

Yide Liu



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Fields
ACT305 Accounting Information Systems
MKT411 Innovation and Entrepreneur

Education

2006-2010 Beihang University
2002-2006 Northeastern University (China)

Experience

2011- MUST/Associate Professor/Assistant Professor/Lecturer
2008-2010 Carleton University/Visiting Scholar

Research

Zhao, Y.; Liu, Y.; Lai, I.; Zhang, H.; Zhang, Y. The Impacts of Attitudes and Engagement on Electronic Word of Mouth (eWOM) of Mobile Sensor Computing Applications. *Sensors* 2016, 16, 391

Conference papers

David Cray, James Doyle, Louise Heslop, Alex Ramirez and Yide Liu, "The Effect of Culture on Attitudes toward Blogs and Bloggers" (2012). 2012MBAA International Conference.

Membership of Academic Associations and community service

Research Fellow, World Ethics Institute, Peking University
Conference Local Chair: 9th International Conference on PLS and Related Methods (PLS'17)