WU, Jie

Title: Assistant Professor
Faculty： School of Business
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Academic Qualification

2020-2024   Ph.D.: Dalian University of Technology; Management Science and Engineering;

2022-2023   Visiting Ph.D.: National University of Singapore, Industrial Systems Engineering and Management;

2015-2018   Master: Dalian University of Technology, Management Science and Engineering;

2011-2015   BS/BA: Dalian University of Technology, Software Engineering.

Working Experience

2023-2024   Research Assistant / The Hong Kong Polytechnic University

2024-Present   Assistant professor / Macau University of Science and Technology

Teaching Activities

ERP Application in Supply Chain; ERP

Research Areas

Big data analytics, Generative AI, Customer sentiment, Digital Marketing

Selected Publications

[1] Chen, J., **Wu, J.**, Wang, D., & Stantic, B. (2025). Beyond static rankings: A tourist experience-driven approach to measure destination competitiveness. Tourism Management, 106, 105022. (SSCI Q1, IF 10.9, ABS4, ABDC-A*)

[2] **Wu, J.**, Chen, J., Yang, T., & Zhao, N. (2024). How to stay competitive: An innovative concept to assess the business competitiveness using online restaurant

reviews. International Journal of Hospitality Management, 122, 103836. (SSCI Q1, IF 9.9, ABS3, ABDC-A*)

[3] **Wu, J.**, Zhao, N., & Yang, T. (2024). Wisdom of crowds: SWOT analysis based on hybrid text mining methods using online reviews. *Journal of Business Research*, *171*, 114378. (SSCI Q1, IF 10.5, ABS3, ABDC-A)

[4] **Wu, J.**, Yang, T., Zhou, Z., & Zhao, N. (2023). Consumers' affective needs matter: Open innovation through mining luxury hotels' online reviews. *International Journal of Hospitality Management*, *114*, 103556. (SSCI Q1, IF 9.9, ABS3, ABDC-A*)

[5] Yang, T., **Wu, J.***, & Zhang, J. (2024). Knowing how satisfied/dissatisfied is far from enough: a comprehensive customer satisfaction analysis framework based on hybrid text mining techniques. *International Journal of Contemporary Hospitality Management*, *36*(3), 873-892. (SSCI Q1, IF 9.1, ABS3, ABDC-A) (*Corresponding author)

[6] **Wu, J.**, & Yang, T. (2024). Has COVID-19 Changed Consumers' Satisfiers and Dissatisfiers? Evidence from Online Reviews of 5-Star Hotels in Shanghai and Beijing. Journal of China Tourism Research, 20(2), 430-452. (ESCI, IF 1.3, ABS1, ABDC-B)

[7] **Wu, J.**, & Zhao, N. (2023). What consumer complaints should hoteliers prioritize? Analysis of online reviews under different market segments. *Journal of Hospitality Marketing & Management*, *32*(1), 1-28. (SSCI Q1, IF 11.9, ABS1, ABDC-A)

[8] **Wu, J.**, & Yang, T. (2023). Service attributes for sustainable rural tourism from online comments: Tourist satisfaction perspective. *Journal of Destination Marketing & Management*, *30*, 100822. (SSCI Q1, IF 8.9, ABS1, ABDC-A)

[9] **Wu, J.**, Zhang, J., & Zhao, N. (2023). How to boost e-commerce for poverty alleviation? A perspective on competitiveness analysis using online reviews. *Electronic Commerce Research*, 1-32. (SSCI Q3, IF 3.7, ABS2, ABDC-A)

[10] **Wu, J.**, Zhao, N., & Zheng, Y. Analysis of consumer complaints of the e-commerce to help farmers based on online reviews. Journal of Systems Engineering. Forthcoming. (A-level Journal of Management Science from the National Natural Science Foundation of China) (In Chinese)

Conference Papers

[1] *** Best Paper Award ***

Yang, T., **Wu, J.**, Dang, Y., & Wu, J. The effect of similarity between reviews and business profiles on travel review usefulness. Presented at the 3rd Global Congress of Special Interest Tourism & Hospitality Conference (GLOSITH 2023), Macau, China. 2023.11.10 – 2023.11.12.

[2] Chen, J., & **Wu, J.** A flow-based indicator to analyse and understand tourist mobility: The case of the Greater Bay Area. Presented at the 3rd Global Congress of

Special Interest Tourism & Hospitality Conference (GLOSITH 2023), Macau, China. 2023.11.10 – 2023.11.12.

[3] Chen, J., & **Wu, J.** Beyond static rankings: A tourist-opinion driven approach to measure destination competitiveness over time. Presented at the IMPACT2023, Hong Kong, China. 2023.12.07 – 2023.12.08.

Other Professional Activities

Ad-hoc reviewer for International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Annals of Tourism Research Empirical Insights, Journal of Hospitality and Tourism Management

Honors/Awards

Excellent Graduate Student	Dalian University of Technology	2023
Excellent Graduated Student	Dalian University of Technology	2023
Dalian Excellent Graduated Student	Dalian Municipal Government	2023
Chinese Government Scholarship	China Scholarship Council	2021
Academic Excellence Scholarship	Dalian University of Technology	2012