

# Haibo Pan



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## Academic Qualification

2016-2022 Ph.D.: City University of Hong Kong; Marketing;  
2010-2013 Master: Harbin Institute of Technology, Business Administration;  
2006-2010 BS: Harbin Institute of Technology, Marketing.

## Working Experience

2022-Present Assistant Professor / Macau University of Science and Technology

## Teaching Activities

Marketing, Sales Management, Non-profit Marketing

## Research Areas

Interorganizational governance, prosocial behaviors, unethical behaviors, conflict management

## Selected Publications

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)**

Zhou, Mingjian, **Haibo Pan**, and Jifan Ren (2014), “Task Conflict and Relationship Conflict on Team Creativity: The Mediating Role of Team Potency”, *Management Review*, 26(12), 120-130. (**CSSCI, Chinese A Journal**)

#### **Other Professional Activities**

**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.

#### **Honors/Awards**