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研究方向(Research Area):

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JOURNAL PAPER

- **Shen H.,** Yuan Y., Lai IK W (2026). How geographical imagination inspired by short videos promotes destination love: the mediating role of aesthetic experience. Journal of Hospitality and Tourism Technology 1–26. https://doi.org/10.1108/JHTT-05-2025-0452 (SSCI)
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- Ke Shen, **Huawen Shen***. (2024). Can emotions be contagious during role transition? Evidence from Huangshan, China. Journal of Destination Marketing & Management, Volume 33, September 2024, 100917 (SSCI) (*Corresponding Author)
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- Qi York Yan, **Huawen James Shen*** & Ben Haobin Ye (2023). Assessing the COVID-19-exacerbated stigma of tourism development as perceived by destination residents, Journal of Sustainable Tourism, 31:8, 1963-1982, DOI: 10.1080/09669582.2022.2136190 (SSCI) (*Corresponding Author)
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- Jianwei Qian, Rob Law, Jiewen, Wei, **Huawen Shen**, Yuqin Sun (2020) Hotels' self-positioned image versus customers' perceived image: a case study of a boutique luxury hotel in Hong Kong. Tourism Review. DOI: 10.1108/TR-02-2019-0078 (SSCI) (Corresponding Author)
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- Ka Yin Chau, Shi-Zheng Huang, **Huawen Shen**, Man Lai Cheung (2020) A Study into the Development Strategy of Qianhai Cooperation Zone based on Non-cooperative Game. Asian Journal of Business Research 9 (3).
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- Jianwei Qian, **Huawen Shen**, Rob Law, Ka Yin Chau, Xin Wang (2019) Examination of Chinese Tourists' Unsustainable Food Consumption :Causes and Solutions. Sustainability 11(12), 3475 (SSCI) (Corresponding Author)
- Liu Ting, **Huawen Shen**, Ka Yin Chau, Xin Wang (2019) Measurement Scale Development and Validation of Female Emloyees' Career Expectations in Mainland China. Sustainability 11(10), 2932(SSCI) (Corresponding Author)
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- 崔文靜 ·**沈華文** (2018) 以共創價值打造澳門城市生活與旅游品牌. 澳門城市研究.
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- Jian Ming Luo, Xi Li., **H.W.Shen**. (2016) Corporate Social Responsibility in Macau's Gambling Industry. Journal of Quality Assurance in Hospitality and Tourism. Vol 17(3):237-256 (ESCI)
- **H.W.Shen**., Jian Ming Luo., Ai Min Zhao (2016) The Sustainable Tourism Development in Hong Kong: An Analysis of Hong Kong Residents' Attitude Towards Mainland Chinese Tourist. Journal of Quality Assurance in Hospitality and Toruism. http://dx.doi.org/10.1080/1528008X.2016.1167650
- Q. Yan., **H.W. Shen** (2016) Assessing Hotel Cost Control through Value Engineering (VE): A Case Study on the Budget Hotels in a Middle-sized City in China. Asia Pacific Journal of Tourism Research. Vol 21 (5): 512-523(SSCI)
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- **H. W. Shen** (2015) Critical Successful for leading hotel brands in Asian: A case study of Banyan Tree. International Journal of Marketing Studies. Vol 7 No 3
- **H.W. Shen**, J. M. Luo (2015) Evaluating the Quality of Hospitality and Tourism Education in Vocational Institute in China. International Journal of Marketing Studies. Vol 7 No 3

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- H. B Ye, H.Q. Zhang, **H.W. Shen** (2014) Does social identity affect residents' attitude toward tourism development? Evidence from the relaxation of the Individual Visit Scheme. International Journal of Contemporary Hospitality Management Vol 26 Issue 6 Page 6 (SSCI)
- H.Q. Zhang, L.P. Ren, **H.W. Shen**, Qu Xiao (2013) What contributes to the success of Home Inns in China. International Journal of Hospitality Management Vol33 Page 425-Page 434 (SSCI)

◇ BOOK

- Luo, J.M., Chau, K. Y., & **Shen, H.W.** (2017). The Challenges and Issues of Tourism Development in China. New York: Nova Science Publishers.

