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RESEARCH INTERESTS

Tourism and Hospitality Employees
Green Behavior
Artificial Intelligence
Multi-Level Analysis

ACADEMIC EXPERIENCE

Assistant Professor, Macau University of Science and Technology
Assistant Professor, Jinan University
Postdoctoral Fellow in Business Administration, Sun Yat-Sen University

EDUCATION

Ph.D. Macau University of Science and Technology, Macau, China
MSc. University of St Andrews, U.K.
B.A. Sun Yat-Sen University, Guangzhou, China

HONORS - RESEARCH AND SCHOLARSHIP

- 2024 Second Prize. The 5th Zhuhai Municipal Philosophy and Social Science Outstanding Award 第
五屆珠海市哲學社會科學優秀成果獎政府獎·二等獎
- 2021 Outstanding Reviewer. Emerald Literati Award Winner (*Asia Pacific Journal of Marketing and
Logistics, SSCI-Q2*)
- 2021 ESI Top 1% highly cited paper in 2020 (Web of Science): How CSR influences customer
behavioural loyalty in the Chinese hotel industry (Emerald)

HONORS - TEACHING

- 2023 PI. University Curriculum-based Ideological and Political Education Demonstration Course 新
華網新華思政-課程思政改革示範課堂 (International Marketing), Xinhua News
新華網

SELECTED JOURNAL PUBLICATIONS (*corresponding author; * my postgraduate student)

- Mo, Z.***, Liu, M., & Lai, I. K. W. (2025). The dynamic joint roles of green human resource management and environmentally specific transformational leadership on team green behavior. *Tourism Management, 107*, 105046. [SSCI-Q1 top, ABS4]
- Mo, Z.***, Liu, M., & Ma, Y.*. (2024). How AI awareness can prompt service performance adaptivity and technologically-environmental mastery. *Tourism Management, 105*, 104971. [SSCI-Q1 top, ABS4]
- Mo, Z.**, Liu, M., Wong, I. A.*, & Wu, P. (2022). The role of (in) congruence modes between supervisor prescriptive and descriptive norms on employee green behavior. *Tourism Management, 93*, 104627. [SSCI-Q1 top, ABS4]
- Mo, Z.**, Liu, M.*, & Wong, I. A. (2021). More than lip service to internal market orientation: a multilevel investigation of the role of internal service quality. *International Journal of Contemporary Hospitality Management, 33*(8), 2559-2585. [SSCI-Q1 top, ABS3]
- Mo, Z.**, Liu, M.*, & Liu, Y. (2018). Effects of functional green advertising on self and others. *Psychology & Marketing, 35*(5), 368-382. [SSCI-Q1 top, ABS3]

RESEARCH GRANTS

- 2023 PI. The 14th Five-Year Plan Project of Philosophy and Social Sciences in Guangzhou 廣州市
哲學社會科學規劃課題，主持，在研
- 2023 PI. The Fundamental Research Funds for the Central Universities of China 中央高校基本科研
業務課題，主持，在研
- 2022 Co-PI. National Natural Science Foundation of China (General Program) 國家自然科學基金
面上項目，參與，在研
- 2020 PI. The MOE (Ministry of Education in China) Project of Humanities and Social Sciences 教育
部人文社會科學規劃課題，主持，結項
- 2019 PI. The Social Science Program of Guangdong Province in China 廣東省哲學社會科學規劃
課題，主持，結項
- 2019 PI. The Fundamental Research Funds for the Central Universities of China 中央高校基本科研
業務課題，主持，結項
- 2019 PI. The Social Science Program of Zhuhai (City) in China 珠海市哲學社會科學規劃課題，主
持，結項

PROFESSIONAL SERVICES AND RECOGNITIONS

Ad-hoc Reviewer

Tourism Management; Annals of Tourism Research; International Journal of Contemporary
Hospitality Management; Journal of Hospitality and Tourism Management; Psychology &
Marketing; Journal of Retailing and Consumer Services; Asia Pacific Journal of Marketing and
Logistics; Young Consumers.

Academy of Management (AOM) Annual Meetings; International Association for Chinese
Management Research (IACMR) Biennial Conference.

Committee

2023. Expert of Jiangmen (City) Social Science Expert Database 江門市社科專家庫專家
2019. Project of Philosophy and Social Sciences in Zhuhai Consortium Committee 珠海市哲學社會
科學規劃課題評審委員會委員

Discussant

2022. Journal of Marketing Science (JMS) Annual Meeting