

# 秦 焱



**職稱：** 副教授  
**學院：** 商學院  
**電郵：** yqin@must.edu.mo  
**電話：** (853) 8897-1999  
**傳真：** (853) 2882-3281  
**辦公室：** O943  
**郵寄地址：** 澳門氹仔偉龍馬路 O 座 943  
**部門/領域：** 市場行銷

## 教育背景

2010-2014 博士 香港城市大學 市場行銷  
2007-2010 碩士 昆明理工大學 管理科學  
2003-2007 學士 昆明理工大學 資訊系統

## 工作經驗

2019-至今 副教授 澳門科技大學  
2014-2019 助理教授 澳門科技大學

## 教學活動

品牌管理 管理研究專題 市場行銷 商業傳播 管理導論

## 研究領域

消費者行為和心理；跨文化研究；品牌建設

## 代表性學術論文

- Qin, Y., & Wang, X. (2023). Power distance belief and the desire for uniqueness. *Journal of Business Research*, 160, 113766.
- Qin, Y., Song, L., Hui Shi, L., & (Frank) Tan, K. (2023). A global perspective on combating Shanzhai products: Cross-cultural solutions. *Thunderbird International Business Review*, 65(4), 409–421.

- Qin, Y., Shi, L.H., Stöttinger S., and Cavusgil, E. Neither an authentic product or a counterfeit: Growing popularity of Shanzhai products in global markets. *Canadian Journal of Administrative Sciences*, 2019, 36(3), 306-321.
- Qin, Y., Shi, L.H., Song, L., Stöttinger, B., and Tan, K. Integrating consumers' motives with suppliers' solutions to combat Shanzhai: A phenomenon beyond counterfeit. *Business Horizons*, 2018, 61(2), 229-237.
- Qin, Y., Wen, N., and Dou, W. Effects of perceptual and conceptual similarities on consumers' evaluations of copycat brand names. *Journal of Consumer Behaviour*, 2016,15(2), 117-125.
- Cui N., Wen N., Xu L., and Qin, Y. Contingent effects of managerial Guanxi on new product development success. *Journal of Business Research*, 2013,66(12), 2522-2528.
- Flora Fang Jia, Yao Qin. Gaining Institutional Capital in Uncertain Institutional Environment, 14th Annual International Conference on Management. 14th Annual International Conference on Management, Athens, Greece, Athens, Greece, June 2016.
- Yao Qin, Linda Shi, Barbara Stöttinger. The New Kid on the Block – How Do Demand Drivers for Shanzhai Products Differ from Counterfeits. 2015. Annual Conference of CIMaR—in Vienna Austria.
- Yao Qin, Na Wen, Wenyu Dou, Lan Xu. “Meaning Similar” Wins, “Looking Similar” Loses? The Effect of Perceptual Similarity and Conceptual Similarity on Consumers' Perceptions of Copycat Brand Names. ACR North American Conference, Chicago, US, 2013.

### **其他專業資格 / 獎項 / 活動**

- 可愛商品購買影響因素的研究,澳門科技大學基金會 2024-2025
- 消費者多元文化衝突對其購買行為的作用,澳門科技大學基金會 2022-2023
- 山寨商業戰略可行性研究,澳門科技大學基金會 2019-2020
- 消費者對移動醫療系統的接受行為, 教育部港澳交流計畫 2018-2019
- 消費者對山寨產品的認知,澳門科技大學基金會 2017-2018
- 消費者對假冒產品的認知,澳門科技大學基金會 2014-2015