

# Cham Tat Huei



Professor

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## Biography

Professor Cham Tat Huei is currently a Professor of Marketing and an accredited PhD Supervisor at Swinburne University of Technology (Malaysia campus), a university ranked 291st in the QS World University Rankings 2025 and recognised among the world's top 1% of institutions globally. He holds several international academic appointments, reflecting his global influence in the field of marketing and academic leadership. He is currently serving as a Visiting Professor at renowned institutions such as Tashkent State University of Economics (Uzbekistan), Chongqing University of Arts and Sciences (China), Universitas Multimedia Nusantara (Indonesia), Sohar University (Oman), and Qiannan Normal University for Nationalities (China). He is also the Visiting Research Professor at Symbiosis International (Deemed) University (India) and Adjunct Professor at UCSI University (Malaysia), Sohar University (Oman) and Universiti Tunku Abdul Rahman (Malaysia).

Professor Cham's research interests span across the fields of marketing, consumer behaviour, business management, tourism and hospitality, service marketing, service industry strategy and operations, technology management, and organisational behaviour. His research excellence is demonstrated based on his achievement in securing research funding from local and international institutions, including the Ministry of Higher Education (MoHE), the HEAD Foundation (Singapore), the Government of the People's Republic of China, the Tun Tan Cheng Lock Centre for Social and Policy Studies, and industry grants, among others.

In terms of research publications, Professor Cham has published over 80 peer-reviewed papers in high-impact journals indexed in Web of Science (SSCI/SCIE/SCI) by Clarivate Analytics and/or SCOPUS by Elsevier and/or the Chartered Association of Business Schools (ABS) and/or the Australian Business Deans Council (ABDC). His work has appeared in top-tier journals such as the Journal of Business Research, Journal of Retailing and Consumer Services, International Journal of Tourism Research, Journal of Hospitality Marketing & Management, Tourism Review, Asia Pacific Journal of Marketing and Logistics, Internet Research, Technological Forecasting and Social Change, International Journal of Bank Marketing, Industrial Management & Data Systems, Computers & Education, Government Information Quarterly, and Annals of Operations Research, among others.

As for editorial work, Professor Cham currently serves as the Editor-in-Chief of the Asian

Journal of Business Innovation and Responsibility (formerly Journal of Marketing Advances and Practices) and the International Journal of Marketing and Digital Creative. In addition, he is on the editorial review boards of several international journals, including the Journal of Business-to-Business Marketing, Journal of Computer Information Systems, International Journal of Pharmaceutical and Healthcare Marketing, Young Consumers, Journal of Global Scholars of Marketing Science, Asian Journal of Business Research, and the Journal of Applied Structural Equation Modelling. He has also served as Guest Editor for journals such as the Asia Pacific Journal of Marketing and Logistics, International Journal of Bank Marketing (both by Emerald Publishing), and the Journal of Marketing Analytics (Springer). In recognition of his research achievements, Professor Cham has been named as one of the “World’s Top 2% Scientists” by Stanford University and Elsevier. ScholarGPS has also listed him among the “Top Scholars” in the field of Business and Management. According to Google Scholar, Professor Cham ranks among the top 5 most cited researchers in the area of “Medical Tourism.” His research accolades include the Emerald Literati Award (2024), the Best Reviewer Award (2023) from the Journal of Global Scholars of Marketing Science (Taylor & Francis), and several top citation and download awards from journals such as the International Journal of Tourism Research, Tourism Review, and Asia Pacific Journal of Marketing and Logistics. Notably, three of his articles were recognised as Highly Cited Papers in Essential Science Indicators (ESI) by Web of Science in 2023. Professor Cham has also won a number of Best Paper Awards from various international conferences.

In recognition of his outstanding academic leadership achievements, Professor Cham was appointed a member of the Young Scientists Network–Academy of Sciences Malaysia (YSN-ASM). YSN-ASM is an affiliation under the umbrella of the Academy of Sciences Malaysia (ASM), a prestigious body mandated to provide strategic advisory inputs to the Government of Malaysia and stakeholders and pursue excellence in science, engineering, and technology (SET). He is also the recipient of the National Outstanding Young Educator Award by the Private Education Co-operative of Malaysia (EduCoop Malaysia) and the UTAR Outstanding Alumni Award (Professional, Academic, and Research Excellence category) in 2022.

