

Haibo Pan



Title : Assistant Professor
Faculty : School of Business
Email hbpan@must.edu.mo
Address : Avenida Wai Long, Taipa, Macau
O955
Tel : (853) 88973063

Academic Qualification

2016-2022 Ph.D.: City University of Hong Kong; Marketing;
2010-2013 Master: Harbin Institute of Technology, Business Administration;
2006-2010 BS: Harbin Institute of Technology, Marketing.

Working Experience

2022-Present Assistant Professor / Macau University of Science and Technology

Teaching Activities

Marketing, Sales Management, Non-profit Marketing

Research Areas

Interorganizational governance, prosocial behaviors, unethical behaviors, conflict management

Selected Publications

Wang, Xiaoyan, **Haibo Pan**, Nibing Zhu, and Shaohan Alan Cai (2021), “East Asian Films in the European Market: the Roles of Cultural Distance and Cultural Specificity”, *International Marketing Review*, 38(4), 717-735.
<https://doi.org/10.1108/IMR-01-2019-0045>
(SSCI, ABS 3 stars)

Zhou, Mingjian, **Haibo Pan**, and Jifan Ren (2014), “Task Conflict and Relationship Conflict on Team Creativity: The Mediating Role of Team Potency”, *Management Review*, 26(12), 120-130. **(CSSCI, Chinese A Journal)**

Other Professional Activities

Pan, Haibo, and Xu Zheng (2018), “Optimizing the Impact of Franchisor Plural Governance on Franchisee Performance: The Moderating Roles of System Size and Regulatory Environment,” *Paper Presented at 2018 Summer AMA Conference, Boston (August 10-12)*.

Ji, Li, Xu Zheng, and **Haibo Pan** (2017), “Regional Clustering, Matching Governance Mechanisms, and Performance Implications in Franchising,” *Paper Presented at 2017 Winter AMA Conference, Orlando (February 17-19)*.

Zhou, Mingjian, and **Haibo Pan** (2013), “Different Paths Different Effects: Testing the Relationship Between Team Task Conflict and Team Creativity”, *In the 19th International Conference on Industrial Engineering and Engineering Management*, 683-690, Springer Berlin Heidelberg.

Honors/Awards