葉卉悅 博士

Dr. Ye, Ivy
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研究方向(Research Area)：

酒店與旅遊的科技管理

Technology Management in Hospitality and Tourism

體育與康養旅遊

Sport and Wellness Tourism

生態旅遊

Nature-based Tourism

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◇ CONFERENCE PAPER

- **Ye, H.*,** Law, R., & Fong, L. H. N. (2024). How Do Interactive Online Travel Agencies Affect Customers' Purchase Intention? . Proceedings of the APTA 2024 Annual Conference. July, Macau, pp. 238-240.
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