

Prof. Han Shen

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Research Interests:

- ▶ Consumer Behavior
- ▶ Destination Marketing
- ▶ Service Marketing
- ▶ Service Management



CURRENT POSITIONS:

- Associate Professor
Tourism Department
Fudan University, Shanghai, China
 - Deputy Secretary General
International Tourism Studies Association (ITSA),
Washington D.C., USA
 - Guest Research Fellow
Tourism Research Center
Chinese Academy of Social Sciences, Beijing, China
 - Executive Editor
Journal of Hotel and Business Management, USA
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EDUCATION BACKGROUND:

- ▶ Ph.D. (2006)

Business Administration, Graduate School
Chinese Academy of Social Sciences, China

- ▶ MS.c. (2003)

Tourism Management and Marketing, Business
School

The University of Nottingham, UK

- ▶ B.A. (1999)

Tourism Management, Tourism Department
Fudan University, China

PROFESSIONAL AFFILIATIONS:

- ▶ China National Tourism Administration (2013–Present)
 - ▶ International Tourism Studies Association (2008–Present).
 - ▶ American Hotel & Lodging Educational Institute (2007–Present)
- 

ACADEMIC POSITIONS:

- ▶ Aug. 2014 – Present **Visiting Scholar**
- ▶ School of Hospitality Management
- ▶ Pennsylvania State University, State College, USA

- ▶ Nov. 2012 – Present **Associate Professor**
- ▶ Tourism Department
- ▶ Fudan University, Shanghai, China

- ▶ Jan. 2013 – Mar. 2013 **Visiting Professor**
- ▶ Business School
- ▶ George Washington University, USA

- ▶ Aug. 2006 – Nov. 2012 **Assistant Professor**
- ▶ Tourism Department
- ▶ Fudan University, Shanghai, China

- ▶ Dec. 2006 – Feb. 2008 **Post Doctoral Fellow**
- ▶ School of Hotel and Tourism Management
- ▶ The Hong Kong Polytechnic University, Hong Kong

GRANTS AND FUNDS:

- ▶ 2014 The Integrated Marketing Strategy for the promotion of the Destination Image of Shanghai, 1 years grant funded by *Development and Research Center of Shanghai Municipal Government*
- ▶ 2014 Using Social Media to Promote Destination Images in Mainland China , 1 years grant funded by *China National Tourism Administration*
- ▶ 2013 Interpersonal Communication of Tourism Information among New Media Users' Social Network, 3 years grant funded by *China National Tourism Administration*
- ▶ 2013 The Spatial Distribution and Function of Major Tourism Development Projects of Shanghai in the process of Establishing World Famous Tourism Destination, 1 years grant funded by *Development and Research Center of Shanghai Municipal Government, Shanghai Municipal Tourism Bureau*
- ▶ 2013 The Sustainable Tourism Development of Irrigation works in China, 1 years grant funded by *Development Research Center of the Ministry of Water of China*
- ▶ 2012 Standing upon the Shoulders of Giants! Future Trends of Hospitality Management Curriculum Design: Experiences of the United States, Taiwan and China, 3 years grant funded by *National Science Council of Taiwan*
- ▶ 2012 The Asian Paradigm for Metropolitan Tourism : Experiences from Hong Kong, 3 years grant funded by *the Hong Kong Polytechnic University*

GRANTS AND FUNDS:

- ▶ 2012 Job satisfaction and social network of migrant female workers in China's hospitality sector, 3 years grant funded by *Ministry of Education of China*, No. 12YJC790157
- ▶ 2012 Strategic development of service industry of Shanghai, 1 year project funded by *Development and Reform Commission of Shanghai*
- ▶ 2012 National Standards of Sightseeing Bus in China, 2 years grant funded by *China National Tourism Administration*
- ▶ 2011 Employee satisfaction in lodging and catering sector, 1 year project funded by *Fudan Jinmiao Funds*
- ▶ 2011 Leisure Travel Motivation of the Chinese One Child Generation, 2 years project funded by *Hong Kong Polytechnic University*
- ▶ 2008 Tourism Development of Ancient Villages and the Interaction Mechanism of Stakeholders, 3 years project funded by *Chinese National Social Science Foundation*, No. 07CJY049
- ▶ 2007 Marketing Plan for 2008 Beijing Olympics, 1 year project funded by *China National Tourism Administration*
- ▶ 2007 Inbound and Domestic Tourism of Sichuan, 2 years project funded by *Sichuan Provincial Tourism Bureau*
- ▶ 2005 Government's Role in Promoting China's Tourism Image, 1 year grant funded by *China National Tourism Administration*

PUBLICATIONS:

