

姜 凌



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教育背景

2006-2010 博士：西南交通大學，市場學
2003-2006 碩士：西南交通大學，管理學

工作經驗

2022 -現在 教授，澳門科技大學
2015 -2022 副教授，澳門科技大學
2010 -2015 助理教授，澳門科技大學

教學活動

市場學研究方法 (DPME07, DBAB01)
消費者行為 (MBME05, BBAZ16401)
廣告與促銷 (MBBM02, BBAZ16404)
市場學 (BBAZ16015)

研究領域

消費者行為
廣告研究
可持續消費
人工智能在營銷中的應用
營銷渠道管理

學術成果

論文被引用次數在 Google Scholar 2157 次，在 Scopus 956 次，Web of Science 813 次（截至 2025 年 08 月 18 日）。

A. 期刊論文（英文論文）：

1. Ou, K., **Jiang, L.***, and Waller, D. (2025). From Scraps to Sweets: Perceptions of food healthfulness and the acceptance of upcycled foods. *Business Strategy and the Environment*, Forthcoming. (SSCI, 2024 JCR Q1, 4/316 in Business, IF: 13.3, ABDC A, ABS 3) (Ou, K. is a doctoral student under the supervision of Jiang, L.)
2. **Jiang, L.**, Feng, Y., Zhou, W., and Yang, Z. (2024). Too anthropomorphized to keep distance: The role of social psychological distance on meat inclinations. *Appetite*, 196, 107272.
<https://doi.org/10.1016/j.appet.2024.107272> (SCI, 2022 JCR Q1, 6.7% in Behavioral Sciences, IF: 4.6, ABDC A)
3. Wang, Z., Meng, L., Cai, S., and **Jiang, L.** (2024). Work Reflection During Leisure Time and Employee Creativity: The Role of Psychological Capital. *Journal of Management & Organization*, 30(2), 318–330.
<https://doi.org/10.1017/jmo.2020.10> (SSCI, 2023 JCR Q2 in Management, IF: 3.1, ABDC B, ABS 2)
4. **Jiang, L.**, Liu, H., and Jiang, N. (2023). The Effects of Emotion, Spokesperson Type, and Benefit Appeals on Persuasion in Health Advertisements: Evidence from Macao. *Behavioral Sciences*, 13, 917.
<https://doi.org/10.3390/bs13110917> (SSCI, 2022 JCR Q2, IF: 2.5)
5. **Jiang, L.**, Zhou, W., Ren, Z., and Yang, Z. (2022). Make the Apps Stand Out: Discoverability and Perceived Value Are Vital for Adoption. *Journal of Research in Interactive Marketing*, 16(4), 494-513.
<https://doi.org/10.1108/JRIM-03-2021-0076> (SSCI, 2021 JCR Q1, IF: 10.176, ranking 21/154 in Business, ABDC B, ABS 1)
6. Jia, F., Wei L., **Jiang L.**, * Hu, Z., and Yang, Z. (2021). Curbing Opportunism in Marketing Channels: The Roles of Influence Strategy and Perceived Fairness. *Journal of Business Research*, 131, 69-80.
<https://doi.org/10.1016/j.jbusres.2021.03.039> (SSCI, 2021 JCR Q1, ranking

17/154 in Business, IF: 10.969, ABDC A, ABS 3)

