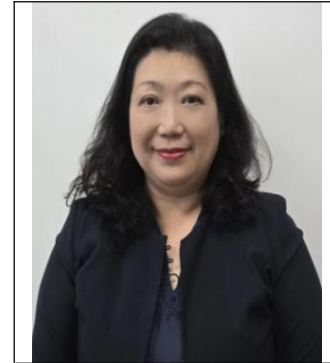




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學歷

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

教學科目

人力資源管理
客戶關係管理

研究方向

消費者行為與行銷傳播
可持續性開發和產品
人力資源管理
科技與款待管理
旅游交通

工作經驗

2023-現在	助理教授，博雅學院，澳門科技大學
2015-2023	助理教授，國際旅遊與管理學院，澳門城市大學
2014-2015	客座講師，香港城市大學
2011-2015	客座講師，香港理工大學專進修學院

業界經驗

Abercrombie and Kent Travel
香港國泰航空

專業學會資格

註冊酒店培訓師 (美國飯店協會 AHLEI)
註冊酒店督導師(美國飯店協會 AHLEI)
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發表

(學術期刊論文)

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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)
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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. **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)
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 BinglinTang (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*.Vol3 , No 4 , 183
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 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)
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 16. **Grace, Suk Ha Chan** ,Ada, Lai Yung Lee & Perry Yun Kit Ip (2019). Does marital statusserveasatippingpointforfemalesin theirattitudetowardsbalancingfamily 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.
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 21. **Grace Chan, S.H.** &Denizi, GuilletBasak (2015) Implementing Revenue Management for Travel Agencies. *Journal of Management and Sustainability*.Vol.5,no.4



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2. **GraceChan,S.H.&DenizciGuilletBasak**(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**)

(研討會論文)

1. **Grace Suk Ha Chan** , Martin Binglin Tang , .Zhiwen Song ,Issy Yuxin Jiang (2025) " Why green airlines perceive to pay more from customers view point" At The International Conference on Hospitality Leadership, Business Operations and Management (ICHLBOM-25)George Town , Penang , Malaysia On 25th - 26th June 2025
2. Yvonne,YueHe ,**Grace,Suk Ha Chan** & Martin,BinglinTang(2021)Exploration the customersatisfactionofservicequalityandswitchingbehavior:Astudyoflandsideof airport. 2nd International Conference on Business, Technology, Tourism, Education, Engineering,Culture and Social Science 2021, Putrajaya, Malaysia, 11 December 2021
2. BinglinMartin Tang,**Suk HaGraceChan**&YueYvonneHe(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 MengchangCai, **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-Disiplinary Research , Penanag, Malaysis 27 Nov 2021
5. **GraceSukHaChan**&Zhiwei(CJ)Lin&HongzhiZhuo(2020).ACaseStudyof



- 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.,LingjunSu (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. BoWendyGao, **GraceChan**, GavinChau,SiyuLong,RuijunWang.(2019)Doesthe 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'perceiveddestinationimageandasapotentialdestinationfor 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 ZhiZhuo (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, HóngYi (2018).To equilibrium employee satisfaction with the management. Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.
 12. **GraceChan,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.



科研項目

1. 澳門科技大學研究基金(普通研究項目) (2025/2026) FRG-25-044 SLA主要負責人, 阐释影响酒店业员工 行为” 的环境、社会和公司治理 (ESG) 范式 (澳門幣,\$30,000.00)
2. 澳門基金會 (2020/2021) -主要負責人- 航空業綠色品牌效應對乘客心理和行為的影響：以澳門為例(澳門幣 , \$60,000.00)
3. 澳門基金會 (2019/2020) - 協助負責人-網絡口碑對旅遊產品購買意願影響研究 (項目編號：MF1926)(澳門幣,\$60,000.00)
4. 澳門基金會 (2018/2019) - 協助負責人-從旅遊休閒角度探討澳門在粵港澳大灣區的作用研究 (澳門幣 \$60,000.00)(項目編號:MF1802)
5. 澳門基金會 (2017/2018)-主要負責人-澳門美食及氣味和博彩從業員行為與澳門旅遊博彩業之深度研究(澳門幣\$100,000.00) (項目編號:MF1705)
6. 澳門基金會 (2015/2016) –協助負責人- “低成本航空對澳門旅遊業發展之研究 “(澳門幣\$60,000)(項目編號CUM-2-03)

獎項

- 2021/2022 獲澳門城市大學科研嘉許並獲授予優秀科研獎
2019-2020 獲澳門城市大學科研嘉許並獲授予卓越科研獎
2019 參與 2019 年 7 月 13-14 馬來西亞檳城舉行之國際跨學科會議、社會科學、商業與經濟、教育與技術會議並獲大會授予最優秀文章獎
2016/2017 獲澳門城市大學科研嘉許並獲授予優秀科研獎

特邀審稿人

Asia Pacific Journal of Tourism Research
Current Issues in Tourism
Internal Journal of Contemporary Hospitality Management
Journal of Quality Assurance in Hospitality & Tourism
Tourism Review

其他活動

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最後更新： 2025/07/15