Employment

Division of Business and Hospitality Management (BHM)
College of Professional and Continuing Education (CPCE)
4 Jan 2010 → present

Research outputs

Accelerated learning adoption model in higher education: A stimulus-organism-response (SOR) model approach
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Low, M. P., Wut, T. M. & Pok, W. F., 2026, (Accepted/In press) In: Human Systems Management.

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Wut, T. M. & Chan, A. H. E., 2026, In: Journal of Hospitality and Tourism Insights. p. 1-18 18 p.

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Do Trusting Belief and Social Presence Matter? Service Satisfaction in Using AI Chatbots: Necessary Condition Analysis and Importance-Performance Map Analysis
Wut, T. M. E., Lee, S. W., Xu, J. & Kwok, M. L. J., 6 Sept 2025, In: Informatics. 12, 3

Do Trusting Belief and Social Presence Matter? Service Satisfaction in Using AI Chatbots: Necessary Condition Analysis and Importance-Performance Map Analysis
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Ng, P. M. L., Wut, T. M., Chan, J. K. Y., Lau, M. M., Cheung, C. T. Y., Kwok, M. L. J. & Choy, E. T. K., Jun 2025, In: Sustainable Futures. 9, 100425.

Leveraging artificial intelligence to foster pro-environmental and green behavior in organizations: insights from PLS-SEM and necessary condition analysis
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Current Context of Urban Development in China: Collaborative Innovation for Smart Cities
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The Effect of Fear-of-missing-out (FOMO) Laden Influencer Marketing on Travel Destination Promotion
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Timing and congruence effects of corporate social responsibility practices on social media crises in the tourism industry
Wut, T. M. E., Xu, J. & Wong, S. M. H., 17 Feb 2023, In: Journal of Hospitality and Tourism Technology. 14, 2, p. 154-171 18 p.

Mental Health of Working Adults during the COVID-19 Pandemic: Does Physical Activity Level Matter?
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Does learner generated video matter? Student engagement and learning effectiveness in learning computer software
Wong, K. L. & Wut, T. M. E., 16 Jan 2023, *CPCECPR Conference 2023: Smart Education: Pedagogical Innovation and Learning Analytics.*

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Is the hybrid approach the perfect mode for running lessons in the pandemic?
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How do Facilitating Conditions Influence Student-to-Student Interaction within an Online Learning Platform? A New Typology of the Serial Mediation Model
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Share, Comment, and Like on Facebook and Message Strategies of Non-Governmental organizations
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The Impact of Social Media on International Marketing Strategies
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Factors Affecting the Use of an Online Learning System
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Wut, T. M. & Chou, T. J., May 2013, In: International Journal of Consumer Studies. 37, 3, p. 344-350 7 p.

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Children's influences on family decision making in Hong Kong
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Activities

Conference on Generative AI in Sustainable Marketing and Consumer Well-being
Lee, S. M. D. (Organiser), Lau, M.-M. M. (Organiser), Wut, T. M. E. (Organiser), Sum, C. K. M. (Organiser), Tse, P. M. D. (Organiser), Fung, Y. N. (Organiser), Kwok, Y. K. R. (Organiser), Khan, D. (Session Chair), Khattak, M. S. (Session Chair), Cheng, M. S. C. (Organiser) & Wang, Y. (Session Chair)
18 Aug 2026

Conference Organizing Committee, RGC IIDS Assistive Robotics Conference 2026: Co-Creating Assistive Robot Design to Facilitate Aging in Place, fully supported by a grant from the Research Grants Council of the HKSAR, China (Project No.: UGC/IIDS24/H03/25)
Lee, S. W. (Chairperson), Wut, T. M. E. (Chairperson), Chang, H. W. H. (Member), Lau, Y. Y. J. (Member), Tsang, W.-H. W. (Member), Chan, J. K. Y. (Member), Chan, J. H. L. (Member), Chan, P. (Member), Chan, Y. C. T. (Member), Choi, F.K.-H. (Member), Fung, Y. L. (Member), Hung, T. W. A. (Member), Hung, S. (Member), Lam, C. (Member), Leung, J. Y. T. (Member), Sun, N. Y. V. (Member), Wu, Y. A. (Member) & Yip, Y. (Member)
1 Jan 2026 → 31 Dec 2026

