



MACAU UNIVERSITY  
OF SCIENCE AND TECHNOLOGY

Faculty of  
Hospitality and Tourism Management

Elaine, Zhang Yulan  
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
Chinese Outbound Tourism Tourist Decision Making	Consumer Behavior and Marketing Creativity and Innovation

## Qualifications

[Academic Qualifications]

2015.07 – 2019.03 PhD in Tourism Management

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

2011.09 – 2013.01 MSc in E-commerce with Distinction

The Hong Kong Polytechnic University, Department of Computing

2006.09 – 2011.06 BSc (Hons) in Hotel Management

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

[Teaching Experience]

2019.09 – 2022.12 Lecturer

University of Shanghai for Science and Technology, The Sino-British College

[Editorial Experience]

NA

## **Research & Publications**

### ***[Journal Articles]***

Zhang, E. Y., McKercher, B., & Tse, T. S. M. (2022). Are Luxury Travelers Alike? A Qualitative Means End Segmentation Approach. *Journal of Hospitality & Tourism Research*. <https://doi.org/10.1177/10963480221103224>

Zhang, E. Y., & Szerencsi, A. (2022). Major shift or business as usual? An investigation on the impacts of responsible management education. *Journal of Education for Business*. 1-9

Zhang, E. Y., & Tse, T. S. M. (2018). Tapping into Chinese luxury travelers. *Journal of China Tourism Research*, 14(1), 71-99.

Liu, J. N., & Zhang, E. Y. (2014). An investigation of factors affecting customer selection of online hotel booking channels. *International Journal of Hospitality Management*, 39, 71-83.

Tse, T. S., & Zhang, E. Y. (2013). Analysis of blogs and microblogs: A case study of Chinese bloggers sharing their Hong Kong travel experiences. *Asia Pacific Journal of Tourism Research*, 18(4), 314-329.

### ***[Conference Papers]***

Zhang, E. Y. (2022). *The Effect of Environmental Education on Future Event Planners*. 2nd Annual Symposium Futures of Sustainability: Tackling Sustainability Through Academic and Practitioner Collaboration, Shanghai, China

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