



Name : Qingxiang An
Title : Assistant Professor
Office : O728
Tel. : +853 87967831
Email : qxan@must.edu.mo



Academic Qualifications

Ph.D. in Hospitality Management, University of Central Florida, U.S.
Master of Science, Information Technology & Decision Science, University of North Texas, U.S.
Master of Science, Hospitality Management, University of North Texas, U.S.
Bachelor of Science, International Trade & Economics, Guizhou University of Finance & Economics, China

Teaching Areas

Marketing in the Era of Smart-Tourism
Mice Operation and Planning
Resort Management
Studies in Service Quality and Retailing Management
Communication Skills for Quality Service Provision
Introduction to Leisure Industry
Museum Exhibition and Collection Management

Areas of Research Expertise

Research focuses on consumer behavior, artificial intelligence and robotic technologies adoption and implementation, digital marketing, big data analytics, and user generated content analytics in the context of hospitality information technology adoption and application.

Working Experience

2024 - Present Assistant Professor, School of Liberal Arts, Macau University of Science and Technology, China, Macau SAR

Publications

1. Okumus, F., **An, Q.**, & Lee, G. (2026). Antecedents and outcomes of corporate digital social responsibility in hospitality and tourism: a systematic review and integrative framework. *Current Issues in Tourism*, 1-19. [SSCI]
2. **An, Q.**, Ozturk, A. B., Hancer, M., Hua, N., & Berezina, K. (2026). The effects of information and individual difference factors on online travel agency consumers' confusion and decision postponement: An integration of information processing theory and stressor-strain-outcome framework. *International Journal of Hospitality Management*, 135, 104642. [SSCI].



3. **An, Q.**, Ozturk, A. B., Hancer, M., Hua, N., & Berezina, K. (2026). Stranded by complexity: how online travel agency feature overload impacts user's decision postponement and switching intention. *International Journal of Contemporary Hospitality Management*, 38(3), 1069-1091. [SSCI].
4. **An, Q.**, Ozturk, A. B., & Okumus, F. (2025). Uncovering the influences of user-generated photos and user profiles on customers' online hotel review perceptions and booking intentions. *Journal of Vacation Marketing*, 13567667251362485. [SSCI].
5. **An, Q.**, Le, L. H., Ozturk, A. B., & Hancer, M. (2025). Assessing the effects of text– image congruence on hotel guests' perceptions toward hotel websites and booking intention. *Journal of Hospitality and Tourism Technology*, 1-24. [SSCI].
6. Pizam, A., Ozturk, AB., Hacikara, A., **An, Q.**, Chaulagain, S., Adela, B., Buhalis, D., Fuchs, G., Hara, T., Meira, J., García Revilla, R., Sethi, D., Shen, Y., & State, O. (2023). Hotel Customers' Use Intentions of Robotics: Role of Utilitarian and Hedonic Values. *Journal of Hospitality and Tourism Technology*. [SSCI].
7. **An, Q.**, & Ozturk, A. B. (2022). Assessing the effects of user-generated photos on hotel guests' price, service quality, overall image perceptions and booking intention. *Journal of Hospitality and Tourism Technology*, 13, 608-625. [SSCI].
8. **An, Q.**, Ma, Y., Du, Q., Xiang, Z., & Fan, W. (2020). Role of User-Generated Photos in Online Hotel Reviews: An Analytical Approach. *Journal of Hospitality and Tourism Management*, 45, 633-640. [SSCI].

Academic Conferences

Stand-Up Presentations

1. **An, Q.**, Ozturk, AB., Hancer, M., Hua, N., & Berezina, K. (2025). Balancing Innovation and Simplicity: Examining Technology-Driven Risks and Behavioral Outcomes in Online Travel Agencies. APacCHRIE 2025 Conference, Chiang Mai University, Thailand, 27-30 May 2025.
2. **An, Q.**, Varga, S., Okumus, F., & Ozturk, AB. (2024). Social Loafing in Hospitality and Tourism Education: Why Do the Students Slack Off in Teamwork? The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, U.S.A., Jan. 4-6, 2024.
3. **An, Q.**, Okumus, F., & Ozturk, AB. (2023). How Cyberslacking Impacts Hospitality Education. Sunshine State Teaching and Learning Conference, Orlando, U.S.A., May. 15-17, 2023.
4. **An, Q.**, Okumus, F., & Ozturk, AB. (2023). Why Do Students Slack Off in Teamwork?. Sunshine State Teaching and Learning Conference, Orlando, U.S.A., May. 15-17, 2023.



