



NEW SILK ROADS RESEARCH



Prior to her academic career, Associate Professor Catherine Prentice had worked in various industries as a business owner, and as a corporate senior executive.

Since her commencement in academia, Catherine has published extensively in top tier marketing, tourism and hospitality journals. Her main research interests include services marketing, relationship marketing, artificial intelligence, emotional intelligence, consumer behaviour, service innovation, gambling studies.

Catherine is currently a director of Asia Pacific Association for Gambling Studies, associate editor of Journal of Global Scholars of marketing Science, and an editorial board member of Journal of Business Research, Journal of Hospitality Marketing and Management, Australasian Marketing Journal, International Journal of Contemporary Hospitality Management, Tourism Review, Journal of Gambling and Commercial Gaming Research.

New Silk Roads World Forum

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