As for the professional academic roles, Professor Cham has been appointed as an Auditor for the Malaysian Research Assessment (MyRA) by the Ministry of Higher Education and serves as an External Examiner/Assessor for various institutions including Curtin University (Australia), Universiti Sains Malaysia (Malaysia), Universiti Putra Malaysia (Malaysia), Universiti Malaysia Sarawak (Malaysia), Universiti Teknologi MARA (Malaysia), International University of Malaya-Wales (Malaysia), Sunway University (Malaysia), International Medical University (Malaysia), Universiti Kuala Lumpur (UniKL), Malaysia Multimedia University (MMU), HELP University (Malaysia), Nilai University (Malaysia), and INTI International University (Malaysia), to name a few. Furthermore, he is an Academic Assessor for the Alliance on Business Education and Scholarship for Tomorrow (ABEST21), a Japanese accreditation body. He is also a Certified Trainer under Alibaba.com, the Human Resources Development Fund (HRDF), and the Malaysia Digital Economy Corporation (MDEC).

### **Research Interests**

Marketing, Business Management, Tourism and Hospitality, and Technology Management, with a focus on consumer behaviour, strategic service innovation, digital transformation, and the impact of emerging technologies on business operations and customer engagement.

### **Teaching Areas**

Business Research Methodology, Marketing, Management, Entrepreneurship, and Quantitative Methods.

## **Professional and Committee Membership**

- Pembangunan Sumber Manusia Berhad (PSMB) Certified Trainer
- Member of the Young Scientists Network-Academy of Sciences Malaysia (YSN-ASM) by Academy of Sciences Malaysia (ASM).
- Certified Trainer for Entrepreneurial Educators (Ministry of Education Malaysia)
- Member of American Psychological Association (APA)
- Ordinary Member, Institute of Marketing Malaysia (IMM)
- Ordinary Member, Asian Academy of Management (AAM)
- Ordinary Member, Sarawak Research Society (SRS)
- Alibaba.com Global Certified Trainer
- Malaysia Digital Economy Corporation (MDEC) Certified Trainer

## **Editorial Membership & Review Works**

### **Editorial Membership (Selected)**

- Editor-in-Chief for the Asian Journal of Business Innovation and Responsibility [formerly known as Journal of Marketing Advances and Practices (JMAP)]. URL: <https://ajbir.org/>
- Editor-in-Chief for the International Journal of Marketing and Digital Creative (IJMADIC). URL: <https://journals.researchsynergypress.com/index.php/ijmadic/index>
- Guest-Editor for Asia Pacific Journal of Marketing and Logistics Special Issue: “The Evolution of Digital Technologies in Addressing Phygital Consumer Wellbeing and Experience” [Indexed in Web of Science (SSCI); Scopus]. URL: <https://2025gmc.imweb.me/20>
- Guest-Editor for International Journal of Bank Marketing Special Issue: “The Dark side of FinTech: Unintended Consequences and Ethical Consideration of FinTech Adoption” [Indexed in Web of Science (SSCI); Scopus].
- Guest-Editor for Journal of Global of Global Scholars of Marketing Science Special Issue: “Re-vamping and Re-innovating the online-and-offline shopping experience” [Indexed in Scopus].
- Guest-Editor for Journal of Marketing Analytics Special Issue: “Digitalization and Its Impact on Contemporary Marketing Strategies and Practices” [Indexed in Scopus]. URL: <https://www.palgrave.com/gp/journal/41270>
- Guest-Editor for Asian Journal Business Research Special Issue: “Are Segmentation and Profiling Still Meaningful? A Reconsideration of Research Design, Methods & Analysis” [Indexed in Scopus].
- Associate Editor, RAE Revista de Administração de Empresas [Indexed in Web of Science (SSCI); Scopus]. URL: <https://bibliotecadigital.fgv.br/ojs/index.php/rae>
- Associate Editor, VILAKSHAN – XIMB Journal of Management. URL: <https://www.emeraldgrouppublishing.com/journal/xjbm>
- Regional Editors Asia, International Journal of Internet Technology and Secured Transactions. [Indexed in Scopus]. URL: <https://www.inderscience.com/jhome.php?jcode=ijitst>
- Member of Editorial Review Board, Asia Pacific Journal of Marketing and Logistics. [Indexed in Web of Science (SSCI); Scopus]. URL: <https://www.emeraldgroupublishing.com/journal/apjml>
- Member of Editorial Review Board, Journal of Business-to-Business Marketing. [Indexed in Web of Science (SSCI); Scopus]. URL: <https://www.tandfonline.com/journals/wbbm20>
- Member of Editorial Review Board, Journal of Computer Information Systems. [Indexed in Web of Science (SCIE); Scopus]. URL: <https://www.tandfonline.com/journals/ucis20>
- Member of Editorial Review Board, Industrial Management & Data Systems [Indexed in

Web of Science (SSCI); Scopus]. URL: <https://www.emeraldgrouppublishing.com/journal/imds>

