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學歷

香港理工大學酒店及旅遊管理博士
香港理工大學市場營銷管理理學碩士
英國斯德克萊德旅遊管理學士

教學科目

人力資源管理
客戶關係管理

研究方向

消費者行為與行銷傳播
可持續性開發和產品
人力資源管理
科技與款待管理
旅游交通

工作經驗

2023-現在 助理教授, 博雅學院, 澳門科技大學
2015-2023 助理教授, 國際旅遊與管理學院, 澳門城市大學
2014-2015 客座講師, 香港城市大學
2011-2015 客座講師, 香港理工大學專進修學院

業界經驗

Abercrombie and Kent Travel
香港國泰航空

專業學會資格

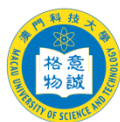
註冊酒店培訓師 (美國飯店協會 AHLEI)
註冊酒店督導師 (美國飯店協會 AHLEI)
太平洋亞洲旅遊協會特權會員 (PATA)
香港註冊旅遊協調員協會正式會員 (HARTCO)



發表

(學術期刊論文)

1. Wing Han Helen Lee , **Suk Ha Grace Chan** , Binglin Martin Tang, Zhiwen Song (2025). Robot or human? Manoeuvring switching intention after robot service failure. *PLoS One*, 20(11)0333616 (SSCI,Q2)
2. Wing Han Helen Lee , **Suk Ha Grace Chan** , Binglin Martin Tang(2024). Paradigm of symbiosis as a mechanism of artificial intelligence and customers' patronage decision in the hospitality sector: the moderating role of customer engagement. *Asia Pacific Journal of Tourism Research*, (SSCI,Q1)
3. **Suk Ha Grace Chan**, Binglin Martin Tang ,Zhiwei(CJ) Lin and Kang Ying Connie Gao (2024).Micro-celebrity marketing -induced travels : a psychological ownership perspective.*Tourism Review*. DOI 10.1108TR-05-2024-0377.(SSCI, Q1)
4. **Suk Ha Grace Chan** , Wing Han Helen Lee , Binglin Martin Tang &Ziyi Chen(2024)Legacy of culture heritage buildings revitalization: Place attachment and culture identity. *Frontiers Psychology Volume 14*, <https://doi.org/10.3389/fpsyg.2023.1314223>(SSCI, Q1)
5. 夏丹, **陈淑霞**,&刘辛元. (2024). 消费价值观差异性对顾客服务创新感知的影响. *商业经济研究*(21).(北大核心)
6. Jian Ming Luo, Anthony Kong, **Suk Ha Grace Chan**& Chi Fung Lam. (2024)Hedonism and opinion leadership influence on consumer behavior in the context of first-class flights from short videos on social media. *Journal of Quality Assurance in Hospitality &Tourism*(ESCI)
7. **SukHaGraceChan**,Zhiwei,(CJ)Lin,IpKinAnthonyWong,Yun(Victoria)Chen,Angel Chui Ying So. (2022). When employees flight back: investigating how customer incivility and procedural injustice can impel employee retaliation. *International Journal of Hospitality Management*, 107, 103308(SSCI, Q1)
8. **Suk Ha Grace Chan**,Xiaocheng Vicky Zhang, Yifang , Betty Wang &ZhaofengMason , Li (2022) Effects of psychological benefits in greenness on airlines on airlines' customer experiential satisfaction, service fairness, alternative attractiveness, and switching intention. *Frontiers Psychology*(SSCI, Q2)
9. Zhiwei (CJ) Lin, IpKin Anthony Wong, Xiner (Christine) Zhen &**Suk Ha Grace Chan** (2021) Doraemon and Snow White Dreams Come True: Understanding Cartoon Pilgrimage Travel Motivations. *Journal of Travel & Tourism Marketing*, Vol. 38, No. 2, 167–178(SSCI ,Q1)
10. Xiaocheng Vicky Zhang&**Suk Ha Grace Chan** (2021) Do Knowledge and Experience Value Affect Green Tourism Activity Participation and Buying Decision? A Case Study of Natural Dyeing Experience in China. *Sustainability*,13(15), 8579(SSCI,Q2)
11. **Suk Ha Grace Chan**, Ka Yin Chau (2021) Cultural Differences between Asians



