



Dr. Yu Leif JIA

Department of Cross-Border E-Commerce | Associate Professor

Biography

Dr. Leif is an Associate Professor of Digital and Intelligent Economics 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.

Education Background

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

Working Experience

- Associate Professor and Assistant Professor, Wuhan University
- Visiting Fellow, City University of Hong Kong
- Principal Researcher, Mountains Consulting Co., Ltd

Research Interests

- New Institutionalism and Internationalization Strategy
- Brand Strategy in Emerging Markets
- Digital and Intelligent Technology in Human Behavior
- Digital and Intelligent Technology and Industrial Transformation

Selected Journal Papers (2024–Present)

- "The digital gaze in retail encounters: AI face dialogues and consumer preference in the circular economy." *Journal of Retailing and Consumer Services* 93 (2026): 104915.
- "When visual concreteness meets temporal framing in foreign-brand storytelling on social media." *Asia Pacific Journal of Marketing and Logistics* (2026): 1-27.
- "Identity awakening in digital marketing: how facial recognition interactions foster green consumption behavior." *Journal of Research in Interactive Marketing* (2026): 1-18.

- "From swipes to intimacy: dating app adoption and offline hookup intention among male rural migrant workers." *Information, Communication & Society* (2026): 1-30.
- "Social media use and attitudes toward premarital sex in China: a chain-mediating analysis." *Sexuality Research and Social Policy* (2026): 1-17.
- "Cross-border digital platforms and discretionary adaptation strategy of exporters in emerging markets: The capability building perspective." *International Business Review* 34, no. 4 (2025): 102427.
- "Political affinity and opportunism in global supply chain: The mediating role of contractual and relational governance." *International Business Review* 34, no. 3 (2025): 102415.
- "Impact of changes in political affinity on opportunism in global supply chain: The moderating role of national culture." *Journal of International Management* 31, no. 1 (2025): 101206.
- "Mitigating the damage of a global pandemic on the international buyer-supplier relationship: evidence from Chinese suppliers." *Journal of Business Research* 172 (2024): 114446.
- "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, no. 4 (2024): 2980-2996.
- "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, no. 6 (2024): 1669-1694.
- "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, no. 4 (2024): 570-587.

Teaching

- Classes that have been taught include International Marketing, Brand Management, Marketing Research and Analysis, Statistics, and Social Science Research Methods.

- In recognition of teaching excellence, received the First Prize for Teaching at the University Level and the Third Prize for Teaching at the Provincial Level. In addition, has actively mentored students in national competitions, serving as the first-ranked advisor for several award-winning teams: the National First Prize in the 16th College Student Advertising Art Competition, the National First Prize in the 2024 China University Business Elite Challenge–Brand Planning Competition, and the National Second Prize in the 18th "Challenge Cup" National College Students Extracurricular Academic and Scientific Works Competition.