- Member of Editorial Review Board, International Journal of Gaming and Computer-Mediated Simulations [Indexed in Web of Science (SSCI); Scopus]. URL: <https://www.igi-global.com/journal/international-journal-gaming-computer-mediated/1125>
- Member of Editorial Review Board, Journal of Global of Global Scholars of Marketing Science. [Indexed in Scopus]. URL: <https://www.tandfonline.com/journals/rgam20>
- Member of Editorial Review Board, International Journal of Pharmaceutical and Healthcare Marketing. [Indexed in Scopus]. URL: <https://www.emeraldgrouppublishing.com/journal/ijphm>
- Member of Editorial Review Board, Young Consumers. [Indexed in Scopus]. URL: <https://www.emeraldgrouppublishing.com/journal/yc#editorial-team>
- Member of Editorial Review Board, Journal of Creative Communications. [Indexed in Scopus]. URL: <https://journals.sagepub.com/editorial-board/CRC>
- Member of Editorial Review Board, Gadjah Mada International Journal of Business. [Indexed in Scopus]. URL: <https://jurnal.ugm.ac.id/gamaijb>
- Member of Section Editors, Bangladesh Journal of Multidisciplinary Scientific Research (BJMSR). [Indexed in Scopus]. URL: <https://www.cribfb.com/journal/index.php/BJMSR/index>
- Member of Editorial Review Board, Journal of Applied Structural Equation Modeling (JASEM). [Indexed in Scopus]. URL: <https://jasemjournal.com/home/editorial-board/>
- Member of Editorial Advisory Board, Journal of Management Sciences (ABS indexed). URL: <https://journals.iqra.edu.pk/jms>
- Editor, Borneo Journal of Social Sciences and Humanities (BJSSH). URL: <https://journal.ucts.edu.my/Home/EditorialBJSSH?type=bjssh>
- Editor, Tourism and Sustainable Development Review (TSDR). URL: <http://tsdr.psdku.unpad.ac.id/index.php/journal/about/editorialTeam>
- Member of Editorial Review Board, Journal of Halal Service Research (JHSR). URL: <https://magscholar.com/jhsr/jhsr-editorial-board/>
- Editorial Review Board Members, Journal of Agribusiness Marketing. URL: <https://www.fama.gov.my/en/journal-of-agribusiness-marketing>
- Editorial Review Board Members, Journal of Responsible Tourism Management (JRTM). URL: <https://jrtm.org/editorial-board/>
- Editorial Board Members, Organization and Human Capital Development (ORCADEV). URL: <https://journals.researchsynergypress.com/index.php/orcadev/about/editorialTeam>
- Member of Editorial Review Board, Educational Leader (PEMIMPIN PENDIDIKAN). URL: <https://ejournal.um.edu.my/index.php/PEMIMPIN/about/editorialTeam>
- Member of Editorial Review Board, Amity Journal of Management Research (AJMR). URL: <https://www.amity.edu/admaa/ajmr/board-review.aspx>

#### Review Works (Selected)

- Article Reviewer for the International Journal of Tourism Research (Since 2023).
- Article Reviewer for the Journal of Business-to-Business Marketing (Since 2023).
- Article Reviewer for the Journal of Destination Marketing & Management (Since 2023).
- Article Reviewer for the Business Process Management (Since 2023).
- Article Reviewer for the Telematics and Informatics (Since 2023).
- Article Reviewer for the The Bottom Line (Since 2023).
- Article Reviewer for the Journal of Marketing Theory and Practice (Since 2023).
- Article Reviewer for the Journal of Creative Communications (Since 2023).
- Article Reviewer for the RAE-Revista de Administração de Empresas (Since 2023).

- Article Reviewer for the International Journal of Gastronomy and Food Science (Since 2023).
- Article Reviewer for the Journal of Hospitality Tourism and Management (Since 2023).
- Article Reviewer for the Arab Gulf Journal of Scientific Research (Since 2023).
- Article Reviewer for the Journal of Global Scholars of Marketing Science (Since 2022).
- Article Reviewer for the Technology in Society (Since 2022).
- Article Reviewer for the Journal of Computer Information Systems (Since 2022).
- Article Reviewer for the VILAKSHAN – XIMB Journal of Management (Since 2022).
- Article Reviewer for the International Journal of Gaming and Computer-Mediated Simulations (Since 2022).
- Article Reviewer for the Industrial Management & Data Systems (Since 2021).
- Article Reviewer for the International Journal of Bank Marketing (Since 2021).
- Article Reviewer for the Journal of Consumer Behaviour (Since 2021).
- Article Reviewer for the Internet Research (Since 2021).
- Article Reviewer for the Tourist Studies (Since 2020).
- Article Reviewer for the Journal of Marketing Analytics (Since 2020).
- Article Reviewer for the Jurnal Pengurusan (Since 2020).
- Article Reviewer for the Journal of Responsible Tourism Management (Since 2020).
- Article Reviewer for the Journal of Retailing and Consumer Services (Since 2019).
- Article Reviewer for the European Journal of Marketing (Since 2019).
- Article Reviewer for the European Business Review (Since 2019).
- Article Reviewer for the Young Consumers (Since 2019).
- Article Reviewer for the SAGE Open (Since 2019).
- Article Reviewer for Tourism Management Perspective (Since 2018).
- Article Reviewer for Asian Journal of Business Research (Since 2018).
- Article Reviewer for Asia Pacific Journal of Marketing and Logistics (Since 2017).
- Article Reviewer for British Food Journal (Since 2017).
- Article Reviewer for Asian Academy of Management Journal (Since 2017).
- Article Reviewer for International Journal of Pharmaceutical and Healthcare Marketing (Since 2017).
- Article Reviewer for Management Decision (Since 2017).
- Article Reviewer for Journal of Customer Behaviour (Since 2017).
- Article Reviewer for Journal of Applied Structural Equation Modeling (Since 2017).
- Article Reviewer for Asian Journal of Business Research (Since 2017).
- Article Reviewer for The Open Medical Informatics Journal (Since 2017).
- Article Reviewer for Amity Journal of Management Research (Since 2016).
- Article Reviewer for electronic Journal of Computer Science and Information Technology (Since 2016).
- Article Reviewer for VINE: Journal of Information and Knowledge Management Systems (Since 2014).
- Article Reviewer for Journal of Hospitality Management and Tourism (Since 2013).

