

# 潘海波



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## 教育背景

2016-2022 Ph.D.: 香港城市大學; 市場行銷;  
2010-2013 Master: 哈爾濱工業大學, 工商管理;  
2006-2010 BS: 哈爾濱工業大學, 市場行銷.

## 工作經驗

2022-Present 助理教授/ 澳門科技大學

## 教學活動

市場行銷, 銷售管理, 非營利行銷

## 研究領域

管道管理, 親社會行為, 不道德行為, 衝突管理

## 學術成果

**List from most current to the past. Use professional reference format.**

### 期刊論文

Wang, Xiaoyan, **Haibo Pan**, Nibing Zhu, and Shaohan Alan Cai (2021), “East Asian Films in the European Market: the Roles of Cultural Distance and Cultural Specificity”, *International Marketing Review*, 38(4), 717-735.

<https://doi.org/10.1108/IMR-01-2019-0045>

**(SSCI, ABS 3 stars)**

周明建, 潘海波, 任際範. 團隊衝突和團隊創造力的關係研究: 團隊效能的中介效應[J]. 管理評論, 2014 (12): 120-130. (CSSCI, 北大中文核心)

#### 會議論文

**Pan, Haibo**, and Xu Zheng (2018), “Optimizing the Impact of Franchisor Plural Governance on Franchisee Performance: The Moderating Roles of System Size and Regulatory Environment,” *Paper Presented at 2018 Summer AMA Conference, Boston (August 10-12)*.

Ji, Li, Xu Zheng, and **Haibo Pan** (2017), “Regional Clustering, Matching Governance Mechanisms, and Performance Implications in Franchising,” *Paper Presented at 2017 Winter AMA Conference, Orlando (February 17-19)*.

Zhou, Mingjian, and **Haibo Pan** (2013), “Different Paths Different Effects: Testing the Relationship Between Team Task Conflict and Team Creativity”, *In the 19th International Conference on Industrial Engineering and Engineering Management*, 683-690, Springer Berlin Heidelberg.

#### 其他專業資格 / 獎項 / 活動

List from most current to the past.

Honors/Awards.