Sustainability (Switzerland) (Journal)
Wut, T. M. E. (Reviewer)
1 Apr 2024 → 30 Dec 2024

CPR Research Skills Day Camp
Wong, M. M. C. (Organizer), Tong, K. M. E. (Speaker), Cheung, L. M. E. (Speaker), Wut, T. M. E. (Speaker) & Lo, P. K. N. (Speaker)
2 Dec 2023

Research day camp
Wut, T. M. E. (Speaker)
2 Dec 2023

Emerald outstanding paper award
Wut, T. M. E. (Academic Advisor)
1 Aug 2023

College of Professional and Continuing Education (CPCE) (Organisational unit)
Wut, T. M. E. (Chair)
1 Jul 2023 → 30 Jun 2025

CPCE Centre for Pedagogic Research (CPCECPR) (Organisational unit)
Wut, T. M. E. (Chair)
1 Jul 2023 → 30 Jun 2025

PLoS ONE (Journal)
Wut, T. M. E. (Reviewer)
1 Jul 2023 → 30 Jun 2024

Sustainability (Switzerland) (Journal)
Wut, T. M. E. (Reviewer)
1 Jul 2023 → 30 Mar 2024

Career talks for CC students
Wut, T. M. E. (Assistant Programme Leader)
22 May 2023 → 2 Jun 2023

Personal or Social? The role of Fear of Missing out on Sustainable Tourism
Wut, T. M. E. (Speaker)
19 May 2023

Sustainability (Switzerland) (Journal)
Wut, T. M. E. (Editor)
1 Feb 2023 → 11 Dec 2023

Use of Simulations in Business subjects
Wut, T. M. E. (Speaker)
15 Dec 2022

Smart Elevator and Escalator Maintenance
Wut, T. M. E. (Speaker)
28 Sept 2022

College of Professional and Continuing Education (CPCE) (Organisational unit)
Wut, T. M. E. (Member)
1 Sept 2022 → 31 Aug 2023

PLOS One (Journal)
Wut, T. M. E. (Editor)
23 Jul 2022 → …

College of Professional and Continuing Education (CPCE) (Organisational unit)
Wut, T. M. E. (Member)
1 Jul 2022 → 30 Jun 2023

College of Professional and Continuing Education (CPCE) (Organisational unit)
Wut, T. M. E. (Member)
1 Jul 2022 → 30 Jun 2024

Publishing Landscape and Tips for Early Career Researchers
Wut, T. M. E. (Participant)
12 May 2022

VR and AR in Tourism
Wut, T. M. E. (Speaker)
21 Mar 2022

Tourism Management (Journal)
Wut, T. M. E. (Reviewer)
23 Jan 2022 → 31 Jan 2022

Flipped Classroom in Higher education
Wut, T. M. E. (Speaker)
13 Jan 2022

Symposium on Smart Transport and Green Financingin the Greater Bay Area
Wut, T. M. E. (Member of programme committee)
13 Dec 2021

How to conduct a bibliometric analysis of blended learning?
Wut, T. M. E. (Speaker)
17 Nov 2021

What is ESG? Does it matter?
Wut, T. M. E. (Speaker)
20 Oct 2021

What is the future employment of ESG?
Wut, T. M. E. (Panel Chair)
20 Oct 2021

Academic advising
Wut, T. M. E. (Advisor)
1 Sept 2021 → 31 Aug 2022

How Facilitating Conditions Influence Use Behaviour in Online Discussion Platform
Wut, T. M. E. (Speaker)
10 Jul 2021

Research Centre for Green Energy, Transport and Building (RCGETB) (Organisational unit)
Wut, T. M. E. (Member)
1 Jan 2021 → 31 Dec 2023

Session Chair in Academy of International Business Conference, South-East Asia Chapter, Cebu
Wut, T. M. (Other)
2019

