



Name: Dr. Jing Yi Bai

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Academic Qualifications

- Doctor of Philosophy in Management, School of Business, Macau University of Science and Technology
- Master of Management Studies, School of Business, Macau University of Science and Technology
- Bachelor of Business Administration, Jilin University (Zhuhai Campus)

Teaching Areas

- Business Statistics
- Introduction to Management

Areas of Research Expertise

- Organizational Behavior
- Human Resource Management

Working Experience

2022-present Assistant Professor, School of Liberal Arts, Macau University of Science and Technology

Publications

Journal Articles (# denotes the coauthor as a PhD student at the time of paper acceptance.)

- **Bai, J. Y.**, Yan, Y. #, Zhao, X., Zhou, X., & Leong, A. M. W. (in press). From inclusion to innovation: How inclusive experience drives creativity in migrant worker teams. *International Journal of Hospitality Management*, 140, 104808. [SSCI, Q1 top; ABS 3; ABDC A*]
- Qiu, L., Ye, Q. #, Leung, C. K. M., Leong, A. M. W., & **Bai, J. Y.** (2026). Generative AI for health-vulnerable tourists: Well-being, service innovation, and empowerment. *Journal of Destination Marketing & Management*, 42, 101142. [SSCI, Q1; ABS 1; ABDC A]
- **Bai, J. Y.**, Li, X. #, Fan, A. C. W., Huan, T. C., & Leong, A. M. W. (2026). From



- classroom to career: The empowering effects of entrepreneurship education on career adaptability. *The International Journal of Management Education*, 24(3), 101491. [SSCI, Q1 top; ABS 1; ABDC B]
- Leong, A. M. W., Zhuang, W. L., **Bai, J.Y.**, C. Chao & Huan, T. C. (2026). When support isn't enough: How identification and cognitive trust serially mediate knowledge sharing in international hotels?. *Tourism Management Perspectives*. [SSCI, Q1 top; ABS 2; ABDC A*]
 - Leong, A. M. W., Zeng, W. #, Yeh, S. S., **Bai, J.Y.**, & Huan, T. C. (2026). When emotion overpowers reflection: framing effects, emotional intensity, and the deep-immersion paradox in red tourism narratives. *Current Issues in Tourism*, 1-19. [SSCI, Q1; ABS 2; ABDC A]
 - Leong, A. M. W., Li, X. #, Lee, J. C. K., Ji, L. #, & **Bai, J. Y.** (2026). How and when does artificial intelligence augment management student creativity?. *The International Journal of Management Education*, 24(2), 101391. [SSCI, Q1 top; ABS 1; ABDC B]
 - Zhao, C., Leong, A.M.W., Hollebeek L. D., **Bai, J.Y.** and 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*. [SSCI, Q1 top; ABS 2; ABDC A]
 - Liu, B., Obiudu, O., Fan, X. F., Leong, A.M.W., and **Bai, J.Y.** (2026). Perceived Risks and Comfort Zone among African Female Solo Travellers. *Journal of Travel Research*. [SSCI, Q1 top; ABS 4; ABDC A*]
 - Leong, A.M.W., Shi, G. F.#, Okumus, F., Chim-Miki, A. F., and **Bai, J.Y.** (2026). Feeling ambivalent: An examination of Leader–Member Exchange ambivalence on migrant worker voice behavior. *International Journal of Hospitality Management*, 126, 104064. [SSCI, Q1 top; ABS 3; ABDC A*]
 - Zhuang, W. L., Leong, A. M. W., **Bai, J.Y.**, Yeh, S. S., & Huan, T. C. T. (2025). Can chefs stop knowledge hiding? The roles played by thriving at work and stressors. *Journal of Knowledge Management*, 1-22 [SSCI, Q1 top; ABS 2; ABDC A]
 - **Bai, J.Y.**, Tian, Q., and Juan I. Sanchez (2025). The role of mindfulness on the relationship between job complexity and job crafting: A self-regulation approach. *European Management Journal*. [SSCI, Q1 top; ABS 2; ABDC B]
 - **Bai, J.Y.**, Wong, I. A., Huan, T. C., Okumus, F., and Leong, A.M.W. (2025). Ethical perceptions of generative AI use and employee work outcomes: Role of moral rumination and AI-supported autonomy. *Tourism Management*. [SSCI, Q1 top, IF:12.4; ABS 4; ABDC A*]
 - Leong, A.M.W., Kocak, E., **Bai, J.Y.**, and Okumus, F. (2025), Uncertainty and the Tourism Industry: Nonlinearity, Asymmetries, and Implications. *International Journal of Tourism Research* [SSCI, Q1; ABS 2; ABDC A]



