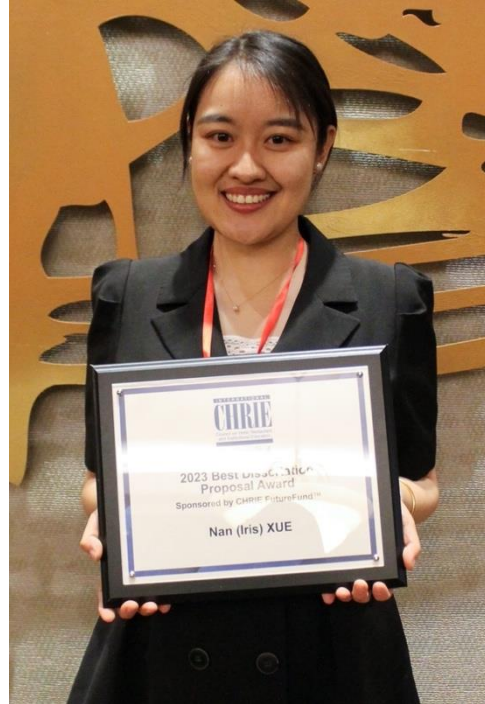


Future Fund Introduces Nan (Iris) Xue



Nan (Iris) Xue is a 2023 Doctoral Proposal Competition Winner from The Chinese University of Hong Kong. Her dissertation proposal, 'The paradoxical relationship between minimalism and tourists' pro-environmental choices,' was judged on five primary criteria; innovativeness, meaningfulness, practical relevance, academic rigor, and cross-disciplinary application. Iris is guided by her academic supervisors, Professor Lisa C. Wan and Professor Elisa K. Chan.

Iris has aspired to be a faculty member in hospitality and tourism for many years. She earned dual bachelor's degrees in business administration and economics from Soochow University, and her master's degree in business administration was earned at Fudan University. She has completed several internships including Wyndham Hotels, the International Tourism Studies Association, and the Tourism Bureau. She credits her journey through academia with inspiring her, as she has crossed paths with many eminent scholars who exhibit the behaviors and characteristics of success she admires.

Iris is currently in her final year as a Ph.D. candidate in Business Administration. She chose The Chinese University of Hong Kong (CUHK) for its business school's global prestige. She credits the enriching environment that nurtures self-discovery, character-building, knowledge creation, sharing, and application. She was the recipient of the Ph.D. International Mobility for Partnerships and Collaborations Award, which allowed her to visit The University of Queensland and work with Professor Sara Dolnicar. She is grateful to CUHK and ICHRIE's Future Fund for recognizing and supporting her doctoral work.

Iris conducts research on the intricacies of tourist experience and behavior, sustainable tourism, and service marketing. Her primary intent is understanding the drivers behind consumers' pro-environmental decisions during travel with an emphasis on the effect of experience, habit, and information. She is also exploring the integration of green practices in services marketing, specifically hospitality marketing. Her research interests have her investigating tourist psychology, preferences, and behaviors in different life stages and environments. She has employed interviews, experimental design, and field studies to conduct her research, and has three published papers in *Annals of Tourism and Tourism Management*. Iris aspires to emulate her professors by engaging in innovative research, teaching, mentoring the future generation of scholars, and providing quality service to respective constituencies.

Future Fund is pleased to recognize Nan (Iris) Xue, and we wish her the best as she moves towards degree completion.