### **Awards & Recognition**

- **World's Top 2% Scientists** by the Stanford University and Elsevier. <https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/7>
- Member of the **Young Scientists Network-Academy of Sciences Malaysia (YSN-ASM)**. YSN-ASM is an affiliation under the umbrella of the Academy of Sciences Malaysia (ASM), a prestigious body mandated to provide strategic advisory inputs to the Government of Malaysia and stakeholders and pursue excellence in science, engineering, and technology (SET).

- **National Outstanding Young Educator Award 2022** by the Private Education Co-operative of Malaysia (EduCoop Malaysia, [educoopmalaysia.com](http://educoopmalaysia.com))
- **UTAR Outstanding Alumni Award (Professional, Academic and Research Excellence category) 2022** by Universiti Tunku Abdul Rahman (Malaysia).

#### Research (Selected)

- Best Paper Award, 4th Health-Oriented Tourism & Food Conference 2025.
- Emerald Literati Awards 2024 for Outstanding Reviewer Award. <https://www.emeraldgrouppublishing.com/our-awards/emerald-literati-awards>
- Best Paper Award, Finance, Economics & Business Sustainability (FEBS) Conference 2024.
- Top Cited Paper, Asia Pacific Journal of Marketing and Logistics (Emerald Publishing), 2024. <https://www.emerald.com/insight/publication/issn/1355-5855>
- Top Downloaded Paper, Asia Pacific Journal of Marketing and Logistics (Emerald Publishing), 2024. <https://www.emerald.com/insight/publication/issn/1355-5855>
- Top Cited Article 2022-2023, International Journal of Tourism Research (Wiley), 2024. <https://onlinelibrary.wiley.com/journal/15221970>
- Top Research Publications Contributor Award by UCSI University, 2024.
- Highly Impact Journal Publication Award by UCSI University, 2024.
- Highly Cited Paper Award by UCSI University, 2024.
- Best Reviewer Award, Journal of Global Scholars of Marketing Science, 2023. [Indexed in Scopus]. <https://www.tandfonline.com/journals/rgam20>
- Top Cited Paper, Tourism Review (Emerald Publishing), 2023. <https://www.emeraldgrouppublishing.com/journal/tr>
- Top Cited Paper, Asia Pacific Journal of Marketing and Logistics (Emerald Publishing), 2023. <https://www.emeraldgrouppublishing.com/journal/apjml>
- Top Downloaded Article, International Journal of Tourism Research (Wiley), 2023. <https://onlinelibrary.wiley.com/journal/15221970>
- Most Read articles, Journal of Computer Information Systems (Taylor and Francis), 2023. <https://doi.org/10.1080/08874417.2023.2165197>
- Highly Cited Paper Award by UCSI University, 2023.
- Top Research Publications Contributor Award by UCSI University, 2023.
- Best Paper Award, International Conference on Information Systems and Intelligent Applications (ICISIA), 2022.
- Best Paper Award, 2nd International Conference on Emerging Technologies and Intelligent Systems (ICETIS2022), 2022.
- Best Paper Award, International Conference on Responsible Tourism and Hospitality (ICRTH2022), 2022.
- Most Productive Researcher Award, UCSI Graduate Business School, UCSI University, 2021.
- Best Paper Award, International Postgraduate Symposium in Tourism and Hospitality (IPSTH2020).
- Outstanding Paper Award, QS Subject Focus Summit Research Sharing Session, December 2018.
- Best Paper Award, MAG Scholar Conference, June 2018.
- Best Reviewer Award, Asian Journal of Business Research, 2017/2018. [Indexed in Scopus]. <https://ajbr.co.nz/index#hero>

#### Teaching & Learning (Selected)

- Most Promising Academician Award, UCSI University, 2022.
- Teaching Excellence Award, UCSI Graduate Business School, UCSI University, 2021.

