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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

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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
- **Xin FANG**, Macau University of Science and Technology
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- GAKYIM MACAU INCENSE丨格焱澳門香舖
- Pien Tze Huang 丨片仔癀 (横琴片仔癀博物馆)

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.

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, 橫琴國際科技創新中心 7 號樓 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, 8:10, and 08:30**.

- **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**
	▪ Ruby LEE, Co-EIC for the JPIM
08:30-17:00	**LLM Hands On & Paper Development Workshop | Room 07**
	▪ Filippo CHIARELLO, University of Pisa ▪ Vito GIORDANO, University of Pisa
14:30-17:00	**NeuroMarketing Workshop | Room 09**
	▪ 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**
	Host: Lei ZHENG,Chair for APMA 2026,Macau University of Science and Technology (鄭磊, APMA2026 主席, 澳門科技大學) ▪ Chuan PANG, Vice President, Macau University of Science and Technology (龐川, 副校長, 澳門科技大學) ▪ Ni SHENG, Dean, School of Business, Macau University of Science and Technology (盛妮, 院長, 澳門科技大學商學院) ▪ Haizhong WANG Chairperson for The Alliance for Marketing and APMA, Sun Yat-sen University (王海忠, 营销联盟暨 APMA 理事長, 中山大學)
	Conference Photo
09:00-10:30	**Keynote I | Main Hall**
	Session Chair: Yacheng SUN, Tsinghua University (孫亞程, 清華大學) **The Role of Digital Platform in Data Markets** ▪ 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 ▪ **數智升級, 煥新增長: AI 數智員工賦能營銷智能升級** Jun GUO, Tungee (郭軍, 探跡科技)
10:30-11:00	**Tea Break**
11:00-12:30	**Keynote II | Main Hall**
	Session Chair: Xingyu CHEN, Shenzhen University (陳星宇, 深圳大學) ▪ **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, Credamo 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 ▪ 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) ▪ 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) ▪ 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) ▪ Chunqing LI, Northwest University (李純青, 西北大學) ▪ Xiaoling LI, Chongqing University (李小玲, 重慶大學)
	Marketing Academic Job Market Forum (1) | Room 06
	Session Chair: Zengxiang CHEN, Sun Yat-sen University (陳增祥, 中山大學) ▪ Sally Hill RAO, Adelaide University ▪ Gongxing GUO, Shantou University (郭功星, 汕頭大學)
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) ▪ 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) ▪ Jie CHEN, Shanghai Jiaotong University (陳潔, 上海交通大學) ▪ Zhimin ZHOU, Shenzhen University (周志民, 深圳大學) ▪ Liangyan WANG, Shanghai Jiao Tong University(王良燕, 上海交通大學) ▪ Chunqing LI, Northwest University (李純青, 西北大學) ▪ Yanzhen TUO, Nankai University(妥艷媜, 南開大學) ▪ Tao XIE, South China Normal University (謝濤, 華南師範大學)
	Parallel Session | Main Hall & Room 07, 09, 10
	Each session includes 5 papers (15 minutes per paper).
16:40-18:00	**Parallel Session | Room 06, 07, 09 10**
	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) ▪ **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 ▪ **Dynamic Brand-Influencer Marching under Competition: A Platform Recommendation Framework** Shijie LV, University of Notre Dame (吕世杰, 圣母大学)
	Conference Photo
11:00-11:20	**Tea Break | D Hall**
11:20-12:40	**Digital Marketing Industry Roundtable Session | O702** ▪ Marketing Transformation in the Era of End-to-End Digitalization (全域数字化时代的营销变革)
	Host: Zengxiang CHEN, Sun Yat-sen University (陳增祥, 中山大學) ▪ 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) ▪ Yaze HE, Shandong University(賀澤亞, 山東大學) ▪ Mimi LI, The Hong Kong Polytechnic University(李咪咪, 香港理工大學) ▪ Shuang MA, University of International Business and Economics(馬雙, 對外經貿大學) ▪ Yanzhen TUO, Nankai University (妥艷媜, 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) ▪ Yacheng SUN, Tsinghua University (孫亞程, 清華大學) ▪ Zhimin ZHOU, Shenzhen University (周志民, 深圳大學) ▪ Yuansi HOU, University of Macau (侯遠思, 澳門大學)

