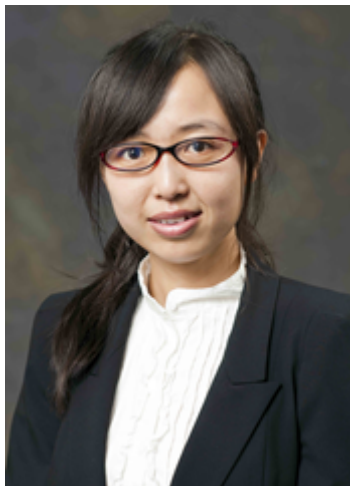


# 秦 垚



職稱： 副教授  
學院： 商學院  
電郵： yqin@must.edu.mo  
電話： (853) 8897-1999  
傳真： (853) 2882-3281  
辦公室： O943  
郵寄地址： 澳門氹仔偉龍馬路 O 座 943  
部門/領域： 市場營銷

## 教育背景

博士 2010-2014 香港城市大學 市場營銷（訪問學生 英屬哥倫比亞大學 2013）  
碩士 2007-2010 昆明理工大學 管理科學與工程（訪問學生 香港城市大學 2009）  
學士 2003-2007 昆明理工大學 資訊系統

## 工作經驗

2019-至今 副教授 澳門科技大學  
2014-2019 助理教授 澳門科技大學

## 教學活動

品牌管理 市場營銷 管理學原理 商業傳播 高級管理前言專題

## 研究領域

消費行為和心理 跨文化消費者研究 品牌學（奢侈品，假冒商品，山寨商品）

## 代表性學術論文

- **Qin, Y., & Wang, X. (2024).** Economic insecurity and cute product preference. *Psychology & Marketing*. (**ABS/AJG 3; SSCI-Q1; ABDC-A**).
- **Qin, Y., & Wang, X. (2023).** Power distance belief and the desire for uniqueness. *Journal of Business Research*, 160, 113766. (**ABS/AJG3; SSCI-Q1; ABDC-A**).
- **Qin, Y., Song, L., Shi, L., & (Frank) Tan, K. (2023).** A global perspective on combating Shanzhai products: Cross-cultural solutions. *Thunderbird International Business Review*, 65(4), 409–421. (**ABS/AJG2; SSCI-Q3; ABDC-B**).
- **Qin Y., Shi, L.H., Zhao M., (Frank) Tan K. (2022).** Shanzhai (Mountain Village) vs. Counterfeit Products in China: Conceptualization, Value Drivers, Business Models, and Solutions. In: Wu T., Bu N. (eds) *International Business in the New Asia-Pacific. Advances in Theory and Practice of Emerging Markets*. Springer, Cham.
- **Qin, Y., Shi, L.H., Stöttinger S., and Cavusgil, E. (2019).** 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. (**ABS/AJG 2; SSCI-Q4; ABDC-B**).
- Wu, J., Qin, Y. Why do we hate brands? Asia pacific ACR conference. January 10-12, 2019, Ahmedabad, India.
- 秦焱 (2019). 巴西消費市場現狀分析及前景機遇展望. In: 《葡語國家投資環境系列：巴西投資環境報告》. 經濟科學出版社.
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- **Qin, Y., Shi, L.H., Song, L., Stöttinger, B., and Tan, K. (2018).** Integrating consumers' motives with suppliers' solutions to combat Shanzhai: A phenomenon beyond counterfeit. *Business Horizons*, 2018, 61(2), 229-237. (**ABS/AJG 2; SSCI-Q1; ABDC-A**).
- **Qin, Y., Wen, N., and Dou, W. (2016).** Effects of perceptual and conceptual similarities on consumers' evaluations of copycat brand names. *Journal of Consumer Behaviour*, 2016, 15(2), 117-125. (**ABS/AJG 2; SSCI-Q2; ABDC-A**).
- Cui N., Wen N., Xu L., and **Qin, Y. (2013).** Contingent effects of managerial Guanxi on new product development success. *Journal of Business Research*, 2013, 66(12), 2522-2528. (**ABS/AJG 3, SSCI-Q1; ABDC-A**).
- **Qin, Y., Na Wen, Wenyu Dou, Lan Xu. "Meaning Similar" Wins, "Looking Similar" Loses? The Effect of Perceptual Similarity and Conceptual Similarity on Consumers' Perceptions of Copycat Brand Names. ACR North American Conference, Chicago, USA, 2013.**
- Dou, W., Wu, J. **Qin, Y., Wen, N.** Does Making Consumers Creative Improve Brand Evaluations? Exploring the Roles of Consumer Creativity in Online Marketing Communications. AMA Summer Educator's conference, 2011.

## 研究項目/基金

- Drivers of Cute products preferences, Principal Investigator, MUST Faculty Research Grants, 2024-2025.
- Bi-culture influences on consumers' buying intention, Principal Investigator, MUST Faculty Research Grants, 2022-2023.
- Persuasive effect of Macao covid-19 prevention public advertisements, Macao Higher Education Foundation, DSEDG-21-025-MSB, Participant, 2021-2023,
- Study on the Macao Healthcare System, Commissioned Project by Health Bureau of the Macao S.A.R Government), Participant, 2020-2021.
- Shanzhai business strategy analysis, Principal Investigator, MUST Faculty Research Grants, 2019-2020.
- The relationship between corporate social responsibility and institutional capital from the perspective of institutional theory, National Natural Science Foundation General Project, Participant, 2019-2022
- Consumers' acceptance of Mobile Medical Applications, Principal Investigator, National Ministry of Education -Hong Kong and Macao Exchange Program, 2018-2019.
- Consumers' responses toward Shanzhai products, Principal Investigator, MUST Faculty Research Grants, 2017-2018.
- Managing uncertainties through institutional capital: An empirical research based on institutional environment in China, National Natural Science Foundation Project, Participant, 2015-2018.
- Consumers' responses toward copycat brands, Principal Investigator, MUST Faculty Research Grants, 2014-2015.

## 獎項

- 澳門科技大學全校教學成果一等獎 An Assurance of Learning (AoL) System at the School of Business, 2024
- 澳門科技大學“雲課堂”教學傑出獎, 2020.