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學歷

博士，酒店及旅遊管理博士，香港理工大學
碩士，市場營銷管理理學碩士，香港理工大學
學士，旅遊管理學士，英國斯特拉斯克來德大學
高管行政領導發展，商學院研究生院，美國史丹福大學

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
旅遊交通

工作經驗

2023-至今 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

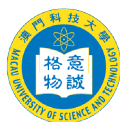
註冊酒店培訓師（美國飯店協會 AHLEI）
註冊酒店督導師（美國飯店協會 AHLEI）
太平洋亞洲旅遊協會特權會員（PATA）
香港註冊旅遊協調員協會正式會員（HARTCO）



發表

(學術期刊論文)

1. Chunming Li, Ip Kin Anthony Wong, Xiling Xiong & **Suk Ha Grace Chan**(2026) Farm –to–plate excursions: understanding the role of man-nature orientation and environmental information valence. *Journal of Sustainable Tourism* .<https://doi/10.1080/09669582.2026.2683027>(SSCI,Q1)
2. 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)
3. 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)
4. **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)
5. **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)
6. 夏丹, 陳淑霞,& 劉辛元. (2024). 消費價值觀差異性對顧客服務創新感知的影响. *商業經濟研究*(21).(北大核心)
7. 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)
8. **Suk Ha Grace Chan**,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)
9. **Suk Ha Grace Chan**, Xiaocheng Vicky Zhang, Yifang , Betty Wang &Zhaofeng Mason , 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)
10. 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)



11. 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)
12. 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
13. Yvonne Yue He, Grace Suk Ha Chan & Martin BinglinTang (2021) What makes customer switch ? A Study of landside of airport. *International Journal of Social Science Research* , Vol 3, No. 4 ,316 -328.
14. GraceSukHaChan,BettyYifanWang,VickyXiaochengZhangandMasonZhaofengLi (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
15. 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
16. 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)
17. 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)
18. Grace, Suk Ha Chan ,Ada, Lai Yung Lee & Perry Yun Kit Ip (2019). Does marital statusserveasatippingpointforfemalesintheirattitudetowardsbalancingfamily and work? *International Journal of Tourism & Hotel Business Management*, Vol1(2), 104-111
19. 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 WongLeung(2018).UnderstandinggenerationY'sfavoriteSpascent,SpafoodversusSpaS erviceexperience.*JournalofTourism&Hospitality*, Vol7(4)374.
20. 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.
21. Grace Chan, S.H. (2016). A new Revenue Management framework for Hong Kong travel agencies. *Journal of Management and Sustainability*. Vol. 6, No.3
22. 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.

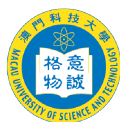
23. **Grace Chan, S.H. & Denizci, Guillet Basak** (2015) Implementing Revenue Management for Travel Agencies. *Journal of Management and Sustainability*. Vol.5,no.4

(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. **Grace Chan,S.H.&DenizciGuilletBasak**(2016)RevenueManagement:ProfitOptimization 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,SukHaChan&Martin**,BinglinTang(2021).Explorationthe customersatisfactionofservicequalityandswitchingbehavior:Astudyoflandsideof airport. 2nd International Conference on Business, Technology, Tourism, Education, Engineering, Cultureand Social Science 2021, Putrajaya, Malaysia, 11 December 2021
2. BinglinMartinTang,**Suk Ha Grace Chan&YueYvonneHe**(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 & Hong ZhiZhuo(2020).**ACaseStudyof 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. **Grace Chan, 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. Bo Wendy Gao,**GraceChan**,GavinChau,SiyuLong,RuijunWang.(2019)Doesthe 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 Chinese youngsters'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, HóngYi (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 7th World 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.闡釋影響酒店業員工行為”的環境、社會和公司治理 (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

- 2025-2026** 博雅學院課程審示項目(休閒管理及商學學士課程)主要負責人
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



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最後更新：2026/8/25