Prizes

2022 CPCE Active Scholar Award
Wut, T. M. E. (Recipient), 1 Sept 2022

2023 CPCE Active Scholar Award
Wut, T. M. E. (Recipient), 1 Sept 2023

2024 CPCE Active Scholar Award
Wut, T. M. E. (Recipient), 1 Sept 2024

2025 CPCE Active Scholar Award
Wut, T. M. E. (Recipient), 1 Sept 2025

Outstanding Research-Scholarly Performance Award
Wut, T. M. E. (Recipient), Mar 2023

Projects

Ageing in Place Among Middle-class Older Adults in Hong Kong: An Investigation of Needs, Preferences, Opportunities, and Challenges | CPCE Research Fund | 2022 | SSHD-2021-250(J) | HK$23,820
Lee, S. W. (PI), Liu, T. S. M. (CoI), Xu, J. B. (CoI), Wut, T. M. E. (CoI), Chan, J. H. L. (CoI) & Chan, J. K. Y. (CoI)
7/06/22 → 31/12/23

COLLA: An AI-Supported Cantonese Oral–Listening Learning Assistant for Enhancing Communication, Confidence, and Social Integration in Hong Kong| Quality Enhancement Support Scheme (QESS) | Awarded Amount HKDHK3,971,500.00
Lau, C. W. Y. (PI), Yeung, H. T. J. (CoI), TSUI, A.M.-H. (CoI), CHAN, A.Y.-S. (CoI), Shum, C. M. O. (CoI), Wut, T. M. E. (CoI), Tong, K. M. E. (CoI), Chow, R. W. C. (CoI), Choi, W. Y. (CoI) & Chan, Y. H. D. (CoI)
1/11/26 → 31/10/29

Destination Competitiveness in a Post-COVID-19 World | RGC FDS project 2021/22 | HK$ 634,440 | UGC/FDS24/B15/21
Xu, J. B. (PI), McKercher, B. (CoI), Ho, S. Y. P. (CoI) & Wut, T. M. E. (CoI)
1/01/22 → 31/12/23

Determinants of mainland university students' mobility: perspective from social capital theory
Wut, T. M. E. (PI), Xu, J. B. (CoI) & Sum, C. K. M. (CoI)
18/11/20 → 17/11/21

Does Fun Matter? Using Robots in the Business Classroom/CPCE Research Fund/BHM-2025-373(J), HK$27,949.6
Chan, A. H. E. (PI) & Wut, T. M. E. (CoPI)
26/11/25 → 25/11/26

Effect of Corporate Social Responsibility Practice on Social Media Crises in Travel Industry | Research Grants Council | UGC/FDS24/B05/18
Wut, T. M. E. (PI) & Xu, J. B. (CoI)
1/01/19 → 30/06/21

ESG Elite Sharing
Wut, T. M. E. (PI)
24/10/22 → 24/10/22

Exploring Students' perception in using Student Generated Videos in teaching information technology subjects
Wong, K. L. A. (PI), Wut, T. M. E. (PI) & Chan, J. Y. H. (CoI)
2/08/21 → 31/10/22

Face and relationship continuity: leisure nostalgia for collectivist event participants | PolyU CPCE Research Fund Project: Research 2025/2026 | BHM-2025-365(J) | HK$28,000
Wong, S. M. H. (PI), Lee, J. L. M. (CoI), Wut, T. M. E. (CoI) & Tai, C. L. A. (CoI)
1/01/26 → 30/06/27

Factors Affecting using Chatbot in Customer Services Context Using UTAUT2 Model
Wut, T. M. E. (PI) & Ng, M. L. P. (CoI)
14/12/22 → 13/12/23

From Policy to Practice: Bridging the Gaps in Primary Healthcare through Stakeholder-Centered Strategies, Curriculum Development, and Training | CPCE Research Fund | 2024 | SSHD-2023-309(J) | HK$40,000
Lee, S. W. (PI), Cheung, S. T. Y. (CoI), Xu, J. B. (CoI), Wut, T. M. E. (CoI), Lau, Y. Y. J. (CoI) & Chan, J. K. Y. (CoI)
21/06/24 → 20/06/26

Gamification or VR or Both? Examining Antecedents in Encouraging Continuance Pro-environmental Behavior | 2022/23 Faculty Development Scheme (FDS) Research Grants Council (RGC) | HK$644,100
Ng, M. L. P. (PI), Chan, J. K. Y. (PI), Wut, T. M. E. (PI) & Lau, M.-M. M. (PI)
1/01/23 → 31/12/24

