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SHI Yuanyuan

个人简介

所在单位：复旦大学旅游系 职务：副教授

研究方向： 休闲社会心理学、数字体验、多元文化互动

主讲课程： 旅游心理学、旅游文化、跨文化沟通、沟通心理学

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工作经历

2022/12 至今	复旦大学旅游系	副教授
2018/09 -2022/11	复旦大学旅游系	青年副研究员
2016/09 - 2018/09	香港中文大学社会科学院	博士后

教育经历

2011/09 - 2016/07 中国科学院心理研究所 社会与工程心理学研究室 心理学博士

2014/10 - 2015/09 英国南安普顿大学（University of Southampton）自我认同中心 联合培养博士生

2007/09 - 2011/06 武汉大学哲学学院 哲学基地班 哲学学士，心理学学士（双学位）

研究兴趣

研究兴趣广泛，已参与的研究涉及到文化心理学、社会心理学、人格、社会认知、心理健康、消费者行为学、组织行为学等多个领域。目前主要的研究课题是全球化与社会变迁、多元文化管理，致力于使用问卷调查、行为实验、内隐测验、脑电、大数据等多种研究方法，从微观、中观、宏观层面探索全球化与文化变迁对个体、群体和社会的影响，及其在旅游、跨文化管理、市场营销、数字体验等多领域的应用。

主持科研项目

- **全球化语境下的多元文化能力模型及其在跨文化合作中的应用**（项目编号 71901072）
项目介绍：国家自然科学基金青年项目；项目时间：2020年01月—2022年12月；立项部门：国家自然科学基金委；项目负责人：施媛媛；依托单位：复旦大学
- **集体记忆亦或刻板印象？——大众视角中的城市形象流变分析**（项目编号 IDH3154045/014）
项目介绍：复旦大学2020年度原创科研个性化支持项目 复旦大学；项目时间：2021年04月—2021年12月；立项部门：复旦大学；项目负责人：施媛媛；依托单位：复旦大学历史系

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- **Shi, Yuanyuan**, Xu, Yi, & Hu, Anan. (2025). Affordance Design for Mitigating Digital Vulnerability in Smart Tourism. *International Journal of Tourism Research*, 27(3), e70060 [SSCI, 第一作者]
- **Shi, Yuanyuan***, Huang, Zihang., & Zhang, Jingru. (2025). The formation of inaccurate cognitive destination image from a memory process perspective. *Current Issues in Tourism*, 28(13), 2052–2057. doi: 10.1080/13683500.2024.2355570 [SSCI, 第一作者]
- **Shi, Yuanyuan**, Zheng Danni, Chen, Jiamin (2024). Chinese Outbound Travel in the Post-Pandemic Era: The Role of Destination, Pandemic Prevention, and Personal Characteristics. In D. Zheng, M. Kozak & J. Wen (Ed). *Handbook of Tourism and Consumer Behavior*. Edward Elgar [图书章节, 第一作者]
- Xu, Yi, **Shi, Yuanyuan***, & Qin, Tianyu. (2023). Challenges in smart tourism : a media content analysis of digital barriers for senior tourists in China. *Information Technology & Tourism*, , 25(4), 665-682. [SSCI, 通讯作者]
- Xu, Rui, Jin, C. Yi, Gu, Ruolei, **Shi, Yuanyuan.**, Jiang, Yang, & Luo, Yuejia. (2023). Emotional autobiographical memory retrieval in time domain. *Memory*, 31(8), 1062-1073. [SSCI, 第五作者]
- Huang, Zihang, **Shi, Yuanyuan**, Wang, Yuqi (2022) Does growth mindset benefit mental health in Asia?: Evidence from Chinese students. *Journal of Pacific Rim Psychology*, 16, 18344909221135358 [SSCI, 共同一作]
- Liu, Xing. S., **Shi, Yuanyuan.**, Xue, Nan. I., & Shen, Han. (2022). The impact of time pressure on impulsive buying: The moderating role of consumption type. *Tourism Management*, 91, 104505. [SSCI, 第二作者]
- **施媛媛**,刘云芝, 王娱琦,黄梓航. (2022) .我与另一个我：网络自我与现实自我的关系辨析. *心理学探新*,5,422-429 [CSSCI, 第一作者]
- **Shi, Yuanyuan.** , Bettache, Karim. , Zhang, Nan. , & Xue, Lan. . (2021). Constructing nostalgia in tourism: a comparison analysis of genuine and artificial approaches. *Journal of Destination Marketing and Management*, 19, 100488. doi: 10.1016/j.jdmm.2020.100488 [SSCI, 第一作者]
- **施媛媛**, & 彭璐璐 (2021) . 神圣性与物质性:民俗旅游开发与现代转型中的文化冲突. *复旦学报（社会科学版）*, 63(4), 97-194. [CSSCI, 第一作者]
- **Shi, Yuanyuan**, Sedikides, Constantine, Gregg, Aiden P., & Cai, Huajian. (2021). Lay Conceptions of Modesty in China: A Prototype Approach. *Journal of Cross-Cultural Psychology*, 52(2), 155-177. doi: 10.1177/0022022120985318 [SSCI, 第一作者]
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- Zheng, Chenyu, Fan, Hong, Singh, Rohit., & **Shi, Yuanyuan***. (2020). A Domain Expertise and Word-Embedding Geometric Projection Based Semantic Mining Framework for Measuring the Soft Power of Social Entities. *IEEE Access*, 8, 204597-204611. doi: 10.1109/ACCESS.2020.3037462 [SCI, 通讯作者]

- 施媛媛. (2020). 全球化语境下的多元文化能力模型及其在跨文化合作中的应用. *心理科学进展*, 28(7), 1108-1117. [CSSCI, 第一作者&通讯作者]
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- 施媛媛, 张红川 (2018). 文化心理学视角下的谦虚与身心健康, *社会心理学评论*, 15, 215-232. [CSSCI, 第一作者&通讯作者]
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- 古若雷, **施媛媛**, 杨璟, 石晶, 蔡华俭 (2015) 焦虑对社会决策行为的影响. *心理科学进展*, 23, 547-553. [CSSCI, 第二作者]
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- 罗宇, **施媛媛**, 岳曦彤, 丰怡, & 蔡华俭. (2013). 自尊的遗传性: 来自双生子研究的证据. *心理科学进展*, 21(9), 1617-1628. [CSSCI, 第二作者]
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