7. Wang, X., Li, P., Zheng, Y., **Jiang, L.**, * and Yang, Z. (2021). Salespersons' Self-monitoring, Psychological Capital, and Sales Performance. *Asia Pacific Journal of Marketing and Logistics*, 33(9), 1918-1933.
<https://doi.org/10.1108/APJML-04-2020-0262> (SSCI, 2021 JCR Q3 in Business, IF: 4.643, ABDC A, ABS 1)
8. **Jiang, L.**, Zhu, N., Yang, Z., Xu, S., and Jun, M. (2018). The Relationships Between Distance Factors and International Collaborative Research Outcomes: A Bibliometric Examination. *Journal of Informetrics*, 12(3), 618-630.
<https://doi.org/10.1016/j.joi.2018.04.004> (SSCI, 2018 JCR Q1, IF: 5.107, ABS 1).
9. O'Connor, N.G., Yang, Z., and **Jiang, L.*** (2018). Challenges in Gaining Supply Chain Competitiveness: Supplier Response Strategies and Determinants. *Industrial Marketing Management*, 72(5), 138-151.
<https://doi.org/10.1016/j.indmarman.2018.04.003> (SSCI, 2018 JCR Q1, ranking 28/217 in Management, IF: 7.8, ABDC A*, ABS 3)
10. Jia, F., Yang, Z., and **Jiang, L.*** (2018). The Effects of Government Relation and Institutional Environments on Channel Performance. *Asia Pacific Journal of Marketing and Logistics*, 30(3), 587-604.
<https://doi.org/10.1108/APJML-05-2017-0091> (SSCI, 2019 JCR Q2 in Business, IF: 3.9, ABDC A, ABS 1)
11. **Jiang, L.**, Jun, M., and Yang, Z. (2016). Customer Perceived Value and Loyalty: How Do Key Service Quality Dimensions Matter in the Context of B2C e-Commerce? *Service Business*, 10(2), 301-317.
<https://doi.org/10.1007/s11628-015-0269-y> (SSCI, 2016 JCR Q2 in Management, IF: 4.4, ABDC B, ABS 1)
12. Wang, Y, Wang, N., **Jiang, L.*** (2016). Managing Relationships with Power Advantage Buyers: The Role of Supplier Initiated Bonding Tactics in Long-Term Buyer-Supplier Collaborations. *Journal of Business Research*, 69(12), 5587-5596.
<https://doi.org/10.1016/j.jbusres.2016.03.066> (SSCI, 2016 JCR Q1 in Business, IF: 10.5, ABDC A, ABS 3)
13. Yang, Z. and **Jiang, L.*** (2015). Managing Corporate Crisis in China: Sentiment, Reason, and Law. *Business Horizons*, 58 (2), 193-201.

- <https://doi.org/10.1016/j.bushor.2014.11.003> (SSCI, 2016 JCR Q2 in Business, IF: 5.8, ABDC B, ABS 2,)
14. **Jiang, L.**, Yang, Z., and Jun, M. (2013). Measuring Consumer Perception of Online Shopping Convenience. *Journal of Service Management*, 24 (2), 191-214.
<https://doi.org/10.1108/09564231311323962> (SSCI, JCR Q1 in Management, IF: 7.8, ABDC A, ABS 2,)
 15. **Jiang, L.**, Waller, D., and Cai, S. (2013), “Does Ownership Type Matter for Innovation? Evidence from China,” *Journal of Business Research*, 66 (12), 2473-2478.
<https://doi.org/10.1016/j.jbusres.2013.05.037> (SSCI, 2013 JCR Q1 in Business, IF: 10.5, ABDC A, ABS 3)
 16. **Jiang, L.**, Yang, Z., and Carlson, D. (2012), “Marketing Professionals’ Perceptions of Marketing Journals/Publications,” *African Journal of Business Management*, 6 (11), 4317-4327.
 17. Yang, Z., Zhou, C., and **Jiang, L.*** (2011). When Do Formal Control and Trust Matter? A Context-based Analysis of the Effects on Marketing Channel Relationships in China. *Industrial Marketing Management*, 40 (1), 86-96.
<https://doi.org/10.1016/j.indmarman.2010.09.013> (SSCI, 2012 JCR Q1 in Management, IF: 7.8, ABDC A*, ABS 3)

B. 期刊論文（中文論文）：

18. Liu, H., **Jiang, L.**, and Wang, L. (2025). How External Collaboration Drives Innovation Performance: Evidence from Emerging Productivity Using PLS-SEM. *Kuaiji Zhiyou*, 7: 144-152. 《會計之友》, 北大核心
19. **Jiang, L.**, Liu, H., and Wang, L. (2024). Exploring the Influence of Top Management on Corporate Innovation Performance in Complex Environments - An Institutional Pressure Perspective. *Kuaiji Zhiyou*, 6: 114-122. 《會計之友》, 北大核心
20. Feng, Y., **Jiang, L.** and Li, Y. (2021). Persuasion Effect Mechanism of Anthropomorphized Spokespersons- the Mediation Effect of Parasocial Interactions and Positive Emotions. *Journal of Marketing Science*, 1(2): 113-132. 《营销科学学报》, 清华大学出版社

