

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

- 2006-2011 Beihang University Ph.D.
- 2002-2006 Northeastern University (China) Bachelor

工作经验

- 2023-Professor, MUST
- 2016-2023 Associate Professor
- 2011-2016 Lecturer and Assistant Professor

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 Business Analytics (undergraduate program)

研究领域

创新管理、信息系统、定量分析方法

学术成果

- i. Yu, C., Cheah, J. H., Ting, H., & Liu, Y. (2025). Enhancing business performance through integrated b2b systems in China: A dynamic capabilities perspective. *Journal of Business-to-Business Marketing*, 1–22.
- ii. Xu, Y., Cheah, J.-H., Hair, J. F. Jr., & Liu, Y. (2025). Does EMA implementation promote green innovation? The mediation effects of both cross-functional coopetition and supplier co-creation. *Business Strategy and the Environment*, 34 (1), 380-401.
- iii. Liu, Y., Ye, T., & Yu, C. (2024). Virtual voices in hospitality: Assessing narrative styles of digital influencers in hotel advertising. *Journal of Hospitality and Tourism Management*, 61, 281–298.

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)