澳門科技大學 MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY
博雅學院 School of Liberal Arts

姓名：陳思榕
職稱：助理教授
辦公室：L604
電話：+853 87967842
電郵地址：srchen@must.edu.mo

學歷

博士	工商管理	澳門大學，中國澳門	(全額博士獎學金)
碩士	管理學	暨南大學，中國	(國家獎學金)
學士	管理學及文學	福建師範大學，中國	(國家獎學金)

教學科目

管理導論

研究方向

旅遊與酒店領域行為研究
科技管理與應用

工作經驗

2026 年至今	助理教授，博雅學院，澳門科技大學，中國澳門
2022 年-2026 年	教學助理，工商管理學院，澳門大學，中國澳門
2022 年-2026 年	研究助理，亞太經濟與管理研究所，澳門大學，中國澳門
2020 年-2022 年	兼職輔導員，暨南大學，中國

學術期刊論文

1. **Chen, S.**, Li, X., Xu, Y., Law, R., & Zuo, Y. (2026). Tourism marketing in multimodal digital content environments: Generation of travel intention and its influencing mechanism. *Tourism Management, 117*, 105467.

2. **Chen, S.**, Chen, Y., Zhang, K., & Law, R. (2026). Behavioural theories in smart tourism. *Current Issues in Tourism, 29*(8), 1644–1667.

3. **Chen, S.**, & Law, R. (2026). Rebalancing tourism research beyond positivity. *Asia Pacific Journal of Tourism Research, 31*(4), 649–652.

4. Zuo, Y., **Chen, S*.**, Law, R., & Zhang, M. (2026). Would You Travel to a Vibrant Destination? A Mixed Methods Empirical Study. *International Journal of Tourism Research*, *28*(2), e70239.

5. Qiu, Z., Guo, Z., **Chen, S.**, Law, R., & Zhang, M. (2026). Choice freedom or not? The effect of tourism blind box design on negative word-of-mouth in service failures. *Journal of Destination Marketing & Management, 41*, 101122.

6. **陈思榕**，罗振雄，林明水. 海洋旅游研究脉络与新时代转向——基于国际视野的分析[J]. 旅游学刊, 2025, 40(10): 28-41. [**Chen, S.**, Law, R., & Lin, M. (2025). Progress and Future Research Agenda in Marine Tourism Research: An International Perspective Analysis. *Tourism Tribune, 40*(10): 28-41.]

7. Chen, Y., **Chen, S***., & Law, R. (2025). Why not travel? Reviewing constraints from the perspective of customer rights in hospitality and tourism. *International Journal of Contemporary Hospitality Management, 37*(5), 1681-1702.

8. Law, R, & **Chen, S***. (2025). Developments and implications of tourism information technology: a horizon 2050 paper. *Tourism Review, 80*(1), 299-312.

9. Qiu, Z., **Chen, S.**, Law, R., Zuo, Y., & Zhang, M. (2025). Enhancing Green Advertising: How Emotional and Rational Appeals Influence Tourists' Pro-environmental Intentions Based on Behavior Types. *Journal of Hospitality and Tourism Management, 63*, 434-445.

10. Shen W., **Chen, S.**, Law, R., Wang, X., Zuo, Y., & Zhang, M. (2025). Development and Initial Validation of Healing and Therapeutic Design Indices and Scale for Measuring Health of Sub-healthy Tourist Populations in Hot Spring Tourism. *Buildings, 15*(16), buildings15162837.

11. Liu, S., Zuo, Y., **Chen, S.**, Law, R., & Cui, J. (2025). Short Videos Turn Everyone into Bearers of Traditional Sports and Games: A Mixed-Methods Study from China. *Behavioral Sciences*, *15*(5), bs15050637.

12. Li, X., Ye, H., Lin, K. J., **Chen, S.**, Zhang, K., & Law, R. (2025). Research Productivity of Institutes in Hospitality and Tourism: Integrating Metrics of Total and per Capita Contribution. *Journal of Hospitality & Tourism Education*, *37*(4), 385–395.

13. **Chen, S.**, Zhang, K., Li, X., Ye, H., Lin, K. J., & Law, R. (2024). Potential tourists' response to nuclear and radiation crises from risk information to actions. *Asia Pacific Journal of Tourism Research*, *29*(10), 1237-1253.

14. Law, R., **Chen, S.**, Li, X., & Fong, D. K. C. (2024). Analyzing review studies of the recent development in hospitality. *International Journal of Contemporary Hospitality Management, 36*(6), 2086-2106.

15. Lin, K. J., **Chen, S.**, Zhang, K., Li, X., Ye, H., & Law, R. (2024). Technology evaluation: a systematic review and implications for ethical technology management in tourism and hospitality. *Asia Pacific Journal of Tourism Research, 30*(2), 194–210.

