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

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Academic Qualifications

Doctor of Hotel and Tourism Management, The Hong Kong Polytechnic University, China, Hong Kong SAR
Master of Science in Marketing Management, The Hong Kong Polytechnic University, China, Hong Kong SAR
Bachelor of Arts in Tourism Management, University of Strathclyde, UK
Executive Leadership Development, Stanford University Graduate School of Business, U.S.A

Teaching Areas

Human Resources Management
Customer Relationship Management

Areas of Research Expertise

Consumer behavior and marketing communication
Sustainability in development and products
Human Resources Management
Technology in Hospitality Management
Transportation in Tourism

Working Experience

2023- present	Assistant Professor, School of Liberal Arts, Macau University of Science and Technology, China, Macau SAR
2015-2023	Assistant Professor, Faculty of International and Tourism Management, City University of Macao, China, Macau SAR
2014-2015	Visiting Lecturer, School of Continuing and Professional Education (SCOPE), City University of Hong Kong, China, Hong Kong SAR
2011-2015	Visiting Lecturer, BA (Hons) Marketing and Public Relations of The Hong Kong Polytechnic University (SPEED), China, Hong Kong SAR

Industry Experience

Abercrombie and Kent Travel
Cathay Pacific Airways LTD, China Hong Kong SAR

Professional Society Membership

Certified Hospitality Trainer (American Hotel and Lodging Association, AHLEI)

Certified Hospitality Supervisor (American Hotel and Lodging Association, AHLEI)
Privileged member of Pacific Asia Travel Association (PATA)
Full Member of Hong Kong Association of Registered Tour Coordinator (HARTCO)

Journal Article-Selected Journals

1. Binglin (Martin)Tang, **Suk Ha Grace Chan**, Zhiwen Song, Tak Po Connie Chan, Chenxi, Danil Hu, Yikai, Wang (2026). The power of gastronomic cultural capital: How local food culture shapes residents' recommendation intention. *Journal of Destination Marketing & Management*, Vol 43, 101171. **(SSCI, Q1)**

2. Chunming Li, IpKin Anthony Wong, XilingXiong & **Suk Ha Grace Chan (2026)** Farm-to-plate excursions: understanding the role of man-nature orientation and environmental information valence. *Journal of Sustainable Tourism. https://doi/10.1080/09669582.2026.2683027* **(SSCI,Q1)**

3. Wing Han Helen Lee, **Suk Ha Grace Chan,** Binglin Martin Tang, Zhiwen Song (2025). Robot or human? Manoeuvring switching intention after robot service failure. *PLoS One*,20(11) 0333616 **(SSCI,Q2)**

4. Wing Han Helen Lee, **Suk Ha Grace Chan,** Binglin Martin Tang(2024). Paradigm of symbiosis as a mechanism of artificial intelligence and customers' patronage decision in the hospitality sector: the moderating role of customer engagement. *Asia Pacific Journal of Tourism Research*,**(SSCI,Q1)**

5. **Suk Ha Grace Chan**, Binglin Martin Tang, Zhiwei (CJ) Lin and Kang Ying Connie Gao (2024). Micro-celebrity marketing -induced travels :a psychological ownership perspective. Tourism Review. DOI 10.1108TR-05-2024-0377**.(SSCI,Q1)**

6. **Suk Ha Grace Chan,** Wing Han Helen Lee, Binglin Martin Tang & Ziyi Chen (2024) Legacy of culture heritage buildings revitalization: Place attachment and culture identity. *Frontiers Psychology Volume 14,https://doi.org/10.3389/fpsyg*.2023.1314223**(SSCI,Q1)**

7. 夏丹，**陈淑霞**，& 刘辛元. (2024). 消费价值观差异性对顾客服务创新感知的影响.*商业经济研究*(21)**.(北大核心)**

8. Jian Ming Luo, Anthony Kong, **Suk Ha Grace Chan** & Chi Fung Lam. (2024) Hedonism and opinion leadership influence on consumer behavior in the context of first-class flights from short videos on social media. Journal of Quality Assurance in Hospitality &Tourism(ESCI)

9. **Suk Ha Grace Chan,** Zhiwei, (CJ) Lin, Ip Kin Anthony Wong, Yun (Victoria) Chen, Angel Chui Ying So. (2022). When employees flight back: investigating how customer incivility and procedural injustice can impel employee retaliation.

International *Journal ofHospitality Management,* **107,103308 (SSCI, Q1)**

10. **Suk Ha Grace Chan,** Xiaocheng Vicky Zhang, Yifang, Betty Wang & Zhaofeng Mason, Li (2022). Effects of psychological benefits in greenness on airlines on airlines' customer experiential satisfaction, service fairness, alternative attractiveness, and switching intention. ***Frontiers Psychology*****(SSCI,Q2)**

11. Zhiwei (CJ) Lin, IpKin Anthony Wong, Xiner (Christine) Zhen **& Suk Ha Grace** Chan (2021) Doraemon and Snow White Dreams Come True: Understanding Cartoon Pilgrimage Travel Motivations. ***Journal of Travel & Tourism Marketing,*** Vol.38, No.2,167-178 **(SSCI, Q1)**

