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Academic Qualifications

PhD	Management	Universiti Putra Malaysia
MSc	International Management	SOAS, University of London
BA	Foreign Language Studies	Macau University of Science and Technology

Teaching Areas

Human Resource Management
Business Communication

Areas of Research Expertise

Organisational Behaviour
Business Ethics

Working Experience

Sept. 2026 – Present Lecturer/School of Liberal Arts/MUST

Publications

(Journal Articles)

Yang, B., Ho, J. A., Ng, S. I., & Cheah, J. H. (2026). Too much of a good thing? Exploring the inverted U-shaped relationship between perceived CSR and voluntary pro-environmental behaviour in luxury hotels. *International Journal of Hospitality Management*, 132, 104377.

Yang, B., Ho, J. A., Ng, S. I., & Cheah, J. H. (2025). Too much of a green thing? The curvilinear impact of green servant leadership on employee pro-environmental behaviour in luxury hotels. *Social Responsibility Journal*, 21(10), 2394-2413.

Editorial and Academic Service

(Ad Hoc Reviewer)

Social Responsibility Journal

Last Updated: August 18, 2026