



Name: Yun (Victoria) Chen
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Academic Qualifications

Ph.D. in Philosophy, Griffith Business School, Griffith University, Australia
Master of Business Administration, Sun Yat-sen University, China
Bachelor of Business Administration, Yanshan University, China

Teaching Areas

Supply Chain Management
Project Management
Planning and Design of Leisure Events

Areas of Research Expertise

Consumer behavior
Travel photography
Social commerce
Social media (influencer) marketing

Working Experience

2026 - Present	Assistant Professor, School of Liberal Arts, Macau University of Science and Technology, China, Macau SAR
2025	Associate Researcher, Griffith Institute of Tourism, Griffith University, Australia
2023 - 2024	Sessional Lecturer, Griffith Business School, Griffith University, Australia
2022 - 2024	Associate Researcher, Department of Tourism, Sports and Hotel Management, Griffith University, Australia
2018 - 2021	Part-time Counselor, School of Tourism Management, Sun Yat-sen University, China

Journal Articles (*Corresponding author.)

1. **Chen, Yun Victoria***; Jin, Xin Cathy & Gardiner, Sarah. (2026). How User-generated Food Photos Influence Tourists' Restaurant Visits: The Effect of Aesthetics, Familiarity, and Regulatory Focus. *International Journal of Hospitality Management*. 133, 104509 (SSCI Q1, ABDC/A*, ABS 3 Stars)
2. **Chen, Yun Victoria**; Wong, IpKin Anthony; Lian, Qi Lilith* & Huang, Guoqiong Ivanka. (2026). Food Selfie Sharing as a Friendship-Building Process: The Moderating Effect of Service Aesthetic Appeal. *International Journal of Hospitality Management*. 132, 104338 (SSCI Q1, ABDC/A*, ABS 3 Stars)



3. **Chen, Yun Victoria**; Jin, Xin Cathy; Gardiner, Sarah & Wong, IpKin Anthony*. (2024). How do foodstagramming posts influence restaurant visit intention: the mediating role of goal relevance and mimicking desire. *International Journal of Contemporary Hospitality Management*. Vol. 36 No. 12, pp. 4319–4337. (SSCI Q1, ABDC/A, ABS 3 Stars)
4. **Chen, Yun Victoria**; Wong, IpKin Anthony*; Leong, Aliana Man Wai* & Huang, Guoqiong Ivanka. (2024). Having fun in micro–celebrity restaurants: The role of social interaction, foodstagramming, and sharing satisfaction. *International Journal of Hospitality Management*, 120, 103768. (SSCI Q1, ABDC/A*, ABS 3 Stars)
5. Lin, Zhiwei; Wong, IpKin Anthony; Zhang, Guopeng* & **Chen, Yun Victoria**. (2022). Longing for the heritage treasure: Reconnecting the self and the heritage site through nostalgic reminiscences and psychological ownership. *Journal of Travel & Tourism Marketing*, 39(3), 320–334. (SSCI Q1, ABDC/A, ABS 2 Stars)
6. Chan, Sua Ha Grace; Lin, Zhiwei CJ*; Wong, IpKin Anthony*; **Chen, Yun Victoria** & So, Angel Chui Ying. (2022). When employees fight back: Investigating how customer incivility and procedural injustice can impel employee retaliation. *International Journal of Hospitality Management*, 107, 103308. (SSCI Q1, ABDC/A*, ABS 3 Stars)
7. Zhang, Yuangang; Wong, IpKin Anthony*; Duan, Xialei & **Chen, Yun Victoria**. (2021). Craving better health? Influence of socio–political conformity and health consciousness on goal–directed rural–eco tourism. *Journal of Travel & Tourism Marketing*, 38(5), 511–526. (SSCI Q1, ABDC/A, ABS 2 Stars)
8. Huang, Guoqiong Ivanka; **Chen, Yun Victoria** & Wong, IpKin Anthony*. (2020). Hotel guests' social commerce intention: The role of social support, social capital and social identification. *International Journal of Contemporary Hospitality Management*. 32. 706–729. (SSCI Q1, ABDC/A*, ABS 3 Stars)

Conference Proceedings

1. **Chen, Yun Victoria**. (2026). A Feast for the Feed: Exploring When Social Media Influencer Recommendations Succeed. 13th Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference. Macau. June, 2026.
2. **Chen, Yun Victoria**; Gardiner, Sarah & Jin, Xin Cathy. (2023). Foodstagramming boosts wellbeing: The mediating role of social interaction. In CAUTHE 2023: West, East, South, North: Redirecting Research in Tourism, Hospitality and Events: Proceedings of the 33rd Annual Conference: Proceedings of the 33rd Annual Conference (pp. 335–335). Fremantle, WA: Council for Australasian University Tourism and Hospitality Education (CAUTHE). February.