11:20-12:40	**Neuromarketing and Consumer Behavior: Challenges and Trends | O410**
	Session Chair: Alexandre LOBO, University of Saint Joseph (Macau) 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 Forum | O702**
	Host: Yanzhen TUO, Nankai University (妥艷媜, 南開大學) ▪ Meng XIE (谢萌, 正佳企业集团有限公司副董事长兼首席执行官) ▪ Kai QIU (邱凯, 凯歌儿集团董事长)
	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 APMA2026,Macau University of Science and Technology (鄭磊, APMA2026 主席, 澳門科技大學) ▪ 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, Tree Cafe (公主麵館)**
14:00-18:00	**Conference Tour | North Gate 2, MUST**

Parallel Sessions for Session Chair and Discussant

Time: June 6, 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	Ruby LEE Journal of Product Innovation Management	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: June 6, 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	Main Hall	Junzhou ZHANG Montclair State University	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)	Filippo CHIARELLO (University of Pisa)
D1B2: Consumer Behavior	Room 07	Manqiong SHEN Guangdong University of Technology (沈曼瓊, 廣東工業大學)	Na XIAO Laurentian University
D1B3: Strategy & Modeling	Room 09	Xue ZHAO Macau University of Science and Technology (趙雪, 澳門科技大學)	Savannah SHI (Santa Clara University)

Time: June 7, 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 (揭赟, 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 (妥艷媜, 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)	Zhimin ZHOU Shenzhen University (周志民, 深圳大學) Yuansi HOU University of Macau (侯遠思, 澳門大學)
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: June 7, 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 Tan WANG Hong Kong Baptist University (王坦, 香港浸會大學)	Julio SEVILLA University of Georgia
D2A3 Consumer Behavior	O403	Xuewen WANG Tianjin University (王雪雯, 天津大學)	Jamel KHENFER, Zayed University
D2A4 Consumer Behavior	O404	Xun Huang Hong Kong Metropolitan University	Filippo CHIARELLO University of Pisa
D2A5 Consumer Behavior	O405	Der-Wei 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	Jun PANG Sun Yat-sen University (龐雋, 中山大學)	Savannah SHI (Santa Clara University)
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	YI PENG 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	O303	Xiaoxiao NIU	Liangyan WANG

Consumer Behavior		Shenzhen University (牛曉曉, 深圳大學)	Shanghai Jiao Tong University (王良燕, 上海交通大學)
D2B4 Consumer Behavior	O304	Liangbo ZHANG City University of Macau (張良波, 澳門城市大學)	Hongyan LIU Jinan University (劉紅艷, 暨南大學)
D2B5 Modeling & Strategy	O305	Yanan YU Macau University of Science and Technology (于雅楠, 澳門科技大學)	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: June 7, 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)	Haichuan ZHAO Shandong University (趙海川, 山東大學)
D2A13 Strategy	O301	Herbert SIMA University of Auckland	Ruiqi WEI Emlyon Business School
D2A14 Strategy	O302	Si ZUO Shanghai Jiao Tong University (左思, 上海交通大學)	Lu ZHAO China University of Geosciences, Beijing (趙路, 中國地質大學(北京))
D2A15 Strategy	O303	Jiaolong XUE Sichuan University (薛驕龍, 四川大學)	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 Macau 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	Boyu LIN Macao University of Tourism (林柏雨, 澳門旅遊大學)	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: June 6, 15:00-16:30

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

Regular Conference Paper:		
Session	**Room**	**Title**
D1A1: Consumer Behavior Page 21	Room 07	[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 Page 22	Room 09	[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 Page 23	Room 10	[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 Page 24	Main Hall	[1] Managing Product Updates in Digital Environment [2] Racing or Partnering? Adoption Timing and Collaboration Strategies of Generative AI in the Creator Economy [3] Talking that AI Talk: Corporate AI Washing, Analyst Perceptions, and the Market for Hype [4] Integrating Internal and External Keyword Features in Paid Search Advertising: A Dual-System Theory Perspective [5] The Attention Waveform: Revealing the Capture-Depletion Duality in Content Marketing

