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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