



## ***Dr. Chen Yinjiao***

*Department of Cross-Border E-Commerce | Assistant Professor*

### **Biography**

Dr.Chen Yinjiao is an Assistant Professor and master's supervisor. She has been a visiting scholar at Xiamen University. With 20 years of cross-sector experience in higher education, government and business, she focuses on interdisciplinary research integrating marketing with traditional Chinese culture.

Dr.Chen has long been engaged in education and teaching development. She has served as a course developer and lead instructor for *Professional Etiquette* in the national teaching resource database of the Ministry of Education, served as Editor-in-Chief of a national planning textbook for vocational education under the 14th Five-Year Plan, and led the development of a national-level online quality course.

She has a solid research record, having served as Principal Investigator for and participated in national-level and five provincial- and ministerial-level research projects, taken part in more than 20 research projects of various types, and published nearly 30 academic papers, including SSCI-indexed papers.

Since beginning her teaching career, she has provided training in employability development, etiquette-based aesthetic education and traditional culture communication to more than 100,000 teachers and students at over 30 higher education institutions across China. She has been named one of the Top Ten Influential Figures in Etiquette Culture Communication for five consecutive years, and has led the establishment of the Macao Chinese Etiquette Association, contributing to Macao's development and innovating aesthetic education models in higher education.

She created the Boli Academy, an etiquette application education programme, whose online classes have received nearly 30 million views and attracted over 300,000 users across the internet. She has actively promoted the implementation of etiquette-based aesthetic education courses in higher education institutions, reaching nearly 100,000 teachers and students, and is committed to the creative inheritance, promotion and communication of traditional Chinese culture, as well as the high-quality development of aesthetic education in higher education. Dr

Chen has also long been engaged in industry-education integration. She has provided knowledge dissemination services on etiquette literacy enhancement to more than 300 government agencies, enterprises and institutions. Drawing on practical experience to empower teaching, she has built an integrated teaching system combining theory, practice and literacy.

## Work Experience

- Jan 2025–Present Assistant Professor, Macau Millennium College
- Feb 2024–Present Part-time Research Faculty Member, Guangdong University of Science and Technology

## Education

- Jun 2004–Jun 2008 Bachelor's Degree in Human Resource Management, School of Economics and Management, South China Normal University
- May 2016–Jun 2018 Master's Degree in Executive Business Administration, School of Economics and Management, Southwest Jiaotong University
- Jul 2018–Jun 2023 Doctoral Degree in Business Administration, School of Business, Macau University of Science and Technology

## Research Interests

Her research sits at the intersection of management, communication studies and education. It focuses on three closely connected areas: the digital communication of culture, cultural consumption behaviour, and regional cultural governance, forming a coherent and sustained research agenda.

## Courses

Modern Trends in Tourism Service Marketing; Culture and Management Model

## Social Service

- Practice in the cultural, film and television industries: In 2021, she served as executive producer of *The Hope of the Spring*, a cinema film on youth entrepreneurship and motivation in the Greater Bay Area, contributing to the communication of youth entrepreneurship culture in the Greater Bay Area.
- Achievements in innovation and entrepreneurship guidance: In 2021, as an external

entrepreneurship mentor, she supervised the project *Applied Research on a New Form of Psychological Healing — Xinfang App*, which won second place in the GBA Online Hackathon 2021 Powered by Startup Salad.

## Honours and Awards

### Achievements in Teaching Development

- National-level online quality course: *Professional Etiquette* was recognised as a 2023 national-level online quality course for vocational education. Core development team member.
- *Professional Etiquette(Third Edition)*, for which she served as principal investigator or participated in compiling, was selected as a national planning textbook for vocational education under the 14th Five-Year Plan and published by Higher Education Press. As the core supporting textbook for a national-level online quality course in vocational education, it provides standardised and systematic teaching resources for etiquette courses at vocational institutions.
- Provincial-level key continuing education course: *Winning in the Workplace through Etiquette — Professional Etiquette* was selected for the Guangdong Continuing Education Quality Improvement Project in 2023. Core member.
- Provincial-level featured demonstration MOOC: The MOOC *Winning in the Workplace through Etiquette — Professional Etiquette*, for which she was responsible for course development and teaching, was recognised as a 2022 Guangdong provincial featured demonstration course on employment and entrepreneurship in higher education, and was included in the first batch of courses launched on the Smart Education Platform.
- Featured course development: Dr Chen independently developed and taught the course *Comprehensive Competence Development for University Students*, focusing on the enhancement of core employability competencies among university students. The course was officially launched in 2020.

