

Research Notes: Zoe Lu

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[Zoe Lu's](#) paper "TikTok as a Stage: How Short Video Creators' Identity Performance Drives Engagement with Tourism Experiences," co-authored with Zeya He, Ning Deng, Siqi Guo, Tingting Xiong, Xiang Li and Ran Chen, was accepted for publication in *Tourism Management*. Lu is an assistant professor of marketing.