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**(Assistant Professor)**

**研究方向 (Research Area):**

會展服務與管理

Convention Management and Service

◇ **JOURNAL PAPER**

- ◆ **Guo, J., Kim, J. H., & Wong, I. A. (2023).** Cognitive structures of restaurants' characteristics, consumers' perceived benefits and values about medicated diet restaurants: A means-end chain approach. *Journal of Hospitality and Tourism Management*, 56, 73-82. (SSCI, Q1)
- ◆ Kim, J. H., **Guo, J.**, & Wang, Y. (2022). Tourists' negative emotions: Antecedents and consequences. *Current Issues in Tourism*, 25(12), 1987-2005. (SSCI, Q1)

◇ **RESEARCH PROJECT**

- ◆ 2023 Evaluation Report of AERO Asia, Principal Investigator

◇ **CERTIFICATES AND AWARDS .**

- ◆ 2022 Best Instructor Award (Student Award: National First Prize), China University Business Elite Challenge (Brand Planning Competition)
- ◆ 2019 Best Instructor Award (Student Award: National First Prize/ Global Champion), China University Business Elite Challenge (Business Incentive Travel Planning Competition)
- ◆ 2017 Best Instructor Award (Student Award: National Grand Prize), "YuanHua Cup" National University students' MICE Planning Competition,
- ◆ 2014/2015 Second Place in Management Group, Young Teachers' Teaching Competition, Zhuhai College of Science and Technology
- ◆ TESOL Teacher Training Certificate

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