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#### 學歷

哲學博士 格裡菲斯大學商學院

管理學碩士 中山大學旅遊學院

管理學學士 燕山大學經濟管理學院

#### 教學科目

BCOM102 供應鏈管理

#### 研究方向

餐飲消費者行為；旅遊攝影；社交商務；社交媒體行銷與網紅行銷

#### 工作經驗

2026.01 – 至今 澳門科技大學博雅學院，助理教授

2025.06 – 2025.12 澳大利亞格里菲斯大學，旅遊研究中心，助理研究員

2023.12 – 2024.06 澳大利亞格里菲斯大學商學院，兼職講師

2022.07 – 2024.11 澳大利亞格里菲斯大學，旅遊、運動與酒店管理系，助理研究員

2018.12 – 2021.06 中山大學旅遊學院，兼職輔導員

#### 發表

期刊/論文



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)

### 研討會論文

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.

### 科研項目

- 2025.09 – 2025.12 基於慈善三角理論的慈善體育賽事受益者研究（參與）
- 2025.06 – 2025.12 國家鄉村志願服務發展規劃制定 | 澳大利亞研究理事會項目（參與）
- 2022.07 – 2022.10 格里菲斯大學商學院：了解並提升學生從格里菲斯學院到格里菲斯大學的過渡體驗（參與）
- 2020 – 2022 教育部人文社會科學研究：「情緒助推」對網絡謠言傳播的干預研究（參與）
- 2020 – 2022 中央高校基本科研業務費青年教師培育項目：顧客行為與服務員情緒的動態交互研究（參與）
- 2020 – 2022 中山大學青年教師培育項目：「情緒助推」促進遊客環境友好行為（課題編號：20wypy64）（參與）
- 2019 – 2021 廣東省高校哲學社會科學專項研究：粵港澳大灣區城市客流競合網絡的構建（批准號：2019GXJK052）（參與）
- 2019 – 2020 英國國家學術院 (The British Academy) : 管理國際旅行團在英國的擁堵現象（參與）

### 諮詢項目

- 2025.09 – 2025.12 Experience Gold Coast/格里菲斯大學國際市場概況研究項目規劃（參與）
- 2025.06 – 2026.01 悉尼 2025 年 ICF 激流回旋世界錦標賽專項報告與評估服務（參與）
- 2024.10 – 2024.11 澳大利亞貿易和投資委員會 (Austrade) 諮詢項目：ADS（澳大利亞政府的獲批目的地國家）- 研究與調研（參與）
- 2022 – 2023 澳大利亞居民住宿管理協會 (ARAMA)：管理權 – 了解規模、經濟影響和監管義務（參與）



### 獎項及榮譽

最佳論文獎，旅遊和零售服務管理國際會議理事會授予，2019，中國天津

最佳論文獎，國際酒店餐飲教育學會亞太分會與歐洲分會暨國際旅遊與款待三聯會議理事會共同授予，2019，中國香港

中山大學長隆教育基金會優秀研究生獎學金，2021

燕山大學優秀畢業生，2018

國家勵志獎學金獲得者，2016

燕山大學經濟管理學院「行萬里路」獎學金，2016

### 編輯及學術服務

#### 特邀審稿人

International Journal of Contemporary Hospitality Management (SSCI, Q1)

Journal of Hospitality and Tourism Management (SSCI, Q1)

Tourism and Hospitality Research (ESCI, Q2)

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