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: ydliu@must.edu.mo

- DBMZ03 Information Systems for Ph.D. students
- FIN410-003 Social Media Marketing (undergraduate program)
- MKT411-002 Innovation Management and Entrepreneurship (undergraduate program)
- COB302 E-Commerce (undergraduate program)

- i. Schuberth, F., Schamberger, T., Rönkkö, M., Liu, Y., & Henseler, J. (2023). Premature Conclusions about the Signal-to-Noise Ratio in Structural Equation Modeling Research: A Commentary on Yuan and Fang (2023). *British Journal of Mathematical and Statistical Psychology*, accepted.
- ii. Liu, Y., Ting, H., & Ringle, C. (2023). Appreciation to and Behavior Intention Regarding Upscale Ethnic Restaurants. *Journal of Hospitality & Tourism Research*, 47(1), 235-256.
- iii. Xu, Y., Chin, W., Liu, Y., & He, K. (2022). Do institutional pressures promote green innovation? The effects of cross-functional cooperation in green supply chain management. *International Journal of Physical Distribution & Logistics Management*(ahead-of-print).
- iv. Liu, Y., Schuberth, F., Liu, Y., & Henseler, J. (2022). Modeling and assessing forged concepts in tourism and hospitality using confirmatory composite analysis. *Journal of Business Research*, 152, 221-230.
- v. Xiao, Y., Li, C., Thürer, M., Liu, Y., & Qu, T. (2022). Towards lean automation: Fine-grained sentiment analysis for customer value identification. *Computers & Industrial Engineering*, 169, 108186.
- vi. Xiao, Y., Li, C., Thürer, M., Liu, Y., & Qu, T. (2022). User preference mining based on fine-grained sentiment analysis. *Journal of Retailing and Consumer Services*, 68, 103013.
- vii. Lim, X.-J., Ngew, P., Cheah, J.-H., Cham, T. H., & Liu, Y. (2022). Go digital: can the money-gift function promote the use of e-wallet apps? *Internet Research*, 32(6), 1806-1831.
- viii. Liu, Y., Henseler, J., & Liu, Y. (2022). What makes tourists adopt smart hospitality? An inquiry beyond the technology acceptance model. *Digital Business*, 2(2), 100042.

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- The outstanding paper award at the Annual International Conference for Chinese Scholars in Industrial Engineering 2023

- Ph. D. thesis examiner, University of Newcastle, Australia
- Ph. D. thesis examiner, University of Twente, Netherlands
- ITIL Certificate: Exameninstituut voor Informatica (EXIN)
- IPMP Certificate: International g 71 TJ485S0008enal g 71 T(ctemeQnt Associ13(nt 71 TJ0.000008