



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: Yun (Yvonne) Yang, Ph.D.
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
● Communication and media ● Digital marketing ● Entrepreneurship ● Data analytics	● Service management ● Destination management ● Finance and accounting ● Public relations

Qualifications

[Academic Qualifications]

Ph.D. in Hospitality Management

M.Sc. in Hospitality Business Management

Bachelor in Tourism Management

[Teaching Experience]

2024-2026 The Hong Kong Polytechnic University, the School of Hotel and Tourism Management

2022-2023 Boston University, School of Hospitality Administration

2020-2022 University of Houston, Conrad N. Hilton College of Global Hospitality Leadership

[Editorial Experience]

N/A

Research & Publications

[Journal Articles]

- Yang, Y.** & Zhang, H. Entrepreneurial narrative and micro-business competitive advantage: the moderating role of Generative AI empowerment. (2nd round review)
- Koh, Y., Dogru, T., **Yang, Y.**, Ozdemir, O., Kizildag, M., & Upneja, A. What Keeps Hospitality CEOs Awake at Night? A Comparison of Industry Priorities vs. Academic Research. (2nd round review)
- McKercher, B., Davari, D., & **Yang, Y.** Awareness of Southeast Asian destinations among long haul visitors and non-visitors. (1st round review)
- Davari, D., McKercher, B., & **Yang, Y.** Fragmented Perceptions of Greater China: Destination Awareness among Long-haul Non-visitors (1st round review).
- Davari, D., **Yang, Y. (Yvonne)**, & McKercher, B. (2026). Destination awareness among long-haul non-visitors. *Tourism Recreation Research*, 1–15. <https://doi.org/10.1080/02508281.2026.2705478>
- Yang, Y.**, Koh, Y., & Shin, M. (2025). The role of restaurant property images on potential backers' click-through intention: Evidence from restaurant crowdfunding. *International Journal of Hospitality Management*, 124, 103995.
- Yang, Y.**, Kim, S. I., Kim, J., & Koh, Y. (2024). How Airbnb titles influence guests' decision making: Linguistic and spatial analysis approach. *International Journal of Hospitality & Tourism Administration*, 25(2), 382-405.
- Yang, Y.** & Koh, Y. (2022). Is restaurant crowdfunding immune to the COVID-19 pandemic?. *International Journal of Contemporary Hospitality Management*, 34(4), 1353-1373.
- Koh, Y., Lee, M., Kim, J., & **Yang, Y. Y.** (2020). Successful restaurant crowdfunding: the role of linguistic style. *International Journal of Contemporary Hospitality Management*, 32(10), 3051-3066.
- Yang, Y.** (2019). Effects of the size of acquisition on a hotel group's financial performance. *Journal of Hospitality Financial Management*, 27(1), 6.
- Ling, Q., **Yang, Y.**, & Liang, Y. Y. (2015). An empirical study on the impact of urban air quality on tourist activities: From the perspective of macro and micro. *Journal of Beijing International Studies University*, 5, 1-7.

[Conference Papers]

- Yang, Y.**, Kim, Y., Jankovic, S., Zhang, H., & Xu, S. (August 2026) Quiet Luxury in Hotels: Conceptualization, Social Media Representation, and Managerial Delivery. *The 2026 ICHRIE Global Conference*. Las Vegas, USA.
- Luo, A., Gao Y., Chen, J., Mattila, A., & **Yang, Y.** (May 2026) The Moderating Role of Endorser Identity in the Effect of Eye Gaze on Destination Attractiveness. The 2026 ApacCHRIE Conference. Osaka, Japan.
- Jiao, H., & Zhang, H., & **Yang, Y.** (December 2025). Identifying the effects of review consistency: a multi-level perspective. *Proceedings of the IMPACT2025 Conference*. Hong Kong.
- Yang, Y.**, Jiao, H., & Zhang, H. (June 2025). An iron fist in a velvet glove: how influencers can enhance audience engagement by developing cross-categorization self-branding. *Proceedings of the 2025 ICHRIE Global Conference*. Indianapolis, Indiana, USA.
- Yang, Y.**, Koh, Y., & He, Z. (October 2024). Restaurant entrepreneurs' self-presentation strategies: How multi-identity personas influence backers' support intention. *Proceedings of the IMPACT2024 Conference*. Hong Kong

Yang, Y., Kubosh, N., Koh, Y., & DeFranco, A. (January 2022). Persuasion in restaurant crowdfunding: Simultaneous roles of visual image and industry experience. *Proceedings of the 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. Virtual.

Yang, Y. & Koh, Y. (July 2021). How do photos matter in restaurant crowdfunding? Evidence from deep learning visual content Analysis. *Proceedings of the 2021 Annual ICHRIE Summer Conference*. Virtual.

Yang, Y. & Koh, Y. (January 2021). Is restaurant crowdfunding immune to the COVID-19 pandemic?. *Proceedings of the 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. Virtual.

Yang, Y., Kim, S., Kim, J., Koh, Y., & Bowen, J. (January 2020). Airbnb guests' decision-making points: Spatial analysis approach. *Proceedings of the 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. Las Vegas, NV, USA.

Yang, Y., & Schmidgall, R. (January 2018). Effects of the size of acquisition on a hotel group's financial performance. *Proceedings of the 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. Fort Worth, TX, USA.

[Research Projects Funded]

N/A