Time: June 6, 16:40-18:00

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

Regular Conference Paper:		
Session	Room	Title
D1A5: Consumer Behavior Page 25	Main Hall	[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] When Reality Mixed with Virtuality: Exploring Consumer Responses to FOOH Advertising [5] The Impacts of Choice Assortment Structures in Influencers' Recommendations on Consumers' Destination Attitude [6] Between Promise and Peril: Exploring Consumer Dilemmas in Generative AI-Assisted Shopping
Doctoral Forum:		
Session	Room	Title
D1B1: Consumer Behavior Page 26	Room 06	[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] Effect of Human and Deepfake Influencers on Brand Attitude: The Mediating Role of Cognitive Legitimacy and Moderating Role of Brand Perception [5] When AI Fails: How Anthropomorphic Design of Conversational AI Systems Shapes User Negative Word-of-Mouth Intentions [6] 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 Page 27	Room 07	[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] Research on Longitudinal Changes of Employee–Robot Co-Working Experience [5] How AI-Enabled Live Commerce Restructures Consumer Judgment: A Cognitive Decision Environment Perspective
D1B3: Strategy & Modeling Page 28	Room 09	[1] Research on the Growth Mechanism of Agricultural Regional Brand Ecosystems: Evidence from Tea Regional Brands [2] Governance, Survival, and Performance: An Empirical Two-Stage Model of Strategic Decoy Management [3] Precise First Buyer's Offer Drives Herding and Efficiency in Transparent Multiadic Negotiations: Evidence from NFT Markets [4] Decoding Health-Oriented Food Sales in E-Commerce: An Investigation Based on Large Language Models and Explainable Machine Learning [5] Retailer Pricing and Supplier Selection Strategies in a Dual-Sourcing Supply Chain

Time: June 7, 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 Page 29	O401	[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 Page 30	O402	[1] Concrete Guidance or Abstract Overview? How AR and 2D Navigation Drive User Well-Being through Divergent Spatial Cognition and Perceived Control [2] Cross-Modal Correspondence in Food Choice: Leveraging Acoustic-Sensory Congruence to Nudge Healthy Eating [3] Sliced to Share—A Shared Bite, A Shared Heart: How Food Presentation Boosts Travel Intention in Gastronomy Tourism Ads [4] [5] Should Hotels Follow the Robotic Trend? The Ripple Effect of Hotel Service Robot Adoption
D2T2B: Tourism Marketing Page 31	O403	[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 Page 32	O404	[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 Page 33	O405	[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 Page 34	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 Page 35	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
D2T5: High Quality Research Paper Workshop (Consumer Behavior) Page 36	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) Page 37	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: June 7, 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 Page38	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 Page 39	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

