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學歷

哲學博士 格裡菲斯大學商學院

管理學碩士 中山大學旅遊學院

管理學學士 燕山大學經濟管理學院

教學科目

BCOM102 供應鏈管理

BCOM110 項目管理

BOLM013 休閒活動規劃與設計

研究方向

餐飲消費者行為；旅遊攝影；社交商務；社交媒體行銷與網紅行銷

工作經驗

2026.01 – 至今 澳門科技大學博雅學院，助理教授

2025.06 – 2025.12 澳大利亞格里菲斯大學，旅遊研究中心，助理研究員

2023.12 – 2024.06 澳大利亞格里菲斯大學商學院，兼職講師

2022.07 – 2024.11 澳大利亞格里菲斯大學，旅遊、運動與酒店管理系，助理研究員

2018.12 – 2021.06 中山大學旅遊學院，兼職輔導員

發表

期刊論文



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)



研討會論文

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.

科研項目

- 2025.09 – 2025.12 基於慈善三角理論的慈善體育賽事受益者研究(參與)
- 2025.06 – 2025.12 國家鄉村志願服務發展規劃制定 | 澳大利亞研究理事會項目 (參與)
- 2022.07 – 2022.10 格里菲斯大學商學院：了解並提升學生從格里菲斯學院到格里菲斯大學的過渡體驗 (參與)

諮詢項目

- 2025.09 – 2025.12 Experience Gold Coast/格里菲斯大學國際市場概況研究項目規劃 (參與)
- 2025.06 – 2026.01 悉尼 2025 年 ICF 激流回旋世界錦標賽專項報告與評估服務 (參與)
- 2024.10 – 2024.11 澳大利亞貿易和投資委員會 (Austrade) 諮詢項目：ADS (澳大利亞政府的獲批目的地國家) – 研究與調研 (參與)
- 2022 – 2023 澳大利亞居民住宿管理協會 (ARAMA): 管理權 – 了解規模、經濟影響和監管義務 (參與)

獎項及榮譽

- 卓越审稿人獎，旅游与酒店研究(Tourism and Hospitality Research)期刊編委會授予，2026



- 最佳論文獎，旅遊和零售服務管理國際會議理事會授予，2019，中國天津
- 最佳論文獎，國際酒店餐飲教育學會亞太分會與歐洲分會暨國際旅遊與款待三聯會議理事會共同授予，2019，中國香港

編輯及學術服務

編委

- Tourism and Hospitality Research (ESCI, Q2)

特邀審稿人

- 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)

最後更新： 2026 年 9 月 02 日