journal of Sustainable Tourism (ABS 3*, Associate Editor)-World top journal
- Global Empirical Marketing Studies (Editorial board member)-International reputable journal
<https://sites.google.com/view/gems-team/editorial-team>
- Events Management (ABS 2*, editorial board member)-International reputable journal

[Enterprise and Knowledge Transfer]:

- Consultancy project-WT Johnson & Sons– Silvershield Marketing Growth & Sustainability Strategy 2021 (UK, Yorkshire Textile Company)
- Buxton Civic Association: Pooles Cavern & Buxton Country Park- currently developing collaboration research projects regarding social and environmental sustainability impact on visitors and local community
- Kirklees Council Major Projects: mobility service for Kirklees Council (smart mobility hub)
- Kirklees SMEs: Hosted IAA impact workshops on [Co-creating Sustainability Value among Stakeholders: Nudging Behavioural Changes towards Climate Resilience](#), in collaboration with Kirklees Climate Commission and Coterie Marketing
- Global third sector organization- Travalyt: Ongoing research investigating people's low-carbon flight choices and their long-term influence on sustainable behaviours. Collaborating with Travalyt, a global coalition of leading travel and technology companies (e.g., Amadeus, Booking.com, Expedia Group, Google, Mastercard, and others) to provide insights on flights and sustainability communications.

[Research Awards]:

- IAA Impact Funding (ESRC funded): Co-creating Sustainability Value among Stakeholders: Nudging Behavioural Changes towards Climate Resilience
- AHRC 2023: The value of design for sustainable housing – towards a smart place demonstrator (Co-investigator), £49,963
- NNSFC (National Natural Science Foundation of China) 2019-2023: Co-creating Sustainable Value for the Development of Greater Bay Area (Co-investigator), £60k.
- NNSFC 2014-2018: Understanding the Structural Relationship among Ecotourism Stakeholders from the Perspective of Systematology (Co-investigator), £80k.
- 2022-2025 UGF fund: Determinants of Digital Entrepreneurial Success: A Study of Live Streaming Entrepreneurship, contributed as Co-Investigator, £176k.

- 2021-2024 International Research Centre for Sustainable Living - sustainable buildings, heritage, tourism and transport (£235,113.00) Academic Lead for Work Package of Sustainable Living, contributed as joint principle investigator work package 1.
- 2021-2024 International Collaboration Fund (ICF) with University of Queensland (Top 100): Understanding travel pattern and immigrant integration: Evidence from non-European professional migrants (Principle investigator, £2000)
- 2020-2023 Top 300 University Research Collaboration Fund with Sun Yat-sen University (Top 300): Positive and negative spillover of pro-environmental behaviour: From holiday to home (Principle investigator, £3000)
- 2020-2023 Top 300 University Research Collaboration Fund with the Hong Kong Polytechnic University (Top 100): Digitalised Service Economy: Understanding the behavioural differences from website to mobile channels (Principle investigator, £3000)
- 2020-2021 COVID-19 pump-priming internal URF fund, Compliance with COVID-19 Social Distancing Measures: The Promoting and Hindering Mechanism (Principal investigator, £1800)

[**Journal Publications- sustained track record of generating international research outputs, with 12 3* or 4***]:

6 Four-star*, 8 Three-star*, 5 Two-star*

Index: In total 25 journal publications, citations (1004 in Google scholar, and 694 via Pure), Google scholar (H-index 16 and i10-index 17), Pure (H-index 14)

- Liu, J., Nie, K., Liu, J. & **Wu, J.** (2024) Demystifying Symbiotic Rationality in Tourism SMEs: Conceptualization and Scale Development, *Journal of Travel Research*, 1-20. (**ABS4**)
- Zheng, Y., Han, X., **Wu, J. S.**, & Xiao, L. (2025). Transformative value in cultural tourism: Scale development and its impact on tourist eudaimonic well-being. *Tourism Management Perspectives*, 56, 101346. (**ABS2**)
- **Wu, J.**, Font, X., & Liu, J. (2024). Failure to morally self-regulate: deindividuation and moral disengagement from pro-environmental behavioural intentions across tourism and home contexts. *Current Issues in Tourism*, 1-20. (**ABS2**)
- Barakat, M., **Wu, J. S.**, & Tipi, N. (2023). Empowering Clusters: How Dynamic Capabilities Drive Sustainable Supply Chain Clusters in Egypt. *Sustainability*, 15(24), 16787.
- Font, X., Cannon, M., Woosnam, K., & **Wu, J. S.** (2024). Open science for sustainable tourism. *Journal of Sustainable Tourism*, 32(1), 1-7. (**ABS3**)
- **Jialin (Snow) Wu***, Hongbo Liu, Chen Zheng (2023). How and when tryvertising works in P2P accommodations? *Annals of Tourism Research*, accepted. (**ABS 4**).
- **Jialin (Snow) Wu***, Chen, N., Zeng, Y.H., & Schuckert, M. (2023). Making Sense of Fengshui and Customers' Experiences of Hotel Room Stays: A Vignette-Induced Interview Approach, 1-24, *Journal of China Tourism Research*, DOI: 10.1080/19388160.2022.2164820 (**ABS 1, international collaboration with Top 300, HKPU**).
- Xavier Font, Luigina Montano, **Jialin (Snow) Wu**, Alexandra Coghlan, Kyle Woosnam & ShiNa Li (2023). The purpose of a sustainable tourism journal, *Journal of Sustainable Tourism*, 1-13. DOI: 10.1080/09669582.2022.2119244 (**ABS 3 star, international collaboration with top 300, Griffith University, Australia**)
- Barakat, Tipi N., **Jialin (Snow) Wu** (2023). Sustainable supply chain clusters: an integrated framework. *Management Decision*, Vol. 61 No. 3, pp. 786-814. <https://doi.org/10.1108/MD-03-2021-0400> (**ABS 2 star, SSCI Q1, international collaboration with global south**)
- Zheng, C., Hsai, H., & **Jialin (Snow) Wu** (2023). Optimal Business Diversification and Firm Performance: The Role of Geographic Diversification in Chinese Tourism Firms, *Journal of China*

