

Zhuang Ma (FHEA)

Education

- PG Cert Higher Education University of Huddersfield 06/2024
- PhD. Management Studies University of Liverpool 12/2020
- MRes. Management University of Liverpool 03/2016
- MBA Southwest University 06/2013
- Diploma English teaching Luoyang Institute of Science and Technology 07/2006

Online Learning

- Quantitative Methods, University of Amsterdam 11/2020
- Introduction to Philosophy, University of Edinburgh 09/2020

Teaching

- Lectuer in Leadership and Organisational Behaviour, University of Huddersfield 03/2023
- Assistant Professor in Management, Dongbei University of Finance and Economics 08/2022
- Assistant Professor in Management, Chongqing Technology and Business University 09/2020
 - Modules: *Emotional Intelligene for the Effective Leader*, *Global & Contemporary Human Resource Management*, *Leadership*, *The Psychology of Work and Organisations*, *Flying Start Program*, *Year Tutor*

Research Funding Experience

- PI in University of Huddersfield Impact Acceleration Account (IAA) funding (09/2025-08/2026)
- Project Title: Enhancing Placement Success: Identifying Needs and Providing Support
- PI in Huddersfield Business School ECR Seed Corn Grants, Huddersfield Business School, University of Huddersfield (07/2023-06/2024)
- Project Title: Can hybrid entrepreneurs benefit wage-paying employers? If so, how?
- 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, 共享化和智能联化的融合视角).
- 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

- (2025). When Cultural Resources Amplify Psychological Strain: Off-Work Music Listening, Homophily, and the Homesickness–Burnout Link Among Migrant Workers. *Behavioral Sciences*, 15(5).
- (2025). ‘Enhancing creative performance among experienced newcomers: Exploring the influence of knowledge exchange, learning goals, personality traits, and technostress’, *Humanities and Social Sciences Communications*.
- (2024). ‘How Maladjustment and Bullying Affect Newcomers’ Turnover Intentions: Roles of Cognitive Diversity and Perceived Inclusive Practices’, *International Journal of Contemporary Hospitality Management*.
- (2023). ‘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.

Underreviewed Papers

- 'When Exploitation Leads to Exhibition: A Multi-method Examination of Social Media Voice Behavior Through Learned Helplessness and Exit-Voice-Loyalty Theories', *Journal of Business Research*.
- 'Examining the Dual Role of Authoritarian Leadership in New Hires' Safety Situation Awareness and Behavior During and After Safety Training: A Mixed-Methods Study', *Asia Pacific Journal of Management*.
- 'Navigating Offshore Complexity Through Hybrid Captive Offshoring in the ICT Sector: A Mixed-Methods Investigation of Hybrid ICT Captive Centers' Capability Development', *Information Systems Research*.
- 'Navigating the Toxic Divide: A Dual-Pathway Model of Self-Preservation and Prosocial Resistance under Exploitative Leadership', *British Journal of Management*.
- 'The Paradox of Expertise: How Expected Reciprocity and Perceived Overqualification Shape External New Hires' Knowledge Sharing and Innovation', *Scandinavian Journal of Management*.
- 'Processing Social and Digital Cues: A Social Information Processing Theory of Newcomer Person-Organization Fit in AI-enhanced HRM Practices', *International Journal of Hospitality Management*.

Working Papers

- 'A Cross-Level Examination on the Role Overload, Psychological Job Demand, Hustle Culture, Work Disengagement, and Transferrable Resources in Job Engagement', *Journal of Managerial Psychology*.

Presentations at Conferences, Symposia, & Workshops

- 'Into the Future: Exploring AI-Enhanced Person-Organization Fit through Cultural Understanding and Supportive Work Climate', *Pacific-Asia Confernece on Information Systems*, Ho Chi Minh City, 07/2024
- '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, Echics & 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

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- QUIS/AMA Serving Doctorial Consortium in Service Research, Fudan University 06/2015

Non-academic Experience

- *Instructor & Manager.* 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

- Technical: AMOS, Mendeley, NVivo, R, SPSS, VEVOS; Languages: Chinese (Native), English (Proficient; IELTS 8.0)