



Name : Rui Yang
Title : Assistant Professor
Office : L604
Tel. : +853 87961837
Email : yangrui@must.edu.mo



Academic Qualifications

Doctor of Philosophy in Community Resources and Development, Arizona State University, United States
Master of Science in Venture Creation, National University of Singapore, Singapore
Bachelor of Management in Tourism Management, Chongqing University of Education, China

Teaching Areas

Managerial Psychology
Leisure Psychology

Areas of Research Expertise

Information Technology in Hospitality and Tourism Management
Service Marketing

Working Experience

2026 - Present Assistant Professor, School of Liberal Arts, Macau University of Science and Technology, China, Macau SAR
2025 - 2026 Instructor, Arizona State University, United States

Journal Articles (* *Corresponding author*)

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*. [SSCI-Q1; ABS-2; ABDC-A]
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*. [SSCI-Q1; ABS-1; ABDC-A]
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. [SSCI-Q1; ABS-2; ABDC-A]
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. [SSCI-Q1; ABS-2; ABDC-A]



ABDC-A]

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. [SSCI-Q1, ABS-1, ABDC-A]
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. [SSCI-Q1; ABS-2; ABDC-A]
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. [SSCI-Q1; ABS-1; ABDC-A]

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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