

YANG (JOHN) ZHUANG (He/Him/His)

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EDUCATION

University of South Carolina, South Carolina, The United States <i>Ph.D., Hospitality Management</i> <i>Advisor: Dr. Scott Taylor Jr.</i>	Aug 2024 – Present
The Hong Kong Polytechnic University, Hong Kong <i>MSc, International Wine Management, GPA: 3.55/4.30</i> <i>Dissertation: Examining Abusive Supervision Through the Lens of Cultural Intelligence: Insights from Hotel Employees (Advisor: Dr. Xiaolin (Crystal) Shi)</i>	Aug 2022 – Oct 2023
Macao University of Tourism, Macao <i>BSc Hotel Management, Second-class Honor</i> <i>Dissertation: Under the Pandemic of COVID-19: Macao's Potential to be a Health Tourism Destination (Advisor: Dr. Jieqi (Jenny) Guan)</i> <i>Leadership: President of Mainland Student Union</i>	Aug 2018 – Jul 2022
Swiss Hotel Management School, Switzerland <i>Diploma, Hotel Management</i>	

LANGUAGES & TEST SCORES

Mother Tongue: Chinese (Shanghainese, Mandarin & Cantonese)

International Language: English

RESEARCH EXPERIENCE

China (Macao) Institute of Research, Study and Innovation, Macao <i>Part-time Research Assistant (Supervisor: Dr. Jieqi (Jenny) Guan)</i> Program Development <ul style="list-style-type: none">Collaborate with faculty and administrative staff to create innovative postgraduate programs, design comprehensive curriculaPromote undergraduate and postgraduate programs in 2024 China International Education Exhibition Tour (CIEET) hosted by China Service Center for Scholarly Exchange Research tasks <ul style="list-style-type: none">Conduct comprehensive literature reviews & synthesize findings to identify gaps and trends in current researchParticipate in the publication process by reviewing and editing manuscripts	Oct 2023 – July 2024
Macao University of Tourism, Macao <i>Part-time Research Assistant</i> <ul style="list-style-type: none">Assist in designing surveys, interviews, or questionnaires for gathering data related to tourism behavior & sustainable tourism practicesAnalyze collected data using statistical software (R, SPSS & Amos) to derive meaningful insightsCreate visual representations such as graphs, charts, and diagrams to illustrate research findings	Aug 2019 – Jul 2022
Tourism Research Centre, Macao University of Tourism, Macao <i>Research Interviewer</i> <ul style="list-style-type: none">Data collection and interview survey	Sep 2021 – Jun 2022

WORK EXPERIENCE

The Chartered Institute of Logistics and Transport (CILT) in Macao, Macao

Apr 2024 – Jun 2024

Part-time Assistant in the Secretariat (Supervisor: Dr. Soi Hoi (Michael) Lam)

- Efficiently managed registration process for delegates of the CILT International Convention 2024, ensuring accuracy and timeliness in processing registrations
- Responded promptly and professionally to emails from prospective attendees, sponsors, and other stakeholders, providing information and assistance as needed
- Maintained accurate records and databases of registered attendees, visa statuses, and email communications, facilitating efficient tracking and reporting of Convention-related activities

Wynn Macau, Macao, China

Jan 2021 – Jul 2021

Intern, Creative & Team Communications

- Design basic posters and other artwork under guidance, using Adobe Illustrator
- Provide assistance during internal and media photo shoots and video filming, using Adobe Photoshop

L.E.K. Consulting, Shanghai, China

Jun 2019 – Aug 2019

Intern, Human Resource Department

- Assist in drafting and proofreading client correspondence and proposals
- Help create presentations, reports, and documentation for client meetings and internal use
- Assist in analyzing data to derive meaningful insights or trends

PUBLICATION

Books and Book Chapters

- Lau, Y., Wong, M., **Zhuang, Y.**, Kwai Nam, C., & Shih-Kuei, H. A. (2023). Enhancing Student Professionalization Through Business Simulation Games. In E. Meletiadou (Ed.), *Handbook of Research on Implications of Sustainable Development in Higher Education* (pp. 144-166). IGI Global. <https://doi.org/10.4018/978-1-6684-6172-3.ch007>
- Liu, M., Guan, J. Q., **Zhuang, Y.**, Lau, Y. Y., Tan, J. L., Sun, X. D., Hu, X. M. (2022). *Macao's Potential to Develop Health Tourism: Strategic Thinking from the Stakeholders' Perspective*. The Macanese Publishing LTD.

