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學歷：

哲學博士	決策科學系	馬來亞大學，馬來西亞
理學碩士	酒店與旅遊管理系	佛羅里達國際大學，美國
理學學士	酒店與旅遊管理系	佛羅里達國際大學，美國

教學科目

電子商務
消費者行為學

研究方向

文化遺產旅遊
旅遊可持續發展
虛擬現實
旅遊數字化及技術應用
目的地營銷及游客行為

工作經驗

2025-至今 講師，澳門科技大學博雅學院，中國澳門

專業學會資格

亞太旅遊協會會員
酒店業分析師 (Certification in Hotel Industry Analytics)

發表 (學術期刊論文，*為通訊)

1. **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).
2. 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).
3. **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).
4. **Jiang, C.**, Phoong, S.W*, & Moghavvemi, S. (2026). Time-traveling through heritage: VR in cultural heritage tourism. *Current Psychology* (SSCI JCR Q2, Minor revision).
 5. 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).
 6. **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).
 7. **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).
 8. **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).
 9. **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).
 10. **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).
 11. **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).
 12. **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).
 13. **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).
 14. 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).
 15. **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).



科研項目

2026 澳門科技大學研究基金-普通研究項目（主持）
2024 馬來亞大學博士研究生專項研究基金（主持）
2022 (ST013-2022) 馬來亞大學國際合作基金（參與）

編輯及學術服務 (特邀審稿人)

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)

其他活動

高級研修

數字文旅管理高級研修班
中山大學，旅遊學院，中國（2025-2026）

學術會議

2023 第八屆旅遊行為研究研討會——數位智能社會與旅遊行為
2023 第五屆旅遊實驗研究方法研討會
2023 中國現代化與文化旅遊可持續發展會議——中國地理學會旅遊地理專委會年會
2019 第四屆「西江旅遊論壇」暨第二屆「旅遊教育教學研究論壇」

最後更新：2026 年 9 月 15 日