

刘赞

讲师、硕士生导师，战略与营销系

办公室：文理楼579

Email: yunliu@upc.edu.cn

研究兴趣

人工智能营销

社交媒体营销

可持续营销

教育经历

2024年，山东大学，管理学博士（企业管理）

2020年，山东大学，管理学硕士（工商管理）

2017年，湖南大学，管理学学士（市场营销）

参与课题

主要主持的科研项目包括：

1. 山东省自然科学基金项目（C类，ZR2025QC1231），2025-2028
2. 山东省社会科学规划研究青年项目（25DGLJ35），2025-2027
3. 国家资助博士后研究人员C档资助（GZC20250470），2024-2025
4. 中国博士后科学基金面上资助项目（2025M770684），2024-2025
5. 中央高校基本科研业务费专项资金项目（24CX06074A），2024-2027

主要参与的科研项目包括：

1. 国家社科基金一般项目（23BGL140），2024-2027
2. 教育部人文社会科学研究规划项目（22YJA630092），2023-2026

发表论著

近期部分代表性论文如下：

1. **Liu, Y., & Wang, X*.** (2025). Can service robots recover themselves? The effect of service recovery agents and robot service failure types on customer response. *International Journal of Hospitality Management*, 124, 103951. (ABS3/SSCI-Q1)
2. **Liu, Y., & Du, Y. *** (2025). From failure to forgiveness: Proactive recovery strategies for service robots in hospitality. *Journal of Hospitality and Tourism Management*, 63, 316 – 328. (ABS2/SSCI-Q1)
3. **Du, Y., & Liu, Y. *** (2025). How social crowding undermines happiness from experiential

- purchases more than material purchases. *Journal of Retailing and Consumer Services*, 84, 104189. (ABS2/SSCI-Q1)
4. Sun, X., Li, K. *, & **Liu, Y.** (2025). “Money is not everything, but without money, everything is nothing!” The detrimental impact of financial scarcity mindset on service innovation behavior among hospitality employees. *Tourism Management*, 110, 105192. (ABS4/SSCI-Q1)
 5. **Liu, Y.**, & Wang, X*. (2025). Service robot failures in hospitality: Understanding customer attribution of responsibility. *Tourism Review*. (SSCI-Q1)
 6. **Liu, Y.**, & Du, Y*. (2025). The effect of generative AI ethics on users’ continuous usage intentions: A PLS-SEM and fsQCA approach. *International Journal of Human – Computer Interaction*, 165, 1 – 12. (SSCI-Q1)
 7. Wang Y, Su Q, Han J, Yin Y, **Liu Y***. Perceived meaninglessness: Peer suicide can be like a wrecking ball to college students’ interest in self-improvement products[J]. *Asia Pacific Journal of Marketing and Logistics*, 2025: 1–18. (SSCI-Q1)
 8. Wang, Y., **Liu, Y.**, & Wang, X*. (2025). Environmental threats increase consumers’ purchase intention of cause - related marketing products through collective fear and collective guilt: A perspective of group - based emotions. *Journal of Consumer Behaviour*. (ABS2/SSCI-Q1)
 9. **Liu, Y.**, Wang, X. *, & Qin, H. (2024). When cool hospitality brand meets AI: exploring the matching effect of service agents and brand images on brand attitude. *International Journal of Contemporary Hospitality Management*, 36(7), 2367 – 2384. (ABS3/SSCI-Q1)
 10. **Liu, Y.**, & Sun, X. * (2024). Tourism e-commerce live streaming: The effects of live streamer authenticity on purchase intention. *Tourism Review*, 79(5), 1147 – 1165. (SSCI-Q1)
 11. **Liu, Y.**, & Sun, X. * (2024). Towards more legitimate algorithms: A model of algorithmic ethical perception, legitimacy, and continuous usage intentions of e-commerce platforms. *Computers in Human Behavior*, 150, 108006. (ABS2/SSCI-Q1)
 12. **Liu, Y.**, Wang, X. *, Du, Y., & Wang, S. (2023). Service robots vs. Human staff: The effect of service agents and service exclusion on unethical consumer behavior. *Journal of Hospitality and Tourism Management*, 55, 401 – 415. (ABS2/SSCI-Q1)
 13. **Liu, Y.**, Wang, X., & Wang, S*. (2022). Research on service robot adoption under different service scenarios. *Technology in Society*, 68, 101810. (ABS2/SSCI-Q1)
 14. Wang, X., **Liu, Y.**, Wang, S. *, & Chen, H. (Allan). (2022). Keep it vague? New product preannouncement, regulatory focus, and word-of-mouth. *Journal of Retailing and Consumer Services*, 65, 102847. (ABS2/SSCI-Q1)
 15. 王兴元*, 刘赞. (2022). 如何调动微博粉丝的群体兴奋?企业微博内容类型与发布时间的影响研究. *管理评论*, 34(6), 162 – 172.

学术兼职

International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Journal of Hospitality and Tourism Management, Journal of Retailing and Consumer Services, Technology in society, Personality and Individual Differences, Tourism Review 等SSCI期刊审稿人

中国高等院校市场学研究会会员、山东省企业管理学会会员