- and Non-Asians affect Buying Attitudes and Purchasing Behaviours towards Green Tourism. *Journal of Service Science and Management*, 2021, 14, 241-261
12. Yvonne Yue He, **Grace Suk Ha Chan** & Martin Binglin Tang (2021) What makes customer switch ? A Study of landside of airport. *International Journal of Social Science Research* , Vol 3, No. 4 ,316 -328.
 13. **Grace Suk Ha Chan**, Betty Yi fan Wang, Vicky Xiao cheng Zhang and Mason Zhaofeng Li (2021) Predicting psychological benefit in green for airlines passenger affect organization corporate image to switching decision . *International Journal of Social Science Research*. Vol3 , No 4 , 183
 14. **Grace, Suk Ha Chan** & Li Junya (2020) Re-examination of Servicescape model: food expectation and patronage to Macau's restaurant from Chinese visitors' perspectives. *Journal of Service Science and Management* , Vol 13, no3
 15. Ip Kin Anthony Wong, Shi Xu, **Suk Ha Grace Chan** , Mang He (2019), A cross – level investigation of the role of human resources practices: Does brand equity matter? *Tourism Management* , 75, pp 418-426.(SSCI,Q1)
 16. IpKin Anthony Wong , Erdan Ma, **Grace Suk Ha Chan**, GuoQiong Huang, Tong Zhao(2019)When. Do Satisfied Employees Become More Committed? A Multilevel Investigation of the Role of Internal Service Climate. *International Journal of Hospitality Management*.82, 125-135(SSCI,Q1)
 17. **Grace, Suk Ha Chan** ,Ada, Lai Yung Lee & Perry Yun Kit Ip (2019). Does marital status serve as a tipping point for females in their attitude towards balancing family and work? *International Journal of Tourism & Hotel Business Management*, Vol1(2), 104-111
 18. **Grace, Chan S.H.**, Yun Kit Ip , Fei Fei Lin & Xi Chen (2018). Females and Barriers for Work –Family Balance: A case study of Casino Dealer . *Journal of Culture and Tourism Research*, Vol 20 (1), pp 7-17.
Irimi,Lai Fun Tang,**Grace Suk Ha, Chan**,Theresa, Tan –Chen & Roberta Wong Leung(2018).Understanding generation Y's favorite Spa scent,Spa food versus Spa Service experience.*Journal of Tourism&Hospitality*, Vol7(4)374.
 19. Yang , Li, **Grace, Chan S. H** &Irimi , Lai Fun Tang (2017) Exploration of Customer Complaint Behaviors Toward Macau Low-cost Carriers. *Journal of Business Research*, Vol 10, No. 9.
 20. **Grace Chan, S.H.** (2016). A new Revenue Management framework for Hong Kong travel agencies. *Journal of Management and Sustainability*. Vol. 6, No.3
 21. Leou, C.H, **Grace Chan ,S.H.** , Marco , Li ,Y. & Carol ,Song Y.(2016) Influences of Macau visitor expectations on purchase behavioral intention: Perspectives of low- cost carrier passengers (2016).*International of Business Research* , Vol 9, No,10.
 22. **Grace Chan, S.H.** &Denizi, GuilletBasak (2015) Implementing Revenue Management for Travel Agencies. *Journal of Management and Sustainability*.Vol.5,no.4

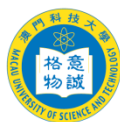


(書籍章節)

1. **Grace Suk Ha Chan** ,Yvonne Yue He , Martin Binglin Tang (2023). CSR reputation affects in the decision of hotel patronage .*Trends and Issues in Global Tourism* , Routledge , UK(**ISBN:978-1-032-27197-2**)
2. **GraceChan,S.H.&Denizci** Guillet Basak(2016)Revenue Management:Profit Optimization for Hong Kong Travel Agencies. *Advances in Culture, Tourism and Hospitality Research* . Emerald Group publishing Limited,UK(**ISBN:978-1-78635-714-4 eISBN: 978-1-78635-713- 7**)

(研討會論文)

1. **Grace Suk Ha Chan** , Martin Binglin Tang , Zhiwen Song ,Issy Yuxin Jiang (2025) " Why green airlines perceive to pay more from customers view point" At The International Conference on Hospitality Leadership, Business Operations and Management (ICHLBOM-25)George Town , Penang , Malaysia On 25th - 26th June 2025
2. Yvonne,YueHe,**Grace, Suk Ha Chan&Martin**,Binglin Tang(2021)Exploration the customer satisfaction of service quality and switching behavior:A study of landside of airport. 2nd International Conference on Business, Technology, Tourism, Education,Engineering,Culture and Social Science 2021, Putrajaya, Malaysia, 11 December 2021
2. Binglin Martin Tang, **Suk Ha Grace Chan&Yue** Yvonne He(2021)Exploring obstacle of mainland Chinese to visit to Macau: The antecedent and consequence.2nd International Conference on Business, Technology, Tourism, Education, Engineering, Culture and Social Science 2021,Putrajaya, Malaysia 11 December 2021
3. Jackson MengchangCai, **Grace Suk Ha Chan & Martin** Binglin Tang (2021). Do social media content affect Chinese passengers in selecting airlines intention .2nd International Conference on Business, Technology , Tourism , Education , Engineering, Culture and Social Science, 2021 Putrajaya, Malaysia, 11 December 2021
4. **Grace Suk Ha Chan & Betty**, Yifan Wang (2021).Predicting psychological benefit in green for airlines passengers affecting organization corporate image to switching decision .3rd Penang International Conference on Multi-Disiplinary



