



Dr. Leif Yu JIA

Department of Cross-Border E-Commerce | Associate Professor

Biography

Associate Dean & Associate Professor | Head, Department of Management

Associate Editor, *Frontiers in Psychology (SSCI Q1)*

Regional Editor, *Journal of Applied Business & Behavioral Sciences*

Dr. Jia is an Associate Dean and Associate Professor as well as Head of the Department of Management at Macau Millennium College, where he also serves as a doctoral and postdoctoral supervisor. His research focuses on interdisciplinary frontiers spanning digital marketing management, international business, industrial innovation, digital technology and social well-being. He has authored more than 30 peer-reviewed articles in SSCI Q1 journals, including *Industrial Marketing Management*, *European Journal of Marketing*, and *Journal of Business Research*. Fourteen of these appear in ABS 3 and/or ABDC A-tier or higher journals.

As Principal Investigator, he has received funding from the National Natural Science Foundation (NSFC) and the Ministry of Education of China. He has received the American Marketing Association (AMA)-Global Marketing SIG Best Paper Award; the JMS Outstanding Paper Award; and the *China Industrial Economics* Annual Best Paper Award, along with many others. Reflecting his international academic impact, he was recognized among the World's Top 5% Scientists by SciRank Global and, as of September 2026, holds a Google Scholar h-index of 19 and an i10-index of 27 (since 2021). 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., Wuhan University
- B.S., Southwest University

Working Experience

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

Research Interests

- Marketing Management
- International business
- Industrial innovation
- Digital technology and social well-being

Selected Journal Papers (2026–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. (SSCI, IF=13.7, ABDC: A, JCR: Q1)
- "When visual concreteness meets temporal framing in foreign-brand storytelling on social media." *Asia Pacific Journal of Marketing and Logistics* (2026): 1-27. (SSCI, IF=5.5, ABDC: A, JCR: Q2)
- "Identity awakening in digital marketing: how facial recognition interactions foster green consumption behavior." *Journal of Research in Interactive Marketing* (2026): 1-18. (SSCI, IF=11, ABDC: A, JCR: Q1)

- "From swipes to intimacy: dating app adoption and offline hookup intention among male rural migrant workers." *Information, Communication & Society* (2026): 1-30. (SSCI, IF= 3.6, ABDC: A, JCR: Q1)
- "Social media use and attitudes toward premarital sex in China: a chain-mediating analysis." *Sexuality Research and Social Policy* (2026): 1-17. (SSCI, IF=2.8, JCR: Q1)
- "Not all family neglect is equal: how neglect by adult children versus spouses relates compulsive smartphone use among older adults in China." *Computers in Human Behavior* (2026): forthcoming (SSCI, IF=12.2, ABDC: A, JCR: Q1)

Teaching

- Classes that have been taught include International Marketing, Brand Management, Tourism Big Data Analytics, Marketing Research and Analysis, Statistics, and Social Science Research Methods.
- He has actively mentored students in national competitions, serving as the lead advisor for several award-winning teams, securing the National First Prize in the 16th National 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. In addition, he received the First Prize for University-Level Teaching Excellence and the Third Prize for Provincial-Level Teaching Excellence.