



Name: Dr. Jing Yi Bai
Title: Assistant Professor
Office: O721
Tel.: +853 87961819
Email: jybai@must.edu.mo



Academic Qualifications

Ph.D. in Philosophy in Management, Macau University of Science and Technology, China, Macau SAR

Master of Management Studies, Macau University of Science and Technology, China, Macau SAR

Bachelor of Business Administration, Jilin University (Zhuhai Campus), China

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, China, Macau SAR

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

1. **Bai, J. Y.**, Yan, Y. #, Zhao, X., Zhou, X., & Leong, A. M. W. (2027). 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*]
2. 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]
3. **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]
4. 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*]

5. 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]
6. 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]
7. 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]
8. 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*]
9. 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*]
10. 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]
11. **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]
12. **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*]
13. 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]
14. **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]
15. **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*]
 16. 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*]
 17. **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]
 18. 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]
 19. 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*]
 20. 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]
 21. 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]
 22. **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]
 23. 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*]



24. 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]
25. 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

1. 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.)

1. Wang,Y.F.^, **Bai, J.Y.** (2024). Will working with robots make you act more creative? Fudan University, Shanghai, China
2. 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
3. **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
4. 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.
5. Selected Participant in *Journal of Applied Psychology* Virtual Paper Development Workshop 2021, Section Chair: Chu-Hsiang (Daisy) Chang, Michigan State University
6. **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, Grant No. G-XXX-00238-2508-148, Research Grant, Macau Foundation |
| 2025-2027 | Grant number: FRG-25-084-SLA, sponsible member, Faculty Research Grant-Team Research Grants, Macau University of Science and Technology |
| 2025-2026 | Grant No. MFTA-2025-001, Team Member, Research Grant, Macau |



	Fair & Trade Association
2025-2026	Grant No. I00531-2408-067 Team Member, Research Grant, Macau Foundation
2025-2026	Grant No. FRG-25-030-SLA, Team Member, Faculty Research Grant, Macau University of Science and Technology
2024-2025	Grant No. FRG-24-036-SLA, Principal Investigator, Faculty Research Grant, Macau University of Science and Technology
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

1. 2026 LIB Academic Research Award, Luso International Banking LTD.
2. 2020 “Macau Studies” Postgraduate Scholarship, Macau Foundation
3. 2017 Best paper at the conference of the 6th Forum of Chinese Human Resources Management

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

Last Updated : 15th September, 2026