



沈華文 博士
Dr. Shen, James
(Associate Professor)

研究方向 (Research Area) :

消費行為

Consumer Behavior

中國酒店及旅遊管理

China Hotel and Tourism Management

旅遊社會心理學

Social Psychology of Tourism

會展

Event Management

Tel.: (853) 8590-2509

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◇ JOURNAL PAPER

- ◆ 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)
- ◆ **Huawen Shen**, Hu Yi. (2024). Short Breaks and microvacations: Scale Development and Validation of micro vacation motivation. *Tourism Review*. 100917 (Accepted) (SSCI)
- ◆ Qi Yan, **Huawen Shen James***, Wu Xin, Haobin Ye Ben. (2024). Examining the ritualized experiences of intangible cultural heritage tourism. *Journal of Destination Marketing & Management*, 2024, p. 100843 (SSCI) (*Corresponding Author)
- ◆ Deng, C., **Shen, H.** and Yan, Q. (2023), "Revenge tourism value co-destruction: the role of resilience and altruism", *Tourism Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/TR-06-2023-0378> (SSCI)
- ◆ Jia, G., Fan, D. X. F., Xu, J., & **Shen, J. H.** (2023). Tourist prosocial behavior: scale development and its role between tourist destination social exclusion and wellbeing. *Journal of Sustainable Tourism*, 1–22. <https://doi.org/10.1080/09669582.2023.2289357> (SSCI)
- ◆ Zhao, C., & **Shen, H.*** (2024). The Moderating Effect of Ski Influencer on Ski Tourism Intention. *Sage Open*, 14 (2). <https://doi.org/10.1177/21582440241242318> (SSCI) (*Corresponding Author)
- ◆ Deng, C., **Shen, J. H.**, Yan, Q., & Yang, Y. (2024). Stay Healthy, Stay Furbished: Investigating the Co-Created Experiences of Quarantine Hotel Stay and Implications for Post-Pandemic Era. *Journal of Quality Assurance in Hospitality & Tourism*, 1–26. <https://doi.org/10.1080/1528008X.2024.2321137> (ESCI)
- ◆ Guo, Q., **Shen, H.***, Fan, D. X. F., & Buhalis, D. (2023). CSR influence on job performance: the roles of psychological needs fulfillment and organizational identification among tourism firms. *International Journal of Contemporary Hospitality Management*. ISSN: 0959-6119 DOI: 10.1108/IJCHM-09-2022-1180 (SSCI) (*Corresponding Author)
- ◆ 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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- ◆ Yimin Zhao, Kayin Chau, **Huawen Shen**, Xialei Duan (2023). Relationship between perceived value, satisfaction and behavior intention of homestays in the experience economy of mainland China. *Anatolia*. 34(2), 263-274. DOI: 10.1080/13032917.2021.2018718 (ESCI)
- ◆ Qi Yan, **Huawen Shen**, Hu Yunhong (2022) "A home away from hem": exploring and assessing hotel staycation as the new normal in Covid-19 era. *International Journal of Contemporary Hospitality Management*. 34(4): p1607-1628. (SSCI) (Corresponding Author)
- ◆ **Huawen Shen**, Chen Zhao, Daisy X.F.Fan, Buhalis, D. (2022) The effect of hotel livestreaming on viewers' purchase intention: Exploring the role of parasocial interaction and emotional engagement. *International Journal of Hospitality Management*. <https://doi.org/10.1016/j.ijhm.2022.103348>
- ◆ Qi Yan, **Huawen Shen**, Ben Ye (2022) Assessing the COVID-19-exacerbated stigma of tourism development as perceived by destination residents. *Journal of Sustainable Tourism*.(Accepted)(SSCI: Corresponding Author)
- ◆ Yating Zhang, **Huawen Shen**, Jiajia Xu & Stella Fang Qian (2022) Antecedents of attitude and their impact on behavioral intention in the staycation context. *Frontiers in Psychology*. 13:996788
- ◆ Wenjing Cui, Jing Chen, Yiming Yuan, **Huawen Shen** (2022) Exploration on the Process of Rural Three-Industry Integration through the Stage of Symbiosis. *Hindawi* <https://doi.org/10.1155/2022/7419736> (SCI)
- ◆ Cheng Wang, Wenjing Cui, Yating Zhang, **Huawen Shen** (2022) Exploring short video apps users' travel behavior intention: Empirical analysis based on SVA-TAM model. *Frontiers in Psychology*. DOI: 10.3389/fpsyg.2022.912177 (SSCI)
- ◆ Chen Zhao, **Huawen Shen**, Yating Zhang (2022) The study on the impact of short video tourism Vloggers at social media platform on online sharing intention. *Frontiers in Psychology*. DOI:10.3389/fpsyg.2022.905002(SSCI)(Corresponding Author)
- ◆ Kayin Chau, Jingjing Zheng, Dasen Yang, **Huawen Shen** (2022) Contingency Approach for Tourism Industry: The application of China model in crisis management during the outbreak and pandemic of COVID-19. *Journal of China Tourism Research*.<https://doi.org/10.1080/19388160.2022.2034698> (ESCI)
- ◆ Deng, C.D., Peng, K.L., & **Huawen Shen** (2021). Back to a Post-Pandemic City: Revisit Intention of Macau, *Journal of Quality Assurance in Hospitality & Tourism*, 1-23. <https://doi.org/10.1080/1528008X.2021.2002788>. (ESCI)



