

潘海波



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学院： 商学院
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教育背景

2016-2022 Ph.D.: 香港城市大学; 市场营销;
2010-2013 Master: 哈尔滨工业大学, 工商管理;
2006-2010 BS: 哈尔滨工业大学, 市场营销.

工作经验

2022-Present 助理教授/ 澳门科技大学

教学活动

市场营销, 销售管理, 非营利营销

研究领域

管道管理, 亲社会行为, 不道德行为, 冲突管理

学术成果

List from most current to the past. Use professional reference format.

期刊论文

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)

周明建, 潘海波, 任际范. 团队冲突和团队创造力的关系研究: 团队效能的中介效应[J]. 管理评论, 2014 (12): 120-130. (CSSCI, 北大中文核心)

会议论文

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.

其他专业资格 / 奖项 / 活动

List from most current to the past.

Honors/Awards.