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Academic Qualifications

Ph.D. in Decision Sciences - *Universiti Malaya*

M.S. in Hospitality and Tourism Management - *Florida International University*

B.S. in Hospitality and Tourism Management - *Florida International University*

Teaching Areas

E-Commerce

Customer behavior

Areas of Research Expertise

Cultural Heritage Tourism

Sustainable Tourism Development

Virtual Reality (VR)

Tourism Digitalization & Technology Adoption

Destination Marketing & Tourist Behavior

Working Experience

Lecturer (2025-present)

School of Liberal Arts,

Macau University of Science and Technology, Macau, China

Professional Society Membership

Asia Pacific Tourism Association

Certification in Hotel Industry Analytics (CHIA)

Publications

1. **Jiang, C., & Phoong, S.W*.** (2023). How digitalization impacts tourism development: A ten-year review (2012–2022). *Humanities and Social Sciences Communications* (SSCI JCR Q1).
2. Moghavvemi, S*., Hassani, A., Woosnam, K.W., Abdrakhmanova, S., & **Jiang, C.** (2023). Resident fear of COVID-19 and support for tourism in Asia. *Journal of Hospitality and Tourism Insights* (JCR Q1).
3. **Jiang, C., & Phoong, S.W*.** (2024). Tourism intention and VR usage based on SOR model: Mediating role of personal values. *Journal of Hospitality and Tourism Insights* (JCR Q1).
4. **Jiang, C., Moghavvemi, S*., & Phoong, S.W.** (2025). VR's promise for eco-friendly adventures: Reducing tourism's environmental footprint. *Information Technology & Tourism* (SSCI JCR Q1).



5. **Jiang, C.**, Phoong, S.W*, & Moghavvemi, S. (2025). Cultural odyssey in the metaverse: VR's impact on tourist behavior and social sustainability. *Humanities and Social Sciences Communications* (SSCI JCR Q1).
6. **Jiang, C***. (2025). Chinese Fear of Fraud: Integrating TAM and PADM to Understand Protective Virtual Tourism Technology Adoption in High-Stakes Contexts. *Journal of Hospitality and Tourism Insights* (JCR Q1).
7. **Jiang, C***. (2026). Information doesn't work? Testing Experiential Drivers of VR Re-use Intention in Heritage Tourism via Affective-Cognitive Pathways. *Journal of Hospitality and Tourism Technology* (SSCI JCR Q1).
8. Du, J., & **Jiang, C***. (2026). Discontinuance intention in e-commerce live streaming: Mediating effects of FOMO and fatigue. *Aslib Journal of Information Management* (SSCI JCR Q1).
9. **Jiang, C.**, Du, J*, & Zhang, G. (2026). Navigating the Shadows of Telecom Scams: 360 VR Adoption for Myanmar Tourism among Chinese Tourists via PLS-SEM, NCA, and fsQCA. *Journal of Hospitality and Tourism Technology* (SSCI JCR Q1, Under Review).
10. **Jiang, C.**, Phoong, S.W*, & Moghavvemi, S. (2026). Time-traveling through heritage: VR in cultural heritage tourism. *Current Psychology* (SSCI JCR Q2, Minor revision).
11. Wei, Y.J., & **Jiang, C***. (2026). Emojis in LLM-Generated Tourism Ads: How Appeal Type Shapes Psychological Distance and Travel Intention via Regulatory Focus. *Journal of Hospitality and Tourism Technology* (SSCI JCR Q1, Under Review).
12. **Jiang, C.**, & Wei, Y.J*. (2026). Exploring Variations in Social Media Likes for Tourism Experience Economy: A Study Based on BERTopic and Negative Binomial Regression Analysis. *Discourse, Context & Media* (SSCI JCR Q1, Under Review).
13. **Jiang, C.**, Wei, Y.J., Jingyi Ba & Aliana Man Wai Leong* (2026). Exploring Participation Motivation and Continued Engagement Mechanisms in Zen Meditation Tourism: A Mixed Study Based on Health Beliefs and Self-Determination Theory from a Conservation of Resource Perspective. *Journal of Vacation Marketing* (SSCI JCR Q1, Major revision).
14. **Jiang, C.**, Wei, Y.J., Jingyi Bai, Lv, Sha & Aliana Man Wai Leong* (2026). AI-Generated Images and Booking Intention on Peer-to-Peer Accommodation Platforms: The Mediating Roles of Aesthetic, Symbolic, and Diagnostic Perceptions and the Moderating Role of Delegated Booking. *International Journal of Hospitality Management* (SSCI JCR Q1, With Editor).
15. **Jiang, C.**, Yisong Tai., Tzung-Cheng Huan., Jingyi Bai & Aliana Man Wai Leong* (2026). Building bridges to better service: How relational empowerment and social mindfulness drive customer-oriented behavior. *International Journal of Hospitality Management* (SSCI JCR Q1, With Editor).

Research Grants

2022 Universiti Malaya International Collaboration Grant (ST013-2022)

2024 Universiti Malaya Postgraduate Special Research Grant



2026 Macau University of Science and Technology Faculty Research Grants (FRG)

Editorial and Academic Service (Ad Hoc Reviewer)

Tourism Management (SSCI Q1)
Humanities & Social Sciences Communications (SSCI Q1)
Journal of Hospitality and Tourism Technology (SSCI Q1)
Journal of Destination Marketing & Management (SSCI Q1)
Asia Pacific Journal of Marketing and Logistics (SSCI Q1)
Information Technology & Tourism (SSCI Q1)
Computer in Human Behavior Reports (SSCI Q1)

Other Activities

Professional Development

- Advanced Training in Digital Cultural Tourism Management
School of Tourism Management, Sun Yat-Sen University, China (2025–2026)

Conference Participation

2023 The 8th Colloquium on Tourism Behavioral Research
2023 Colloquium on Experimental Research Methods in Tourism
2023 Chinese Modernization & Sustainable Cultural Tourism Conference
2019 The 4th Xijiang Tourism Forum & 2nd Tourism Education Forum

Last Updated : 1st September 2026