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- ◆ Qi Yan, **Huawen Shen**, Ben Ye Haobin, Li Zhou (2021) From axe to awe: assessing the co-effects of awe and authenticity on industrial heritage tourism. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2021.1996543> (SSCI)
- ◆ Qi Yan, **Huawen Shen**, Ben Ye Haobin (2021) Embracing panda—assessing the leisure pursuits of subscribers to China's iPanda live streaming platform. *Leisure Studies*, <https://doi.org/10.1080/02614367.2021.1998836> (SSCI)
- ◆ Qi Yan, **Huawen James Shen** (2021) When to get it is to eat it—Assessing brand fit-mediated equity of extended restaurants of a high-end automobile vendor. *Journal of Hospitality and Tourism Management*. 47(2021) 202–209. <https://doi.org/10.1016/j.jhtm.2021.03.017> (SSCI)
- ◆ Jiajia Xu, **Huawen Shen** (2021) The Impact of Evaluation and Recollection on Smoke-free Hotel Accommodation Experience. *Tobacco Regulatory Science*.7(6):5903-5913. DOI : 10.18001/TRS.7.6.70 (SSCI)
- ◆ Qi Yan, **Huawen James Shen** and Yunhong Hu (2021) Assessing the Learning Effects of Host Communications on the Green Knowledge and Behavior of Festival Attendees—Evidence from Compulsory Garbage Sorting in China. *Sustainability* 2021, 13, 1839. <https://doi.org/10.3390/su13041839> (SSCI)
- ◆ Jiajia Xu, **Huawen Shen** (2021) Regional Competition and Sustainable Development of Tourism Industry in the Synthesis of Game Theory. *CONVERTER MAGAZINE*. Volume 2021, No. 4. ISSN: 0010-8189 (EI)
- ◆ Wenjing Cui, Jing Chen, Tao Xue, **Huawen Shen** (2021) The Economic Resilience Cycle Evolution and Spatial-Temporal Difference of Tourism Industry in Guangdong-Hong Kong-Macao Greater Bay Area from 2000 to 2019. *Sustainability* 2021, 13(21),12092 (SSCI)
- ◆ JingJing Zheng, **Huawen Shen**, Ka Yin Chau, Ting Liu, En-Long Li (2021) Factors influencing conative loyalty in anthropology museum tourism. *Tourism & Management Studies*, 17(2), 2021, 29-40 DOI: <https://doi.org/10.18089/tms.2021.170203> (ESCI)
- ◆ Ting Liu, **Huawen Shen**, Jie Gao (2020) Women's career advancement in hotels: the mediating role of organizational commitment. *International Journal of Contemporary Hospitality Management*.32(8):2543-2561 (SSCI) (Corresponding Author)



