



澳門大學  
UNIVERSIDADE DE MACAU  
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**Faculty of Business Administration**  
**SEMINAR SERIES No.11/1819**  
***DRTM***

*Stereotyping in Hospitality Research*  
*Using Experimental Design*

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**Abstract**

Dr. Lisa GAO will present her two studies published in hospitality and business journals. The first study examined the mediating effects of perceived warmth and competence as potential psychological mechanisms explaining consumers' reactions to green hotels. We also investigate the moderating role of firm motives in influencing consumers' reactions to green initiatives. With two separate experiments, the results showed that perceived warmth and competence mediate the relationship between service outcomes and consumer satisfaction and behavioral intentions. The second study focused on how consumers' food choices are affected by perceived competence of others present in the retail setting. This study found that when the other customer is perceived as competent (i.e., paying with a Platinum Amex), the focal consumer chooses the same (organic vs. standard) chicken wrap. However, such a mimicking behavior is absent when the other customer lacks competency cues (i.e., paying with food stamps). The follow-up study showed that social modeling doesn't occur in the context of indulgent food choices. The findings of a subsequent experiment demonstrated that competence cues perceived similarity between the other customer and the focal consumer.

**Date:** 24 April, 2019 (Wednesday)  
**Time:** 13:30~15:00  
**Venue:** Faculty of Business Administration, E22-2011

### **A Short Biography of Dr. Lisa GAO**

Dr Lisa Gao is an Assistant Professor in the School of Hotel and Tourism Management at the Hong Kong Polytechnic University. She holds a PhD in hospitality management from the Pennsylvania State University. Her research focuses on corporate social responsible issues and consumer behavior. Her work has been published in top tier journals such as: *International Journal of Hospitality Management*, *Cornell Hospitality Quarterly*, *Journal of Business Ethics*, *Journal of Business Research* among others.

**ALL ARE WELCOME!**