

张湘昀



职称： 助理教授
学院： 商学院
电邮： xiangyunzhang@must.edu.mo
地址： 澳门凼仔伟龙马路
电话： (853)8897 3528

教育背景

2021-2025 博士：中山大学，工商管理（市场营销）
2017-2020 硕士：中山大学，工商管理（市场营销）；
2012-2016 学士：广东外语外贸大学，市场营销（国际营销）

工作经验

2026 至今 助理教授，澳门科技大学
2025-2026 Postdoc Research Fellow, Nanyang Technological University

教学活动

全球营销，管理研究方法，品牌建设与公益营销

研究领域

跨文化消费者行为，社会认同与推断，新兴科技采纳行为

学术成果

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.

*Corresponding author

其他专业资格 / 活动

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*