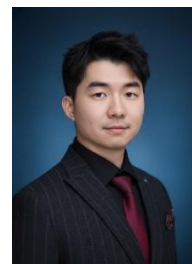




姓名：胡宗威
職稱：講師
辦公室：L616
電話：+86 18680409981
電郵地址：zwhu@must.edu.mo



學歷

博士	旅遊管理	澳門科技大學，中國澳門
碩士	國際酒店管理	澳門城市大學，中國澳門
學士	金融	東莞城市大學，中國

教學科目

財務會計
管理會計

研究方向

用戶生成內容
消費者行為
旅遊與酒店業市場營銷與管理
旅遊政策

工作經驗

2026 年至今 講師，博雅學院，澳門科技大學，中國澳門

學術期刊論文

1. **Hu, Z.**, Chen, X., Zhang, Y., & Luo, J. M. (2026). Hotel online employee experiences and employee satisfaction and recommendation: An evolutionary stimulus-organism-response perspective. *International Journal of Contemporary Hospitality Management*, 1–20.
SSCI Q1 IF: 11.3 ABDC: A ABS: 3 Top 10% Journal
2. **Hu, Z.**, Chen, L., & Duan, J. (2026). Transit visa-free and inbound tourism: City-level evidence from China. *Journal of Travel Research*. Advance online publication. <https://doi.org/10.1177/00472875261454674>
SSCI Q1 IF: 9.7 ABDC: A* ABS: 4 Top 10% Journal
3. **Hu, Z.**, Chi, C. G.-Q., & Luo, J. M. (2026). Plugging into the future: How electric vehicle (EV) charging facilities affect U.S. hotel customers' perceptions and decisions. *Journal of Hospitality Marketing & Management*. Advance online publication. <https://doi.org/10.1080/19368623.2025.2594109>
SSCI Q1 IF: 12.4 ABDC: A ABS: 1 Top 10% Journal



4. Zhou, P., **Hu, Z.**, Chen, H., & Luo, J. M. (2026). Professional mentality in the age of intelligence: How does cynicism moderate the impact of AI awareness on employees' career development? *International Journal of Hospitality Management*, 134, 104531. <https://doi.org/10.1016/j.ijhm.2025.104531>
SSCI Q1 IF: 8.3 ABDC: A* ABS: 3 Top 10% Journal

5. Yu, S., Li, X., & **Hu, Z.** (2026). Does intergenerational conflict reduce the subjective well-being of adult children? The role of conflict management styles. *Applied Research in Quality of Life*. <https://doi.org/10.1007/s11482-026-10569-8>
SSCI Q1 IF: 2.7 ABDC: B

6. **Hu, Z.**, Zhou, P., Law, R., & Luo, J. M. (2026). Exploring differences in customer emotion toward robot and human employees in different hotel service scenarios. *Journal of Quality Assurance in Hospitality & Tourism*. Advance online publication. <https://doi.org/10.1080/1528008X.2026.2619433>
ESCI Q2 IF: 2.8 ABDC: B ABS: 1

7. **Hu, Z.**, Yu, S., & Luo, J. M. (2025). "This is inequity!" Exploring the potential positive impact of negative online reviews. *Journal of Hospitality and Tourism Management*, 64, 101321. <https://doi.org/10.1016/j.jhtm.2025.101321>
SSCI Q1 IF: 10.1 ABDC: A* ABS: 2 Top 10% Journal

8. **Hu, Z.**, Yu, S., & Luo, J. M. (2025). Exploring customer heterogeneity in hotel attribute preferences: An empirical study based on role theory. *Journal of Vacation Marketing*. Advance online publication. <https://doi.org/10.1177/13567667251352547>
SSCI Q1 IF: 5.6 ABDC: A ABS: 1

9. **Hu, Z.**, & Luo, J. M. (2025). Understanding residents' motivation, psychological involvement, and psychological well-being in urban parks. *Cities*, 157, 105598. <https://doi.org/10.1016/j.cities.2024.105598>
SSCI Q1 IF: 7.0 ABS: 2 Top 10% Journal Nature Index Journal

10. Luo, J. M., **Hu, Z.**, & Leong, A. M. W. (2025). Exploring the experience attributes of intangible cultural heritage through big data analytics. *Journal of Vacation Marketing*. Advance online publication. <https://doi.org/10.1177/13567667251323644>
Corresponding author.
SSCI Q1 IF: 5.6 ABDC: A ABS: 1