◇ CONFERENCE PAPER

- Xuelin XIAN, **Huawen SHEN** (2020). Assessing Intentional Use of AR in Cultural Heritage Learning. The 6th International Symposium on Educational Technology (ISET)
- X Li., M.Q. Yuen, **H.W.Shen** (2016). A Study on Tourists Perceived Authenticity towards Experience Quality and Behavior Intention of Cultural Heritage in Macao. Proceeding of The 14th APacChrie.
- Jian Ming Luo., **H.W.Shen**., G., Huang, A., Yin (2016) Organizational Culture Impact on CSR Practise in Gaming Industry: A Case Study in Macau. Proceeding of The 15th Asia Pacific Forum for Graduate Students Research in Tourism.
- **H.W. Shen**, H.Q. Zhang, J.M. Luo (2015) The Perceived Ethnic Identity and Residents' Attitude towards the relaxation of Individual Visit Scheme: Evidence from four different types of Hong Kong residents. 2015 Annual ICHRIE Summer Conference & Marketplace
- **H.W. Shen**, H.Q. Zhang, J.M. Luo (2015) Evaluating the Quality of Hospitality and Tourism Education in Vocational Institute in China. 2015 Annual ICHRIE Summer Conference & Marketplace
- **H.W. Shen**, H. B. Ye, H.Q. Zhang (2013) Perceived self-identity, perceived cultural distance and residents' attitude toward tourism development: evidence from relaxation of Individual Visit Scheme to Hong Kong. 1st World Conference on Hospitality, Tourism and Event Research and International Convention and Expo Summit 2013

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- L. P. Ren, **H.W. Shen**, H.Q. Zhang (2011) What contributes to the success of Home Inns in China? Asia Pacific Tourism Association conference 2011, the 17th Annual Conference

◇ RESEARCH PROJECT

- 2023-2024 Research on the mechanism and implementation path of emerging technologies empowering tourism service innovation (Macau Foundation) —CI
- 2022-2023 Research on strategies for sustainable development of tourism in the Greater Bay Area based on epidemic impact assessment (Macau Foundation) —CI
- 2021-2022 Quality Enhancement of online tourism education Students' Well-being in the Great Bay Area: A Framework (Macao SAR Government Education Fund-Specialized Subsidy Scheme for the Tourism Education and Training for the Guangdong-Hong Kong-Macao Greater Bay Area) —PI
- 2020-2021 Exploring the Adoption of Short Video Apps for Travel Planning: An Extension of UTAUT2 (Higher Education Bureau-Specialized Subsidy Scheme for the Tourism Education and Training for the Guangdong-Hong Kong-Macao Greater Bay Area) —PI
- 2020-2021 The Impact of Corporate Social Responsibility on Employee Job Performance in tourism context (Macau Foundation) —PI
- 2019-2020 The Impact of e-WOM on Purchase Intention: Analysis of the Adoption of Online Reviews on Travel Decisions in China (Macau Foundation) —PI
- 2018-2019 The Development of Sharing Economy in Guangdong-Hong Kong-Macao Greater Bay Area: Electronic Service Quality, Perceived Risk, eTrust, and Behaviour Intention in Peer-to-Peer Accommodation (Macau Foundation) —PI
- 2017-2018 The Sustainable Tourism Development in Macau: An Analysis of Social and Economic Dimensions of Travel by Mainland Chinese (Macau Foundation) —PI
- 2016-2017 Social Impact of the Individual Visit Scheme (IVS) of Chinese Mainland Tourists (Macau Foundation) —CI
- 2016-2017 Developing the Macau Corporate Social Responsibility Index for Gaming Industry (Macau Foundation) —CI
- 2015-2016 文化遺產地遊客感知原真性對體驗品質及行為意向的影響研究 (Macau Foundation) —CI

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◇ AWARDS

- 2019/2020 City University of Macau“Outstanding Research Award”
- 2018/2019 City University of Macau“Outstanding Research Recognition”
- 2017/2018 City University of Macau“Outstanding Research Recognition”
- 2018 City University of Macau“Critical Mass Development Program”