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Academic Qualifications

Ph.D. in Business Administration, University of Macau (*Full Ph.D. Scholarship*)

Master of Management, Jinan University (*China National Scholarship*)

Bachelor of Management and Bachelor of Arts, Fujian Normal University (*China National Scholarship*)

Teaching Areas

Introduction to Management (BGOM001, BOHM001, BCOM001)

Areas of Research Expertise

Behavioral Research in Tourism and Hospitality

Technology Management and Applications

Working Experience

2026.08–Present Assistant Professor, School of Liberal Arts, Macau University of Science and Technology

2022.08–2026.04 Teaching Assistant, Faculty of Business Administration, University of Macau

2022.08–2026.04 Research Assistant, Asia-Pacific Academy of Economics and Management, University of Macau

2020.09–2022.03 Adjunct Counselor, Jinan University

Publications

Journal Articles

Chen, S., Li, X., Xu, Y., Law, R., & Zuo, Y. (2026). Tourism marketing in multimodal digital content environments: Generation of travel intention and its influencing mechanism. *Tourism Management*, 117, 105467.

Chen, S., Chen, Y., Zhang, K., & Law, R. (2026). Behavioural theories in smart tourism. *Current Issues in Tourism*, 29(8), 1644–1667.

Chen, S., & Law, R. (2026). Rebalancing tourism research beyond positivity. *Asia Pacific Journal of Tourism Research*, 31(4), 649–652.

Zuo, Y., **Chen, S*,** Law, R., & Zhang, M. (2026). Would You Travel to a Vibrant Destination? A Mixed Methods Empirical Study. *International Journal of Tourism Research*, 28(2), e70239.

Qiu, Z., Guo, Z., **Chen, S.,** Law, R., & Zhang, M. (2026). Choice freedom or not? The effect of tourism blind box design on negative word-of-mouth in service failures. *Journal of Destination Marketing & Management*, 41, 101122.

Chen, S., Law, R., & Lin, M. (2025). Progress and Future Research Agenda in Marine Tourism Research: An International Perspective Analysis. *Tourism Tribune*, 40(10): 28–41. [陈思榕, 罗振雄, 林明水. 海洋旅游研究脉络与新时代转向——基于国际视野的分析[J]. 旅游学刊, 2025, 40(10): 28–41.]



