



Dr I-Chieh Michelle Yang

Lecturer, Department of Marketing
Monash Business School
Monash University Malaysia

Academic Background

- **Doctor of Philosophy (Ph.D.)** 2020
Specialization: Marketing
Monash University
- **Honours Degree in Bachelor of Business & Commerce** 2015
First Class
Specialization: Management
Monash University
- **Bachelor of Business & Commerce** 2014
Specialization: Management & Marketing
Monash University
- **Bachelor of Communications** 2014
Specialization: Communications & International Studies
Monash University
- **Global Business** 2014
Spring Exchange
Akita International University, Japan

Academic Awards & Honours

- **Monash University Merit Scholarship Award** 2016
Monash University
- **Dean's Honours List Award** 2015
Monash University
- **Best Student Award** 2015
Honours Degree in Bachelor of Business & Commerce
Monash University
- **Best Thesis Award** 2015
Honours Degree in Bachelor of Business & Commerce
Monash University
- **Monash University Degree by Research Scholarship** 2015
Honours Degree in Bachelor of Business & Commerce
Monash University
- **Dean's List Award** 2014
Akita International University, Japan

Teaching Awards

- **Purple Letter (Outstanding Unit Evaluation)** 2019
Semester 2, 2019 (4.73 out of 5), top 9.1% in Monash University
Monash University
- **Purple Letter (Outstanding Unit Evaluation)** 2019
Semester 1, 2019 (4.72 out of 5), top 7.3% in Monash University
Monash University
- **Purple Letter (Outstanding Unit Evaluation)** 2018
Semester 2, 2018 (4.83 out of 5), top 9% in Monash University
Monash University

Research Interest

- Consumer Culture
- National Identity
- Tourism Marketing
- Consumer Behaviour

Publications

Refereed Journal Article

- **Yang, I.C.M.**, French, J., Lee, C. & Watabe, M. (forthcoming). “The Symbolism of Tourism in National Identity”, *Annals of Tourism Research* (ABDC: **A*** | SJR: **Q1**)
- **Yang, I.C.M.**, French, J., Lee, LM.Q. & Shrestha, K.M. (forthcoming). “An Institutional Isomorphism Perspective of Tourism Impact”, *Annals of Tourism Research* (ABDC: **A*** | SJR: **Q1**)
- **Yang, I.C.M.** (2020), “A Journey of Hope: An Institutional Perspective of Japanese Outbound Reproductive Tourism”, *Current Issues in Tourism*, 23(1), pp. 52-67. (ABDC: **A** | SJR: **Q1**)

Book Chapter

- **Yang, I-Chieh Michelle**, Juliana French and Christina Lee (forthcoming). “Century of Humiliation and Consumer Culture: The Making of National Identity”. In Belk, R. & Minowa, Y. (Eds.), *Consumer Culture Theory in Asia: History and Contemporary Issues* (Ed.). Routledge.

Conference Proceeding & Presentation

- **Yang, I.C.M.**, French, J. & Ismail, A.S. (forthcoming). *Tradition Versus Postmodernity: The Politicization of Shark’s Fin Consumption in Asia*. In G. Patsiaouras, J. Fitchett & A.J. Earley (Eds.), *Research in Consumer Culture Theory* (Vol 3), Proceeding of the 10th Consumer Culture Theory Conference, Leicester, United Kingdom.
- **Yang, I.C.M.**, Watabe, M. & Lee, C. (forthcoming). *Giri and Jō: The Role of Offline Cultural Logic in the Accumulation of Online Social Capital*. In G. Patsiaouras, J. Fitchett & A.J. Earley (Eds.), *Research in Consumer Culture Theory* (Vol 3), Proceeding of the 10th Consumer Culture Theory Conference, Leicester, United Kingdom.
- **Yang, I.C.M.** & French, J. (forthcoming). *The Nation as a Polit-Brand Community: Perspectives from China*. In G. Patsiaouras, J. Fitchett & A.J. Earley (Eds.), *Research in Consumer Culture Theory* (Vol 3), Proceeding of the 10th Consumer Culture Theory Conference, Leicester, United Kingdom.
- Lim, Y.W., **Yang, I.C.M.** & French, J. (forthcoming). *Food and Identities: Continuity and Transformation among Malaysian Chinese*. In G. Patsiaouras, J. Fitchett & A.J. Earley (Eds.),

- Research in Consumer Culture Theory (Vol 3), Proceeding of the 10th Consumer Culture Theory Conference, Leicester, United Kingdom.
- Ismail, A.S., French, J. & **Yang, I.C.M.** (forthcoming). *Institutional Intersectionality in Framing “The Woman Question” in Malaysia*. In G. Patsiaouras, J. Fitchett & A.J. Earley (Eds.), Research in Consumer Culture Theory (Vol 3), Proceeding of the 10th Consumer Culture Theory Conference, Leicester, United Kingdom.
 - **Yang, I.C.M.**, Lee, C. & French, J. (2020). *From Sick Man to Strong Man of Asia: Consumer Culture and National Identity in China*. In M-A, Parmentier & Z. Arsel (Eds.), Research in Consumer Culture Theory (Vol. 2) (pp. 21-28), Proceeding of the 9th Consumer Culture Theory Conference, Montréal, Canada.
 - **Yang, I.C.M.** & Chew, E.Y.T. (2015). *Travel Motivation in Medical Tourism in Malaysia: The Case of Singaporean Medical Tourists*. Paper Presented at the 29th Australia and New Zealand Academy of Management Conference, Christchurch, New Zealand.

Academic Service

Reviewer

- 10th Consumer Culture Theory Conference (2020)