12. Xiaocheng Vicky Zhang **& Suk Ha Grace Chan(**2021) Do Knowledge and Experience Value Affect Green Tourism Activity Participation and Buying Decision? A Case Study of Natural Dyeing Experience in China. *Sustainability*,13(15),8579(SSCI, Q2)

13. **Suk Ha Grace Chan,** Ka Yin Chau (2021)Cultural Differences between Asians and Non-Asians affect Buying Attitudes and Purchasing Behaviours towards Green Tourism. *Journal ofService Science and Management,2021,14,241-261*

14. Yvonne Yue He, **Grace Suk Ha Chan** &Martin Binglin Tang (2021)What makes customer switch? A Study of landside of airport. ***International J****ournal of Social Science Research,* Vol 3,No.4,316-328.

15. **Grace Suk Ha Chan**, Betty Yifan Wang, Vicky Xiaocheng Zhang and Mason Zhaofeng Li (2021). Predicting psychological benefit in green for airlines passenger affect organization corporate image to switching decision. ***International Journal of*** *Social Science Research.* Vol3 ,No 4,183

16. **Grace, Suk Ha Chan** &Li Junya (2020). Re-examination of Servicescape model: food expectation and patronage to Macau's restaurant from Chinese visitors' perspectives. *Journal of Service Science and Management,* Vol 13, no3

17. Ip Kin Anthony Wong, Shi Xu, **Suk Ha Grace Chan,** Mang He (2019), A cross -level investigation of the role of human resources practices: Does brand equity matter? ***Tourism Management***, 75, pp 418-426. (**SSCI, Q1)**

18. IpKin Anthony Wong, Erdan Ma**, Grace Suk Ha Chan,** GuoQiong Huang, Tong Zhao (2019) When. Do Satisfied Employees Become More Committed? A Multilevel Investigation of the Role of Internal Service Climate. *International Journal ofHospitality Management. 8*2, 125-135 **(SSCI, Q1)**

19. **Grace, Suk Ha Chan**, Ada, Lai Yung Lee &Perry Yun Kit Ip (2019). Does marital status serve as a tipping point for females in their attitude towards balancing family

and work? ***International Journal of Tourism & Hotel Business Management,*** Vol1(2),104-111

20. **Grace, Chan S.H.,** Yun Kit Ip, Fei Fei Lin & Xi Chen (2018). Females and Barriers for Work-Family Balance: A case study of Casino Dealer. ***Journal of Culture and Tourism Research,*** Vol 20(1), pp 7-17.

21. Irini, Lai Fun Tang, **Grace Suk Ha, Chan,** Theresa, Tan-Chen &Roberta Wong Leung (2018). Understanding generation Y's favorite Spa scent, spa food versus spa service experience **.*Journal of Tourism&Hospitality*,Vol7,(4)374.**

22. Yang, **Li, Grace, Chan S.** H & Irini, Lai Fun Tang (2017). Exploration of Customer Complaint Behaviors Toward Macau Low-cost Carriers. *Journal of Business Research,* Vol 10, No.9.

23. **Grace Chan, S.H. (2016).** A new Revenue Management framework for Hong Kong travel agencies. J***ournal ofManagement and Sustainability***.Vol.6, No.3

24. Leou, C.H, **Grace Chan, S.H.,** Marco, Li,Y. & Carol, Song Y. (2016). Influences of Macau visitor expectations on purchase behavioral intention: Perspectives of low-cost carrier passengers (2016). *International ofBusiness Research*, Vol 9, No,10.

25. **Grace Chan, S.H. &** Denizi, Guillet Basak (2015). Implementing Revenue Management for Travel Agencies. *Journal of Management and Sustainablity*.Vol.5, no. 4

Book Chapter

1. **Grace Suk Ha Chan,** Yvonne Yue He, Martin Binglin Tang (2023). CSR reputation affects in the decision of hotel patronage. *Trends and Issues in Global Tourism*, Routledge, UK **(ISBN:978-1-032-27197-2)**

2. **Grace Chan, S.H. &** Denizci Guillet Basak (2016). Revenue Management: Profit Optimization for Hong Kong Travel Agencies. *Advances in Culture, Tourism and Hospitality Research*. Emerald Group publishing Limited, UK **(ISBN:978-1-78635-714-4 eISBN: 978-1-78635-713- 7)**

Conference Proceedings

1. **Grace Suk Ha Chan,** Martin Binglin Tang, Zhiwen Song, Issy Yuxin Jiang (2025) " Why green airlines perceive to pay more from customers view point" At The International Conference on Hospitality Leadership, Business Operations and Management (ICHLBOM-25) George Town, Penang, Malaysia On 25th - 26th June 2025

2. Yvonne, YueHe, **Grace, Suk Ha Chan** & Martin, Binglin Tang (2021). Exploration the customer satisfaction of service quality and switching behavior: A study of landside of airport. 2nd International Conference on Business, Technology,

Tourism, Education, Engineering, Culture and Social Science 2021, Putrajaya, Malaysia, 11 December 2021

