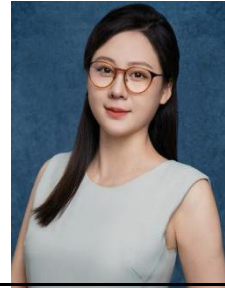




**Name:** Jiang Chunyu  
**Title:** Lecturer  
**Office:**  
**Tel.:** 88973449  
**Email:** [jiangchunyu@must.edu.mo](mailto:jiangchunyu@must.edu.mo)



### Academic Qualifications

- **Ph.D. in Decision Sciences**  
*Universiti Malaya*
- **M.S. in Hospitality and Tourism Management**  
*Florida International University*
- **B.S. in Hospitality and Tourism Management**  
*Florida International University*

### Teaching Areas

- Cultural Heritage Management
- E-commerce

### Areas of Research Expertise

- Cultural Heritage Tourism
- Sustainable Tourism Development
- Virtual Reality (VR) in Tourism
- Tourism Digitalization & Technology Adoption
- Destination Marketing & Tourist Behavior

### Working Experience

- **Lecturer**  
School of Liberal Arts,  
*Macau University of Science and Technology, Macau, China*

### Professional Society Membership

- Asia Pacific Tourism Association
- Certification in Hotel Industry Analytics (CHIA)

### Publications

1. **Jiang, C., & Phoong, S.W.** (2023). How digitalization impacts tourism development: A ten-year review (2012–2022). *Humanities and Social Sciences Communications* (SSCI JCR Q1).
2. Moghavvemi, S., Hassani, A., Woosnam, K.W., Abdrakhmanova, S., & **Jiang, C.** (2023). Resident fear of COVID-19 and support for tourism in Asia. *Journal of Hospitality and Tourism Insights* (JCR Q1).
3. **Jiang, C., & Phoong, S.W.** (2024). Tourism intention and VR usage based on SOR model: Mediating role of personal values. *Journal of Hospitality and Tourism Insights* (JCR Q1).
4. **Jiang, C., Moghavvemi, S., & Phoong, S.W.** (2025). VR's promise for eco-friendly adventures: Reducing tourism's environmental footprint.



- Information Technology & Tourism* (SSCI JCR Q1).
5. **Jiang, C.**, Phoong, S.W., & Moghavvemi, S. (2025). Cultural odyssey in the metaverse: VR's impact on tourist behavior and social sustainability. *Humanities and Social Sciences Communications* (SSCI JCR Q1).
  6. **Jiang, C.**, Du, J., & Zhang, G. (2025). When danger looms: Tourists' adoption of 360° VR amid fear and destination risk. *International Journal of Tourism Research* (SSCI JCR Q1, Major Revision).
  7. **Jiang, C.**, & Phoong, S.W. (2025). When fear meets technology: Integrating TAM and PADM. *Journal of Hospitality and Tourism Technology* (SSCI JCR Q1, Major Revision).
  8. **Jiang, C.**, Phoong, S.W., & Moghavvemi, S. (2025). Time-traveling through heritage: VR in cultural heritage tourism. *Journal of Travel Research* (SSCI JCR Q1, Under Review).
  9. **Jiang, C.** (2025). Beyond Information: Testing Experiential Drivers of VR Re-use Intention in Heritage Tourism via Affective-Cognitive Pathways. *Asia Pacific Journal of Tourism Research* (SSCI JCR Q1, With Editor).
  10. Du, J., & **Jiang, C.** (2025). Discontinuance intention in e-commerce live streaming: Mediating effects of FOMO and fatigue. *Information Processing and Management* (Under Review).

### Research Grants

- 2022 Universiti Malaya International Collaboration Grant (ST013-2022)
- 2024 Universiti Malaya Postgraduate Special Research Grant

### Editorial and Academic Service

#### Ad Hoc Reviewer

- Humanities & Social Sciences Communications (SSCI Q1)
- Journal of Hospitality and Tourism Technology (SSCI Q1)
- Journal of Destination Marketing & Management (SSCI Q1)
- Asia Pacific Journal of Marketing and Logistics (SSCI Q1)
- Information Technology & Tourism (SSCI Q1)
- Journal of Quality Assurance in Hospitality & Tourism (ESCI)
- Journal of Hospitality and Tourism Insights (ESCI)

### Other Activities

#### Professional Development

- Advanced Training in Digital Cultural Tourism Management  
School of Tourism Management, Sun Yat-Sen University, China (2025–2026)

#### Conference Participation

- The 8th Colloquium on Tourism Behavioral Research (2023)
- Colloquium on Experimental Research Methods in Tourism (5th; 2023)
- Chinese Modernization & Sustainable Cultural Tourism Conference (2023)
- The 4th Xijiang Tourism Forum & 2nd Tourism Education Forum (2019)

**Last Updated :** July 14, 2025