Tourism Research, DOI: 10.1080/19388160.2023.2169426 (ABS 1, international collaboration with 300, HKPU).

- Zheng, C. J.*= **Jialin (Snow) Wu*** & Zhao, X. R. (2022). How could hospitality employees survive? Individual costs, career decisions and autonomy support of furlough strategies in a crisis. *International Journal of Hospitality Management*, 106, 103279. (ABS 3 star, international collaboration)
- Higham, J., Font, X., & **Jialin (Snow) Wu** (2022). Code red for sustainable tourism. *Journal of Sustainable Tourism*, 30(1), 1-13. (ABS 3 star, international collaboration with Top 300, University Otago)
- **Jialin (Snow) Wu***, Font, X., & McCamley, C. (2022). COVID-19 social distancing compliance mechanisms: UK evidence. *Environmental Research*, 205, 112528. (SSCI Q1, impact factor:8.431)
- Zheng, C., Li, Z., & **Jialin (Snow) Wu** (2022). Tourism Firms' Vulnerability to Risk: The Role of Organizational Slack in Performance and Failure. *Journal of Travel Research*, 00472875211014956. (4 star, collaboration with QS Top 300: Queen Mary University of London)
- **Jialin (Snow) Wu***, Font, X., & Liu, J. (2021). The elusive impact of pro-environmental intention on holiday on pro-environmental behaviour at home. *Tourism Management*, 85, 104283. (ABS 4 star, international collaboration with Top 300, SYSU)
- **Jialin (Snow) Wu***, Ye, S., Zheng, C., & Law, R. (2021). Revisiting customer loyalty toward mobile e-commerce in the hospitality industry: Does brand viscosity matter? *International Journal of Contemporary Hospitality Management*, Vol. 33 No. 10, pp. 3514-3534. (ABS 3 star, international collaboration with Top 100, Zhejiang University)
- Schuckert, M.*= **Jialin (Snow) Wu*** (2021). Are neighbour tourists more sensitive to crowding? The impact of distance on the crowding-out effect in tourism. *Tourism Management*, 82, 104185 (ABS 4 star international collaboration with top 100: HKPU).
- **Jialin (Snow) Wu***, Xavier Font, & Jingyan Liu (2021). Tourists' Pro-environmental Behavior: Moral Obligation or Disengagement? *Journal of Travel Research*, 60(4), 735-748. (ABS 4 star, international collaboration with Top 300, SYSU)
- Lee, S., **Jialin (Snow) Wu***, & Zheng, C. (2021). Asian convention venue engaging in sustainable practice: The driving and hindering factors. *Event Management*, 25(5), 411-423. (ABS 2 star, international collaboration with external industry practitioner in HK-public engagement)
- **Jialin (Snow) Wu***, & Law, R. (2019). Analysing behavioural differences between e-and m-bookers in hotel booking. *International Journal of Hospitality Management*, 83, 247-256. (ABS 3 star, international collaboration with top 100: HKPU)
- Ye, S., **Jialin (Snow) Wu**, & Zheng, C. J. (2019). Are tourists with higher expectation more sensitive to service performance? Evidence from urban tourism. *Journal of Destination Marketing & Management*, 64-73. (ABS 1 star, SSCI-Q1, international collaboration with Top 100, Zhejiang University)
- **Jialin (Snow) Wu***, Law, R., Fong, D. K. C., & Liu, J. (2019). Rethinking travel life cycle with travel career patterns. *Tourism Recreation Research*, 44(2), 272-277. (ABS 2 star)
- Liu, J.*= **Jialin (Snow) Wu***, & Che, T. (2019). Understanding perceived environment quality in affecting tourists' environmentally responsible behaviours: A broken windows theory perspective. *Tourism Management Perspectives*, 31, 236-244. (ABS 2 star, SSCI-Q1, international collaboration with Top 300, SYSU)
- **Jialin (Snow) Wu***, Rob Law, and Jingyan Liu (2018). Co-Creating Value with Customers: A Study of Mobile Hotel Bookings in China. *International Journal of Contemporary Hospitality Management*, 30, 2056-2074. (ABS 3 star, international collaboration with Top 100, HKPU)
- **Jialin(Snow) Wu***, Danyu Huang, Jingyan Liu and Rob Law (2015). Which Factors Help Visitors Correlate Their Short-term Pro-Environmental Intentions to Long-term Behaviors? *International Journal of Tourism Sciences*, 13.2: 33-56.
- Rob Law*=**Jialin (Snow) Wu***, and Jingyan Liu (2014). Progress in Chinese hotel research: A review of SSCI-listed journals. *International Journal of Hospitality Management*, 42, 144-154. (ABS 3 star)

