

Adil Masud Aman

PhD Candidate | Certified Hospitality Educator (CHE)

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WORK EXPERIENCE

Research Assistant

Feb 2023 – Dec 2023

School of Hotel and Tourism Management & Department of Computing, The Hong Kong Polytechnic University

- Worked with Dr Jason Zhang and Dr Faye Hao on the project “Data Science and AI for Hospitality”
- Used machine learning to analyze data
- Drafted academic articles

EDUCATION

PhD in Hospitality and Tourism Management

Jan 2024 – Dec 2026 (Expected)

School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Chief Supervisor: Dr Faye Hao (Assistant Professor). Current Cumulative GPA: 3.84 / 4.30

Certified Hospitality Educator (CHE)

May 2025

American Hotel & Lodging Association. Valid until May 2030.

Research Methods Summer School for Research Students

Aug 2024

School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Master of Engineering in Control Science and Engineering

Sep 2019 – Jun 2022

Central South University (CSU), China

Final Grade: 3.80 / 4.00. Supervisor: Dr Yalin Wang (Professor).

Thesis: Methods for stacked autoencoder based fault classification for dynamic industrial processes.

Bachelor of Electrical Engineering

Sep 2015 – Jul 2019

National University of Sciences and Technology (NUST), Pakistan

Final Grade: 3.05 / 4.00

STANDARDIZED TEST SCORE

IELTS Academic

20 Nov 2021

Listening: 8.5 | Reading: 9.0 | Writing: 7.0 | Speaking: 7.0 | Overall: 8.0

TEACHING EXPERIENCE

Teaching Assistant — HTM4349 Strategic Management in Hospitality, Tourism and Events

Jan – Apr 2025

SHTM, The Hong Kong Polytechnic University. Instructor: Dr Sung In Kim.

Teaching Assistant — HTM3228 Smart Service Design in Tourism and Hospitality

Jan – Apr 2024

SHTM, The Hong Kong Polytechnic University. Instructor: Dr Faye Hao.

RESEARCH EXPERIENCE

Google Scholar: **107 Citations** | **h-index: 5** (as of April 2026)

Journal Publications

- Aman, A. M.**, Ng, W., Hao, F., Zhang, C., & Chon, K. K. S. (2025). Digital nudge persuasiveness of avatars in restaurants toward healthy choices and happy diners. *Tourism Review*, 80(8), 1535–1557. <https://doi.org/10.1108/TR-07-2024-0567>
Q1 | IF: 7.3 | ABS: 1 | ABDC: A
- Liu, J., Hao, F., Back, K.-J., **Aman, A. M.**, & Zhang, C. (2025). Silver travel in golden age: How GenAI-enabled virtual tours boost well-being for older adults. *Journal of Travel & Tourism Marketing*, 42(3), 267–281. <https://doi.org/10.1080/10548408.2025.2456079>
Q1 | IF: 8.2 | ABS: 2 | ABDC: A

- Hao, F., Ng, W., **Aman, A. M.**, & Zhang, C. (2025). Technology for sustainability: The impact of avatar-led green training on OCBE and green creativity. *International Journal of Contemporary Hospitality Management*, 37(1), 140–160. <https://doi.org/10.1108/IJCHM-12-2023-1927>
Q1 | IF: 9.1 | ABS: 3 | ABDC: A
- Hao, F., **Aman, A. M.**, & Zhang, C. (2024). What is beautiful is good: Attractive avatars for healthier dining and satisfaction. *International Journal of Contemporary Hospitality Management*, 36(12), 3969–3988. <https://doi.org/10.1108/IJCHM-09-2023-1490>
Q1 | IF: 9.1 | ABS: 3 | ABDC: A
- Guo, Y.-M., Ng, W.-L., Hao, F., Zhang, C., Liu, S.-X., & **Aman, A. M.** (2023). Trust in virtual interaction: The role of avatars in sustainable customer relationships. *Sustainability*, 15(18), 14026. <https://doi.org/10.3390/su151814026>
Q3 | IF: 3.3
- Wang, Y., **Aman, A. M.**, Liu, C., Guan, L., Yuan, X., & Wang, K. (2022). Inter-relational Mahalanobis SAE with semi-supervised strategy for fault classification in chemical processes. *Chemometrics and Intelligent Laboratory Systems*, 228, 104624. <https://doi.org/10.1016/j.chemolab.2022.104624>
Q2 | IF: 3.7

