About the Contributors

**Jiuguang Feng** received his two Master’s degrees from the College of Education at Towson University in USA. He also has a BA in English. He has been working as an instructor for more than 12 years in China and USA. He was the winner of Marilyn Nicholas scholarship in April 2009 at Towson. He has published a few journal articles in English and Chinese in peer-reviewed journals and two book chapters in English in USA. Currently, he serves as an English writing lecturer in Les Roches Jin Jiang in Shanghai. His interests include technology integration in education, MUVE learning environment, technology integration in foreign language education, foreign language learning and teaching, hospitality, and hospitality education.

**Sacha Stocklin**, since September 2008, has been the Campus Director and Academic Dean of Les Roches Jin Jiang in Shanghai. He joined the renowned institution of Les Roches, Switzerland, in July 2006 as program manager after lecturing a wide range of subjects including Marketing, Accounting, Leadership, and Organizational Behavior, and leading the second- and third-year programs at Hotel Institute Montreux. Dr. Stocklin obtained an educational doctorate through Open University, a Master’s of Business Administration from Heriot Watt University, and a Bachelors of Business Administration from Northwood University. In addition, he holds a higher diploma from the business school of Basel, Switzerland. Before teaching, Dr. Stocklin had been working and holding management positions in the hospitality as well as the insurance industry. Dr. Stocklin researches knowledge-oriented approaches to organizational behavior and leadership from economic and cognitive psychological perspectives.

**Wei Wang** received her Master’s degree from the College of English in Xi’an International Studies University. She has been working as an English instructor for nine years in Shanghai Normal University. She has taught students from different majors. Her research interests include college English reform, foreign language teaching and learning, and CALL (Computer-Assisted Language Learning).

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**Peter Alatsas** is a veteran hotelier with over 30 years of experience in the hotel and tourism industry. He began his career with Canadian Pacific Hotels (Fairmont Hotels and Resorts) in Toronto in 1974, Marriott International Hotels and Resorts in 1981 in Washington, DC, and joined Starwood Hotels & Resorts as Manager of the Royal Orchid Sheraton Hotel & Towers in Bangkok, Thailand in 1986. Peter has held Hotel & Complex General Manager postings in Brunei, Bali, Jeddah, Tokyo, Kyoto, Shanghai, Dubai, Greece and Vice President, Six Sigma, Starwood Hotels & Resorts Asia Pacific Division in Singapore. A Canadian of Greek origin, Peter earned his Bachelor of Arts Degree in Hotel and Tourism Management (1974) from Ryerson University, Canada and a Master of Business Administration Degree in Management Consultancy (2003) from Sheffield Business School, United Kingdom. He has published two books (most recently, *Diplomats & Doormats: An Hoteliers Odyssey*, available from amazon.com and economia.gr). Peter presently serves as Advisor/Asset Manager for San Zhi hotel Group in Shanghai.

**Narelle Borzi** is an experienced hospitality and human resources and training professional who has worked in Australia, New Zealand and China. She is currently undertaking her PhD in Education focusing on elearning, identity, and transnational spaces. She has a strong commitment to and interest in adult education and the elearning environment and how the learner-work moves within transnational spaces in order to pursue an education experience.

**Edgar Oliver Cardoso Espinosa** holds a PhD in Sciences and has a specialty in Administrative Sciences. He is a Research Professor in the Postgraduate and Research Studies Section of the Superior School of Commerce and Administration (ESCA), in the Santo Tomás Academic Unit of the National Polytechnic Institute (IPN), in the MD Programs in Administration in Education Management and Development and in the PhD in Administrative Sciences. He is a Member of the National Researchers System (SNI), Level I. He has published articles nationally and internationally, and has participated in national and international congresses.

**María Trinidad Cerecedo Mercado, PhD**, is Chief of the Section of Graduate Studies and Research of the Superior School of Commerce and Administration (ESCA) of the National Polytechnic Institute (IPN), Mexico City, a position she has held since 2012. In this role, she oversees and manages aspects of the school, including the coordination of three master’s and one doctorate, as well as the research area. Before being appointed Head of the Section of Graduate Studies and Research, Dr. Cerecedo was Program Coordinator MBA in Management and Development of Education where she achieved her accreditation as a quality graduate in PNPC of CONACYT. Dr. Cerecedo earned her doctorate at the IPN. She has a master of science in management and development of education in the ESCA-IPN. Her research includes the organization and management of institutions and management training.