3. Binglin Martin Tang, **Suk Ha Grace Chan** & Yue Yvonne He (2021). Exploring obstacle of mainland Chinese to visit to Macau: The antecedent and consequence. 2nd International Conference on Business, Technology, Tourism, Education, Engineering, Culture and Social Science 2021, Putrajaya, Malaysia 11 December 2021

4. Jackson Mengchang Cai, **Grace Suk Ha Chan** & Martin Binglin Tang (2021). Do social media content affect Chinese passengers in selecting airlines intention .2nd International Conference on Business, Technology, Tourism, Education, Engineering, Culture and Social Science, 2021 Putrajaya, Malaysia, 11 December 2021

5. **Grace Suk Ha Chan** & Betty, Yifan Wang (2021). Predicting psychological benefit in green for airlines passengers affecting organization corporate image to switching decision .3rd Penang International Conference on Multi-Disiplinary Research, Penanag, Malaysis 27 Nov 2021

6. **Grace Suk Ha Chan** & Zhiwei (CJ)Lin & Hong ZhiZhuo (2020). A Case Study of Work-Life Balance Issues Among Macau's Local Hotel Employees, TTRA APAC Annual Chapter Conference Theme: Tourism and Travel in the Age of Disruption: New Directions or Business as Usual, Dec 07-08, Australia

7. **Grace Chan,** Gao.B.W., Lingjun Su (2019). Effectiveness of using key opinion leaders on the purchase intention to tourism product in China. International Conference on Interdisciplinary, Social Science. Business and Economics, Education and Technology Conference, July 13-14, Penang, Malaysia.

8. Bo Wendy Gao, **Grace Chan**, Gavin Chau, Siyu Long, Ruijun Wang. (2019) Does the World Center of Tourism and Leisure Exist? From both Experts and Tourists Perspectives, 2019 International Conference on Hospitality, Tourism, and Sports Management, August 28-30, 2019 at Osaka International House Foundation, Osaka, Japan. ISSN 2518-0797

9. Su, Ling Jun & **Grace Chan**, **S.H**. (2018). The impact on Korean TV dramas to Chinese youngsters' perceived destination image and as a potential destination for visiting. Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.

10. **Grace Chan**, **S.H** & Lin Fei Fei (2018). Macau local residents support for event tourism development: Destination image and perceived major tourism impact. Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.

11. **Grace Chan, S.H.,** Jane Hui Nan Bao & Hong ZhiZhuo (2018) Female Casino

Dealer Work–Family Balance from Macau. 22nd International Joint World Cultural Tourism Conference, May 26-28,2018 Bangkok, Thailand.

12. Ip, Yun Kit, **Grace Chan**, Chan, Chi Fat & Zhang, HóngYì (2018). To equilibrium employee satisfaction with the management. Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.

13. **Grace Chan, S.H**. (2015). Events management practitioners' expectations of Quality of Work Life (QWL) Proceedings of The International Conference on Tourism and Business 12-14 January 2015, Bangkok, Thailand.

14. **Grace Chan, S.H**. & Denizci Guillet Basak (2014) Implementing Revenue Management in Hong Kong travel agencies The 7th World Conference for Graduates Research in Tourism, Hospitality and leisure, pp 240-246 (ISBN:978-4940-25-7), 3-8 June 2014, Istanbul , Turkey.

Research Grants

1. 2025/2026 FRG-25-044-SLA - **Principle investigator**–Elucidate the ESG paradigm that affects hospitality employee's behavior .
2. 2020/2021 Macau Foundation - **Principle investigator** - Aviation Industry Green Brands effects on passengers' their psychological action and behavior: A case study in Macau.
3. 2019/2020 (MF1926) Macau Foundation - **Co-investigator**-" The Impact of e-WOM on Purchase Intention: Analysis of the Adoption of Online Reviews on Travel Decisions in China" .
4. 2018/2019 (MF1802) Macau Foundation – **Co-investigator**-"Exploring the role of Macau in the Guangdong Hong Kong & Macao in Greater Bay Area"
5. 2017/2018 (MF1705) Macau Foundation - **Principal investigator**- "How Smell, Taste and Work Affect Macau's Tourism industry"
6. 2015/2016 (CUM-2-03) Macau Foundation - **Co-investigator –** " Investigation of the relationship between Low Cost Carriers and Macau Tourism Development".

Awards

2021/2022	Excellent Research Recognition at University, City University of Macau
2019/2020	Excellent Research Recognition at University, City University of Macau
2019	Best paper Award in International Conference on Interdisciplinary, Social Science, Business and Economics, Education and Technology Conference, July 13-14, 2019.Penang, Malaysia
2016/2017	Excellent Research Recognition at University, City University of Macau

Academic Service

Ad Hoc Reviewer
Asia Pacific Journal of Tourism Research
Current Issues in Tourism
Internal Journal of Contemporary Hospitality Management
Journal of Quality Assurance in Hospitality &Tourism
Tourism Review

Service to community

2026	Domain Experts of TOEIC
2025-2026	School of Liberal Arts Program Review (Chef-Coordinator)
2019-2022	External examiner of Higher Diploma In Hospitality Management (QF4) Caritas Blanchi College of Careers, Hong Kong SAR, China

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