

中文版

	陳淑霞博士
	職稱:課程主任(本科), 助理教授,
	學院: 博雅學院
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	辦公室:O718
	教研領域:酒店及旅遊管理;市場營銷管理;服務運作與管理及節慶活動管理
學歷 Academic Qualification	
香港理工大學酒店及旅遊管理博士	
香港理工大學市場營銷管理理學碩士	
英國斯德克萊德旅遊管理學士	
工作經驗 Working Experience	
助理教授/國際旅遊與管理學院,澳門城市大學 講師/香港理工大學專進修學院 香港國泰航空 Abercrombie and Kent Travel	
教學活動 Teaching Activities	
旅遊及款待服務管理 旅遊市場營銷管理 會議及節慶活動管理 人力資源管理 旅遊及交通管理	
學術期刊論文 Selected Journals	

1. Wing Han Helen Lee , **Suk Ha Grace Chan** , Binglin Martin Tang(2024). Paradigm of symbiosis as a mechanism of artificial intelligence and customers' patronage decision in the hospitality sector: the moderating role of customer engagement. *Asia Pacific Journal of Tourism Research*, (SSCI,Q1)
2. **Suk Ha Grace Chan** , Wing Han Helen Lee , Binglin Martin Tang & Ziyi Chen(2024) Legacy of culture heritage buildings revitalization: Place attachment and culture identity. *Frontiers Psychology Volume 14*, <https://doi.org/10.3389/fpsyg.2023.1314223> (SSCI, Q1)
3. **SukHaGraceChan**,Zhiwei,(CJ)Lin,IpKinAnthonyWong,Yun(Victoria)Chen,Angel Chui Ying So. (2022). When employees flight back: investigating how customer incivility and procedural injustice can impel employee retaliation. *International Journal of Hospitality Management*, 107, 103308 (SSCI, Q1)
4. **Suk Ha Grace Chan**, Xiaocheng Vicky Zhang, Yifang , Betty Wang & ZhaofengMason , Li (2022) Effects of psychological benefits in greenness on airlines' customer experiential satisfaction, service fairness, alternative attractiveness, and switching intention. *Frontiers Psychology* (SSCI, Q2)
5. Zhiwei (CJ) Lin, IpKin Anthony Wong, Xiner (Christine) Zhen &**Suk Ha Grace Chan** (2021) Doraemon and Snow White Dreams Come True: Understanding Cartoon Pilgrimage Travel Motivations. *Journal of Travel & Tourism Marketing*, Vol. 38, No. 2, 167–178 (SSCI,Q1)
6. Xiaocheng Vicky Zhang &**Suk Ha Grace Chan** (2021) Do Knowledge and Experience Value Affect Green Tourism Activity Participation and Buying Decision? A Case Study of Natural Dyeing Experience in China. *Sustainability*,13(15), 8579(SSCI,Q2)
7. **Suk Ha Grace Chan**, Ka Yin Chau (2021) Cultural Differences between Asians and Non-Asians affect Buying Attitudes and Purchasing Behaviours towards Green Tourism. *Journal of Service Science and Management*, 2021, 14, 241-261
8. Yvonne Yue He, **Grace Suk Ha Chan** & Martin Binglin Tang(2021) What makes customer switch ? A Study of landside of airport. *International Journal of Social Science Research* , Vol 3, No. 4 ,316 -328.
9. **Grace Suk HaChan**,Betty YifanWang,VickyXiaochengZhangandMasonZhaofengLi (2021) Predicting psychological benefit in green for airlines passenger affect organization corporate image to switching decision . *International Journal of Social Science Research*.Vol 3 , No 4 , 183
10. **Grace, Suk Ha Chan** & Li Junya (2020) Re-examination of Servicescape model: food expectation and patronage to Macau's restaurant from Chinese visitors' perspectives. *Journal of Service Science and Management* ,Vol 13, no3
11. Ip Kin Anthony Wong, Shi Xu, **Suk Ha Grace Chan** , Mang He (2019), A cross –level investigation of the role of human resources practices: Does brand equity matter? *Tourism Management* , 75, pp 418-426. (SSCI,Q1)
12. IpKin Anthony Wong , Erdan Ma, **Grace Suk Ha Chan**, GuoQiong Huang, Tong Zhao(2019)When. Do Satisfied Employees Become More Committed? A Multilevel Investigation of the Role of Internal Service Climate. *International Journal of Hospitality Management*.82, 125-135 (SSCI,Q1)
13. **Grace, Suk Ha Chan** , Ada, Lai Yung Lee & Perry Yun Kit Ip (2019). Does marital status serve as a tipping point for females in their attitude towards balancing family and work? *International Journal of Tourism & Hotel Business Management*, Vol1(2), 104-111
14. **Grace, Chan S.H.**, Yun Kit Ip , Fei Fei Lin & Xi Chen (2018). Females and Barriers for Work –Family Balance: A case study of Casino Dealer . *Journal of Culture and Tourism Research*, Vol 20 (1), pp 7-17.
15. Irini,Lai Fun Tang, **Grace Suk Ha, Chan**, Theresa, Tan –Chen & Roberta Wong Leung (2018).Understanding generation Y's favorite Spascent,Spafood versus Spa Service experience. *Journal of Tourism & Hospitality*, Vol7(4)374.
16. Yang , Li, **Grace, Chan S. H** & Irini , Lai Fun Tang (2017) Exploration of Customer Complaint Behaviors Toward Macau Low-cost Carriers. *Journal of Business Research*, Vol 10, No. 9.
17. **Grace Chan, S.H.** (2016). A new Revenue Management framework for Hong Kong travel

