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學歷

2013 管理學博士，香港浸會大學

工作經驗

2018-現在 助理教授，澳門科技大學

2013-2018 副研究員，香港浸會大學

教學

數字營銷，消費者行為，商業倫理，研究方法

研究領域

數字營銷，線上口碑，情緒，偏差行為，文化旅遊，案例研究

近期發表論文

Chen, C.H., Huang, Y., Liu, Y., & Gao, K. (2023). Will great power come with great responsibility only? A dual model of consumer power and negative WOM on social media review platforms. *Journal of Promotion Management*. DOI: 10.1080/10496491.2023.2216197

Chen, C.H., Wei, W., Gao, K., Yang, Y., Wang, C., & Lu, C. (2023). Hyperlocal or international: Aomi's bottleneck and breakthrough. *Ivey Publishing*.

Chen, C.H., Li, Y.W., Chan, A.K.K., & Huang, Y. (2022). Yun Don Jia: The silver lining on "cloud" during the Covid-19 pandemic. *Emerald Emerging Markets Case Studies*, 12(4), 1-32.

Wu, J., Chen, C.H., Wang, H., & Zhang, J.H. (2022). Higher Collective Responsibility, Higher COVID-19 Vaccine Uptake, and Interaction with Vaccine Attitude: Results from Propensity Score Matching. *Vaccines*, 10(8), 1295.

- Chen, C.H., & Chan, A.K.K. (2018). From Asia to Africa: The international expansion of Hon Chuan Enterprise. *Emerald Emerging Markets Case Studies*, 8(1), 1-33.
- Chan, A.K.K., Chen, C.H., & Zhao, L. (2018). JD.com: Leveraging the edge of e-business. *Emerald Emerging Markets Case Studies*, 8(3), 1-30.

學術研討會論文

- Chen, C.H., Wei, W., Yang, Y., Wang, C., & Lu, C. (2022). Aomi: A “Y” strategy. *Paper presented at North American Case Research Association 2021 Annual Conference*, October 6-8, Niagara Falls, Ontario, Canada.
- Chen, C.H., Che, P., Gao, K., & He, G. (2022). Historic towns in rural cultural tourism: Cultural elements and marketing. *Proceedings of 10th China Marketing International Conference*, July 20-30, Wuhan, China.
- Huang, Y., Che, P., & Chen, C.H. (2022). Goals and mystery box purchase: An experiment. *Proceedings of 10th China Marketing International Conference*, July 20-30, Wuhan, China.
- Chen, C.H., Chan, A.K.K., & Zhao, L. (2021). JCom: A technopreneur’s dilemma. *Paper presented at North American Case Research Association 2021 Annual Conference*, October 14-16, online.
- He, G., Che, P.H., Chen, C.H., & Chan, A.K.K. (2021). Word-of-mouth and visit intention in cultural tourism. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry*, pp. 3237-3241.
- Che, P.H., Chen, C.H., & Li, C.S. (2021). Survey data using information theory: A new method for business research. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry*, pp. 775-778.
- Li, C.S., Jiang, H., Huang, A., Chen, C.H., & Yu, J. (2021). Consumption impulse determination: The roles of internet celebrity endorsement and peer pressure in the expectation-confirmation model. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry*, pp. 922-925.
- Chen, C.H., Li, Y.W., Chan, A.K.K., & Leung, C.M.Y. (2020). Yun Dong Jia: A silver lining on “cloud” during Covid-19 lockdown. *Paper presented at North America Case Research Association 2020 Annual Conference*, October 8-10, online.
- Chen, C.H., Che, P.H., & Chan, A.K.K. (2020). Creating cultural experience through cultural branding in cultural parks. *Paper presented at China Marketing International Conference*, July 20-30, online.
- Che, P.H., & Chen, C.H. (2020). Sentiment analysis on reviews: Understanding eWOM using deep learning. *Paper presented at China Marketing International Conference*, July 20-30, online.
- Chen, C.H., & Chan, A.K.K. (2019). Give wings to micro businesses: YDJ cloud computing services. *Paper presented at North America Case Research Association 2019 Annual Conference*, October 10-12, Tempe, USA.
- Chen, C.H., Che, P.H., & Chan, A.K.K. (2019). The role of cultural heritage in tourism route design and marketing. *Paper presented at China Marketing International Conference*, July 22-25, Guangzhou, China.
- Che, P.H., & Chen, C.H. (2019). Smart tourism and marketing: WiFi positioning for tourism patterning. *Paper presented at China Marketing International Conference*, July 22-25, Guangzhou, China.
- Chan, A.K.K., & Chen, C.H. (2017). Branding cultural zones: A new perspective for social sustainability in urbanization. *Paper presented at International Conference on Marketing and Tourism*, January 14-17, Tokyo, Japan.

研究基金

2022–2023 Faculty Research Grant (project FRG-22-045-MSB), MUST.

2019–2021 Faculty Research Grant (project FRG-19-038-MSB), MUST.

2016–2017 Faculty Research Grant (project FRG1/15-16/014), HKBU.

2013–2014 Strategic Development Fund, HKBU.

獎項

2023 2nd Prize at the 5th Outstanding Case Development Competition, organized by Tsinghua University.

2021 3rd Prize at the 3rd Outstanding Case Development Competition, organized by Tsinghua University.

2019 Paul R. Lawrence Fellow, Case Research Foundation & North American Case Research Association

2017 First Runner-Up, 2017 CEEMAN Case Writing Competition

2016 Top 10 Best Cases (4th Place), 2016 CEEMAN Case Writing Competition

學術會員/服務

Representative at Large (Asia Pacific), International Case Research Association

Member, North American Case Research Association