



劉璐 女士

**Ms. Liu, Lucy**  
(Lecturer)

**研究方向(Research Area) :**

社交媒體市場營銷

Social Media Marketing

收益管理

Revenue Management

前台運作管理

Front Office Operations

客戶關係管理

Customer Relationship Management

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◇ JOURNAL PAPER

- ◆ Guillet, B. D., Kucukusta, D., & Liu, L. (2015). An Examination of Social Media Marketing in China: How do the Top 133 Hotel Brands Perform on the Top Four Chinese Social Media Sites? *Journal of Travel & Tourism Marketing*, 33(6), 783-805. doi:10.1080/10548408.2015.1064337, SSCI, Cited by 30

◇ CONFERENCE PAPER

- ◆ Liu, L. (2014). An Examination of Social Media Marketing in China- How Did Top 133 Brands Perform on Top Five Domestic Social Media Sites?. Presented at 2014 Global Tourism & Hospitality Conference and Asia Tourism Forum, May 18-20, Hong Kong, China.

◇ CERTIFICATION AND AWARDS

- ◆ WorldSkills Hotel Reception Train the Teachers
- ◆ MORS Front Office Agent Certificate
- ◆ Hotel Front Office Operation System Opera Trainer
- ◆ Hotel Reservation System Marsha Trainer
- ◆ Five Star Employee, The Ritz-Carlton Macau , 2019
- ◆ Outstanding Revenue Management Student, The Hong Kong Polytechnic University , 2013
- ◆ Macau Foundation Scholarship (Palace Museum) , 2010
- ◆ Fundacao Henry Fok Scholarship, MUST, 2008 & 2009 ( Top 1 )
- ◆ Role Model Gold Award for International Tourism Management Major, MUST , 2008 & 2009 ( Top 2 )



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- ◆ Outstanding Silver Award for International Tourism Management Major, MUST , 2008 ( Top 4 )
  - ◆ Professional International Tourism Service Award, MUST , 2008 ( Top 1 )
  - ◆ Outstanding Gold Award for International Tourism Management Major, MUST , 2009 ( Top 1 )