▶ Articles in Refereed Journals

- ▶ Shen, H., Yuan, Y., Zhang, Q., & Zhao, J. (2014). An Empirical Study of Customer Based Brand Equity Model for China's Economy Hotels, *Journal of China Travel Research*. 9 (4): 76–81.
- ▶ Deng Claire, Li Mimi, Shen Han*. Developing a measurement scale for Event Image, *Journal of Hospitality & Tourism Research* (SSCI), DOI: 10.1177/1096348012471378. 2014.
- ▶ Shen Han. (2013). The development of economy hotels in China, *Journal of Hotel & Business Management*, 2 (1): 11–12. (2013: e104. doi:10.4172/2169–0286.1000e104)
- ▶ Shen, H., Shen, D. & He, Y. (2013). Tourism Market Structure in Republic China. In Ba, edited *Fudan Tourism Studies*, Fudan University Press, 2014.
- ▶ Shen Han, Huang Chenchen. (2012), Domestic migrant workers in China's hotel industry: An exploratory study of their life satisfaction and job burnout, *International Journal of Hospitality Management* (SSCI), 31 (4): 1283–1291.
- ▶ Wu Wenqin, Shen Han, Ji Chenjia & Liu Hongbo. (2012), A Study on the Index Model of the Resource Value and Development Potentials of Ecotourism in Water Conservancy Scenic Spots, *Management World* (CSSCI), 2012 (3):184–186.
- ▶ Shen Han, Wu Wenqing. (2011), Study on the Model of Customer Satisfaction and Re-purchase Intention in Service Sector, *Tourism Tribune* (CSSCI), 26 (9) : 85–89.
- ▶ Shen Han. (2011), The Development of Outbound Tourism in China, *Tourism Tribune* (CSSCI), 26 (7) : 6–7.

PUBLICATIONS:

▶ Articles in Refereed Journals

- ▶ **Shen Han.** (2011), Customer Satisfaction Measurement for Economy Hotels—— Under the Framework of ACSI, *Tourism Tribune* (CSSCI), 26 (1) : 58–62.
- ▶ **Shen Han.** (2011), Job Burnout and Life Satisfaction among Migrant Workers in the Lodging and Catering Industry in China, *Tourism: New Theory, New Perspectives*, Vo. 3, Fudan University Press, Shanghai, China.
- ▶ **Shen Han, Yang Xiaohuan, Liu Hongbo.** (2011), Management of 2010 Shanghai World Expo, in Zhang et al., ed. *China's Tourism Development: Analysis and Forecast*, ISBN 978-7-5097-2282-4, Social Sciences Academic Press , China, 146–159.
- ▶ **Shen Han, Xiaohuan Yang, Hongbo Liu.**(2011), Detail operation of Shanghai world expo 2010. *Green book of China's tourism 2011*, (English Edition). Heide: China Outbound Tourism Research Institute.
- ▶ **Guo Yang, Shen Han.** (2011). System Establishment and Regulatory Policy Study of the New Tourism Industry Based on the Endogenous Ecology, *Ecological Economy*, 2011(4): 120–122, 129.
- ▶ **Shen Han, Guo Yang.** (2010). Study on Customer Satisfaction Index of Budget Hotels. *Consumer Economics* (CSSCI), (4): 30–33.
- ▶ **Shen Han.** (2010). Tourism development and policies analysis in Burma and Cambodia, in Zhang, ed. *Tourism development and policies analysis in North–East Asia and South–East Asia*, ISBN 978-7-5084-7506-6, Nankai University Press.

PUBLICATIONS:

- ▶ **Articles in Refereed Journals**
- ▶ **Shen Han.** (2009). Effects of Mass Media in Promoting Cities' Destination Image. in Zhang et al., ed. *Green Book of China's Tourism, No. 8*, ISBN978-7-5097-0770-8, Social Sciences Academic Press (China), 301-306.
- ▶ **Shen Han.** (2008). Asset Reorganization of State-Owned Hotels in China. in Zhang et al., ed. *Green Book of China's Tourism, No. 7*, ISBN978-7-5097-0128-7, Social Sciences Academic Press (China), 294-305.
- ▶ **Shen Han.** (2007). Product Innovation and Market Segmentation of Budget Hotels. *Tourism Tribune* (CSSCI), 22 (10): 40-43.
- ▶ **Shen Han.** (2007). Historical Development and Future Trends of Budget Hotel Sector in China. in Zhang et al., ed. *Green Book of China's Tourism*, ISBN978-7-8023-0648-6, Social Sciences Academic Press (China), 188-198.
- ▶ **Shen Han.** (2005). An Analysis of the Model of Tourist's Destination Selection and Purchase Decision, *Tourism Tribune* (CSSCI), 20(3): 43-47.
- ▶ Yang Jinsong, **Shen Han.** (2005). The Establishment of the Supervisory Institution of Tourism-Planning, *Journal of Guilin Institute of Tourism*, 16(1): 88-92
- ▶ **Shen Han.** (2005). Vertical Integration of Civil Aviation Groups in China and their Diversification Strategies in Tourism and Hotel Sectors. *Green Book of China's Tourism, No. 4, 2003-2005*, *Social Sciences Academic Press (China)*, 314-325
- ▶ **Shen Han.** (2005). Development of China Outbound Tourism, *New Economic Weekly*, 13(7): 78

