Vero Li | Assistant Professor

Office: City Viva Space, VH203
Telephone: 85902238
Email: veroli@cityu.edu.mo

Research Area
Social Media
Disability and Accessible Tourism

Research Outputs and Publications
Journal Paper

Li, M., Zhan, L., Wen, L., Chen, J., & Cheng, M. (2026). When visuals meet people with disabilities: How travel image featuring disability drives travel intention? *Journal of Travel Research*. Advance online publication. https://doi.org/10.1177/00472875261478880 **[SSCI Q1]**

Li, M., Cheng, M., & Quintal, V. (2026). Decoding the subtleties: Speech voice cues and their impacts on viewer in-consumption engagement in travel live streaming. *Journal of Hospitality & Tourism Research, 50*(4), 494–507. https://doi.org/10.1177/10963480251352244 **[SSCI Q1]**

Li, M., Cheng, M., & Su, W. (2025). When east meets southeast: Constructing geographical imagination among Chinese tourists in Singapore. *Tourism Management, 111*, 105224. **[SSCI Q1]**

Li, M., Cheng, M., Quintal, V., & Cheah, I. (2025). Facial emotional expressions and real-time viewership in cycling travel live streaming: A mixed-methods approach. *Journal of Hospitality and Tourism Management, 63*, 223–235. **[SSCI Q1]**

Li, M., Cheng, M., Quintal, V., & Cheah, I. (2023). From live streamer to viewer: Exploring travel live streamer persuasive linguistic styles and their impacts on travel intentions. *Journal of Travel & Tourism Marketing, 40*(8), 764–777. **[SSCI Q1]**

Book Chapter

Shen, H., Song, S., **Li, M**., Cheng, M., & Luo, T. (2026). Teachers and students co-constructing intercultural understanding: Unheard voices' multilingual stances in Australian business education. In F. Dervin & S. A. Achieng (Eds.), *Unsung mavericks in intercultural communication, education and research* (pp. 155–176). Routledge. https://doi.org/10.4324/9781003752226-11

Teaching Case Publication

Cheng, M., **Li, M.,** & Zhu, J. (2025). Sweet success: Janebee honey and building a buzz on social media. SAGE Publications: SAGE Business Cases Originals.

Conference Papers

Li, M., Cheng, M., Quintal, V., & Cheah, I. (2026, February). *Live streaming in marketing: A review and future directions* [Paper presentation]. 2026 CAUTHE Conference, Adelaide, Australia.

Li, M., & Cheng, M. (2025, July). *Speech voice cues and engagement in travel live streaming* [Paper presentation]. 2025 Global Marketing Conference, Hong Kong, China.

Song, S., Shen, H., Cheng, M., & **Li, M.** (2024, January). *Mobilize international students' translingual capabilities to improve their learning performance in business studies* [Paper presentation]. Western Australian Teaching and Learning Forum 2024, Perth, Australia.

Li, M. (2023, February). *The role of persuasive linguistic style in travel intentions in travel live streaming* [Paper presentation]. 2023 CAUTHE Conference, Perth, Australia.

Li, M. (2022, October). *Live streaming: Recent trends and future directions* [Virtual paper presentation]. 2022 International Tourism and Retail Service Management Conference, University of South Carolina.

Research Projects

Mobilize International Students' Transcultural Capabilities to Improve Their Learning Performance in Business Studies, Co-Iv, 2023

Building the Digital Marketing Capabilities of Western Australian Food and Beverage Businesses, PI, 2022

Digital Storyboard to Address Concerns and Barriers of Chinese Students, Co-Iv, 2021