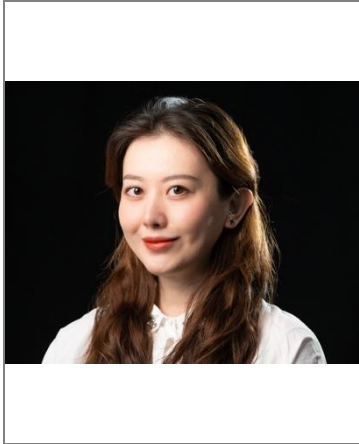


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教育背景

2019-2021 Ph.D.: 美國北卡羅來納州立大學; 紡織科技管理
2016-2017 Master: 美國德拉瓦大學; 時尚與服裝研究

工作經驗

2024-2025 助理教授/ 美國奧克拉荷馬州立大學
2021-2024 講師/ 北京第二外國語學院

教學活動

市場行銷，市場行銷專題

研究領域

市場行銷，消費者行為學，科技與創新管理

學術成果

1. Kim, H. S. & **Yu, Y.** (2023). Effects of product return effort and recreational shopper identity on future purchase intentions. *Journal of Global Fashion Marketing*, 14(3), 312-326.
2. **Yu, Y.**, Chapman, C. & Moore, M. (2022). Profiling digital printing technology adoption in the fashion industry: A new approach to exploring innovation diffusion. *International Journal of Innovation and Technology Management*, 19(2), 2250004.

3. Kim, H. S, **Yu, Y.** & Zhang, C. (2021). Are return policies viewed the same way? U.S. and Chinese consumer perceptions of return policy and perceived risk. *Journal of Apparel and Textile, Technology and Management, Special Issue (Emerging Issues) Part I*, 1-11.
4. **Yu, Y.**, Rothenberg, L. & Moore, M. (2021). Exploring young consumer's decision making for luxury co-branding combinations. *International Journal of Retail & Distribution Management*, 49(3), 341-358.
5. **Yu, Y.**, Moore, M. & Chapman, L. (2020). Social Network Analysis (SNA) of an Emerging Innovation: Direct-to-Garment (DTG) Printing Technology. *Journal of Fashion Marketing and Management*, 25(2), 1361-2026.
6. **Yu, Y.**, Kim, G. & Mathur, K. (2020). A critical review of additive manufacturing: An innovation of mass customization. *Journal of Apparel and Textile, Technology and Management*, 11(3), 1-16.
7. **Yu, Y.** & Kim, H. S. (2019). Online retailers' return policy and prefactual thinking: An exploratory study of USA and China e-commerce markets. *Journal of Fashion Marketing and Management*, 23(4), 504-518.

其他專業資格 / 活動

獎項