



Yu Jing, Jasper
Lecturer

| <u>Areas of Research Expertise</u> | <u>Areas of Teaching Expertise</u> |
|--|---|
| <ul style="list-style-type: none"> ● Emerging Technologies and Customer Experience ● Sustainable Tourism ● Business Analytics | <ul style="list-style-type: none"> ● Consumer/Tourist Behavior Patterns ● Research Methods ● Financial Management in Tourism and Hospitality |

Qualifications

[Academic Qualifications]

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|---------------------------|---|
| Ph.D. (2023/Estimated) | Department of Integrated Resort and Tourism Management/ University of Macau |
| Master (2018) | Department of Electronic Commerce/ Zhejiang University of Finance & Economics |
| Beachelor (2014) | Department of Accounting/ Guilin University of Technology |

[Professional Qualifications]

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|--------------|---|
| 2023-Present | Lecturer/ Faculty of Hospitality and Tourism Management/ Macau University of Science and Technology |
| 2018-2023 | Teaching Assistant/ Faculty of Business Administration/ University of Macau |
| 2018-2023 | Research Assistant/ Faculty of Business Administration/ University of Macau |
| 2017 | Consultant/ China Huaxin Post & Telecom Technologies Co Ltd |
| 2016 | Consultant/ Pan-China Certified Public Accountants LLP |

[Editorial Experience]

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| Ad-hoc reviewer, International Journal of Hospitality Management, SSCI | 2020-Present |
| Ad-hoc reviewer, Journal of Hospitality & Tourism Research, SSCI | 2022-Present |

[Professional Membership]

Travel and Tourism Research Association (TTRA)
Council on Hotel, Restaurant, and Institutional Education (ICHRIE)

[Awards Received]

Best Paper Award (2023). The 21st Asia-Pacific CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, May. 2023

Research & Publications

[Journal Articles]

Liu, X., **Yu, J.**, Guo, Q., & Li, J. (2022). Employee engagement, its antecedents and effects on business performance in hospitality industry: a multilevel analysis. *International Journal of Contemporary Hospitality Management*, 34(12), 4631-4652. **(SSCI)**

Truong, D., Liu, X., & **Yu, J.** (2020). Mixed methods research in tourism and hospitality journals. *International Journal of Contemporary Hospitality Management*, 32(4), 1563-1579. **(SSCI)**

Chen, Y., **Yu, J.**, Yang, S., & Wei, J. (2018). Consumer's intention to use self-service parcel delivery service in online retailing. *Internet Research*, 28(2), 500-519. **(SCIE/SSCI)**

[Conference Papers]

Yu, J., Liu, G. (2023). Disentangling the dynamics of Ecogamification platforms: A triadic perspective. Paper presented by APacCHRIE 2023, Clark, Philippines. **(Best Paper Award)**.

Yu, J., Liu, X. & Li, J. (2023). Robot service recovery: A customer empowerment perspective. Paper presented at the 7th Thought Leaders' Conference of Marketing Science and Innovation (MSI 2023) & Internet Research Special Issue Academic Conference, Shanghai, China.

Yu, J., Liu, X. & Li, J. (2023). Just Being There Matters: Customer Responses to Robot's Physical Presence After Service Failure. Paper presented at the 4th Conference on Managing Tourism Across Continents – Tourism for a Better World (MTCON'23), Istanbul, Turkey.

Yu, J., & Liu, X. (2019). Customer engagement, its antecedents and effects on corporate performance in hospitality industry: A multilevel analysis. Paper presented at the 2019 Travel and Tourism Research Association Canada Chapter Conference, Saskatoon, Canada.