

RESEARCH ON ECONOMICS AND MANAGEMENT SCIENCE

Vol. 1 No. 1 (2025)



HONG KONG RESEARCH INSTITUTE OF
HUMANITIES AND SOCIAL SCIENCES



WISVORA

ISSN 3079-2118



HONG KONG RESEARCH INSTITUTE OF
HUMANITIES AND SOCIAL SCIENCES

Research on Economics and Management Science

Hosted by: Hong Kong Research Institute of Humanities and Social Sciences

Published by: WISVORA Publishing

Editor-in-Chief

Li Zhaoqi – Gachon University, College of Business Administration, South Korea

Co-Editor-in-Chief

Ke Zhang – Kyung Hee University

Kecun Chen – Seokyeong University

Due to space limitations, other editorial information can be found on the official website or by scanning the QR code below.

<https://ac.wisvora.com/index.php/remss/index>

Research on Economics and Management Science © 2025 is licensed under **CC BY 4.0**



D07,8/F KAI TAK FTY BLDG, NO. 99 KING FUK ST SAN POKONG, HONG KONG

Email: jem@wisvora.com



TABLE OF CONTENTS

Examining the Effects of Virtual Reality Travel on Tourist Happiness and Travel Intentions Using Extended Stimulus-Organism-Response Theory: The Perspective of Chinese Tourists – Qian Zhang, Zhaoqi Li 1–20

The Effect of Professional Identity on Customer Orientation among Chinese Estheticians: A Moderated Mediation Model – Sun A Kim, Zhaoqi Li 21–37

The Double-Edged Impact of Ambidextrous Leadership: A Dual-Path Moderated Mediation Model of Challenge and Hindrance Stress on Work Disengagement – Ke Zhang, Zhaoqi Li 38–54

Research on Host Residents' Support for Major Events: Validation of a Mediation Model Based on the Hangzhou Asian Games – Yihan Liu, Xu Jin Yang, Yongxi Wang, Qingshan Liu 55–72

Entrepreneurial Motivations and ESG Performance: Evidence from Automobile Companies Listed on the Chinese Stock Exchange – Jun Cui 73–91

Using Zijin Mining as a Case Study, the 3D-IDPT Model in the Study of HRM Influencing Factors – Jiaren Li 92–109

Risk Management Practices and Challenges in Publishing Enterprises – Chutong Wang, Wei Zhou 110–121

Catalysts of Change: A Comprehensive Review of Event System Theory in Organizational Dynamic–Yurun Liu 122–133