

Liu Yide



Title : Professor
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Yide Liu focuses on innovation management research. His research was published in academic journals including Journal of Business Research, International Journal of Contemporary Hospitality Management, Internet Research, etc. Clarivate Analytics has listed two of his research as highly cited and hot papers. Yide Liu co-chaired a series of international conferences on innovation, information systems and quantitative methods.

Yide Liu provided technical consulting services to multiple firms. He has served as the Chief Operating Officer for one emerging growth technology company. He has been awarded the title of "Outstanding Innovation and Entrepreneurship Mentor" in China International College Students' "Internet+" Innovation and Entrepreneurship Competition.

Academic Qualification

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

Working Experience

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

Teaching Activities

- 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)

Research Areas

Innovative management, Information systems, Quantitative methods

Selected Publications

- 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.

Other Professional Activities

- 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)

Honors/Awards

- The outstanding paper award at the Annual International Conference for Chinese Scholars in Industrial Engineering 2023