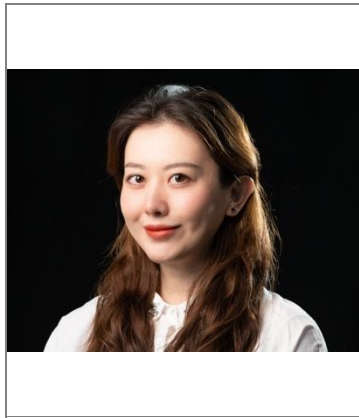


Yanan Yu



Title : Assistant Professor
Faculty : School of Business
Email : ynyu@must.edu.mo
Address : Avenida Wai Long, Taipa, Macau
Tel : (853) 88973529

Academic Qualification

2019-2021 Ph.D.: North Carolina State University; Textile Technology Management
2016-2017 Master: University of Delaware; Fashion and Apparel Studies

Working Experience

2024-2025 Assistant Professor / Oklahoma State University
2021-2024 Lecturer / Beijing International Studies University

Teaching Activities

Marketing, Special Topics in Marketing

Research Areas

Marketing, Consumer Behavior, Innovation and Technology Management

Selected Publications

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.

Other Professional Activities

Honors/Awards