



Name: YUN CHEN

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Academic Qualifications

- Doctor of Philosophy, Griffith Business School, Griffith University
- Master of Business Administration, Sun Yat-sen University
- Bachelor of Business Administration, Yanshan University

Teaching Areas

BCOM 102 Supply Chain Management

Areas of Research Expertise

Consumer behavior; travel photography; social commerce; social media (influencer) marketing

Working Experience

- 2026.01 – present Assistant Professor, School of Liberal Arts, Macau University of Science and Technology
- 2025.06 – 2025.12 Associate Researcher, Griffith Institute of Tourism, Griffith University
- 2023.12 – 2024.06 Sessional Lecturer, Griffith Business School, Griffith University
- 2022.07 – 2024.11 Associate Researcher, Department of Tourism, Sports and Hotel Management, Griffith University
- 2018.12 – 2021.06 Part-time Counselor, School of Tourism Management, Sun Yat-sen University



Publications *Journal Articles*

1. **Chen, Yun Victoria***; Jin, Xin Cathy & Gardiner, Sarah. (2026). How User-generated Food Photos Influence Tourists' Restaurant Visits: The Effect of Aesthetics, Familiarity, and Regulatory Focus. *International Journal of Hospitality Management*. 133, 104509 (SSCI Q1, ABDC/A*, ABS 3 Stars)
2. **Chen, Yun Victoria**; Wong, IpKin Anthony; Lian, Qi Lilith & Huang, Guoqiong Ivanka. (2026). Food Selfie Sharing as a Friendship-Building Process: The Moderating Effect of Service Aesthetic Appeal. *International Journal of Hospitality Management*. 132, 104338 (SSCI Q1, ABDC/A*, ABS 3 Stars)
3. **Chen, Yun Victoria**; Jin, Xin Cathy; Gardiner, Sarah & Wong, IpKin Anthony. (2024). How do foodstagramming posts influence restaurant visit intention: the mediating role of goal relevance and mimicking desire. *International Journal of Contemporary Hospitality Management*. Vol. 36 No. 12, pp. 4319–4337. (SSCI Q1, ABDC/A, ABS 3 Stars)
4. **Chen, Yun Victoria**; Wong, IpKin Anthony; Leong, Aliana Man Wai & Huang, Guoqiong Ivanka. (2024). Having fun in micro-celebrity restaurants: The role of social interaction, foodstagramming, and sharing satisfaction. *International Journal of Hospitality Management*, 120, 103768. (SSCI Q1, ABDC/A*, ABS 3 Stars)
5. Lin, Zhiwei; Wong, IpKin Anthony; Zhang, Guopeng & **Chen, Yun Victoria**. (2022). Longing for the heritage treasure: Reconnecting the self and the heritage site through nostalgic reminiscences and psychological ownership. *Journal of Travel & Tourism Marketing*, 39(3), 320–334. (SSCI Q1, ABDC/A, ABS 2 Stars)
6. Chan, Sua Ha Grace; Lin, Zhiwei CJ; Wong, IpKin Anthony; **Chen, Yun Victoria** & So, Angel Chui Ying. (2022). When employees fight back: Investigating how customer incivility and procedural injustice can impel employee retaliation. *International Journal of Hospitality Management*, 107, 103308. (SSCI Q1, ABDC/A*, ABS 3 Stars)
7. Zhang, Yuangang; Wong, IpKin Anthony; Duan, Xialei & **Chen, Yun Victoria**. (2021). Craving better health? Influence of socio-political conformity and



health consciousness on goal-directed rural-eco tourism. *Journal of Travel & Tourism Marketing*, 38(5), 511–526. (SSCI Q1, ABDC/A, ABS 2 Stars)

8. Huang, Guoqiong Ivanka; **Chen, Yun Victoria** & Wong, IpKin Anthony. (2020). Hotel guests' social commerce intention: The role of social support, social capital and social identification. *International Journal of Contemporary Hospitality Management*. 32. 706–729. (SSCI Q1, ABDC/A*, ABS 3 Stars)

*Corresponding author.

