

Liu Yide



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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. Gao, Z., Cheah, J. H., Lim, X. J., Liu, Y., & Morrison, A. M. (2024). Reinvestigating repurchase intentions for travel apps: a comparison of China's various tiers of cities. *Asia Pacific Journal of Tourism Research*, 1–30.
- ii. Sarstedt, M., & Liu, Y. (2024). Advanced marketing analytics using partial least squares structural equation modeling (PLS-SEM). *Journal of Marketing Analytics*, 12(1), 1-5.
- iii. Damberg, S., Liu, Y., & Ringle, C. M. (2024). Does culture matter? Corporate reputation and sustainable satisfaction in the Chinese and German banking sector. *Journal of Marketing Analytics*, 12(1), 6-24.
- iv. 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*, 76(3), 682-694.
- v. 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.

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