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

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學歷

博士	決策科學系	馬來亞大學，馬來西亞
碩士	酒店與旅遊管理系	佛羅里達國際大學，美國
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
目的地營銷及遊客行為

工作經驗

2025 年至今　講師，博雅學院，澳門科技大學，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)

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 年　澳門科技大學研究基金-普通研究項目(主持)
2024 年　馬來亞大學博士研究生專項研究基金(主持)
2022 年　(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 年　第八屆旅遊行為研究研討會——數位智能社會與旅遊行為
2023 年　第五屆旅遊實驗研究方法研討會
2023 年　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 年　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