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學歷

博士 管理學博士，商學院，澳門科技大學，中國澳門

碩士 管理學碩士，管理學院，聖安德魯斯大學，英國

本科 環境科學理學學士，環境科學與工程學院，中山大學，廣州，中國

教學科目

管理心理學

品牌管理

商業倫理

銷售管理

休閒心理學

研究方向

旅遊管理

休閒管理

人工智能

多層次模型

工作經驗

2025-至今 助理教授，澳門科技大學，中國澳門

2022-2024 助理教授，暨南大學，中國

2019-2021 工商管理學科博士後，中山大學，中國

專業學會資格

美國管理學會（AOM）

中國管理研究國際學會（IACMR）



代表性學術期刊論文

- 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]

科研項目

2025. 澳門科技大學普通研究基金項目，主持，在研
2023. 廣州市哲學社會科學規劃課題，主持，結項
2023. 中央高校基本科研業務課題，主持，結項
2022. 國家自然科學基金面上項目，參與，在研
2020. 教育部人文社會科學規劃課題，主持，結項
2019. 廣東省哲學社會科學規劃課題，主持，結項
2019. 中央高校基本科研業務課題，主持，結項
2019. 珠海市哲學社會科學規劃課題，主持，結項

獎項及榮譽

- 2026, 2025. ESI 前 1% 高引論文 (Web of Science): How AI awareness can prompt service performance adaptivity and technologically-environmental mastery (Elsevier)
2024. 第五屆珠海市哲學社會科學優秀成果獎政府獎，二等獎
2021. 傑出審稿人 Emerald Literati Award Winner (Asia Pacific Journal of Marketing and Logistics, SSCI-Q1)
2021. ESI 前 1% 高引論文 (Web of Science): How CSR influences customer behavioural loyalty in the Chinese hotel industry (Emerald)
2023. 新華網新華思政-課程思政改革示範課堂，新華網

編輯及學術服務

特邀審稿人

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.



澳門科技大學
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博雅學院
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Academy of Management (AOM) Annual Meetings; International Association for Chinese Management Research (IACMR) Biennial Conference.

委員會

2023. 江門市社科專家庫專家

2019. 珠海市哲學社會科學規劃課題評審委員會委員

最後更新： 2026/08/25