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### **Background**

※Ph.D in management, Rajamangala university of technology Rattanakosion, Thailand.

※Ph.D Candidate in Eastern Language, Faculty of Humanities, Kasetsart University, Bangkok 10900, Thailand

※Master of arts in Applied linguistics, Shandong normal university, China.

※Bachelor of arts in Secretary Education, Changzhi university, China.

**Language spoken: English (excellent) / Chinese (excellent)**

### **List of parent disciplines**

Fundamentals of Management,

Advanced Research Methodology,

Language industry,

Tourism and technology management,

Education management,

Culture and gender,

Online education management,

Behavior science,

Creative industry.

Google scholar profile:

[https://scholar.google.com.hk/citations?hl=zhCN&user=1EHTa\\_UAAAAJ&view\\_op=list\\_works&sortby=pubdate](https://scholar.google.com.hk/citations?hl=zhCN&user=1EHTa_UAAAAJ&view_op=list_works&sortby=pubdate)

## 2025 Publication

**Jiang, S.,** Gao, J., Chen, J., & Zhao, X. (2025). How Does Digital Inclusive Finance Affect Agricultural Productive Services?—An Economic Model in the Chinese Context. *Sustainability* (2071-1050), 17(2), 475. <https://doi.org/10.3390/su17020475>

Du, L., & **Jiang, S.** (2025). Enhancing Green Food Consumption Intentions Among Chinese Generation X: Integrating Environmental Values and Self-Identity into the Theory of Planned Behavior. *Sustainability*, 17(7), 2942. <https://doi.org/10.3390/su17072942>

Zhang, X., Wang, H., & **Jiang, S.** (2025). Spatiotemporal evolution and driving factors of green energy efficiency in Jiangsu Province: a sustainable development perspective. *Frontiers in Environmental Science*, 13, 1558446. <https://doi.org/10.3389/fenvs.2025.1558446>

Qian Li and **Songyu Jiang** (2025). Perceptual service robot attributes affecting customer value co-creation intention in luxury hotels industry. *Innovative Marketing*, 21(1), 89-104. [doi:10.21511/im.21\(1\).2025.08](https://doi.org/10.21511/im.21(1).2025.08)

Zhang, Y., and Jiang, S. (2025). Pro-environmental personal norms and subjective norms related to AI-driven green entrepreneurship intention: A qualitative insight to explore students in higher education institutions. *African Educational Research Journal*, 13(1), 83-99.

Wang, F., and Jiang, S. (2025). Adopting AI-powered chatbots for academic performance: A qualitative model based on grounded theory approach. *African Educational Research Journal*, 13(1), 52-64.

Zhang, H., Deepasert, J., and Jiang, S. (2025). Online social capital affecting digital entrepreneurial intention of public university students in Shanxi, China. *African Educational Research Journal*, 13(1), 23-35.

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Liu, C., Jiang, S., & Phakdeephirot, N. (2025). Exploring Entrepreneurial Behavior in Rural Areas: Evidence from Private Higher Education Institutions in Henan Province, China. *Jurnal Ekuisci*, 2(4), 248-278.

Cheng, J., Jiang, S., & Phakdeephirot, N. (2025). Thailand as a Tourism Destination: Factors Influencing Wellness Tourism Intentions of Chinese Older Adults. *Jurnal Toursi*, 2(4), 269-300.

Wang, X., & Jiang, S. (2025). Short Video Affecting Young People's Intention to Travel To Sichuan as a Destination. *Jurnal Toursi*, 2(4), 301-318.

## 2024 Publications

Zhao, X., Zeng, B., Zhao, X., Zeng, S., & **Jiang, S.** (2024). Impact of green finance on green energy efficiency: a pathway to sustainable development in China. *Journal of Cleaner Production*, 450, 141943. <https://doi.org/10.1016/j.jclepro.2024.141943>

Pu, R., Dong, R.K. & Jiang, S. Toward the Education for Sustainable Development (ESD): Digital

leadership and knowledge-sharing behavior on the higher education institutional change. *Educ Inf Technol* (2024). <https://doi.org/10.1007/s10639-024-13247-0>

Zhu, H., & Jiang, S. (2024). Navigating urban sustainable development: Exploring the impact of low carbon policies on the urban ecological carrying capacity. *Journal of Cleaner Production*, 469, 143162. <https://doi.org/10.1016/j.jclepro.2024.143162>

