



YI XUAN ONG

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Yi Xuan Ong is a first year Doctoral candidate in the Graduate School of International Media, Communications and Tourism Studies, Hokkaido University. She comes from Singapore, graduated with a Bachelor's Degree in Geography from the National University of Singapore. She recently graduated with a Master's Degree in International Media and Communications from Hokkaido University.

Yi Xuan's current research focus includes: social media influencer destination marketing, online travel information behavior, self-congruity and generation difference of consumers of the digital age. She also has interests in the power of food documentaries on Netflix on food and content tourism. She is currently active in a multi-national group project in Hokkaido University on online travel information processing and COVID-19.

EDUCATION

MS Hokkaido University, International Media and Communications
March 2020

Thesis: Effectiveness Study of Social Media Influencer (SMI)
Marketing – A Case Study on Hokkaido Tourism Organization
Advisor: Professor Naoya Ito

BS National University of Singapore, Geography June 2014
Graduated Second Upper Honors

HONORS AND AWARD

Valedictorian (地球は舞台賞—学術部門) 2020

Awarded with one of the two top student award in her cohort for academic contributions in international conferences and publications.

PhD Proposal – Second Place 2020

Awarded second place for her PhD Proposal (Social Media Influencers for Destination Marketing – Application of the Self-Congruity Theory on Generational and Cross-Cultural Comparison.) in the PhD workshop organized by IFITT in ENTER2020@Surrey.

Best Paper Award 2019

Awarded one of the two Best Paper Award in Asia Pacific Tourism Association Conference, held in Danang, Vietnam on 1-4 July 2019 for the paper titled “Do You Still Want To Go?” Effects of Scandal to Social Media Influencer-Marketed Destination

MEXT Scholarship 2017-current

Was awarded with Japan’s Ministry of Education, Culture, Sports, Science & Technology scholarship under embassy recommendation.

RESEARCH EXPERIENCE

Hokkaido University COVID-19-Tourism Project 2020

Advisor: Professor Naoya Ito

- In charge of the Singapore questionnaire collection

Hokkaido University Travel Information Project 2019

Advisor: Professor Naoya Ito

- In charge of the Singapore questionnaire collection

TEACHING EXPERIENCE

Hokkaido University, Sapporo, Japan Oct 2018 to Current

Teaching Assistant

- Teaching Assistant for foreign language e-learning classes (English II and French II), an undergraduate course averaging 200 students per semester
- Assisted the teachers on class maintenance, providing lesson guidance and test grading.

PUBLICATIONS

Conference Papers

(Peer-Reviewed)

As first author:

Ong, Y. X. & Ito, N. (2019). "I Want to Go There Too!" Evaluating Social Media Influencer Marketing Effectiveness: A Case Study of Hokkaido's DMO. In *Information and Communication Technologies in Tourism 2019*, 132-144. Cham: Springer.

Ong, Y. X. & Ito, N. (2019). "Do You Still Want To Go?" Effects of Scandal to Social Media Influencer Marketed-Destination. In *Conference Proceedings for 25th Asia Pacific Tourism Association Conference*, 97-106. APTA, Busan. (Awarded Best Paper)

As second author:

Li, S. R., Ong, Y. X., & Ito, N. (2020). Credibility in Question: Travel Information Adoption Among Chinese Consumers in Canada and Singapore. In: Neidhardt J., Wörndl W. (Eds.), *Information and Communication Technologies in Tourism 2020*. Springer.

Working Proposals

(Peer-Reviewed)

Ong, Y. X. (2020) Social Media Influencers for Destination Marketing – Application of the Self-Congruity Theory on Generational and Cross-Cultural Comparison. To be published in: *Proceedings of PhD Workshop, ENTER2020 @Surrey*. (Awarded 2nd Place)

PRESENTATIONS AND INVITED LECTURES

Paper Presentations (in Conferences):

"Are you influenced?" – Evaluating Hokkaido DMO's Social Media Influencer Marketing, 第15回観光情報学会全国大会, 30 June, 2018.

"I Want to Go There Too!" Evaluating Social Media Influencer Marketing Effectiveness: A Case Study of Hokkaido's DMO, ENTER2019@NICOSIA, 30 January, 2019.

“Do You Still Want To Go?” Effects of Scandal to Social Media Influencer Marketed-Destination, Asia Pacific Tourism Association, 1 July, 2019.

Social Media Influencers for Destination Marketing – Application of the Self-Congruity Theory on Generational and Cross-Cultural Comparison. ENTER2020@SURREY, 7 January, 2020.

Paper Presentations (in School):

Effects of Scandal to Social Media Influencer Marketed-Destination, 情報文化学会, 25 May, 2019.

Do You Still Want To Go?” Effects of Scandal to Social Media Influencer Marketed-Destination, Introduction to APAC Chapter of TTRA, 9 December, 2019.

Invited Lectures:

Effects of Scandal to Social Media Influencer Marketed-Destination, 情報戦略演習, 15 May, 2019.

Curriculum-related Presentations:

Effectiveness Study of Social Media Influencer (SMI) Marketing – A Case Study of Hokkaido Tourism in 情報戦略論演習, 4 July, 2018

Effectiveness Study of Social Media Influencer (SMI) Marketing – A Case Study of Hokkaido Tourism in 社会調査方法論演習 II, 23 January, 2019.

Effectiveness Study of Social Media Influencer (SMI) Marketing – A Case Study of Hokkaido Tourism in 修士1年末発表, 1 March 2019.

Effectiveness Study of Social Media Influencer (SMI) Marketing – A Case Study of Hokkaido Tourism in 中間発表, 17 July, 2019.