16. Qiu, Z., **Chen, S.**, Law, R., & Zhang, M. (2024). How to utilize the information gap for blind box marketing better: evidence from plane tickets. *Asia Pacific Journal of Tourism Research*, *29*(8), 961-978.

17. Lin, K. J., Zhang, K., **Chen, S.**, Ye, H., Li, X., & Law, R. (2024). Value formation in AI-integrated service system: review and implications on hospitality and tourism research. *The Service Industries Journal*, *45*(7–8), 635–656.

18. Yang, Y., Ye, X., **Chen, S.**, Zhao, Y., Law, R., & Yang, L. (2024). Cold tones for sincerity and warm tones for excitement: interactive effects of color tone and brand personality on brand evaluation. *Asia Pacific Journal of Tourism Research*, *29*(10), 1222-1236.

19. 徐少癸, 韩佳钰, **陈思榕**, Rob LAW, 章牧. 乡村旅游精英公共服务动机的结构维度研究[J]. 旅游学刊, 2024, 39(9): 91-105. [Xu, S., Han, J., **Chen, S.**, Law, R., & Zhang Mu. (2024). Research on structural dimensions of public service motivation of rural tourism elites. *Tourism Tribune, 39*(9), 91-105.]

20. Ye, H., **Chen, S.**, Law, R., & Zhang, M. (2024). Perceived Risk of Chinese Outbound Tourists in the Risky World. *Journal of China Tourism Research*, *20*(1), 70-89.

21. Zhang, K., Li, X., Ye, H., Lin, K. J., **Chen, S.**, & Law, R. (2024). How can ChatGPT assist hospitality and tourism education?. *Journal of Teaching in Travel & Tourism*, *24*(4), 438-448.

22. **Chen, S.**, Chan, I. C. C., Xu, S., Law, R., & Zhang, M. (2023). Metaverse in tourism: drivers and hindrances from stakeholders' perspective. *Journal of Travel & Tourism Marketing, 40*(2), 169-184.

23. Xu, S., Zuo, Y., **Chen, S.**, Law, R., & Zhang, M. (2023). Broken windows in tourism: The effect of occupational stigma perception of tour guides on interpersonal deviance toward tourists. *International Journal of Tourism Research*, *25*(1), 137-149.

24. **Chen, S.**, Zhang, K., Li, X., Ye, H., Lin, K. J., & Law, R. (2023). ChatGPT: Cross-cultural tourism research imperative. *Journal of Economics and Management*, *45*(1), 137-146.

25. **Chen, S.**, Tian, D., Law, R., & Zhang, M. (2022). Bibliometric and visualized review of smart tourism research. *International Journal of Tourism Research, 24*(2), 298-307.

26. Zhang, R., **Chen, S.**, Xu, S., Law, R., & Zhang, M. (2022). Research on the Sustainable Development of Urban Night Tourism Economy: A Case Study of Shenzhen City. *Frontiers in Sustainable Cities*, *4*, 870697.

27. **Chen, S.**, Zhang, M., Han, J., Zuo, Y., & Wang, Z. (2022). Visitors' Experience on VR/AR Facilities in Theme Parks: Based on Technology Acceptance Model. *Journal of Tourism*, *23*(1), 39.

28. Ye, H., **Chen, S*.**, Law, R., & Fong, L. (2022). Knowledge Mapping of Robotic Applications in Tourism and Hospitality. *Journal of Smart Tourism*, *2*(4), 11-23.

29. **Chen, S.**, Law, R., & Zhang, M. (2021). Review of research on tourism-related diseases. *Asia Pacific Journal of Tourism Research, 26*(1), 44-58.

30. **Chen, S.**, Law, R., Zhang, M., & Si, Y. (2021). Mobile Communications for Tourism and Hospitality: A Review of Historical Evolution, Present Status, and Future Trends. *Electronics, 10*(15), electronics10151804.

31. Han, J., Zuo, Y., Law, R., **Chen, S.**, & Zhang, M. (2021). Service quality in tourism public health: trust, satisfaction, and loyalty. *Frontiers in psychology*, *12*, 731279.

32. **Chen, S.**, Law, R., Xu, S., & Zhang, M. (2020). Bibliometric and Visualized Analysis of Mobile Technology in Tourism. *Sustainability, 12*(19), su12197975.

33. **Chen, S.**, & Zhang, M. (2020). Research on Cultivation and Development of Graduate Students' Innovation and Entrepreneurship Consciousness. *Higher Education Studies*, *10*(2), 45-52.

34. Wang, Z., Zuo, Y., **Chen, S.**, & Zhang, M. (2020). The Mediating Effect of Psychological Quality of Innovation and Entrepreneurship Education on Graduate Students' Innovation and Entrepreneurship Ability and Willingness. *Journal of Education and Practice*, *11*(19), 36-42.