Conferences

- **Aman, A. M.**, Hao, F., & Liu, J. (2025, September). *Decoding non-verbal communication in guest-robot interactions: Analysis of proxemics, gestures, and facial expressions in a luxury hotel setting*. GLOTECH 2025, Las Vegas, United States. <https://digitalcommons.usf.edu/m3publishing/vol2/iss2025/1/>
- Liu, J., Hao, F., & **Aman, A. M.** (2025, September). *Unleashing the transformative power of tokenized rewards in customer loyalty programs*. GLOTECH 2025, Las Vegas, United States. <https://digitalcommons.usf.edu/m3publishing/vol2/iss2025/1/>
- **Aman, A. M.**, Hao, F., & Liu, J. (2025, July). *Entertainment vs. information: Investigating guest engagement and interaction patterns with hotel robots*. 2025 Global Marketing Conference, Hong Kong S.A.R., China. <http://dx.doi.org/10.15444/GMC2025.01.08.03>
- Liu, J., Hao, F., & **Aman, A. M.** (2025, July). *Blockchain-visualized sustainability in tourism souvenirs: Impact on willingness to pay through authenticity perception and warm glow*. 2025 Global Marketing Conference, Hong Kong S.A.R., China. <http://dx.doi.org/10.15444/GMC2025.04.08.06>
- **Aman, A. M.**, Hao, F., & Liu, J. (2024, October). *A bibliometric review on employee well-being in hospitality and tourism research*. COAST 2024, Weihai, China.
- **Aman, A. M.**, & Hao, F. (2024, October). *Employee well-being research in hospitality and tourism: A bibliometric review*. IMPACT 2024, Hong Kong S.A.R., China.
- **Aman, A. M.**, & Hao, F. (2024, August). *What is beautiful is good: Attractive avatars for healthier dining and satisfaction*. PolyU RSC 2024, Hong Kong S.A.R., China.

Research Grants

Smart Buffet: AI and IoT for Sustainable Food Waste Reduction

Sep 2025 – Aug 2028

Role: Co-Investigator | Project ID: P0057953 | Funding: Hotel ICON | Amount: HKD 500,000

Ad Hoc Reviewer

Asia Pacific Journal of Tourism Research · Humanities and Social Sciences Communications · Journal of Hospitality and Tourism Management · Tourism Review · Scientific Reports · IMPACT 2024 Conference

HONORS & AWARDS

Chairperson of the Research Students Group

A.Y. 2024/25

School of Hotel and Tourism Management (SHTM), The Hong Kong Polytechnic University

PolyU Research Postgraduate Scholarship

2024 – 2026

The Hong Kong Polytechnic University — Full scholarship for 3-year PhD programme

International Student Promotion Ambassador (1st Prize)

2021

School of International Education, Central South University, China

Full Scholarship Award

2019 – 2022

Central South University, China — Full scholarship for Master's degree

MEMBERSHIPS

Institute of Hospitality

EMS Student | Membership Number: 230128517

Pakistan Engineering Council

Registered Engineer | Registration No. ELECT/77572

TRAININGS & WORKSHOPS

Hong Kong Specialist Training Programme — Hong Kong Tourism Board	2026
Becoming an Effective Teaching Assistant	2024
Harnessing Generative AI in the Hospitality Industry	2024
Applying AI for Sentiment Analysis for Social Media	2024
Visualize Data Like a Pro: Mastering Data Visualization with AI Code Generation Assistant	2024
Machine Learning with Python — Coursera / IBM	2021
Neural Networks and Deep Learning — Coursera / DeepLearning.AI	2021
Improving Deep Neural Networks — Coursera / DeepLearning.AI	2021
Intro to Deep Learning with PyTorch — Udacity	2020
Awareness to ISO 9001:2015	2018
Field Programmable Gate Arrays Based Embedded Systems	2017
Transformational Leadership	2017
Level 2 Award in Health and Safety in the Workplace — CIEH, UK	2014

EVENTS & ACTIVITIES

Co-curricular Activities

- Created the official website of the International Association for China Tourism Studies (IACTS)
<https://www.chinatourismiacts.org/>
- Programmed the Pepper Robot for the SHTM marketing team for PolyU Info Day 2023 and 2025
- Created a mini online game for the SHTM marketing team for PolyU Info Day 2025
- Presented a paper with supervisor at the IMPACT 2025 conference
- Wrote the news report for a PolyU RCdTT research seminar
- Attended the Chinachem Group Sustainability Conference 2023 as part of the Supporting Organization's representatives (Nina Hotel, Hong Kong)

Extracurricular Activities

- Volunteered in organizing the IACTS Biennial Conference 2025 at SHTM, PolyU (Aug 2025)
- Lunch buddy for visiting students from King Khalid University, Saudi Arabia (Jul 2025)
- Master of Ceremonies — SHTM 3MT Competition 2025 (Jun 2025)
- Master of Ceremonies — SHTM 3MT Competition 2024 (May 2024)
- Volunteered in organizing the SHTM IMPACT Conference 2023 & 2024
- Volunteered in organizing the Hong Chi Joint School Sports Day 2023 for Special Students (Oct 2023)
- Vice-Chairperson, IEEE CEME Student Branch, Pakistan (Sep 2018 – May 2019)
- Director Promotions, IEEE CEME Student Branch, Pakistan (Sep 2017 – May 2018)
- Volunteered in organizing NUST CEME Open House Job Fair 2017 & 2018