Zhao, X., Ke, X., Jiang, S., & You, X. (2024). Exploring the dynamics of urban energy efficiency in China: A double machine learning analysis of green finance influence. *Environmental Technology & Innovation*, 35, 103653. <https://doi.org/10.1016/j.eti.2024.103653>

Xiao, C., Deeprasert, J., & Jiang, S. (2024). Tourism Crisis Events Affecting Intention towards Forest-Based Health Tourism: A Structural Equation Model. *Forests*, 15(8), 1324. <https://doi.org/10.3390/f15081324>

Zhu, H., Zheng, Q., & Jiang, S. (2024). Bi-Level Energy Optimization for Social Welfare and Sustainability in Multi-Area Microgrids. *Computers and Electrical Engineering*, 118, 109440. <https://doi.org/10.1016/j.compeleceng.2024.109440>

Zhao, X., Ke, X., & Jiang, S. (2024). Spatial impact of green finance reform pilot zones on environmental efficiency: A pathway to mitigating China's energy trilemma. *Energy*, 312, 133602. <https://doi.org/10.1016/j.energy.2024.133602>

Zhu, H., Jiang, S., & Zhao, X. (2024). Spatial-Temporal Evolution and Determinants of Green Economy Efficiency: An Integrated Analytical Approach. *Sustainable Futures*, 8, 100359. <https://doi.org/10.1016/j.sftr.2024.10035>

Zhu, H., & Jiang, S. (2024). Innovating for cleaner skies: A study on the impact of China's national innovation demonstration zones on urban air quality from the perspective of energy consumption. *Energy Strategy Reviews*, 54, 101438. <https://doi.org/10.1016/j.esr.2024.101438>

Zhang, J., Ke, X., & Jiang, S. (2024). A structural equation model to access the regional public brands of agricultural products: Case of Chinese Yingde black tea. *PloS one*, 19(9), e0310722. <https://doi.org/10.1371/journal.pone.0310722>

Cheng Zhang, Jirawan Deeprasert and Songyu Jiang (2024). Psychological contract and turnover intention in luxury hotels. *Problems and Perspectives in Management*, 22(3), 80-95. [doi:10.21511/ppm.22\(3\).2024.07](https://doi.org/10.21511/ppm.22(3).2024.07)

Lingzhi Liu, Jirawan Deeprasert and Songyu Jiang (2024). Factors affecting bridge employment behavior: Surveying Chinese older adults as anchors in social media. *Problems and Perspectives in Management*, 22(4), 108-124. [doi:10.21511/ppm.22\(4\).2024.09](https://doi.org/10.21511/ppm.22(4).2024.09)

Fu, J., & Jiang, S. (2024). Using the Information Systems Success Model to Predict Factors Affecting Intention to Adopt Blended Learning in Physical Education. *Revista de Psicología del Deporte (Journal of Sport Psychology)*, 33(2), 444-457.

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Yu, C., Xu, L., Zhu, H., & Jiang, S. (2024). Assessing Intentions to Select Chengdu as a Sports Tourism Destination: Role of Perceived Value and Destination Image of Sports Events. *Revista de Psicología del Deporte (Journal of Sport Psychology)*, 33(3), 350-362.

Kang, Y., & Jiang, S. (2024). A Qualitative Analysis of the Motivations for Chinese Gay Tourists Choosing Thailand as a Destination: A Grounded Theory Approach. *Journal of Ecohumanism*, 3(3), 1177-1195.

Liu, Q., Deeprasert, J., & Jiang, S. (2024). Cultural Identity, Experience Quality and Revisit Intention to

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- Yu, H., Deeprasert, J., & Jiang, S. Factors Influencing Tourists' Intentions to Revisit Yunnan's Folk Tourism Destinations. (2024), 22(2): 17643-17666 <https://doi.org/10.57239/PJLSS-2024-22.2.00128617643>
- Li, Q., & Jiang, S. Path Analysis of the Impact of Perceived Attributes of Service Robots on Customer Experience: A Case Study of Luxury Hotels in Shanghai. (2024), 22(2): 6367-6377 <https://doi.org/10.57239/PJLSS-2024-22.2.004806367>
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- Zhao, Y., & Jiang, S. (2024). Strategies for Enhancing Digital Ability Towards Chinese as a Foreign Language Teacher: A Text Analysis-Based Approach. *Rajapark International Journal*, 1(2), 1-8.
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