



薛勳月 博士

Dr. Xue, Joanne
(Assistant Professor)

研究方向 (Research Area):

善因營銷

Cause-related Marketing

品牌行動主義

Brand Activism

企業慈善

Corporate Philanthropy

可持續性品牌

Sustainability Branding

文旅跨界行銷

Cobranding

聖地巡禮

Anime pilgrimage

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◆ JOURNAL PAPER

- ◆ **Xue, Xue., & Mattila, A. (2024).** True or performative allyship: A matter of perception in search of cause-related marketing authenticity. *International Journal of Hospitality Management*, 122, 103842. <https://doi.org/10.1016/j.ijhm.2024.103842> (SSCI)
- ◆ Peng, K. L., **Xue, X.**, Yu, L., & Ren, Y. (2024). Inferencing Space Travel Pricing from Mathematics of General Relativity Theory, Accounting Equation, and Economic Functions. *Mathematics*, 12(5), 757. <https://doi.org/10.3390/math12050757> (SSCI)
- ◆ Leung, X. Y., Fong, L. H. N., **Xue, X.**, & Mattila, A. S. (2023). What makes experimental research publishable in leading hospitality and tourism journals? Perspectives of editorial board members. *International Journal of Contemporary Hospitality Management*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJCHM-12-2022-1514> (SSCI)
- ◆ **Xue, J. (Xunyue)***, & Mattila, A. S. (2022). Instant karma: How the karmic-investment mindset affects customer engagement with corporate charitable giving requests. *Journal of Hospitality & Tourism Research*. <https://doi.org/10.1177/10963480221137779> (SSCI)
- ◆ Atanga, B. A., **Xue, X.***, & Mattila, A. S. (2022). The impact of corporate sociopolitical activism (CSA) on brand attitude. *International Journal of Hospitality Management*, 107, 103290. <https://doi.org/10.1016/j.ijhm.2022.103290> (SSCI)
- ◆ Luo, A., Ye, T., **Xue, X.**, & Mattila, A. S. (2021). Appreciation vs. apology: When and why does face covering requirement increase revisit intention? *Journal of Retailing & Consumer Services*, 63, 102705. <https://doi.org/10.1016/j.jretconser.2021.102705> (SSCI)
- ◆ Lin, M. S., Liang, Y., **Xue, X.**, Pan, B., & Schroeder, A. (2021). Destination image through social media analytics and survey method. *International Journal of Contemporary Hospitality Management*. <http://dx.doi.org/10.1108/IJCHM-08-2020-0861> (SSCI)
- ◆ Mattila, A.S., Luo, A., **Xue, X.** & Ye, T. (2021), How to avoid common mistakes in experimental research?, *International Journal of Contemporary Hospitality Management*, Vol. 33 No. 1, pp. 367-374. <https://doi.org/10.1108/IJCHM-07-2020-0696> (SSCI)
- ◆ Cai, L., & **Xue, X.*** (2020). An analysis of the anime pilgrimage in the perspective of post-modernism authenticity: a case study of Sendai city. *Tourism Forum*. 10.15962/j.cnki.tourismforum.202003027 (SSCI)



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◆ CONFERENCE PAPER

- ◆ Luo, A., Hwang, Y., **Xue, X.**, & Mattila, A.S. (May, 2024, accepted.) The Effect of Calorie Menu Labeling Formats on Restaurant's Concern for Well-Being and Consumer Responses. Paper presented at 2019 APacCHRIE, Seoul, Korea.
- ◆ **Xue, X.**, & Ye, T. (December, 2023, accepted). Symbolic Value of Plant-based Meat Alternatives (PBMA) Menus for Chinese Consumer. Paper presented at the IMPACT2023 Tourism and Hospitality in the Post-Pandemic Era, Hong Kong, China.
- ◆ **Xue, X.**, & Mattila, A. S. (January, 2023, accepted). Message Framing, Brand-Cause Fit Type, Consumer-Brand Stance Agreement: The Case of a Corporate Sociopolitical Activism (CSA) Campaign. Paper will be presented at the 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Pomona, CA U.S.
- ◆ **Xue, X.**, & Mattila, A. S. (August, 2022). Instant karma: The joint effect of donation setting and karma beliefs on donation likelihood. Paper presented at the 2022 Annual International CHRIE Summer Conference, Washington, DC, U.S.
- ◆ Leung, X., Fong, L., **Xue, X.**, & Mattila, A.S. (August, 2022). Experimental research in hospitality management and tourism: Editorial board members' opinions. Paper presented at the 2022 Annual International CHRIE Summer Conference, Washington, DC, U.S.
- ◆ Kuypers¹, T., Grosch, I., **Xue, X.**, Van Hoof, H., Hoefnagels¹, A. (May, 2022). A cross-cultural comparison on the effect of cultural intelligence on employees' career perspective. Paper presented at Society of Intercultural Educators, Trainers and Researchers (SIETAR) Europa Congress, Valletta, Malta
- ◆ Luo, A., Ye, T., **Xue, X.**, & Mattila, A. S. (March, 2021). Appreciation vs. apology: When and why does face covering requirement increase revisit intention?. Paper presented at 2021 NENA ICHRIE Conference, Virtual Venue. (Best Paper Award)
- ◆ **Xue, X.**, & Mattila, A. S. (May, 2019). Enlight, entertain, engage and entitle: The effects of proactive waiting strategies and consumer emotions on waiting evaluations. Oral presentation at 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong, China.



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- ◆ **Xue, X., & Mattila, A. S.** (March, 2022). Instant karma: the role of karmic-investment mindset in charitable giving. Poster presented at Society for Consumer Psychology 2022 Annual Conference, Virtual Venue.
- ◆ **Xue, X., & Mattila, A. S.** (January, 2022). Why does attractive choice matter? Leveraging personal agency and outcome anticipation to boost the effectiveness of CRM-with-options campaign. Poster presented at the 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, U.S.
- ◆ **Xue, X., & Mattila, A. S.** (January, 2020). Brands as humans: The moderating role of brand anthropomorphism on the relationship between co-branding and consumer responses. Poster presented at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, U.S.
- ◆ **Xue, X., & Mattila, Anna S.** (March, 2019). Spoiling your customers: Cultural influences on customers' perception of "spoiling service" quality. Poster presented at NENA CHRIE Regional Spring Conference - The Hospitality Blender, State College, PA, U.S.

◇ CERTIFICATES AND AWARDS

- ◆ Best Paper Award, Appreciation vs. Apology: When and Why Does Face Covering Requirement Increase Revisit Intention? The 7th Annual Virtual Spring NENA Federation of ICHRIE Conference, March 2021