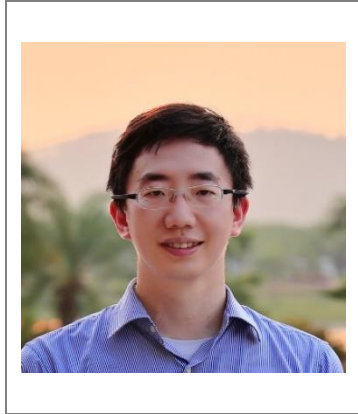


# Liu Yide



**Title :** Professor  
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Yide Liu focuses on innovation management research. His research was published in academic journals including Journal of Business Research, International Journal of Contemporary Hospitality Management, Internet Research, etc. Clarivate Analytics has listed two of his research as highly cited and hot papers. Yide Liu co-chaired a series of international conferences on innovation, information systems and quantitative methods.

Yide Liu provided technical consulting services to multiple firms. He has served as the Chief Operating Officer for one emerging growth technology company. He has been awarded the title of "Outstanding Innovation and Entrepreneurship Mentor" in China International College Students' "Internet+" Innovation and Entrepreneurship Competition.

## **Academic Qualification**

- Beihang University Ph.D. 2011
- Northeastern University (China) Bachelor 2006

## **Working Experience**

- 2011-present Lecturer / Assistant Professor / Associate Professor / Professor, MUST

## **Teaching Activities**

- DBMZ03 Information Systems for Ph.D. students
- FIN410-003 Social Media Marketing (undergraduate program)

- MKT411-002 Innovation Management and Entrepreneurship (undergraduate program)
- COB302 E-Commerce (undergraduate program)

### Research Areas

Innovative management, Information systems, Quantitative methods

### Selected Publications

- i. Schuberth, F., Schamberger, T., Rönkkö, M., Liu, Y., & Henseler, J. (2023). Premature Conclusions about the Signal-to-Noise Ratio in Structural Equation Modeling Research: A Commentary on Yuan and Fang (2023). *British Journal of Mathematical and Statistical Psychology*, accepted.
- ii. Liu, Y., Ting, H., & Ringle, C. (2023). Appreciation to and Behavior Intention Regarding Upscale Ethnic Restaurants. *Journal of Hospitality & Tourism Research*, 47(1), 235-256.
- iii. Xu, Y., Chin, W., Liu, Y., & He, K. (2022). Do institutional pressures promote green innovation? The effects of cross-functional cooperation in green supply chain management. *International Journal of Physical Distribution & Logistics Management*(ahead-of-print).
- iv. Liu, Y., Schuberth, F., Liu, Y., & Henseler, J. (2022). Modeling and assessing forged concepts in tourism and hospitality using confirmatory composite analysis. *Journal of Business Research*, 152, 221-230.
- v. Xiao, Y., Li, C., Thürer, M., Liu, Y., & Qu, T. (2022). Towards lean automation: Fine-grained sentiment analysis for customer value identification. *Computers & Industrial Engineering*, 169, 108186.
- vi. Xiao, Y., Li, C., Thürer, M., Liu, Y., & Qu, T. (2022). User preference mining based on fine-grained sentiment analysis. *Journal of Retailing and Consumer Services*, 68, 103013.
- vii. Lim, X.-J., Ngew, P., Cheah, J.-H., Cham, T. H., & Liu, Y. (2022). Go digital: can the money-gift function promote the use of e-wallet apps? *Internet Research*, 32(6), 1806-1831.
- viii. Liu, Y., Henseler, J., & Liu, Y. (2022). What makes tourists adopt smart hospitality? An inquiry beyond the technology acceptance model. *Digital Business*, 2(2), 100042.

### Other Professional Activities

- Ph. D. thesis examiner, University of Newcastle, Australia
- Ph. D. thesis examiner, University of Twente, Netherlands
- ITIL Certificate: Exameninstituut voor Informatica (EXIN)
- IPMP Certificate: International Project Management Association
- Advanced Open Water Diver (PADI)
- Canoe Tripping Program (Ontario Recreational Canoeing & Kayaking Association)

**Honors/Awards**

- The outstanding paper award at the Annual International Conference for Chinese Scholars in Industrial Engineering 2023