Dr. Wang YingChuan

(Senior Lecturer)

研究方向(Research Area)：

語言溝通技巧及能力

Communicative Strategy and Competence

語用學能力

Pragmatic Competence

語言學習的行為意向

Language Learners' Behavioural Intention

網絡上的活動和設計

Teaching and Learning Activities and Design on the Web

文化旅遊

Cultural Tourism

旅遊目的地的行銷

Marketing in Tourist Destinations

旅遊目的地的居民感知

Resident Perception of Tourist Destinations

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◇ JOURNAL PAPER

- Tang, J., Song, B., & ***Wang, Y.** (2023). Fandom in comic-con: Cosplay tourists' interaction and emotional solidarity. Journal of Hospitality and Tourism Management, 54, 346-356. (corresponding author, SSCI).
- **Y.C. Wang** (2021). Wang, Y. C. Intentions of Language Learning among Macau Frontline Employees in Hospitality Industry: Application of the Theory of Planned Behaviour Model. International Journal of Languages, Literature and Linguistics, 7(4), 193-197.
- L. Zhu, X. Li & **Y.C. Wang** (2021) The Impact of Social Capital on Residents' Supportive Attitude to Tourism Development: The Mediation Role of Perception of Justice, Sage Open, 11 (3). (SSCI)
- Fang, C. C., Liou, J. J., Huang, S. W., **Wang, Y. C.**, Huang, H. H., & Tzeng, G. H. (2021). A Hybrid, Data-Driven Causality Exploration Method for Exploring the Key Factors Affecting Mobile Payment Usage Intention. Mathematics, 9 (1185), 1-23. (SCI-E).
- Cheung, C., Fang, C. C., & **Wang, Y. C.** (2021). Consumer behavior and mobile payment: An empirical study of the restaurant industry. Journal of China Tourism Research, 1-21. (ESCI)
- **Wang, Y. C.** (2021). Intentions of Language Learning among Macau Frontline Employees in Hospitality Industry: Application of the Theory of Planned Behaviour Model, International Journal of Languages, Literature and Linguistic, 7(4), 193-197.

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- Su, X., Li, X., **Wang, Y.C.**, Zheng, Z. & Huang, Y. (2020). Awe of Intangible Cultural Heritage: The Perspective of ICH Tourists, World Heritage Tourism in Emerging Markets, Sage Open, 10 (3) (SSCI).
- Li, X., Su, X. & **Wang, Y.C.** (2020). Experiential Branded APP Engagement and Brand Loyalty: An Empirical Study in the Context of a Festival, Journal of Psychology in Africa, 30 (5), 417-426. (SSCI)
- Tang, J. & **Wang, Y.C.** (2020). Does Grand Prix Make Macau Residents Happier? Exploring the SWB of Macau Residents in Tourism Sport, Journal of Tourism and Cultural Change (SSCI)
- **Wang, Y.C.** & Pramarn, S. (2017) An Investigation into the Pragmatic Competence of English Language Learners Majoring in Tourism Studies within a Computer Mediated Activity in Macao. Information, Computer & Education Engineering, Pennsylvania: DEStech Publications, p.119-129. (index ISTP)

◇ CONFERENCE PAPER

- **Wang, Y.C.** (2021). Gender Differences on Intentions of Language Learning among Macau Frontline Employees in Hospitality Industry, International Conference on Economics, Business, Tourism & Social Science, Proceedings of The IIER international conference, August, Surabaya, Indonesia.
- **Wang, Y.C.**, Pedro P.S., Hu, B. (2019). An Exploration of Language Learners' Attitudes and Constraints in Higher Education-Take College Students in Macao as an Example. Proceedings of The IIER international conference, August, Singapore. (Best Paper).

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- Pedro P.S., **Wang, Y.C.**, Hu, B. (2019). An Exploration of attitude and influences on College students in Macau concerning the intention of learning English based on the Theory of Planned Behavior. Proceedings of The ISERD international conference, August, Hong Kong.

◇ BOOK AND BOOK CHAPTER

- An Investigation into Communication Strategy Usage and the Pragmatic Competence of Taiwanese Learners of English within a Computer Mediated Activity, Unpublished PhD Thesis, Leicester university.

◇ RESEARCH PROJECT

- 2020-2021 一帶一路政策下的澳門服務業員工學習英語和葡語的行為意向 編號: MF2039 (已結案)
- 2018-2019 教育國際化背景下澳門高校的英語教學研究 編號: MF1819 (已結案)
- 2017-2018 粵港澳大灣區背景下澳門休閒環境品質提升的策略研究 編號: MF1706 (已結案)