

Selective Publications: Papers of Grade A*/A/B journal in ABDC list, by alphabetical order of calendar year and last name (Jan 2024- May 2026)

Note: Papers of UTD and FT50 journal lists are also included.

No.	Name	Position	Journal rank	Calendar year	Publications
1	Haksin CHAN	Associate Professor	A*	2026	Wu, E. Y., Yang, M. X., Haksin Chan, & Wen, D. (2026). The fit effect of tier structure of loyalty programs on luxury and non-luxury brands. <i>International Journal of Hospitality Management</i> , 133, 104429. https://doi.org/10.1016/j.ijhm.2025.104429 (ABDC: A*)
2	Haksin CHAN	Associate Professor	A	2025	Zeng, Kevin J., Herbert Sima, Haksin Chan, Morgan X. Yang, and Delong Wen (2025). Revisiting Consumer Ethnocentric Tendency Amid Deglobalization: A Political Narrative Perspective. <i>International Marketing Review</i> , 1-28. https://doi.org/10.1108/IMR-12-2024-0545 (ABDC: A)
3	Morgan YANG	Associate Professor	UTD/FT50	2026	Yang, M. X., Fan, K. Y., & Zeng, K. J. (2026). Acting to know: Extending Vorholzer and Brattström's theory of moral ambiguity in entrepreneurial action through externalized moral resolution. <i>Academy of Management Review</i> , 1-3. https://doi.org/10.5465/amr.2025.1031 (UTD/FT50)
4	Morgan YANG	Associate Professor	A*	2026	Wu, E. Y., Yang, M. X., Chan, H., & Wen, D. (2026). The fit effect of tier structure of loyalty programs on luxury and non-luxury brands. <i>International Journal of Hospitality Management</i> , 133, 104429. https://doi.org/10.1016/j.ijhm.2025.104429 (ABDC: A*)
5	Kevin ZENG	Assitant Professor	UTD/FT50	2026	Yang, M. X., Fan, K. Y., & Zeng, K. J. (2026). Acting to know: Extending Vorholzer and Brattström's theory of moral ambiguity in entrepreneurial action through externalized moral resolution. <i>Academy of Management Review</i> , 1-3. https://doi.org/10.5465/amr.2025.1031 (UTD/FT50)
6	Morgan YANG	Associate Professor	A	2025	Zeng, K. J., Sima, Herbert., Chan, H., Yang, M. X., & Wen, D. (2025). Revisiting consumer ethnocentric tendency amid deglobalization: A political narrative perspective. <i>International Marketing Review</i> , 1-28. https://doi.org/10.1108/IMR-12-2024-0545 (ABDC: A)
7	Morgan YANG	Associate Professor	A	2025	Zhu, H., Yang, M.X., Chen, J., & Duan, Y. (2025). Organizational greenwashing and work engagement: Evidence from the hospitality industry. <i>Business Strategy and the Environment</i> . https://doi.org/10.1002/bse.70163 (ABDC: A)
8	Morgan YANG	Associate Professor	A	2025	Yao, Q., Zhang, H., Zeng, K. J., & Yang, M. X. (2025). Leveraging the Strategic Promotion of Green Consumption Amid Financial Scarcity: The Atypicality Advantage. <i>Business Strategy and the Environment</i> , forthcoming. https://doi.org/10.1002/bse.70154 (ABDC: A)
9	Kevin ZENG	Assitant Professor	A	2025	Zeng, K. J., Sima, H., Chan, H., Yang, M. X., & Wen, D. (2025). Revisiting consumer ethnocentric tendency amid deglobalization: A political narrative perspective. <i>International Marketing Review</i> , 1-28. https://doi.org/10.1108/IMR-12-2024-0545 (ABDC: A)
10	Kevin ZENG	Assitant Professor	A	2025	Yao, Q., Zhang, H., Zeng, K. J., & Yang, M. X. (2025). Leveraging the Strategic Promotion of Green Consumption Amid Financial Scarcity: The Atypicality Advantage. <i>Business Strategy and the Environment</i> , forthcoming. https://doi.org/10.1002/bse.70154 (ABDC: A)
11	Lexie HUANG	Assistant Professor	FT50	2024	Huang, L.L., Chen, R.P. & Chan, K.W. (2024). Pairing up with anthropomorphized artificial agents: Leveraging employee creativity in service encounters. <i>Journal of the Academy of Marketing Science</i> , 52, 955–975. https://doi.org/10.1007/s11747-024-01017-w (FT50)
12	Jennifer LAU	Lecturer	A	2024	Lau, J. (2024). If it is hard to understand, is it hard to be hooked? A meta-analysis of processing fluency and transportation. <i>International Journal of Advertising</i> , 1–21. https://doi.org/10.1080/02650487.2024.2428551 (ABDC: A)
13	Crystal WU	Assistant Professor	B	2024	Wu, C. X. & Snell, R. S. (2024). Examining the follower-related antecedents and effects of servant leadership in the PRC and Hong Kong. <i>Asia Pacific Business Review</i> , 30(1), 1-32 https://doi.org/10.1080/13602381.2022.2130633 (ABDC: B)