



Name: Yun (Victoria) Chen

Title: Assistant Professor

Tel.: (853) 88977826

Office: O723

Email: chenyun@must.edu.mo



Academic Qualifications

- Doctor of Philosophy, Griffith Business School, Griffith University
- Master of Business Administration, Sun Yat-sen University
- Bachelor of Business Administration, Yanshan University

Teaching Areas

BCOM 102 Supply Chain Management

BCOM110 Project Management

BOLM013 Planning and Design of Leisure Events

Areas of Research Expertise

Consumer behavior; travel photography; social commerce; social media (influencer) marketing

Working Experience

2026.01 – present	Assistant Professor, School of Liberal Arts, Macau University of Science and Technology
2025.06 – 2025.12	Associate Researcher, Griffith Institute of Tourism, Griffith University
2023.12 – 2024.06	Sessional Lecturer, Griffith Business School, Griffith University
2022.07 – 2024.11	Associate Researcher, Department of Tourism, Sports and Hotel Management, Griffith University
2018.12 – 2021.06	Part-time Counselor, School of Tourism Management, Sun Yat-sen University

Publications

Journal Articles

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)

*Corresponding author.

Conference Proceedings



1. **Chen, Yun Victoria.** (2026). A Feast for the Feed: Exploring When Social Media Influencer Recommendations Succeed. 13th Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference. Macau. June, 2026.
2. **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.
3. 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.
4. 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.
5. 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.
6. 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.
7. **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.
8. **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.

Research Grants

Research Project

- An Exploration of Charity Sport Event Beneficiaries through the Lens of Charitable Triad Theory. 2025. (Engaged)
- Developing a National Rural Volunteering Roadmap, Australian Research Council (ARC). 2025. (Engaged)
- Understanding and enhancing the transition experience of students from Griffith College to Griffith University. Griffith Business School. 2022. (Engaged)

Consultancy

- 2025.09 – 2025.12 EGC/Griffith International Market Profiles Scoping. Experience Gold Coast Consultancy.
- 2025.06 – 2026.01 Reporting and evaluation services for the ICF Slalom World Championships Sydney 2025
- 2024.10 – 2024.11 ADS – Research and Survey. Australian Trade and Investment Commission (Austrade) Consultancy.
- 2022.09 – 2023.11 Management Rights – Understanding Scale, Economic Impact and Regulatory Obligations. Australian Resident Accommodation Managers Association (ARAMA).

Awards and Honors

- Tourism and Hospitality Research Award for Excellence in Reviewing, 2026
- Best Paper Award (Sponsored by Journal of Service Marketing). Council for International Conference on Tourism and Retail Service Management 2019, Tianjin, China.
- Best Paper Award. Council for 2019 APacCHRIE & EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference, Hong Kong.

Editorial and Academic Service

Editorial board



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院
School of Liberal Arts

- Tourism and Hospitality Research (ESCI, Q2)

Ad Hoc Reviewer for Journals

- International Journal of Contemporary Hospitality Management (SSCI, Q1)
- International Journal of Hospitality Management (SSCI, Q1)
- Journal of Hospitality and Tourism Management (SSCI, Q1)
- Journal of Vacation Marketing (SSCI, Q1)
- Tourism and Hospitality Research (ESCI, Q2)

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