21. Ren, Z., **Jiang, L.**, and Fang, Y. (2021). Effects of Privacy Protection Self-efficacy on APP Users' Information Disclosure Willingness. *Qiye Jingji*, 2021(4):113-121. 《企业经济》, 北大核心
22. **Jiang, L.** and Feng, Y. (2020). Persuasiveness of Virtual Endorsers: The Moderating Role of Need for Uniqueness. *Journal of Business Economics*, 2020(6):66-77. 《商业经济与管理》, 中文社会科学引文索引 (CSSCI)
23. **Jiang, L.**, Wang, Z., and Yang, G. (2020). Examining the Influence Mechanism of Consumers' Personal Information Disclosure in the Online Context—Drawing from the Theoretical Framework of Privacy Fatigue. *Qiye Jingji*, 39(9):80-87. 《企业经济》, 北大核心
24. Feng, Y. and **Jiang, L.** (2020). Virtual Persuasiveness: The Influence Mechanism of Consumer Anthropomorphic Perception on Virtual Celebrity Advertising. *Chinese Journal of Applied Psychology*, 2020(2):315-326. 《应用心理学》, 浙江大学出版社.
25. Feng, Y. and **Jiang, L.** (2017). Sustained Participation in User Generated Content Based on the Use and Gratifications Theory. *Journal of Macau University of Science and Technology*, 11(1&2): 52-60. 《澳门科技大学学报》
26. Ren, Z., **Jiang, L.**, and Pang, C. (2017). Study on Influential Elements of Application Discoverability in the Mobile Internet Era. *Science and Technology Management Research*, 17, 193-200. 《科技管理研究》, 北大核心
27. Liu, S., Liang, Q., and **Jiang, L.** (2012). An Empirical Study on the Influence of Advertising Language on Ad Attitudes. *Journal of Shenzhen University (Humanities and Social Science)*, 29 (4), 137-143. 《深圳大学学报》, CSSCI
28. **Jiang, L.** and Wang, L. (2010). Comparison of Reference Group Influence on Purchase Decision of Different Product Types. *East China Economic Management*, 24 (6), 112-115. 《华东经济管理》, CSSCI
29. **Jiang, L.**, Zhou, T., and Wang, C. (2009). Luxury Brand and Mass-Market Brand: The Different Roles of Reference Group Influence. *Forecasting*, 28 (4), 8-15. 《预测》, 国家自然科学基金委管理科学部A类期刊 (CSSCI)

30. **Jiang, L.**, Zhou, T., and Wang, C. (2009). Reference Group Influence on the Consumption of Luxury Brands. *Journal of Management Science*, 22 (5), 81-91. 《管理科学》, 国家自然科学基金委管理科学部 A 类期刊 (CSSCI)
31. **Jiang, L.**, Wang, C. and Jiang, N. (2009). Comparison Luxury Brand with Mass-Market Brand: Reference Group Influence on Self-Brand Connection. *Journal of Business Economics*, 215(9), 73-80. 《商业经济与管理》, CSSCI
32. **Jiang, L.**, Jiang, N., and Wang, C. (2009). Literature Review on Luxury Consumption Theory. *Journal of Sichuan University*, 161(2), 89-93. 《四川大学学报》, CSSCI
33. **Jiang, L.**, Zhou, T., and Wang, C. (2009). A Study on the Effect of Luxury Band Purchase Value on Consumer Loyalty. *Soft Science*, 23 (10), 50-54. 《软科学》, CSSCI

