

Zhuang Ma

Education

- PhD. Management University of Liverpool 12/2020
- MRes. Management University of Liverpool 03/2016
- MBA. Marketing Southwest University 06/2013

Training

- University Teaching Certificate Training, Southwest University 08/2021
- Quantitative Methods, University of Amsterdam 11/2020
- Introduction to Philosophy, University of Edinburgh 09/2020

Teaching

- Huddersfield Business School, University of Huddersfield 03/2023
- Assistant Professor in Management, SII-DUFE 08/2022
- Assistant Professor in Management, Chongqing Technology and Business University 09/2020
 - Modules: *Global & Contemporary Human Resource Management, Organizational Behavior, Leadership, Corporate Social Responsibility, Principles of Management*

Honors & Awards

- Outstanding Teacher Award, Chongqing Technology and Business University (2021)
- Third Prize on Postgraduate Poster Day (2017)
- Postgraduate Research Scholarship (PGRS) for PhD project (2016-2019)

Research Funding Experience

- Co-PI in 2021 Humanities and Social Sciences Planning Fund Project, the Ministry of Education (21YJA630035) with **Professor Jun Huang**
- Project Title: Emotional impact and behavioral response of abusive supervision: a third-party perspective (职场辱虐管理的情绪影响与行为反应研究：基于第三方员工的视角).
- Co-PI in 2019 National Natural Science Foundation of China, General Program Fund (71973107) with **Dr Lixian Qian**
- Project Title: The adoption and diffusion of new energy vehicles: integrating electrification, sharing and intelligent integration perspectives (新能源汽车的采纳与扩散研究：基于电动化、共享化和智能联动的融合视角).
- Co-PI in 2016 National Natural Science Foundation of China, General Program Fund (71672146) with **Dr Juelin Yin**
- Project Title: CSR mechanism and contingency strategies of MNCs in China: an organizational legitimacy perspective (在华跨国公司企业社会责任行为机制及其权变策略研究：基于组织合法性的视角).
- Co-PI in 2015 National Natural Science Foundation of China, General Program Fund (71573213) with **Dr Lixian Qian**
- Project Title: A theoretical and empirical study of the dynamic diffusion of low carbon innovation based on the evolution of social technology system (基于社会技术体系演进的低碳创新动态扩散理论与实证研究).

Publications

- (2022). 'The Influence of Technostress, Learning Goal Orientation, and Perceived Team Learning Climate on Intra-Team Knowledge Sharing and Innovative Practices Among ICT-Enabled Team Members'. *Scientometrics*.
- (2022). 'The effect of subnational legal effectiveness and social trust on foreign firm performance: From subnational analysis in emerging economies'. *International Journal of Emerging Markets*.
- (2022). 'How peer abusive supervision affects sales employees' customer knowledge hiding: The roles of rivalry and schadenfreude'. *Psychology Research and Behavior Management*. 2022:15, 1067—1083. doi: 10.2147/PRBM.S359360
- (2022). 'How Do Comeback KPop Performers Acquire Audience Empathetic Attachment and Sustained Loyalty? Para-social Interactions through Live Stream Shows', *Frontiers in Psychology*. 13, 1-14. doi: 10.3389/fpsyg.2022.865698
- (2022). 'How Arousing Benefits and Ethical Misgivings Affect AI-based Dating App Adoption: The Roles of Perceived Autonomy and Perceived Risks'. in *Proceedings of the 24th International Conference on Human-computer Interaction (HCI International 2022)*, 26 June–1 July, Virtual.

