



于熙 博士

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(Assistant Professor)

研究方向(Research Area) :

款待和旅遊業服務接觸

Hospitality and Tourism Service Encounters

廣告業

Advertising

資訊融入教學

Technology Integration

Tel.: (853) 8590-2779

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◇ JOURNAL PAPER

- ◆ Yu, X., & Liu, S. Q. (2023). "You Must Try Our Taco!": Advancing the Power of Language Assertiveness in Food Advertising. *Journal of Hospitality & Tourism Research*. Online first. <https://doi.org/10.1177/10963480231205757> (Corresponding author; SSCI; IF: 5.0)
- ◆ Huang, H., \*Yu, X., Liu, S.Q., Wu, L., & Kandampully, J. (2023). How consumption ritual affects group versus solo diners. *International Journal of Hospitality Management*, 103583 [A\* on ABDC list; SSCI; IF: 11.7], \* Corresponding Author
- ◆ Liu, S.Q., Wu, L.L., Yu, X. (corresponding author), & Huang, H. (2022). Marketing online food images via color saturation: A sensory imagery perspective. *Journal of Business Research*, 151, 366-378. [A on ABDC list; SSCI; IF: 8.488]
- ◆ Yu, X., & Liu, S.Q. (2021). Is your food organic? Examining the role of food aesthetics in restaurant marketing. *Journal of Hospitality & Tourism Research*, 10963480211067275. [A on ABDC list; SSCI; IF: 6.038]
- ◆ Wu, L. L., Liu, S.Q., Huang, H., & Yu, X. (2021). Photo vs. Art? The design of consumption guidance in cultural food consumption. *International Journal of Hospitality Management*, 97, 103008. [A\* on ABDC list; SSCI; IF: 10.512]
- ◆ Yu, X., Huang, H., Liu, S.Q., & Lu, Z. (2020). Signaling authenticity of ethnic cuisines via handwriting. *Annals of Tourism Research*, 85, 103054. [A\* on ABDC list; SSCI; IF: 11.951]



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- ◆ Yu, X., Anaya, G. J., Miao, L., Lehto, X., & Wong, I.A. (2018). The impact of smartphones on the family vacation experience. *Journal of Travel Research*, 57(5), 579-596. [A\* on ABDC list; SSCI; IF: 11.828]

◇ CONFERENCE PAPER

- ◆ Li, Y., Yu, X., Qi, R., Liu, S.Q., & Petrick, J. F. (2022). Restaurant Ownership, Femvertising, and Purplewashing. RISE Conference, College Station, TX, USA.
- ◆ Huang, H., Yu, X., Liu, S.Q., & Wu, L. (2022). Restaurant advertising: how color saturation as a visual design strategy affects consumer responses, the 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Virtual.
- ◆ Yu, X., & Kim, M. (2020). Decision-making power in the relationship between loneliness and social isolation and health outcomes among aging people in China, the 2020 Annual Edward F. Hayes Graduate Research Forum, Columbus, OH.
- ◆ Yu, X., & Liu, S.Q. (2020). Aesthetics appeal effect: anticipated pleasure and food salience of organic and conventional food, the 2020 EHE Research Forum, Columbus, OH.
- ◆ Yu, X., & Liu, S.Q. (2020). Beautiful organic foods? The backfiring effect of aesthetics on consumer food decision-making, the 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.



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- ◆ Yu, X., Huang, H., Bogicevic, V., & Liu, S.Q. (2020). Responses with emoticons: warmth and competence in luxury accommodations, the 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
- ◆ Huang, H., Yu, X., & Liu, S.Q. (2020). Ethnic restaurants: conveying authenticity through handwriting, the 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
- ◆ Huang, H., Yu, X., Bogicevic, V., & Liu, S.Q. (2020). A smile says more than words: how advertisements with emoticons motivate solo travelers' patronage intention, the 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
- ◆ Li, K., Chen, W.J., Li., Y., Yu, X., & Bujisic, M. (2020). Consumer browsing, service providers, and service attentiveness, the 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
- ◆ Li, K., Chen, W.J., Li., Y., Yu, X., & Kandampully, J. (2020). Platforms, networks, and service guarantee, the 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
- ◆ Yu, X., Huang, H., & Liu, S.Q. (2019). Does handwriting help? An exploration of regulatory focus theory and perceived risk in menu design, the 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.



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- ◆ Yu, X., Miao, L., Lehto, X., & Wong, I.A. (2015). Social media activities and family vacation experiences, the 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL.

◇ RESEARCH PROJECT

Ad Hoc Reviewer for Journals

- ◆ International Journal of Hospitality Management
- ◆ International Journal of Contemporary Hospitality Management
- ◆ Journal of Hospitality & Tourism Research

Ad Hoc Reviewer for Conferences

- ◆ Graduate Education & Graduate Student Conference in Hospitality and Tourism

Editorial Advisory Board

- ◆ Journal of Service Management (Q1, IF: 11.6)