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Welcome Message

Message from the Conference Chair

Dear Esteemed Scholars, Industry Professionals, and Students,

On behalf of the Organizing Committee, it is my great pleasure to welcome you to the 2026 Asia-Pacific Marketing Academy Annual Conference (APMA 2026), held June 5–8, 2026, in Macao and the Guangdong–Macao In-Depth Cooperation Zone in Hengqin.

APMA 2026 is jointly organized by leading academic and industry partners committed to advancing marketing research and fostering international academic collaboration. APMA continues to serve as an important platform for scholars, doctoral students, and practitioners to exchange ideas, share research, and discuss challenges shaping the future of marketing.

In recent years, the rapid advancement of artificial intelligence and the emergence of a new global trade landscape have fundamentally transformed how firms engage with consumers, manage market relationships, and compete internationally. Against this backdrop, the theme of this year’s conference, “AI-Driven Market Collaboration & Marketing Innovation,” highlights the growing importance of leveraging emerging technologies to strengthen cross-regional collaboration, enhance marketing capabilities, and foster high-quality economic development.

This year’s conference brings together scholars and professionals from around the world to explore how AI and other emerging technologies are reshaping marketing theory and practice across diverse contexts. The program includes keynote speeches, specialized workshops, Editorial Board Face-to-Face sessions, the National High-Level Projects Forum, the Marketing Academic Job Market Forum, the Asia-Pacific Marketing Case Forum, thematic sessions, industry roundtable discussions, High-Quality Research Paper Workshops, and parallel sessions, all designed to foster meaningful exchange and interdisciplinary collaboration.

We are sincerely grateful to all authors, reviewers, session chairs, volunteers, and committee members whose dedication and hard work have made APMA 2026 possible. We would also like to thank our supporting institutions and partners for their generous support and contributions to this event.

We hope that APMA 2026 will provide an intellectually stimulating and rewarding experience for all participants, while also fostering new collaborations and lasting friendships across the global marketing community.

We warmly welcome you to Macao and Hengqin, and wish you a productive conference and an enjoyable stay.

Lei ZHENG

Executive Chair, APMA 2026

Macau University of Science and Technology

Organizing Institutions & Sponsors/Partners

Organizers

- Macau University of Science and Technology
- Guangdong–Hong Kong–Macao University Alliance for Marketing
- Macao Association of Convention, Exhibition & Tourism Sectors

Host

- School of Business, Macau University of Science and Technology
- Macau University of Science and Technology Innovation Technology Research Institute

Supporting Organizer

- Zhuhai Da Heng Qin Development Co., Ltd. | 珠海大橫琴發展有限公司

Organizing Committee

Honorary Chairperson of the Conference

- **Haizhong WANG**, Sun Yat-sen University
- **Michael King-Man HUI**, University of Macau
- **Chuan PANG**, Macau University of Science and Technology
- **Ni SHENG**, Macau University of Science and Technology

Organizing Committee Chair

- **Lei ZHENG**, Macau University of Science and Technology

Conference Executive Committee (in alphabetical order)

- **Huimei BU**, Macau University of Science and Technology
- **Haibo PAN**, Macau University of Science and Technology
- **Yi PENG**, Macau University of Science and Technology
- **Yao QIN**, Macau University of Science and Technology
- **Jie SHENG**, Macau University of Science and Technology
- **Guicheng SHI**, Macau University of Science and Technology
- **Yongdong SHI**, Macau University of Science and Technology
- **Yanan YU**, Macau University of Science and Technology
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- ESAVVO
- PASTELARIA YENG KEE | 英記餅家
- GAKYIM MACAU INCENSE | 格焱澳門香舖
- Pien Tze Huang | 片仔癯 (橫琴片仔癯博物館)

About the Host of APMA 2026

Macau University of Science and Technology (MUST)

Founded in 2000, the Macau University of Science and Technology (MUST) has rapidly developed into a multi-disciplinary university with the highest student enrollment in Macao. Upholding the motto of “Dedication to Practical Studies, Enhancement of Knowledge, Ability, and Quality,” MUST adheres to its mission to promote cultural exchange, nurture intellectual growth, foster economic development, and advance societal progress. The University aligns closely with the needs of Macao and the rapid development of the Motherland. It draws on and incorporates experiences from world-class higher education institutions, provides a diverse range of educational programs and aims to cultivate high-quality talent who are solid in theory, competitive in practice and innovation, proficient in both Chinese and English, noble in character, admirable in morality, and adaptable in a globalized economy. In May 2022, MUST became the first university in Macao to receive full Institutional Accreditation (IA) from the UK Quality Assurance Agency for Higher Education (QAA). The University is located in Taipa, with a campus spanning 210,000 square meters. The beautiful surroundings and convenient transportation make it an ideal place for students to pursue higher education and conduct research.

251-300
世界大學排名2025
泰晤士高等教育(THE)

57
亞洲大學排名2025
泰晤士高等教育(THE)

38
世界年輕大學排名2024
泰晤士高等教育(THE)

440
世界大學排名2026
全球高等教育研究機構(QS)

The Macao S.A.R. government has authorized MUST to award academic degrees at the doctoral, master’s and bachelor’s levels, with some programs conducted in Portuguese or Spanish. Currently, there are more than 23,000 students enrolled at the University, including about 3,200 doctoral students, 6,000 master’s students, and 13,900 undergraduate students. As of today, MUST provides a wide range of courses, including Social Science, Science, Engineering, Law, Management, Business, Medicine, Pharmacy, Tourism, Art, Communication, and Language. MUST operates four state-level research platforms, has established six centers of the Key Research Institute of Humanities and Social Sciences Partner Base and Joint Laboratory with higher education institutions in Mainland China, and more than twenty major research institutes. In 2025, according to Times Higher Education, MUST was ranked 251–300 in the World University Rankings, 57th in the Asia University Rankings, and 38th in the Young University Rankings.

School of Business, MUST

The School of Business (MSB) is one of the first four faculties at MUST and is also the largest faculty in the university. According to the Times Higher Education World University Rankings by Subject 2025, the subject of “Business and Economics” of MUST is ranked in the 201-250 range. In July 2023, MSB earned AACSB (The Association to Advance Collegiate Schools of Business) international accreditation and is positioned among the top 6% of business schools

globally. Currently, the MSB provides two Bachelor's degree programs, i.e. Bachelor of Business Administration and Bachelor of Applied Economics. There are eleven Master's degree programs, including Executive Master of Business Administration, Master of Business Administration, Master of Public Administration, Master of Management Studies, Master of Science in Accounting, Master of Science in Finance, Master of Science in Financial Technology, Master of Applied Economics, Master of Science in Business Analytics, Master of Charity and Social Organization Management, and Master of Supply Chain Management. In addition, there are two Doctoral degree programs, i.e. Doctor of Philosophy in Management and Doctor of Business Administration.



Practical Information

Key Dates:

- **June 5–6, 2026:** Hengqin venue sessions
- **June 7–8, 2026:** Macao venue sessions

Venue Information (Hengqin & Macao)

Hengqin Venue

- Conference Center, 4/F, Building 7, Hengqin International Hi-Tech Innovation Park
會議中心, 橫琴国际科技创新中心 7 号楼 4 層(橫琴粵澳深度合作區厚朴道 398 號)

Macao Venue

- Macau University of Science and Technology, Taipa Campus

Transportation and Shuttle Information

- **Macao (June 7–8, 2026):**

Shuttle buses will be provided from the Hengqin venue to the Macao venue.

Cross-border shuttle bus departures (June 7, 2026): **07:50 and 08:40.**

- **Luggage storage (June 7, 2026):**

C105 (near Hall D), Macau University of Science and Technology

Registration Hours (per program overview)

- **June 5, 2026 (Hengqin):** 08:00–20:00
- **June 6, 2026 (Hengqin):** 08:00–17:00
- **June 7, 2026 (Macao):** 08:30–12:30

Emergency Contacts

- Ms. Bu (academic matters): apma2026must@gmail.com
- Ms. Lin (registration, accommodation, transportation, invoicing, other matters):
apma2026@iccmacao.com

Presenter Guidelines

Oral Presentation Instructions

- **Time allocation:**

Presenters should arrive **10 minutes early and upload slides.**

Regular sessions typically include **5 papers**; please plan for **15 minutes per paper.**

- **Slide format:**

16:9 recommended; include paper title, author(s), affiliation(s), and key contributions.

Poster Instructions

- **Poster session time:** June 7-8, 09:00–17:00
- **Location:** 1/F O Block (Macao venue)

Program Overview

Day 1 (June 5, 2026)	
Conference Center, 4/F, Building 7, Hengqin International Hi-Tech Innovation Park 橫琴國際科技創新中心 7 座 4 樓會議中心	
Time	Program
08:00-20:00	Registration
08:30-17:00	JPIM Paper Development Workshop Room 06 <ul style="list-style-type: none"> Ruby LEE, Co-EIC for the JPIM Chengli SHU, Xi'an Jiaotong University (舒成利, 西安交通大學)
08:30-17:00	LLM Hands On & Paper Development Workshop Room 07 <ul style="list-style-type: none"> Filippo CHIARELLO, University of Pisa Vito GIORDANO, University of Pisa
14:30-17:00	NeuroMarketing Workshop Room 09 <ul style="list-style-type: none"> Jia JIN, Shanghai International Studies University (金佳, 上海外國語大學)
Day 2 (June 6, 2026)	
Conference Center, 4/F, Building 7, Hengqin International Hi-Tech Innovation Park 橫琴國際科技創新中心 7 座 4 樓會議中心	
Time	Program
07:30-17:00	Registration
08:30-09:00	Welcome Remarks Main Hall <p>Host: Lei ZHENG, Chair for AMPA 2026, Macau University of Science and Technology (鄭磊, APMA2026 主席, 澳門科技大學)</p> <ul style="list-style-type: none"> Chuan PANG, Vice President, Macau University of Science and Technology (龐川, 副校長, 澳門科技大學) Haizhong WANG, Chairperson for APMA, Sun Yat-sen University (王海忠, APMA 理事長, 中山大學)
	Conference Photo
09:00-10:30	Keynote I Main Hall <p>Session Chair: Yacheng SUN, Tsinghua University (孫亞程, 清華大學)</p> <p>The Role of Digital Platform in Data Markets</p> <ul style="list-style-type: none"> Yubo CHEN, Tsinghua University (陳煜波, 清華大學) Breadcrumbs and Blueprints: When and How We Use the Cosmic and the Connected to Make Decisions Thomas KRAMER, University of California, Riverside 数智升级, 焕新增长: AI 数智员工赋能营销智能升级 Jun GUO, Tungee (郭軍, 探迹科技)
10:30-11:00	Tea Break
11:00-12:30	Keynote II Main Hall <p>Session Chair: Xingyu CHEN, Shenzhen University (陳星宇, 深圳大學)</p> <ul style="list-style-type: none"> The Emotional Dynamics of AI Adoption Leonard LEE, National University of Singapore Exploring the Role of Image Distinctiveness in Online Search Behavior Sandeep R. CHANDUKALA, Singapore Management University How Can Open Science Facilitate Top-Tier Journal Research in the AI Era Kaibin HE, Credemo (賀凱彬, 見數)
12:30-13:30	Lunch 2/F Restaurant

13:30-14:30	Editorial Board Face-to-Face I Main Hall	
	Session Chair: Ian PHAU, Curtin University	
	<ul style="list-style-type: none"> ▪ Thomas KRAMER, University of California, Riverside ▪ Leonard LEE, National University of Singapore ▪ Julio SEVILLA, University of Georgia 	
	Editorial Board Face-to-Face II Room 10	
	Session Chair: Shibo LI, Indiana University (李世波, 印第安納大學)	
	<ul style="list-style-type: none"> ▪ Krista J. LI, Indiana University (李嬌陽, 印第安納大學) ▪ Sandeep R. CHANDUKALA, Singapore Management University ▪ Shijie LV, University of Notre Dame (呂世杰, 聖母大學) 	
	National High-Level Projects Forum (NSFC) Room 08	
	Session Chair: Defeng YANG, Jinan University (楊德鋒, 暨南大學)	
	<ul style="list-style-type: none"> ▪ Yaping CHANG, Huazhong University of Science and Technology (常亞平, 華中科技大學) ▪ Jia LIU, The Hong Kong University of Science and Technology (劉佳, 香港科技大學) ▪ Liangyan Wang, Shanghai Jiao Tong University (王良燕, 上海交通大學) 	
	National High-Level Projects Forum (NSSFC) Room 09	
Session Chair: Lan XU, Wuhan University (徐嵐, 武漢大學)		
<ul style="list-style-type: none"> ▪ Chunqing LI, Northwest University (李純青, 西北大學) ▪ Xiaoling LI, Chongqing University (李小玲, 重慶大學) ▪ Chengli SHU, Xi'an Jiaotong University (舒成利, 西安交通大學) 		
Marketing Academic Job Market Forum (1) Room 06		
Session Chair: Zengxiang CHEN, Sun Yat-sen University (陳增祥, 中山大學)		
<ul style="list-style-type: none"> ▪ Sally Hill RAO, Adelaide University ▪ Gongxing GUO, Shantou University (郭功星, 汕頭大學) 		
Asia-Pacific Marketing Case Forum (Closed Meeting) Guest Room (嘉賓室)		
Session Chair: Jianping LIANG, Sun Yat-sen University (梁劍平, 中山大學)		
14:30-15:00	Tea Break	
15:00-16:30	Marketing Academic Job Market Forum (2) Room 06	
	Session Chair: Zengxiang CHEN, Sun Yat-sen University (陳增祥, 中山大學)	
	<ul style="list-style-type: none"> ▪ Sally Hill RAO, Adelaide University ▪ Gongxing GUO, Shantou University (郭功星, 汕頭大學) 	
	Parallel Session Main Hall & Room 07, 09, 10	
Each session includes 5 papers (15 minutes per paper).		
16:40-18:00	Parallel Session Room 10	
	Each session includes 5 papers (15 minutes per paper).	
	Doctoral Session Room 06, 07, 09	
	Each session includes 5 papers (15 minutes per paper).	
	APMA Extended Council Meeting (Closing Meeting) Main Hall	
Host: Zhimin ZHOU, Shenzhen University (周志民, 深圳大學)		

Day 3 (June 7, 2026)**Macau University of Science and Technology**

澳門科技大學

Time	Program
07:30-12:30	Registration
07:50-08:40	Cross-border shuttle bus departures (07:50, 08:40) Luggage storage: C105 (near Hall D)
09:00-17:00	Conference Poster 1/F O Block
09:30-11:00	Keynote III D Hall Session Chair: Danny Tan WANG, Hong Kong Baptist University (王坦, 香港浸會大學) <ul style="list-style-type: none"> ▪ AI Applications in Marketing Krista J. LI, Indiana University (李嬌陽, 印第安納大學) ▪ The Effect of Racial Diversity Representation on Preference for Stigmatized Products Julio SEVILLA, University of Georgia ▪ Shijie LV, University of Notre Dame (呂世杰, 圣母大学) Conference Photo
11:00-11:20	Tea Break D Hall
11:20-12:40	Digital Marketing Industry Roundtable Session D Hall <ul style="list-style-type: none"> ▪ Marketing Transformation in the Era of End-to-End Digitalization (全域数字化时代的营销变革) Session Chair: Zengxiang CHEN, Sun Yat-sen University (陳增祥, 中山大學) <ul style="list-style-type: none"> ▪ Haitao JIANG, Aomi (江海濤, 澳覓創始人 & 董事長) ▪ Yong ZHANG, Yonyou Software, Macao (張勇, 用友澳門董事總經理) ▪ Weitao WAN, Technology & Strategy Martech (萬緯韜, 云智达创科技 CTO) Thematic Session 4/F O Block Bridging Information Systems and Marketing for Innovation O401 Session Chair: Jun PANG, Sun Yat-sen University(龐雋, 中山大學) Cheng YI, Tsinghua University (易成, 清華大學) Multi-Stakeholder Innovation in Tourism Marketing O402, O403, O404, O405 Session Chair: Xiang (Robert) LI, The Chinese University of Hong Kong (李想, 香港中文大學) <ul style="list-style-type: none"> ▪ Yaze HE, Shandong University(賀澤亞, 山東大學) ▪ Mimi LI, The Hong Kong Polytechnic University(李咪咪) ▪ Shuang MA, University of International Business and Economics(馬雙, 對外經貿大學) ▪ Yanzhen TUO, Nankai University(妥艷嬪, 南開大學) Innovation Forum on Brand Revitalization in the Digital-Intelligent Era O409 Session Chair: Liangyan WANG, Shanghai Jiao Tong University (王良燕, 上海交通大學) <ul style="list-style-type: none"> ▪ Yacheng SUN, Tsinghua University (孫亞程, 清華大學) Neuromarketing and Consumer Behavior: Challenges and Trends O410 Session Chair: Alexandre LOBO, University of Saint Joseph (Macau) <ul style="list-style-type: none"> ▪ Jia JIN, Shanghai International Studies University(金佳, 上海外國語大學)

