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學歷

哲學博士	公共資源管理	亞利桑那州立大學，美國
理學碩士	企業開發	新加坡國立大學，新加坡
管理學學士	旅遊管理	重慶第二師範學院，中國

教學科目

管理心理學
休閒心理學

研究方向

信息技術
服務營銷

工作經驗

2026.09 - 至今	講師，博雅學院，澳門科技大學，中國澳門
2025.05 – 2026.05	講師，亞利桑那州立大學，美國

發表

學術期刊論文

1. **Yang, R.,** Lee, W., & Choi, HSC. (2026). Agentic and communal roles in the autonomous mobility service ecosystem: how assemblage properties drive consumer crafting behavior. *Journal of Service Management*. [SSCI-Q1; ABS-2; ABDC-A]
2. **Yang, R.,** Lee, W., & Quinton. J. (2026). Does smart mobility matter? The halo effect of autonomous taxis on urban tourists' post-visit destination evaluations and revisit intention. *Tourism Review*. [SSCI-Q1; ABS-1; ABDC-A]
3. **Yang, R.,** Lee, W., Choi, HSC., & Bricker, K. (2025). Psychological ownership and anonymity in robotaxi use: pathways to long-term engagement in smart tourism. *Journal of Travel & Tourism Marketing*, 42(9), 1220-1239. [SSCI-Q1; ABS-2; ABDC-A]
4. **Yang, R.,** Wise, N., Lee, W., & Choi, HSC. (2025). Exploring customer



resistance to travel subscription: the case of active resistance and passive resistance. *International Journal of Tourism Research*, 27(6), e70144. [SSCI-Q1; ABS-2; ABDC-A]

5. **Yang, R.**, Lin, B., & Lee, W. (2025). An explanatory mixed method study of outdoor food delivery robots: technology affordance approach. *Asia Pacific Journal of Marketing and Logistics*, 1-17. [SSCI-Q1, ABS-1, ABDC-A]
6. Lin, B., Fan, Y., & **Yang, R.** (2025). The future of urban travel and tourism: a text mining analysis of robotaxi sentiment and adoption. *Journal of Travel & Tourism Marketing*, 42(4), 479-494. [SSCI-Q1; ABS-2; ABDC-A]
7. Lin, B., Lee, W., **Yang, R***, & Lim, E. (2025). Examining the effects of values and risks on outdoor food delivery robot adoption using mixed methods: different stakeholders' perspectives. *Information Technology & Tourism*, 1-32. [SSCI-Q1; ABS-1; ABDC-A]

*通訊作者

獎項及榮譽

- 2026.07 國家優秀自費留學生獎學金，國家留學基金管理委員會
- 2025.01 最佳會議論文，*Tourism, Hospitality, and Events Conference for Researchers, Educators, Practitioners and Students (THEREPS)*.
- 2023.01 最佳會議論文，*Tourism, Hospitality, and Events Conference for Researchers, Educators, Practitioners and Students (THEREPS)*.

編輯及學術服務

審稿人

- Asia Pacific Journal of Marketing and Logistics
- Information Technology and Tourism

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