



Name : Cloris Yuanzhi Nan
Title : Lecturer
Office : L616
Tel. : +853 88977823
Email : yznan@must.edu.mo



Academic Qualifications

Ph.D. in Marketing Management , University of Nottingham, China
MSc. in International Marketing, King's Business School, UK
B.A. in Hospitality and Tourism Management, Macau University of Science and Technology, China Macao

Teaching Areas

Introduction to Management
Contemporary Issues in Service Industry
Customer Relationship Management
Sales Management
Marketing

Areas of Research Expertise

Digital Platform Ecosystem
Complementor Strategy
Responsible Innovation

Working Experience

2025 - Present Lecturer, School of Liberal Arts, Macau University of Science and Technology, China, Macau SAR
2024-2025 Assistant Professor, Sino-German Institute of Design and Communication, Zhejiang Wanli University, China

Professional Society Membership

Member of Chartered Institute of Marketing
Member of Academy of Management
Member of Association of Information System

Journal Articles

1. **Nan, Y.,** Liu, M. J., Ye, D., & Luo, J. (2026). Unveiling complementors' adaptation in digital platforms: The role of digital innovation-enabled complementarity. *Journal of Business Research*, 215, 116316. [SSCI Q1, ABS3, ABDC- A]
2. **Nan, Y.,** Liu, M. J., Luo, J., & Ye, D. (2025). Conceptualization of dynamic digital coopetition: Evidence from hospitality platforms. *International Journal of Hospitality Management*, 126, 104036. [SSCI Q1, ABS3, ABDC- A*]



Book chapter

1. **Nan, Y.**, Liu, M. J., Luo, J., & Ye, D. (2026). Understanding the challenges and practices of hotels' responsible innovation in the digital era. In *A Research Agenda for Responsible Innovation* (pp. 147-162). Edward Elgar Publishing.

Conference Proceedings

1. **Nan, Y.** (2026). Reconfiguring digital resources for renewal: How hospitality incumbents revitalize?. *Advances in Hospitality & Tourism Marketing and Management (AHTMM)*. Macao, China, 2026.6.22-6.26.
2. **Nan, Y.**, Liu, M. J., Ye, D. & Luo, J. (2025). From Legacy to Superstar: How Incumbents Complement Digital Platforms for Successful Adaptation. *Academy of Management Proceedings*. Macao, China, 2026.6.25-7.29.
3. **Nan, Y.**, Luo, J., Liu, M. J. & Ye, D. (2025). How digital resource redeployment facilitates established firms' revitalization. The 9th Thought Leaders' Conference of Marketing Science and Innovation (MSI). Chengdu, China, 2025.4.12-4.13.
4. **Nan, Y.**, Luo, J., Liu, M. J. & Ye, D. (2024). How to Achieve Incumbents Thrive in Platform-Based Ecosystem in the Hotel Context: The Role of Digital Complementarity. *Proceedings of the 57th Hawaii International Conference on System Sciences (HICSS)*. Hawaii, USA, 2024.1.3-1.7.
5. **Nan, Y.**, Luo, J., Liu, M. J. & Ye, D. (2024). How incumbents make expansion in the platform ecosystem: the role of balancing triadic coopetition. The 8th Thought Leaders' Conference of Marketing Science and Innovation (MSI). Hangzhou, China, 2024.4.13-4.14.
6. **Nan, Y.**, Liu, M. J. & Luo, J. (2022). How to make coopetition persistency: the role of digital innovation-enabled customization. The 6th Thought Leaders' Conference of Marketing Science and Innovation (MSI). Suzhou, China, 2022.4.16-4.17.
7. **Nan, Y.**, Liu, M. J. & Luo, J. (2022). How complementors threaten platform scaling via triadic closure? The 2nd NUBS Tri-campus Conference. Ningbo, 2022, 1.10-1.13.

Research Grant

- | | |
|------|--|
| 2026 | Main participator (JD6-405) Ningbo Philosophy and Social Sciences Research Base—Research on the Value Conversion of Ningbo's Rural Ecological Products, Finished |
| 2023 | PI., (Grant No. I03180800109) Graduate School Research Fund, University of Nottingham Ningbo China, Finished |
| 2022 | PI., (Grant No. I03190700031) Graduate School Research Fund, University of Nottingham Ningbo China, Finished |



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院
School of Liberal Arts

Editorial and Academic Service

Ad Hoc Reviewer for Journal/ Conferences

International Journal of Hospitality Management

Humanities and Social Sciences Communications

Asia-Pacific Journal of Business Administration

Tourism and Hospitality Management

2025 Global Marketing Conference

2025 Academy of Management Conference

2024 Hawaii International Conference on System Sciences

Last Updated : 16th September 2026