學術研討會論文：

1. **Jiang, L.** (2022). Matching Type of Message Appeals with Spokespersons: Testing Persuasiveness in Public Health Campaigns. in *Proceeding of 2022 China Marketing International Conference*, July, Wuhan, China.
2. Liu, H. and **Jiang, L.** (2021). Innovation and Performance: A Review of Literature. in *Proceeding of 2021 China Marketing International Conference*, August, China.
3. Zhuang, B. and **Jiang, L.** (2020). The Review of Research on Warm and Cold Atmosphere in Retail Environment. in *Proceeding of 2020 China Marketing International Conference*, July, Nanchang, China.
4. Wang, Z. and **Jiang, L.** (2020). Review of research on the privacy paradox. in *Proceeding of 2020 China Marketing International Conference*, July, Nanchang, China.
5. Feng, Y. and **Jiang, L.** (2020). Virtual Idol Endorsement: Phenomenon, Mechanism, and Influencing Factors. in *Proceeding of 2020 China Marketing International Conference*, July, Nanchang, China.
6. Feng, Y. and **Jiang, L.** (2017). A Review of the Literature on Virtual Idol Endorsement. in *Proceedings of 2017 China Marketing International Conference: Marketing Strategy in the Sharing Economy: Localization and*

Globalization, July, Beijing, China, 966-975. * **The Excellent Paper Award**

7. Ren, Z. and **Jiang, L.**, and C. Pan (2017). Empirical Study on Influential Elements of Application Developers on APP Discoverability. in *Proceedings of 2017 China Marketing International Conference: Marketing Strategy in the Sharing Economy: Localization and Globalization*, July, Beijing, China, 1107-1117.
8. Ren, Z. and **Jiang, L.**, and C. Pan (2017). How Online Reviews Affect Consumers in Mobile App Store: A Conceptual Framework Based on Elaboration Likelihood Model. in *Proceedings of 2017 3rd International Conference on Information Management (ICIM)*, June, Chengdu, China, 258-261.

* **The Excellent Paper Award**

9. **Jiang, L.**, Jiang, N., and Liu, S. (2011). Consumer Perceptions of E-Service Convenience: An Exploratory Study. in *Proceedings of the 2nd International Conference on Challenges in Environmental Science and Computer Engineering*, CESCE 2011, December, Haikou, China, 406-410.
10. **Jiang, L.**, and Zhou, T. (2009). A Study on Reference Group Influence on Luxury Brand Loyalty. in *Proceedings of 2009 Annual Conference of China Marketing Science*, Nankai, China, 1112-1122. * **The Excellent Paper Award**
11. **Jiang, L.** (2008). The Differences in Reference Group Influence: Comparison Luxury Brand with Mass-Market Brand. in *Proceedings of 2008 Annual Conference of China Marketing Science*, Xian, China, 1003-1012.

研究項目

1. 項目主持，澳門科技大學基金：“*Anthropomorphism, psychological distance and moral self-efficacy in meat consumption*”, 2023 (結題).
2. 項目主持，澳門科技大學基金：“*Influence strategy, perceived fairness, and opportunism in marketing channels*”, 2022 (結題).
3. 項目主持，澳門特別行政區高等教育基金：“*澳門疫情防控公益廣告之說服效果研究*”，2021 (結題).
4. 項目主持，澳門科技大學基金：“*How Do Distances Matter in International Collaborative Research Outcomes?*”，2017 (結題).

5. 項目主持，澳門科技大學基金：“*A Dynamic Model of the Effect of E-Service Quality Dimensions on Perceived Value*”，2015 (結題).
6. 項目主持，澳門科技大學基金：“*Does ownership type matter for innovation? Evidence from China*”，2013 (結題).
7. 項目主持，澳門基金會：“澳門博彩業品牌差異對顧客品牌敏感及品牌忠誠意願之關係研究”，2011 (結題).
8. 項目主研，澳門特別行政區政府消費者委員會：“澳門誠信店推廣成效調查研究分析”，2010 (結題).

其他專業資格

國際期刊 *Humanities & Social Sciences Communications* 期刊委員會委員

國際期刊 *Sage Open* 期刊委員會委員

國際期刊 *Asian Journal of Business Research* 期刊委員會委員

《澳門管理科學》期刊委員會委員

為多個國際期刊做論文評審

獎項

澳門科技大學 “教學傑出獎”獲得者 (2013/2014 年度)