## Research Achievements

### Foreign Journal and Conference Papers

1. From Certainty to Doubt: The Impact of Streamers' Expression Certainty on Consumer Purchase Behavior in Live-Stream E-Commerce. *Journal of Theoretical and Applied Electronic Commerce Research*, 2025. SSCI Q1 Journal (IF=5.1), First Author.
2. Huo J, Gong L, Xi Y, Chen YJ, Chen DN, Yang Q. Mind the voice! The effect of service robot voice vividness on service failure tolerance. *Journal of Travel & Tourism Marketing*, 2025, 42(1): 1-19. JCR Indexed Journal, Co-author.
3. Whose Voice Works Better? How Corporations and Entrepreneurs Generate Social Media Content and Shape Consumer Engagement. The 25th Wuhan International Conference on

E-Business (WHICEB 2026), 2026. Accepted, recommended for SSCI/EI indexed journal publication, First author.

4. Knowledge Graph-Driven Intelligent Matching Method for Health and Wellness Research Services Targeting Elderly Users. Proceedings of the 3rd International Conference on Machine Intelligence and Digital Applications (MIDA 2026), 2025. EI Indexed Conference Paper, 6th Author.

5. The Influence of Brand Storytelling Strategies of Chinese Time-Honored Brands on Young Consumers' Brand Loyalty in the E-Commerce Context. Proceedings of the International Conference on Engineering Management, Computer Applications, and Supply Chain (EMCAS 2025), 2025. EI Compendex & Scopus Indexed Core Conference Paper, First Author.

6. Chen, Y., & Zhu, W. Research on customer relational bonds, affective commitment and payment intention for online education platform of traditional culture Based on the moderation of cultural identity. SHS Web of Conferences, 2022, Vol. 151, Article 01027. EI Indexed Conference Paper, First Author.

### **Chinese General Journal Papers**

1. A Study of Customer Relational Bonds, Affective Commitment and Payment Intention for Online Education Platforms of Traditional Culture. Journal of Macao Management Science, (1): 150–163 (2022).

2. What Temperature Is More Suitable for Nostalgia? A Study of the Mechanism of the Effect of Temperature on Preferences for Nostalgic Advertising. CMIC 2021 (2021).

3. A Study of Factors Influencing Acceptance of Paid Knowledge for Etiquette Courses in the Internet Context. Hongdou Education, (29): 1 (2021).

4. Employment Problems and Countermeasures for Graduates from Financially Disadvantaged Families in Higher Vocational Colleges. Human Resource Development, (4): 159 (2016). 5. An Exploration of the Informatization of Human Resource Management in Higher Education Institutions. Time Report, (7): 160 (2016).

6. A Brief Discussion of Innovation in Enterprise Human Resource Management. Charming China, (4): 81 (2016).

7. An Investigation and Analysis of the Current Situation of National Student Loans in Remote Areas and Improvement Measures: A Case Study of Puning. Youth and Society, (10): 244 (2014).

8. A Brief Discussion of the Current State of Integrity among Contemporary University Students and Countermeasures. Speed Reading, (12): 308 (2014).

9. A Brief Analysis of the Guiding Role of the National Innovation Fund for Technology-Based SMEs. Corporate Culture, (6): 88 (2013).

10. Reflections on Cultivating the Practical Ability of Graduates from Higher Vocational Colleges. Science & Technology Information (Science Education and Research), (13): 183 (2007).

