

# 姜凌



职称：教授  
学院：商学院  
电邮：lijiang@must.edu.mo  
电话：(853) 88972905

## 教育背景

2006-2010 博士：西南交通大学，市场学  
2003-2006 硕士：西南交通大学，管理学

## 工作经验

2022 -现在 教授，澳门科技大学  
2015 -2022 副教授，澳门科技大学  
2010 -2015 助理教授，澳门科技大学

## 教学活动

市场学研究方法 (DPME07, DBAB01)  
消费者行为 (MBME05, BBAZ16401)  
广告与促销 (MBBM02, BBAZ16404)  
市场学 (BBAZ16015)

## 研究领域

消费者行为  
广告研究  
道德消费  
人工智能在营销中的应用  
营销渠道管理

## 学术成果

### A. 期刊论文（英文论文）：

1. **Jiang, L.**, Feng, Y., Zhou, W., and Yang, Z. (2024). Too anthropomorphized to keep distance: The role of social psychological distance on meat inclinations. *Appetite*, 196, 107272. (SCI, 2022 JCR Q1, 6.7% in Behavioral Sciences)
2. Wang Z, Meng L, Cai S, and **Jiang, L.** (2024). Work Reflection During Leisure Time and Employee Creativity: The Role of Psychological Capital. *Journal of Management & Organization*, 30(2), 318–330. (SSCI, 2023 JCR Q2)
3. **Jiang, L.**, Liu, H., and Jiang, N. (2023). The Effects of Emotion, Spokesperson Type, and Benefit Appeals on Persuasion in Health Advertisements: Evidence from Macao. *Behavioral Sciences*, 13, 917. (SSCI, 2022 JCR Q2)
4. **Jiang, L.**, Zhou, W., Ren, Z., and Yang, Z. (2022). Make the Apps Stand Out: Discoverability and Perceived Value Are Vital for Adoption. *Journal of Research in Interactive Marketing*, 16(4),494-513. (SSCI, 2021 JCR Q1, IF: 10.176, 13.6% in Business)
5. Jia, F., Wei L., **Jiang\*, L.**, Hu, Z., and Yang, Z. (2021). Curbing Opportunism in Marketing Channels: The Roles of Influence Strategy and Perceived Fairness. *Journal of Business Research*, 131, 69-80. (SSCI, 2021 JCR Q1, IF: 10.969, 11% in Business)
6. Wang, X., Li, P., Zheng, Y., **Jiang\*, L.**, and Yang, Z. (2021). Salespersons' Self-monitoring, Psychological Capital, and Sales Performance. *Asia Pacific Journal of Marketing and Logistics*, 33(9), 1918-1933. (SSCI, 2021 JCR Q3)
7. **Jiang, L.**, Zhu, N., Yang, Z., Xu, S., and Jun, M. (2018). The Relationships Between Distance Factors and International Collaborative Research Outcomes: A Bibliometric Examination. *Journal of Informetrics*, 12(3), 618-630. (SSCI, 2018 JCR Q1)
8. O'Connor, N.G., Yang, Z., and **Jiang\*, L.** (2018). Challenges in Gaining Supply Chain Competitiveness: Supplier Response Strategies and Determinants. *Industrial Marketing Management*, 72(5), 138-151. (SSCI, 2018 JCR Q1)
9. Jia, F., Yang, Z., and **Jiang\*, L.** (2018), The Effects of Government Relation and Institutional Environments on Channel Performance. *Asia Pacific Journal of Marketing and Logistics*, 30(3), 587-604. (SSCI, 2019 JCR Q2)

10. **Jiang, L.**, Jun, M., and Yang, Z. (2016). Customer Perceived Value and Loyalty: How Do Key Service Quality Dimensions Matter in the Context of B2C e-Commerce. *Service Business*, 10(2), 301-317. (SSCI, 2016 JCR Q2)
11. Wang, Y, Wang, N., **Jiang\***, L. (2016). Managing Relationships with Power Advantage Buyers: The Role of Supplier Initiated Bonding Tactics in Long-Term Buyer-Supplier Collaborations. *Journal of Business Research*, 69(12), 5587-5596. (SSCI, 2016 JCR Q1)
12. Yang, Z. and **Jiang\***, L. (2015). Managing Corporate Crisis in China: Sentiment, Reason, and Law. *Business Horizons*, 58 (2), 193-201. (SSCI, JCR Q2)
13. **Jiang, L.**, Yang, Z., and Jun, M. (2013). Measuring Consumer Perception of Online Shopping Convenience. *Journal of Service Management*, 24 (2), 191-214. (SSCI, JCR Q1)
14. **Jiang, L.**, Waller, D., and Cai, S. (2013). Does Ownership Type Matter for Innovation? Evidence from China. *Journal of Business Research*, 66 (12), 2473-2478. (SSCI, JCR Q1)
15. **Jiang, L.**, Yang, Z., and Carlson, D. (2012). Marketing Professionals' Perceptions of Marketing Journals/Publications. *African Journal of Business Management*, 6 (11), 4317-4327.
16. Yang, Z., Zhou, C., and **Jiang\***, L. (2011). When Do Formal Control and Trust Matter? A Context-based Analysis of the Effects on Marketing Channel Relationships in China. *Industrial Marketing Management*, 40 (1), 86-96. (SSCI, JCR Q1)

