

# WU Yangming, Edmund



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## Academic Qualification

2022-2025	Ph.D.: Curtin University; Ph.D. in Marketing
2011-2012	Master: The University of Hong Kong; M.A. in Transport Policy and Planning
2004-2008	BA: Guangdong University of Foreign Studies; Public Administration

## Working Experience

2023-2024	Research assistant (part-time) / Hong Kong Baptist University
2023-2023	Lecturer (part-time) / The Hang Seng University of Hong Kong
2015-2023	Research assistant / The Hang Seng University of Hong Kong

## Teaching Activities

Marketing, Marketing Research, Digital Marketing.

## Research Areas

Services Marketing, Consumer Behavior, Hospitality and Tourism Marketing, Sustainable Business Strategy.

## Selected Publications

### Journal Publications

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)

#### Conference Proceedings

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).

#### **Other Professional Activities**

Ad-hoc Reviewer, Business Strategy and the Environment

Ad-hoc Reviewer, Journal of Research in Interactive Marketing

#### **Honors/Awards**