

張湘昀



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教育背景

2021-2025 博士：中山大學，工商管理（市場營銷）
2017-2020 碩士：中山大學，工商管理（市場營銷）；
2012-2016 學士：廣東外語外貿大學，市場營銷（國際營銷）

工作經驗

2026 至今 助理教授，澳門科技大學
2025-2026 Postdoc Research Fellow, Nanyang Technological University

教學活動

全球營銷，管理研究方法，品牌建設與公益營銷

研究領域

跨文化消費者行為，社會認同與推斷，新興科技採納行為

學術成果

Liao, Zheng (Nico)*, **Zhang, Xiangyun**, & Ng, Sharon. Beyond the bump: Pregnancy signals customer-centricity (2026). *Journal of the Association for Consumer Research*, forthcoming.

Zhang, Xiangyun, Huang, Qianying, Shi, Zhuomin*, & Zhang, Kexin. (2025). How cultural elements shape game evaluations: The role of cultural authenticity and perceived effort. *Computers in Human Behavior*, 162, 108452 (SSCI, JCR Q1, IF 8.9).

Shi, Zhuomin, Huang, Qianying*, & **Zhang, Xiangyun**. (2025). The gift of cultural capital: How culturally mixed gifts strengthen giver-recipient bonds. *Journal of Business Research*, 186, 115026 (SSCI, JCR Q1, IF 9.8).

Shi, Zhuomin, **Zhang, Xiangyun***, Jin, Chunji, & Huang, Qianying. (2024). Being a member of global community: The effect of Chinese brand origin salience on global identity perceptions and brand evaluations. *Journal of Product & Brand Management*, 33(7), 842-854 (SSCI, JCR Q1, IF 5.7).

Li, Yuxuan, Wu, Jifei, Xue, Jiaolong*, & **Zhang, Xiangyun***. (2024). Peer or tutor? The congruity effects of service robot role and service type on usage intention. *Acta Psychologica*, 248, 104429 (SSCI, JCR Q2, IF 2.7).

吴继飞, 于洪彦, 朱翊敏*, **张湘昀**. (2020). 人工智能推荐对消费者采纳意愿的影响. *管理科学*, 33(5), 29-43. CSSCI.

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其他專業資格 / 活動

Ad-Hoc Reviewer, *Current Psychology*

Ad-Hoc Reviewer, Information Processing and Management

Ad-Hoc Reviewer, *International Journal of Contemporary Hospitality Management*

Ad-Hoc Reviewer, *Journal of Consumer Behaviour*

Ad-Hoc Reviewer, *Journal of Retailing and Consumer Services*

Reviewer, *ACR Asia-Pacific Conference 2024*