35. **Chen, S.**, & Wang, P. (2018). Tourism IP: Theme shaping, extension, and enhancement—A case study of Quanzhou puppetry. *Tourism Overview, 12,* 157-158.

研討會論文

1. Shen, W., Xiang, Z., **Chen, S.**, & Zhang, M. (2026, January 8-10). *Host–Guest Interaction and Tourists' Word-of-Mouth Intention: The Mediating Role of Well-Being in Themed Restaurant Experiences*. The 31st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Alabama, USA.

2. **Chen, S.,** Law, R., Fong, L., & Zhang, L. (2025, June 25-28). *AI Algorithms vs. Human Experts vs. Hybrid Systems: How Temporal Perception Moderates Engagement with Tourism Recommendations*. International Conference on Tourism (ICOT2025), Dubrovnik, Croatia.

3. Zhang, L., McCartney, G., & **Chen, S.** (2025, June 25-28). *The mediating role of empathetic response on destination loyalty towards island destination in China.* International Conference on Tourism (ICOT2025), Dubrovnik, Croatia.

4. **Chen, S.**, Li, X., Law, R., & Fong, L. (2024, July 3-5). *An Integrative Framework for Customer Engagement in Tourism Websites.* Asia Pacific Tourism Association, Macao, China.

5. Li, X., **Chen, S*.**, Law, R., & Fong, L. (2024, July 3-5). *Examining the Interaction Effects of Website Cues on Online Travel Agencies.* Asia Pacific Tourism Association, Macao, China.

6. Shen, W., Wang, Q., **Chen, S.**, Guo, Z., & Zhang, M. (2024, October 18-20). *Study on cultural gene and tourism brand value of the Great Wall linear cultural Heritage under the background of high-quality tourism development*. 2024 Frontiers in Hospitality and Tourism Annual Research Symposium, Shanghai, China.

7. Li, X., **Chen, S*.**, & Law, R. (2023, 24th November). *Functionality Performance of Tourism and Hospitality Programmes on University Websites.* Hospitality and Tourism Education Symposium, Macao, China.

科研項目

2026 年-2028 年　（2026GZQN37；合作研究者）廣州市哲學社會科學規劃青年課題《"老城市新活力"視域下羊城八景文脈變遷與廣州城市意象建構研究》

2023 年-2026 年　（42271254；合作研究者）國家自然科學基金面上項目《閩南傳統村落文化生態失衡診斷、空間分異及形成機理》

2023 年-2026 年　（2023A1515110088；合作研究者）廣東省基礎與應用基礎研究基金省市聯合基金青年項目《非遺標籤：作用邏輯、認證準則及營銷情境下的後效研究》

2021 年-2022 年　（SZ2021D003；合作研究者）深圳市哲學社會科學規劃課題《深圳市各個歷史時期革命遺址、革命文物和教育基地保護和利用研究》

2016 年-2021 年　（16AZD055；合作研究者）國家社會科學基金重點項目《基於本體映射的非物質文化遺產詞彙數據庫研究》

2021 年　與華僑城集團合作之產學研項目《5G 技术在华侨城旅游产业中的应用》（合作研究者）

獎項及榮譽

代表性獎項及榮譽

1. Highly Cited Paper — Web of Science (publisher) (2024). For this paper: **Chen, S.**, Chan, I. C. C., Xu, S., Law, R., & Zhang, M. (2023). Metaverse in tourism: drivers and hindrances from stakeholders' perspective. *Journal of Travel & Tourism Marketing, 40*(2), 169-184.

2. Top Downloaded Article & Top Cited Article — Wiley (publisher) (2022). For this paper: **Chen, S.**, Tian, D., Law, R., Zhang, M. (2022). Bibliometric and visualized review of smart tourism research. I*nternational Journal of Tourism Research, 24*(2), 298-307.

編輯及學術服務

特邀審稿人

Journal of Travel & Tourism Marketing
Humanities and Social Sciences Communications
Journal of Sustainable Tourism
Information Technology & Tourism
Journal of Destination Marketing & Management
Tourism Review
International Journal of Tourism Research
Sustainable Development
Journal of Hospitality & Tourism Research
Current Issues in Tourism
Journal of Hospitality and Tourism Technology
Marine Pollution Bulletin, Frontiers in Psychology
Heliyon, Asia Pacific Journal of Tourism Research
Advances in Civil Engineering
Mitigation and Adaptation Strategies for Global Change
Quality & Quantity
Journal of Hospitality & Tourism Education
Journal of Teaching in Travel & Tourism
Tourism and Hospitality Research
Cogent Business & Management
Discover Sustainability
AIMS Environmental Science

Social Sciences & Humanities Open
SN Business & Economics
其他國際學術期刊

最後更新：2026 年 9 月 15 日