



姓名: 陳淑霞博士
職稱: 課程主任, 助理教授
辦公室: O718
電話: +853 87961827
電郵地址: shchan@must.edu.mo



學歷

博士	酒店及旅遊管理	香港理工大學
碩士	市場營銷管理學	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, IpKin 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 10.1108/TR-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, 陈淑霞, & 刘辛元. (2024). 消费价值观差异性对顾客服务创新感知的影响. *商业经济研究* (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, IpKin Anthony Wong, 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 Binglin Tang (2021) What makes customer switch? A Study of landside of airport. *International Journal of Social Science Research*, Vol 3, No. 4, 316-328.
 14. **Grace Suk Ha Chan**, Betty Yifan Wang, Vicky Xiaocheng Zhang and Mason Zhaofeng Li (2021) Predicting psychological benefit in green for airlines passenger affect organization corporate image to switching decision. *International Journal of Social Science Research*. Vol 3, 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, no 3
 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. Ip Kin Anthony Wong, Erdan Ma, **Grace Suk Ha Chan**, Guo Qiong 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 status serve as a tipping point for females in their attitude towards balancing family and work? *International Journal of Tourism & Hotel Business Management*, Vol 1(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.
 20. Irini, Lai Fun Tang, **Grace Suk Ha, Chan**, Theresa, Tan-Chen & Roberta Wong Leung (2018). Understanding generation Y's favorite Spascent, spa food versus spaservice experience. *Journal of Tourism & Hospitality*, Vol 7, (4) 374.
 21. Yang, **Li, Grace, Chan S. H.** & Irini, Lai Fun Tang (2017) Exploration of Customer Complaint Behaviors Toward Macau Low-cost Carriers. *Journal of Business Research*, Vol 10, No. 9.
 22. **Grace Chan, S.H.** (2016). A new Revenue Management framework for Hong Kong travel agencies. *Journal of Management and Sustainability*. Vol. 6, No. 3
 23. 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.

24. **Grace Chan, S.H. & Deniz, 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. & Denizci Guillet Basak** (2016) Revenue Management: Profit Optimization 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, Yue He, **Grace, Suk Ha Chan** & Martin, Binglin Tang (2021). Exploration the customers satisfaction of service quality and switching behavior: A study of landside of airport. 2nd International Conference on Business, Technology, Tourism, Education, Engineering, Culture and Social Science 2021, Putrajaya, Malaysia, 11 December 2021
3. Binglin Martin Tang, **Suk Ha Grace Chan** & Yue Yvonne He (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
4. Jackson Mengchang Cai, **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
5. **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
 6. **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
 7. **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.
 8. **Bo Wendy**
Gao,**GraceChan**,GavinChau,SiyuLong,RuijunWang.(2019)Does the 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
 9. **Su, Ling Jun &Grace Chan ,S.H.** (2018). The impact on Korean TV dramas to Chineseyoungsters'perceiveddestinationimageandasapotentialdestinationfor visiting .Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.
 10. **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.
 11. **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.



12. Ip, Yun Kit ,**Grace Chan** , Chan, Chi Fat & Zhang, HóngYì (2018).To equilibrium
employee satisfaction with the management. Global Travel and
Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.
13. **Grace Chan, S.H.** (2015). Events management practitioners' expectations of Quality
of Work Life (QWL) Proceedings of The International Conference on
Tourism and Business 12-14 January 2015, Bangkok, Thailand.
14. **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品牌購買意
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



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院
School of Liberal Arts

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



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院
School of Liberal Arts

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