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Academic Qualifications

Ph.D. in Decision Sciences, Universiti Malaya, Malaysia
M.S. in Hospitality and Tourism Management, Florida International University, United States
B.S. in Hospitality and Tourism Management, Florida International University, United States

Teaching Areas

E-Commerce
Customer behavior

Areas of Research Expertise

Cultural Heritage Tourism
Sustainable Tourism Development
Virtual Reality (VR)
Tourism Digitalization & Technology Adoption
Destination Marketing & Tourist Behavior

Working Experience

2025 - Present Lecturer, School of Liberal Arts, Macau University of Science and Technology, China, Macau SAR

Professional Society Membership

Asia Pacific Tourism Association
Certification in Hotel Industry Analytics (CHIA)

Publications

1. 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).
2. **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).
3. **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).



4. **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).
5. **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).
6. **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).
7. 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).
8. **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).

Research Grants

- 2026 Macau University of Science and Technology Faculty Research Grants (FRG)
 2024 Universiti Malaya Postgraduate Special Research Grant
 2022 (ST013-2022) Universiti Malaya International Collaboration Grant

Editorial and Academic Service (Ad Hoc Reviewer)

- 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)

Other Activities

Professional Development

- Advanced Training in Digital Cultural Tourism Management
 School of Tourism Management, Sun Yat-Sen University, China (2025-2026)

Conference Participation

- 2023 The 8th Colloquium on Tourism Behavioral Research
 2023 Colloquium on Experimental Research Methods in Tourism
 2023 Chinese Modernization & Sustainable Cultural Tourism Conference
 2019 The 4th Xijiang Tourism Forum & 2nd Tourism Education Forum

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