

Yao Qin



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Dept/Fields: Marketing

Academic Qualification

- 2010-2014 Ph.D in Marketing–City University of Hong Kong
- 2007-2010 M.S. in Management Science–Kunming University of Science and Technology
- 2003-2007 B.S. in Information System–Kunming University of Science and Technology

Working Experience

- 2019-now Associate professor–Macau University of Science and Technology
- 2014-2019 Assistant professor–Macau University of Science and Technology

Teaching Activities

- Brand Management
- Contemporary Management
- Contemporary Marketing
- Business Communication

Research Interest

- Brand Management
- Consumer Behavior
- Cross-culture Consumer Studies

Selected Publications

- 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.

Research Funding

- Bi-culture influences on consumers' buying intention, PI, MUST Faculty Research Grants, 2022-2023.
- Shanzhai business strategy analysis, PI, MUST Faculty Research Grants, 2019-2020.
- Consumers' acceptance of Mobile Medical Applications, CO-PI, National Ministry of Education - Hong Kong and Macao Exchange Program, 2018-2019.
- Consumers' responses toward Shanzhai products, PI, MUST Faculty Research Grants, 2017-2018.
- Consumers' responses toward copycat brands, PI, MUST Faculty Research Grants, 2014-2015.