3. Pan, Haiyan; Cao, Qingqing; Wong, IpKin Anthony; Lin, Zhiwei; Huang, Jingwen & **Chen, Yun Victoria**. (2023). Cartoon-themed restaurant dining and its experiential outcomes. In CAUTHE 2023: West, East, South, North: Redirecting Research in Tourism, Hospitality and Events: Proceedings of the 33rd Annual Conference: Proceedings of the 33rd Annual Conference (pp. 167–169). Fremantle, WA: Council for Australasian University Tourism and Hospitality Education (CAUTHE). February.
4. Li, Mengzhen; Zhao, Shengyu; Wong, IpKin Anthony; Lin, Zhiwei; Huang, Jingwen & **Chen, Yun Victoria**. (2023). Imitation and innovation in the foodservice industry. In CAUTHE 2023: West, East, South, North: Redirecting Research in Tourism, Hospitality and Events: Proceedings of the 33rd Annual Conference: Proceedings of the 33rd Annual Conference (pp. 225–227). Fremantle, WA: Council for Australasian University Tourism and Hospitality Education (CAUTHE). February.
5. Wong, IpKin Anthony; **Chen, Yun Victoria** & Huang, Guoqiong Ivanka. (2020). Linking Events and Pro-Environmental Behaviors. the 2nd Critical Tourism Studies-Asia Pacific (CTSAP) Conference. Wakayama, Japan, February.
6. Wong, IpKin Anthony; Cheng, Mingming; Huang, Guoqiong Ivanka & **Chen, Yun Victoria**. (2019). Luxury hotel knockoff: When synthetic experience is desirable. International Conference on Tourism and Retail Service Management 2019. Tianjin, China, December.
7. **Chen, Yun Victoria**; Wong, IpKin Anthony; Cheng, Mingming & Huang, Guoqiong Ivanka. (2019). The Second Marriott and Hyatt: Understanding Sound-Alike Hotels in China. the 18th Asia Pacific Forum for Graduate Students Research in Tourism, Korea, June.
8. **Chen, Yun Victoria**; Huang, Guoqiong Ivanka & Wong, IpKin Anthony. (2019). A socio-personal perspective on hotel social commerce. 2019 APacCHRIE & EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference, China, May.

Research Project

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| 2025 | An Exploration of Charity Sport Event Beneficiaries through the Lens of Charitable Triad Theory. (Engaged) |
| 2025 | Developing a National Rural Volunteering Roadmap, Australian Research Council (ARC). (Engaged) |
| 2022 | Understanding and enhancing the transition experience of students from Griffith College to Griffith University. Griffith Business School. (Engaged) |

Consultancy

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| 2025.09 - 2025.12 | EGC/Griffith International Market Profiles Scoping. Experience Gold Coast Consultancy. |
| 2025.06 - 2026.01 | Reporting and evaluation services for the ICF Slalom World |



- 2024.10 - 2024.11 Championships Sydney 2025
ADS – Research and Survey. Australian Trade and Investment Commission (Austrade) Consultancy.
- 2022.09 - 2023.11 Management Rights – Understanding Scale, Economic Impact and Regulatory Obligations. Australian Resident Accommodation Managers Association (ARAMA).

Awards and Honors

- 2026 Tourism and Hospitality Research Award for Excellence in Reviewing
- 2019 Best Paper Award (Sponsored by Journal of Service Marketing). Council for International Conference on Tourism and Retail Service Management, Tianjin, China
- 2019 Best Paper Award. Council for 2019 APacCHRIE & EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference, Hong Kong

Editorial and Academic Service

Editorial board

Tourism and Hospitality Research (ESCI, Q2)

Ad Hoc Reviewer for Journals

International Journal of Contemporary Hospitality Management (SSCI, Q1)

International Journal of Hospitality Management (SSCI, Q1)

Journal of Hospitality and Tourism Management (SSCI, Q1)

Journal of Vacation Marketing (SSCI, Q1)

Tourism and Hospitality Research (ESCI, Q2)

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