## Recent Media

- **Keynote Speaker** for “SYM – EMERGE 2025: International Conference on Emerging Areas in Business Management, Technology & Sustainability”, a conference organised by Symbiosis International (Deemed University), Pune, India. (11-12 January 2025).
- **Resource Speaker** for “SYM – EMERGE 2025: International Conference on Emerging Areas in Business Management, Technology & Sustainability”, a conference organised by Symbiosis International (Deemed University), Pune, India. (11-12 January 2025).
- **Keynote Speaker** for “International Forum: GLOBAL AND NATIONAL ECONOMIC TRENDS: UZBEKISTAN – 2030”, a conference organised by Tashkent State University of Economics, Tashkent, Uzbekistan. (17-18 October 2024).
- **Resource Speaker** for “14th Global Healthcare & Medical Tourism Conference (MEDICAL KOREA 2024)”, a conference organised by Ministry of Health and Welfare of Korea and organized by the Korea Health Industry Development Institut. (14-15 March 2024).
- **Resource Speaker** for “International Conference on Sustainable Tourism and Hospitality 2024 (ICSTH 2024)”, a conference organised by Polytechnic University of the Philippines. (10 July 2024).
- **Speaker** for the Asia Pacific Research Management Conference (APMRC) with the theme “Adapting Sustainability Strategies in Business and Management” organised by PPM School of Management (Indonesia). (21-23 August 2024).
- **Speaker** for the “Global Conference of Business and Economics Research 2023 (GCBER 2023)” a conference organized by School of Business and Economics, Universiti Putra Malaysia. (9-10 September 2023).
- **Keynote Speaker** for the “9th Rizal Library International Conference” a conference organized by Rizal library of Ateneo de Manila University (Philippines). (11-13 October 2023).
- **Plenary Speaker** for the “CCA-PREO International Research Conference” a conference organized by City College of Angeles (Philippines) and Pampanga Research Educators Organization (Philippines) in partnership with Kasetsart University (Thailand) and Holy Angel University (Philippines). (8-10 November 2023).
- **Keynote Speaker** for “International Conference- Quality of Education in the Context of Economic Transformation of Society”, a conference organised by Tashkent State University of Economics (TSUE), Uzbekistan. (26 May 2023).
- **Guest Speaker** for “Publication Forum”, a seminar organised by University of Technology Sarawak (UTS). (14 September 2023).
- **Guest Speaker** for “Publishing in the High Impact Journal”, a seminar organised by Asia Pacific University of Technology & Innovation (APU). (3 March 2023).
- **Speaker** for “How to Improve your Journal Article Acceptance Rate and Research Productivity?”, a talk organised by Emerald Publishing and UCSI University. (23 February 2023).
- **Speaker** for “Research Grants Coaching Session”, a workshop organised by University of Technology Sarawak (UTS). (16 – 17 February 2023).
- **Speaker** for “1st TSUE DEVELOPMENT STRATEGY FORUM: GLOBAL AND NATIONAL ECONOMIC TRENDS”, an International conference organised by Tashkent State University of Economics (TSUE), Uzbekistan. (20-21 October, 2022).
- **Keynote Speaker** for “Digitalisation & Digital Transformation: A way moving forward for Business”, an International conference organised by University of Finance- Marketing (UFM), Vietnam. (23 September, 2022).
- **Resource Speaker** for “How to Identify research gap and framing problem statement in research” a seminar organised by Loyola Schools GradTalk, Ateneo De Manila (ADMO). (19

November 2022).

- **Keynote Speaker** at the SEGi International Conference of Business, Environment, Sustainability and Technology (SIBEST 2022) organised by SEGi University (Malaysia). (9 August 2022).
- **Keynote Speaker** at the The International Conference on Clean and Sustainable Production (ICCSP) organised by AHS Manajemen (Indonesia) and Research Synergy Foundation (Indonesia). (22-23 August 2022).
- **Resource Speaker** for “Publishing in International Journal: Top Tips for Researchers”, a webinar jointly organised by Emerald Publishing and Universiti Teknologi Mara (UiTM). (18 March, 2022).
- **Resource Speaker** for “2nd FHTM Research and Innovation Webinar Series (FRIWS) 2022” organised by Universiti Teknologi Mara (UiTM). (21 January, 2022).