	High Quality Research Paper Workshop (Consumer Behavior) O411
	Session Chair: Xianchi DAI, The Chinese University of Hong Kong (戴先熾, 香港中文大學) Discussant: Fangyuan CHEN, University of Macau (陳方圓, 澳門大學) Thomas KRAMER, University of California, Riverside Ian PHAU, Curtin University
	High Quality Research Paper Workshop (Marketing Strategy & Modeling) O412
	Session Chair: Xu (Vivian) ZHENG, City University of Hong Kong (鄭煦, 香港城市大學) Discussant: Sandeep R. CHANDUKALA, Singapore Management University Krista J. LI, Indiana University (李嬌陽, 印第安納大學) Shibo LI, Indiana University (李世波, 印第安納大學)
12:40-13:30	Lunch O Block (廚藝天地) & E Block (公主麵館)
13:30-15:00	Tourism Industry Roundtable Session
	Session Chair: Yanzhen TUO, Nankai University (妥艷嬪, 南開大學)
	Parallel Session O401, O402, O403, O404, O405, O406, O409, O410, O411, O412, O301, O302, O303, O304, O305, O306, O206, O207
	Each session includes 5 papers (15 minutes per paper).
15:00-15:30	Tea Break 4/F O Block
15:30-17:00	Parallel Session O401, O402, O403, O404, O405, O406, O409, O410, O411, O412, O301, O302, O303, O304, O305, O306, O206, O207
	Each session includes 5 papers (15 minutes per paper).

2/F, Grand Hyatt Macau (Ballroom)

澳門君悅酒店二樓宴會廳

17:30-18:00	Banquet Registration
18:00-21:00	Closing Ceremony and Dinner
	Host: Lei ZHENG, Chair for AMPA 2026, Macau University of Science and Technology (鄭磊, APMA2026 主席, 澳門科技大學)
	<ul style="list-style-type: none"> ▪ Paper Awards Presentation (Ph.D. Student Paper Awards, Regular Paper Awards) ▪ Sponsor Remarks ▪ Conference Flag Handover Ceremony

Day 4 (June 8, 2026)

Macau University of Science and Technology

澳門科技大學

08:30-12:30	UTD Paper Development Workshop I (Invited Only) O301 & O302
	Host: Krista LI, Indiana University
	Room 301 Discussant: Leonard LEE, National University of Singapore Krista LI, Indiana University Sandeep R. CHANDUKALA, Singapore Management University
	Room 302 Discussant: Julio SEVILLA, University of Georgia Shijie LV, University of Notre Dame Shibo LI, Indiana University
12:30-13:30	Lunch E Block, The Princess Noodles (公主麵館)
14:00-18:00	Conference Tour North Gate 2, MUST

Parallel Sessions for Session Chair and Discussant

Time: 15:00-16:30

Location: Conference Center, 4/F, Hengqin International Hi-Tech Innovation Park

Regular Conference Paper:			
Session	Room	Session Chair	Discussant
D1A1: Consumer Behavior	Room 07	Kao SI University of Macau (司考, 澳門大學)	Yixia SUN Zhejiang University (孫怡夏, 浙江大學)
D1A2: Consumer Behavior	Room 09	Joicey WEI Singapore University of Social Sciences (魏捷, 新加坡社科大學)	Julio SEVILLA University of Georgia
D1A3: Consumer Behavior	Room 10	Sally Hill RAO The Adelaide University	Shijie LV University of Notre Dame (呂世杰, 聖母大學)
D1A4: Strategy & Modeling	Main Hall	Xiaoling ZHANG Shanghai University of International Business and Economics (張曉靈, 上海對外經貿大學)	Xu (Vivian) ZHENG, City University of Hong Kong (鄭煦, 香港城市大學)

Time: 16:40–18:00

Location: Conference Center, 4/F, Hengqin International Hi-Tech Innovation Park

Regular Conference Paper:			
Session	Room	Session Chair	Discussant
D1A5: Consumer Behavior	Hall	Yong CAO University of Alaska Anchorage	Jamel KHENFER, Zayed University
Doctoral Forum:			
Session	Room	Session Chair	Discussant
D1B1: Consumer Behavior	Room 06	Huixin DENG Royal Holloway, University of London (鄧慧欣, 倫敦大學皇家霍洛威學院)	Ruby LEE Journal of Product Innovation Management
D1B2: Consumer Behavior	Room 07	Jingwen LIU Xi'an Jiaotong University (劉靜文, 西安交通大學)	Filippo CHIARELLO University of Pisa
D1B3: Strategy & Modeling	Room 09	Si ZUO Shanghai Jiao Tong University (左思, 上海交通大學)	Savannah SHI (Santa Clara University)

Time: 11:20–12:40

Location: Main Campus, Macau University of Science and Technology, Taipa, Macau

Thematic forum: 4/F O Block, Macau University of Science and Technology			
Session	Room	Session Chair	Discussant
D2T1: Bridging IS & Marketing	O401	Jun PANG Sun Yat-sen University (龐雋, 中山大學)	Cheng YI Tsinghua University (易成, 清華大學)
D2T2A: Tourism Marketing	O402	Hongyan JIANG China University of Mining and Technology (江紅艷, 中國礦業大學)	Xiang Robert LI The Chinese University of Hong Kong (李想, 香港中文大學)
D2T2B: Tourism Marketing	O403	Yun JIE South China Normal University (揭贊, 華南師範大學)	Mimi LI The Hong Kong Polytechnic University (李咪咪, 香港理工大學)
D2T2C: Tourism Marketing	O404	Lin WANG Sun Yat-sen University (王琳, 中山大學)	Yanzhen TUO Nankai University (妥艷嬪, 南開大學)
D2T2D: Tourism Marketing	O405	Ke ZHONG Hainan University (鐘科, 海南大學)	Zeya HE Shandong University (賀澤亞, 山東大學)
D2T3: Brand Revitalization Forum	O409	Liangyan WANG Shanghai Jiao Tong University (王良燕, 上海交通大學)	Yacheng SUN Tsinghua University (孫亞程, 清華大學)
D2T4: Neuromarketing & Consumer Behavior	O410	Jia JIN Shanghai International Studies University (金佳, 上海外國語大學)	Alexandre LOBO University of Saint Joseph (Macau)
D2T5: High Quality Research Paper Workshop (Consumer Behavior)	O411	Xianchi DAI The Chinese University of Hong Kong (戴先熾, 香港中文大學)	Fangyuan CHEN University of Macau (陳方圓, 澳門大學) Thomas KRAMER University of California, Riverside Ian PHAU Curtin University
D2T6: High Quality Research Paper Workshop (Strategy & Modeling)	O412	Xu (Vivian) ZHENG, City University of Hong Kong (鄭煦, 香港城市大學)	Sandeep R. CHANDUKALA Singapore Management University Krista J. LI Indiana University (李嬌陽, 印第安納大學) Shibo LI Indiana University (李世波, 印第安納大學)

Time: 13:30–15:00

Location: Main Campus, Macau University of Science and Technology, Taipa, Macau

Regular Conference Paper: 4/F O Block, Macau University of Science and Technology			
Session	Room	Session Chair	Discussant
D2A1 Consumer Behavior	O401	Xingyu CHU Nanjing University (初星宇, 南京大學)	Leonard LEE National University of Singapore
D2A2 Consumer Behavior	O402	Danny WANG Hong Kong Baptist University (王坦, 香港浸會大學)	Julio SEVILLA University of Georgia
D2A3 Consumer Behavior	O403	Derwei HUANG The Chinese University of Hong Kong, Shenzhen (黃德薇, 香港中文大學(深圳))	Fangyuan CHEN University of Macau (陳方圓, 澳門大學)
D2A4 Consumer Behavior	O404	Junzhou Zhang Montclair State University	Filippo CHIARELLO University of Pisa
D2A5 Consumer Behavior	O405	Derwei HUANG The Chinese University of Hong Kong, Shenzhen (黃德薇, 香港中文大學(深圳))	Thomas KRAMER University of California, Riverside
D2A6 Consumer Behavior	O406	Yi XIE Beijing Normal University (謝毅, 北京師範大學)	Ruby Lee Journal of Product Innovation Management
D2A7 Modeling	O409	Savannah SHI (Santa Clara University)	Haichuan ZHAO Shandong University (趙海川, 山東大學)
D2A8 Modeling	O410	Sha ZHANG University of Chinese Academy of Sciences (張莎, 中國科學院大學)	Shibo LI Indiana University (李世波, 印第安納大學)
D2A9 Strategy	O411	Peng YI Macau University of Science and Technology (彭藝, 澳門科技大學)	Sandeep R. CHANDUKALA Singapore Management University
D2A10 Strategy	O412	Xubing ZHANG Hong Kong Polytechnic University	Shijie LV University of Notre Dame (呂世杰, 聖母大學)
Doctoral Forum: 3/F O Block, Macau University of Science and Technology			
Session	Room	Session Chair	Discussant
D2B1 Consumer Behavior	O301	Kevin ZENG The Hang Seng University of Hong Kong (曾靖, 香港恒生大學)	Ding TIAN Shantou University (田鼎, 汕頭大學)
D2B2 Consumer Behavior	O302	Zhen LI Kansai University (李振, 關西大學)	Jin ZHANG Jinan University (張瑾, 暨南大學)

D2B3 Consumer Behavior	O303	Xiaoxiao NIU Shenzhen University (牛曉曉, 深圳大學)	Liangyan WANG Shanghai Jiao Tong University (王良燕, 上海交通大學)
D2B4 Consumer Behavior	O304	Boyu Lin Macao University of Tourism (林柏雨, 澳門旅遊大學)	Hongyan LIU Jinan University (劉紅艷, 暨南大學)
D2B5 Modeling & Strategy	O305	Xin WENG Fuzhou University (翁欣, 福州大學)	Chuangneng CAI Shantou University (蔡創能, 汕頭大學)
D2B6 Modeling & Strategy	O306	Li YANG Chinese University of Hong Kong, Shenzhen (楊黎, 香港中文大學(深圳))	Yuetao GAO Xiamen University (高月濤, 廈門大學)

Time: 15:30–18:00

Location: Main Campus, Macau University of Science and Technology, Taipa, Macau

Regular Conference Paper: 3F and 4/F O Block, Macau University of Science and Technology			
Session	Room	Session Chair	Discussant
D2A11 Consumer Behavior	O410	Xin WANG Hohai University (王欣, 河海大學)	Yanmei JIANG Anhui University of Technology (蔣艷梅, 安徽工業大學)
D2A12 Consumer Behavior	O411	Da QIAN Shanghai Lixin University of Accounting and Finance (錢達, 上海立信會計金融學院)	Yao QIN Macao University of Science and Technology (秦焱, 澳門科技大學)
D2A13 Strategy	O301	Herbert SIMA University of Auckland	Ruiqi Wei Emlyon Business School
D2A14 Strategy	O302	Xue ZHAO Macao University of Science and Technology (趙雪, 澳門科技大學)	Lu ZHAO China University of Geosciences, Beijing (趙路, 中國地質大學(北京))
D2A15 Strategy	303	Yongdong SHI Macao University of Science and Technology (石永東, 澳門科技大學)	Tao XIE South China Normal University (謝濤, 華南師範大學)
D2A16 Strategy	O304	Weiqing Zhuang Fujian University of Technology (莊偉卿, 福建理工大學)	Guicheng SHI Macao University of Science and Technology (石貴成, 澳門科技大學)
Doctoral Forum: 4/F O Block, Macau University of Science and Technology			
Session	Room	Session Chair	Discussant
D2B7 Consumer Behavior	O401	Liangbo ZHANG City University of Macau (張良波, 澳門城市大學)	Manqiong SHEN Guangdong University of Technology (沈曼瓊, 廣東工業大學)
D2B8 Consumer	O402	Zhengzhi GUAN	Jiayin JIANG

Behavior		Beijing Normal University & Hong Kong Baptist University United International College (管正之, 北師香港浸會大學)	Jiang SU, The Chinese University of Hong Kong, Shenzhen (江佳音, 香港中文大學(深圳))
D2B9 Consumer Behavior	O403	Jia YU Ningbo University (于佳, 寧波大學)	Bin DING Xi'an Jiaotong-Liverpool University (丁玢, 西交利物浦大學)
D2B10 Consumer Behavior	O404	Yangming WU Macau University of Science and Technology (吳陽明, 澳門科技大學)	Xue WANG Beijing Normal University (王雪, 北京師範大學)
D2B11 Consumer Behavior	O405	Jiangzhe WANG Jiangnan University (王江哲, 江南大學)	Qian WANG, Shenzhen Technology University (王倩, 深圳技術大學)
D2B12 Strategy	O305	Yidi CHEN Beijing Forestry University (陳一笛, 北京林業大學)	Huimei BU Macau University of Science and Technology (卜慧美, 澳門科技大學)
D2B13 Strategy	O306	Jie SHENG Macau University of Science and Technology (盛婕, 澳門科技大學)	Chen YANG South China University of Technology (楊晨, 華南理工大學)

Parallel Sessions for Attendees

Time: 15:00-16:30

Location: Conference Center, 4/F, Hengqin International Hi-Tech Innovation Park

Regular Conference Paper:		
Session	Room	Title
D1A1: Consumer Behavior	Room 07	<ul style="list-style-type: none"> [1] The Power of Tolerance for Contradiction: Improving Consumer Health Adherence through Perceived Information Diagnosticity [2] Re-Connect After Restriction: How Coping Strategies Moderate the Relationship Between Perceived Restriction and Compensation Consumption [3] Do Fraud Alert Features Improve User Satisfaction? Evidence from LLM-Powered Personality Traits in Online Reviews [4] Can Doing Good Offset Algorithmic Price Discrimination? The Mitigating Role of Cause-Related Marketing [5] When a Chatbot Fails First: Unresolved Negative Emotion as a Mechanism of Spillover in Hybrid Service Failure
D1A2: Consumer Behavior	Room 09	<ul style="list-style-type: none"> [1] Power Distance Belief and Adventure Consumption [2] Timeless Craftsmanship: How Brand Age Cues Shape Sensory Perceptions and Consumer Preferences [3] The Power of “Want”: How Semantic Framing Influences Donation Behavior [4] Desire for Uniqueness Promotes Preference for Uncertainty-Based Product Offerings [5] Reducing Choice Difficulty through Recommendation Framing: The Role of Product Type and Purchase Stage
D1A3: Consumer Behavior	Room 10	<ul style="list-style-type: none"> [1] The Impact of Happiness Orientation on Consumer Preference for Product Attributes: The Role of Value Maximization Mindset and Temporal Distance [2] Defensible Choices: Why Paying Favors Quantity Over Quality [3] Breaking the Boundaries? The Impact of Acquisition Mode on Consumer Preference for Visual Design [4] Freshness Matters: How Price (versus Quantity) Discounts Influence Consumer Response When Purchasing Near-Expired Products [5] From Self to Collective: How Pro-Social Gain Frames Promote Behavioral Improvement
D1A4: Strategy & Modeling	Main Hall	<ul style="list-style-type: none"> [1] Managing Product Updates in Digital Environment [2] Racing or Partnering? Adoption Timing and Collaboration Strategies of Generative AI in the Creator Economy [3] Online Store Opening: Heterogeneous Effects and Implications for Shopping Malls [4] The Attention Waveform: Revealing the Capture-Depletion Duality in Content Marketing [5] Talking that AI Talk: Corporate AI Washing, Analyst Perceptions, and the Market for Hype

