



**Dr. Leif Yu JIA**

*Department of Smart Tourism | Associate Professor*

## **Biography**

Dr. Leif is an Associate Professor of Faculty of Digital and Intelligent Economy at Macau Millennium College, and also serves as a doctoral supervisor and postdoctoral supervisor. His research focuses on interdisciplinary frontiers spanning digital marketing management, international business, industrial innovation, digital technology and social development. He has authored more than 30 peer-reviewed articles in SSCI-Q1 indexed journals, including *Industrial Marketing Management*, *Journal of Business Research*, *International Business Review*. Over 10 of his publications appear in ABS 3 and ABDC A-tier or higher journals.

As Principal Investigator, he has directed multiple major research projects funded by the NSFC and the Ministry of Education of China. His scholarly contributions have earned him numerous accolades, such as the AMA Global Marketing SIG Best Paper Award, JMS Outstanding Paper Award, CIE Annual Outstanding Paper Award and CSL Outstanding Paper Award. His scholarly contributions have earned him numerous accolades, such as the AMA Global Marketing SIG Best Paper Award, JMS Outstanding Paper Award, CIE Annual Outstanding Paper Award and CSL Outstanding Paper Award. According to O-DATAMAP statistics, his research has been disseminated across 57 countries and regions worldwide, engaging over 250 international research teams. Several of his outputs rank among the global top 1% and are recognised as a key driver of global innovation research.

## **Working Experience (including Postdoctoral)**

- Wuhan University, Department of Advertising, School of Journalism and Communication, Associate Professor,

(Wuhan, China; February 2023–July 2025)

- Wuhan University, Department of Advertising, School of Journalism and Communication, Lecturer,

(Wuhan, China; September 2020–January 2023)

- City University of Hong Kong, Department of Media and Communication, Visiting Fellow, (Hong Kong, China,

April 2024)

## Education Background

● Ph.D. in Business Administration (Marketing), Economics and Management School, Wuhan University, China

(2017-2020); Advisor: Prof. Tao Wang;

● Master. in Enterprise Management, College of Economics & Management, Southwest University, China (2014-

2017);

● B.S. in Logistic Management, College of Economics & Management, Southwest University, China (2010-2014).

## Research Interests

- New Institutionalism and Internationalization Strategy
- Brand Strategy in Emerging Markets
- AI in Organizational Behavior
- Digital Technology and Industrial Transformation

## Teaching Courses

- Classes that have been taught include International Marketing, Brand Management, Marketing Research and Analysis, Statistics, Research Methods.
- Has received the First Prize for Teaching (University Level) and the Third Prize for Teaching (Provincial Level).

## Honors & Awards

- Ph.D., Management, Wuhan University
- B.S., Management, Southwest University

## Research Outputs

### ARTICLES PUBLISHED IN SSCI/SCIE/CSSCI JOURNALS

\* = Corresponding author

1. Liu, F., Gao, J., & Jia, Y. (2025). Cross-border digital platforms and discretionary adaptation strategy of exporters in emerging markets: The capability building perspective. *International Business Review*, Available online, 102427. <https://doi.org/10.1016/j.ibusrev.2025.102427> (SSCI Q1)
2. Fan, Z., Wang, T., Han, Z., & Jia, Y. (2025). Political affinity and opportunism in global supply chain: The mediating role of contractual and relational governance. *International Business Review*, 34(3), 102415. <https://doi.org/10.1016/j.ibusrev.2025.102415> (SSCI Q1)
3. Wang, T., Han, Z., Fan, Z., & Jia, Y. (2025). Impact of changes in political affinity on opportunism in global supply chain: The moderating role of national culture. *Journal of International Management*, 31(1), 101206. <https://doi.org/10.1016/j.intman.2024.101206> (SSCI Q1)
4. Jia, Y., Gao, S., Gao, L., Gao, J. & Wang, T. (2025), Gratitude expression in the sharing economy: a perspective of interactive marketing communication between peer service providers and consumers,

Journal of Research in Interactive Marketing, 19(4), 527-548.

