



MACAU UNIVERSITY
OF SCIENCE AND TECHNOLOGY
澳門科技大學

Faculty of
Hospitality and Tourism Management
酒店與旅遊管理學院

Name
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Food waste● Loyalty program● Service failure and recovery● Experiential learning	<ul style="list-style-type: none">● Hotel Management● Food and Beverage Management

Qualifications

[Academic Qualifications]

2012 – 2019 Ph.D / International Tourism Management / Macau University of Science and Technology

1997 – 1999 Master / Hospitality Management / Florida International University

1992 – 1996 Bachelor / Business Administration / Tung Hai University

[Teaching Experience]

2019 – Present Assistant Professor / Faculty of Hospitality and Tourism / Macau University of Science and Technology

2013 - 2019 Senior Lecturer / Faculty of Hospitality and Tourism / Macau University of Science and Technology

2008 - 2013 Lecturer / Faculty of Hospitality and Tourism / Macau University of Science and Technology

2003 - 2008 Part time Lecturer / Tourism Department / TungFang Design Institute

[Editorial Experience]

Ad Hoc Reviewer

International Journal of Tourism Research

2023

Doctoral thesis of New England, Australia

2021~ 2022

The Official Student Research Journal of Colegio de San Juan de Letran

2021

Research & Publications

[Journal Articles]

- Yang, C. Y.**, Yan, L., & Ji, P. (2024). Restaurant waiting staff's intention to dissuade customers from over-ordering: an extended theory of planned behaviour. *British Food Journal*, 126(9), 3317-3334. [SCIE]
- Chen, H., Chen, T., **Yang***, C. Y., Pai, C. K., & Gao, Y. (2024). Exploring the inhibitors and triggers of social media users' motivation for food photo sharing, *Cogent Social Sciences*, 10(1), 2321666. [ESCI]
- Pai, C. K., Dai, A., **Yang***, C. Y., & Ge, Y. (2022). Exploring factors affecting customer trust in social distancing technology and impact on hotel booking intentions, *Cogent Social Sciences*, 8(1). [ESCI]
- Yang, C. Y.**, Xie, D., & Wong, J. W. C. (2021). Challenges and Benefits of Experiential Learning: The case of Overseas Exchange Programs. *Advanced Education*, 8 (19), 79-88. [ESCI]
- Yang, C. Y.**, Wong, J. W.,(2018). The role of experiential learning and proactive personality in enhancing students' learning satisfaction: The case of exchange students in the hospitality and tourism industry. *DEStech Transactions on Social Science, Education and Human Science*, ICESSH, 19-23
- Zhu, Y. N., **Yang, C. Y.**, & Hong, F. (2017-2018). 環保酒店獎的評選、效應與趨勢. *Green Book of Macau, Annual Report on Development of Travel & Leisure in Macau, 2017-2018*, 110-1222.
- Zhang, M., & **Yang, C. Y.** (2010). 基於參與式發展理論的安新白洋澱濕地生態旅遊研究. *商業研究*. 2(394): 142-145. 3.
- Zhu, Y. N. & **Yang, C. Y.** (2009). A Review of the Research of Green Hotel in Mainland China and the Choice of Macau's Hotel Development. *Journal of Macau Studies*. Vol.

[Conference Papers]

- Chen, K. T., **Yang, C. Y.**, & Kang, S. G. (2024). The Impact of Gastronomic Identity on Tourists Gastronomic Experience and Social Media Content Generation (APacCHRIE 2024)
- Chen, K. T., **Yang, C. Y.**, & Kang, S. G. (2023). The Influence Mechanism of Celebrity Chef Image and Restaurant-Chef fit on Customer Behavior intention (GLOSITH 2023)
- Yang, C. Y.**, & Wong, J. W. (2018). The Role of Experiential Learning and Proactive Personality in Enhancing Students' Learning Satisfaction: The Case of Exchange Students in the Hospitality and Tourism Industry. 2018 International Conference on Education, Social Sciences and Humanities (ICESSH 2018)
- Zhang, M., & **Yang, C. Y.** (2016). Language Use and Language Attitude of Front-Line Employees in Five-Star Hotels in Macau. THOR 2016 Tourism and Hospitality Research.
- Yang, C. Y.**, Lai, K. W., & Park, S. H. (2012). Measurement of Service Quality in the Luxury Hotel Industry in Macau. TOSOK International Tourism Conference 2012.

[Research Projects Funded]

2009 - 2010 《澳門宗教旅遊資源挖掘--澳門賭神形象塑造與開發》（項目編號：0089）