Time: 16:40–18:00

Location: Conference Center, 4/F, Hengqin International Hi-Tech Innovation Park

Regular Conference Paper:		
Session	Room	Title
D1A5: Consumer Behavior	Main Hall	<ul style="list-style-type: none"> [1] When Flexible Architectures Meet Lead Users: The Role of Product–User Interaction in Smart Product Innovation [2] How Sensory Emojis Shape Perceived Authenticity in Online Reviews: An Embodied Cognition Perspective [3] The Impact of Chatbot Information Collection Timing and Anthropomorphism on Consumers’ Willingness to Disclose Information [4] Effect of Human and Deepfake Influencers on Brand Attitude: The Mediating Role of Cognitive Legitimacy and Moderating Role of Brand Perception [5] When Reality Mixed with Virtuality: Exploring Consumer Responses to FOOH Advertising [6] The Impacts of Choice Assortment Structures in Influencers’ Recommendations on Consumers’ Destination Attitude
Doctoral Forum:		
Session	Room	Title
D1B1: Consumer Behavior	Room 06	<ul style="list-style-type: none"> [1] Luck in the Numbers: How Auspicious Donation Options Boost Charitable Giving [2] Algorithms as Ladders: How Perceived Social Mobility Drives AI Adoption [3] I Especially Loved the Raspberry: When and How Favoriting Signals Authenticity [4] When AI Fails: How Anthropomorphic Design of Conversational AI Systems Shapes User Negative Word-of-Mouth Intentions [5] Other's Busy or Leisure Life: How Status-Presentation on Social Media Affects Observers’ Responses to Service Failure in the Hospitality Industry
D1B2: Consumer Behavior	Room 07	<ul style="list-style-type: none"> [1] Bridging the Innovation–Market Gap: How Marketing Translates Technological Advantage into Market Success [2] To Bundle or Unbundle? How Product Strategy Shapes the Journey from Purchase to Redemption in F&B Live Streaming [3] Evoking Green: How Generative AI Bridges the Intention–Behavior Gap in Green Consumption [4] Monetizing Intimacy: A Relational Evolution Framework for Payment Mechanisms in AI Emotional Companionship [5] How AI-Enabled Live Commerce Restructures Consumer Judgment: A Cognitive Decision Environment Perspective
D1B3: Strategy & Modeling	Room 09	<ul style="list-style-type: none"> [1] Research on the Growth Mechanism of Agricultural Regional Brand Ecosystems: Evidence from Tea Regional Brands [2] Integrating Internal and External Keyword Features in Paid Search Advertising: A Dual System Theory Perspective [3] Governance, Survival, and Performance: An Empirical Two-Stage Model of Strategic Decoy Management [4] Precise First Buyer's Offer Drives Herding and Efficiency in Transparent Multiadic Negotiations: Evidence from NFT Markets [5] Decoding Health-Oriented Food Sales in E-Commerce: An Investigation Based on Large Language Models and Explainable Machine Learning

Time: 11:20–12:40

Location: Main Campus, Macau University of Science and Technology, Taipa, Macau

Thematic forum: 4/F O Block, Macau University of Science and Technology		
Session	Room	Title
D2T1: Bridging IS & Marketing	O401	<ul style="list-style-type: none"> [1] Attention Without Conversion? The AI-Human Engagement Divide in Short Video Advertising [2] Justifying Advertisements in Paid Streaming Subscriptions: The Role of Perceived Fairness in Shaping User Intentions [3] AI for All or AI for Me? How AI Agent Attribution Shapes Consumer Acceptance Intention in Allocation Contexts [4] The Multilayered Asymmetric Effects of Service Robots: A Diffusion of Innovation Perspective
D2T2A: Tourism Marketing	O402	<ul style="list-style-type: none"> [1] Should Hotels Follow the Robotic Trend? The Ripple Effect of Hotel Service Robot Adoption [2] Concrete Guidance or Abstract Overview? How AR and 2D Navigation Drive User Well-Being through Divergent Spatial Cognition and Perceived Control [3] Cross-Modal Correspondence in Food Choice: Leveraging Acoustic-Sensory Congruence to Nudge Healthy Eating [4] Sliced to Share—A Shared Bite, A Shared Heart: How Food Presentation Boosts Travel Intention in Gastronomy Tourism Ads
D2T2B: Tourism Marketing	O403	<ul style="list-style-type: none"> [1] How AI-Generated Summaries Shape Consumer Evaluation: The Role of Rating Signal [2] Research on the Influence of GAI Content Characteristics on Tourist Decision-Making Quality: Based on the Sticky Customer Experience Journey Theory [3] A Cross-cultural Analysis of Ethical Concerns of Robotaxis in Urban Tourism: Social Construction of Technology Perspectives [4] Same Attraction, Different Experience! The Destination Magnetic Field Theory of Destination-Tourist Coupling
D2T2C: Tourism Marketing	O404	<ul style="list-style-type: none"> [1] Combating Loneliness through Leisure Travel among Older Adults [2] An Analysis of Tourists' Motivations in Stamp-Collecting Tourism and How They Drive Tourists' Future Behavioral Intention [3] Is a Unique Cover Image Important? Empirical Evidence from an Online Travel Platform [4] The Pre-Trip Sharing Trap: How Planning to Post Reduces Depth of Experience
D2T2D: Tourism Marketing	O405	<ul style="list-style-type: none"> [1] Seeing the Change, Perceiving the Impact: Effects of Before-and-After Restoration Visuals on Donations for Restoring Tourism Destinations [2] Configurational Pathways to Effective Digitally Enabled Tourism Vocational Training: A Socio-Technical Systems Perspective [3] Mechanisms of the Effect of Image Style on Tourists' Travel Intentions to Niche Tourism Destinations [4] Made by Me, Powered by AI: Psychological Ownership as the Missing Link in AI Travel Acceptance

D2T3: Brand Revitalization Forum	O409	[1] Numerical Gap Effect in Multigenerational Brand Names [2] From Algorithmic Sycophancy to Value Co-destruction: How AI Reshapes Consumer Micro-Ethical Behaviors [3] AI Flavor in Advertising and Brand Perception
D2T4: Neuromarketing & Consumer Behavior	O410	[1] Individual Differences in the Era of Social Media Marketing - A Consumer Neuroscience Study [2] How Scent Arousal Influences Consumers' Decision-Making: A Heuristic-Systematic Model Perspective [3] Neural Dynamics of Social Influence on Product Preference [4] Neuromarketing Experimental Design for E-Commerce: Eye-Tracking and Facial Coding in Online Consumer Behaviour Analysis [5] Disentangling Computational and Neural Mechanisms of Evaluation Direction in Value Based Decision Making
D2T5: High Quality Research Paper Workshop (Consumer Behavior)	O411	[1] The Impatience Gap: When Consumers Are More Impatient with Mediums than with Products [2] Smarter Design, Pickier Consumers: How AI Involvement Shapes Consumer Pickiness [3] Bundling Reviews Increases Rating Diversification [4] Infantilized by Service: Over-Attentive Service Drives Adult-Identity-Relevant Consumption
D2T6: High Quality Research Paper Workshop (Strategy & Modeling)	O412	[1] Effects of Firm-Generated User Content on Sales: The Case of Designated Comments Used in Lucky Draw Livestreaming Commerce [2] Personalization, Algorithmic Dependence, and Learning [3] Visibility or Authenticity? Empirical Examinations of Trendjacking Impacts on Social Media Platforms [4] Defensive Price Matching under Platform Recommendation: Benefits and Backfires

Time: 13:30–15:00

Location: Main Campus, Macau University of Science and Technology, Taipa, Macau

Regular Conference Paper: 4/F O Block, Macau University of Science and Technology		
Session	Room	Title
D2A1 Consumer Behavior	O401	[1] Embracing the Inner Child: How Kidulting Consumption Signals Authenticity and Enhances Personal Branding Effectiveness [2] Vulnerability by Design: An Initial Exploratory Study of Disclosure Type, Influencer Tier, and Audience Engagement on TikTok [3] When Do Defaults Work? The Effect of Fundraiser Types on the Performances of Defaults [4] Embracing Nature Virtually: How Virtual Reality Helps to Promote Pro-Environmental Consumption [5] From Paradise Framing to Amenities Concentration Framing
D2A2 Consumer Behavior	O402	[1] The Contingent Effect of Advancement (vs Distance) Feedback in Reward Pursuit Motivation [2] The Impact of Visual Information Entropy on Consumer Responses [3] Resolving the Attractiveness-Persuasiveness Trade-Off in Native Advertising: The Power of Music in Harmonizing Messages

		<p>[4] The Fashion Ostrich Effect: How Minimalist Style Helps Consumers Cope with Social Threats</p> <p>[5] Crossover and Spillover Effects of Husband's Using AI-Based Smart Home Technologies on Wife's Job Engagement and Life Satisfaction: A Resources Conservation Perspective</p>
D2A3 Consumer Behavior	O403	<p>[1] AI Companions and the Silver Tourism Market: Marketing Implications of Socially Assistive Robots in Residential Tourism</p> <p>[2] The Role of Communal Motivation and Phygital-Digital Integration in Shaping Family's International Travel Behavior</p> <p>[3] How to Promote Low-Carbon Consumption in Tourism Through Social Norms? Theory and Evidence</p> <p>[4] From Thrill to Reflection: Understanding Dynamic Cognitive-Affective Shifts in Gamified Live-Streaming Commerce</p> <p>[5] E-Service Quality and Repurchase Intention in Live Commerce: The Mediating Role of Satisfaction</p>
D2A4 Consumer Behavior	O404	<p>[1] Post-Disaster Consumption: Thrift or Extravagance?</p> <p>[2] Consumer Resource Scarcity in Marketing: An ADO Framework and Qualitative Insights</p> <p>[3] How Streamer Gender Shapes Green Product Sales in Livestreaming E-Commerce: Insights from Gender Stereotypes</p> <p>[4] How Chronic Stress and Social Support Influence Exercise Behavior: The Mediating Roles of Time Scarcity and Time Control</p> <p>[5] Ambient Cues and Opportunistic Consumer Misconduct in Low-Accountability Settings: Coffee Scent as an Instantiation</p>
D2A5 Consumer Behavior	O405	<p>[1] Between Promise and Peril: Exploring Consumer Dilemmas in Generative AI-Assisted Shopping</p> <p>[2] The Limits of Anthropomorphic AI Recovery: The Moderating Role of Perceived Intelligence</p> <p>[3] The Impact of Facial Recognition on Consumers' Intertemporal Choice</p> <p>[4] Drawn In, Pushed Back: Why AI Virtual Streamers Elicit Both Purchase and Resistance</p> <p>[5] The Algorithm's Cold Touch: How Mechanistic Meta-Dehumanization Triggers Consumer Withdrawal</p>
D2A6 Consumer Behavior	O406	<p>[1] Solitude Preference and Motivation: Effects on Financial Help-seeking and Reciprocal Help-giving Behavior</p> <p>[2] So Convenient to Close? The Impact of Close Button Position on Digital Coupon Click Through Rates</p> <p>[3] Influence of Gesture Types of Digital Human on Consumer Engagement</p> <p>[4] Indulgent or Self-Controlled? How Streamer Characteristics and Health-Threat Message Framing Drive Purchase Intentions</p> <p>[5] How Can Nostalgia Appeal Enhance Advertising Persuasiveness? The Dual Role of Processing Fluency and Product Self-Relevance</p>
D2A7 Modeling	O409	<p>[1] When to Offer Price Match Guarantee: The Blessing of Supply Scarcity</p> <p>[2] Advertising Intensity and User Selectivity: Evidence from a Field Experiment</p> <p>[3] Retailer Pricing and Supplier Selection Strategies in a Dual-Sourcing Supply Chain</p> <p>[4] Signaling Cost via Advertised Minimum Price in Behavior-Based Pricing</p> <p>[5] Justifying the Fee: Product Quality and Pricing Strategies in Membership Retailing</p>

D2A8 Modeling	O410	<ul style="list-style-type: none"> [1] Don't Stop the Beat, or Maybe Do? The Energy Paradox in Short-Video Advertising [2] Not All Thanks Are Equal: The Divergent Effects of Gratitude Focus in Management Responses on Subsequent Ratings [3] Managing Returns in Livestream Shopping [4] Competition Forecasting of Consumption Amenities: Towards a Chaos Theory Stimulation [5] Flexible vs. Adaptive Products: Analysis of the Influence of Artificial Intelligence on Product Innovation Decision
D2A9 Strategy	O411	<ul style="list-style-type: none"> [1] From Independent Self-Construal to Agentic Orientation: When and Why Do Female CMOs' Brand Personality Decisions Differ from Male Counterparts? [2] A Double-Edged Sword: ESG, Marketing, and Brand Assets in Global Gaming Industry [3] Brand Spatialization: Rethinking City Branding Through a Socio-Spatial Perspective [4] The Sampling Delusion: How Feedback Withdrawal Creates a 'Silent Crisis' in Service Management [5] Cultivating the Industrial Forest: A Case Study on Digital Ecosystem Orchestration and Value Actualization in Female-Led Firm
D2A10 Strategy	O412	<ul style="list-style-type: none"> [1] Winning with Machines: A Large-Scale Field Experiment on AI Teammates and Opponents in Mobile Gaming [2] Who Wins When AI Creates? AI Content Bots and the Economics of Creation [3] The Unintended Relational Benefit of Minority State Ownership: Information Quality and Customer Relationship Stability in Private Firms [4] How Traffic Buyers Shape Sellers' Prepaid Decisions on E-commerce Platforms: The Role of Platform-Mediated Uncertainty [5] When Knowledge Matches Matter: Salesperson-Manager Knowledge Alignment and Its Impact on Sales Performance

Doctoral Forum:
3/F O Block, Macau University of Science and Technology

Session	Room	Title
D2B1 Consumer Behavior	O301	<ul style="list-style-type: none"> [1] The Influence of Beneficiary Type on Donor Choice in Charitable Giving [2] Asymmetric Intertemporal Preferences for Loyalty Points Versus Cash [3] Segmentation or Stereotyping? Gender Differences in Reactance to Gendered Marketing Appeals [4] Self-Enhancement vs. Self-Interest? A Study on the Impact of Goal Setting on Energy Saving Behaviour [5] Saving More, Buying Less? How Threshold Coupons Reshape Consumer Decision
D2B2 Consumer Behavior	O302	<ul style="list-style-type: none"> [1] The Pitfalls of Personalization: Understanding Consumer Responses to Embarrassing Algorithmic Recommendations [2] When Does GenAI Help or Hurt Brand Co-Creation? The Moderating Role of Self Brand Connection [3] The Impact of AI-Generated Summaries on Consumers' Engagement in Original Reviews [4] Under Pressure, Humans Win: How Stress Shapes Preferences for Human vs. Robot Financial Advice [5] Human Doctor or Digital Twin Doctors? A Study on the Impact of Doctor Types on Patient Adoption Intention
D2B3	O303	<ul style="list-style-type: none"> [1] Human or AI? The Interaction Effect of Design Source and Service Type

