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Customer Relationship Management

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◇ JOURNAL PAPER

- ◆ Vincent Ting Pong Cheng, & **Ren Yu Guo** (2021). The impact of consumers' attitudes towards technology on the acceptance of hotel technology-based innovation, Journal of Hospitality and Tourism Technology (SSCI) , DOI:10.1108/JHTT-06-2020-0145
- ◆ **Ren Yu Guo** , & Vincent Ting Pong Cheng . (2021). Analysis on the innovative development path of online business model of hotel tourism enterprises, Social Scientist. (CSSCI)

◇ CONFERENCE PAPER

- ◆ **Ren Yu Guo**, Vincent Ting Pong Cheng (2019) Jia-Yang Yin, The effect of personalization comprehensiveness on tourist's loyalty behavior, 2019 International Conference on Hospitality, Tourism, and Sports Management, 28-30 August 2019, Osaka International House Foundation, Osaka, Japan