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- ◆ Ke Shen, **Huawen Shen** (2020) Chinese Traditional Village Residents' Behavioral Intention to Support tourism: An extended Model of the theory of planned behavior. *Tourism Review*. DOI: 10.1108/TR-11-2019-0451 (SSCI) (Corresponding Author)
- ◆ 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)
- ◆ Shi-Zheng Huang, Kayin Chau, Fengsheng Chien, **Huawen Shen** (2020) The Impact of Starups' Dual Learning on Their Green Innovation Capability: The Effects of Business Executives' Environmental Awareness and Environmental Regulations. *Sustainability* 12(16),6526 (SSCI)
- ◆ **Huawen James Shen**, Libo Yan, Ben Ye Haobin & Qi Yan (2020). We are Wu: assessing Chinese fans' socio-cultural identification with the only Chinese footballer in a top European league. *Leisure Studies*. DOI: 10.1080/02614367.2020.1820554 (SSCI)
- ◆ Wenjing Cui, **Huawen Shen**, York.Qi, Shi-zheng Huang (2020) The Impact of E-service quality in P2P accommodation on Customer Behavior Intention: Evidence from Chinese Customers. *Revista Argentina De Clinica Psicologica*. DOI: 10.24205/03276716.2020.1031 (SSCI)
- ◆ 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).
- ◆ 彭康麟, 沈华文, 林明珠 (2020) 海峡两岸暨香港、澳门在线教育的思维与演化：COVID-19的逆袭反思。《旅游学刊》35(5): 6-9 (CSSCI) (Corresponding Author)
- ◆ York Qi, **Huawen Shen**, Yun Yang (2019) How 'dama' becomes drama—assessing the ideological forces underlying open air group dances by Chinese senior females. *Leisure Studies*.39(4):558-567(SSCI)
- ◆ 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)



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- ◆ Liu Ting, **Huawen Shen**, Ka Yin Chau, Xin Wang (2019) Measurement Scale Development and Validation of Female Employees' Career Expectations in Mainland China. Sustainability 11(10), 2932(SSCI) (Corresponding Author)
- ◆ Xin He, Shi-Zheng Huang, Ka Yin Chau, **Huawen Shen**, Yan-Liang Zhu (2019). A Study on the Effect of Environmental Regulation on Green Innovation Performance: A Case of Green Manufacturing Enterprises in Pearl River Delta in China. Ekoloji 28(107):727-736 (SCI)
- ◆ 崔文靜, **沈華文** (2018) 以共創價值打造澳門城市生活與旅遊品牌. 澳門城市研究.
- ◆ Jianwei Qian, **Huawen Shen**, Rob Law (2018) Research in Sustainable Tourism: A Longitudinal Study of Articles between 2008 and 2017. Sustainability 10(3),590 (SSCI) (Corresponding Author)
- ◆ Luo, J.M., Lam, C.F., Chau, K.Y., **Shen, H.W.**, & Wang, X. (2017). Measuring Corporate Social Responsibility in Gambling Industry: Multi-Items Stakeholder Based Scales. Sustainability,9(11),2012.(SSCI)
- ◆ **H.W.Shen.**, Xi Li, Jian Ming Luo., K.Y.Chau(2016) One Country, Two Stratums—Implications of Social & Cultural Conflicts of Chinese Outbound Tourism to Hong Kong. Journal of Destination Marketing and Management. 6(3),166-169 (SSCI)
- ◆ Wang,X., **Shen, H.W.**, Cui, W.J., Li, J.Y.,& Chen,X.Y.(2017). Crisis and Opportunity of Macao Gambling Industry-Based on History of Gambling Industry in Macao. Journal of Business Theory and Practice, 5(4),281
- ◆ Xi Li, **H.W.Shen**, Hui Jun Wen (2016) A Study on Tourists Perceived Authenticity towards Experience Quality and Behavior Intention of Cultural Heritage in Macao. International Journal of Marketing Studies. Vol 8 (4):117-123
- ◆ 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 Tourism. <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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- ◆ C. Chen, **H.W. Shen**, X.F. Fan (2015) Hai Di Lao Hot Pot: From Employee Stimulation to Service Innovation. Journal of China Tourism Research .(Corresponding Author)
- ◆ **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
- ◆ 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



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- ◆ **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
- ◆ **H.W. Shen**, H.Q. Zhang, L. P. REN (2012) Residents' Attitude towards Mainland Chinese Tourists in Hong Kong. CAUTHE 2012, the 22nd Annual Conference
- ◆ 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



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- ◆ 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

◇ 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”