


Curriculum Vitae for XMUM Official Website

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|  | Name | Dr. Rongteng (Renata) Zhang |
| | Current Position | Assistant Professor |
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BIOGRAPHY

Dr. Rongteng (Renata) Zhang is a Ph.D. degree holder in Tourism Management from School of Business and Economics, Universiti Putra Malaysia. She is now working as an assistant professor of Management at Xiamen University Malaysia. Her main research directions are events management, tourism and hospitality marketing, as well as technology management. She has published several papers on business and tourism, some in high-ranking journals such as Journal of Hospitality and Tourism Management (SSCI, JIF 7.629, JCI 1.72), Current Issues in Tourism (SSCI, JIF: 7.430, JCI: 1.99), Journal of Hospitality and Tourism Technology (SCIE, JIF 5.576, JCI 0.95), British Food Journal (SCIE, JIF: 2.518, JCI: 0.97). She also serves as anonymous reviewers of in ISI/Scopus and other journals such as Current Issues in Tourism (SSCI, JIF: 7.430, JCI: 1.99), British Food Journal (SCIE, JIF: 2.518, JCI: 0.97), Tourism Review (SSCI, JIF: 5.947, JCI: 1.25), and Journal of Hospitality and Tourism Technology (SCIE, JIF 5.576, JCI 0.95).

RESEARCH INTERESTS

Events Management, Tourism and Hospitality Marketing, Technology Management

EDUCATIONAL BACKGROUND

- PhD (Tourism), School of Business and Economics, Universiti Putra Malaysia, Malaysia (2024)
- MSc (Tourism Management), Huaqiao University, China (2020)
- BSc (Tourism Management), Qingdao University, China (2017)

WORKING EXPERIENCE

- Assistant Professor, Xiamen University Malaysia, Malaysia (2024-)
- Event Consultant, Shenzhen Worldunion Group Incorporated, China (2020-2021)
- Business Analyst, Xiamen International Conference & Exhibition Center, China (2018-2019)
- Research Assistant, Huaqiao University, China (2017-2018)
- Opening Launcher, Shanghai Disney Resort, China (2016)

RESEARCH EXPERIENCE / GRANTS

As Host

- 2016 the National Tourism Administration's Tourism Innovation and Entrepreneurship Talent Cultivation Project: SinoG Medical Tourism Service Platform Construction, China
- 2015 the National College Students' Innovation and Entrepreneurship Training Program Project: The Hawk Dove game between Tourist Scenic Spots and Community Residents, China

As Participant

- 2021 DAAD Virtual Transatlantic Summer School (Organized by Center for Sustainable Urban Development, Columbia University, United States & Centre for Logistics and Traffic of University of Duisburg-Essen, Germany) Sustainable Mobility in Metropolitan Regions: Best Case Practices
- 2019 the Pingtan Island Comprehensive Tourism Development Plan (2019-2035) Project
- 2018 the Research Project of the Integration Development of Baby Industry and Exhibition Industry in Quanzhou; the Poverty Alleviation Via Tourism Plan (2018-2026) of Qiongfeng and Pinghu Village, Hanjiang District, Putian City
- 2017 the Scenic Spot Development Overall Tour Plan (2017-2031) of Meikou Gudu, Songxi County, Fujian Province

REPRESENTATIVE PUBLICATIONS

Article in Academic Journals

- Lin, L., **Zhang, R.**, Mohd Adnan, H., & Fauzi, A. (2024). "Not all travel videos are equal." Examining the effects of short travel videos on travel intentions and electronic word-of-mouth. *Journal of Vacation Marketing*. <https://doi.org/10.1177/13567667241253891>. **(SSCI, JIF: 5.1, JCI: 0.93)**
- **Zhang, R.**, Abd Rahman, A., Aziz, Y. A., & Sidek, S. (2023). Unpacking Technological and Interpersonal Interaction on Value Co-creation and Outcomes in Trade Show: A Dyadic Examining View. *Journal of Hospitality and Tourism Management*. Vol. 55, pp. 334-343. <https://doi.org/10.1016/j.jhtm.2023.05.007>. **(SSCI, JIF: 7.629, JCI: 1.72)**
- Zhu, Y., **Zhang, R.***, Zou, Y., & Jin, D. (2023). Investigating customers' responses to artificial intelligence chatbots in online travel agencies: the moderating role of product familiarity. *Journal of Hospitality and Tourism Technology*, Vol. 14, No. 2, pp. 208-224. <https://doi.org/10.1108/JHTT-02-2022-0041>. **(*Corresponding author) (SCIE, JIF: 5.576, JCI: 0.95)**
- **Zhang, R.**, & Abd Rahman, A. (2022). Dive in the flow experience: Millennials' tech-savvy, satisfaction and loyalty in the smart museum. *Current Issues in Tourism*, Vol. 25, No. 22, pp. 3694-3708. <https://doi.org/10.1080/13683500.2022.2070459>. **(SSCI, JIF: 7.430, JCI: 1.99)**

- Zhang, H., Wang, T., **Zhang, R.** (2022). Does Regional Economic Integration Facilitate the High-quality Development of the Tourism Industry? Evidence from China. *Transformations in Business & Economics*, Vol. 21, No. 1(55), pp. 21-38. **(SSCI, JIF: 1.725, JCI: 0.58)**
- Zhang, H., **Zhang, R.***, Abd Rahman, A., Chen, L., Yin, Z., Yin, J. (2021). Influence of Task–Technology Fit on Consumer Perceived Value from the Perspectives of Man–Machine Interaction and Interpersonal Interaction. *Transformations in Business & Economics*, Vol. 20, No. 2A, pp. 42-59. **(*Corresponding author) (SSCI, JIF: 1.725, JCI: 0.58)**
- Zhuang, X., Lin, L., **Zhang, R.**, Li, J.(J). & He, B. (2021). E-service Quality Perceptions of Millennials and Non-Millennials on O2O Delivery Applications. *British Food Journal*, Vol. 123, No. 12, pp. 4116-4134. <https://doi.org/10.1108/BFJ-01-2021-0049>. **(SCIE, JIF: 2.518, JCI: 0.97)**
- Lin, J., & **Zhang, R.*** (2021). The influence of political connection on environmental investment: evidence from China tourism-related listed companies. *Journal of Policy Research in Tourism, Leisure and Events*, 1-28. <https://doi.org/10.1080/19407963.2021.1949329>. **(*Corresponding author) (ESCI, JCI: 0.63)**
- Zhang, H., **Zhang, R.***, & Yin, J. (2019). Application of a New Cultivation Model in an Undergraduate' Convention and Exhibition Management' Study Program. *International Journal of Emerging Technologies in Learning (IJET)*, Vol. 1, No.18, pp. 120-132. <https://doi.org/10.3991/ijet.v14i18.11332>. **(*Corresponding author) (ESCI, JCI: 1.06)**

Published Industrial Report

- Zhang, H., **Zhang, R.**, & Yin, J. (2019). Report on the Development of Fujian's Convention and Exhibition Industry in 2017-2018, *Blue Book of Fujian Tourism: The Study on the Current Situation of Tourism Industry Development in Fujian (2017-2018)*, Social Sciences Academic Press.
- Zhang, H., Yin, J., & **Zhang, R.** (2018). Analysis and Prospect of China's Social Security Events Related to Travel in 2017-2018, *Blue Book of Tourism Safety: Annual Report on China's Tourism Safety and Security Study*, Social Sciences Academic Press.

HONORS/AWARDS

- Outstanding Paper in the 2024 Emerald Literati Awards