

CURRICULUM VITAE

Jie Yang

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Education

Bachelor of Arts, Central China Normal University, Hubei, China, 2019

Master of Arts in International Media and Communication, Hokkaido University, Hokkaido, Japan, 2023

Ph.D., Hokkaido University, Hokkaido, Japan, 2026

Research Interests

Tourism marketing, smart tourism, consumer behavior

Journal Articles

- [Yang, J.](#), & Jang, J. (2025). How Mobile Payment Use and Digital Literacy Shape Japanese Tourists' Satisfaction: Insights from Innovation-Related Theories. *Journal of Smart Tourism*. Advance online publication.
- [Yang, J.](#), & Kwon, Y. (2024). Are digital content subscription services still thriving? Analyzing the conflict between innovation adoption and resistance. *Journal of Innovation & Knowledge*, 9(4), 100581. pp. 1-11.
- [Yang, J.](#) (2022). An empirical study on privacy concerns of QR code payment users. *Japan Marketing Academy Conference Proceedings*, (11), 237-243. (in Japanese)
- [Yang, J.](#) (2022). The 'privacy paradox' in Japan's cashless society: An empirical study of Japanese mobile payment users. *The Journal of International Media, Communication, and Tourism Studies*, (35), 73-93.

Regular courses at the University of Shizuoka

School of Management and Informatics

- Tourism Industry
- Management & Human Resources Development for Tourism Business

Graduate School of Management and Information of Innovation

- Advanced Study in Tourism Industry