- agencies. *Journal of Management and Sustainability*. Vol. 6, No.3
18. Leou, C.H, **Grace Chan ,S.H.** , Marco , Li ,Y. & Carol ,Song Y.(2016) Influences of Macau visitor expectations on purchase behavioral intention: Perspectives of low- cost carrier passengers (2016).*International of Business Research* , Vol 9, No,10.
 19. **Grace Chan, S.H.** & Denizci, Guillet Basak (2015) Implementing Revenue Management for Travel Agencies. *Journal of Management and Sustainability*.Vol.5, No.4

書章節 Book Chapter

1. **Grace Suk Ha Chan** , Yvonne Yue He , Martin Binglin Tang (2023). CSR reputation affects in the decision of hotel patronage .*Trends and Issues in Global Tourism* , Routledge , UK(**ISBN:978-1-032-27197-2**)
2. **Grace Chan,S.H.&**Denizci Guillet Basak(2016)Revenue Management:Profit Optimization for Hong Kong Travel Agencies. *Advances in Culture, Tourism and Hospitality Research* . Emerald Group publishing Limited,UK (**ISBN: 978-1-78635-714-4 eISBN: 978-1-78635-713- 7**)

研討會論文 Conference Proceedings

1. Yvonne, Yue He, **Grace, Suk Ha Chan** & Martin, Binglin Tang (2021) Exploration the customer satisfaction of service quality and switching behavior: A study of landside of airport. 2nd International Conference on Business, Technology, Tourism, Education, Engineering,CultureandSocialScience2021PUTRAJAYA,Malaysia11December2021
2. Binglin Martin Tang, **Suk Ha Grace Chan** & Yue Yvonne He (2021) Exploring obstacle of mainland Chinese to visit to Macau: The antecedent and consequence.2nd International ConferenceonBusiness,Technology,Tourism,Education,Engineering,CultureandSocial Science 2021 PUTRAJAYA, Malaysia 11 December 2021
3. JacksonMengchangCai,**GraceSukHaChan**&MartinBinglinTang(2021).Dosocialmedia content affect Chinese passengers in selecting airlines intention .2nd International Conference on Business, Technology, Tourism, Education, Engineering, Culture and Social Science 2021 PUTRAJAYA, Malaysia 11 December 2021
4. **GraceSuk Ha Chan** &Betty,Yifan Wang(2021).Predicting psychological benefit in green for airlines passengers affecting organization corporate image to switching decision . 3rd PenangInternationalconferenceonMulti–DisciplinaryResearch2021Penang,Malaysia 27 November 2021.(eISBN: 978-967-2963-17-2)
5. **Grace Suk Ha Chan** &Zhiwei (CJ) Lin & Hongzhi Zhuo (2020). A Case Study of Work-Life Balance Issues Among Macau’s Local Hotel Employees, TTRA APAC Annual Chapter Conference Theme: Tourism and Travel in the Age of Disruption: New Directions or Business as Usual, Dec 07-08, Australia
6. **GraceChan,Gao.B.W.,LingjunSu**(2019).Effectivenessofusingkeyopinionleaderson the purchase intention to tourism product in China . International Conference on Interdisciplinary, Social Science. Business and Economics , Education and Technology Conference, July 13-14, Penang, Malaysia.
7. Bo Wendy Gao, **Grace Chan**, Gavin Chau, Siyu Long, Ruijun Wang .(2019) Does the World Center of Tourism and Leisure Exist? From both Experts and Tourists Perspectives, 2019 InternationalConferenceonHospitality,Tourism,andSportsManagement,August28-30, 2019 at Osaka International House Foundation, Osaka, Japan . ISSN 2518-0797
8. Su, Ling Jun &**Grace Chan , S.H.** (2018). The impact on Korean TV dramas to Chinese youngsters’ perceived destination image and as a potential destination for visiting .Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.
9. **Grace Chan, S.H** & Lin Fei Fei (2018). Macau local residents support for event tourism development : Destination image and perceived major tourism impact. Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.

