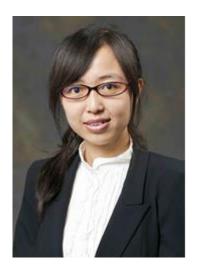
Yao QIN



Title: Associate professor
Faculty: School of Business
Email: yqin@must.edu.mo
Tel: (853) 8897 1999

Fax: (853) 2882 3281

Office/ Room 943, Block O, Macau University
Address: of. Science and Technology, Avenida

Wai Long, Taipa, Macau

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.
- 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.