Generative AI in Sustainable Marketing and Consumer Well-being: Promises, Challenges and Future Research Directions | Competitive Research Funding Schemes for the Local Self-financing Degree Sector 2025/26: Inter-Institutional Development Scheme (IIDS) | HK$ 277,480 | Reference no.: UGC/IIDS24/B03/25
Lee, S. M. D. (PI), Wong, S. M. H. (CoI), Wut, T. M. E. (CoI), Ng, M. L. P. (CoI), Lau, M.-M. M. (CoI), Li, R.Y.-M. (CoI) & Ng, H.C.-Y. (CoI)
1/01/26 → 31/12/26

Go North or not? Cross-border's services consumption in Greater Bay Area
Wut, T. M. E. (PI)
26/11/25 → 25/11/26

Improve Student Learning Effectiveness By Helping Teachers To Understand And Implement Blended Learning (Reference: 13/QESS/2020).
Wong, K. L. A. (PI) & Wut, T. M. E. (CoPI)
1/01/21 → 31/12/22

Improving the student learning experience by helping teachers develop and utilise chatbots |Quality Enhancement Support Scheme (QESS) HK$1,472,920|
Wut, T. M. E. (PI), Wong, K. L. A. (PI) & Ng, M. L. P. (PI)
1/01/24 → 31/12/25

Post-pandemic CSR development of Chinese Firms in the Long Run
Wut, T. M. E. (CoI) & Ng, M. L. P. (PI)
18/11/20 → 31/03/22

Programme Management
Wut, T. M. E. (PI)
1/07/22 → 30/06/23

Research Grants Council (RGC) Competitive Research Funding Scheme – Inter-Institutional Development Scheme (IIDS) | Applications and Research Agenda of Robotics in Hospitality, Tourism and Retailing | UGC/IIDS24/B03/24 | HK$347,929
Wut, T. M. E. (PI), Chan, J. K. Y. (CoPI), Lee, S. W. (CoPI) & Chan, A. H. E. (CoI)
1/01/25 → 31/12/25

Research Grants Council (RGC) Competitive Research Funding Scheme – Inter-Institutional Development Scheme (IIDS) | Co-Creating Assistive Robot Design to Facilitate Aging in Place | UGC/IIDS24/H03/25 | HK$297,444
Lee, S. W. (PI), Wut, T. M. E. (CoPI), Chang, H. W. H. (CoI), Lau, Y. Y. J. (CoI), Tsang, W.-H. W. (CoI) & Chan, J. K. Y. (CoI)
1/01/26 → 31/12/26

RGC Competitive Research Funding Scheme – Inter-Institutional Development Scheme (IIDS), Project title: Generative Artificial Intelligence X Environmental, Social and Governance (ESG) [HKD 295,972]
Wong, S. M. H. (PI), Wut, T. M. E. (CoPI), Chan, J. K. Y. (CoI), Chan, R. Y. (CoI) & Lau, Y. Y. J. (CoI)
1/01/26 → 31/12/26

The Effect of Fear of Missing Out (FOMO) Appeals in Social Media Marketing on Purchase Decisions in Tourism | CPCE-funded Research Project 2022/23 (First Round) | BHM-2022-256 (J)
Lee, S. M. D. (PI), Wut, T. M. E. (CoI) & Wan, C. (CoI)
14/12/22 → 13/12/23

University students' acceptance of Flipped classroom approach: Perspective from theory of planned behavior | CPCE Teaching/Excellence Fund
Wut, T. M. E. (PI), Ng, M. L. P. (CoI) & Xu, J. B. (CoI)
1/06/21 → 1/06/22

What are the factors choosing a destination in marathon tourism? Perspectives from Cognitive Appraisal Theory and Self-Congruence Theory
Wut, T. M. E. (PI)
3/12/24 → 2/12/25

Why do resilient employees become more engaged? Examining the role of organizational resilience
Wut, T. M. E. (PI) & Ng, M. L. P. (CoI)
23/11/21 → 22/11/22