



**Name:** Morris Ziyang MO

**Title:** Assistant Professor

**Office:** L615

**Tel.:** (853) 88977803

**Email:** zymo@must.edu.mo



---

### Academic Qualifications

Ph.D. Macau University of Science and Technology, Macau, China

MSc. University of St Andrews, U.K.

B.A. Sun Yat-Sen University, Guangzhou, China

### Teaching Areas

Managerial Psychology; Business Ethics and Corporate Social Responsibility; Sales Management;  
Leisure Psychology

### Areas of Research Expertise

Tourism and Hospitality Employees, Green Behavior, Artificial Intelligence, Multi-Level Analysis

### Working Experience

Assistant Professor, Macau University of Science and Technology

Assistant Professor, Jinan University

Postdoctoral Fellow in Business Administration, Sun Yat-Sen University

### Professional Society Membership

Member of Academy of Management (AOM)

Member of International Association for Chinese Management Research (IACMR)

### Selected Journal Publications

Mo, Z., Liu, X., Zhu, M., & Liu, M. T. (2025). How the cross-level interaction of AI awareness and digital transformational leadership can prompt tourism and hospitality employees' service performance. *Current Issues in Tourism*, 1-20. [SSCI-Q1, ABS2, ABDC-A]



- Mo, Z., Liu, M. T., Chark, R., Zeng, S., & Song, X. (2025). How AI adoption in human resource management practices can enhance tourism employees' organizational commitment. *Journal of Hospitality and Tourism Management*, 63, 54-67. [SSCI-Q1 top, ABS2, ABDC-A]
- Mo, Z., Liu, M., & Lai, I. K. W. (2025). The dynamic joint roles of green human resource management and environmentally specific transformational leadership on team green behavior. *Tourism Management*, 107, 105046. [SSCI-Q1 top, ABS4, ABDC-A\*]
- Song, X., Liu, M. T., Lee, V. H., & Mo, Z. (2025). Recommendation agents (RAs) in interactive online retailing: an investigation on consumers' shunning recommended products. *Journal of Research in Interactive Marketing*, 1-20. [SSCI-Q1 top, ABS1, ABDC-B]
- Kuang, T., Lai, I. K. W., Liu, M. T., & Mo, Z. (2025). Hotel employees will lie flat when recognising losing work values: a mediating effect of burnout-quitting. *Asia Pacific Journal of Marketing and Logistics*, 1-20. [SSCI-Q1, ABS1, ABDC-A]
- Mo, Z., Liu, M., & Ma, Y. (2024). How AI awareness can prompt service performance adaptivity and technologically-environmental mastery. *Tourism Management*, 105, 104971. [SSCI-Q1 top, ABS4, ABDC-A\*]
- Mo, Z., Liu, M., Wong, I. A., & Wu, P. (2022). The role of (in) congruence modes between supervisor prescriptive and descriptive norms on employee green behavior. *Tourism Management*, 93, 104627. [SSCI-Q1 top, ABS4, ABDC-A\*]
- Mo, Z., Liu, M., & Wong, I. A. (2021). More than lip service to internal market orientation: a multilevel investigation of the role of internal service quality. *International Journal of Contemporary Hospitality Management*, 33(8), 2559-2585. [SSCI-Q1 top, ABS3, ABDC-A]
- Mo, Z., Liu, M., & Liu, Y. (2018). Effects of functional green advertising on self and others. *Psychology & Marketing*, 35(5), 368-382. [SSCI-Q1 top, ABS3, ABDC-A]

### Research Grants

- 2025 PI. Macau University of Science and Technology Foundation (General Research Grant)
- 2023 PI. The 14th Five-Year Plan Project of Philosophy and Social Sciences in Guangzhou
- 2023 PI. The Fundamental Research Funds for the Central Universities of China
- 2022 Co-PI. National Natural Science Foundation of China (General Program)
- 2020 PI. The MOE (Ministry of Education in China) Project of Humanities and Social Sciences
- 2019 PI. The Social Science Program of Guangdong Province in China
- 2019 PI. The Fundamental Research Funds for the Central Universities of China
- 2019 PI. The Social Science Program of Zhuhai (City) in China



### **Awards and Honors**

2025 ESI Top 1% highly cited paper in 2025 (Web of Science): How AI awareness can prompt service performance adaptivity and technologically-environmental mastery (Elsevier)

2024 Second Prize. The 5<sup>th</sup> Zhuhai Municipal Philosophy and Social Science Outstanding Award

2021 Outstanding Reviewer. Emerald Literati Award Winner (*Asia Pacific Journal of Marketing and Logistics*, SSCI-Q1)

2021 ESI Top 1% highly cited paper in 2020 (Web of Science): How CSR influences customer behavioural loyalty in the Chinese hotel industry (Emerald)

2023 PI. University Curriculum-based Ideological and Political Education Demonstration Course (International Marketing), Xinhua News

### **Editorial and Academic Service**

#### **Ad-hoc Reviewer**

Journal of Business Ethics; Tourism Management; Annals of Tourism Research; International Journal of Contemporary Hospitality Management; Journal of Hospitality and Tourism Management; Psychology & Marketing; Journal of Retailing and Consumer Services; Journal of Environmental Management; Asia Pacific Journal of Marketing and Logistics; Young Consumers.

Academy of Management (AOM) Annual Meetings; International Association for Chinese Management Research (IACMR) Biennial Conference.

#### **Committee**

2023. Expert of Jiangmen (City) Social Science Expert Database

2019. Project of Philosophy and Social Sciences in Zhuhai Consortium Committee

#### **Discussant**

2022. Journal of Marketing Science (JMS) Annual Meeting

**Last Updated:** 2026/01/15