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研究方向: 旅游小微企业、邮轮旅游、旅游者行为

工作经历

- 2019/12 至今: 复旦大学旅游学系, 副教授
- 2016/03 - 2019/12: 复旦大学旅游学系, 讲师

教育背景

- 香港理工大学 (2015): 哲学博士, 旅游管理专业
- 中山大学 (2010): 理学硕士, 人文地理学专业 (区域发展与旅游规划方向)
- 兰州大学 (2008): 理学学士, 地理科学专业

专业资格

- CHE (Certified Hospitality Educator) issued by American Hotel & Lodging Educational Institute (2015)

期刊审稿人

- Tourism Management
- Annals of Tourism Research
- International Journal of Hospitality Management
- International Journal of Contemporary Hospitality Management
- Journal of Hospitality Marketing & Management
- Journal of Travel & Tourism Marketing
- Asia Pacific Journal of Tourism Research
- Journal of Quality Assurance in Hospitality & Tourism
- Journal of China Tourism Research
- 旅游论坛

已发表期刊论文

英文论文:

- 1) **Wang, S.**, Hung, K., Li, M., and Qiu, H. (2020). Developing a customer loyalty model for guest houses in China: A congruity-based perspective. *Tourism Review*, DOI: 10.1108/TR-05-2019-0166. (SSCI)
- 2) Hung, K., Lee, J.-S., **Wang, S.***, and Petrick, J. F. (2020). Constraints to cruising across cultures and time. *International Journal of Hospitality Management*, <https://doi.org/10.1016/j.ijhm.2020.102576>. (SSCI 一区, 通讯作者)
- 3) Liu, C., Hung, K., Wang, D., and **Wang, S.*** (2019). Determinants of self-service technology adoption and implementation in hotels: The case of China. *Journal of Hospitality Marketing & Management*, DOI: 10.1080/19368623.2020.1689216 (SSCI 一区, 通讯作者)
- 4) **Wang, S.***, Hung, K., and Huang, W.-J. (2019). Motivations for entrepreneurship in the tourism and hospitality sector: A social cognitive theory perspective. *International Journal of Hospitality Management*, 78, 78-88. (SSCI 一区)
- 5) Hung, K., **Wang, S.***, Denizci Guillet, B., and Liu, Z. (2019). An overview of cruise tourism research through comparison of cruise studies published in English and Chinese. *International Journal of Hospitality Management*, 77, 207-216. (SSCI 一区, 通讯作者)
- 6) **Wang, S.***, Hung, K., and Lin, P. M. C. (2018). Entrepreneurial motivation and destination evolution. *Journal of China Tourism Research*, 14(2), 158-176.
- 7) **Wang, S.**, Hung, K., and Li, M.* (2018). Development of measurement scale for functional congruity in guest houses. *Tourism Management*, 68, 23-31. (SSCI 一区)
- 8) Huang, W., Xiao, H., and **Wang, S.** (2018). Airports as liminal space. *Annals of Tourism Research*, 70, 1-13. (SSCI 一区)
- 9) **Wang, S.***, and Hung, K. (2015). Customer perceptions of critical success factors for guest houses. *International Journal of Hospitality Management*, 48(7), 92-101. (SSCI 一区)
- 10) Hung, K., **Wang, S.***, and Tang, C. H. (2015). Understanding the normative expectations of customers toward Buddhism-themed hotels: A revisit of service quality. *International Journal of Contemporary Hospitality Management*, 27(7), 1409-1411. (SSCI 一区, 通讯作者)
- 11) Wassler, P., **Wang, S.**, and Hung, K. (2015). Towards the understanding of Chinese collaboration in hospitality – The opinions of professionals. *Journal of China Tourism Research*, 11(2), 200-213.
- 12) **Wang, S.***, Hung, K., and Bao, J. (2015). Is lifestyle tourism business in the age of commercialization just a dream? Challenges and remedies. *Journal of China Tourism Research*, 11(1), 19-34.