### Postgraduate Supervision

Doctorate (as main and co-supervisor) – 19 completed; 7 in progress

Master's (as main and co-supervisor) – 28 completed

Potential research higher degree candidates are welcome to enquire about postgraduate opportunities in the areas of Marketing, Business Management, Entrepreneurship, Tourism and Hospitality, and Technology Management. Please e-mail [tcham@swinburne.edu.my](mailto:tcham@swinburne.edu.my) for more information.

### Research Output

Journal Articles (Selected)

- Eugene, A.C.X, Tan, G.W.H., **Cham, T.H.**, Ooi, K.B., Al-Busaidi, A. S., & Dwivedi, Y. K. (2025). Adapt or Die! Embrace Digital Transformation for Better Firm Performance: A Causal Recipe. Internet Research. Accepted in Press. **Indexed in Web of Science (SSCI & SCIE) IF= 5.9; Scopus Q1; ABDC (A); ABS (3)].**
- Sriparna, B., Sonika, J., Ooi, K.B., & **Cham, T.H.** (2025). Unveiling the Potential of Corporate Digital Responsibility (CDR). Journal of Computer Information Systems. Accepted in Press. <https://doi.org/10.1080/08874417.2024.2445745> **[Indexed in Web of Science (SCIE) IF= 2.5; Scopus Q1; ABDC (A); ABS (2)].**
- Ooi, K.B., Hew, J.J., Eugene, A.C.X, **Cham, T.H.**, & Tan, G.W.H. (2025). I am too young for this! A moderated-mediation model of metaverse commerce resistance. Journal of Retailing and Consumer Services. Accepted in Press. <https://doi.org/10.1016/j.jretconser.2025.104224> **[Indexed in Web of Science (SSCI) IF= 11.0; Scopus Q1; ABDC (A); ABS (2)].**
- Lim, S.Y., Tan, Y., Loh, X.M., **Cham, T.H.**, Ooi, J., & Tan, G.W.H. (2025). It's not all fun and games: Gamification in e-commerce on consumers' impulse buying of retail food products. British Food Journal. Accepted in Press. <https://doi.org/10.1108/BFJ-04-2024-0361> **[Indexed in Web of Science (SCIE) IF= 3.3; Scopus Q1; ABDC (B); ABS (1)].**
- Liu, L., Eugene, A.C.X, & **Cham, T.H.** (2025). Driving Brand Advocacy in Higher Education Marketing: An Integrative Perspective on China Students Studying Overseas. Asia Pacific Business Review. <https://doi.org/10.1080/13602381.2025.2452857>. **[Indexed in Web of Science (SSCI) IF= 2.0; Scopus Q1; ABDC (B); ABS (1)].**
- **Cham, T.H.**, Cheng, B.L., Aw, E.C.X., Tan, G.W.H., Loh, X.M., & Ooi, K.B. (2024). Counteracting the Impact of Online Fake News on Brands. Journal of Computer Information Systems, 64(2), 245-264. <https://doi.org/10.1080/08874417.2023.2191350> **[Indexed in Web of Science (SCIE) IF= 2.5; Scopus Q1; ABDC (A); ABS (2)].**
- Huang, Q., Dastane, O., **Cham, T.H.**, & Cheah, J.H. (2024). Is 'she' more impulsive (to pleasure) than 'him' during livestream e-commerce shopping?. Journal of Retailing and

Consumer Services, 78, 103707. <https://doi.org/10.1016/j.jretconser.2024.103707> **[Indexed in Web of Science (SSCI) IF= 11.0; Scopus Q1; ABDC (A); ABS (2)].**

- Zhang, Y. & **Cham, T.H** (2024). From slogans to actions: How does social media marketing and collectivism drive green consumption behaviour?. *Marketing Intelligence & Planning*. Accepted in Press. <https://doi.org/10.1108/MIP-02-2024-0093> **[Indexed in Web of Science (SSCI) IF= 3.6; Scopus Q2; ABDC (A); ABS (1)].**

- Tan, K.L., Hofman, P.S., Noor, N., Tan, S. R., Hii, I.S., & **Cham, T.H.** (2024). Does artificial intelligence improve hospitality employees' individual competitive productivity? A time-lagged moderated-mediation model involving job crafting and meaningful work. *Current Issues in Tourism*, Accepted in Press. <https://doi.org/10.1080/13683500.2024.2391114>**[Indexed in Web of Science (SSCI) IF= 5.7; Scopus Q1; ABDC (A); ABS (2)].**

- Sigala, M., Ooi, K.B., Tan, G.W.H., Aw, E.C.X., Buhalis, D., **Cham, T.H.**, Chen, M.M., Dwivedi, Y.K., Gretzel, U., Inversini, A., Jung, T., Law, R., & Ye, I.H. (2024). Understanding the impact of ChatGPT on tourism and hospitality: Trends, prospects and research agenda. *Journal of Hospitality and Tourism Management*. Accepted in Press. <https://doi.org/10.1016/j.jhtm.2024.08.004>. **[Indexed in Web of Science (SSCI) IF= 7.6; Scopus Q1; ABDC (A); ABS (2)]**