**Jixuan Chen** received his Master Degree in Business Administration from Thames Valley University in the UK in 1999. Before that, he has worked at a government department and held several managerial positions in the textile/clothing and shipping industry. After graduation, he continued his career as a project manager and business consultant working for a business consultant company where he carried out projects primarily on international project management training programs. Since 2011, he joined Beijing Hospitality Institute (BHI), China where he is now associate professor, director of Business English Office, English Department, teaching Business English, English Writing and Cross-cultural Communication, etc.
Gamal El Fakih Rodriguez graduated from the Hotel School in Mérida, Venezuela in 1992. Since then, he has held various positions in the hospitality industry and continued culinary studies in France, a Master’s Degree in Hotel Management from the University of Angers (France) and Food and Beverage specializations at The Hague Hotel School (Netherlands) and Cornell University (USA). He was culinary teacher at the Hotel School of Venezuela from 1995 to 1996, during which time he started, together with his students- the research that gave rise to the book *The Forgotten Recipes from Venezuelan Andes*, winner at 2011’s Best Cookbook in the World, Gourmand Awards in Paris. After working in different continents with some of the most prestigious hotel chains worldwide, Gamal served as Food and Beverage and Practical Training Manager at Les Roches International School of Hotel Management, Switzerland from 2013 until 2015, before going back to the hospitality industry with luxury hotel chains.

Gert Noordzy is an international hotelier and Hotel Opening Specialist. Gert graduated from Hanze College Hotel Management School, Zwolle, the Netherlands, and holds an M.B.A. from the University of Saint Joseph, Macau. He is also a Certified Associate in Project Management (CAPM®) of the Project Management Institute. He has over 20 years professional experience in Greater China and South East Asia and has been involved in opening over 30 new hotels.

Rajka Presbury is a Senior Lecturer at the Blue Mountains International Hotel School where she teaches in the Master of International Hotel Management. Prior to joining academia, Dr. Presbury gained extensive professional experience in the hotel sector and has held management roles at the Sydney Marriott, Southern Cross Hotel, and Holiday Inn Menzies. She has run Customer Service and Banquet Sales courses for a number of five star Hotels, including the Cebel, the Wentworth, Quay West, and the Carlton Crest Hotels. Rajka holds a PhD from the University of Western Sydney; Master of Higher Education from the Australian National University; Graduate Diploma in International Hotel Management from Southern Cross University; Bachelor of Arts (Major in Industrial Relations, Economics and Politics) from the University of New South Wales, an Advanced Certificate in Training and Development from the Sydney Institute of TAFE, an Advance Certificate in Human Resource Management and an Advanced Diploma in Hospitality Management from Ryde College of TAFE. Rajka is a member of the Australian Human Resources Institute AHRI, Country Women’s Association, Council for Australian University Tourism & Hospitality Higher Education (CAUTHE), and Billyrambdja Landcare Group; and has recently become an auditor for the International Centre for Excellence in Tourism and Hospitality Education (THE ICE). Rajka has written book chapters and has journal publications on sustainable development, sustainable operations management, human resource management, managing sustainable festivals, meetings & events, and service quality in the hotel sector.

José R. Ramos Mendoza, PhD, is the Program Coordinator MBA in Management and Development of Education since 2012 on Division of Postgraduate Studies and Research of the Superior School of Commerce and Administration (ESCA) of the National Polytechnic Institute (IPN), Mexico City. In this role, he manages the academic aspects of the program in terms of attention to teachers and students. Dr. Ramos earned his doctorate at the IPN. He has a master’s degree in education and his research includes evaluation of educational programs.
About the Contributors

Ben Tran received his Doctor of Psychology (Psy.D) in Organizational Consulting/Organizational Psychology from California School of Professional Psychology at Alliant International University in San Francisco, California, United States of America. Dr. Tran’s research interests include domestic and expatriate recruitment, selection, retention, evaluation & training, CSR, business and organizational ethics, organizational/international organizational behavior, knowledge management, and minorities in multinational corporations. Dr. Tran has presented articles on topics of business and management ethics, expatriate, and gender and minorities in multinational corporations at the Academy of Management, Society for the Advancement of Management, and International Standing Conference on Organizational Symbolism. Dr. Tran has also published articles and book chapters with the Social Responsibility Journal, Journal of International Trade Law and Policy, Journal of Economics, Finance and Administrative Science, Financial Management Institute of Canada, and IGI Global.

