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Academic Qualifications

Doctor of Philosophy, Arizona State University
Master of Science, National University of Singapore
Bachelor of Management, Chongqing University of Education

Teaching Areas

BGOM108 Managerial Psychology
BOLM103 Leisure Psychology

Areas of Research Expertise

Information Technology in Hospitality and Tourism Management
Service Marketing

Working Experience

2026.09 – present Assistant Professor, Macau University of Science and Technology,
School of Liberal Arts
2025.05 – 2026.05 Instructor, Arizona State University

Publications

Journal Articles

1. **Yang, R.,** Lee, W., & Choi, HSC. (2026). Agentic and communal roles in the autonomous mobility service ecosystem: how assemblage properties drive consumer crafting behavior. *Journal of Service Management*.
2. **Yang, R.,** Lee, W., & Quinton. J. (2026). Does smart mobility matter? The halo effect of autonomous taxis on urban tourists' post-visit destination evaluations and revisit intention. *Tourism Review*.
3. **Yang, R.,** Lee, W., Choi, HSC., & Bricker, K. (2025). Psychological ownership and anonymity in robotaxi use: pathways to long-term engagement in smart tourism. *Journal of Travel & Tourism Marketing*, 42(9), 1220-1239.
4. **Yang, R.,** Wise, N., Lee, W., & Choi, HSC. (2025). Exploring customer resistance to travel subscription: the case of active resistance and passive resistance. *International Journal of Tourism Research*, 27(6), e70144.



5. **Yang, R.**, Lin, B., & Lee, W. (2025). An explanatory mixed method study of outdoor food delivery robots: technology affordance approach. *Asia Pacific Journal of Marketing and Logistics*, 1-17.
6. Lin, B., Fan, Y., & **Yang, R.** (2025). The future of urban travel and tourism: a text mining analysis of robotaxi sentiment and adoption. *Journal of Travel & Tourism Marketing*, 42(4), 479-494.
7. Lin, B., Lee, W., **Yang, R***, & Lim, E. (2025). Examining the effects of values and risks on outdoor food delivery robot adoption using mixed methods: different stakeholders' perspectives. *Information Technology & Tourism*, 1-32.

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Awards and Honors

- 2026.07 Award for Outstanding Overseas Study Elite, China Scholarship Council (CSC)
- 2025.01 Best Conference Paper Award – 1st Place, *Tourism, Hospitality, and Events Conference for Researchers, Educators, Practitioners and Students (THEREPS)*.
- 2023.01 Best Paper Award – 2st Place, *Tourism, Hospitality, and Events Conference for Researchers, Educators, Practitioners and Students (THEREPS)*.

Editorial and Academic Service

Reviewer

- Asia Pacific Journal of Marketing and Logistics
- Information Technology and Tourism

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