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研究方向(Research Area):

酒店管理

Hospitality Management

智慧旅遊

Smart Tourism

客戶關係管理

Customer Relationship Management

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◇ JOURNAL PAPER

- Duan, X., Luo, J. M., Nduka, I. C., **Guo, R**., & Gu, Y. (2025). The dual threat of heatwaves and air pollution: Evaluating tourist responses to hot-and-polluted episodes. Tourism Management Perspectives, 58, 101393. (SSCI; Q1; IF: 6.9; ISSN 2211-9736)
- Duan, X., & **Guo, R.*** (2025). Authentically Exotic: Understanding How Video Games Foster Cultural Adaptation and Destination Image Formation Among Foreign Players. Journal of Hospitality and Tourism Technology, 1-22. (SSCI; Q1; IF: 6.9; ISSN1757-9880)
- Bi, Z., **Guo, R.*,** & Khan, R. (2024). Renewable adoption, energy reliance, and CO2 emissions: A comparison of developed and developing economies. Energies, 17(13), 3111. (SCIE; Q1;IF:3.2; ISSN: 1996-1073)
- 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

◇ RESEARCH PROJECT

- 2024-2025, 澳門基金會, 澳門智慧旅遊項目的效果及可持續發展研究.