- Chen, Y., **Chen, S***, & Law, R. (2025). Why not travel? Reviewing constraints from the perspective of customer rights in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 37(5), 1681-1702.
- Law, R., & **Chen, S***. (2025). Developments and implications of tourism information technology: a horizon 2050 paper. *Tourism Review*, 80(1), 299-312.
- Qiu, Z., **Chen, S.**, Law, R., Zuo, Y., & Zhang, M. (2025). Enhancing Green Advertising: How Emotional and Rational Appeals Influence Tourists' Pro-environmental Intentions Based on Behavior Types. *Journal of Hospitality and Tourism Management*, 63, 434-445.
- Shen W., **Chen, S.**, Law, R., Wang, X., Zuo, Y., & Zhang, M. (2025). Development and Initial Validation of Healing and Therapeutic Design Indices and Scale for Measuring Health of Sub-healthy Tourist Populations in Hot Spring Tourism. *Buildings*, 15(16), buildings15162837.
- Liu, S., Zuo, Y., **Chen, S.**, Law, R., & Cui, J. (2025). Short Videos Turn Everyone into Bearers of Traditional Sports and Games: A Mixed-Methods Study from China. *Behavioral Sciences*, 15(5), bs15050637.
- Li, X., Ye, H., Lin, K. J., **Chen, S.**, Zhang, K., & Law, R. (2025). Research Productivity of Institutes in Hospitality and Tourism: Integrating Metrics of Total and per Capita Contribution. *Journal of Hospitality & Tourism Education*, 37(4), 385–395.
- Chen, S.**, Zhang, K., Li, X., Ye, H., Lin, K. J., & Law, R. (2024). Potential tourists' response to nuclear and radiation crises from risk information to actions. *Asia Pacific Journal of Tourism Research*, 29(10), 1237-1253.
- Law, R., **Chen, S.**, Li, X., & Fong, D. K. C. (2024). Analyzing review studies of the recent development in hospitality. *International Journal of Contemporary Hospitality Management*, 36(6), 2086-2106.
- Lin, K. J., **Chen, S.**, Zhang, K., Li, X., Ye, H., & Law, R. (2024). Technology evaluation: a systematic review and implications for ethical technology management in tourism and hospitality. *Asia Pacific Journal of Tourism Research*, 30(2), 194–210.
- Qiu, Z., **Chen, S.**, Law, R., & Zhang, M. (2024). How to utilize the information gap for blind box marketing better: evidence from plane tickets. *Asia Pacific Journal of Tourism Research*, 29(8), 961-978.
- Lin, K. J., Zhang, K., **Chen, S.**, Ye, H., Li, X., & Law, R. (2024). Value formation in AI-integrated service system: review and implications on hospitality and tourism research. *The Service Industries Journal*, 45(7–8), 635–656.
- Yang, Y., Ye, X., **Chen, S.**, Zhao, Y., Law, R., & Yang, L. (2024). Cold tones for sincerity and warm tones for excitement: interactive effects of color tone and brand personality on brand evaluation. *Asia Pacific Journal of Tourism Research*, 29(10), 1222-1236.
- Xu, S., Han, J., **Chen, S.**, Law, R., & Zhang Mu. (2024). Research on structural dimensions of public service motivation of rural tourism elites. *Tourism Tribune*, 39(9), 91-105. [徐少葵, 韩佳钰, 陈思榕, Rob LAW, 章牧. 乡村旅游精英公共服务动机的结构维度研究[J]. 旅游学刊, 2024, 39(9): 91-105.]
- Ye, H., **Chen, S.**, Law, R., & Zhang, M. (2024). Perceived Risk of Chinese Outbound Tourists in the Risky World. *Journal of China Tourism Research*, 20(1), 70-89.
- Zhang, K., Li, X., Ye, H., Lin, K. J., **Chen, S.**, & Law, R. (2024). How can ChatGPT assist hospitality and tourism education?. *Journal of Teaching in Travel & Tourism*, 24(4), 438-448.
- Chen, S.**, Chan, I. C. C., Xu, S., Law, R., & Zhang, M. (2023). Metaverse in tourism: drivers and hindrances from stakeholders' perspective. *Journal of Travel & Tourism Marketing*, 40(2), 169-184.
- Xu, S., Zuo, Y., **Chen, S.**, Law, R., & Zhang, M. (2023). Broken windows in tourism: The effect of occupational stigma perception of tour guides on interpersonal deviance toward tourists. *International Journal of Tourism Research*, 25(1), 137-149.
- Chen, S.**, Zhang, K., Li, X., Ye, H., Lin, K. J., & Law, R. (2023). ChatGPT: Cross-cultural tourism research imperative. *Journal of Economics and Management*, 45(1), 137-146.
- Chen, S.**, Tian, D., Law, R., & Zhang, M. (2022). Bibliometric and visualized review of smart tourism research. *International Journal of Tourism Research*, 24(2), 298-307.



- Zhang, R., **Chen, S.**, Xu, S., Law, R., & Zhang, M. (2022). Research on the Sustainable Development of Urban Night Tourism Economy: A Case Study of Shenzhen City. *Frontiers in Sustainable Cities*, 4, 870697.
- Chen, S.**, Zhang, M., Han, J., Zuo, Y., & Wang, Z. (2022). Visitors' Experience on VR/AR Facilities in Theme Parks: Based on Technology Acceptance Model. *Journal of Tourism*, 23(1), 39.
- Ye, H., **Chen, S***, Law, R., & Fong, L. (2022). Knowledge Mapping of Robotic Applications in Tourism and Hospitality. *Journal of Smart Tourism*, 2(4), 11-23.
- Chen, S.**, Law, R., & Zhang, M. (2021). Review of research on tourism-related diseases. *Asia Pacific Journal of Tourism Research*, 26(1), 44-58.
- Chen, S.**, Law, R., Zhang, M., & Si, Y. (2021). Mobile Communications for Tourism and Hospitality: A Review of Historical Evolution, Present Status, and Future Trends. *Electronics*, 10(15), electronics10151804.
- Han, J., Zuo, Y., Law, R., **Chen, S.**, & Zhang, M. (2021). Service quality in tourism public health: trust, satisfaction, and loyalty. *Frontiers in psychology*, 12, 731279.
- Chen, S.**, Law, R., Xu, S., & Zhang, M. (2020). Bibliometric and Visualized Analysis of Mobile Technology in Tourism. *Sustainability*, 12(19), su12197975.
- Chen, S.**, & Zhang, M. (2020). Research on Cultivation and Development of Graduate Students' Innovation and Entrepreneurship Consciousness. *Higher Education Studies*, 10(2), 45-52.
- Wang, Z., Zuo, Y., **Chen, S.**, & Zhang, M. (2020). The Mediating Effect of Psychological Quality of Innovation and Entrepreneurship Education on Graduate Students' Innovation and Entrepreneurship Ability and Willingness. *Journal of Education and Practice*, 11(19), 36-42.
- Chen, S.**, & Wang, P. (2018). Tourism IP: Theme shaping, extension, and enhancement—A case study of Quanzhou puppetry. *Tourism Overview*, 12, 157-158.

