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教育背景

2004-2010 博士：西南交通大学；管理学；
2001-2003 硕士：西南交通大学；工商管理；
1991-1994 专科：中国计量学院；电子测量；

工作经验

2010 至今 助理教授 / 澳门科技大学

教学活动

研究方法； 品牌管理； 营销学

研究领域

品牌管理； 消费者行为； 关系营销

学术成果

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)