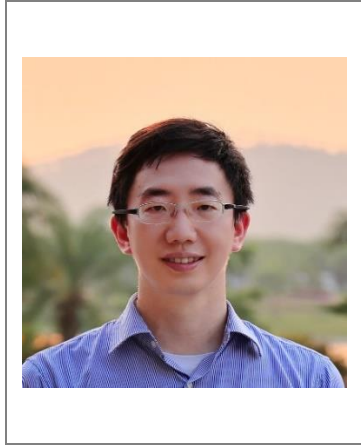# 劉懿德

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劉懿德專注於數據分析和創新管理研究。他對創新管理的研究發表在 International Journal of Contemporary Hospitality Management、International Journal of Physical Distribution & Logistics Management 和 Internet Research 等學術期刊上。他對統計方法的研究發表於 British Journal of Mathematical and Statistical Psychology、Computers & Industrial Engineering、 Industrial Management & Data Systems 和 Journal of Business Research 等學術期刊上。Clarivate Analytics 將他的兩篇研究論文列為"高被引"和"熱點論文"。

劉懿德主持了一系列關於創新、信息系統和定量方法的國際會議。他與世界知名的統計研究機構和統計軟件公司保持著密切的學術交流。

劉懿德為多家公司提供諮詢服務。他曾擔任一家新興成長型科技公司的首席運營官。他曾獲中國國際大學生"互聯網+"創新創業大賽"優秀創新創業導師"稱號。

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

工作經驗
- 2011-present Lecturer / Assistant Professor / Associate Professor / Professor, MUST

教學活動

- 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)

研究領域

創新管理、信息系統、定量分析方法

學術成果

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 coopetition 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.

其他專業資格 / 獎項 / 活動

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

- 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