



**Dr. Rui LIU**

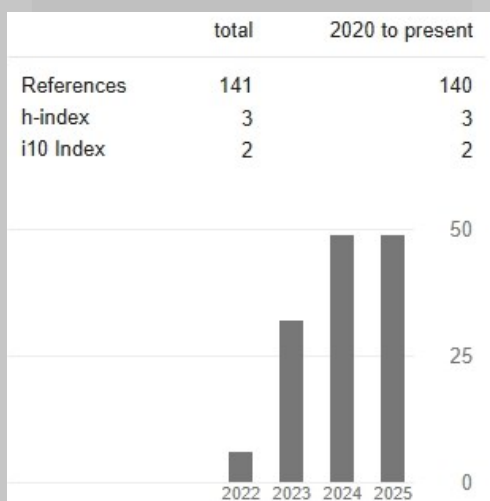
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### Research Area

Responsible AI  
Digital health  
Customer engagement  
AI ethics  
Social media

### Google Scholar



### Publication in Refereed Journal

- ◆ Kanungo, R. P., Liu, R\*, & Gupta, S. (2024). Cognitive analytics enabled responsible artificial intelligence for business model innovation: A multilayer perceptron neural networks estimation. *Journal of Business Research*, 182, 114788. (SSCI-Q1 top)
- ◆ Liu, R\*, Gupta, S., & Patel, P. (2023). The application of the principles of responsible AI on social media marketing for digital health. *Information Systems Frontiers*, 1-25. (EI,SSCI-Q2)
- ◆ Kanungo\*, R. P., Gupta, S., Patel, P., Prikshat, V., & Liu, R. (2022). Digital consumption and socio-normative vulnerability. *Technological Forecasting and Social Change*, 182, 121808. (SSCI-Q1 top)
- ◆ Liu, R. & Gupta, S. (2022). The novel antecedents and consequences of AI-driven social media effectiveness. 4th Annual Conference of Aston India Centre for Applied Research, Birmingham, UK.
- ◆ Liu, R. & Gupta, S. (2021). Unpacking the impact of organizational agility on customer engagement and brand performance in the social media context. 5th International Conference of Marketing, Strategy & Policy, London, UK.
- ◆ Liu, R. Gupta, S. & Patel, P. (2020). How artificial intelligence is reshaping social media marketing: from organizational perspectives. 4th International Conference of Marketing, Strategy & Policy, London, UK.
- ◆ Liu, R. Gupta, S. & Patel, P. (2020). A mixed study of the impact of digital brand strategy on customer brand loyalty. 32nd Eurasia Business and Economics Society Conference, ISTANBUL, Turkey.