



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院
School of Liberal Arts

Name: Morris Ziyang MO

Title: Assistant Professor

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Academic Qualifications

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

Teaching Areas

Human Resources Management, Supply Chain Management

Areas of Research Expertise

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

Working Experience

Assistant Professor, Macau University of Science and Technology

Assistant Professor, Jinan University

Postdoctoral Fellow in Business Administration, Sun Yat-Sen University

Professional Society Membership

Member of Academy of Management (AOM)

Member of International Association for Chinese Management Research (IACMR)



Selected Journal Publications (*corresponding author; * my postgraduate student; # my undergraduate student)

- Mo, Z., Liu, M. T., Chark, R., Zeng, S.[#], & Song, X.* (2025). How AI adoption in human resource management practices can enhance tourism employees' organizational commitment. *Journal of Hospitality and Tourism Management*, 63, 54-67. [SSCI-Q1 top, ABS2]
- 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
- 2023 PI. The Fundamental Research Funds for the Central Universities of China
- 2022 Co-PI. National Natural Science Foundation of China (General Program)
- 2020 PI. The MOE (Ministry of Education in China) Project of Humanities and Social Sciences
- 2019 PI. The Social Science Program of Guangdong Province in China
- 2019 PI. The Fundamental Research Funds for the Central Universities of China
- 2019 PI. The Social Science Program of Zhuhai (City) in China



Awards and Honors

2024 Second Prize. The 5th Zhuhai Municipal Philosophy and Social Science Outstanding Award

2021 Outstanding Reviewer. Emerald Literati Award Winner (*Asia Pacific Journal of Marketing and Logistics*, SSCI-Q1)

2021 ESI Top 1% highly cited paper in 2020 (Web of Science): How CSR influences customer behavioural loyalty in the Chinese hotel industry (Emerald)

2023 PI. University Curriculum-based Ideological and Political Education Demonstration Course (International Marketing), Xinhua News

Editorial and Academic Service

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; Journal of Environmental Management; 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

2019. Project of Philosophy and Social Sciences in Zhuhai Consortium Committee

Discussant

2022. Journal of Marketing Science (JMS) Annual Meeting

Last Updated: 2025/7/13