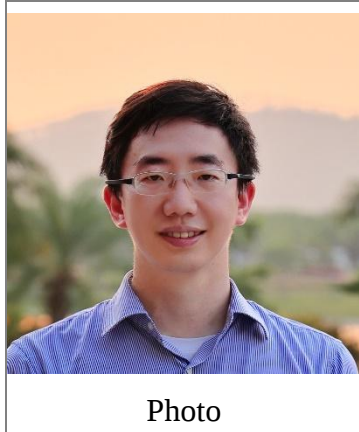


Liu Yide



Title : Professor
Faculty : School of Business
Email : ydliu@must.edu.mo
Tel : (853) 88972862

Yide Liu focuses on innovation management. His research has been published in academic journals including the *Journal of Business Research* and *Psychology & Marketing*. Clarivate Analytics has listed two of his papers as Highly Cited Papers and Hot Papers. He has co-chaired a series of international conferences on innovation, information systems, and quantitative methods.

Yide Liu provided technical consulting services to multiple firms. He has served as the Chief Operating Officer for one emerging growth technology company. He has been awarded the title of "Outstanding Innovation and Entrepreneurship Mentor" in China International College Students' "Internet+" Innovation and Entrepreneurship Competition.

Academic Qualification

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

Working Experience

- 2011-present Lecturer / Assistant Professor / Associate Professor / Professor, MUST

Teaching Activities

- DBMZ03 Information Systems for Ph.D. students
- FIN410-003 Social Media Marketing (undergraduate program)

- MKT411-002 Innovation Management and Entrepreneurship (undergraduate program)
- COB302 E-Commerce (undergraduate program)

Research Areas

Innovative management, Information systems, Quantitative methods

Selected Publications

- 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.

Other Professional Activities

- Ph. D. thesis examiner, University of Newcastle, Australia
- Ph. D. thesis examiner, University of Twente, Netherlands
- 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)

Honors/Awards

- The outstanding paper award at the Annual International Conference for Chinese Scholars in Industrial Engineering 2023