- **Bai, J.Y.**, Huan, T. C., Leong, M. W., Luo, J. M. & Fan, X. F. (2025). Examining the influence of AI event strength on employee performance outcomes: Roles of AI rumination, AI-supported autonomy, and felt obligation for constructive change. *International Journal of Hospitality Management*, 126, 104064. [SSCI, Q1 top; ABS 3; ABDC A*; ESI 1% highly cited paper]
- **Bai, J. Y.**, Leong, A. M. W., Karatepe, O. M. & Okumus, F. (2025). Managing the risks of job crafting: Three-way interaction model of job crafting on job performance. *International Journal of Hospitality Management*, 126, 104058. [SSCI, Q1 top; ABS 3; ABDC A*]
- Leong, A. M. W., **Bai, J. Y.**, Rasheed, M. I., Hameed, Z., & Okumus, F. (2025). AI disruption threat and employee outcomes: Role of technology insecurity, thriving at work, and trait self-esteem. *International Journal of Hospitality Management*, 126, 104064. [SSCI, Q1 top; ABS 3; ABDC A*]
- **Bai, J. Y.**, Zhao, X., Huan, T. C., & Leong, A. M. W. (2024). Overqualification in the socialization context: How being relatively qualified leads to leadership emergence. *International Journal of Contemporary Hospitality Management*. [SSCI, Q1 top; ABS 3; ABDC A]
- Rasool, M., Murtza, M. H., Rasheed, M. I., Leong, A. M. W., Okumus, F., & **Bai, J.Y.** (2024). Information technology competency and supply chain performance: role of risk management orientation and supply chain agility. *Journal of Hospitality and Tourism Technology*. [SSCI, Q1; ABS 1; ABDC B]
- Leong, M. W., **Bai, J.Y.**, Luo, J. M. & Fan, X. F. (2024). Why do negative career shocks foster perceived employability and career performance: A career crafting explanation. *International Journal of Hospitality Management*, 119, 103724. [SSCI, Q1 top; ABS 3; ABDC A*]
- Leong, A. M. W., Kocak, E., **Bai, J.Y.**, & Okumus, F. (2024). Macau hotel industry's response to global shocks. *Tourism Economics*, 13548166241234096. [SSCI, Q1; ABS 2; ABDC A]
- Bilgihan, A., Leong, A. M. W., Okumus, F., & **Bai, J. Y.** (2024). Proposing a metaverse engagement model for brand development. *Journal of Retailing and Consumer Services*, 78, 103781. [SSCI, Q1 top; ABS 2; ABDC A; ESI 1% highly cited paper]
- **Bai, J.Y.**, Tian, Q., Fan, X., & Sun, H. (2023). Perceived corporate social responsibility and employee voluntary pro-environmental behavior: Does moral motive matter?. *Corporate Social Responsibility and Environmental Management*. <https://doi.org/10.1002/csr.2603> [SSCI, Q1 top; ABS 1; ABDC C]
- Tian, Q., **Bai, J.Y.** & Wu, T. (2022). Should we be "challenging" employees? A study of job complexity and job crafting. *International Journal of Hospitality Management*. Volume 102 [SSCI, Q1 top; ABS 3; ABDC A*]
- Zhao L. J., Zhao S. M., Zeng H., **Bai, J.Y.** (2021). To Share or Not to Share? A Moderated Mediation Model of the Relationship Between Perceived



Overqualification and Knowledge Sharing. *Baltic Journal of Management*. [SSCI; ABS 1; ABDC C]

- Zhong, H., Tian, Q., & **Bai, J.Y.** (2019). The Mechanisms of Ethical Leadership on Employees' Helping Behavior: A Study Based on Social Cognition Theory, *Chinese Journal of Management*, Vol. 16, No.1. [CSSCI]

Book Chapters

- Tian, Q. & **Bai, J.Y.**, (2022). Job Characteristics Theory. In *Management and Organization Theories*, Xu, S.Y., & Zhang, C.P., (Eds.). Peking University Press.

