

Alice Ling Jiang



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Faculty : School of Business
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Academic Qualification

2006 -2010	Ph.D.: Southwest Jiaotong University (China); Marketing
2003 -2006	Master: Southwest Jiaotong University (China); Management

Working Experience

2022 -Present	Professor, Macau University of Science and Technology (MUST)
2015 -2022	Associate Professor, MUST
2010 -2015	Assistant Professor, MUST

Teaching Activities

Marketing Research Methods (DPME07, DBAB01)
Consumer Behavior (MBME05, BBAZ16401)
Advertising and Promotion Management (MBBM02, BBAZ16404)
Marketing Management (BBAZ16015)

Research Interest

Consumer Behavior
Advertising Strategy
Digital Marketing
Sustainable Consumption
Artificial Intelligence in Marketing

Selected Publications

Research Impact – My papers have received 2157 citations on Google Scholar, 956 on Scopus, 813 on Web of Science (as of 18/08/2025).

A. Journal Articles (English):

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)

Journal Articles (Chinese):

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.
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.
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.

21. Ren, Z., **Jiang, L.**, and Fang, Y. (2021). Effects of Privacy Protection Self-efficacy on APP Users' Information Disclosure Willingness. *Qiye Jingji*, 4:113-121.
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.
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.
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.
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.
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.
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.
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.
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.
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.
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.

32. **Jiang, L.**, Jiang, N., and Wang, C. (2009). Literature Review on Luxury Consumption Theory. *Journal of Sichuan University*, 161(2), 89-93.
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.

Major Conference Papers

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.

Recent Research Projects

1. *Anthropomorphism, psychological distance and moral self-efficacy in meat consumption*, Principal Investigator, Faculty Research Grants of MUST, July 2023 (Completed)
2. *Influence strategy, perceived fairness, and opportunism in marketing channels*, Principal Investigator, Faculty Research Grants of MUST, February 2022 (Completed).
3. *Persuasiveness of Health Campaigns for Prevention of COVID-19 in Macau — the Interactive Effects between Information Types and Spokesperson Types*, Principal Investigator, Macau Higher Education Fund, November 2021 (Completed).
4. *How Do Distances Matter in International Collaborative Research Outcomes ?* Principal Investigator, Faculty Research Grants of MUST, 2017-2018 (Completed).
5. *A Dynamic Model of the Effect of E-Service Quality Dimensions on Perceived Value*, Principal Investigator, Faculty Research Grants of MUST, 2015-2016 (Completed).
6. *Does ownership type matter for innovation? Evidence from China*, Principal Investigator, Faculty Research Grants of MUST, 2012-2013 (Completed).

7. *The Effects of Casino Brand Sensitivity and Gambler Involvement on Casino Brand Loyalty*, Principal Investigator, Macau Foundation, December 2011- November 2012 (Completed).
8. *Measuring the effectiveness of the promotional program of Macau Certified Shop*, Co-Investigator, a project commissioned by Government Consumer Council, Macao SAR, 2010 (Completed).

Other Professional Activities

Member of the Editorial Board of *Humanities & Social Sciences Communications*

2025 – Present

Member of the Editorial Board of *Sage Open*

2025 – Present

Member of the Editorial Review Board of *Macau Management Science*,

2022 - Present

Member of the Editorial Board of *Asian Journal of Business Research*,

2016 - Present

Reviewer, for many international journals.

Honors/Awards

Teaching Excellent Award Winner, 2013/2014, Macau University of Science and Technology