- Ooi, K.B., Koohang, A., Aw, E.C.X., **Cham, T.H.**, Cobanoglu, C., Dennis, C., Dwivedi, Y., Hew, J.J., Linton, K.H., Hughes, L., Lin, C.Y., Mishra, A., Phau, I., Raman, R., Marianna, S., Tang, Y.C., Wong, L.W., & Tan, W.H.G (2024). Unveiling the Potential of Generative Artificial Intelligence: A Multidimensional Journey into the Future. *Industrial Management & Data Systems*. Accepted in Press. <https://doi.org/10.1108/IMDS-10-2023-0703> **[Indexed in Web of Science (SSCI) IF= 5.5; Scopus Q1; ABDC (A); ABS (2)]**

- Nilashi, M., Abumalloh, R.A., Ooi, K.B., Tan, G.W.H., **Cham, T.H.**, & Aw, E.C.X. (2024). Unlocking sustainable resource management: A comprehensive SWOT and thematic analysis of FinTech with a focus on mineral management. *Resources Policy*, 92, 105028. <https://doi.org/10.1016/j.resourpol.2024.105028> **[Indexed in Web of Science (SSCI) IF= 10.2; Scopus Q1; ABDC (B); ABS (2)]**

- Sigala, M., Ooi, K.B., Tan, G.W.H.T., Aw, E.C.X., **Cham, T.H.**, Dwivedi, Y.K., Werner, K., Kate, L., Anubhav, M., Rebekah, R.B., & Jochen, W. (2024). ChatGPT and service: opportunities, challenges, and research directions. *Journal of Service Theory and Practice*, 34(5), 726-737. <https://doi.org/10.1108/JSTP-11-2023-0292> **[Indexed in Web of Science (SSCI) IF= 4.6; Scopus Q1; ABDC (A); ABS (2)]**

- Moedeem, S., Aw, E.C.-X., Alryalat, M., Wei-Han Tan, G., **Cham, T.H.**, Ooi, K.-B. & Dwivedi, Y.K. (2024). Social Media Marketing in the Digital Age: Empower Consumers to Win Big?. *Asia Pacific Journal of Marketing and Logistics*, 36(1), 66-84. <https://doi.org/10.1108/APJML-09-2022-0784> **[Indexed in Web of Science (SSCI) IF= 3.9; Scopus Q1; ABDC (A); ABS (1)]**

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Book chapter (Selected)

- **Cham, T.H.**, Aw, E.C.X., Tan, G.W.H., & Ooi, K.B. (2023). Social Media Co-creation Activities among Elderly Consumers: An Innovation Resistance Perspective. In International Conference on Information Systems and Intelligent Applications (ICISIA 2022) (pp. 175–186). Springer, Cham. [https://link.springer.com/chapter/10.1007/978-3-031-16865-9\\_15](https://link.springer.com/chapter/10.1007/978-3-031-16865-9_15) **[Indexed in Scopus]**.
- Tie, M.SY., Wong, W.PM., **Cham, T.H.**, Chin, CH. (2023). The Impact of Environmental Factors on Social Selling Intention via Virtual Reality Technology and Social Selling Performance: The Mediating Effect of Self-efficacy. In: Al-Sharafi, M.A., Al-Emran, M., Tan, G.WH., Ooi, KB. (eds) Current and Future Trends on Intelligent Technology Adoption. Studies in Computational Intelligence, vol 1128. Springer, Cham. [https://doi.org/10.1007/978-3-031-48397-4\\_8](https://doi.org/10.1007/978-3-031-48397-4_8) **[Indexed in Scopus]**.
- Tang, K.L., Huam, H.T., **Cham, T.H.**, Cheng, B.L. (2023). Unveiling the Influence of Social Technologies on Online Social Shopping in Malaysia. In: Al-Sharafi, M.A., Al-Emran, M., Tan, G.WH., Ooi, KB. (eds) Current and Future Trends on Intelligent Technology Adoption. Studies in Computational Intelligence, vol 1128. Springer, Cham. [https://doi.org/10.1007/978-3-031-48397-4\\_10](https://doi.org/10.1007/978-3-031-48397-4_10) **[Indexed in Scopus]**.
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- Yuan, Y.P., Tan, G.W.H., Aw, E.C.X., **Cham, T.H.**, & Ooi, K.B. (2023). How Does User-Generated Content Affect Users' Obsessive Use of Lifestyle-Sharing Mobile Social Networking Site?. In 2nd International Conference on Emerging Technologies and Intelligent Systems (ICETIS 2022) (pp. 40–55). Springer, Cham. [https://link.springer.com/chapter/10.1007/978-3-031-25274-7\\_4](https://link.springer.com/chapter/10.1007/978-3-031-25274-7_4) **[Indexed in Scopus]**.
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- Goh, H.L., Foo, W.H., **Cham, T.H.**, Sia, B.C., & Yap, W.Z. (2023). What People Post During the Movement Control Order (MCO): A Content Analysis of Intagram's Top Posts. In

