



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

Yi Zhang
Lecturer

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
● Tourism and Hotel Management, with a focus on destination marketing, travel behavior, and experiential consumption (e.g., lifestyle tourism).	● Financial Analysis of Hospitality Industry Purchasing and Cost Control for Hospitality and Foodservice

Qualifications

[Academic Qualifications]

- **PhD, Tourism and Hotel Management** | Oklahoma State University, Spears School of Business (2017/08 - 2022/07)
- **Master, Tourism and Hotel Management** | Purdue University West Lafayette (2015/08 - 2017/07)
- **Bachelor, Tourism and Hotel Management** | Oklahoma State University, Spears School of Business (2013/08 - 2015/05)
- **Bachelor, Tourism and Hotel Management** | Sun Yat-sen University, School of Management (2011/09 - 2015/06)

[Teaching Experience]

- **Lecturer** (2019/08 - 2019/12) | Oklahoma State University, Spears School of Business. Course: HTM2283 Financial Analysis of Hospitality Industry.
- **Teaching Assistant** (2019/08 - 2020/05) | Oklahoma State University, Spears School of Business. Course: HTM3623 Purchasing and Cost Control for Hospitality and Foodservice.

[Editorial Experience]

none

Research & Publications

[Journal Articles]

- Miao, L., Im, J., Fu, X., Kim, H., & **Zhang, Y. E.** (2021). Proximal and distal post-COVID travel behavior. *Annals of tourism research*, 88, 103159.
- Liu, Y., Yang, Y., & **Zhang, Y.** (2023). Will people travel because of envy? The influence of travel experience sharing on the post-90s WeChat users. *Current Issues in Tourism*, 1-16. (Corresponding author)
- Luo, L., Zhao, X., **Zhang, Y.**, So, K. K., & Hua, N. (2025). Crowding paradoxes in tourism: A meta-analysis of behavioral intentions, emotional responses, and boundary conditions. *Journal of Hospitality and Tourism Management*, 65, 101346.
- Yang, H., Zhao, X., Huang, G., Zhang, L., & **Zhang, Y.** (2025). The double-edged sword of leader-member exchange: When and why leader-member exchange promotes versus inhibits workplace deviant behavior. *Chinese Management Studies*.
- Zhao, X., Tan, H., **Zhang, Y.**, Mattila, A.S., & Hua, N. (2025). Customer misbehavior in AI-enabled services. *International Journal of Contemporary Hospitality Management*, 1-18.
- Tan, H., **Zhang, Y.**, Zhao, X. R., Mattila, A. S., & Yang, H. (2026). A meta-analytic model of the influence of customer mistreatment on employees' work outcomes. *Journal of Business Research*, 206, 115960.

[Conference Papers]

- **Zhang, Y.**, Sung, K. & Tao, W. (2019). Exploring gender impact on career identity formation of female chefs. *Paper presented at the 2019 APacCHRIE & EuroCHRIE Joint Conference*, Hong Kong, China.
- **Zhang, Y.**, & Miao, L. (2019). Exploring uses and gratifications in Yelp.com, in the case of dining out with families. *Paper presented at the 2019 APacCHRIE & EuroCHRIE Joint Conference*, Hong Kong, China.
- **Zhang, Y.**, & Mathe-Cuellar, K. (2018). Social Chameleons in the Wine Wild: Self-Monitoring, Wine Knowledge, and Generational Differences among Wine Drinkers. *Paper presented at the Graduate Student Conference in Hospitality*, Fort Worth, TX.
- **Zhang, Y.**, Qiu, S., & Li, M. (2016). Subcultural differences of service failure response: Grid-group analysis. *Paper presented at 2016 Global Marketing Conference*, Hong Kong.

[Research Projects Funded]

None