

# Li Yanchen



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## Academic Qualification

2004-2010 Ph.D.: Southwest Jiaotong University, Management;  
2001-2003 Master: Southwest Jiaotong University, Business Administration;  
1991-1994 College diploma: China Institute of Metrology, Electronic measurement and testing.

## Working Experience

2010-Present Assistant Professor / Macau University of Science and Technology

## Teaching Activities

Research Methods; Brand Management; Marketing

## Research Areas

Brand management; Consumer behavior; Relationship Marketing

## Selected Publications

- Li, Y., Li, Y., Zhou, X., & Ma, K. (2023). Impact of Gamification on Consumers' Favorability in Cause-Related Marketing Programs: Between-Subjects Experiments. *JMIR Serious Games*, 11, e35756.
- Li, Y., Li, Y., Ma, K., & Zhou, X. (2022). Consumer Online Knowledge-Sharing: Motivations and Outcome. *Frontiers in Psychology*, 13.

- Li, Y.,** Li, Y., Jiang, X., & Huang, W. (2022). The Mere Name Effect: Gender Differences in Consumers' Evaluations of Products Using Ingredient Branding Strategy. *Journal of Macau University of Science and Technology*, 17(1), 55-66. (in Chinese)
- Li, Y., **Li, Y.**, & Ma, K. (2020). Gamification in Marketing: A Bibliometric Review. In Z. Yang (Ed.), *2020 China Marketing International Conference Proceedings* (pp. 213–232). Asian Business Association.
- Wang, S., & **Li, Y.** (2020). The Effects of Urgency on Consumers' Purchasing Intention: The Mediating Role of Conformity Behavior. In Z. Yang (Ed.), *2020 China Marketing International Conference Proceedings* (pp. 798–817). Asian Business Association.
- Cao, Z., Jin, C., Ma, J., & **Li, Y.** (2020). The Effects of the Presence of Virtual Agent in Self-Service Technologies on Consumer Preparation. *Nankai Business Review*, 23(4), 73–83. (in Chinese)