



Ye (Sandy) Shen is an Assistant Professor in the Department of Experience Industry Management at California Polytechnic State University, San Luis Obispo. She completed her PhD in Management at the University of Guelph and received her master's degree in urban and regional planning at Peking University. Sandy also studied hotel and tourism management at the Hong Kong Polytechnic University. She specializes in tourism experience design, experiential marketing, and technology applications in tourism and hospitality.