

Dr. Mingxia Zhu | 祝銘霞

Assistant Professor

Faculty of Business, City University of Macau

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BIOGRAPHY

Mingxia Zhu, PhD, is an Assistant Professor of Marketing at the Faculty of Business, City University of Macau. Her research interests include AI ethics, human-AI interaction, AI application in the tourism and hospitality, self-control behavior, social media analysis. She has published papers in internationally peer-reviewed journals such as the *European Journal of Marketing*, *Current Issues in Tourism*, *Journal of Research in Interactive Marketing*, *Journal of Product & Brand Management*, *Asia Pacific Journal of Marketing & Logistics* and more.

EDUCATION

Ph.D Marketing, University of Macau

MSc Information System, Chinese University of Hong Kong

BEc Finance, Sun Yat-sen University

RESEARCH INTERESTS

Marketing: AI ethics, human-AI interaction, consumer self-control.

Management: AI application in tourism, AI service failure, employee prosocial behavior.

ACADEMIC POSITION

Assistant Professor, City University of Macau

2026 - present

TEACHING EXPERIENCES

TA experiences: International Marketing Strategy (MKTG7300: EMBA), Strategic Management for Casino Industry (GMAD006 for managers in casinos), Data analysis using R language or python.

Courses: Marketing Management, Marketing strategy.

PUBLICATIONS (*corresponding author)

1. **Zhu, M.**, Liu, M. T., Lo, F. Y., and Lee, V. H. (2026) Bullying an AI? Misbehavior toward an AI moral patient in interactive marketing, *Journal of Research in Interactive Marketing*, 1-15. (SSCI Q1, IF 11.6, ABDC B)
2. Jing, T., Shi, G., Liu, M. T., and **Zhu, M.** (2026). Fast fashion vs. Luxury fashion: who is better fitting with sustainable extension? The comparison of recycling and upcycling. *Journal of Product & Brand Management*, 35(1), 148-163. (SSCI Q1, IF 7.1, ABDC A)
3. **Zhu, M.**, Liu, M. T., and Tian, D. (2025). Lying toward AI agent: The roles of type of lie, moral disengagement, and perceived emotional ability. *European Journal of Marketing*, 59(8), 1994-2018. (SSCI Q1, IF 5.1, ABS3, ABDC A*)
4. Mo, Z., Liu, M. T., and **Zhu, M.*** (2025). How the cross-level interaction of AI awareness and digital transformational leadership can prompt tourism and hospitality employees' service performance. *Current Issues in Tourism*, 1-20. (SSCI Q1, IF 4.6, ABS2, ABDC A)
5. Liu, M. T., Dong, S., and **Zhu, M.** (2021). The application of digital technology in the gambling industry. *Asia Pacific Journal of Marketing and Logistics*, 33(7), 1685-1705. (SSCI Q1, IF 5.1, ABS1, ABDC A)
6. Xue, J., Liu, M. T., and **Zhu, M.**, Tian, D. The effect of employees with disabilities on consumer responses: The moderating role of AI-human collaboration. *Asia Pacific Journal of Marketing and Logistics*, 1-16 (SSCI Q1, IF 5.1, ABS1, ABDC A)
7. Mo, Z., Liu, M. T., and **Zhu, M*.**, Tian, D. When failure breeds virtue: The effect of service failure of Generative AI on employee helping behavior and workplace incivility. (Under review)

8. **Zhu, M.***, and Liu, M. T. Public perception of AI technologies: Text mining and analysis. (Working paper)
9. Liu, Y., Liu, M. T., and **Zhu, M.** The interactive impact of AI surveillance and business unethical transgression on consumer response. (Working paper)

CONFERENCE PAPERS

1. **Zhu, M.***, Liu, M. T., and Song, X. (2024). The interplay between color temperature and psychological distance. ISMS Marketing Science Conference. Australia, Sydney, University of New South Wales. June 27-29, 2024.
2. **Zhu, M.***, Liu, M. T., and Song, X. (2024). Human-AI moral relation: When would people regard AI as moral patient? ISMS Marketing Science Conference. Australia, Sydney, University of New South Wales. June 27-29, 2024.
3. Song, X., Liu, M. T., and **Zhu, M.** (2024). When it comes to love, do you believe in fate or choices? Consumer reactions to algorithm (vs. human) dating recommendation agents. ISMS Marketing Science Conference. Australia, Sydney, University of New South Wales. June 27-29, 2024.
4. **Zhu, M.***, and Liu, M. T. (2023). Human's unethical behaviors toward AI. APMA Asia-Pacific Marketing Academy Marketing Conference. China, Guangzhou, Sun Yat-sen University, September 22-24, 2023.

ACADEMIC SERVICE

Reviewer for *Journal of Retailing and Consumer Services*, *Journal of Research in Interactive Marketing*, *Asia Pacific Journal of Marketing and Logistics*.

SKILLS

Computer languages: Python, R programming language, SQL

Software and Tools: SPSS, STATA, LaTeX, R