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#### Conference Presentations and Publication (Selected)

- Hu, L.J., Aw, E.C.X, **Cham, T.H.**, & Nilashi, M. (2025). How do memorable experiences influence wellness tourist satisfaction? Insights from user-generated content and machine learning. Paper presented at the 4th Health-Oriented Tourism & Food Conference 2025, GATE, Kathmandu, Nepal, 19 to 21 April 2025. The conference is organized by Global Academy of Tourism and Hospitality Education (GATE) College Kathmandu, Nepal. **(Awarded with Best Paper Award)**
- Zhang, Y., Lim, W.L., **Cham, T.H.**, & Tapsir, S. H. (2024). Bridging Sustainability and Innovation: Understanding the Role of Organisational Resilience, Market Knowledge Competency and Big Data Analytics Capabilities. Paper presented at the Finance, Economics & Business Sustainability (FEBS) Conference 2024, Kuching, Sarawak, Malaysia, 18-20 September 2024. The conference is organized by the Universiti Malaysia Sarawak (UNIMAS), Malaysia. **(Awarded with Best Paper Award)**
- Liang, Y. & **Cham, T.H.** (2024). Exploring the Significance of Cultural Beliefs and Branding in Shaping Tourists' Travel Intentions: Evidence from Wine Tourism in China. Paper presented at the 6th Wine & Hospitality Management Workshop 2024, University of Reims, France, 25-28 June 2024. The conference is organized by the Alliance for Research on Wine & Hospitality Management.
- Wu, M., Tan, G.W.H., Aw, E.C.X, **Cham, T.H.**, & Ooi, K.B. (2023). The Future of Service: Service Robots in Luxury Hotels. Paper presented at the Mystique of Luxury Brands Conference 2023, Ho Chi Minh City, Vietnam, 9-10 November 2023. The conference is co-organized by the University of Economics Ho Chi Minh City (Vietnam) and Curtin University (Australia).
- Wu, M., Tan, G.W.H., Aw, E.C.X, **Cham, T.H.**, & Ooi, K.B. (2023). Why do Consumers Want to Buy Luxury Bags in the Metaverse?. Paper presented at the Mystique of Luxury Brands Conference 2023, Ho Chi Minh City, 9-10 November 2023. The conference is co-organized by the University of Economics Ho Chi Minh City (Vietnam) and Curtin University (Australia).
- Jiang, Y., Tan, G.W.H., Aw, E.C.X, **Cham, T.H.**, & Ooi, K.B. (2023). The Role of Brand Coolness and Brand Extension for Co-Branding: The Co-Branding of Louis Vuitton and Manner Coffee. Paper presented at the Mystique of Luxury Brands Conference 2023, Ho Chi Minh City, 9-10 November 2023. The conference is co-organized by the University of Economics Ho Chi Minh City (Vietnam) and Curtin University (Australia).
- **Cham, T.H.**, Aw, E.C.X., Tan, G.W.H. & Ooi, K.B. (2022). Is it safe to travel? COVID-19 and Medical Tourism Intentions for Malaysia? Paper presented at International Conference on Responsible Tourism and Hospitality (ICRTH) 2022, 1-3 September 2022. **(Awarded with Best Paper Award)**
- **Cham, T.H.**, Aw, E.C.X., Tan, G.W.H., & Ooi, K.B. (2022). Social Media Co-creation Activities among Elderly Consumers: An Innovation Resistance Perspective. Paper presented at International Conference on Information Systems and Intelligent Applications (ICISIA 2022), 1-2 July 2022. **(Awarded with Best Paper Award)**
- Yuan, Y.P., Tan, G.W.H., Aw, E.C.X., **Cham, T.H.**, & Ooi, K.B. (2022). How Does User-Generated Content Affect Users' Obsessive Use of Lifestyle-Sharing Mobile Social Networking Site?. Paper presented at 2nd International Conference on Emerging Technologies and Intelligent Systems (ICETIS 2022), 2-3 September 2022. **(Awarded with Best Paper Award)**

- Tham, N.F. & **Cham, T.H.** (2020). Predictors of Hospital Brand Trust and Its Relationship with Medical Tourists. Paper presented at International Postgraduate Symposium in Tourism and Hospitality (IPSTH2020), 20-21 November 2020. **(Awarded with Best Paper Award)**