Consumer Behavior		<p>[2] Style as Signal: How Does Surrealist Advertising Enhance Brand Innovativeness? A Serial Mediation Analysis Based on AI Salience and Advertising Imagination</p> <p>[3] The Supervision Effect of AI Robot on Consumer Norm Compliance and Improved Deployment Strategies</p> <p>[4] Beyond Tools: Configurational Effects of AI Affordances and User Readiness on User Creativity in Open Innovation Communities</p> <p>[5] When AI Uses Figurative Language: The Interactive Effects of Sales Agent Type and Language Style on Green Purchase Intention</p>
D2B4 Consumer Behavior	O304	<p>[1] Not Real, But Cool! How Extraordinary Narrative of Digital Human Influencers Empower Destination Brand Communication</p> <p>[2] The Impact of Virtual Influencer Anthropomorphism on Consumer Psychological Ownership: A Moderated Moderation Perspective</p> <p>[3] When Transparency Backfires: The Mediating Role of Perceived Uncertainty in Consumer Acceptance of High-Risk Products</p> <p>[4] Artificial Emotions, Real Destinations: How Virtual Influencers' Affective Content Triggers Tourists' Visit Intention</p> <p>[5] When Virtual Influencer Source Type Matches Consumer Self-Construal: Effects on Brand Attitude</p>
D2B5 Modeling & Strategy	O305	<p>[1] Convergence or Differentiation? The Impact of Mandatory AI Disclosure on Product Distinctiveness</p> <p>[2] The Efficiency Trap: Spatial Competition, Sales Force Standardization, and Firm Performance</p> <p>[3] Surviving Economic Adversity: Governance of Franchise Clusters</p> <p>[4] The Role of Marketing in Managerial Responses to SEC Investigations</p> <p>[5] Intra-Brand Spillover Effect of Product Placement on Automobile Sales</p>
D2B6 Modeling & Strategy	O306	<p>[1] Strategic B2B Marketing and Climate Action Strategies: A Dynamic Capability Perspective</p> <p>[2] Subscription or Advertising? Creator Heterogeneity and Content Provision Design in Digital Content Markets</p> <p>[3] Surviving Economic Adversity: Governance of Franchise Clusters</p> <p>[4] Firms' Competitive Behavior Over 25 Years of the Empire's Purchase: From a Network Point of View</p> <p>[5] Promoting Apps in the Chinese Market: Exploring Funnel Performance</p>

Time: 15:30–18:00

Location: Main Campus, Macau University of Science and Technology, Taipa, Macau

Regular Conference Paper: 3F and 4/F O Block, Macau University of Science and Technology		
Session	Room	Title
D2A11 Consumer Behavior	O410	<p>[1] Nudge or Distraction? The Effects of Voiceover Narration on Short-Video Advertising Effectiveness</p> <p>[2] Demystifying the Impact of Video-on-Demand (VOD) versus Linear Streaming Format on Band Placement Recall: Interactive Role of Freedom Cues and Immersion</p> <p>[3] Comparing Apples and Oranges? When and Why Comparative Reviews Influence Purchase Intentions</p> <p>[4] How Sustainability Communication Influence Consumer Health Awareness?</p>

		[5] Complementary Delight: The Impact of Uncertainty Gift Strategy on Customer Engagement Behavior
D2A12 Consumer Behavior	O411	[1] Denser Advertising Design, Higher Food Calories: How Visual Density Affects Consumer Responses to Food Advertising [2] Less Force, Healthier Choice: The Effect of Music Potency on Healthy Food Choice [3] When Discounts Come First: How Prepaid Price Promotions Increase Healthy Food over Unhealthy Food Choice [4] Rolling Calories Gather No Buyers: How Interactive Calorie Display Influences Purchase Intention [5] Foodie Persona and Its Effects on Consumer Perception and Behavior
D2A13 Strategy	O301	[1] Innovative Paths of Sensory Marketing for Handan's Intangible Cultural Heritage Enabled by Digital Humanities: Practical Exploration Based on Immersive Cultural Tourism Scenarios [2] AI-Driven Influencer Marketing: A Systematic Review of Digital Content Strategies, Risks, and Future Directions [3] When Anthropomorphic Styles Fit Online Service Failure Contexts: Psychological Mechanisms of Service Recovery [4] Time-Segmented Association Rule Mining of Purchase Patterns: Evidence from a Cosmetics Firm [5] Does Residential Mobility Make Consumers Less Attached to Ownership? The Mediating Role of Self-Continuity
D2A14 Strategy	O302	[1] The Machine as a Sanctuary: Mechanisms Driving AI Interaction and Premium Payment Intentions among Socially Anxious Tourist [2] Underlying Mechanisms in Tourism Differentiated Pricing: The Interplay of Framing and Warm Glow in Shaping Tourists Willingness to Pay [3] Friend or Foe? The Paradoxical Role of Tech Attitudes in Anthropomorphizing Brands in the Metaverse [4] Privacy-Law Information and Consumer Adoption of AI Personalization: Institutional Trust under Control-Loss Contexts
D2A15 Strategy	O303	[1] Bias, Domain Knowledge, and Innovation: A Comparison of Large Language Models as Predictive Tools for New Product Success [2] Beyond the Ephemeral Boom: How Government Agile Governance as a Political-Policy Response Shapes Tourist Destination Image in the Digital Flow Era [3] Inspiration or Distraction? The Effects of Trend Cues on Online Fashion Search and Purchase [4] Designing Detection Algorithms for AI-Generated Content: Consumer Inference, Creator Incentives, and Platform Strategy [5] The Growth Mechanism of International Ecosystem Leadership of Technology Leading Firms: A Case Study of Unitree Robotics
D2A16 Strategy	O304	[1] Environmental Consumption Among Older Adults: The Influence of Future Time Perception [2] Recommendation Model for Expanding the Receptive Field of Dynamic GNNs Based on Implicit Social Relationships [3] The Power of Passion: Understanding Entrepreneurial Passion and Sustainable Passion in Crowdfunding [4] Central or Peripheral? Estimating Multimodal Information Component Effects with Double Machine Learning

Doctoral Forum:

Session	Room	Title
D2B7 Consumer Behavior	O401	<ul style="list-style-type: none"> [1] A Smile Is Not Enough: Professional Attire and Patient Choice in Online Healthcare [2] How Less Can Be More? The Impact of Meaningless Busyness on Consumer Preference for Sensory Density [3] How Device Configuration and Configurational Cues Shape Learning and Well-Being in Self-Quantification [4] Research on Optimization of Regional Doing Business for Consumer Welfare Maximization under Supply Chain Network Perspective
D2B8 Consumer Behavior	O402	<ul style="list-style-type: none"> [1] “In My Name”: The Impact of Traditional Chinese Color Naming on Consumers’ Purchase Intention [2] Sound Meets Sight: The Dual Loop Alignment Effect of Streamers’ Timbre and Visual Complexity in Live-Streaming [3] Impact of Sensory Clues in Reviews on Hotel Ratings [4] Is Shorter Shelf Life Higher Status? The Impact of Product Shelf Life Duration on Perceived Product Status and Mechanisms [5] Discount Now or Cashback Later? How Promotion Timing Affects Perceived Product Efficacy
D2B9 Consumer Behavior	O403	<ul style="list-style-type: none"> [1] How Negative Algorithmic Effects Shape Tourists’ Adaptive Behavior: A Mixed Methods Study Based on Cognitive Appraisal Theory of Stress and Innovation Resistance Theory [2] Cold or Hot? How Human-AI Relationship Orientation Influences Customer Participation Behavior [3] The U-Shaped Effect of Color Saturation on AI Salience and the Inverted U-shaped Impact of its Downstream Consequences [4] The Interactive Effects of Visual Complexity and Designer Type (AI vs. Human) on Consumer Purchase Intention: The Mediating Role of Perceived Value and the Moderating Role of AI Anthropomorphism
D2B10 Consumer Behavior	O404	<ul style="list-style-type: none"> [1] Angular or Circular? Exploring the Influence of Logo Shape on Perceived Brand Innovativeness [2] Robots Do Not Seek Personal Profits in Unsolicited Services [3] Study on the Impact of Self-Image Congruence between Virtual Humans and Consumers on Consumer Engagement [4] The Influencing Mechanism of Purchase Intention of Battery Electric Vehicles - From the Perspective of Family Life Cycle Stages [5] Storefront Width Matters: Attracting Consumers into the Store
D2B11 Consumer Behavior	O405	<ul style="list-style-type: none"> [1] The Impact of Visual Perspective on Purchase Intention towards Recycled Products: The Mediating Role of Perceived Contamination [2] Addressing Guilt Diffusion in Green Consumption: From the Perspective of Perceived Brand Environmental Justice [3] When Eco-Friendly Design Helps—and When It Backfires: Brand Prestige, Perceived CSR, and Omission Penalties in Durable Goods [4] Intergenerational or Reverse Intergenerational? The Influence Mechanism of Intergenerational Learning Advertisement Types on Consumers' Pro-Environmental Behaviors [5] Strangers Outperform Friends: The Effect of Gamified Competitive Interaction on Green Consumption Behaviour

D2B12 Strategy	O305	<ul style="list-style-type: none"> [1] From Code to Culture: Research on the Brand Endorsement Effect of Chinese-Style Virtual Digital Humans [2] From Digital Virality to Brand Institutionalization: A Mechanism-Based Case Study of Harbin’s Urban Branding [3] Automating Market Sensing in B2B Marketing through AI Agents: A Dynamic Capabilities Perspective and Exploratory Case Study of the Industrial Heat Pump Sector [4] More Than Words: How AIGC Business Rhetoric Drives Purchase Decisions in TikTok Beauty Marketing
D2B13 Strategy	O306	<ul style="list-style-type: none"> [1] Flowery Language or Straightforward Narrative? Impact of Virtual Digital Human Language Style on Consumer Value Co-Creation Intention [2] Partition Dependence in Green Consumption: The Role of Gains and Losses [3] The Influencer’s Design Style, The Viewer’s Mind: How Virtual Influencer Aesthetics and Consumer Personality Jointly Shape Impulsive Buying in Livestreaming [4] Endorsement Effect of Chinese-Style Virtual Digital Humans

Parallel Session Details

Marketing Academic Job Market Forum

Session 1 Time: June 6, 2026, 13:30-14:30

Session 2 Time: June 6, 2026, 15:00-16:30

Hengqin Venue: Main Hall

Host: Zengxiang CHEN, Sun Yat-sen University (陳增祥, 中山大學)

Sally Hill RAO, Adelaide University

Gongxing GUO, Shantou University (郭功星, 汕頭大學)

Hiring Universities:

- Business School, Guangxi University
- School of Business, Macau University of Science and Technology
- School of Management, Shandong University
- Business School, Shantou University
- School of Management, Shenzhen University
- School of Management, Sun Yat-sen University
- School of Management, Xi'an Jiaotong University

Job Candidates:

- Fei GAO, HEC Montreal
- Feier LI, Peking University
- Shuyu LIANG, Hong Kong Baptist University
- Chunqun LIU, The Chinese University of Hong Kong
- Wenxing MA, Tsinghua University
- Yuqing WANG, Renmin University of China
- Ziqi ZHANG, City University of Hong Kong

Regular Conference Paper (D1A1): Consumer Behavior

Time: June 6, 2026, 15:00–16:30; Room 07 (4/F, Hengqin Venue)

Session Chair: Kao SI, University of Macau (司考, 澳門大學)

Discussant: Yixia SUN, Zhejiang University (孫怡夏, 浙江大學)

- (1) [The Power of Tolerance for Contradiction: Improving Consumer Health Adherence through Perceived Information Diagnosticity](#)

Manqiong Shen, Jiancai Liao, Yiping Song

Guangdong University of Technology, University of Birmingham, NEOMA Business School

- (2) [Re-Connect After Restriction: How Coping Strategies Moderate the Relationship Between Perceived Restriction and Compensation Consumption](#)

Na Xiao, Aceline Xiao, Wenqian Ni

Laurentian University, Lo-Ellen Secondary School, Colorado State university

- (3) [Do Fraud Alert Features Improve User Satisfaction? Evidence from LLM-Powered Personality Traits in Online Reviews](#)

Chenkai Bao, Jie Wang, **Zheng Zhang**

Soochow University, Jiaotong-liverpool University

- (4) [Can Doing Good Offset Algorithmic Price Discrimination? The Mitigating Role of Cause-Related Marketing](#)

Linxuan Cai, Jing Liu, Xiaoxiao Niu, Zhimin Zhou

Shenzhen University

- (5) [When a Chatbot Fails First: Unresolved Negative Emotion as a Mechanism of Spillover in Hybrid Service Failure](#)

Tingting Zhang, Yijing Xu

Toyo University

Regular Conference Paper (D1A2): Consumer Behavior

Time: June 6, 2026, 15:00–16:30; Room 09 (4/F, Hengqin Venue)

Session Chair: Joicey WEI, Singapore University of Social Sciences

(魏捷, 新加坡社科大學)

Discussant: Julio SEVILLA, University of Georgia

(1) Power Distance Belief and Adventure Consumption

Xuehua Wang, Yao Qin, Chenho Chao

Tongji University, Macau University of Science and Technology, Emlyon Business School

(2) Timeless Craftsmanship: How Brand Age Cues Shape Sensory Perceptions and Consumer Preferences

Yanzheng Liu, Xun (Irene) Huang, Ying Ding

Renmin University of China, Hong Kong Metropolitan University

(3) The Power of “Want”: How Semantic Framing Influences Donation Behavior

Hongyu Meng, Xinyi Li, Jun Ye

Chongqing Technology and Business University, Xiamen University

(4) Desire for Uniqueness Promotes Preference for Uncertainty-Based Product Offerings

Ding Tian, Yuting Yuan, Shaobo Li, Gerald Häubl

Shantou University, Suzhou College of Information Technology, Southern University of Science and Technology, University of Alberta

(5) Reducing Choice Difficulty through Recommendation Framing: The Role of Product Type and Purchase Stage

You Li, Jinyang Hu

Wuhan University of Technology, Renmin University of China

Regular Conference Paper (D1A3): Consumer Behavior

Time: June 6, 2026, 15:00–16:30; Room 10 (4/F, Hengqin Venue)

Session Chair: Sally Hill RAO, The Adelaide University

Discussant: Shijie LV, University of Notre Dame (呂世杰, 聖母大學)

- (1) The Impact of Happiness Orientation on Consumer Preference for Product Attributes: The Role of Value Maximization Mindset and Temporal Distance

Hongyan Liu, Yonghan Zhou, Tongwei Wu
Jinan University

- (2) Defensible Choices: Why Paying Favors Quantity Over Quality

Suntong Qi, Xianchi Dai, Ayelet Fishbach
Lingnan University, The Chinese University of Hong Kong, The University of Chicago

- (3) Breaking the Boundaries? The Impact of Acquisition Mode on Consumer Preference for Visual Design

Na Kang, Wumei Liu, Hong Yuan
Henan University, Lanzhou University, Florida Atlantic University

- (4) Freshness Matters: How Price (versus Quantity) Discounts Influence Consumer Response When Purchasing Near-Expired Products

Huixin Deng, Shaoguang Yang
Royal Holloway, University of London, Beijing Foreign Studies University

- (5) From Self to Collective: How Pro-Social Gain Frames Promote Behavioral Improvement

Xinyi Li, Jun Ye
Department of Marketing, School of Management, Xiamen University

Regular Conference Paper (D1A4): Strategy & Modeling

Time: June 6, 2026, 15:00–16:30; Main Hall (4/F, Hengqin Venue)

Session Chair: Xiaoling ZHANG,

Shanghai University of International Business and Economics

(張曉靈, 上海對外經貿大學)

Discussant: Xu (Vivian) ZHENG, City University of Hong Kong

(鄭煦, 香港城市大學)

(1) Managing Product Updates in Digital Environment

Savannah Shi

Santa Clara University

(2) Racing or Partnering? Adoption Timing and Collaboration Strategies of Generative AI in the Creator Economy

Yuening Zhou, Shibo Li, Amy Wenxuan Ding, Hanyang Wang

Indiana University Bloomington, Emlyon Business School

(3) Online Store Opening: Heterogeneous Effects and Implications for Shopping Malls

Si Zuo, Chenyang Li, Yangguang Huang

Shanghai Jiaotong University, The Hong Kong University of Science and Technology (Guangzhou), University of Macau

(4) The Attention Waveform: Revealing the Capture-Depletion Duality in Content Marketing

