

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

Columbia, SC | YZ36@email.sc.edu | +1 (843) 437-4261

EDUCATION

University of South Carolina, South Carolina, The United States Aug 2024 – Present
Ph.D., Hospitality Management
Advisor: Dr. Scott Taylor Jr.

The Hong Kong Polytechnic University, Hong Kong Aug 2022 – Oct 2023
MSc, International Wine Management
Dissertation: Examining Abusive Supervision Through the Lens of Cultural Intelligence: Insights from Hotel Employees (Advisor: Dr. Xiaolin (Crystal) Shi)

Macao University of Tourism, Macao Aug 2018 – Jul 2022
BSc, Hotel Management
Dissertation: Under the Pandemic of COVID-19: Macao's Potential to be a Health Tourism Destination (Advisor: Dr. Jieqi (Jenny) Guan)
Leadership: President of Mainland Student Union

Swiss Hotel Management School, Switzerland
Diploma, Hotel Management

LANGUAGES & TEST SCORES

Mother Tongue: Chinese (Shanghainese, Mandarin & Cantonese)

International Language: English

LEADERSHIP & TEAMWORK

Mainland Student Union | Macao University of Tourism

President Sep 2019 – Sep 2021

- Leading one of the largest clubs on campus with 7-person executive board and 40+ members
- Organized the Photo Exhibition for the 100th Anniversary of the May Fourth Movement

RESEARCH EXPERIENCE

China (Macao) Institute of Research, Study and Innovation, Macao Oct 2023 – July 2024

Part-time Research Assistant (Supervisor: Dr. Jieqi (Jenny) Guan)

Program Development

- Collaborate with faculty and administrative staff to create innovative postgraduate programs, design comprehensive curricula
- Promote undergraduate and postgraduate programs in 2024 China International Education Exhibition Tour (CIEET) hosted by China Service Center for Scholarly Exchange

Research tasks

- Conduct comprehensive literature reviews & synthesize findings to identify gaps and trends in current research
- Participate in the publication process by reviewing and editing manuscripts

Macao University of Tourism, Macao Aug 2019 – Jul 2022

Part-time Research Assistant

- Assist in designing surveys, interviews, or questionnaires for gathering data related to tourism behavior & sustainable tourism practices
- Analyze collected data using statistical software (R, SPSS & Amos) to derive meaningful insights

- Create visual representations such as graphs, charts, and diagrams to illustrate research findings

Tourism Research Centre, Macao University of Tourism, Macao

Sep 2021 – Jun 2022

Research Interviewer

- Data collection and interview survey

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. Y., Ting, G. W., Yang, Z., & Jieqi, G. (2024). Development and Competition of Airports in the Greater Bay Area.
- Lau, Y., Wong, M., **Zhuang, Y.**, Kwai Nam, C., & Shih-Kuei, H. A. (2023). Enhancing Student Professionalization Through Business Simulation Games. In E. Meletiadiou (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

- Lau, Y., **Zhuang, Y.**, Guan, J. (2025). Driving a Sustainable Internships Attachment Scheme: Sub-degree Students' Career Development from An International Perspective. *Education + Training*. (First round review)
- **Zhuang, Y.**, Taylor, S., Jr., & Norris, C. (2025). All Eyes on Me: The Influence of the Bourbon Label Design on Consumer Willingness-to-Pay. *Beverages*, 11(4), 117. <https://doi.org/10.3390/beverages11040117>
- **Zhuang, Y.**, Guan, J., Hong, F., Lau, Y.Y., (2025). From Casinos to Sustainability: Unveiling the Health Tourism Potential of Gaming City. *Journal of Quality Assurance in Hospitality & Tourism*. <https://doi.org/10.1080/1528008X.2025.2528034>
- **Zhuang, Y. J.**, & Shi, X. C. (2025). Examining Abusive Supervision Through the Lens of Behavioral Cultural Intelligence: Insights from Hotel Employees. *Journal of China Tourism Research*, 1–24. <https://doi.org/10.1080/19388160.2025.2484554>
- Lau, Y-Y, Kanrak, M, Poo, MC-P, Yang, Z, **Zhuang, Y.** (2024) Analysis of the Ferry Service Network in Hong Kong. *Island Studies Journal*, 19 (2). <https://doi.org/10.24043/001c.125990>
- Guan, J., **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., 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

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|---|----------|
| The 10th Annual SECSA-CHRIE Conference | Feb 2025 |
| • Zhuang, Y. , Taylor Jr., S. (2025). From Local to Simple: How Label Design Influences Consumers' Willingness-to-Pay for Bourbon Whiskey. (Best paper nominated) | |
| The 30th Graduate Education and Graduate Student Research Conference | Jan 2025 |
| • Zhuang, Y. , Taylor Jr., S. (2025). Visual Appeal and Value Perception: Analyzing the Impact of Label Changes on Consumers' Willingness-to-Pay for Bourbon Whiskey. | |
| The 8th Annual Symposium on Management and Social Sciences | Aug 2024 |
| • Lau, Y. Y., Zhuang, Y. , Pun, F. K., & Chung, C. Y. (2023). <i>Virtual Learning Stimulations: Evidence from Construction Safety</i> . Full paper. | |
| The 5th International Tourism and Retail Service Management Conference | Oct 2023 |
| • Zhuang, Y. , Guan, J. Q., Lau, Y. Y. (2023). <i>Exploring the Potential of Health Tourism in Gaming City: Tourists' Perceptions and Key Stakeholders' Insights</i> . Full paper. (Presenter) | |
| • Lu, M. T., Zhuang, Y. , Guan, J. Q., Lau, Y. Y. (2023). <i>Study in Greater Bay Area: What Influence the Cross-border Travel Intention Under the Post-pandemic Era?</i> 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). <i>Development of Mobile Payment in Food Delivery Industry in Macao</i> . Full paper. (Best Paper Award) | |
| • Zhuang, Y. , Lau, Y. Y., Guan, J. Q. (2023). <i>Does Pandemic Affect Consumers' Perception of E-Commerce in Hong Kong?</i> Extended abstract. (Presenter) | |
| Tourism Education Student Summit 2022 | Jun 2022 |
| • Zhuang, Y. , Guan, J. Q. (2022). <i>Under The Pandemic of Covid-19: Macao's Potential to be a Health Tourism Destination.</i> , 01 June 2022. Macao, China. Full paper. (Presenter) | |

CERTIFICATIONS AND ACCOMPLISHMENT

- Introductory Sommelier Course and Examination, Court of Master Sommeliers, Americas
- Certificate of Preparing Future Faculty (PFF) program accomplishment
- 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. Scott Taylor, Jr.

Title: Assistant Professor

School of Hospitality and Tourism Management, University of South Carolina

Email: stt@mailbox.sc.edu

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: Associate 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