- (2022). ‘Exploring the Relationship between Learning Goal Orientation and Knowledge-sharing among ICT Consultants: The Role of Incentive Schemes’, *Frontiers in Psychology*. 13, 1-12. doi: 10.3389/fpsyg.2022.798668.
- (2021). *Upstream network actors' operational capabilities for servitization through service offshoring: Impact on the performance of manufacturers' service offshoring contracts*. Bio-Byword Scientific Publishing Pty. Ltd, Sydney, NSW. ISBN: 978-1-922682-01-7
- (2021). ‘The Quality of User Experiences for Mobile Recommendation Systems: An End-User Perspective’, *Industrial Management & Data Systems*, 121(5), 1063-1081
- (2021). ‘Peer Abusive Supervision and Third-Party Creativity: Based on Social Exchange Theory’. *Social Behavior And Personality*, 49(5). 1-12.
- (2020). ‘The effect of subnational institutions on foreign firm performance: insights from emerging economies’. *the 80th Annual Meeting of the Academy of Management*, 7-11 August 2020, Vancouver, Canada.
- (2020). ‘The Role of Hybrid Captive Offshoring in ICT Sector’. *The 24th Pacific Asia Conference on Information Systems (PACIS 2020)*, 20-24 June 2020, Dubai, UAE.
- (2017) ‘Market-political ambidexterity of sustainable entrepreneurship: An institutional work analysis’. In *Proceedings of the 33rd EGOS Colloquium*, 6-8 July 2017. Copenhagen, Denmark.
- (2017) ‘Tongwei–Sustainability Entrepreneurship through Market-Political Ambidexterity’. Oikos, Switzerland.
- (2017) ‘Service Offshoring in Manufacturers’ Upstream Networks’. In *Proceedings of the 15th International Research Symposium on Service Excellence in Management*, 12-15 June 2017. Porto, Portugal, pp. 681-684.
- (2015) ‘Successful Service Offshoring for Manufacturing Companies’. In *Proceedings of the 14th International Research Symposium on Service Excellence in Management*, 18-21 June 2015. Shanghai, China, pp. 860-862.
- (2015) ‘Chongqing New Oriental School’s Product Innovations’. The Case Centre, UK.

Working papers

- ‘How Maladjustment and Bullying Affect Newcomers’ Turnover Intentions: Roles of Cognitive Diversity and Perceived Inclusive Practices’, *International Journal of Contemporary Hospitality Management*.
- ‘Scold is Love: Exploring the Roles of Authoritarian Leadership, Employees’ Learning Goal Orientation and Safety Situational Awareness on Employee Safety Behavior’, *Journal of Occupational Health Psychology*.

Presentations at Conferences, Symposia, & Workshops

- ‘Reviving Fan Affection and Loyalty towards Comeback KPop Idols through Live Streaming’, *The 2021 4th International Conference on E-business and Business Engineering (ICEBB 2021)*, Singapore 10/2021
- ‘Interactively Developed Capabilities for Environmental Management Systems – an Exploratory Investigation of SMEs’, *the 7th International Conference on CSR, Sustainability, Ethics & Governance*, Lisbon, Portugal 06/2021
- Paper Development Workshop by the Asia Academy of Management (AAOM) & Asia Pacific Journal of Management (APJM), NIDA Business School 12/2018
- PhD Student Training Camp, Peking University 06/2017
- QUIS/AMA Serving Doctorial Consortium in Service Research, Fudan University 06/2015

Non-academic Experience

- *Language Instructor*. New Oriental Group Inc. (NYSE: EDU), Chongqing, China 07/2010
- *Consultant*. Gateway Mining Corporation, Lagos, Nigeria 10/2008
- *Consultant*. China National Electric Wire & Cable Imp. & Exp. Co., Ltd., Beijing, China 03/2008
- *Business Director*. Chongqing Jingxibeina Imp. & Exp. Co., Ltd., Chongqing, China 12/2007
- *Interpreter*. Loh & Or Construction (Nigeria) Co., Ltd., Edo, Nigeria 12/2006

Skills & Hobbies

- Technical: AMOS, Mendeley, NVivo, R, SPSS; Languages: Chinese (Native), English (Proficient; IELTS 8.0)
- Sports: Running (Marathon); Table Tennis