



Name : Cloris Yuanzhi Nan

Title : Lecturer

Office : L616

Tel. : (853) 8897 7823

Email : yznan@must.edu.mo



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, Contemporary Issues in Service Industry, Customer Relationship Management, Sales Management, Marketing

Areas of Research Expertise

Digital Platform Ecosystem, Complementor Strategy, Responsible Innovation

Working Experience

School of Liberal Arts, Macao University of Science and Technology

Sino-German Institute of Design and Communication, 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*

1. **Nan, Y.,** Liu, M. J., Ye, D., & Luo, J. (2026). Unveiling complementors' adaptation in digital platforms: The role of digital innovation-enabled complementarity. *Journal of Business Research*, 215, 116316. [SSCI Q1, ABS3, ABDC- A]
2. **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. [SSCI Q1, ABS3, ABDC- A*]

● *Book chapter*

Nan, Y., Liu, M. J., Luo, J., & Ye, D. (2026). Understanding the challenges and practices of hotels' responsible innovation in the digital era. In *A Research Agenda for Responsible Innovation* (pp. 147-162). Edward Elgar Publishing.

● *Conference Proceedings*



1. **Nan, Y.** (2026). Reconfiguring digital resources for renewal: How hospitality incumbents revitalize?. *Advances in Hospitality & Tourism Marketing and Management (AHTMM)*. Macao, China, 2026.6.22-6.26.
2. **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*. Macao, China, 2026.6.25-7.29.
3. **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.
4. **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.
5. **Nan, Y.,** Luo, J., Liu, M. J. & Ye, D. (2024). How incumbents make expansion in the platform ecosystem: the role of balancing triadic coopetition. The 8th Thought Leaders' Conference of Marketing Science and Innovation (MSI). Hangzhou, China, 2024.4.13-4.14.
6. **Nan, Y.,** Liu, M. J. & Luo, J. (2022). How to make coopetition 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.
7. **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 Grant

2026 Main participator Ningbo Philosophy and Social Sciences Research Base—Research on the Value Conversion of Ningbo's Rural Ecological Products (JD6-405) Finished

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

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

Editorial and Academic Service

Ad Hoc Reviewer for Journal/ Conferences

International Journal of Hospitality Management

Humanities and Social Sciences Communications

Asia-Pacific Journal of Business Administration

Tourism and Hospitality Management

2025 Global Marketing Conference



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院
School of Liberal Arts

2025 Academy of Management Conference

2024 Hawaii International Conference on System Sciences

最後更新：1st September 2026