11. **Hu, Z.**, Luo, J. M., Geng-Qing Chi, C., & Gursoy, D. (2024). Examination of experience attributes of parks in urban tourist destinations and their influence on visitor satisfaction: A topic modelling approach. *Leisure Studies*. Advance online publication. <https://doi.org/10.1080/02614367.2024.2392583>
SSCI Q2 IF: 2.8 ABDC: A ABS: 2



12. Luo, J. M., **Hu, Z***, & Law, R. (2024). Exploring online consumer experiences and experiential emotions offered by travel websites that accept cryptocurrency payments. *International Journal of Hospitality Management*, 119, 103721. <https://doi.org/10.1016/j.ijhm.2024.103721>

Corresponding author.

SSCI Q1 IF: 8.3 ABDC: A* ABS: 3 Top 10% Journal

13. Luo, J. M., & **Hu, Z.** (2023). Blockchain technology-based business model: A case study of travel sites. *Journal of Tourism Quarterly*, 5(3–4), 59–76.

Corresponding author.

研討會論文

1. **Hu, Z.**, Chi, C. G.-Q., & Luo, J. M. (2025, November). *How electric vehicle (EV) charging facilities affect U.S. hotel customers' perceptions and decisions*. [Paper presentation]. EuroCHRIE 2025 Conference, Hague, Netherlands.
2. **Hu, Z.**, & Luo, J. M. (2023, August). *Seasonal differences in urban park experience attributes: Results of UGC topic modelling*. [Paper presentation]. 10th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference, Rome, Italy.
3. **Hu, Z.**, & Luo, J. M. (2023, November). *Seasonal variations in tourist image of Mount Fuji: A user-generated content analysis*. [Paper presentation]. 3rd Global Congress of Special Interest Tourism & Hospitality Conference, Macau, China.

科研項目

- | | |
|---------------|---|
| 2023 年-2024 年 | <p>研究助理 旅遊脈絡下對非物質表演藝術遺產態度之研究——以粵劇為例</p> <p>來源：澳門科技大學基金會</p> <ul style="list-style-type: none"> ● 數據處理：協助開展定性與定量研究，負責核心資料的收集、整理與數據清洗分析。 ● 學術產出：深度參與項目研究報告及學術論文的撰寫工作。 |
| 2021 年-2022 年 | <p>研究助理 基於 COVID-19 影響評估的粵港澳大灣區旅遊產業可持續發展策略研究</p> <p>來源：澳門基金會</p> <ul style="list-style-type: none"> ● 研究執行：參與定性與定量研究的設計與落地，完成大規模資料收集與數據分析。 ● 報告撰寫：協助統籌並撰寫官方研究報告及相關學術論文。 |
| 2019 年-2020 年 | <p>項目負責人 東莞及周邊地區金融人才需求調查</p> <p>來源：2019 年廣東省大學生創新創業訓練計劃</p> <ul style="list-style-type: none"> ● 團隊統籌：帶領研究團隊，主導調研方案與問卷設計。 ● 實地調研：跨部門協調銀行、證券及保險機構完成實 |



地訪談與數據採集，並獨立撰寫研究報告。

獎項及榮譽

- 2022 年 第五屆粵港澳大灣區研究生論壇優秀論文獎
- 2019 年 第十屆「正大盃」全國大學生市場調查與分析大賽二等獎
- 2018 年 全國大學生金融科技創新大賽華南賽區二等獎
- 2018 年 全國移動互聯創新大賽廣東賽區三等獎
- 2018 年 HUAWEI Developer Codelabs 優秀獎

編輯及學術服務

期刊審稿人

- International Journal of Contemporary Hospitality Management (SSCI)
- Journal of Hospitality and Tourism Management (SSCI)
- Tourism Review (SSCI)
- Current Issues in Tourism (SSCI)
- Journal of Vacation Marketing (SSCI)
- Humanities and Social Sciences Communications (SSCI)
- Journal of Quality Assurance in Hospitality & Tourism (ESCI)

會議編輯：

- 編委會成員，2024/2025 粵港澳大灣區城市命運與發展論壇

最後更新：2026 年 9 月 15 日