Conference Proceedings

- Chen, S.**, Law, R., Fong, L., & Zhang, L. (2025, June 25-28). *AI Algorithms vs. Human Experts vs. Hybrid Systems: How Temporal Perception Moderates Engagement with Tourism Recommendations*. International Conference on Tourism (ICOT2025), Dubrovnik, Croatia.
- Zhang, L., McCartney, G., & **Chen, S.** (2025, June 25-28). *The mediating role of empathetic response on destination loyalty towards island destination in China*. International Conference on Tourism (ICOT2025), Dubrovnik, Croatia.
- Shen, W., Xiang, Z., **Chen, S.**, & Zhang, M. (2026, January 8-10). *Host–Guest Interaction and Tourists' Word-of-Mouth Intention: The Mediating Role of Well-Being in Themed Restaurant Experiences*. The 31st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Alabama, USA.
- Chen, S.**, Li, X., Law, R., & Fong, L. (2024, July 3-5). *An Integrative Framework for Customer Engagement in Tourism Websites*. Asia Pacific Tourism Association, Macao, China.
- Li, X., **Chen, S***, Law, R., & Fong, L. (2024, July 3-5). *Examining the Interaction Effects of Website Cues on Online Travel Agencies*. Asia Pacific Tourism Association, Macao, China.
- Shen, W., Wang, Q., **Chen, S.**, Guo, Z., & Zhang, M. (2024, October 18-20). *Study on cultural gene and tourism brand value of the Great Wall linear cultural Heritage under the background of high-quality tourism development*. 2024 Frontiers in Hospitality and Tourism Annual Research Symposium, Shanghai, China.
- Li, X., **Chen, S***, & Law, R. (2023, 24th November). *Functionality Performance of Tourism and Hospitality Programmes on University Websites*. Hospitality and Tourism Education Symposium, Macao, China.



Research Grants

Selected grants and projects:

National Natural Science Foundation of China (2023–2026). Research on the Diagnosis, Spatial Differentiation and Formation Mechanism of Cultural Ecological Imbalance in Traditional Villages in Southern Fujian (42271254). Co-investigator.

Guangdong Basic and Applied Basic Research Foundation (2023–2026). Intangible Cultural Heritage Labeling: Operational Logic, Certification Criteria, and Post-Effects in Marketing Contexts (2023A1515110088). Co-investigator.

Shenzhen Philosophy and Social Science Planning Collaborative Project (2021–2022). Research on the Protection and Utilization of Revolutionary Sites, Revolutionary Relics, and Educational Bases in Shenzhen during Various Historical Periods (SZ2021D003). Co-investigator.

National Social Science Fund of China (2016–2021). Research on the Vocabulary Database of Intangible Cultural Heritage Based on Ontology Mapping (16AZD055). Co-investigator

Industry–Academia–Research Project with OCT Group (2021). The Application of “5G” Technology in OCT Tourism Industry. Co-investigator.

Awards and Honors

Top Downloaded Article & Top Cited Article — Wiley (publisher) (2022). For this paper: **Chen, S.**, Tian, D., Law, R., Zhang, M. (2022). Bibliometric and visualized review of smart tourism research. *International Journal of Tourism Research*, 24(2), 298-307.

Highly Cited Paper — Web of Science (publisher) (2024). For this paper: **Chen, S.**, Chan, I. C. C., Xu, S., Law, R., & Zhang, M. (2023). Metaverse in tourism: drivers and hindrances from stakeholders' perspective. *Journal of Travel & Tourism Marketing*, 40(2), 169-184.

Editorial and Academic Service

Ad Hoc Reviewer for:

Journal of Travel & Tourism Marketing, Humanities and Social Sciences Communications, Journal of Sustainable Tourism, Information Technology & Tourism, Journal of Destination Marketing & Management, Tourism Review, International Journal of Tourism Research, Sustainable Development, Journal of Hospitality & Tourism Research, Current Issues in Tourism, Journal of Hospitality and Tourism Technology, Marine Pollution Bulletin, Frontiers in Psychology, Heliyon, Asia Pacific Journal of Tourism Research, Advances in Civil Engineering, Mitigation and Adaptation Strategies for Global Change, Quality & Quantity, Journal of Hospitality & Tourism Education, Journal of Teaching in Travel & Tourism, Tourism and Hospitality Research, Cogent Business & Management, Discover Sustainability, AIMS Environmental Science, Social Sciences & Humanities Open, SN Business & Economics, and other international academic journals.

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