Wenxing Ma, Xiaojing Dong, Chunhua Wu, Yacheng Sun

Tsinghua University, Santa Clara University, The University of British Columbia

(5) Talking that AI Talk: Corporate AI Washing, Analyst Perceptions, and the Market for Hype

Yige (Willa) Wan, Sarang Sunder, Debhuti Roy

Indiana University

Regular Conference Paper (D1A5): Consumer Behavior

Time: June 6, 2026, 16:40-18:00; Main Hall (4/F, Hengqin Venue)

Session Chair: Yong CAO, University of Alaska Anchorage

Discussant: Jamel KHENFER, Zayed University

- (1) When Flexible Architectures Meet Lead Users: The Role of Product–User Interaction in Smart Product Innovation

Jingxuan Yang, Bo Zou
Sun Yat-sen University

- (2) How Sensory Emojis Shape Perceived Authenticity in Online Reviews: An Embodied Cognition Perspective

Jingdi Zhao, Yongxuan Yu
Capital University of Economics and Business, City University of Hong Kong (Dongguan)

- (3) The Impact of Chatbot Information Collection Timing and Anthropomorphism on Consumers' Willingness to Disclose Information

Peiye Zhang, Linlin Liu
South China University of Technology

- (4) Effect of Human and Deepfake Influencers on Brand Attitude: The Mediating Role of Cognitive Legitimacy and Moderating Role of Brand Perception

Mihindi Amarasena, Zhimin Zhou
College of Management, Shenzhen University

- (5) When Reality Mixed with Virtuality: Exploring Consumer Responses to FOOH Advertising

Fengjing Shentu, Peiyao Cheng
School of Future Design, Harbin Institute of Technology, Shenzhen

- (6) The Impacts of Choice Assortment Structures in Influencers' Recommendations on Consumers' Destination Attitude

Wenting Feng, Tingting Lan, Dihui Chang
Hainan University

Doctoral Forum (D1B1): Consumer Behavior

Time: June 6, 2026, 16:40-18:00; Room 06 (4/F, Hengqin Venue)

Session Chair: Huixin DENG, Royal Holloway, University of London

(鄧慧欣, 倫敦大學皇家霍洛威學院)

Discussant: Ruby LEE, Journal of Product Innovation Management

(1) **Luck in the Numbers: How Auspicious Donation Options Boost Charitable Giving**

Ruimin Kong, Chundong Zheng, Lijing Wang

Tianjin University

(2) **Algorithms as Ladders: How Perceived Social Mobility Drives AI Adoption**

Ziyi (Violet) Wang, Yuqing Wang

School of Business, Renmin University of China

(3) **I Especially Loved the Raspberry: When and How Favoriting Signals Authenticity**

Tianjiao (Cecilia) Wu, SungJin Jung, Geoff Tomaino

The Chinese University of Hong Kong, University of Florida, Warrington College of Business

(4) **When AI Fails: How Anthropomorphic Design of Conversational AI Systems Shapes
User Negative Word-of-Mouth Intentions**

Xiaoqiang Sun, **Dongsheng Hang**, Yuange Zhao

Yunnan University of Finance and Economics

(5) **Other's Busy or Leisure Life: How Status-Presentation on Social Media Affects
Observers' Responses to Service Failure in the Hospitality Industry**

Chen Yang, **Weidong Chan**, Yi Yang

South China University of Technology

Doctoral Forum (D1B2): Consumer Behavior

Time: June 6, 2026, 16:40-18:00; Room 07 (4/F, Hengqin Venue)

Session Chair: Jingwen LIU, Xi'an Jiaotong University

(劉靜文, 西安交通大學)

Discussant: Filippo CHIARELLO, University of Pisa

- (1) Bridging the Innovation–Market Gap: How Marketing Translates Technological Advantage into Market Success

Chenxi Wan

Henan University

- (2) To Bundle or Unbundle? How Product Strategy Shapes the Journey from Purchase to Redemption in F&B Live Streaming

*Yang Yang, Lingli Hu, Ruizhi Yuan, Xiaoxiao Fu, **Chen Chen**, Xingyang Lv*

Southwestern University of Finance and Economics, University of Nottingham Ningbo, University of Central Florida, Sichuan Agricultural University

- (3) Evoking Green: How Generative AI Bridges the Intention–Behavior Gap in Green Consumption

***Yidi Chen**, Qijing Luo, Caijuan Gu, Yihan Lin, Haotian Xu*

Beijing Forestry University

- (4) Monetizing Intimacy: A Relational Evolution Framework for Payment Mechanisms in AI Emotional Companionship

*Yangjun Tu, Haitong Yang, **Shuyuan Liu**, Yang Zhi*

School of Business Administration, Hunan University

- (5) How AI-Enabled Live Commerce Restructures Consumer Judgment: A Cognitive Decision Environment Perspective

***Chao Liu**, Singh Karpal Singh A/L Dara, Ayotunde Adetola Adelaja*

University Sains Malaysia (USM)

Doctoral Forum (D1B3): Strategy & Modeling

Time: June 6, 2026, 16:40-18:00; Room 09 (4/F, Hengqin Venue)

Session Chair: Si ZUO, Shanghai Jiao Tong University (左思, 上海交通大學)

Discussant: Savannah SHI, Santa Clara University

- (1) Research on the Growth Mechanism of Agricultural Regional Brand Ecosystems: Evidence from Tea Regional Brands

Jin Yan

Fujian Business University

- (2) Integrating Internal and External Keyword Features in Paid Search Advertising: A Dual-System Theory Perspective

Lijia Weng, Xinjian Li

Southwest University of Political Science and Law, Chongqing Technology and Business University

- (3) Governance, Survival, and Performance: An Empirical Two-Stage Model of Strategic Decoy Management

Qianbi Ye, Chao Feng, Xu Zheng

City University of Hong Kong, Nanjing University of Aeronautics and Astronautics

- (4) Precise First Buyer's Offer Drives Herding and Efficiency in Transparent Multiadic Negotiations: Evidence from NFT Markets

Bingrui Huangfu, Yuanyuan Liu

Xi'an Jiaotong University

- (5) Decoding Health-Oriented Food Sales in E-Commerce: An Investigation Based on Large Language Models and Explainable Machine Learning

Han Zheng, Hong Zhao, Jiawei Wang

University of Chinese Academy of Sciences

Thematic forum (D2T1): Bridging IS & Marketing

Time: June 7, 2026, 11:20–12:40; O401 (4/F, MacauVenue)

Session Chair: Jun PANG, Sun Yat-sen University (龐雋, 中山大學)

Discussant: Cheng YI, Tsinghua University (易成, 清華大學)

(1) Attention Without Conversion? The AI-Human Engagement Divide in Short Video Advertising

Zhibin Jiang, **Liping Qiu**, Yujie Zheng, Xiuze Zhou

Shanghai International Studies University, The Hong Kong University of Science and Technology (Guangzhou)

(2) Justifying Advertisements in Paid Streaming Subscriptions: The Role of Perceived Fairness in Shaping User Intentions

Jamel Khenfer, Aya Shaban, Sana Minhas

Zayed University, Higher Colleges of Technology

(3) AI for All or AI for Me? How AI Agent Attribution Shapes Consumer Acceptance Intention in Allocation Contexts

Jiajia Zuo, Yuhao Li, Yu Pan

Shanghai International Studies University

(4) The Multilayered Asymmetric Effects of Service Robots: A Diffusion of Innovation Perspective

Jiaxin Tian, Dan Wang, Yunpeng Xie

The Hong Kong Polytechnic University, Beijing Yunji Technology Co., Ltd.

Thematic forum (D2T2A): Tourism Marketing

Time: June 7, 2026, 11:20–12:40; O402 (4/F, MacauVenue)

Session Chair: Hongyan JIANG, China University of Mining and Technology

(江紅艷, 中國礦業大學)

Discussant: Xiang Robert LI, The Chinese University of Hong Kong

(李想, 香港中文大學)

(1) Concrete Guidance or Abstract Overview? How AR and 2D Navigation Drive User Well-Being through Divergent Spatial Cognition and Perceived Control

Xinyu Jiang, Nianqi Deng, Liangyan Wang, Li Tao

Shanghai Jiaotong University, Shanghai Normal University, Zhejiang University of Finance and Economics

(2) Cross-Modal Correspondence in Food Choice: Leveraging Acoustic-Sensory Congruence to Nudge Healthy Eating

Ran Chen, Zeya He, Dong Wang

Shandong University

(3) Sliced to Share—A Shared Bite, A Shared Heart: How Food Presentation Boosts Travel Intention in Gastronomy Tourism Ads

Qiaoer (Alex) Deng, Yuxuan (Elodie) Sun, Dickson Tok, Xing-Yu (Marcos) Chu

Yili Normal University, Nanjing University

(4) The Role of Communal Motivation and Phygital-Digital Integration in Shaping Family's International Travel Behavior

Junzhou Zhang, Zhiyong Yang, Xiaodong Nie, Anna Ma

Montclair State University, Miami University, University of Washington Bothell, Wilkes University, Montclair State University

Thematic forum (D2T2B): Tourism Marketing

Time: June 7, 2026, 11:20–12:40; O403 (4/F, MacauVenue)

Session Chair: Yun JIE, South China Normal University

(揭贇, 華南師範大學)

Discussant: Mimi LI, The Hong Kong Polytechnic University

(李咪咪, 香港理工大學)

(1) How AI-Generated Summaries Shape Consumer Evaluation: The Role of Rating Signal

Xingyu Huang, Huixin Deng, Zeya He

University of London, Shandong University

(2) Research on the Influence of GAI Content Characteristics on Tourist Decision-Making Quality: Based on the Sticky Customer Experience Journey Theory

Yanzheng Tuo, Jingke Zhao, Xi Yao

College of Tourism and Service, Nankai University

(3) A Cross-cultural Analysis of Ethical Concerns of Robotaxis in Urban Tourism: Social Construction of Technology Perspectives

Boyu Lin

Macao University of Tourism

(4) Same Attraction, Different Experience! The Destination Magnetic Field Theory of Destination-Tourist Coupling

Lu Zhao

China University of Geosciences (Beijing)

Thematic forum (D2T2C): Tourism Marketing

Time: June 7, 2026, 11:20–12:40; O404 (4/F, MacauVenue)

Session Chair: Lin WANG, Sun Yat-sen University (王琳, 中山大學)

Discussant: Yanzhen TUO, Nankai University (妥艷嬭, 南開大學)

(1) Combating Loneliness through Leisure Travel among Older Adults

Luxuan Liu, Xiang Robert Li, Xia Wang, Zhigen Zhao

School of Hotel and Tourism Management, The Chinese University of Hong Kong, School of Geography and Ocean Science, Nanjing University, Department of Statistics, Operations, and Data Science, Temple University

(2) An Analysis of Tourists' Motivations in Stamp-Collecting Tourism and How They Drive Tourists' Future Behavioral Intention

Rui Yuan, Yun Jie, Peiwen Zeng

School of Tourism Management, South China Normal University

(3) Is a Unique Cover Image Important? Empirical Evidence from an Online Travel Platform

Wuhuan Xu, Zhong Yao, Jing Luan, Bingjin Su, Mingfeng Gao

Beihang University, Beijing Jiaotong University

(4) The Pre-Trip Sharing Trap: How Planning to Post Reduces Depth of Experience

Hongjie Sun, Yujie Yang, Fang Meng, Yun Jie, Peiwen Zeng

Department of Business Administration, International Business School, Hainan University, School of Hospitality and Tourism Management, University of South Carolina, School of Tourism Management, South China Normal University

Thematic forum (D2T2D): Tourism Marketing

Time: June 7, 2026, 11:20–12:40; O405 (4/F, MacauVenue)

Session Chair: Ke ZHONG, Hainan University (鐘科, 海南大學)

Discussant: Zeya HE, Shandong University (賀澤亞, 山東大學)

- (1) Seeing the Change, Perceiving the Impact: Effects of Before-and-After Restoration Visuals on Donations for Restoring Tourism Destinations

Xialing Chen, Lisa C. Wan

The Chinese University of Hong Kong

- (2) Configurational Pathways to Effective Digitally Enabled Tourism Vocational Training: A Socio-Technical Systems Perspective

Wanyi Yang

Sichuan University

- (3) Mechanisms of the Effect of Image Style on Tourists' Travel Intentions to Niche Tourism Destinations

Zhoushuai Jiang, Yun Jie

South China Normal University

- (4) Made by Me, Powered by AI: Psychological Ownership as the Missing Link in AI Travel Acceptance

Yu Jiang, Lisa Chun-ying Wan

The Chinese University of Hong Kong

Thematic forum (D2T3): Brand Revitalization Forum

Time: June 7, 2026, 11:20–12:40; O409 (4/F, MacauVenue)

Session Chair: Liangyan WANG, Shanghai Jiao Tong University

(王良燕, 上海交通大學)

Discussant: Yacheng SUN, Tsinghua University

(孫亞程, 清華大學)

(1) Numerical Gap Effect in Multigenerational Brand Names

Liangyan Wang

Shanghai Jiao Tong University

(2) From Algorithmic Sycophancy to Value Co-destruction: How AI Reshapes Consumer Micro-Ethical Behaviors

Yuansi Hou

University of Macau

(3) AI Flavor in Advertising and Brand Perception

Zhimin Zhou

Shenzhen University

Thematic forum (D2T4): Neuromarketing & Consumer Behavior

Time: June 7, 2026, 11:20–12:40; O410 (4/F, MacauVenue)

Session Chair: Jia JIN, Shanghai International Studies University

(金佳, 上海外國語大學)

Discussant: Alexandre LOBO, University of Saint Joseph (Macau)

(1) Individual Differences in the Era of Social Media Marketing - A Consumer Neuroscience Study

Ian Mei Zeng, João Alexandre Lobo Marques
University of Saint Joseph

(2) How Scent Arousal Influences Consumers' Decision-Making: A Heuristic-Systematic Model Perspective

Fangzhou Li, Xinyu Chang, Katsutoshi Yada, Shuai Yang, **Zhen Li**
Kansai University, Shanghai University of International Business and Economics, Donghua University

(3) Neural Dynamics of Social Influence on Product Preference

Yunsong Hu, Jia Jin, Yunsong Hu
Shanghai International Studies University

(4) Neuromarketing Experimental Design for E-Commerce: Eye-Tracking and Facial Coding in Online Consumer Behaviour Analysis

Belina da Graça Lei, Qian Cheng, João Alexandre Lobo Marques, Zheng Lei
Faculty of Creative Tourism and Intelligent Technologies, Macao University of Tourism, Institute of Data Engineering and Sciences, University of Saint Joseph, Laboratory of Applied Neurosciences, University of Saint Joseph, School of Business, Macau University of Science and Technology

(5) Disentangling Computational and Neural Mechanisms of Evaluation Direction in Value-Based Decision-Making

Jianping Huang
Soochow University

Thematic forum (D2T5): High Quality Research Paper Workshop (Consumer Behavior)

Time: June 7, 2026, 11:20–12:40; O411 (4/F, MacauVenue)

Session Chair: Xianchi DAI, The Chinese University of Hong Kong

(戴先熾, 香港中文大學)

Discussant: Fangyuan CHEN, University of Macau (陳方圓, 澳門大學)

Thomas KRAMER, University of California, Riverside

Ian PHAU, Curtin University

(1) The Impatience Gap: When Consumers Are More Impatient with Mediums than with Products

Xue Wang, *Suntong Qi, Xianchi Dai*

Beijing Normal University, Lingnan University, The Chinese University of Hong Kong

(2) Smarter Design, Pickier Consumers: How AI Involvement Shapes Consumer Pickiness

Xiao Yan, Jinyang Hu, You Li

Huazhong University of Science and Technology, Renmin University of China, Wuhan University of Technology

(3) Bundling Reviews Increases Rating Diversification

Linda Zhu, *Christine Kim, David Dubois*

INSEAD, University of Virginia

(4) Infantilized by Service: Over-Attentive Service Drives Adult-Identity-Relevant Consumption

