

English Version

	Dr. Grace Chan Suk Ha	
	Position: Program Director (Bachelor program) Assistant Professor	
	Faculty: School of Liberal Arts	
	Email: shchan@must.edu.mo	
	Office: O718	
	Teaching expertise: Hospitality and Tourism Management ; Marketing management ;Service operation and Festival event	
Academic Qualification		
Doctor Degree	Doctor of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong SAR	
Master Degree	Master of Science in Marketing Management, The Hong Kong Polytechnic University, Hong Kong SAR	
Bachelor Degree	Bachelor of Arts in Tourism Management, University of Strathclyde, UK	
Working Experience		
Assistant Professor, School of Liberal Arts , Macau University of Science and Technology ,Macao		
Assistant Professor, Faculty of International and Tourism Management, City University of Macao		
Lecturer,BA (Hons)Marketing and Public Relations of The Hong Kong Polytechnic University (SPEED) , Hong Kong SAR, China		
Lecturer,BA (Hons)Marketing and Public Relations of The Hong Kong Polytechnic University (SPEED) , Hong Kong SAR, China		

Cathay Pacific Airways Ltd, Hong Kong SAR

Abercrombie and Kent Travel

Teaching Activities

- Tourism and Hospitality Management
- Tourism and Hospitality Marketing Management
- MICE and Festival Event Management
- Human Resources Management
- Transportation and travel

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**, Binglin Martin Tang ,Zhiwei(CJ) Lin and Kang Ying Connie Gao (2024).Micro-celebrity marketing -induced travels : a psychological ownership perspective. *Tourism Review*. DOI 10.1108TR-05-2024-0377. (SSCI, Q1)
3. **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)
4. 夏丹, **陈淑霞**, & 刘辛元. (2024). 消费价值观差异性对顾客服务创新感知的影响. *商业经济研究*(21).(北大核心)
5. Jian Ming Luo, Anthony Kong, **Suk Ha Grace Chan** & Chi Fung Lam. (2024) Hedonism and opinion leadership influence on consumer behavior in the context of first-class flights from short videos on social media. *Journal of Quality Assurance in Hospitality & Tourism* (ESCI)
6. **Suk Ha Grace Chan**,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)
7. **Suk Ha Grace Chan**, Xiaocheng Vicky Zhang, Yifang , Betty Wang & ZhaofengMason , Li (2022) Effects of psychological benefits in greenness on airlines on airlines' customer experiential satisfaction, service fairness, alternative attractiveness, and switching intention. *Frontiers Psychology* (SSCI, Q2)
8. 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)
9. 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)
10. **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

11. 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.
12. **GraceSukHaChan**,BettyYifanWang,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
13. **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
14. 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)
15. 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)
16. **Grace, Suk Ha Chan** , Ada, Lai Yung Lee & Perry Yun Kit Ip (2019). Does marital status serveas a tippingpoint for females in their attitude towardsbalancingfamily and work? *International Journal of Tourism & Hotel Business Management*, Vol1(2), 104-111
17. **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.
18. Irimi,Lai Fun Tang,**Grace Suk Ha, Chan**,Theresa, Tan –Chen & Roberta WongLeung (2018).UnderstandinggenerationY'sfavoriteSpascent,SpafoodversusSpa Serviceexperience.*JournalofTourism&Hospitality*, Vol7(4)374.
19. Yang , Li, **Grace, Chan S. H** & Irimi , Lai Fun Tang (2017) Exploration of Customer Complaint Behaviors Toward Macau Low-cost Carriers. *Journal of Business Research*, Vol 10, No. 9.
20. **Grace Chan, S.H.** (2016). A new Revenue Management framework for Hong Kong travel agencies. *Journal of Management and Sustainability*. Vol. 6, No.3
21. 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.
22. **Grace Chan, S.H.** & Denizi, Guillet Basak (2015) Implementing Revenue Management for Travel Agencies. *Journal of Management and Sustainability*.Vol.5,no.4

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. **GraceChan,S.H.&** Denizci GuilletBasak(2016)RevenueManagement:ProfitOptimization 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**)

Conference Proceedings

1. Yvonne, YueHe, **Grace, SukHaChan** & 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, Culture and Social Science 2021 PUTRAJAYA, Malaysia 11 December 2021
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 Conference on Business, Technology, Tourism, Education, Engineering, Culture and Social Science 2021 PUTRAJAYA, Malaysia 11 December 2021
3. Jackson Mengchang Cai, **Grace Suk Ha Chan** & Martin Binglin Tang (2021). Do social media 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. **Grace Suk Ha Chan** & Betty, Yifan Wang (2021). Predicting psychological benefit in green for airlines passengers affecting organization corporate image to switching decision. 3rd Penang International conference on Multi-Disciplinary Research 2021 Penang, Malaysia 27 November 2021. (eISBN: 978-967-2963-17-2)
5. **Grace SukHaChan** & 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. **Grace Chan**, Gao.B.W., Lingjun Su (2019). Effectiveness of using key opinion leaders on 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 International Conference on Hospitality, Tourism, and Sports Management, August 28-30, 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, Yun Kit , **Grace Chan** , Chan, Chi Fat & Zhang, Hóng Yi (2018).To equilibrium employee satisfaction with the management. Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.
12. **Grace Chan,S.H.**(2015).Eventsmanagementpractitioners’expectationsofQualityof Work Life (QWL) Proceedings of The International Conference on Tourism and Business, 12-14 January 2015, Bangkok, Thailand.
13. **Grace Chan, S.H.** & Denizci Guillet Basak (2014) Implementing Revenue Management in Hong Kong travel agencies The 7thWorld Conference for Graduates Research in Tourism, Hospitality and leisure , pp 240-246 (ISBN: 978-4940-25-7) , 3-8 June 2014, Istanbul , Turkey.

Research Grant/Project

1. Macau Foundation (2015/2016) - **Co-investigator** – “ Investigation of the relationship between Low Cost Carriers and Macau Tourism Development”.
2. Macau Foundation (2017/2018)- **Chief –investigator**- “How Smell , Taste and work affect Macau’s Tourism industry “
3. Macau Foundation (2018/2019) –**Co-investigator**-“Exploring the role of Macau in the Guangdong Hong Kong & Macao in Greater Bay Area”
4. Macau Foundation (2019/2020) - **Chief –investigator** Aviation Industry Green Brands effects on passengers’ their psychological action and behavior: A case study in Macau
5. 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”

Professional qualification and membership

- 1.Privileged member of Pacific Asia Travel Association (**PATA**)
- 2.Individual Member of Asia Pacific Tourism Association
- 3.Full Member of Hong Kong Association of Registered Tour Coordinators (**HARTCO**)
4. .Certified Hospitality Trainer (**American Hotel and Lodging Association, AHLEI**)
- 5.Certified Hospitality Supervisor (**American Hotel and Lodging Association, AHLEI**)
6. .Certified Guest Service Professional(**American Hotel and Lodging Association,AHLEI**)

Awards

1. 2021/2022 Excellent Research Recognition at University

2. 2019/2020 Excellent Research Recognition at University.
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. 2016/2017 Excellent Research Recognition at University

Service to community

1. 2019-2022 External examiner of Higher Diploma in Hospitality Management (QF4), Caritas Blanchi College of Careers, Hong Kong SAR, China

Ad hoc Reviewer

Current Issues in Tourism

Asia Pacific Journal of Tourism Research

Journal of Quality Assurance in Hospitality & Tourism

