



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

Liu Ying Ni

Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Gambling Motivation● Responsible Gaming● Organization Behavior● Smart Tourism	<ul style="list-style-type: none">● Gambling Psychology and Casino Marketing● Introduction to Gaming Industry● Sociology of gambling● Theories and Practice of MICE● Current Issues in MICE Industry● Seminars For Current Issues Of MICE. Industry● Gaming and Entertainment Operation

Qualifications

[Academic Qualifications]

PHD / Philosophy in Management / Macau University of Science and Technology,
Macau

Master / International Tourism Management / Macau University of Science and
Technology, Macau

Bachelor / Business Administration / Macau University of Science and Technology,
Macau

Financial Advisers' International Qualification (CII,IFPHK,IFS)

Publications

[Journal Articles]

- Zhu, C., Hall, C. M., Fong, L. H. N., **Liu, C. Y. N.***, & Koupaie, S. N. (2024). Vividness, narrative transportation, and sense of presence in destination marketing: empirical evidence from augmented reality tourism. *Asia Pacific Journal of Tourism Research*, 1-13. [SSCI]
- **Liu, C. Y. N.**, Zhu, C., Nang Fong, L. H., Wang, Y., & Tang, J. (2024). When livestreaming meets tourism product marketing: empirical evidence from Chinese customers. *Asia Pacific Journal of Tourism Research*, 29(4), 414-424. [SSCI]
- Li, Y., **Liu, C. Y. N.***, Lao, U., & Dang, J. (2024). Navigating the path to environmental sustainability: Exploring the role of fintech, natural resources and green energy in Belt and Road countries. *Resources Policy*, 88, 104485. [SSCI]
- Zhu, C., Hall, C. M., Fong, L. H. N., **Liu, C. Y. N.***, & Naderi Koupaie, S. (2023). Does a good story prompt visit intention? Evidence from the augmented reality experience at a heritage site in China. *Journal of Heritage Tourism*, 18(4), 427-444.
- Zhang, Y., Xia, M. L., & **Liu, Y. N.** (2023). The Causality and Antecedents of Tourism Small & Medium-Sized Enterprises' (SMEs) Coopetition in Complex Institutional Contexts. *Sustainability*, 15(6), 5156. [SSCI]
- Zhu, C., Fong, L. H. N., **Liu, C. Y. N.**, & Song, H. (2023). When social media meets destination marketing: the mediating role of attachment to social media influencer. *Journal of Hospitality and Tourism Technology*. 14(4), 643-657. [SSCI]
- Zhu, C., Fong, L. H. N., Gao, H., & **Liu, C. Y. N.** (2022). When TikTok meets celebrity: an investigation of how celebrity attachment influences visit intention. *Current Issues in Tourism*, 26(17), 2762-2776. [SSCI]
- Chen, Q., Chen, S., & **Liu, C. Y. N.** (2022). The Effects of Three-Factor Exhibition Attributes on Tourist-Exhibition Organizer Value Co-Creation and Tourists' Satisfaction: A Case Study of China. *Journal of Tourism Management Research*, 9(2), 140-154.
- Zhu, Y. N., Cheng, Y. Y., & **Liu, C. Y. N.** (2015). Employee Voice Behavior: Review and Direction for Future Research. *Journal of Macau University of Science and Technology*, 9. 107-116.
- Zhang, X. D., Xiong, X., & **Liu, C. Y. N.** (2014). Strategic supply chain coordination with vendor managed inventory and trade credit mechanisms A Comparative Study. *Journal of Macau University of Science and Technology*, 8.72-28.

[Conference Papers]

- Man Tat Cheng & **Ying Ni Liu** (2022). *Capabilities approach of justice: Macau's hospitality migrant workers response to pandemic precarity*. Paper presented at the 11th International Conference on Sustainable Tourism, Culture & Sports.
- **Ying Ni Liu**, & Yuanyi Yang (2020). Gambling Passion: Review and Direction for Future Research. *Scholar Highlights in Social Sciences* (pp.188-121). Shenyang, China: SPG Publications.
- Siyu Sun, & **Ying Ni Liu*** (2019). Effect of Social Capital Development Behavior, Resource Exchange and Combination on Task Performance. *Education, Information and Management* (pp.34-39). Seoul, South Korea: Singapore Management and Sports Science Institute Publications.
- **Ying Ni Liu**, Lam Lam ,Yi Li(2015). *Impact of Social Capital on Gambling Motivation and Addiction—an Empirical Study of Macau Gaming Industry Employees*, International Conference on Applied Social Science,2015, Cyprus.
- Yi Li, **Ying Ni Liu**, Lam Lam(2015). *A Conceptual Model For Sustainability Performance Measurement of Logistics*, The 21th Cross Strait Conference on Information Management Development And Strategy, Macao.
- **Ying Ni Liu***, Si Yu Sun*, Sun Iok Leong, Kin Pong Pak, Chi Tim Hon (2014). *Gambling problem of Macao Gambling Industry Employees*, International Conference on Gaming, Leisure and Entertainment 2014 , Macao. (*Co-first author)
- Chi Tim Hon, Si Yu Sun, **Ying Ni Liu**(2013). *Moderating effect of Structure Hole on Interaction: An Empiric of Casino Firm In Macau*, Abstract of “Tourism Tribune” China Tourism Research Annual Meeting, ChongQing.
- Di Fan, Weiling Zhang, **Ying Ni Liu**(2013). *The Influential Factors on the Service Recovery Implementation :Taking Banking Industry as an Example*,2013 International Conference on Engineering Management Science and Innovation, Macao.

[Book Chapter]

- Ying Ni Liu (2019). The current situation, issues and suggestions of Macau Leisure Technology Exhibition, In Lin Guang Zhi (Eds.), *Annual Report on Development of Travel & Leisure in Macau (2018-2019)* (pp.252-262). Beijing: Social Sciences Academic Press.

Research Grants

- 2023 – 2024 “Exploring Livestreaming in customer behavior: The theoretical lens of parasocial interaction”, Macau University of Science and Technology sponsored, Principal Investigator
- 2014 - 2024 “The Study of City Clean-up Service Quality in Macau”, Macau Environmental Protection Bureau sponsored, Co-investigator
- 2021 - 2022 “Research on the Prediction of the Spread of Respiratory Tract Epidemics Based on Tourism Transportation Network Analysis”, The Science and Technology Development Fund (FDCT) Sponsored, Co-investigator
- 2020 - 2022 “Innovation of Dynamic Wi-Fi password and convenient Wi-Fi connection: the synergy of Wi-Fi coverage and construction of big data system”, The Science and Technology Development Fund (FDCT) sponsored, Principal Investigator
- 2020 - 2022 “Public health interventions in response to epidemic the impacts on employee well-being and hospitality servicescape”, Macao Higher Education Institutions sponsored, Co-Principal Investigator.
- 2016 “The consulting service of Macau's application for ‘The UNESCO Capital of Gastronomy ’ ”, Macao Government Tourism Office sponsored, Co-investigator
- 2013 “The survey of Macao Gambling Industry Employees’ hidden gambling problem”, Macao Foundation sponsored, Co-investigator
- 2012 - 2013 “The Survey of Macau Citizens ‘S Quality 2012”, Macao. Foundation sponsored, Co-investigator
- 2012 - 2013 “The Survey of Macao Gambling Norm”, Macao Foundation sponsored, Co-investigator