B. 期刊论文（中文论文）：

17. **Jiang, L.**, Liu, H., and Wang, L. (2024). Exploring the Influence of Top Management on Corporate Innovation Performance in Complex Environments - An Institutional Pressure Perspective. *Kuaiji Zhiyou*, 6: 114-122. 《会计之友》,北大核心
18. Feng, Y., **Jiang, L.** and Li, Y. (2021). Persuasion Effect Mechanism of Anthropomorphized Spokespersons- the Mediation Effect of Parasocial Interactions and Positive Emotions. *Journal of Marketing Science*,1(2): 113-132. 《营销科学学报》, 清华大学出版社

19. Ren, Z., **Jiang, L.**, and Fang, Y. (2021). Effects of Privacy Protection Self-efficacy on APP Users' Information Disclosure Willingness. *Qiye Jingji*, 2021(4):113-121. 《企业经济》,北大核心
20. **Jiang, L.** and Feng, Y. (2020). Persuasiveness of Virtual Endorsers: The Moderating Role of Need for Uniqueness. *Journal of Business Economics*, 2020(6):66-77. 《商业经济与管理》, 中文社会科学引文索引 (CSSCI)
21. **Jiang, L.**, Wang, Z., and Yang, G. (2020). Examining the Influence Mechanism of Consumers' Personal Information Disclosure in the Online Context—Drawing from the Theoretical Framework of Privacy Fatigue. *Qiye Jingji*, 39(9):80-87. 《企业经济》,北大核心
22. Feng, Y. and **Jiang, L.** (2020). Virtual Persuasiveness: The Influence Mechanism of Consumer Anthropomorphic Perception on Virtual Celebrity Advertising. *Chinese Journal of Applied Psychology*, 2020(2):315-326. 《应用心理学》, 浙江大学出版社.
23. Feng, Y. and **Jiang, L.** (2017). Sustained Participation in User Generated Content Based on the Use and Gratifications Theory. *Journal of Macau University of Science and Technology*, 11(1&2): 52-60. 《澳门科技大学学报》
24. Ren, Z, **Jiang, L.**, and Pang, C. (2017). Study on Influential Elements of Application Discoverability in the Mobile Internet Era. *Science and Technology Management Research*, 17, 193-200. 《科技管理研究》, 北大核心
25. Liu, S., Liang, Q., and **Jiang, L.** (2012). An Empirical Study on the Influence of Advertising Language on Ad Attitudes. *Journal of Shenzhen University (Humanities and Social Science)*, 29 (4), 137-143. 《深圳大学学报》, CSSCI
26. **Jiang, L.** and Wang, L. (2010). Comparison of Reference Group Influence on Purchase Decision of Different Product Types. *East China Economic Management*, 24 (6), 112-115. 《华东经济管理》, CSSCI
27. **Jiang, L.**, Zhou, T., and Wang, C. (2009). Luxury Brand and Mass-Market Brand: The Different Roles of Reference Group Influence. *Forecasting*, 28 (4), 8-15. 《预测》, 国家自然科学基金委管理科学部 A 类期刊 (CSSCI)

28. **Jiang, L.**, Zhou, T., and Wang, C. (2009). Reference Group Influence on the Consumption of Luxury Brands. *Journal of Management Science*, 22 (5), 81-91. 《管理科学》, 国家自然科学基金委管理科学部 A 类期刊 (CSSCI)
29. **Jiang, L.**, Wang, C. and Jiang, N. (2009). Comparison Luxury Brand with Mass-Market Brand: Reference Group Influence on Self-Brand Connection. *Journal of Business Economics*, 215(9), 73-80. 《商业经济与管理》, CSSCI
30. **Jiang, L.**, Jiang, N., and Wang, C. (2009). Literature Review on Luxury Consumption Theory. *Journal of Sichuan University*, 161(2), 89-93. 《四川大学学报》, CSSCI
31. **Jiang, L.**, Zhou, T., and Wang, C. (2009). A Study on the Effect of Luxury Band Purchase Value on Consumer Loyalty. *Soft Science*, 23 (10), 50-54. 《软科学》, CSSCI

