

SHI YUANYUAN

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Associate Professor
Department of Tourism, Fudan University
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EDUCATION

Ph.D. 2011/08 - 2016/07 **Specialization: Social & Personality Psychology**
Institute of Psychology, Chinese Academy of Sciences

Joint Ph.D Program 2014/10 - 2015/09
Centre for Research on Self and Identity,
Psychology, University of Southampton, UK

B.A.& B.S. 2007/09 - 2011/07 **Major: Philosophy & Psychology**
Wuhan University

PROFESSIONAL EXPERIENCE

2022/12 – now **Associate Professor, Department of Tourism, Fudan University**

2018/09 – 2022/11 **Assistant Professor, Department of Tourism, Fudan University**

2016/09 - 2018/09 **Postdoctoral Fellow, Faculty of Social Science,**
The Chinese University of Hong Kong

RESEARCH INTERESTS

My research focused on the effect of globalization and social change from micro, meso, and macro perspectives, and I seek to apply these theoretical findings to better management of cultural diversities in tourism, organization, marketing and communication settings.

Grants

Host National Natural Science Foundation of China: *Multicultural competence in a global milieu: Theoretic model, and application mechanism in cross-cultural collaboration* [no. 71901072], Jan 2020-Dec 2022

PUBLICATIONS

Xu, Yi., Chen, Z., & **Shi, Yuanyuan.** (2026). A Push and a Pull: Dual Pathways of Family Influence on Older Adults' Smart Home Adoption. *International Journal of Human-Computer Interaction*, 1–20. <https://doi.org/10.1080/10447318.2026.2623217>

Shi, Yuanyuan, Xu, Yi, & Hu, Anan. (2025). Affordance Design for Mitigating Digital Vulnerability in Smart Tourism. *International Journal of Tourism Research*. doi: 10.1002/jtr.70060

Shi, Yuanyuan*, Huang, Zihang., & Zhang, Jingru. (2025). The formation of inaccurate cognitive

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- Shi, Yuanyuan**, Wang, Yuqi, Liu, Yunzhi, & Huang, Zihang. (2022). Me and Another Me: The Relationship between Cyber Self and Actual Self, *Psychological Exploration*, 5, 422-429. (IN CHINESE)
- Huang, Zihang, **Shi, Yuanyuan** (joint-first author), Wang, Yuqi (2022) Does growth mindset benefit mental health in Asia?: Evidence from Chinese students. *Journal of Pacific Rim Psychology*, 16, 18344909221135358. doi: 10.1177/18344909221135358
- 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. doi: 10.1016/j.tourman.2022.104505
- 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*, 100488. doi: 10.1016/j.jdmm.2020.100488
- Shi, Yuanyuan**, & Peng, Lulu. (2021). Sacredness and materiality: Cultural conflicts in the Development and modern transformation of folklore tourism. *Fudan Journal (Social Sciences)*, 4, 98-104 (IN CHINESE)
- Shi, Yuanyuan**, Sedikides, Constantine, Gregg, Aiden P., & Cai, Huajian. (2021). Lay Conceptions of Modesty in China: A Prototype Approach. *Journal of Cross-Cultural Psychology*. doi: 10.1177/0022022120985318
- Chiu, Chi-Yue, **Shi, Yuanyuan** (2021). Priming Culture(s): How Theories and Methods Inspire Each Other. In Byron G. Adams and Michael Bender (Eds.), *Methods Make It or Break It: Methods and Assessment in Culture and Psychology*(pp 271-295). Edition: Cambridge University Press
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- Chiu, Chi-Yue, **Shi, Yuanyuan** (2019). Cultural Competence. In Kenneth Keith (Ed.) *Cross-Cultural Psychology: Contemporary Themes & Perspectives 2nd Edition* (pp 39-58). US: Wiley-Blackwell.
- Chiu, Chi-Yue, **Shi, Yuanyuan**, Kwan, Letty Y-Y (2019). The story of culture in psychology and the return journey to normology: Comments on the global relevance of Asian indigenous psychologies. In Yeh Kuang-Hui (Ed.) *Asian Indigenous Psychologies in Global Context* (pp 91-114). Cham, Switzerland: Palgrave Macmillan.
- Zhao, Na, **Shi, Yuanyuan**, Xin, Ziqiang, & Zhang, Jianxin. (2019). The impact of traditionality/modernity on identification- and calculus-based trust. *International Journal of Psychology*.54(2), 237-246. doi: 10.1002/ijop.12445
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- Shi, Yuanyuan**, & Zhang Hongchuan.(2018). Revisiting the Value of Modesty: From the Perspective of Well-being. *Chinese Social Psychological Review*, 15, 215-232. (IN CHINESE)
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- Shi, Yuanyuan**, Cai, Huajian, Shen, Yiqin Alicia, & Yang, Jing. (2016). How to set focal categories for Brief Implicit Association Test?“Good” is good, “bad” is not so good. *Frontiers in Psychology*. 7:38. doi: 10.3389/fpsyg.2016.00038
- Shi, Yuanyuan**, Shi, Jing, Luo, Yu L.L., & Cai, Huajian. (2016). Understanding Exclusionary Reactions toward Foreign Cultures: The Influence of Intrusive Culture Mixing on Implicit Intergroup Bias. *Journal of Cross-Cultural Psychology*, 47, 1335-1344. doi: 10.1177/0022022116667844
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