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Academic Qualifications

Ph.D University of Nottingham, Nottingham University Business School China
MSc. King's College London, King's Business School
B.A. Macao University of Science and Technology, Faculty of Hospitality and Tourism Management

Teaching Areas

Introduction to Management, Sales Management, Customer Relationship Management

Areas of Research Expertise

Digital Marketing, Platform Strategy, Responsible Innovation

Working Experience

Lecturer, Macao University of Science and Technology
Lecturer, Zhejiang Wanli University

Professional Society Membership

Member of Chartered Institute of Marketing
Member of Academy of Management
Member of Association of Information System

Publications

● *Journal Articles*

Nan, Y., Liu, M. J., Luo, J., & Ye, D.* (2025). Conceptualization of dynamic digital coopetition: Evidence from hospitality platforms. *International Journal of Hospitality Management*, 126, 104036. [SSCIQ1, ABS3, ABDC- A*]

● *Conference Proceedings*

Nan, Y., Liu, M. J., Ye, D. & Luo, J. (2025). From Legacy to Superstar: How Incumbents Complement Digital Platforms for Successful Adaptation. *Academy of Management Proceedings*. Copenhagen, Denmark, 2025.7.25-7.29.

Nan, Y., Luo, J., Liu, M. J. & Ye, D. (2025). How digital resource redeployment facilitates established firms' revitalization. The 9th Thought Leaders' Conference of Marketing Science and Innovation (MSI). Chengdu, China, 2025.4.12-4.13.

Nan, Y., Luo, J., Liu, M. J. & Ye, D. (2024). How to Achieve Incumbents Thrive in Platform-Based Ecosystem in the Hotel Context: The Role of Digital



Complementarity. *Proceedings of the 57th Hawaii International Conference on System Sciences (HICSS)*. Hawaii, USA, 2024.1.3-1.7.

Nan, Y., Luo, J., Liu, M. J. & Ye, D. (2024). How incumbents make expansion in the platform ecosystem: the role of balancing triadic coepetition. The 8th Thought Leaders' Conference of Marketing Science and Innovation (MSI). Hangzhou, China, 2024.4.13-4.14.

Nan, Y., Liu, M. J. & Luo, J. (2022). How to make coepetition persistency: the role of digital innovation-enabled customization. The 6th Thought Leaders' Conference of Marketing Science and Innovation (MSI). Suzhou, China, 2022.4.16-4.17.

Nan, Y., Liu, M. J. & Luo, J. (2022). How complementors threaten platform scaling via triadic closure? The 2nd NUBS Tri-campus Conference. Ningbo, 2022, 1.10-1.13.

Research Grants

2023 PI. Graduate School Research Fund, University of Nottingham Ningbo China (Grant No. I03180800109)

2022 PI. Graduate School Research Fund, University of Nottingham Ningbo China (Grant No. I03190700031)

Editorial and Academic Service

Ad Hoc Reviewer for Journal/ Conferences

International Journal of Hospitality Management

2025 Global Marketing Conference

2024 Hawaii International Conference on System Sciences

2025 Academy of Management Conference

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