[Conference/Workshops/Seminars]:

- 2025 CHME: Exploring hotel products promotion via TikTok: A comparative analysis of brand-owned OTA and influencer-led live streaming channels
- 2025 Global Marketing Conference: THE IMPACT OF CONTENT SOURCE IN SHORT-VIDEO MARKETING: AI DISCLOSURE AND CONSUMER TOLERANCE EFFECTS
- 2024 Invited by the Hong Kong Polytechnic University (QS top 100): Failure to Morally Self-regulate Deindividuation and Moral Disengagement from Pro-Environmental Behaviours across Tourism and Home Contexts
- 2024 Invited by Sun Yat-sen University and University of Westminster for The Power of Immersive Customer Experience: How and When Tryvertising Works in Peer-to-Peer Accommodation
- 2023 Invited by the Hong Kong Polytechnic University (QS top 100): *"How Do We Influence People's Sustainable Behaviour? Insights from SDGs"*.
- 2022-Invited by Sun Yat-sen University (Top 300), China as a guest speaker for an open lecture (with 800 audience including industry practitioners): *How Tourism and Tourism Research Can Contribute to Sustainable Development Goals?*

Invited speaker at international conferences (recent five years):

- **Jialin (Snow) Wu** (2024) Persuasive Communication for Sustainable Tourism: How Well Does Child-Like Anthropomorphism Work?, CHME conference, Leeds
- **Jialin (Snow) Wu** (2023) Self-regulation failure as an obstacle to attaining festival-related pro-environmental behaviours, Presentation for Bringing Hospitality, Tourism, Transport and Events Back for Good: The Surrey 2023 Conference, Guilford, the UK, University of Surrey
- Mengyu Xia, **Jialin (Snow) Wu**, Shona Bettany (2022). Where are we going to stay? - Staycation and influence of Airbnb photos in Post-pandemic Era. CAUTHE 2022 Hybrid Conference, Shaping the New Normal in Tourism, Hospitality and Events, 7 to 9 February 2022, Brisbane Australia
- **Jialin (Snow) Wu**, Zheng, C., Ye, S., & Law, R. (2020). Love Too Deep or Hard to Leave? A Study of Mobile Application Loyalty. January, 2020. Presentation for International Conference of Information and Communication Technologies in Tourism (ENTER) 2020. University of Surrey.
- **Jialin (Snow) Wu** and Markus Schuckert. Revisiting the determinants and consequences of tourist crowding perception. Presented in TTRA Europe 2019, Bournemouth, UK, April 8-10, 2019.
- **Jialin (Snow) Wu**, Jingyan Liu, Rob Law and Chen (Jerry) Zheng. "Moral Obligation or Disengagement: A Study of Tourist Pro-environmental Behavior" Presented in 16th ApacCHRIE, June, 2018. Guangzhou, China.
- Markus Schuckert and **Jialin (Snow), Wu**. Do Tourists Crowd Out Tourists? The Case of Hong Kong. Presented in 16th ApacCHRIE, June, 2018. Guangzhou, China.
- Chen(Jerry) Zheng, Henry Tsai, and **Jialin(Snow) Wu**. Diversification and firm performance: The role of directorate interlock in the diversification-performance relationship. Presented in 16th ApacCHRIE, June, 2018. Guangzhou, China.

[Leading Role in University research structure]:

- Co-founder of ASRI research centre (University wide): Sustainable Living, acting as **the Lead for Steering Group of Sustainable Travel and Tourism**
- **Director of SURGE research centre**-(Sustainability, Responsibility, Governance and Ethics)

[Doctoral External Examiner]:

- [The Hong Kong Polytechnic University](#)
- [Leeds Beckett University](#)
- [University of Lancaster \(marketing\)](#)

Reviewers for the following journals (selected list):

- Journal of Sustainable Tourism (ABS3)

- Journal of Business Research (ABS3)
- Tourism Management (ABS4)
- Tourism Geography (ABS2)
- Tourism Management Perspective (ABS2)
- International Journal of Tourism Research (ABS2)
- International Journal of Contemporary Hospitality Journal (ABS3)
- International Journal of Hospitality Management (ABS3)
- International Journal of Management Reviews (ABS3)