



Dr. ZHU Mingxia
祝銘霞 博士
(Assistant Professor)

Email: mxzhu@cityu.edu.mo

Research Area

AI-human interaction

AI ethics

Social media

Consumer self control behavior

Google Scholar



Journal

- ◆ **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)
- ◆ 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)
- ◆ **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*)
- ◆ 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)
- ◆ 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)
- ◆ 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)

Conference

- ◆ **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.
- ◆ **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.