

# 吴扬明



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## 教育背景

2022-2025 博士: 澳大利亚科廷大学; 市场营销  
2011-2012 硕士: 香港大学; 交通政策与规划  
2004-2008 学士: 广东外语外贸大学; 公共事业管理

## 工作经验

2023-2024 兼职研究助理 / 香港浸会大学  
2023-2023 兼职讲师 / 香港恒生大学  
2015-2023 研究助理 / 香港恒生大学

## 教学活动

市场营销, 营销调研, 数字营销学。

## 研究领域

服务营销, 消费者行为, 酒店与旅游营销, 企业可持续发展战略。

## 学术成果

### 期刊论文

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)

### 会议论文

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).

### 其他专业资格 / 活动

Ad-hoc Reviewer, Business Strategy and the Environment

Ad-hoc Reviewer, Journal of Research in Interactive Marketing

### 奖项