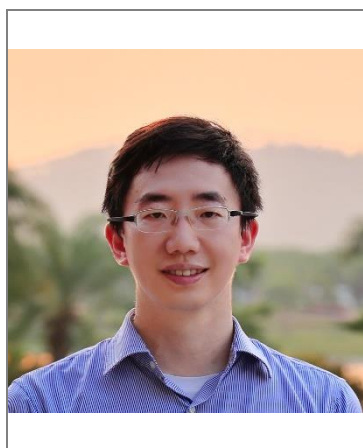


刘懿德



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刘懿德专注于数据分析和创新管理研究。他对创新管理的研究发表在 International Journal of Contemporary Hospitality Management、International Journal of Physical Distribution & Logistics Management 和 Internet Research 等学术期刊上。他对统计方法的研究发表于 British Journal of Mathematical and Statistical Psychology、Computers & Industrial Engineering、Industrial Management & Data Systems 和 Journal of Business Research 等学术期刊上。Clarivate Analytics 将他的两篇研究论文列为“高被引”和“热点论文”。

刘懿德主持了一系列关于创新、信息系统和定量方法的国际会议。他与世界知名的统计研究机构和统计软件公司保持着密切的学术交流。

刘懿德为多家公司提供咨询服务。他曾担任一家新兴成长型科技公司的首席运营官。他曾获中国国际大学生“互联网+”创新创业大赛“优秀创新创业导师”称号。

教育背景

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

工作经验

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

教学活动

- 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)

研究领域

创新管理、信息系统、定量分析方法

学术成果

- 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.
- 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.
- 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.
- 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.
- 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.

其他专业资格 / 奖项 / 活动

- 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)