10. Grace Chan , S.H. ,Jane Hui Nan Bao & Hong Zhi Zhuo (2018) Female Casino Dealer Work– Family Balance from Macau . 22nd International Joint World Cultural Tourism Conference , May 26-28,2018 Bangkok, Thailand.
11. Ip,YunKit, Grace Chan, Chan,ChiFat &Zhang,Hóng Yi(2018).Toequilibrium employee satisfaction with the management. Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.
12. Grace Chan, S.H. (2015). Events management practitioners’ expectations of Quality of Work Life(QWL)ProceedingsofTheInternationalConferenceonTourismandBusiness, 12-14 January 2015, Bangkok, Thailand.
13. Grace Chan, S.H. & Denizci Guillet Basak (2014) Implementing Revenue Management in Hong Kong travel agencies The 7th World Conference for Graduates Research in Tourism, Hospitality and leisure , pp 240-246 (ISBN: 978-4940-25-7) , 3-8 June 2014, Istanbul , Turkey.

科研項目 **Research Grant**

14. Macau Foundation (2015/2016)-Co-investigator-“Investigationoftherelationship between Low Cost Carriers and Macau Tourism Development”.
15. Macau Foundation (2017/2018)- Chief –investigator- “How Smell , Taste and work affect Macau’s Tourism industry “
16. MacauFoundation(2018/2019)–Co-investigator-“ExploringtheroleofMacauinthe Guangdong Hong Kong & Macao in Greater Bay Area”
17. MacauFoundation(2019/2020)-Chief–investigatorAviationIndustryGreenBrands effects on passengers’ their psychological action and behavior: A case study in Macau
18. Macau Foundation(2019/2020)-Co-investigator-“The Impact of e-WOM on Purchase Intention: Analysis of the Adoption of Online Reviews on Travel Decisions in China”

專業認證(Professional qualification and membership)

- Privileged member of Pacific Asia Travel Association(**PATA**)
- Individual Member of Asia Pacific Tourism Association
- FullMemberofHongKongAssociationofRegisteredTourCoordinators(**HARTCO**)
- Certified Hospitality Trainer (**American Hotel and Lodging Association, AHLEI**)
- Certified Hospitality Supervisor (**American Hotel and Lodging Association, AHLEI**)
- Certified Guest Service Professional (**American Hotel and Lodging Association, AHLEI**)

獎項(Awards)

1. 2021/2022ExcellentResearchRecognitionatUniversity
2. 2019/2020ExcellentResearchRecognitionatUniversity.
3. 2019 Best paper Award in International Conference on Interdisciplinary, Social Science, Business and Economics, Education and Technology Conference, July 13-14, 2019.Penang, Malaysia
4. 2016/2017Excellent Research Recognition at University

社區服務 Service to community

2019-2022明愛白英奇專業學校,款待管理學高級文憑(QF4)校外監考審卷人

學術期刊審稿人(Ad hoc reviewer)

Current Issues in Tourism

Asia Pacific Journal of Tourism Research

Journal of Quality Assurance in Hospitality &Tourism

Frontiers in Psychology