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(Assistant Professor)

研究方向(Research Area)：

款待和旅遊業服務接觸

Hospitality and Tourism Service Encounters

廣告業

Advertising

資訊融入教學

Technology Integration

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JOURNAL PAPER

- Jeon, S., **Yu, X*.,** & Liu, S. Q. (2026). Leveraging visual complexity in marketing sustainable products. International Journal of Hospitality Management, 139, 104740. (Corresponding author)
- Xie, Y., Zhang, L., Ao, M., He, Y., **Yu, X.** (2026). The impact of video game experiences on destination image and visit intention: exploring the moderating role of character attachment. Journal of Hospitality and Tourism Technology, 1-22.
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- Wu, L. L., Liu, S.Q., Huang, H., & **Yu, X.** (2021). Photo vs. Art? The design of consumption guidance in cultural food consumption. International Journal of Hospitality Management, 97, 103008. (ABS3)
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◇ BOOK CHAPTER

- **Yu, X.,** Huang, H., Q Liu, S., & Laurie, L. W. (2023). Sustainability Through Marketing Organic Food Consumption. Scientific Publications/University of Economics in Katowice, 145 -160.

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- Li, Y., **Yu, X**., Qi, R., Liu, SQ., & Petrick, J. F. (2022). Restaurant Ownership, Femvertising, and Purplewashing. RISE Conference, College Station, TX, USA.
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