<https://doi.org/10.1108/JRIM-12-2023-0433> (SSCI Q1)

5. Wang, T., Deng, X., Sheng, S., & Jia, Y.\*. (2024). Mitigating the damage of a global pandemic on the international buyer-supplier relationship: Evidence from Chinese suppliers. *Journal of Business Research*, 172, 114446. <https://doi.org/10.1016/j.jbusres.2023.114446> (SSCI Q1)
6. Gao, S., Jia, Y.\*, Liu, B., & Mu, W. (2024). Algorithmic monitoring increases unethical behavior in gig workers: the mediating role of moral disengagement. *Information Technology & People*. Available online, <https://doi.org/10.1108/ITP-07-2023-0693> (SSCI Q1)
7. Jia, Y., Yu, J., Liu, T., Huang, J., Mu, W., & Deng, F. (2024). Research on the Matching Effect of Social Media Advertising Appeal and Narrative Person: Evidence from China. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(4), 2980-2996. <https://doi.org/10.3390/jtaer19040143> (SSCI Q1)
8. Jia, Y., Wang, Y., Li, P., & Gao, S. (2024). Economic communication: the influence of high-speed rail on urban rural income inequality in China. *Social Indicators Research*, 174, 47–73. <https://doi.org/10.1007/s11205-024-03375-y> (SSCI Q1)
9. Jia, Y., Ye, Y., Ma, Z., & Wang, T. (2024). The effect of subnational legal effectiveness and social trust on foreign firm performance: from subnational analysis in emerging economies. *International Journal of Emerging Markets*, 19(6), 1669-1694. <https://doi.org/10.1108/IJOEM-03-2021-0452> (SSCI Q1)
10. Han, L., Wang, T., Jia, Y., Ye, Y., Liu, T., & Lv, J. (2024). The influence of service provider's role overload on value co-creation behavior in the sharing economy: a mediated moderation model. *Journal of Research in Interactive Marketing*, 18(4), 570-587. <https://doi.org/10.1108/JRIM-04-2023-0132> (SSCI Q1)
11. Jia, Y., Chen, Q., Mu, W., & Zhang, W. (2023). Managing the value co-creation of peer service providers in the sharing economy: the perspective of customer incivility. *Heliyon*, 9(6), e16820. <https://doi.org/10.1016/j.heliyon.2023.e16820> (SCIE Q2)
12. Liu, T., Jia, Y., Yang, Y., & Chen, Q. (2023). Conflict with children, psychological depression, and problematic internet use among Chinese older adults: The moderating effect of sociability and living situation. *Digital Health*, 9, 20552076231216417. <https://doi.org/10.1177/20552076231216417> . (SSCI Q2)
13. Wang, T., Han, L., Yang, Z., & Jia, Y.\*. (2023). The effect of cultural differences on the relationship between contract governance and opportunism. *European Journal of Marketing*, 57(11), 2974-3004. <https://doi.org/10.1108/EJM-03-2022-0145> (SSCI Q2)
14. Liu, T., Liu, L., Cafferkey, K., & Jia, Y.\*. (2023). Assessing the impact of negative workplace gossip on family satisfaction: Evidence from employees in China. *Current Psychology*, 42(24), 21201-21212. <https://doi.org/10.1007/s12144-022-03241-5> (SSCI Q1)
15. Liu, T., Jia, Y., Yang, Y., Yan, J., & Mu, W. (2023). Validation of the revised Chen Internet Addiction Scale for Chinese older adults. *Research on Social Work Practice*, <https://doi.org/10.1177/10497315231209492>. (SSCI Q1)
16. Jia, Y., Liu, T., & Yang, Y. (2022). The relationship between real-life social support and Internet addiction among the elderly in China. *Frontiers in Public Health*, 10, 981307. <https://doi.org/10.3389/fpubh.2022.981307> (SSCI & SCIE Q1)
17. Yang, Y., Liu, T., & Jia, Y.\*. (2022). The impact of interaction with children on internet addiction in

older adults: A moderated mediation model. *Frontiers in Psychology*, 13, 989942.

<https://doi.org/10.3389/fpsyg.2022.989942> (SSCI Q1)

18. Gao, J., Wang, T., Jia, Y.\*, & Wang, C. L. (2022). How and when do exporters benefit from an international adaptation strategy? The moderating effect of formal and informal institutional distance. *International Marketing Review*, 39(6), 1390-1416. <https://doi.org/10.1108/IMR-01-2021-0007> (SSCI Q2)

19. Guo, G., Jia, Y.\*, Mu, W., & Wang, T. (2022). The paradoxical effects of the contagion of service-oriented organizational citizenship behavior. *Psychology Research and Behavior Management*, 405-424. <https://doi.org/10.2147/PRBM.S341068> (SSCI Q1)