Research , Penanag, Malaysis 27 Nov 2021

5. **Grace Suk Ha Chan** & Zhiwei(CJ)Lin & HongzhiZhuo(2020).A Case Study of Work-Life Balance Issues Among Macau's Local Hotel Employees, TTRA APAC Annual Chapter Conference Theme: Tourism and Travel in the Age of Disruption: New Directions or Business as Usual, Dec 07-08, Australia
6. **GraceChan**, Gao.B.W.,LingjunSu (2019). Effectiveness of using key opinion leaders on the purchase intention to tourism product in China . International Conference on Interdisciplinary, Social Science. Business and Economics , Education and Technology Conference, July 13-14, Penang, Malaysia.
7. BoWendyGao,**GraceChan**,GavinChau,SiyuLong,RuijunWang.(2019)Does the World Center of Tourism and Leisure Exist? From both Experts and Tourists Perspectives, 2019 International Conference on Hospitality, Tourism, and Sports Management , August 28-30, 2019 at Osaka International House Foundation, Osaka, Japan . ISSN 2518-0797
8. Su, Ling Jun &**Grace Chan** ,**S.H.** (2018). The impact on Korean TV dramas to Chineseyoungsters'perceiveddestinationimageandasapotentialdestinationfor visiting .Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.
9. **Grace Chan**, **S.H.** & Lin Fei Fei (2018). Macau local residents support for event tourism development : Destination image and perceived major tourism impact. Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.
10. **Grace Chan** , **S.H.** ,Jane Hui Nan Bao & Hong ZhiZhuo (2018) Female Casino Dealer Work–Family Balance from Macau . 22nd International Joint World Cultural Tourism Conference , May 26-28,2018 Bangkok, Thailand.
11. Ip, Yun Kit ,**Grace Chan** , Chan, Chi Fat & Zhang, HóngYì (2018).To equilibrium employee satisfaction with the management. Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.
12. **GraceChan,S.H.**(2015).Eventsmanagementpractitioners'expectationsofQualityof Work Life (QWL) Proceedings of The International Conference on Tourism and Business, 12-14 January 2015, Bangkok, Thailand.
13. **Grace Chan**, **S.H.** & Denizci Guillet Basak (2014) Implementing Revenue Management in Hong Kong travel agencies The 7thWorld Conference for Graduates Research in Tourism, Hospitality and leisure , pp 240-246 (ISBN: 978-4940-25-7) , 3-8 June 2014, Istanbul , Turkey.



科研項目

1. 澳門科技大學研究基金(普通研究項目) (2025/2026) FRG-25-044 SLA主要負責人. 阐释影响酒店业员工行为”的环境、社会和公司治理（ESG）范式
2. 澳門基金會 (2020/2021) - 主要負責人- 航空業綠色品牌效應對乘客心理和行為的影響：以澳門為例
3. 澳門基金會 (2019/2020) - 協助負責人- 網絡口碑對旅遊產品購買意願影響研究 (項目編號：MF1926)
4. 澳門基金會 (2018/2019) - 協助負責人- 從旅遊休閒角度探討澳門在粵港澳大灣區的作用研究 (項目編號:MF1802)
5. 澳門基金會 (2017/2018)- 主要負責人- 澳門美食及氣味和博彩從業員行為與澳門旅遊博彩業之深度研究 (項目編號:MF1705)
6. 澳門基金會 (2015/2016) - 協助負責人- “低成本航空對澳門旅遊業發展之研究 (項目編號CUM-2-03)

獎項

2021/2022 獲澳門城市大學科研嘉許並獲授予優秀科研獎

2019-2020 獲澳門城市大學科研嘉許並獲授予卓越科研獎

2019 參與 2019 年 7 月 13-14 馬來西亞檳城舉行之國際跨學科會議、社會科學、商業與經濟、教育與技術會議並獲大會授予最優秀文章獎

2016/2017 獲澳門城市大學科研嘉許並獲授予優秀科研獎

特邀審稿人

Asia Pacific Journal of Tourism Research

Current Issues in Tourism

Internal Journal of Contemporary Hospitality Management

Journal of Quality Assurance in Hospitality & Tourism

Tourism Review

其他活動

2019-2022 明愛白英奇專業學校, 款待管理學高級文憑(QF4)校外監考審考試卷人

最後更新：2026/1/15