姓名: 安慶祥
職稱: 助理教授
辦公室: O728
電話： +85387967831
電郵地址: qxan@must.edu.mo

學歷
美國 中佛羅里達大學 羅森款待管理學院

觀光與款待管理博士

美國 北德州大學 G. Brint Ryan 商學院

理學碩士，資訊科技與決策科學

美國 北德州大學 商品、觀光與款待學院

理學碩士，觀光與款待管理

中國 貴州財經大學 經濟學院

經濟學學士，國際貿易與經濟

教學科目
智慧旅遊紀元的營銷方法

會展營運與規劃

渡假村管理

服務質素與零售管理專題

研究優質服務溝通技巧

休閒產業導論

博物館展覽與典藏管理

節慶與會展活動策劃

休閒業的策劃和管理

研究方向
研究重點包括消費者行為、人工智慧與機器人技術的採用與應用、數位行銷、大數據分析，以及使用者產生內容的分析，這些主題皆聚焦於觀光與款待資訊科技的採用與應用情境中。

工作經驗
2024 年 8 月 – 至今　助理教授, 澳門科技大學 博雅學院

论文發表

1. Pizam, A., Ozturk, AB., Hacikara, A., **An, Q.,** Chaulagain, S., Adela, B., Buhalis, D., Fuchs, G., Hara, T., Meira, J., García Revilla, R., Sethi, D., Shen, Y., & State, O. (2023). Hotel Customers' Use Intentions of Robotics: Role of Utilitarian and Hedonic Values. *Journal of Hospitality and Tourism Technology*. [SSCI]

2. **An, Q.,** & Ozturk, A. B. (2022). Assessing the effects of user-generated photos on hotel guests' price, service quality, overall image perceptions and booking intention. *Journal of Hospitality and Tourism Technology*, 13, 608-625. [SSCI].

3. **An, Q.,** Ma, Y., Du, Q., Xiang, Z., & Fan, W. (2020). Role of User-Generated Photos in Online Hotel Reviews: An Analytical Approach. *Journal of Hospitality and Tourism Management*, 45, 633-640. [SSCI].

4. **An, Q.,** Le, L. H., Ozturk, AB, & Hancer, M. (2025). Assessing the Effects of Text-Image Congruence on Hotel Guests' Information Perceptions and Booking Intention. *Journal of Hospitality and Tourism Technology*, 1-24. [SSCI].

5. **An, Q.,** Ozturk, AB., & Okumus, F. (2025). Uncovering the Influences of User-Generated Photos and User Profiles on Customers' Online Hotel Review Perceptions and Booking Intentions. *Journal of Vacation Marketing*. [SSCI].

6. **An, Q.,** Ozturk, AB., Hancer, M., Hua, N., &Berezina, K. (2026). Feature Overload and Complexity in Online Travel Agencies: Mapping Risk Perceptions to Decision Postponement and Channel Switching. *International Journal of Contemporary Hospitality Management*. [SSCI]. [Minor Revision]

7. **An, Q.,** Ozturk, AB., Hancer, M., Hua, N., &Berezina, K. (2026). The Effects of Information and Individual Difference Factors on Online Travel Agency Consumers' Confusion and Decision Postponement: An Integration of Information Processing Theory and Stressor-Strain-Outcome Framework. *International Journal of Hospitality Management*. [SSCI]. [Major Revision]

8. **An, Q.,** Ozturk, AB., Hancer, M., Hua, N., &Berezina, K. (2026). Balancing Act: Individual Differences, Emotional Responses, and Behavioral Outcomes in OTA Hotel Bookings. *Journal of Travel and Tourism Marketing*. [SSCI]. [Under Review]

9. **An, Q.,** & Tian, M. (2026). Assessing the impact of user-generated photos on online hotel review helpfulness: A time series approach. *International Journal of Tourism Research*. [SSCI]. [Major Revision]

10. **An, Q.,** Li, Y., Fu, X., Ozturk, AB., & Hua, N. (2026). "You Should Go." Role of Tourists' Shared Experience on Social Media Induced Tourism. *Tourism Management Perspectives*. [SSCI]. [Under Review]

學術研討會發表

Standup Presentation

1. **An, Q.,** Ozturk, AB., Hancer, M., Hua, N., &Berezina, K. (2025). Balancing Innovation and Simplicity: Examining Technology-Driven Risks and Behavioral Outcomes in Online
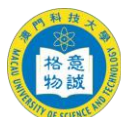
Travel Agencies. APacCHRIE 2025 Conference, Chiang Mai University, Thailand, 27-30 May 2025.