5. **An, Q.,** Ridderstaat, J., & Ozturk, AB. (2022). A Photo Worth Thousands of Words: The Effects of User-Generated Photos on Online Hotel Review Helpfulness. The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, U.S.A., Jan. 7-8, 2022.
6. **An, Q.,** & Ozturk, AB. (2021). Understanding the Comparative Importance of Online Review Attributes on Perceived Online Hotel Review Helpfulness. The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, U.S.A., Jan. 7-9, 2021.
7. **An, Q.,** Ma, Y., Du, Q., Xiang, Z., & Fan, W. (2018). Characteristics of User-Generated Photos in Online Hotel Review. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Dallas, TX, U.S.A., January 5-8, 2018.

Poster Presentations

1. **An, Q.,** Varga, S., Okumus, F., & Ozturk, AB. (2024). Clicking Instead of Learning: How Cyberslacking Impacts Hospitality and Tourism Education. The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, U.S.A., Jan. 4-6, 2024.
2. **An, Q.,** Lin, B., Fu, X., Ozturk, AB., & Hua, N. (2023). Assessing the Effects of User-Generated Contents on Tourists' Visiting Intention. The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Los Angeles, CA, U.S.A., Jan. 6-7, 2023.
3. **An, Q.,** Le, L. H., Ozturk, AB, Hancer, M., & Altin, M. (2022). Role of Text-Image Congruence on Hotel Guests' Trustworthiness, Attitude, Fluency Perception, and Booking Intention. The 40th EBES Conference, Istanbul, Turkey. Jul. 6-8, 2022
4. **An, Q.,** & Ozturk, AB. (2021). Assessing the Effects of Text-Image Congruence on Hotel Guests' Information Perceptions and Booking Intention. The 6th World Research Summit for Tourism and Hospitality, Orlando, FL, U.S.A., Dec. 14-15, 2021.
5. **An, Q.,** & Ozturk, AB. (2021). How User-Generated Photos and Users' Profile Embedded Within Online Reviews Influence Hotel Guests' Perceived Information Quality, Credibility, And Value of Online Reviews. The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, U.S.A., Jan. 7-9, 2021.
6. **An, Q.,** & Ozturk, AB. (2020). Assessing the Impact of User-Generated Photos on Hotel Guests' Brand Image and Price Perceptions. The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV, U.S.A., Jan. 3-5, 2020.



Awards and Honors

- 2026 FRG, Macau University of Science and Technology
- 2023 Graduate Presentation Fellowship
College of Graduate Studies, University of Central Florida
- 2023 Conference, Registration, and Travel Allocation Student Government,
University of Central Florida
- 2023 Faculty Travel Fund Rosen College of Hospitality Management,
University of Central Florida, FRG at Macau University of Science and
Technology

Editorial and Academic Service

- 2019 - Present (Ad-Hoc Reviewer)
- International Journal of Hospitality Management (SSCI)
- International Journal of Contemporary Hospitality Management (SSCI)
- Journal of Hospitality and Tourism Research (SSCI)
- Journal of Hospitality Marketing & Management (SSCI)
- Journal of Hospitality and Tourism Management (SSCI)
- Journal of Hospitality and Tourism Technology (SSCI)
- Annals of Operations Research
- Total Quality Management & Business Excellence (SSCI)
- Journal of Vacation Marketing (SSCI)
- Journal of Destination Marketing & Management (SSCI)
- Tourism Review (SSCI)

Last Updated : 14th September, 2026