Huitian Zhang, *Alex S.L. Tsang*

Hong Kong Baptist University

Thematic forum (D2T6): High Quality Research Paper Workshop (Strategy & Modeling)

Time: June 7, 2026, 11:20–12:40; O412 (4/F, MacauVenue)

Session Chair: Xu (Vivian) ZHENG, City University of Hong Kong

(鄭煦, 香港城市大學)

Discussant: Sandeep R. CHANDUKALA, Singapore Management University

Krista J. LI, Indiana University (李嬌陽, 印第安納大學)

Shibo LI, Indiana University (李世波, 印第安納大學)

(1) Effects of Firm-Generated User Content on Sales: The Case of Designated Comments Used in Lucky Draw Livestreaming Commerce

Xingyu Wang, Jiao Zhang, Linxiang Lv, Xinlin Yao

*School of Economics and Business Administration, Chongqing University, Lundquist College
of Business, University of Oregon, United States of America, School of Business Administration,
Northeastern University, School of Information and Communication, Nankai University*

(2) Personalization, Algorithmic Dependence, and Learning

Si Zuo, Omid Rafieian

Shanghai Jiaotong University, Cornell University

(3) Visibility or Authenticity? Empirical Examinations of Trendjacking Impacts on Social Media Platforms

Peiwen Yuan, Yingjie Zhang, Hongju Liu

Peking University

(4) Defensive Price Matching under Platform Recommendation: Benefits and Backfires

Junjie Li, Weixiang Huang

South China University of Technology

Regular Conference Paper (D2A1): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O401 (4/F, MacauVenue)

Session Chair: Xingyu CHU, Nanjing University (初星宇, 南京大學)

Discussant: Leonard LEE, National University of Singapore

- (1) Embracing the Inner Child: How Kidulting Consumption Signals Authenticity and Enhances Personal Branding Effectiveness

Qing Tang, Zheng (Nico) Liao, Lijun (Shirley) Zhang

Hong Kong Baptist University, Nanyang Technological University, University of Leeds

- (2) Vulnerability by Design: An Initial Exploratory Study of Disclosure Type, Influencer Tier, and Audience Engagement on TikTok

Joicey Wei, Kwang Hwee Cheng

Singapore University of Social Sciences

- (3) When Do Defaults Work? The Effect of Fundraiser Types on the Performances of Defaults

Jiemin Zhang, Xin Wang, Haowen Fan, Yu Zhang

Business School, Hohai University

- (4) Embracing Nature Virtually: How Virtual Reality Helps to Promote Pro-Environmental Consumption

Ou Li, Yining Yu, Yan Shi

Alibaba Business School, Hangzhou Normal University, International Business School Suzhou, Xi'an Jiaotong-Liverpool University

- (5) From Paradise Framing to Amenities Concentration Framing

Jia Yu

Ningbo University

Regular Conference Paper (D2A2): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O402 (4/F, MacauVenue)

Session Chair: Danny WANG, Hong Kong Baptist University

(王坦, 香港浸會大學)

Discussant: Julio SEVILLA, University of Georgia

(1) The Contingent Effect of Advancement (vs Distance) Feedback in Reward Pursuit Motivation

Yangming Wu, Yang Yu, Xin Yang, Jing Zeng

Macau University of Science and Technology, The Hang Seng University of Hong Kong

(2) The Impact of Visual Information Entropy on Consumer Responses

Jiayuan Li, Kirsten Cowan

Xi'an Jiaotong-Liverpool University, The University of Edinburgh

(3) Resolving the Attractiveness-Persuasiveness Trade-Off in Native Advertising: The Power of Music in Harmonizing Messages

Feiyan Chen, Xingyao Ren

Nankai University

(4) The Fashion Ostrich Effect: How Minimalist Style Helps Consumers Cope with Social Threats

Xiao Li, Jack Chen, Yitong Wang, Yun He

International School of Business Finance, Sun Yat-sen University, Columbia Business School, Columbia University, School of Business, Sun Yat-sen University

(5) Crossover and Spillover Effects of Husband's Using AI-Based Smart Home Technologies on Wife's Job Engagement and Life Satisfaction: A Resources Conservation Perspective

Yaqi Cheng, Chuhan Gao, Wanlu Li, Xinyi Li, Jiangyan Su, Tan Sun, **Bin Ding**

Xian Jiaotong-Liverpool University

Regular Conference Paper (D2A3): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O403 (4/F, MacauVenue)

Session Chair: Jamel KHENFER, Zayed University

Discussant: Fangyuan CHEN, University of Macau (陳方圓, 澳門大學)

(1) [Should Hotels Follow the Robotic Trend? The Ripple Effect of Hotel Service Robot Adoption](#)

Shuang Ma, Ziyang Liu, Xiaolei Wang, Jamie Burton

University of International Business and Economics, The University of Manchester

(2) [AI Companions and the Silver Tourism Market: Marketing Implications of Socially Assistive Robots in Residential Tourism](#)

Herbert Sima

University of Auckland

(3) [How to Promote Low-Carbon Consumption in Tourism Through Social Norms? Theory and Evidence](#)

Siyi Zhang, **Yun Jie**

South China Normal University

(4) [From Thrill to Reflection: Understanding Dynamic Cognitive-Affective Shifts in Gamified Live-Streaming Commerce](#)

Boyu Lin, Linyue Li

Macao University of Tourism, Wuhan University

(5) [E-Service Quality and Repurchase Intention in Live Commerce: The Mediating Role of Satisfaction](#)

Fuyume Sai, Yicheng Lu

Daito Bunka University

Regular Conference Paper (D2A4): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O404 (4/F, MacauVenue)

Session Chair: Junzhou Zhang, Montclair State University

Discussant: Filippo CHIARELLO, University of Pisa

(1) Post-Disaster Consumption: Thrift or Extravagance?

Yan Huo, Hean Tat Keh, Pingping Qiu

Monash University

(2) Consumer Resource Scarcity in Marketing: An ADO Framework and Qualitative Insights

Madhuparna Majumder

MICA

(3) How Streamer Gender Shapes Green Product Sales in Livestreaming E-Commerce:
Insights from Gender Stereotypes

Xiaojuan Hu, Ruohong Hao

China University of Petroleum (East China), Tongji University

(4) How Chronic Stress and Social Support Influence Exercise Behavior: The Mediating
Roles of Time Scarcity and Time Control

Xiaozhi Huang, Qin Hai Zeng, Xin Cao, Meiting Wei

School of Business, Guangxi University, Key Laboratory of Interdisciplinary Science of Statistics and Management (Guangxi University), Education Department of Guangxi, School of Economics and Trade, Guangxi University of Finance and Economics

(5) Ambient Cues and Opportunistic Consumer Misconduct in Low-Accountability Settings:
Coffee Scent as an Instantiation

Da Qian

Shanghai Lixin University of Accounting and Finance

Regular Conference Paper (D2A5): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O405 (4/F, MacauVenue)

Session Chair: Derwei HUANG, The Chinese University of Hong Kong, Shenzhen

(黃德薇, 香港中文大學(深圳))

Discussant: Thomas KRAMER, University of California, Riverside

(1) [Between Promise and Peril: Exploring Consumer Dilemmas in Generative AI-Assisted Shopping](#)

Kexin Meng, Mousumi Mahapatra, Jing Jian Xiao

Xiamen University of Technology, Institute of Public Enterprise (IPE), University of Rhode Island

(2) [The Limits of Anthropomorphic AI Recovery: The Moderating Role of Perceived Intelligence](#)

Yanmei Jiang, Antonio K.W. Lau

School of Business, Anhui University of Technology, Ma'anshan, China, School of Management, Kyung Hee University, Korea

(3) [The Impact of Facial Recognition on Consumers' Intertemporal Choice](#)

Jingyi Li, Menglin Li, Xiucheng Fan

Zhejiang University of Finance and Economics, Shantou University, Fudan University

(4) [Drawn In, Pushed Back: Why AI Virtual Streamers Elicit Both Purchase and Resistance](#)

Lingyu Wang, Zefeng Shao, T. Ramayah, Nik Hashim Nik Mohd Hazrul

University Sains Malaysia, The National University of Malaysia, Urumqi Vocational University, Sunway University, Daffodil International University, Chandigarh University, Sohar University, The University of Jordan, Asia Pacific University of Technology

(5) [The Algorithm's Cold Touch: How Mechanistic Meta-Dehumanization Triggers Consumer Withdrawal](#)

Qianqian Chen, Wenping Luo, Fei Yu, Youjae Yi

Gulin University of Electronic Technology

Regular Conference Paper (D2A6): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O406 (4/F, MacauVenue)

Session Chair: Yi XIE, Beijing Normal University (謝毅, 北京師範大學)

Discussant: Ruby Lee, Journal of Product Innovation Management

- (1) Solitude Preference and Motivation: Effects on Financial Help-seeking and Reciprocal Help-giving Behavior

Qingyue Zhang, Yixia Sun, Yujie Zhao
Zhejiang University, Shandong University

- (2) So Convenient to Close? The Impact of Close Button Position on Digital Coupon Click-Through Rates

Wanrong Lin, Fengyan Cai, Silong Wang
Shanghai Jiao Tong University, ByteDance Ltd.

- (3) Influence of Gesture Types of Digital Human on Consumer Engagement

Zhirong Liu, Yue Xia, **Chenxi Li**, Xue Wang
Beihang University, Beijing Normal University

- (4) Indulgent or Self-Controlled? How Streamer Characteristics and Health-Threat Message Framing Drive Purchase Intentions

Yanzhe Yuan
Griffith University

- (5) How Can Nostalgia Appeal Enhance Advertising Persuasiveness? The Dual Role of Processing Fluency and Product Self-Relevance

Xuan Cao, Wenjun Yu
Ningbo University

Regular Conference Paper (D2A7): Modeling

Time: June 7, 2026, 13:30–15:00; O409 (4/F, MacauVenue)

Session Chair: Chenxi LI, Beihang University (李晨溪, 北京航空航天大学)

Discussant: Haichuan ZHAO, Shandong University (趙海川, 山東大學)

(1) [When to Offer Price Match Guarantee: The Blessing of Supply Scarcity](#)

Lina Bao, Qian Wang, Yimin Yu, Maggie Chuoyan Dong

Zhejiang University, Lingnan University, City University of Hong Kong, The University of New South Wales

(2) [Advertising Intensity and User Selectivity: Evidence from a Field Experiment](#)

Feier Li, Liye Ma, Xing Li, Hongju Liu

Peking University

(3) [Retailer Pricing and Supplier Selection Strategies in a Dual-Sourcing Supply Chain](#)

Xiongfei Guo

University of Science and Technology of China

(4) [Signaling Cost via Advertised Minimum Price in Behavior-Based Pricing](#)

Lei Lei

Chongqing University

(5) [Justifying the Fee: Product Quality and Pricing Strategies in Membership Retailing](#)

Shandong Mou, Xiaoyu Jin

Central University of Finance and Economics

Regular Conference Paper (D2A8): Modeling

Time: June 7, 2026, 13:30–15:00; O410 (4/F, MacauVenue)

Session Chair: Sha ZHANG, University of Chinese Academy of Sciences

(張莎, 中國科學院大學)

Discussant: Shibo LI, Indiana University (李世波, 印第安納大學)

(1) Don't Stop the Beat, or Maybe Do? The Energy Paradox in Short-Video Advertising

Siyu Meng, Liujie Qian, Jia Gai, Hongju Liu

Sun Yat-Sen University, Purdue University, Peking University

(2) Not All Thanks Are Equal: The Divergent Effects of Gratitude Focus in Management Responses on Subsequent Ratings

Jingwen Liu, Xingrun Chen, Peiliang Sun

Xi'an Jiaotong University, University of Science and Technology of China

(3) Managing Returns in Livestream Shopping

Xue Zhao, Xin Geng, Xiaomeng Guo, Guang Xiao

Macau University of Science and Technology, University of Miami, The Hong Kong Polytechnic University

(4) Competition Forecasting of Consumption Amenities: Towards a Chaos Theory Stimulation

Yuanyi Chen, Yi Liu, Kaixuan Huang, Tingting Xu

City University of Macau, Sun Yat-sen University, Peking University, Chongqing University of Posts and Telecommunications

(5) Flexible vs. Adaptive Products: Analysis of the Influence of Artificial Intelligence on Product Innovation Decision

Hang Xiong, Xiaolong Wu

Sun Yat-sen University

Regular Conference Paper (D2A9): Strategy

Time: June 7, 2026, 13:30–15:00; O411 (4/F, MacauVenue)

Session Chair: Peng YI, Macau University of Science and Technology

(彭藝, 澳門科技大學)

Discussant: Sandeep R. CHANDUKALA, Singapore Management University

- (1) From Independent Self-Construal to Agentic Orientation: When and Why Do Female CMOs' Brand Personality Decisions Differ from Male Counterparts?

Jiangzhe Wang, Yiran Ji
Jiangnan University

- (2) A Double-Edged Sword: ESG, Marketing, and Brand Assets in Global Gaming Industry

Jasmine Chen, Catherine Li
Macao University of Tourism

- (3) Brand Spatialization: Rethinking City Branding Through a Socio-Spatial Perspective

Linlan Xu, **Bowen Zhang**, Jin Guo
Henan University of Engineering, Southern University of Science and Technology, Shenzhen Technology University

- (4) The Sampling Delusion: How Feedback Withdrawal Creates a 'Silent Crisis' in Service Management

Yong Cao, Xubing Zhang
University of Alaska Anchorage, Hong Kong Polytechnic University

- (5) Cultivating the Industrial Forest: A Case Study on Digital Ecosystem Orchestration and Value Actualization in Female-Led Firm

Wenting Chen, Rongna Guo
Dongbei University of Finance and Economics

Regular Conference Paper (D2A10): Strategy

Time: June 7, 2026, 13:30–15:00; O412 (4/F, MacauVenue)

Session Chair: Xubing ZHANG, Hong Kong Polytechnic University

Discussant: Shijie LV, University of Notre Dame (呂世杰, 聖母大學)

- (1) **Winning with Machines: A Large-Scale Field Experiment on AI Teammates and Opponents in Mobile Gaming**

*Ziyuan Li, **Tao Xie**, Yue Wang, Jane Gu*

University of Connecticut, Sun Yat-sen University, Hong Kong University of Science and Technology

- (2) **Who Wins When AI Creates? AI Content Bots and the Economics of Creation**

*Jiali Zhou, **Xin Weng***

American University, Fuzhou University

- (3) **The Unintended Relational Benefit of Minority State Ownership: Information Quality and Customer Relationship Stability in Private Firms**

***Wenting Zhu**, Tianmin Zhong, Xu (Vivian) Zheng*

Southwestern University of Finance and Economics, City University of Hong Kong

- (4) **How Traffic Buyers Shape Sellers' Prepaid Decisions on E-commerce Platforms: The Role of Platform-Mediated Uncertainty**

***Hongyu Yu**, Xiaoling Li*

Chongqing University

- (5) **When Knowledge Matches Matter: Salesperson–Manager Knowledge Alignment and Its Impact on Sales Performance**

***Ruiqi Wei**, Xinchun Wang, Yanhui Zhao*

Emlyon Business School, West Virginia University, University of Nebraska Omaha

Doctoral Forum (D2B1): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O301 (3/F, MacauVenue)

Session Chair: Kevin ZENG, The Hang Seng University of Hong Kong

(曾靖, 香港恒生大學)

Discussant: Ding TIAN, Shantou University (田鼎, 汕頭大學)

(1) The Influence of Beneficiary Type on Donor Choice in Charitable Giving

Fengyun He, Liang Huang, Jinglong Zhang, Yitian Liang (Sky)

Tsinghua University, University of Science and Technology of China

(2) Asymmetric Intertemporal Preferences for Loyalty Points Versus Cash

Jing Hu, Kao Si

University of Macau

(3) Segmentation or Stereotyping? Gender Differences in Reactance to Gendered Marketing Appeals