2. **An, Q.,** Varga, S., Okumus, F., & Ozturk, AB. (2024). Social Loafing in Hospitality and Tourism Education: Why Do the Students Slack Off in Teamwork? The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, U.S.A., Jan. 4-6, 2024.

3. **An, Q.,** Okumus, F., & Ozturk, AB. (2023). How Cyberslacking Impacts Hospitality Education. Sunshine State Teaching and Learning Conference, Orlando, U.S.A., May. 15-17, 2023.

4. **An, Q.,** Okumus, F., & Ozturk, AB. (2023). Why Do Students Slack Off in Teamwork?. Sunshine State Teaching and Learning Conference, Orlando, U.S.A., May. 15-17, 2023.

5. **An, Q.,** Ridderstaat, J., & Ozturk, AB. (2022). A Photo Worth Thousands of Words: The Effects of User-Generated Photos on Online Hotel Review Helpfulness. The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, U.S.A., Jan. 7-8, 2022.

6. **An, Q.,** & Ozturk, AB. (2021). Understanding the Comparative Importance of Online Review Attributes on Perceived Online Hotel Review Helpfulness. The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, U.S.A., Jan. 7-9, 2021.

7. **An, Q.,** Ma, Y., Du, Q., Xiang, Z., & Fan, W. (2018). Characteristics of User-Generated Photos in Online Hotel Review. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Dallas, TX, U.S.A., January 5-8, 2018.

Poster Presentation

1. **An, Q.,** Varga, S., Okumus, F., & Ozturk, AB. (2024). Clicking Instead of Learning: How Cyberslacking Impacts Hospitality and Tourism Education. The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, U.S.A., Jan. 4-6, 2024.

2. **An, Q.,** Lin, B., Fu, X., Ozturk, AB., & Hua, N. (2023). Assessing the Effects of User-Generated Contents on Tourists' Visiting Intention. The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Los Angeles, CA, U.S.A., Jan. 6-7, 2023.

3. **An, Q.,** Le, L. H., Ozturk, AB, Hancer, M., & Altin, M. (2022). Role of Text-Image Congruence on Hotel Guests' Trustworthiness, Attitude, Fluency Perception, and Booking Intention. The 40th EBES Conference, Istanbul, Turkey. Jul. 6-8, 2022

4. **An, Q.,** & Ozturk, AB. (2021). Assessing the Effects of Text-Image Congruence on Hotel Guests' Information Perceptions and Booking Intention. The 6th World Research Summit for Tourism and Hospitality, Orlando, FL, U.S.A.,Dec. 14-15, 2021.

5. **An, Q.,** & Ozturk, AB. (2021). How User-Generated Photos and Users' Profile Embedded Within Online Reviews Influence Hotel Guests' Perceived Information Quality,
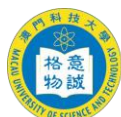
Credibility, And Value of Online Reviews. The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, U.S.A., Jan. 7-9, 2021.
6. **An, Q.,** & Ozturk, AB. (2020). Assessing the Impact of User-Generated Photos on Hotel Guests' Brand Image and Price Perceptions. The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV, U.S.A., Jan. 3-5, 2020.

研究資助

2023 會議註冊與差旅補助

美國中佛羅里達大學 學生會（Student Government）

2023 教師差旅基金

美國中佛羅里達大學 羅森款待管理學院（Rosen College of Hospitality Management）

獎項及榮譽

2023 研究生會議發表獎助金美國中佛羅里達大學 研究生院（College of Graduate Studies）

編輯及學術服務

2019 年 - 至今　匿名審稿人

《國際旅館管理期刊》（International Journal of Hospitality Management，SSCI）

《當代旅館管理國際期刊》（ International Journal of Contemporary Hospitality Management，SSCI）

《旅館與觀光研究期刊》（Journal of Hospitality and Tourism Research，SSCI）

《旅館行銷與管理期刊》（Journal of Hospitality Marketing & Management，SSCI）

《旅館與觀光管理期刊》（Journal of Hospitality and Tourism Management，SSCI）

《旅館與觀光科技期刊》（Journal of Hospitality and Tourism Technology，SSCI）
Annals of Operations Research
《全面品質管理與企業卓越期刊》（Total Quality Management & Business Excellence，SSCI）

最後更新：　　2026年1月12日