**Name**：Jiang Chunyu
**Title**：Lecturer
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**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**
E-commerce

**Areas of Research Expertise**
Cultural Heritage Tourism
Sustainable Tourism Development
Virtual Reality (VR)
Tourism Digitalization & Technology Adoption
Destination Marketing & Tourist Behavior

**Working Experience**
 **Lecturer (2025-present)**
 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.** (2025). Chinese Fear of Fraud: Integrating TAM and PADM to Understand Protective Virtual Tourism Technology Adoption in High-Stakes Contexts. *Journal of Hospitality and Tourism Insights* (JCR Q1).

7. **Jiang, C.** (2026). Information doesn't work? Testing Experiential Drivers of VR Re-use Intention in Heritage Tourism via Affective-Cognitive Pathways. *Journal of Hospitality and Tourism Technology* (SSCI JCR Q1).

8. Du, J., & **Jiang, C.** (2026). Discontinuance intention in e-commerce live streaming: Mediating effects of FOMO and fatigue. *Aslib Journal of Information Management* (SSCI JCR Q1).

9. **Jiang, C.**, Du, J., & Zhang, G. (2026). When danger looms: Tourists' adoption of 360° VR amid fear and destination risk. *International Journal of Tourism Research* (SSCI JCR Q1, Under Review).

10. **Jiang, C.**, Phoong, S.W., & Moghavvemi, S. (2026). Time-traveling through heritage: VR in cultural heritage tourism. *Journal of Cultural Heritage* (SSCI JCR Q1, Under Review).

11. Wei, Y.J., & **Jiang, C.** (2026). Emojis in LLM-Generated Tourism Ads: How Appeal Type Shapes Psychological Distance and Travel Intention via Regulatory Focus. *International Journal of Consumer Studies* (SSCI JCR Q1, Under Review).

12. **Jiang, C.**, & Wei, Y.J. (2026). Exploring Variations in Social Media Likes for Tourism Experience Economy: A Study Based on BERTopic and Negative Binomial Regression Analysis. *Discourse, Context & Media* (SSCI JCR Q1, Under Review).

13. **Jiang, C.** (2026). Exploring Participation Motivation and Continued Engagement Mechanisms in Zen Meditation Tourism: A Mixed Study Based on Health Beliefs and Self-Determination Theory from a Conservation of Resource Perspective (In Progress)

14. **Jiang, C.**, & Wei, Y.J., & Lv, Sha (2026).Strategic Ambiguity by Design: The Dual Social Function of AIGC Images of B&B in Agency Booking Decisions (In Progress)


**Research Grants**
2022 Universiti Malaya International Collaboration Grant (ST013-2022)
2024 Universiti Malaya Postgraduate Special Research Grant
2026 Macau University of Science and Technology Faculty Research Grants (FRG)

**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 Q1)
Computer in Human Behavior Reports (SSCI Q1)

**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)

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