PUBLICATIONS:

▶ BOOKS

- ▶ **Shen Han.** (2014). City Branding. *Dongbei University of Finance & Economics Press*, Dalian, China.
- ▶
- ▶ **Shen Han, Wu Bihu & Alastair M. Morrison.** (2012). Cross Culture Tourism in and Beyond Asia. ISBN978-7-89429-068-7, *Beijing Arts and Sciences Press*, Beijing, China.
- ▶
- ▶ **Shen Han.** (2010). Development of budget hotels in China: a dynamic analysis of the structural evolution. ISBN : 978-7561-4474-99, *Sichuan University Press*, Chengdu, China.
- ▶
- ▶ **Shen Han.** (2004). Tourism in China. ISBN 7-80148-602-1, *Xinxing Press*, Beijing, China.
- ▶
- ▶ **Zhang Guangrui, Song Rui, Ma Congling, Shen Han** (2004). Policy and Planning of Eco-tourism. ISBN978-7-3100-2291-5, *Nankai University Press*, Tianjin, China.

PUBLICATIONS:

- ▶ **Articles in Refereed Conference Proceedings**
- ▶ **Shen, H., Song, C., Zhang, Q., & Li, M.** Shaping Destination Images through SNS: A Case Study of the Destination Image of Singapore, *Proceedings of the Global Tourism & Hospitality Conference and Asia Tourism Forum*, Hong Kong, 18–20, May, 2014.
- ▶ **Lv, C., Shen, H*., Liu, S., & Xiao, H.** An Experimental Model of User-Generated Content on Tourists' Destination Choices, *Proceedings of the Global Tourism & Hospitality Conference and Asia Tourism Forum*, Hong Kong, 18–20, May, 2014.
- ▶ **Shen, H., Fan, S., Zhan, J., & Zhao, J.** A Study of the Perceived Value and Behavioral Intentions of Chinese Cruise Tourists, *Proceedings of the International Conference on Sustainable Tourism and Resilience in Urban Environments*, Hong Kong, 23–25, April, 2014.
- ▶ **Shen, H., Liu, X., & Zhao, J.** Job Satisfaction of Female Rural-urban Migrant Workers in Shanghai: An Observation in Hospitality Industry, *Proceedings of the International Conference on Sustainable Tourism and Resilience in Urban Environments*, Hong Kong, 23–25, April, 2014.
- ▶ **Wang, Y., Shen, H*., Zhu, X., & Hou, Y.** Shaping Destination Images through SNS: A Case Study of the Destination Image of Singapore, *Proceedings of the International Conference on Sustainable Tourism and Resilience in Urban Environments*, Hong Kong, 23–25, April, 2014.

PROFESSIONAL SERVICES:

Refereed Journal Reviewer

- ▶ Tourism Management (SSCI journal) (2010–now)
- ▶ Cornell Hospitality Quarterly (SSCI journal) (2010–now)
- ▶ International Journal of Contemporary Hospitality and Tourism Management (SSCI journal) (2008–now)
- ▶ Journal of Hospitality and Tourism Management (SSCI journal) (2010 – now)

Conference Organization and Development

- ▶ Scientific Committee Chair, the 5th ITSA Bi–annual Conference, Perth, Australia, 2014
- ▶ Co–Chair, the 4th ITSA Bi–annual Conference, Bali, Indonesia, 2012
- ▶ Co–Chair, the 3rd ITSA and 4th Tourism Outlook Conference, Malaysia, 2012
- ▶ Co–Chair, the 1st Tourism and City Development Symposium, Shanghai, China, 2012

PROFESSIONAL SERVICES:

Refereed Paper Review for Research Conferences

- ▶ Reviewer, paper review committee, the 11th ApacCHRIE Conference 2013, Macau
- ▶ Chair, paper review committee, the 4th ITSA Biannual Conference, 2012, Indonesia
- ▶ Chair, paper review committee, the 3rd ITSA and 4th Tourism Outlook Conference, 2010, Malaysia
- ▶ Editor-in-Chief, the proceedings of the 2010 Cross Cultural Tourism Conference
- ▶ Chair, paper review committee, Shangri-Lasia Tourism International Forum, 2010, Yunnan, China
- ▶ Reviewer, 2008 International Tourism Studies Association Bi-annual Conference, Shanghai

CONTACT INFO.

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