Conference Proceedings (^ denotes the coauthor as a bachelor student at the time of paper acceptance.)

- Wang, Y.F.^, **Bai, J.Y.** (2024). Will working with robots make you act more creative? Fudan University, Shanghai, China
- Leong, M. W., **Bai, J.Y.** (2024). Foreign worker inclusion and identification: Insights from the Macau hospitality industry. 11th Advances in Hospitality and Tourism Marketing and Management (AHTMM) conference, University of Mauritius, Mauritius
- **Bai, J.Y.**, Tian, Q., & Sun, H. (2023). Perceived Corporate Social Responsibility and Employee Voluntary Pro-Environmental Behavior: Does Moral Motive Matter? June 2023, International Association for Chinese Management Research (IACMR), Hong Kong, China
- Sun, H., Tian, Q., & **Bai, J.Y.** (2022). Assessing Facets of Craftsmanship in the Context of Work, 82nd Annual Meeting of the Academy of Management. August 2022, Boston, USA.
- Selected Participant in *Journal of Applied Psychology* Virtual Paper Development Workshop 2021, Section Chair: Chu-Hsiang (Daisy) Chang, Michigan State University
- **Bai, J.Y.**, & Tian, Q., (2018, December). How Does CSR Lead to Employee Pro-Environmental Behavior? PDW conducted at the 7th World Business Ethics Forum, Macau & Hong Kong.

Research Grants

- 2025-2026 Team Member, Research Grant, Macau Foundation, Grant No. G-XXX-00238-2508-148
- 2025-2027 Responsible member, Faculty Research Grant-Team Research Grants, Macau University of Science and Technology, Grant number: FRG-25-084-SLA
- 2025-2026 Team Member, Research Grant, Macau Fair & Trade Association, Grant No. MFTA-2025-001
- 2025-2026 Team Member, Research Grant, Macau Foundation, Grant No. I00531-2408-067



- 2025-2026 Team Member, Faculty Research Grant, Macau University of Science and Technology, Grant No. FRG-25-030-SLA
- 2024-2025 Principal Investigator, Faculty Research Grant, Macau University of Science and Technology, Grant No. FRG-24-036-SLA
- 2019-2020: How do job characteristics lead to employee job crafting?- Evidence from Hotels in Macau and Mainland China? Macau High Education Grant.

Awards and Honors

- 2026 LIB Academic Research Award, Luso International Banking LTD.
- 2020 “Macau Studies” Postgraduate Scholarship, Macau Foundation
- 2017 Best paper at the conference of the 6th Forum of Chinese Human Resources Management

Editorial and Academic Service

Ad Hoc Reviewer for Journals

- International Journal of Human-Computer Interaction (SSCI, Q1)
- Tourism Management Perspectives (SSCI, Q1)
- Journal of Hospitality Marketing & Management (SSCI, Q1)
- Technology in Society (SSCI, Q1)
- Journal of Retailing and Consumer Services (SSCI, Q1)
- International Journal of Information Management (SSCI, Q1)
- Tourism Management (SSCI, Q1)
- Journal of Business Research (SSCI, Q1)
- International Journal of Hospitality Management (SSCI, Q1)
- International Journal of Contemporary Hospitality Management (SSCI, Q1)
- Journal of Hospitality and Tourism Management (SSCI, Q1)
- Baltic Journal of Management

Ad Hoc Reviewer for Conferences

- The 10th Biennial IACMR Conference 2023 (Session Chair)
- Academy of Management Conference 2022
- Australian and New Zealand Academy of Management Conference 2021

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