

# Yao QIN



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**Dept/Fields:** Marketing

## Academic Qualification

- 2010-2014 Ph.D. in Marketing, City University of Hong Kong (Exchange/Visiting Scholar at University of British Columbia, Canada, 2013)
- 2007-2010 M.S. in Management Science, Kunming University of Science and Technology (Exchange/Visiting Student at City University of Hong Kong, 2009)
- 2003-2007 B.S. in Information System, Kunming University of Science and Technology

## Working Experience

- 2019-now, Associate professor, Macau University of Science and Technology
- 2014-2019, Assistant professor, Macau University of Science and Technology

## Teaching Activities

- Brand Management
- Contemporary Marketing
- Contemporary Management
- Doctoral seminar- Emerging issues in management
- Business Communication

## Research Interest

- Consumer Behavior and Psychology
- Cross-cultural Consumer Studies
- Brand Management (luxury brands, counterfeits, copycat/Shanzhai)

## Selected Publications

- **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. [https://doi.org/10.1007/978-3-030-87621-0\\_10](https://doi.org/10.1007/978-3-030-87621-0_10).
- **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.
- **秦垚** (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.
- **秦垚** (2018). 葡萄牙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：葡萄牙投資環境報告》. 經濟科學出版社.
- **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.

## **Research Funding**

- 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.

## **Honors/Awards**

- Teaching Achievement Awards-First prize, An Assurance of Learning (AoL) System at the School of Business, Macau University of Science and Technology, 2024.
- Outstanding Teaching Award, Macau University of Science and Technology Cloud Classroom, 2020.