

Xiangyun Zhang



Title : Assistant Professor
Faculty : School of Business
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Academic Qualification

2021-2025 Ph.D.: Sun Yat-sen University, Marketing;
2017-2020 Master: Sun Yat-sen University, Marketing;
2012-2016 BS: Guangdong University of Foreign Studies, Marketing
(International Marketing).

Working Experience

2026-Present Assistant Professor, Macau University of Science and
Technology
2025-2026 Postdoc Research Fellow, Nanyang Technological University

Teaching Activities

Global Marketing, Business Research Methods, Brand Building and Cause Marketing

Research Areas

Cross-Cultural Consumer Behavior, Social Identity and Inference, New Technology Adoption

Selected Publications

Liao, Zheng (Nico)*, **Zhang, Xiangyun**, & Ng, Sharon. (2026). Beyond the bump: Pregnancy signals customer-centricity. *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).

Wu, Jifei, Yu, Hongyan, Zhu, Yimin*, & **Zhang, Xiangyun**. (2020). Impact of artificial intelligence recommendation on consumers' willingness to adopt. *Journal of Management Science*, 33(05), 29-43 (in Chinese, CSSCI).

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Other Professional Activities

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*