



張韻璇 博士

Dr. Zhang, Carrie
(Assistant Professor)

研究方向(Research Area) :

消費者行為

Consumer Behavior

大數據

Big Data

科技運用

Usage of Technology

組織行為學

Organizational Behavior

Tel.: (853) 8590-2537

Email: carriezhang@cityu.mo



◇ JOURNAL PAPER

- ◆ **Zhang, Y., Shum, C.*, & Belarmino, A. (2023).** "Best employers": The impacts of employee reviews and employer awards on job seekers' application intentions. *Cornell Hospitality Quarterly*, 64(3), 298-306. <https://doi.org/10.1177/19389655221130741> (SSCI)

◇ BOOK CHAPTER

- ◆ Shum, C., Ghosh, A., **Zhang, Y.**, & Chiu, Y. (2023). Age diversity in hospitality. In A. Manoharan, J. M. Madera, & M. Singal (Eds.), *The Routledge handbook of diversity, equity, and inclusion management in the hospitality industry*. Routledge.

◇ CONFERENCE PAPER

- ◆ **Zhang, Y., & Shum, C. (2023, April 15).** The framing effects of in-flight workplace sexual harassment awareness campaigns on passengers' attitudes [Podium presentation]. 25th Annual Graduate & Professional Student Research Forum, Las Vegas, NV.
- ◆ **Zhang, Y., & Shum, C. (2023, February 16-18).** Workplace sexual harassment in the hospitality industry: A meta-analytic review [Paper presentation]. 2023 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Las Vegas, NV.



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- ◆ **Zhang, Y.**, Zemke, D. M. V., Belarmino, A., & Shum, C. (2023, February 16-18). Managers and employees: Comparing the antecedents of job satisfaction in the same department [Paper presentation]. 2023 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Las Vegas, NV.
- ◆ **Zhang, Y.**, & Belarmino, A. (2023, January 5-7). Mobile games and service empathy: An application of construal level theory [Paper presentation]. 28th Annual Graduate Student Research Conference in Hospitality and Tourism, Orange, CA.
- ◆ **Zhang, Y.**, & Shum, C. (2022, August 3 -6). #MeToo? The moderating role of sexual harassment experience on readers' reactions to online sexual harassment complaints [Paper presentation]. 2022 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), Washington, D.C.
- ◆ **Zhang, Y.**, & Shum, C. (2022, February 10-12). Third-parties' reactions to supervisor sexual harassment complaints on online employee reviews: Insights from deontic justice [Poster presentation]. 2022 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), virtual conference.
- ◆ **Zhang, Y.**, Belarmino, A., & Shum, C. (2022, January 7-8). An examination of managerial responses to online employee reviews: Understanding the impact on job seekers [Paper presentation]. 27th Annual Graduate Student Research Conference in Hospitality and Tourism, virtual conference.



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- ◆ **Zhang, Y., & Shum, C.** (2021, February 18-20). Why employees write online employee reviews: Insights from the theory of planned behavior [Poster presentation]. 2021 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), virtual conference.
- ◆ **Zhang, Y., Belarmino, A., & Shum, C.** (2021, January 7-9). The impact of employee-generated reviews and best employer awards on job-seekers' application intentions [Paper presentation]. 26th Annual Graduate Student Research Conference in Hospitality and Tourism, virtual conference.
- ◆ **Zhang, Y., & Erdem, M.** (2020, January 3-5). An exploratory study on examining generational differences in digital service encounters [Poster presentation]. 25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
- ◆ Peffers, K., & **Zhang, Y.** (2019, June 4-6). Modular design theory frame and demonstration for market segmentation of the firm's internal IT help customers [Poster presentation]. 14th International Conference on Design Science Research in Information Systems and Technology (DESRIST), Worcester, MA.

◇ **CERTIFICATES AND AWARDS**

- ◆ 2023.04, 25th Annual Graduate & Professional Student Research Forum, 2nd Place Podium Presentation – Session K
- ◆ 2023.01, Best Paper Nomination, 28th Annual Graduate Student Research Conference in Hospitality and Tourism
- ◆ 2023.05, Certification in Advanced Hospitality Tourism Analytics (CAHTA), CoStar Group