

刘懿德



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刘懿德专注于数据分析和创新管理研究。他对的研究发表在 Journal of Business Research 和 Psychology & Marketing 等学术期刊上。Clarivate Analytics 将他的两篇研究论文列为“高被引”和“热点论文”。他主持了一系列关于创新、信息系统和定量方法的国际会议。他曾担任一家新兴成长型科技公司的首席运营官。他曾获中国国际大学生“互联网+”创新创业大赛“优秀创新创业导师”称号。

教育背景

- 2006-2011 Beihang University Ph.D.
- 2002-2006 Northeastern University (China) Bachelor

工作经验

- 2023-Pprofessor, MUST
- 2016-2023 Associate Professor
- 2011-2016 Lecturer and Assistant Professor

教学活动

- DBMZ03 Information Systems for Ph.D. students
- FIN410-003 Social Media Marketing (undergraduate program)
- MKT411-002 Innovation Management and Entrepreneurship (undergraduate program)
- COB302 Business Analytics (undergraduate program)

研究领域

创新管理、信息系统、定量分析方法

学术成果

- i. Clark, M. K., L. D. Hollebeek, V. Kumar, I. Riivits-Arkonsuo, and Y. Liu. (2026). Grouped Stakeholders' Journeys: A Dynamic Social Impact Theory Perspective. *Psychology & Marketing* 43: 1712–1726
- ii. Zhao C, Leong AMW, Hollebeek LD, Bai J, Liu Y (2026). Navigating the crossroads: supply chain adaptability, internal coopetition and innovation in chain restaurants' cross-regional expansion. *International Journal of Physical Distribution & Logistics Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJPDLM-04-2025-0184>
- iii. Wu, Q., Wang, H., & Liu, Y. (2026). Compositional data graphical model learning based on conditional independence measurement. *Statistics and Computing*, 36, 69.
- iv. Liu, Y., Chin, W. W., Cheah, J.-H., Hair, J. F., & Lyu, C. (2025). Tackling missing data in PLS-SEM: Strategies and insights for business research. *Journal of Business Research*, 201, 115739.
- v. Kai, H., Lyu, C., Damberg, S., Ye, T., Herstatt, C., & Liu, Y. (2025). Innovative responses to copycats: Insights from China's restaurant industry. *International Journal of Tourism Research*, 27(5), e70103.

其他专业资格 / 奖项 / 活动

- The outstanding paper award at the Annual International Conference for Chinese Scholars in Industrial Engineering 2023
- ITIL Certificate: Exameninstituut voor Informatica (EXIN)
- IPMP Certificate: International Project Management Association
- Advanced Open Water Diver (PADI)
- Canoe Tripping Program (Ontario Recreational Canoeing & Kayaking Association)