張韻璇 博士

Dr. Zhang, Carrie (Assistant Professor)

研究方向(Research Area):

在線評論網站

Online review websites

- 廣告
- Advertising
- 口碑傳播
- Word-of-mouth

科技與創新

Technology and innovation

- 服務機器人
- Service robots
- 僱傭替代
- Employment replacement

組織倫理行為

Organizational ethical behaviors

- 職場性騷擾
- Workplace sexual harassment
- 多樣性，公平與包容（DEI）
- Diversity, equity, and inclusion (DEI)

Tel.: (853) 8590-2537

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◇ JOURNAL PAPER

- **Zhang, Y. C.,** Shum, C.*, & Manoharan, A. (2026). Woke washing won't work: The effects of inclusive cues on online employee review sites on job seekers' application intentions. International Journal of Hospitality Management, 113, Article 104414. https://doi.org/10.1016/j.ijhm.2025.104414 (SSCI)
- **Zhang, Y. C**., & Shum, C.*(2025). Synthesizing MeToo: A meta-analysis of workplace sexual harassment in hospitality and tourism. International Journal of Contemporary HospitalityManagement,37(6),2135-2152. doi.org/10.1108IJCHM-10-2024-1483 (SSCI)
- **Zhang, Y. C.*,** Shum, C., & Belarmino, A. (2025). Organizational responses to online employee reviews: A mixed-method research. International Journal of Hospitality Management, 125, Article 104003. https://doi.org/10.1016/j.ijhm.2024.104003 (SSCI; Corresponding author)
- Lin, B., **Zhang, Y. C.*,** & Lee, J. (2025). Tourists' perceptions of proximity tourism: Insights from sentiment analysis and fsQCA. Journal of Outdoor Recreation and Tourism, 49, Article 100848. https://doi.org/10.1016/j.jort.2024.100848 (SSCI; Corresponding author)
- **Zhang, Y. C.,** Zemke, D. M., Belarmino, A.*, & Shum, C. (2024). Comparing the antecedents of manager's and employee's job satisfaction in the housekeeping department. International Hospitality Review. Advance online publication. http://doi.org/10.1108/IHR-06-2023-0034
- **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.

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◇ CONFERENCE PAPER

- **Zhang, Y. C**., Shum, C.*, & Manoharan, A. (2025, May 27-30). Woke washing won't work: The effects of inclusive cues on online employee review sites on job seekers' application intentions [Paper presentation]. 2025 Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (ApacChHRIE), Chiang Mai, Thailand.
- Yang, H. & **Zhang, Y. C**. (2025, May 9-11). How celebrity attachment and film and television attributes affect travel behavior（名人依恋和影视属性如何影响旅游行为）[Paper presentation]. The 2nd International Early-Career Researcher Conference in Hospitality and Tourism, Macau, China.
- Lin, B., & **Zhang, Y. C.** (2024, May 24-26). Unpacking tourist gaze in heritage hotels using text-mining of online reviews [Paper presentation]. 2024 Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (ApacChHRIE), Seoul, South Korea.
- **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.
- **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 moderatireactions to online sexual harassment complaints [Paper presentation]. 2022 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), Washington, D.C.ng role of sexual harassment experience on readers'

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- **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.
- **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.

◇ RESEACRCH PROJECTS

- Study on the image perception of overseas Chinese cultural tourism destination in Fujian Province and the optimization mechanism of tourism to Min (福建省华侨文化旅游目的地形象感知与赴闵旅游优化机制研究) (Participant, 2025 Fujian Province Social Science Federation)
- Study on tourist experience optimization and residents' happiness in the Guangdong-Hong Kong-Macao Greater Bay Area under the background of smart tourism (智慧旅遊背景下粵港澳大灣區遊客體驗優化和居民幸福感研究) (Participant, 2025 Macao Foundation)

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- Research on the theory and practice of the United Front (統戰理論與實踐研究) (Participant, 2024 Fundamental Research Funds for the Central Universities)
- Digital technology assistance on Beijing museum immersive interactive experience building (數字技術助力北京博物館沉浸式互動體驗建設研究) (Participant, 2023 Beijing Academy of Social Sciences)

◇ CERTIFICATES AND AWARDS

- 2025.05, Best Paper Award, 2025 Asia-Pacific Council on Hotel, Restaurant, and Institutional Education
- 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