20. Wang, T., Gao, J., Jia, Y., & Wang, C. L. (2022). The double-edged sword effect of adaptation strategy on performance: The mediation of legitimacy and synergy. *Journal of Business Research*, 139, 448-456. <https://doi.org/10.1016/j.jbusres.2021.10.004> (SSCI Q1)

21. Liu, L., & Jia, Y. (2021). Guanxi HRM and employee well-being in China. *Employee Relations: The International Journal*, 43(4), 892-910. <https://doi.org/10.1108/ER-09-2019-0379> (SSCI Q2)

22. Jia, Y., Wang, T., Xiao, K., & Guo, C. (2020). How to reduce opportunism through contractual governance in the cross-cultural supply chain context: evidence from Chinese exporters. *Industrial Marketing Management*, 91, 323- <https://doi.org/10.1016/j.indmarman.2020.09.014> (SSCI Q1)

23. Liu, T., Wu, L., Yang, Y., & Jia, Y. (2020). Work-to-family spillover effects of workplace negative gossip: A mediated moderation model. *Frontiers in Psychology*, 11, 1612. <https://doi.org/10.3389/fpsyg.2020.01612> (SSCI Q2)

24. Jia, Y., Yan, J., Liu, T., & Huang, J. (2019). How does internal and external CSR affect employees' work engagement? Exploring multiple mediation mechanisms and boundary conditions. *International journal of environmental research and public health*, 16(14), 2476. <https://doi.org/10.3390/ijerph16142476> (SSCI Q1)

25. Jia, Y., Wei, Y. X., Huang, Y., Lou, C. (2024). Functional Orientation vs. Entertainment Orientation? The Impact of ChatGPT Usage Types on User Satisfaction. *Global Media Journal*, 11(2), 79-98. CSSCI, 《全球傳媒學刊》, 《新華文摘》篇目轉載

26. Jia, Y., Liu, T. Y., & Yang, Y. (2023). Trapped in Smartphones: Intergenerational Relationships and Internet Addiction Among the Elderly. *Journalism University*, (10), 31-45+120-121. CSSCI, 《新聞大學》, 《人大複印報刊資料》全文轉載

27. Liu, T. Y., & Jia, Y. (2023). Formation Mechanism and Outcome Effects of Digital Hoarding Behavior Among Youth Groups: An Analysis Based on the Internal Motivation Perspective. *China Youth Study*, (02), 93-100. CSSCI, 《中國青年研究》

28. Wang, T., Jia, Y.\*, Cui, P. P., Lv, J. Y. (2020). How Diplomatic Relations Affect the Overseas Market Performance of Multinational Enterprises. *China Industrial Economics*, (7), 80-97. CSSCI, 《中國工業經濟》, FMS Rating Top-tier Journal

29. Wang, T., Jia, Y.\*, Wang, K., Cui, N. (2018). Internationalization Strategies of Chinese Enterprises: A Perspective from Emerging Economy Firms. *China Industrial Economics*, (5), 175-192. CSSCI; 《中國工業經濟》, FMS Rating Top-tier Journal, Annual Best Paper Award, 《人大複印報刊資料》全文轉載

30. Huang, J., Jia, Y., & Tao, J. (2017). The Impact of Abusive Supervision on Work-Family Conflict and Family Satisfaction of Employees: The Moderating Role of Emotional Intelligence. *Collected Essays on Finance and Economics*, (04), 82-92. CSSCI, 《財經論叢》

31. Huang, J., Jia, Y., Qin, Y., & Chen, B. (2016). Does Employees' Perceived Corporate Employee Responsibility Stimulate Innovative Behavior? The Mediating Role of Job Satisfaction and Job Involvement. *Science and Technology Progress and Policy*, 33(22), 116-121. CSSCI, 《科技進步與對策》
32. Huang, J., Jia, Y., Gui, M., Zhu, Y. H., & Liu, T. (2015). The Impact of Servant Leadership on Employees' Proactive Innovation Behavior: The Mediating Role of Leader-Member Exchange and Job Engagement. *Science and Technology Progress and Policy*, 32(21), 145-150. CSSCI, 《科技進步與對策》
33. Yang, Y., Huang, J., & Jia, Y. (2015). Sources of Corporate Social Responsibility in Food Enterprises: Incentives, Institutions, and Commitments. *Soft Science*, 29(03), 15-18. CSSCI, 《軟科學》

