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Academic Qualifications

Ph.D. in Management, School of Business, Macau University of Science and Technology, Macao, China

MSc. in Management, Business School, University of St Andrews, U.K.

B.A. in Environmental Science, School of Environmental Science and Engineering, Sun Yat-Sen University, Guangzhou, China

Teaching Areas

Managerial Psychology

Brand Management

Business Ethics and Corporate Social Responsibility

Sales Management

Leisure Psychology

Areas of Research Expertise

Tourism Management

Leisure Management

Artificial Intelligence

Multi-Level Analysis

Working Experience

2025-Now Assistant Professor, Macau University of Science and Technology, Macao, China

2022-2024 Assistant Professor, Jinan University, China

2019-2021 Postdoctoral Fellow in Business Administration, Sun Yat-Sen University, China



Professional Society Membership

Member of Academy of Management (AOM)

Member of International Association for Chinese Management Research (IACMR)

Selected Journal Publications

Mo, Z., Liu, M. T., & Zheng, S. (2026). Employee emotions and emotional labor after robot service failure: Anthropomorphism as moderator. *Journal of Hospitality and Tourism Management*, 68, 101494. [SSCI-Q1 top, ABS2, ABDC-A*]

Song, X., Liu, M. T., Mo, Z., Lo, F.-Y., Lee, V.-H., & Tian, A. D. (in press). On matters of love: Exploring consumers' reactions to algorithmic vs. human dating recommendation agents. *Journal of Research in Interactive Marketing*. [SSCI-Q1 top, ABS1, ABDC-B]

Song, X., Liu, M. T., Lee, V. H., & Mo, Z. (2026). Recommendation agents (RAs) in interactive online retailing: an investigation on consumers' shunning recommended products. *Journal of Research in Interactive Marketing*, 20(5), 748-767. [SSCI-Q1 top, ABS1, ABDC-B]

Mo, Z., Liu, X., Zhu, M., & Liu, M. T. (2025). How the cross-level interaction of AI awareness and digital transformational leadership can prompt tourism and hospitality employees' service performance. *Current Issues in Tourism*, 1-20. [SSCI-Q1, ABS2, ABDC-A]

Mo, Z., Liu, M. T., Chark, R., Zeng, S., & Song, X. (2025). How AI adoption in human resource management practices can enhance tourism employees' organizational commitment. *Journal of Hospitality and Tourism Management*, 63, 54-67. [SSCI-Q1 top, ABS2, ABDC-A*]

Mo, Z., Liu, M., & Lai, I. K. W. (2025). The dynamic joint roles of green human resource management and environmentally specific transformational leadership on team green behavior. *Tourism Management*, 107, 105046. [SSCI-Q1 top, ABS4, ABDC-A*]

Kuang, T., Lai, I. K. W., Liu, M. T., & Mo, Z. (2025). Hotel employees will lie flat when recognising losing work values: a mediating effect of burnout-quitting. *Asia Pacific Journal of Marketing and Logistics*, 1-20. [SSCI-Q1, ABS1, ABDC-A]

Mo, Z., Liu, M., & Ma, Y. (2024). How AI awareness can prompt service performance adaptivity and technologically-environmental mastery. *Tourism Management*, 105, 104971. [SSCI-Q1 top, ABS4, ABDC-A*]

Mo, Z., Liu, M., Wong, I. A., & Wu, P. (2022). The role of (in) congruence modes between supervisor prescriptive and descriptive norms on employee green behavior. *Tourism Management*, 93, 104627. [SSCI-Q1 top, ABS4, ABDC-A*]



- Mo, Z., Liu, M. T., & Wu, P. (2022). Shaping employee green behavior: a multilevel approach with Pygmalion effect. *Asia Pacific Journal of Marketing and Logistics*, 34(2), 322-349. [SSCI-Q1, ABS1, ABDC-A]
- Song, X., Mo, Z., Liu, M. T., Niu, B., & Huang, L. (2022). Cooperator or supporter: how can cross-boundary Macau–Zhuhai metropolis promote regional tourism together?. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2207-2236. [SSCI-Q1, ABS1, ABDC-A]
- Mo, Z., Liu, M., & Wong, I. A. (2021). More than lip service to internal market orientation: a multilevel investigation of the role of internal service quality. *International Journal of Contemporary Hospitality Management*, 33(8), 2559-2585. [SSCI-Q1 top, ABS3, ABDC-A]
- Mo, Z., Liu, M., & Liu, Y. (2018). Effects of functional green advertising on self and others. *Psychology & Marketing*, 35(5), 368-382. [SSCI-Q1 top, ABS3, ABDC-A]

Research Grants

- 2025 PI. Macau University of Science and Technology Foundation (General Research Grant)
- 2023 PI. The 14th Five-Year Plan Project of Philosophy and Social Sciences in Guangzhou
- 2023 PI. The Fundamental Research Funds for the Central Universities of China
- 2022 Co-PI. National Natural Science Foundation of China (General Program)
- 2020 PI. The MOE (Ministry of Education in China) Project of Humanities and Social Sciences
- 2019 PI. The Social Science Program of Guangdong Province in China
- 2019 PI. The Fundamental Research Funds for the Central Universities of China
- 2019 PI. The Social Science Program of Zhuhai (City) in China

Awards and Honors

- 2026, 2025. ESI Top 1% highly cited paper (Web of Science): How AI awareness can prompt service performance adaptivity and technologically-environmental mastery (Elsevier)
2024. Second Prize. The 5th Zhuhai Municipal Philosophy and Social Science Outstanding Award
2021. Outstanding Reviewer. Emerald Literati Award Winner (*Asia Pacific Journal of Marketing and Logistics*, SSCI-Q1)
2021. ESI Top 1% highly cited paper (Web of Science): How CSR influences customer behavioural loyalty in the Chinese hotel industry (Emerald)
2023. PI. University Curriculum-based Ideological and Political Education Demonstration Course (International Marketing), Xinhua News



Editorial and Academic Service

Ad-hoc Reviewer

Tourism Management; Annals of Tourism Research; International Journal of Contemporary Hospitality Management; Journal of Hospitality and Tourism Management; Psychology & Marketing; Journal of Business Ethics; Journal of Retailing and Consumer Services; Journal of Environmental Management; Asia Pacific Journal of Marketing and Logistics; Young Consumers.

Academy of Management (AOM) Annual Meetings; International Association for Chinese Management Research (IACMR) Biennial Conference.

Committee

2023. Expert of Jiangmen (City) Social Science Expert Database

2019. Project of Philosophy and Social Sciences in Zhuhai Consortium Committee

Discussant

2022. Journal of Marketing Science (JMS) Annual Meeting

Last Updated: 2026/08/25