Liesbeth Illy-van der Linden received her Master Degree in Business Administration from Nimbus-TIAS University in the Netherlands in 2013. Before that, she has worked in several managerial positions in the building material industry. After graduation, she continued her career as a project manager and business consultant working for a business consulting company where she carried out strategic projects at Top 300 companies in the Netherlands. Since 2011, she has been living in Shanghai, China where she is now general manager of M2Leisure Asia, a project consultancy and development company in the worldwide leisure, resort and hospitality industry.

Ekaterina Vlad is a Program Coordinator of Les Roches Jin Jiang (LRJJ) International Hotel Management college where she has been working since August 2012. She mainly specializes in teaching Hospitality Marketing, Services Marketing and IT. Prior to joining LRJJ, Ms. Vlad has taught in a Russian university, opened and managed a study travel agency in Russia, and worked as a Brand Training Manager in a newly opened hotel brand in Xian, China. Ekaterina holds a Masters of Business Administration degree in Hospitality from Queen Margaret University, Edinburgh, UK. At the moment, she is finishing the Certificate in Higher Education Teaching and Learning course from Laureate International Universities. Ekaterina’s main areas of research are marketing, guest satisfaction, and life-long education.

Marius Vlad is Student Activities Manager / Hospitality Lecturer of Les Roches Jin Jiang (LRJJ) International Hotel Management College, Shanghai, P.R. China. He has diverse experience in the hospitality industry. Mr. Vlad’s background includes front office, audit, and food and beverage operations (restaurant, in room service, bar, and banqueting). Mr. Vlad has been exposed to cultures around the world as he worked in Dubai, the United States, Switzerland, and his home country of Romania. His experience of work also includes translating English (Mr. Vlad holds a certificate in Translating) and Tutoring. Mr. Vlad has recently completed his Master of Business Administration in Hotel Management.

Richard Whitfield is president of the East-West Institute for Advanced Studies. He has been a professor at several universities in South East Asia and Macau. Richard’s undergraduate and doctoral degrees are in manufacturing from the University of Melbourne, Australia. One of the M.B.A. classes he teaches is Process and Technology Management. Gert and Richard first started researching hotel opening processes in 2008.
Yating Xu received her Master Degree in Linguistics and Applied Linguistics of Foreign Languages from BISU (Beijing International Studies University) in Beijing, China in 2010. Before that, she has co-composed an ESP textbook titled New Concept Business English Writing. After graduation, she started her career as a teacher in BHI (Beijing Hospitality Institute), where she is now in her fifth year of English teaching. Since 2012, she has been designing and giving Business English and Business Writing courses for Hospitality and English learners.

Jenny Chen Yuhua received her BA degree from the English Literature at Fuzhou University. She started her 20 years’ career in Hotel Industry in the year she was graduated from the Fuzhou University by joining Hyatt Regency Xi’an as Secretary to the Training Director of the hotel. She took the role of Training Manager a few years later in Shangri-La Golden Flower Hotel and then became Director of Human Resources in many properties under the flag of Inter-Continental, Shangri-La, and Hilton. Jenny Chen was involved in training in hotels and was certified Master Trainer or Trainer by Shangri-La Group, Hilton Group, and IDD Company for various training courses. “After I retire, the most things I like to do is to share my experience and knowledge to the people in school,” said she.

Xialing Zhao completed her Master of Arts in Foreign Linguistics and Applied Linguistics at the University of International Business and Economics in China in 2010, with a specialization in Business English. She is currently a lecturer at Beijing Hospitality Institute for various courses under Business English. Her previous intern experience has been at China Daily and International Trade & Training Center of China National Research Institute of Food and Fermentation Industries. She is also the co-translator of The Annual Report of China Outbound Tourism Development (2011-2014) and The Art and Science of the Hotel Concierge.