



MACAU UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
澳門科技大學

Faculty of  
Hospitality and Tourism Management  
酒店與旅遊管理學院

Yu Jing, Jasper  
Lecturer

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"><li>● Emerging Technologies and Customer Experience</li><li>● Sustainable Tourism</li><li>● Business Analytics</li></ul>	<ul style="list-style-type: none"><li>● Research Methods</li><li>● Consumer/Tourist Behavior Patterns</li><li>● Financial Management in Tourism and Hospitality</li></ul>

## Qualifications

### [Academic Qualifications]

Ph.D. (2023/Estimated)	Department of Integrated Resort and Tourism Management/ University of Macau
Master (2018)	Department of Electronic Commerce/ Zhejiang University of Finance & Economics
Beachelor (2014)	Department of Accounting/ Guilin University of Technology

### [Professional Qualifications]

2023-Present	Lecturer/ Faculty of Hospitality and Tourism Management/ Macau University of Science and Technology
2018-2023	Teaching Assistant/ Faculty of Business Administration/ University of Macau
2018-2023	Research Assistant/ Faculty of Business Administration/ University of Macau
2017	Consultant/ China Huaxin Post & Telecom Technologies Co Ltd
2016	Consultant/ Pan-China Certified Public Accountants LLP

### [Editorial Experience]

Ad-hoc reviewer, International Journal of Hospitality Management, SSCI	2020-Present
Ad-hoc reviewer, Journal of Hospitality & Tourism Research, SSCI	2022-Present
Ad-hoc reviewer, International Journal of Contemporary Hospitality Management, SSCI	2024-Present
Ad-hoc reviewer, Journal of Hospitality and Tourism Management, SSCI	2024-Present
Ad-hoc reviewer, International Journal of Tourism Research, SSCI	2024-Present
Ad-hoc reviewer, Internet Research, SSCI	2024-Present

### [Professional Membership]

Travel and Tourism Research Association (TTRA)

Council on Hotel, Restaurant, and Institutional Education (ICHRIE)

[Awards Received]

Best Paper Award (2024). The 1st IECR (International Early Career Researcher Conference in Hospitality and Tourism), May. 2024

Best Paper Award (2023). The 21st Asia-Pacific CHRIE (Council of Hotel, Restaurant, and Institutional Educators) Conference, May. 2023

## **Research & Publications**

### ***[Journal Articles]***

**Yu, J.**, Liu, X., He, M., Huang, L., & Li, J. (2024). It takes two to empower: Customer responses to empowerment recovery in the context of robot service failure. *International Journal of Hospitality Management*, 120(5), 103759. **(SSCI)**

Lv, L., Liu, G., Zhou, W., & **Yu, J.** (2024). Morality or hypocrisy: The effect of hotel sustainability labels varies across different online review valence. *International Journal of Hospitality Management*, 122(7), 103838. **(SSCI)**

**Yu, J.**, Hu, J., Liu, G., Jiang, W., & Walters, G. (2024). Not just a game: Understanding ecogamification in sustainable destination development. *Journal of Hospitality and Tourism Management*, 60(3), 10-21. **(SSCI)**

**Yu, J.**, Liu, X., & Li, J. (2024). Does being there still matter after a service failure? The impact of robots' physical presence on customer satisfaction. *Current Issues in Tourism*, 1-16. **(SSCI)**

Liu, X., **Yu, J.**, Guo, Q., & Li, J. (2022). Employee engagement, its antecedents and effects on business performance in hospitality industry: a multilevel analysis. *International Journal of Contemporary Hospitality Management*, 34(12), 4631-4652. **(SSCI)**

Truong, D., Liu, X., & **Yu, J.** (2020). Mixed methods research in tourism and hospitality journals. *International Journal of Contemporary Hospitality Management*, 32(4), 1563-1579. **(SSCI)**

Chen, Y., **Yu, J.**, Yang, S., & Wei, J. (2018). Consumer's intention to use self-service parcel delivery service in online retailing. *Internet Research*, 28(2), 500-519. **(SCIE/SSCI)**

### ***[Conference Papers]***

Xu, Z., Wang J., & **Yu, J.\*** (2024). Exploring the Impact of Salesperson Personal Life Disclosure on Consumer Sustainable Behavior via Enterprise Social Platforms. Paper presented at the 1st International Early-Career Researcher Conference in Hospitality and Tourism, Macau, China. **(Best Paper Award)**.

**Yu, J.,** Liu, G. (2023). Disentangling the dynamics of Ecogamification platforms: A triadic perspective. Paper presented by APacCHRIE 2023, Clark, Philippines. **(Best Paper Award).**

**Yu, J.,** Liu, X. & Li, J. (2023). Robot service recovery: A customer empowerment perspective. Paper presented at the 7th Thought Leaders' Conference of Marketing Science and Innovation (MSI 2023)& Internet Research Special Issue Academic Conference, Shanghai, China.

**Yu, J.,** Liu, X. & Li, J. (2023). Just Being There Matters: Customer Responses to Robot's Physical Presence After Service Failure. Paper presented at the 4th Conference on Managing Tourism Across Continents – Tourism for a Better World (MTCON'23), Istanbul, Turkey.

**Yu, J., &** Liu, X. (2019). Customer engagement, its antecedents and effects on corporate performance in hospitality industry: A multilevel analysis. Paper presented at the 2019 Travel and Tourism Research Association Canada Chapter Conference, Saskatoon, Canada.