## TEACHING AND COURSE DEVELOPMENT

Course Name	Program Type	Description and disposition
Strategic Brand Management	Undergraduate	The course focused on key aspects of brand management, including strategic positioning in the market, building brand equity, and creating long-term brand value. Also, it explored brand communication and innovation in the digital and AI age.
Marketing Research and Analysis	Master	The course provided students with advanced skills for conducting comprehensive marketing research and analyzing complex data to inform strategic marketing decisions.
Interculture Communication	Undergraduate	As a member of the course team, I delivered instruction in cross-cultural management and marketing.
Statistics in Communication	Undergraduate	The course encompassed data, variables, descriptive statistics, and inferential statistics, equipping students with essential statistical tools while highlighting their practical use in communication research and analysis.
Research Methods in Communication	Undergraduate	The course centred on quantitative research design, specifically questionnaires, online experiments, and text mining. I equipped students with methodological knowledge and guided them in applying quantitative techniques to effectively collect and analyse data.
Research Methods in Communication	Master and Ph.D.	As a member of the course team, I delivered instruction in multi-wave survey and online/field experiment.
Academic Thesis Writing	Master and Ph.D.	As a member of the course team, I provided instruction on literature reviewing, identifying research gaps, and constructing theoretical frameworks.

## MAJOR AWARDED RESEARCH GRANTS

Duration	Grants
2022-2024	<b>Principal Investigator</b> , National Natural Science Foundation of China, supported by NSFC, “The Double-Edged Sword Effect of Formal Contract Governance in International Marketing Communications: Legitimacy Logic and Efficiency Logic (Grant No. 72102170)” 300,000 RMB, completed.
2023-2025	<b>Sub-project Principal Investigator</b> , The Major Project of Key Research Institute of Humanities and Social Sciences of the Ministry of Education, supported by Ministry of Education of China, “Innovation in Cross-Cultural Marketing Communications for Chinese Enterprises in the New Era of Globalization and Digitization (Grant No. 22JJD860009)” 100,000 RMB, on-going.
2023-2025	<b>Principal Investigator</b> , Wuhan University Humanities and Social Sciences Youth Academic Team, supported by Wuhan University, “Research on Cross-Cultural Marketing Communications Empowered by Digital Intelligence”, 300,000 RMB, on-going.
2024-2025	<b>Principal Investigator</b> , the major Hubei Province research project “Paths to Strengthening Cultural Resource Protection and Promoting Cultural Innovation and Development in Hubei (Grant No. WT2024-48)”, supported by the Hubei Provincial Party Committee Policy Research Office, 100,000 RMB, completed.

## MAJOR AWARDS AND RECOGNITIONS

Year	Awards and Recognitions
2025	AMA(American Marketing Association) Global Marketing SIG Best Overall Conference Paper (TOP 1)
2025	The consultation report “Hubei Government Large Model Local Deployment”, which was received positive written instructions from Hubei Vice Governor Wei Shengbin. (Second author)
2024	2024 Highly Influential Chinese Researchers by CNKI (China Science Literature Metrology Evaluation Research Center, and China Academic Essentials Database)
2024	2024 Top 5% Highly Cited Chinese Researchers by CNKI (China Science Literature Metrology Evaluation Research Center, and China Academic Essentials Database)
2024	The consultation report “Regulating Generative AI”, which was received positive written instructions from Hubei Vice Governor Cheng Yongwen. (Third author)
2024	National first prize, in the 16th College Student Advertising Art Competition, <b>Advisor</b> (ranking first)
	National first prize, in the 2024 China University Business Elite Challenge-Brand Planning Competition, <b>Advisor</b> (ranking first)
2023	National second prize, in the 18th “Challenge Cup” National College Students Extracurricular Academic and Scientific Works Competition, <b>Advisor</b> (ranking first)
2023	Excellent Paper Award of the 7th Annual Academic Conference of China Public Relations Committee
2022	The management implication of my Chinese article “How Diplomatic Relations Affect the Overseas Market Performance of Multinational Enterprises” were applied by Chinese A-share listed company INSPUR GROUP (Stock Code 000977).
2022	Excellent paper Award of China Marketing Science Academic Conference
2021	The 5th "China Industrial Economy" Annual Best Paper Award
2020	The management implication of my Chinese article “Internationalization Strategies of Chinese Enterprises: A Perspective from Emerging Economy Firms” were applied by Chinese A-share listed company Zhongtong Bus Holding (Stock Code 000957).
2019	Excellent Paper Award of China Marketing Science Academic Conference