

吳揚明



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教育背景

2022-2025 博士：澳大利亞科廷大學；市場營銷
2011-2012 碩士：香港大學；交通政策與規劃
2004-2008 學士：廣東外語外貿大學；公共事業管理

工作經驗

2023-2024 兼職研究助理 / 香港浸會大學
2023-2023 兼職講師 / 香港恒生大學
2015-2023 研究助理 / 香港恒生大學

教學活動

市場營銷，營銷調研，數字營銷學。

研究領域

服務營銷，消費者行為，酒店與旅遊營銷，企業可持續發展戰略。

學術成果

期刊論文

1. **Wu, E. Y.**, Yang, M. X., Zhang, L., & Yi, X. (2026). Technology beliefs, environmental orientation, and pro-environmental behaviors: Evidence from 49 countries. *Business Strategy and the Environment*, forthcoming. (ABS-3, ABDC-A, SSCI)
2. **Wu, E. Y.**, Yang, M. X., Chan, H., & Wen, D. (2026). The fit effect of tier structure of loyalty programs on luxury and non-luxury brands. *International Journal of Hospitality Management*, forthcoming. (ABS-3, ABDC-A*, SSCI)
3. Mo, D. Y., Tang, Y. M., **Wu, E. Y.**, & Tang, V. (2022). Theoretical model of investigating determinants for a successful Electronic Assessment System (EAS) in higher education. *Education and Information Technologies*, 27(9), 12543-12566. (SSCI)

4. Wang, Y., Wong, C., Cheung, T., & **Wu, E. Y.** (2021). How influential factors affect aviation networks: A Bayesian network analysis. *Journal of Air Transport Management*, 91, 101995. (ABS-1, ABDC-B, SSCI)

5. Cheung, T. K. Y., Wong, W. H., Zhang, A., & **Wu, Y.** (2020). Spatial panel model for examining airport relationships within multi-airport regions. *Transportation Research Part A: Policy and Practice*, 133, 148-163. (ABS-3, ABDC-A*, SSCI)

會議論文

1. Chiu, K. H., Fock, K. Y., & **Wu, E. Y.*** (2025). When and why does professionalism backfire? The dual effect of professionalism on service performance. Competitive paper was presented at the *8th International Conference on Business, Management and Finance, Oxford, United Kingdom* (*Presenter).

2. **Wu, E. Y.***, Yang, M. X., & Zeng, K. J. (2024). The dynamic effect of motivated goal and progress framing in the reward programs. Competitive paper was presented at the *2024 Annual Conference of JMS China Marketing Science & Doctoral Consortium, Shanghai, China* (*Presenter).

其他專業資格 / 活動

Ad-hoc Reviewer, Business Strategy and the Environment

Ad-hoc Reviewer, Journal of Research in Interactive Marketing

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