

Sitong Yu



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Academic Qualification

2020-2025 Ph.D.: Nanyang Technological University, Organizational Behavior and Human Resource Management;
2016-2020 BA: Sun Yat-sen University, Business Administration

Working Experience

2025.10-Now Assistant Professor, Macau University of Science and Technology

Teaching Activities

Organizational Behavior
Human Resource Management
Stress Management

Research Areas

AI at work, Trust, Employer branding

Selected Publications

Yu, K. Y. T., Goh, K.H., **Yu, S.** & Soo, C.W.L. (2025). Managing online employer reviews: An impression management perspective for talent recruitment. *Journal of Applied Psychology*. Advance online publication.
<https://doi.org/10.1037/ap10001285>
Guan, J., Chen, X.P., **Yu, S.**, & Qin, X. (2025). Explaining disparities in robot applications among nations and regions: A cross-level lens of cultural tightness-

looseness. *PLoS ONE*, 20(4): e0321173.

<https://doi.org/10.1371/journal.pone.0321173>.

Gan, Y., **Yu, S.**, Zhang, X., Lu, H., Qin, X., & Chen, C. (2024). The more feedback you seek, the better you will perform? The effects of (in)congruence between employee feedback seeking and supervisor feedback giving (*in Chinese*).

Conditionally accepted at *Journal of Management Science (Chinese)* (CSSCI).

Yu, K. Y. T., Soo, C.W.L., & **Yu, S.** (2024). Employer branding in employee recruitment: Marketing the job and organization to potential talent. In Slaughter, J.E., & Allen, D.G., *Essentials of Employee Recruitment: Industrial and Organizational Perspectives* (pp.79-101). Routledge.

Other Professional Activities

Ad-hoc Reviewer, Human Resource Management Review

Member, Academy of Management

Member, International Association for Chinese Management Research

Member, Society for Industrial and Organizational Psychology

Honors/Awards

HR Division Best Papers Award, Academy of Management, 2023