Yun Zeng, Hao Shen

The Chinese University of Hong Kong

(4) Self-Enhancement vs. Self-Interest? A Study on the Impact of Goal Setting on Energy Saving Behaviour

Xiaoyu Bai, Manzhi Liu, Haoyu Ma, Ruonan Ma

China University of Mining and Technology

(5) Saving More, Buying Less? How Threshold Coupons Reshape Consumer Decision

Yidan Wang, Xiaoling Li, Hongyu Yu

Chongqing University

Doctoral Forum (D2B2): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O302 (3/F, MacauVenue)

Session Chair: Zhen LI, Kansai University (李振, 關西大學)

Discussant: Jin ZHANG, Jinan University (張瑾, 暨南大學)

(1) The Pitfalls of Personalization: Understanding Consumer Responses to Embarrassing Algorithmic Recommendations

Xinping Wei, Yunqing Chen, Leilei Gao

The Chinese University of Hong Kong, Xiamen University

(2) When Does GenAI Help or Hurt Brand Co-Creation? The Moderating Role of Self-Brand Connection

Yi Wu, **Le Tao**

East China Normal University

(3) The Impact of AI-Generated Summaries on Consumers' Engagement in Original Reviews

Ziyan Ye, Jun Ye, Run Zhou, Xinyi Li

Xiamen University

(4) Under Pressure, Humans Win: How Stress Shapes Preferences for Human vs. Robot Financial Advice

Xueli Guo, Honghong Tang, Song Su

Beijing Normal University

(5) Human Doctor or Digital Twin Doctors? A Study on the Impact of Doctor Types on Patient Adoption Intention

Liangbo Zhang, **Linjian Zhang**, Chunqun Liu, Bozheng Zhang

City University of Macau, The Chinese University of Hong Kong, Macau University of Science and Technology

Doctoral Forum (D2B3): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O303 (3/F, MacauVenue)

Session Chair: Xiaoxiao NIU, Shenzhen University

(牛曉曉, 深圳大學)

Discussant: Liangyan WANG, Shanghai Jiao Tong University

(王良燕, 上海交通大學)

(1) Human or AI? The Interaction Effect of Design Source and Service Type

Ruishu Liu, Yi Xie, Yanhong Zhang

Faculty of Arts and Sciences, Beijing Normal University, Bay Area International Business School, Beijing Normal University, University of International Business Economics, Shandong Women's University

(2) Style as Signal: How Does Surrealist Advertising Enhance Brand Innovativeness? A Serial Mediation Analysis Based on AI Salience and Advertising Imagination

Jing Liu, Tingting You, Zhimin Zhou, Junyu Tan

School of Management, Shenzhen University

(3) The Supervision Effect of AI Robot on Consumer Norm Compliance and Improved Deployment Strategies

Yanxia Chen, Haizhong Wang, Tao Xie, Zinan Zheng

Sun Yat-sen University, South China Normal University, China Southern Airlines Group Co., Ltd

(4) Beyond Tools: Configurational Effects of AI Affordances and User Readiness on User Creativity in Open Innovation Communities

Shuyang Chen

Southeast University

(5) When AI Uses Figurative Language: The Interactive Effects of Sales Agent Type and Language Style on Green Purchase Intention

Xiufang Liang, Zhihua Ding

China University of Mining and Technology

Doctoral Forum (D2B4): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O304 (3/F, MacauVenue)

Session Chair: Yining YU, Xi'an Jiaotong-Liverpool University

Boyu Lin, Macao University of Tourism

(林柏雨, 澳門旅遊大學)

Discussant: Hongyan LIU, Jinan University (劉紅艷, 暨南大學)

(1) Not Real, But Cool! How Extraordinary Narrative of Digital Human Influencers Empower Destination Brand Communication

Yanan Wang, Tao Xie, Jiaolong Xue

School of Business, Sun Yat-Sen University, School of Tourism Management, South China Normal University, Research Center for Ecological Conservation and Green Governance, South China Normal University, Business School, Sichuan University

(2) The Impact of Virtual Influencer Anthropomorphism on Consumer Psychological Ownership: A Moderated Moderation Perspective

Chia Hsi Tang, Kuan Ju Chen, Sungjun Park

National ChengChi University, Queen Mary University of London

(3) When Transparency Backfires: The Mediating Role of Perceived Uncertainty in Consumer Acceptance of High-Risk Products

Yuru Shi

Hong Kong Baptist University

(4) Artificial Emotions, Real Destinations: How Virtual Influencers' Affective Content Triggers Tourists' Visit Intention

Yawen Zhou, Fengpei Hu, Zirong Shan, Yan Gong, Lei Zhao

School of Management, Zhejiang University of Technology, School of Economics, Zhejiang University of Technology

(5) When Virtual Influencer Source Type Matches Consumer Self-Construal: Effects on Brand Attitude

Yuting Shi, Yunying Cai, Junyu Bao, Yang Zhou, Xuebin Qin

Shanghai International Studies University, Minzu University of China, East China Normal University

Doctoral Forum (D2B5): Modeling & Strategy

Time: June 7, 2026, 13:30–15:00; O305 (3/F, MacauVenue)

Session Chair: Xin WENG, Fuzhou University

(翁欣, 福州大學)

Discussant: Chuangneng CAI, Shantou University (蔡創能, 汕頭大學)

(1) **Convergence or Differentiation? The Impact of Mandatory AI Disclosure on Product Distinctiveness**

Yongyong Zhao, Peng Shen, Chenxi Zhou
Xiamen University

(2) **The Efficiency Trap: Spatial Competition, Sales Force Standardization, and Firm Performance**

Meixia Ding, Xina Yuan, Xinming Liu
Xiamen University

(3) **Surviving Economic Adversity: Governance of Franchise Clusters**

Yajing Fan, Xu Zheng, Mrinal Ghosh
Guangxi University of Finance and Economics, City University of Hong Kong, The University of Arizona

(4) **The Role of Marketing in Managerial Responses to SEC Investigations**

Yige (Willa) Wan, Luciano Lapa, Sotires Pagiavlas
Indiana University, The Pennsylvania State University

(5) **Intra-Brand Spillover Effect of Product Placement on Automobile Sales**

Lingyu Lin, Yupeng Chen, Yanlai Chu, Junhong Chu
Nanyang Technological University, Renmin University of China, The University of Hong Kong

Doctoral Forum (D2B6): Modeling & Strategy

Time: June 7, 2026, 13:30–15:00; O306 (3/F, MacauVenue)

Session Chair: Li YANG, Chinese University of Hong Kong, Shenzhen

(楊黎, 香港中文大學(深圳))

Discussant: Yuetao GAO, Xiamen University (高月濤, 廈門大學)

(1) Strategic B2B Marketing and Climate Action Strategies: A Dynamic Capability Perspective

Siyu Liu, Ranjit Voola, Susan Freeman, Margaret Matanda
University of Sydney, Adelaide University

(2) Subscription or Advertising? Creator Heterogeneity and Content Provision Design in Digital Content Markets

Xiaoyu Jin, Shandong Mou
Central University of Finance and Economics

(3) Surviving Economic Adversity: Governance of Franchise Clusters

Yajing Fan, Xu Zheng, Mrinal Ghosh
Guangxi University of Finance and Economics, City University of Hong Kong, The University of Arizona

(4) Firms' Competitive Behavior Over 25 Years of the Empire's Purchase: From a Network Point of View

Peng Shen, Ruiyang Wu, Chenxi Zhou
Xiamen University

(5) Promoting Apps in the Chinese Market: Exploring Funnel Performance

Yuanyuan Yu, Gloria Peggiani, Lucio Lamberti
Politecnico di Milano

(6) The Growth Mechanism of International Ecosystem Leadership of Technology Leading Firms: A Case Study of Unitree Robotics

Yue Xi, Zuohao Hu
Tsinghua University

Regular Conference Paper (D2A11): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O410 (4/F, MacauVenue)

Session Chair: Xin WANG, Hohai University (王欣, 河海大學)

Discussant: Manqiong SHEN, Guangdong University of Technology

(沈曼瓊, 廣東工業大學)

(1) Nudge or Distraction? The Effects of Voiceover Narration on Short-Video Advertising Effectiveness

Shuyu Lei, Xiaodong Zhang, Jiwei Xiong, Jiangang Du
Nankai Business School

(2) Demystifying the Impact of Video-on-Demand (VOD) versus Linear Streaming Format on Band Placement Recall: Interactive Role of Freedom Cues and Immersion

Jie Chen, Junlong Wei, Herbert Sima, Wei Chen, **Feng Wu**
Department of Antai College of Economics and Management, Shanghai Jiaotong University,
Department of Marketing, Business School, The University of Auckland

(3) Comparing Apples and Oranges? When and Why Comparative Reviews Influence Purchase Intentions

Mengmeng Zhu, Hongyan Jiang, Zheshuai Yang
China University of Mining and Technology, Zhejiang University

(4) How Sustainability Communication Influence Consumer Health Awareness?

Lingyan Zhang, Elisa Chan
The Chinese University of Hong Kong

(5) Complementary Delight: The Impact of Uncertainty Gift Strategy on Customer Engagement Behavior

Yuan Zhang, **Song Yik Pek**, Jiyu Wei
Business School, Huaqiao University, Quanzhou, China

Regular Conference Paper (D2A12): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O411 (4/F, MacauVenue)

Session Chair: Da QIAN, Shanghai Lixin University of Accounting and Finance

(錢達, 上海立信會計金融學院)

Discussant: Tao XIE, South China Normal University (謝濤, 華南師範大學)

(1) [Denser Advertising Design, Higher Food Calories: How Visual Density Affects Consumer Responses to Food Advertising](#)

Youkai (Kyle) Xiao, Yunhui Huang, Xing-Yu (Marcos) Chu
Nanjing University

(2) [Less Force, Healthier Choice: The Effect of Music Potency on Healthy Food Choice](#)

Shucheng Cao, Lei Zheng
Macau University of Science and Technology

(3) [When Discounts Come First: How Prepaid Price Promotions Increase Healthy Food over Unhealthy Food Choice](#)

Run Zhou, Jun Ye
Xiamen University

(4) [Rolling Calories Gather No Buyers: How Interactive Calorie Display Influences Purchase Intention](#)

Siyu Zhang, Liangyan Wang
Antai College of Economics and Management, Shanghai Jiaotong University

(5) [Foodie Persona and Its Effects on Consumer Perception and Behavior](#)

Jie Yang, **Lican Wei**, Dongjin He
Lingnan University, Zhongnan University of Economics and Law

Regular Conference Paper (D2A13): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O301 (3/F, MacauVenue)

Session Chair: Ruiqi Wei, Emlyon Business School

Discussant: Herbert SIMA, University of Auckland

- (1) Innovative Paths of Sensory Marketing for Handan's Intangible Cultural Heritage Enabled by Digital Humanities: Practical Exploration Based on Immersive Cultural Tourism Scenarios

Jingjing Zhao, Haoyi Ma
Handan University

- (2) AI-Driven Influencer Marketing: A Systematic Review of Digital Content Strategies, Risks, and Future Directions

Shiyan Liu
LangFang Normal University

- (3) When Anthropomorphic Styles Fit Online Service Failure Contexts: Psychological Mechanisms of Service Recovery

Yuanyuan Bu, Wen'e Qi
South China Agricultural University

- (4) Time-Segmented Association Rule Mining of Purchase Patterns: Evidence from a Cosmetics Firm

Hao Zheng, Menghan Li
Eastern Institute for Advanced Study, Eastern Institute of Technology, University of Nottingham Ningbo

- (5) Does Residential Mobility Make Consumers Less Attached to Ownership? The Mediating Role of Self-Continuity

Murong Zhang, Hao Wang, Weiling Ye
Shanghai University of Finance and Economics

Regular Conference Paper (D2A14): Strategy

Time: June 7, 2026, 15:30–18:00; O302 (3/F, MacauVenue)

Session Chair: Xiaoxiao NIU, Shenzhen University (牛曉曉, 深圳大學)

Discussant: Lu ZHAO, China University of Geosciences, Beijing

(趙路, 中國地質大學(北京))

(1) [The Machine as a Sanctuary: Mechanisms Driving AI Interaction and Premium Payment Intentions among Socially Anxious Tourist](#)

Ruoxi Zhou, Hui-Wen Chuah

The National University of Malaysia

(2) [Underlying Mechanisms in Tourism Differentiated Pricing: The Interplay of Framing and Warm Glow in Shaping Tourists Willingness to Pay](#)

Xin Zhang, Mengxi Gao, Yilin Huang

Guilin University, Macau University of Science and Technology

(3) [Friend or Foe? The Paradoxical Role of Tech Attitudes in Anthropomorphizing Brands in the Metaverse](#)

Zefeng Shao, Kifayat Nahiyah Rafi, Nik Mohd Hazrul Nik Hashim, Mohammad Osman Gani, Wanyu Ma, Zefeng Shao

Graduate School of Business, The National University of Malaysia, Faculty of Business School, Urumqi Vocational University, Newcastle University Business School, Newcastle University, ACSS Department, University Canada West

(4) [Privacy-Law Information and Consumer Adoption of AI Personalization: Institutional Trust under Control-Loss Contexts](#)

Zhiqi Xu, Junkai Hu, Weike Wu, Junyao Hu, Shaofeng Yuan

Liaoning University

Regular Conference Paper (D2A15): Strategy

Time: June 7, 2026, 15:30–18:00; O303 (3/F, MacauVenue)

Session Chair: Yongdong SHI, Macau University of Science and Technology

(石永東, 澳門科技大學)

Discussant: Tao XIE, South China Normal University (謝濤, 華南師範大學)

- (1) [Bias, Domain Knowledge, and Innovation: A Comparison of Large Language Models as Predictive Tools for New Product Success](#)

Dongxia Lan, Xiaoling Li, Xiushuang Gong
Chongqing University

- (2) [Beyond the Ephemeral Boom: How Government Agile Governance as a Political-Policy Response Shapes Tourist Destination Image in the Digital Flow Era](#)

Wen Qin, Zhaoyan Wang, Juan Su
Central South University, Jishou University

- (3) [Inspiration or Distraction? The Effects of Trend Cues on Online Fashion Search and Purchase](#)

Ziqi Zhang, Huazhong Zhao
Renmin University of China, City University of Hong Kong

- (4) [Designing Detection Algorithms for AI-Generated Content: Consumer Inference, Creator Incentives, and Platform Strategy](#)

Jieteng Chen, Tony Ke, Jiwoong Shin
Chinese University of Hong Kong, Yale University

- (5) [Understanding Recalls in China's Automobile Market: A Multi-Source Data Approach](#)

Xiayu Zhai, Peng Shen, Wen Shi
Peking University, Xiamen University, Central South University

Regular Conference Paper (D2A16): Strategy

Time: June 7, 2026, 15:30–18:00; O304 (3/F, MacauVenue)

Session Chair: Weiqing ZHUANG, Fujian University of Technology

(莊偉卿, 福建理工大學)

Discussant: Guicheng SHI, Macau University of Science and Technology

(石貴成, 澳門科技大學)

(1) Environmental Consumption Among Older Adults: The Influence of Future Time Perception

*Helin Wei, Rong Duan, **Qinyu Ji**, Shaoying Zhu*
School of Business, Guangxi University

(2) Recommendation Model for Expanding the Receptive Field of Dynamic GNNs Based on Implicit Social Relationships

***Weiqing Zhuang**, Peng Zhang*
Fujian University of Technology

(3) The Power of Passion: Understanding Entrepreneurial Passion and Sustainable Passion in Crowdfunding

Xiaojuan Hu
China University of Petroleum (East China)

(4) Central or Peripheral? Estimating Multimodal Information Component Effects with Double Machine Learning

***Huan Wang**, Yongdong Shi*
Macau University of Science and Technology

(5) The impact of Entrepreneurial Resilience on Product Innovation: The Broaden-and-Build Perspective

***Xiaolin Li**, Huihui Wang*
Shanghai University of International Business and Economics

Doctoral Forum (D2B7): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O401 (4/F, MacauVenue)