Conference Proceedings

1. **Chen, Yun Victoria**; Gardiner, Sarah & Jin, Xin Cathy. (2023). Foodstagramming boosts wellbeing: The mediating role of social interaction. In CAUTHE 2023: West, East, South, North: Redirecting Research in Tourism, Hospitality and Events: Proceedings of the 33rd Annual Conference: Proceedings of the 33rd Annual Conference (pp. 335–335). Fremantle, WA: Council for Australasian University Tourism and Hospitality Education (CAUTHE). February.
2. Pan, Haiyan; Cao, Qingqing; Wong, IpKin Anthony; Lin, Zhiwei; Huang, Jingwen & **Chen, Yun Victoria**. (2023). Cartoon-themed restaurant dining and its experiential outcomes. In CAUTHE 2023: West, East, South, North: Redirecting Research in Tourism, Hospitality and Events: Proceedings of the 33rd Annual Conference: Proceedings of the 33rd Annual Conference (pp. 167–169). Fremantle, WA: Council for Australasian University Tourism and Hospitality Education (CAUTHE). February.
3. Li, Mengzhen; Zhao, Shengyu; Wong, IpKin Anthony; Lin, Zhiwei; Huang, Jingwen & **Chen, Yun Victoria**. (2023). Imitation and innovation in the foodservice industry. In CAUTHE 2023: West, East, South, North: Redirecting Research in Tourism, Hospitality and Events: Proceedings of the 33rd Annual Conference: Proceedings of the 33rd Annual Conference (pp. 225–227). Fremantle, WA: Council for Australasian University Tourism and Hospitality Education (CAUTHE). February.
4. Wong, IpKin Anthony; **Chen, Yun Victoria** & Huang, Guoqiong Ivanka. (2020). Linking Events and Pro-Environmental Behaviors. the 2nd Critical

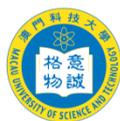


- Tourism Studies–Asia Pacific (CTSAP) Conference. Wakayama, Japan, February.
5. Wong, IpKin Anthony; Cheng, Mingming; Huang, Guoqiong Ivanka & **Chen, Yun Victoria**. (2019). Luxury hotel knockoff: When synthetic experience is desirable. International Conference on Tourism and Retail Service Management 2019. Tianjin, China, December.
 6. **Chen, Yun Victoria**; Wong, IpKin Anthony; Cheng, Mingming & Huang, Guoqiong Ivanka. (2019). The Second Marriott and Hyatt: Understanding Sound–Alike Hotels in China. the 18th Asia Pacific Forum for Graduate Students Research in Tourism, Korea, June.
 7. **Chen, Yun Victoria**; Huang, Guoqiong Ivanka & Wong, IpKin Anthony. (2019). A socio–personal perspective on hotel social commerce. 2019 APacCHRIE & EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference, China, May.

Research Grants

Research Project

- An Exploration of Charity Sport Event Beneficiaries through the Lens of Charitable Triad Theory. 2025. (Engaged)
- Developing a National Rural Volunteering Roadmap, Australian Research Council (ARC). 2025. (Engaged)
- Understanding and enhancing the transition experience of students from Griffith College to Griffith University. Griffith Business School. 2022. (Engaged)
- Modeling the cooperation while competition network of city passenger flows in the Guangdong–Hong Kong–Macao Greater Bay Area, 2019, Provincial project. (Engaged)
- Research on the Intervention of “Emotional Boosting” on Internet Rumor Spread, March 2020–December 2022, Project of the Ministry of Education. (Engaged)



- Research on the Dynamic Interaction between Customer Behavior and Waiter Emotion, January 2020 – December 2022, School project. (Engaged)
- “Emotional booster” to promote environmentally friendly behavior of tourists, January 2020 – December 2022, School project. (Engaged)
- The British Academy: Manage the congestion of international tour groups in the UK, 2019. (Engaged)

Consultancy

- 2025.09 – 2025.12 EGC/Griffith International Market Profiles Scoping. Experience Gold Coast Consultancy.
- 2025.06 – 2026.01 Reporting and evaluation services for the ICF Slalom World Championships Sydney 2025
- 2024.10 – 2024.11 ADS – Research and Survey. Australian Trade and Investment Commission (Austrade) Consultancy.
- 2022.09 – 2023.11 Management Rights – Understanding Scale, Economic Impact and Regulatory Obligations. Australian Resident Accommodation Managers Association (ARAMA).

Awards and Honors

- Best Paper Award (Sponsored by Journal of Service Marketing). Council for International Conference on Tourism and Retail Service Management 2019, Tianjin, China.
- Best Paper Award. Council for 2019 APacCHRIE & EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference, Hong Kong.
- Outstanding Graduate Scholarship, Sun Yat-sen University Changlong Education Foundation
- Yanshan University Outstanding Graduates Award (2018)
- National Inspirational Scholarship (2016)
- Alumnus Wang Haijun’s ‘Million Miles’ Scholarship (2016)



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院
School of Liberal Arts

Editorial and Academic Service

Ad Hoc Reviewer for Journals

International Journal of Contemporary Hospitality Management (SSCI, Q1)

Journal of Hospitality and Tourism Management (SSCI, Q1)

Tourism and Hospitality Research (ESCI, Q2)

Last Updated : 26th January 2026