

Selected Publications

Lee, S., & Bai, B. (2016). Popular culture as an autonomous agent and its influence on perceived destination image. *Tourism Management*, 52, 161-169.

Leung, C., Bai, B., & Stahura, K. (2015). The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter. *Journal of Hospitality & Tourism Research*, 39 (2), 147-169.

Yoo, M., & Bai, B. (2013). Customer loyalty marketing research: A comparative approach between hospitality and business journals. *International Journal of Hospitality Management*, 33, 166-177.

Bai, B., Law, R., & Wen, I. (2008). The Impact of website development on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 27 (3), 391-402.

Bai, B., Hu, C., & Jang, S. (2007). Examining e-Relationship marketing features on hotel websites. *Journal of Travel & Tourism Marketing*, 21(2/3), 33-48.