中文论文:

- 1) 褚天韵, 王莎, 范一林. 国内外乡村旅游研究综述. 《复旦旅游学集刊》第八辑, 436-447 页, 2019 年 11 月, 上海辞书出版社。

学术会议

- 1) 王莎. (2020). 历史城镇本地旅游小企业可持续经营的理论研究. 2020 年《旅游学刊》中国旅游研究年会, 2020 年 11 月 7-8 日, 广州, 中国。

- 2) Hung, K., **Wang, S.**^{*}, Lee, J.-S., and Petrick, J. F. (2020). Longitudinal and cross-cultural perspective of constraints to cruising. *APacCHRIE 2020 Conference*, October 27-28, 2020, The Hong Kong Polytechnic University, Hong Kong SAR, China.
- 3) 王莎. (2019). 乡村旅游小微企业可持续发展的理论研究. 第一届中国旅游研究青年前沿论坛, 2019年9月21-22日, 东南大学, 南京, 中国.
- 4) **Wang, S.** (2019). Understanding the cruising experience of Chinese family vacations with young children: An analysis of online review comments. *2019 APacCHRIE & EuroCHRIE Joint Conference*, May 22-25, 2019, The Hong Kong Polytechnic University, Hong Kong SAR, China.
- 5) 褚天韵, 王莎^{*}, 范一林. (2018). 国内外乡村旅游研究综述. 2018中国乡村旅游大会暨第二届上海民宿大会, 2018年11月17-18日, 上海, 中国.
- 6) **Wang, S.**, and Hung K. (2016). Understanding the Small Tourism Business Owner in Chinese Historical Towns: Conceptualization of Lifestyle Orientation and Business Orientation. *6th Biennial International Tourism Studies Association Conference*, August 17-19, 2016, University of Greenwich, London, United Kingdom.
- 7) **Wang, S.** (2014). Mainland China Tourists to Hong Kong: Transformation from International Market to Domestic Market? *Travel and Tourism Research Associate (TTRA) Annual International Conference*, June 18-20, 2014, Brugge, Belgium.
- 8) **Wang, S.**, and Hung, K. (2014). Understanding the small tourism business owner in historical towns: Attitude's changing with destination evolution. *Global Tourism & Hospitality Conference and Asia Tourism Forum*, May 18-20, 2014, Hong Kong SAR, China.
- 9) Wassler, P., **Wang, S.**, and Hung, K. (2014). Hospitality and the Asian paradigm: Understanding hotel collaboration in Chia. *ISFAS International Symposium on Fundamental and Applied Science*, March 28-30, 2014, Tokyo, Japan.
- 10) Hung, K., **Wang, S.**, and Tang, C. H. (2012). Understanding the mindset of travellers in developing Buddhism themed hotels. *4th ITSA Biennial Conference*, August 23-25, 2012, Bali, Indonesia. **Best Paper Award.**
- 11) **Wang, S.**, and Hung, K. (2012). The sustainable development of lifestyle businesses in Mainland China: challenges faced in the evolution of tourism commercialization. *World 11th Asia Pacific Forum for the Graduate Students Research in Tourism (APF)*, May 22-24, 2012, Hotel Icon, Hong Kong SAR, China.
- 12) 王莎, 保继刚. (2009). 国内外可替代性旅游研究综述. 第六界旅游前沿国际学术研讨会——可持续与可替代性旅游国际会议, 2009年7月11-13日, 桂林, 中国.

科研项目

- 主持（进展中）：国家自然科学基金青年项目：“资源依赖理论视角下历史城镇本地旅游小企业可持续经营的理论构建与实证研究”（批准号：71804027），2019.01-2021.12
- 主持（已结项）：上海市哲学社会科学规划青年课题：“推进上海建设成为亚太地区邮轮中心的对策研究”（批准号：2017EGL002），2017-2019
- 主持（已结项）：复旦大学新进青年教师科研起步项目：“中国古镇旅游地家庭旅馆业发展模式与目的地演化的互动机制研究”（批准号：J1H3154107），2016-2017

- 第一参与者（已结项）：上海市政府决策咨询课题：“上海塑造城市品牌提升入境旅游发展对策研究”，2016

参与咨询项目

- 海南陵水旅游区策划（2009.11—2010.01），主持人：保继刚教授
- 武陵源国际旅游休闲度假区建设实施纲要（2009.07—2009.10），主持人：保继刚教授、张朝枝教授
- 张家界旅游产业发展总体规划（修编）（2009.01—2009.10），主持人：保继刚教授

所获荣誉

- 2020年，论文“Wang, S.*, Hung, K., and Huang, W.-J. (2019). Motivations for entrepreneurship in the tourism and hospitality sector: A social cognitive theory perspective. *International Journal of Hospitality Management*, 78, 78-88.”获得文化和旅游优秀研究成果二等奖（学术论文类）