## **Research Projects Undertaken by Dr Chen Yinjiao as Principal Investigator or Participant**

### **I. Projects Undertaken by Dr Chen Yinjiao as Principal Investigator**

1. Research and Practice on a University-Enterprise Collaborative Innovation Model for Etiquette-Based Education: A Case Study of Higher Vocational Colleges in the Guangdong-Hong Kong-Macao Greater Bay Area (ZJS202007059), a project under Research and Practice on Chinese Civilisation *Etiquette Education in Vocational Institutions of the China Vocational Education Association*. Approved in 2020. Principal Investigator. Completed.

### **II. Projects Undertaken by Dr Chen Yinjiao as Participant**

#### **i. National-level projects**

1. Construction of the Port and Shipping Management Professional Resource Library (2019-69), a professional teaching resource library project of the Ministry of Education. Approved in 2019. Major participant. Completed.

2. Research on Innovative Practice in the Progressive Construction of an “Internet+” Marketing Course Group (201702184033), an industry-academia collaborative education project of the Ministry of Education. Approved in 2017. Major participant. Completed.

#### **ii. Provincial- and ministerial-level projects**

1. Research on the Mechanism for Promoting Green Consumption through Rural Tourism, a 2024 project under the Guangdong Provincial Philosophy and Social Sciences 14th Five-Year Plan. Approved in 2024. Core Member. Completed.

2. Reform and Practice of the “Five-in-One” Curriculum Ideological and Political Education Model for *Winning in the Workplace through Etiquette — Professional Etiquette* (KCSZ2024194), a Guangdong provincial quality continuing education online course and provincial demonstration course for curriculum ideological and political education. Approved in 2024. Ranked 3rd. Completed.

3. Research on the Dynamic Mechanisms and Multilevel Effects of Flexible Work Models in Entrepreneurial Enterprises under the New Development Philosophy (FJ2022BF036), a Fujian Social Science Foundation Project. Approved in 2022. Ranked 2nd. Completed.

4. Research on Zhuhai Citizens’ Urban Identity and Sense of Belonging Based on Urban Development Cohesion: A Case Study of Jinwan District (14gdcsr04), a project of the Guangdong International Social Responsibility. Approved in 2014. Major participant. Completed.

5. Construction of a Financial Maker Cultivation System in Universities in the Guangdong-Hong Kong-Macao Greater Bay Area, a Guangdong higher education teaching research and reform project. Approved in 2021. Major participant. Completed.

6. Applied Research on a New Form of Psychological Healing: A Case Study of Xinfang App (pdjh2021b0641), a Guangdong Science and Technology Innovation Strategy Special Fund Project. Approved in 2021. Major participant. Completed.

### **iii. Municipal-, departmental- and association-level projects**

1. Research on the Influencing Mechanism and Dynamic Evolution of University Students' Entrepreneurial Behaviour in the Context of "Internet+" Entrepreneurship Education (IEECKT202121), a research project of the China Association of Higher Education. Approved in 2021. Major participant. Completed.

2. Research on the Classified and Stratified Development and Evaluation of Higher Education in the Guangdong-Hong Kong-Macao Greater Bay Area (2021GZZC26), a Guangzhou education policy research project. Approved in 2021. Major participant. Completed.

3. Research on Paths to Enhancing Local Integration, Identity and Sense of Belonging among Migrant Workers in Jinwan District (201407), a project of the Zhuhai Jinwan District Federation of Social Sciences. Approved in 2014. Major participant. Completed.

4. Research on Zhuhai Citizens' Urban Identity and Sense of Belonging Based on Urban Development Cohesion: A Case Study of Jinwan District (14gdcsr04), a project of the Guangdong International Social Responsibility. Approved in 2014. Major participant. Completed.

### **Textbook Publication**

Participated as Associate Editor-in-Chief in compiling *Professional Etiquette (Third Edition)*, a national planning textbook for vocational education under the 14th Five-Year Plan. Published by Higher Education Press, the textbook is a supporting textbook for a national-level online quality course in vocational education.