#### 学术研讨会论文:

1. **Jiang, L.** (2022). Matching Type of Message Appeals with Spokespersons: Testing Persuasiveness in Public Health Campaigns. in Proceeding of 2022 *China Marketing International Conference*, July, Wuhan, China.
2. Liu, H. and **Jiang, L.** (2021). Innovation and Performance: A Review of Literature. in Proceeding of 2021 *China Marketing International Conference*, August, China.
3. Zhuang, B. and **Jiang, L.** (2020). The Review of Research on Warm and Cold Atmosphere in Retail Environment. in Proceeding of 2020 *China Marketing International Conference*, July, Nanchang, China.
4. Wang, Z. and **Jiang, L.** (2020). Review of research on the privacy paradox. in Proceeding of 2020 *China Marketing International Conference*, July, Nanchang, China.
5. Feng, Y. and **Jiang, L.** (2020). Virtual Idol Endorsement: Phenomenon, Mechanism, and Influencing Factors. in Proceeding of 2020 *China Marketing International Conference*, July, Nanchang, China.
6. Feng, Y. and **Jiang, L.** (2017). A Review of the Literature on Virtual Idol Endorsement. in Proceedings of 2017 *China Marketing International Conference: Marketing Strategy in the Sharing Economy: Localization and*

*Globalization*, July, Beijing, China, 966-975. \* **The Excellent Paper Award**

7. Ren, Z. and **Jiang, L.**, and C. Pan (2017). Empirical Study on Influential Elements of Application Developers on APP Discoverability. in *Proceedings of 2017 China Marketing International Conference: Marketing Strategy in the Sharing Economy: Localization and Globalization*, July, Beijing, China, 1107-1117.

8. Ren, Z. and **Jiang, L.**, and C. Pan (2017). How Online Reviews Affect Consumers in Mobile App Store: A Conceptual Framework Based on Elaboration Likelihood Model. in *Proceedings of 2017 3rd International Conference on Information Management (ICIM)*, June, Chengdu, China, 258-261.

\* **The Excellent Paper Award**

9. **Jiang, L.**, Jiang, N., and Liu, S. (2011). Consumer Perceptions of E-Service Convenience: An Exploratory Study. in *Proceedings of the 2nd International Conference on Challenges in Environmental Science and Computer Engineering*, CESCE 2011, December, Haikou, China, 406-410.

10. **Jiang, L.**, and Zhou, T. (2009). A Study on Reference Group Influence on Luxury Brand Loyalty. in *Proceedings of 2009 Annual Conference of China Marketing Science*, Nankai, China, 1112-1122. \* **The Excellent Paper Award**

11. **Jiang, L.** (2008). The Differences in Reference Group Influence: Comparison Luxury Brand with Mass-Market Brand. in *Proceedings of 2008 Annual Conference of China Marketing Science*, Xian, China, 1003-1012.

## 研究项目

1. 项目主持, 澳门科技大学基金: “*Anthropomorphism, psychological distance and moral self-efficacy in meat consumption*”, 2023 (结题).
2. 项目主持, 澳门科技大学基金: “*Influence strategy, perceived fairness, and opportunism in marketing channels*”, 2022 (结题).
3. 项目主持, 澳门特别行政区高等教育基金: “*澳门疫情防控公益广告之说服效果研究*”, 2021 (结题).

4. 项目主持, 澳门科技大学基金: “*How Do Distances Matter in International Collaborative Research Outcomes?*”, 2017 (结题).
5. 项目主持, 澳门科技大学基金: “*A Dynamic Model of the Effect of E-Service Quality Dimensions on Perceived Value*”, 2015 (结题).
6. 项目主持, 澳门科技大学基金: “*Does ownership type matter for innovation? Evidence from China*”, 2013 (结题).
7. 项目主持, 澳门基金会: “澳门博彩业品牌差异对顾客品牌敏感及品牌忠诚意愿之关系研究”, 2011 (结题).
8. 项目主研, 澳门特别行政区政府消费者委员会: “澳门诚信店推广成效调查研究分析”, 2010 (结题).

## 其他专业资格

国际期刊 AJBR 期刊委员会委员  
《澳门管理科学》期刊委员会委员  
为多个国际期刊做论文评审

## 奖项

澳门科技大学 “教学杰出奖” 获得者 (2013/2014 年度)