Session Chair: Liangbo ZHANG, City University of Macau

(張良波, 澳門城市大學)

Discussant: Yanmei JIANG, Anhui University of Technology

(蔣艷梅, 安徽工業大學)

(1) **A Smile Is Not Enough: Professional Attire and Patient Choice in Online Healthcare**

*Yunzhe Chang, **Yanhong Zhang**, Yi Zhang, Leinan Zhang*

Bay Area International Business School, Beijing Normal University, University of International Business and Economics

(2) **How Less Can Be More? The Impact of Meaningless Busyness on Consumer Preference for Sensory Density**

***Wenjun Xie**, Lei Zheng*

Macau University of Science and Technology

(3) **How Device Configuration and Configurational Cues Shape Learning and Well-Being in Self-Quantification**

***Xue Yang**, Laszlo Sajtos*

University of Auckland

(4) **Research on Optimization of Regional Doing Business for Consumer Welfare Maximization under Supply Chain Network Perspective**

***Tingting Xiang**, Hongzhi Lin*

Southeast University

Doctoral Forum (D2B8): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O402 (4/F, MacauVenue)

Session Chair: Zhengzhi GUAN,

Beijing Normal University & Hong Kong Baptist University United International College

(管正之, 北師香港浸會大學)

Discussant: Jiayin JIANG, The Chinese University of Hong Kong, Shenzhen

(江佳音, 香港中文大學(深圳))

(1) "In My Name": The Impact of Traditional Chinese Color Naming on Consumers' Purchase Intention

Mengcong Lu, Yu Wenjun, Xu Tingrui
Ningbo University

(2) Sound Meets Sight: The Dual Loop Alignment Effect of Streamers' Timbre and Visual Complexity in Live-Streaming

Yuanyuan Wang, Lan Zhang, Chundong Zheng
Tianjin University, Tianjin University of Technology

(3) Impact of Sensory Clues in Reviews on Hotel Ratings

Ke Zhong, Kuiyi Liu, **Xuan Gao**, Yi Liu
International Business School, Hainan University, School of Tourism Management, Sun Yat-sen University, Key Laboratory of Sustainable Tourism Smart Assessment Technology, Ministry of Culture and Tourism, Sun Yat-sen University

(4) Is Shorter Shelf Life Higher Status? The Impact of Product Shelf Life Duration on Perceived Product Status and Mechanisms

Xinxin Zhang, Wumei Liu
Lanzhou University

(5) Discount Now or Cashback Later? How Promotion Timing Affects Perceived Product Efficacy

Cailing Li, Wumei Liu
Lanzhou University

Doctoral Forum (D2B9): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O403 (4/F, MacauVenue)

Session Chair: Jia YU, Ningbo University (于佳, 寧波大學)

Discussant: Bin DING, Xi'an Jiaotong-Liverpool University

(丁玢, 西交利物浦大學)

- (1) How Negative Algorithmic Effects Shape Tourists' Adaptive Behavior: A Mixed-Methods Study Based on Cognitive Appraisal Theory of Stress and Innovation Resistance Theory

Shuhui Zheng, Han Shen

Fudan University

- (2) Cold or Hot? How Human-AI Relationship Orientation Influences Customer Participation Behavior

Shuqin Liu, Chundong Zheng

College of Management and Economics, Tianjin University

- (3) The U-Shaped Effect of Color Saturation on AI Salience and the Inverted U-shaped Impact of its Downstream Consequences

Tingting You, Jing Liu, Zhimin Zhou

Shenzhen University

- (4) The Interactive Effects of Visual Complexity and Designer Type (AI vs. Human) on Consumer Purchase Intention: The Mediating Role of Perceived Value and the Moderating Role of AI Anthropomorphism

Zixuan Yu, Yuhang Wang, Yawen Zhou, Ao Zhang, Fengpei Hu

Zhejiang University of Technology

Doctoral Forum (D2B10): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O404 (4/F, MacauVenue)

Session Chair: Yangming WU, Macau University of Science and Technology

(吳陽明, 澳門科技大學)

Discussant: Xue WANG, Beijing Normal University (王雪, 北京師範大學)

(1) **Angular or Circular? Exploring the Influence of Logo Shape on Perceived Brand Innovativeness**

Xiaohong Yu, Dickson Tok, Dongjin He, Xing-Yu (Marcos) Chu
Nanjing University, Lingnan University

(2) **Robots Do Not Seek Personal Profits in Unsolicited Services**

Yuhang Zhang, Hanyue Xue, Tang Yao, Wei Qiu
Beihang University, Nankai University

(3) **Study on the Impact of Self-Image Congruence between Virtual Humans and Consumers on Consumer Engagement**

Kim Thi Bui Yen, Ming Chen
South China University of Technology

(4) **The Influencing Mechanism of Purchase Intention of Battery Electric Vehicles - From the Perspective of Family Life Cycle Stages**

Chen Zhao, Manzhi Liu, Jiabin Zhang, Xueqing Lv, Xiaoyu Bai
China University of Mining and Technology

(5) **Storefront Width Matters: Attracting Consumers into the Store**

Jiahao Liu, Zuonan Chen, Ji (Jill) Xiong
Xiamen University, Southwestern University of Finance and Economics

Doctoral Forum (D2B11): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O405 (4/F, MacauVenue)

Session Chair: Jiangzhe WANG, Jiangnan University

(王江哲, 江南大學)

Discussant: Qian WANG, Shenzhen Technology University

(王倩, 深圳技術大學)

- (1) The Impact of Visual Perspective on Purchase Intention towards Recycled Products:
The Mediating Role of Perceived Contamination

Zhuohuan Yang, Lei Wang

School of Management, Zhejiang University, Neuromanagement Laboratory, Zhejiang University

- (2) Addressing Guilt Diffusion in Green Consumption: From the Perspective of Perceived
Brand Environmental Justice

Chengxiang Zhao, Rui Guo, Changtai Chen

China University of Geosciences

- (3) When Eco-Friendly Design Helps—and When It Backfires: Brand Prestige, Perceived
CSR, and Omission Penalties in Durable Goods

Yilin Wang, Zhenfeng Ma

Jiangnan University

- (4) Intergenerational or Reverse Intergenerational? The Influence Mechanism of
Intergenerational Learning Advertisement Types on Consumers' Pro-Environmental
Behaviors

Chen Zhao, Manzhi Liu, Haoyu Ma, Xueqing Lv, Xiaoyu Bai

China University of Mining and Technology

- (5) Strangers Outperform Friends: The Effect of Gamified Competitive Interaction on Green
Consumption Behaviour

Lili He, Zhihua Ding, Manzhi Liu

School of Economics and Management, China University of Mining and Technology

Doctoral Forum (D2B12): Strategy

Time: June 7, 2026, 15:30–18:00; O305 (3/F, MacauVenue)

Session Chair: Yidi CHEN, Beijing Forestry University

(陳一笛, 北京林業大學)

Discussant: Huimei BU, Macau University of Science and Technology

(卜慧美, 澳門科技大學)

(1) From Code to Culture: Research on the Brand Endorsement Effect of Chinese-Style Virtual Digital Humans

Xingfang Peng, Yongdong Shi; Lihong Li; Qi Xiao
Macau University of Science and Technology

(2) From Digital Virality to Brand Institutionalization: A Mechanism-Based Case Study of Harbin's Urban Branding

Shulun Liu
Communication University of China

(3) Automating Market Sensing in B2B Marketing through AI Agents: A Dynamic Capabilities Perspective and Exploratory Case Study of the Industrial Heat Pump Sector

Jianfei Zhang, **Dinan Wu**
Shenyang Vycon Flywheel Technology Co., Ltd.

(4) More Than Words: How AIGC Business Rhetoric Drives Purchase Decisions in TikTok Beauty Marketing

Yueying Lin
Yango University

Regular Conference Paper (D2B13): Strategy

Time: June 7, 2026, 15:30–18:00; O306 (3/F, MacauVenue)

Session Chair: Jie SHENG, Macau University of Science and Technology

(盛婕, 澳門科技大學)

Discussant: Chen YANG, South China University of Technology

(楊晨, 華南理工大學)

(1) Flowery Language or Straightforward Narrative? Impact of Virtual Digital Human Language Style on Consumer Value Co-Creation Intention

Jiandu Zou, Wen'e Qi

College of Economics and Management, South China Agricultural University

(2) Partition Dependence in Green Consumption: The Role of Gains and Losses

Shuyue Jia, Lei Zhou

School of Management, Guangdong University of Technology

(3) The Influencer's Design Style, The Viewer's Mind: How Virtual Influencer Aesthetics and Consumer Personality Jointly Shape Impulsive Buying in Livestreaming

Qi Xiao, Yongdong Shi, Lihong Li, Yao Yao

Macau University of Science and Technology

(4) Endorsement Effect of Chinese-Style Virtual Digital Humans

Lihong Li, Yongdong Shi, Qi Xiao, Xingfang Peng

Macau University of Science and Technology

Poster

Time: June 7, 2026, 09:00-18:00

Macau Venue: 1/F O Block

- (1) The Effect of Gradient-Color Brand Logos on Consumers' Evaluations of Distant Brand Extensions

Yuanning Ma, Jiangang Du
Nankai University

- (2) The Fashion Ostrich Effect: How Minimalist Style Helps Consumers Cope with Social Threats

Xiao Li, Jack Chen, Yitong Wang, Yun He
International School of Business Finance, Sun Yat-sen University, Columbia Business School, Columbia University, School of Business, Sun Yat-sen University

- (3) When Commerce Reads the Mind: A Bibliometric Analysis of Neuromarketing Ethical and Privacy Challenges in the Digital Marketplace

Kairui Wang, Chao Feng, Yuan-Run Chen
Nanjing University, Nanjing University of Aeronautics and Astronautics

- (4) AIGC Influencers, Psychological Mechanisms, and Cross-Border Real Estate Decisions: A Multi-Method Study

Chenxi Zhang
Vanke Real Estate Development Co., Ltd.

- (5) Reconstructing "Made in China": From Country-of-Origin Constraint to Identity Resource in Chinese Brand Globalization

Weiqi Deng, Martin Koers
Shenzhen Technology University

- (6) Riding on the Momentum or Going It Alone? The Effect of Different Product Launch Strategies for Luxury High-Tech Products on Consumer Purchase Intention

Xia Wei, Yaqi Zhao
School of Management, Shenzhen University

- (7) The Influence Mechanism of Civil Aviation Green Services on Passengers' Pro-Environmental Behavior

Yu Yan, Jie Yun
South China Normal University

- (8) A Typology of Malicious Behaviors towards Streamers in Live Commerce

Jinwen Zhou, Zhengzhi Guan, Xiaofei Song
Beijing Normal University-Hong Kong Baptist University United International College, Xi'an Jiaotong-Liverpool University

- (9) Consumer Acceptance of AI-Powered Brand Storytelling from a Cultural Perspective

Zhiwei Hu, Qian Wang
Shenzhen Technology University

(10) Exploring Topic–Sentiment–Persona Associations in Audience Comments on Anime-Style Virtual Idols

Ying Wang

Putra Business School

(11) Subtler but Powerful: How Brand Prominence Influences Collaboration Intentions

Xixi Li, Fan Wang, Xinwei Liu, Zhao Liu

Butler University, California State Polytechnic University, Pomona, Mississippi State University

(12) The Sweet Spot: How Influencers Shape the Appropriateness of Their Commercial Content

Xiao Liu

Massey University

(13) Brands Going Global: Government Innovation Procurement and the Brand Value of Chinese Enterprises

Yuting Liao, Dengfeng Cui, Haizhong Wang

Shihezi University, Sun Yat-sen University

(14) Bittersweet Minds, Better Selves: How Mixed Emotions Shape Preferences for Self-Improvement Products

Xinying Han, Jiangang Du

Business School, Nankai University

(15) The Influence of Perceived Value of NFT Digital Collectibles on Consumers' Continuous Purchase Intention: Mediated by Consumer Trust

Yutong Zhao, Guicheng Shi

Macau University of Science and Technology

(16) The Impact of Pet Attachment on the Purchase Intention of Pet End-of-Life Services

Yang Zhao, Guicheng Shi

Macau University of Science and Technology

(17) The Synergy of AI and ESG: Optimizing Marketing Strategies for Sustainable Brand Growth in the Digital Era

Siyang Zhu

Macau University of Science and Technology

(18) A Study on Customer Relational Bonds, Perceived Value and Re-Purchase Intention in the Reliability Testing Equipment Industry

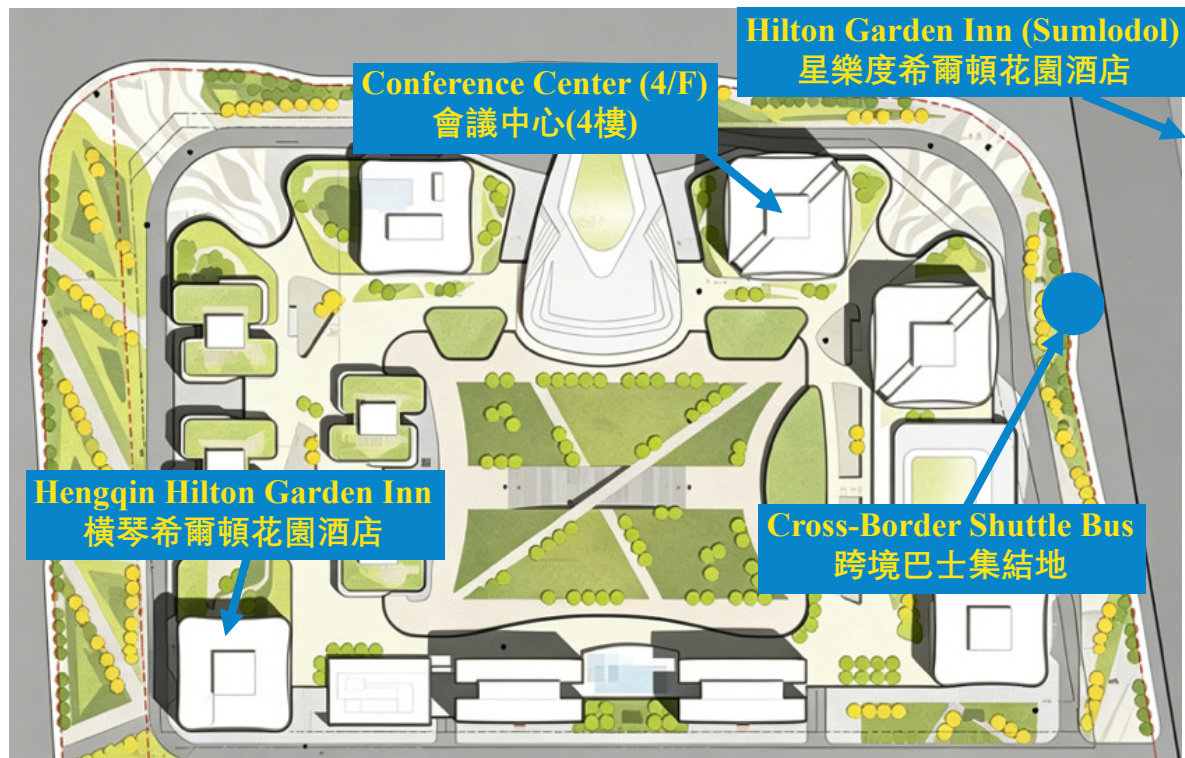
Nanyang Ye
Macau University of Science and Technology

(19) Customer Loyalty from Multidimensional Perspective: The Mediating Role of Brand Trust

Yuqiang Tang, Guicheng Shi
Macau University of Science and Technology

Hengqin Venue Map

Conference Center, 4/F, Building 7, Hengqin International Hi-Tech Innovation Park
會議中心, 橫琴国际科技创新中心 7 号楼 4 層(橫琴粵澳深度合作區厚朴道 398 號)



Macau Venue Map

D Hall and O Block, Macau University of Science and Technology, Main Campus
D 座禮堂和 O 座分會場, 澳門科技大學主校區