Journal Articles

- **Zhuang, Y.**, Guan, J.Q., Hong, F., Lau, Y.Y., (2024). From Casinos to Sustainability: Unveiling the Health Tourism Potential of Gaming City. *Tourism Recreation Research*. (Out for review)
- **Zhuang, Y.**, Shi, X.L., (2024). Examining Abusive Supervision Through the Lens of Behavioral Cultural Intelligence: Insights from Hotel Employees. *Journal of China Tourism Research*. (Out for review)
- Guan, J. Q., **Zhuang, Y.**, Lu, M.T., Hong, F., Lau, Y.Y. (2024). Resilience and Recovery: Revenge Tourism and the Evolution of Cross-Border Travel. *Journal of Quality Assurance in Hospitality & Tourism*. <https://doi.org/10.1080/1528008X.2024.2387734>
- Liu, M., Guan, J. Q., Ren, L. P., Yang, H. J., **Zhuang, Y.** (2022). Developing Health Tourism in a Gaming City: An Analysis of a Recent Strategic Proposal Based on Stakeholder Perceptions. *Journal of China Tourism Research*. <https://doi.org/10.1080/19388160.2023.2177786>

Reports

- Guangdong Macao Cultural Tourism Exhibition Integration Report 2023. *PricewaterhouseCoopers (PwC) & Macao Macao University of Tourism*. (Listed as team member).

CONFERENCES

The 8th Annual Symposium on Management and Social Sciences

Aug 2024

- Lau, Y. Y., **Zhuang, Y.**, Pun, F. K., & Chung, C. Y. (2023). *Virtual Learning Stimulations: Evidence from Construction Safety*. Full paper. (Accepted)

The 5th International Tourism and Retail Service Management Conference

Oct 2023

- **Zhuang, Y.**, Guan, J. Q., Lau, Y. Y. (2023). *Exploring the Potential of Health Tourism in Gaming City: Tourists' Perceptions and Key Stakeholders' Insights*. Full paper. (Presenter)
- Lu, M. T., **Zhuang, Y.**, Guan, J. Q., Lau, Y. Y. (2023). *Study in Greater Bay Area: What Influence the Cross-border Travel Intention Under the Post-pandemic Era?* Full paper.

Building and Sustaining the Momentum of Cross-Border E-Commerce for The Greater Bay Area 2023 Aug 2023

- Liang, Y., Chung, C-Y., **Zhuang, Y.** (2023). *Development of Mobile Payment in Food Delivery Industry in Macao*. Full paper.
- **Zhuang, Y.**, Lau, Y. Y., Guan, J. Q. (2023). *Does Pandemic Affect Consumers' Perception of E-Commerce in Hong Kong?* Extended abstract. (Presenter)

Tourism Education Student Summit 2022 Jun 2022

- **Zhuang, Y.**, Guan, J. Q. (2022). *Under The Pandemic of Covid-19: Macao's Potential to be a Health Tourism Destination.*, 01 June 2022. Macao, China. Full paper. (Presenter)

CERTIFICATIONS AND ACCOMPLISHMENT

- Best Paper Award, *Building and Sustaining the Momentum of Cross-Border E-Commerce for The Greater Bay Area 2023*.
- WSET Level 2 Award in Wines, Wine & Spirits Education Trust.
- Asian Youth Leaders Travel & Learning Camp 2023: Award of Most Creative
- Certification of Hospitality Sales and Marketing, AH&LEI
- Certification of International Introductory Award in Conflict Handling, City&Guilds

REFEREES

Dr. Jieqi (Jenny) Guan

Title: Assistant Professor

Faculty of Innovative Hospitality Management, Macao University of Tourism

Email: jenny@utm.edu.mo

Dr. Xiaolin (Crystal) Shi

Title: Assistant Professor

School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Email: crystal.shi@polyu.edu.hk

Dr. Yui-yip (Joseph) Lau

Title: Senior Lecturer

Faculty College of Professional and Continuing Education, The Hong Kong Polytechnic University

Email: yuiyip.lau@cpce-polyu.edu.hk