		[4] The Fashion Ostrich Effect: How Minimalist Style Helps Consumers Cope with Social Threats [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
D2A3 Consumer Behavior Page 40	O403	[1] AI Companions and the Silver Tourism Market: Marketing Implications of Socially Assistive Robots in Residential Tourism [2] The Role of Communal Motivation and Phygital-Digital Integration in Shaping Family's International Travel Behavior [3] How to Promote Low-Carbon Consumption in Tourism Through Social Norms? Theory and Evidence [4] From Thrill to Reflection: Understanding Dynamic Cognitive-Affective Shifts in Gamified Live-Streaming Commerce [5] E-Service Quality and Repurchase Intention in Live Commerce: The Mediating Role of Satisfaction
D2A4 Consumer Behavior Page 41	O404	[1] Post-Disaster Consumption: Thrift or Extravagance? [2] Consumer Resource Scarcity in Marketing: An ADO Framework and Qualitative Insights [3] How Streamer Gender Shapes Green Product Sales in Livestreaming E-Commerce: Insights from Gender Stereotypes [4] How Chronic Stress and Social Support Influence Exercise Behavior: The Mediating Roles of Time Scarcity and Time Control [5] Ambient Cues and Opportunistic Consumer Misconduct in Low-Accountability Settings: Coffee Scent as an Instantiation
D2A5 Consumer Behavior Page 42	O405	[1] The Limits of Anthropomorphic AI Recovery: The Moderating Role of Perceived Intelligence [2] The Impact of Facial Recognition on Consumers' Intertemporal Choice [3] Drawn In, Pushed Back: Why AI Virtual Streamers Elicit Both Purchase and Resistance [4] The Algorithm's Cold Touch: How Mechanistic Meta-Dehumanization Triggers Consumer Withdrawal [5] Standardize or Adapt? Empirical Evidence from Brand Value Dynamics
D2A6 Consumer Behavior Page 43	O406	[1] Solitude Preference and Motivation: Effects on Financial Help-seeking and Reciprocal Help-giving Behavior [2] So Convenient to Close? The Impact of Close Button Position on Digital Coupon Click Through Rates [3] Influence of Gesture Types of Digital Human on Consumer Engagement [4] Indulgent or Self-Controlled? How Streamer Characteristics and Health-Threat Message Framing Drive Purchase Intentions [5] How Can Nostalgia Appeal Enhance Advertising Persuasiveness? The Dual Role of Processing Fluency and Product Self-Relevance
D2A7 Modeling Page 44	O409	[1] When to Offer Price Match Guarantee: The Blessing of Supply Scarcity [2] Advertising Intensity and User Selectivity: Evidence from a Field Experiment [3] Signaling Cost via Advertised Minimum Price in Behavior-Based Pricing [4] Justifying the Fee: Product Quality and Pricing Strategies in Membership Retailing [5] Online Store Opening: Heterogeneous Effects and Implications for Shopping Malls
D2A8 Modeling	O410	[1] Don't Stop the Beat, or Maybe Do? The Energy Paradox in Short-Video Advertising

Page 45		[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 Page 46	O411	[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 Page 47	O412	[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 Page 48	O301	[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] Saving More, Buying Less? How Threshold Coupons Reshape Consumer Decision [5] Research on Optimization of Regional Doing Business for Consumer Welfare Maximization under Supply Chain Network Perspective
D2B2 Consumer Behavior Page 49	O302	[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 Consumer	O303	[1] Human or AI? The Interaction Effect of Design Source and Service Type

Behavior Page 50		[2] Style as Signal: How Does Surrealist Advertising Enhance Brand Innovativeness? A Serial Mediation Analysis Based on AI Salience and Advertising Imagination [3] The Supervision Effect of AI Robot on Consumer Norm Compliance and Improved Deployment Strategies [4] Beyond Tools: Configurational Effects of AI Affordances and User Readiness on User Creativity in Open Innovation Communities [5] When AI Uses Figurative Language: The Interactive Effects of Sales Agent Type and Language Style on Green Purchase Intention
D2B4 Consumer Behavior Page 51	O304	[1] Not Real, But Cool! How Extraordinary Narrative of Digital Human Influencers Empower Destination Brand Communication [2] The Impact of Virtual Influencer Anthropomorphism on Consumer Psychological Ownership: A Moderated Moderation Perspective [3] When Transparency Backfires: The Mediating Role of Perceived Uncertainty in Consumer Acceptance of High-Risk Products [4] Artificial Emotions, Real Destinations: How Virtual Influencers' Affective Content Triggers Tourists' Visit Intention [5] When Virtual Influencer Source Type Matches Consumer Self-Construal: Effects on Brand Attitude
D2B5 Modeling & Strategy Page 52	O305	[1] Convergence or Differentiation? The Impact of Mandatory AI Disclosure on Product Distinctiveness [2] The Efficiency Trap: Spatial Competition, Sales Force Standardization, and Firm Performance [3] Surviving Economic Adversity: Governance of Franchise Clusters [4] The Role of Marketing in Managerial Responses to SEC Investigations [5] Intra-Brand Spillover Effect of Product Placement on Automobile Sales
D2B6 Modeling & Strategy Page 53	O306	[1] Strategic B2B Marketing and Climate Action Strategies: A Dynamic Capability Perspective [2] Subscription or Advertising? Creator Heterogeneity and Content Provision Design in Digital Content Markets [3] Surviving Economic Adversity: Governance of Franchise Clusters [4] Firms' Competitive Behavior Over 25 Years of the Empire's Purchase: From a Network Point of View [5] Promoting Apps in the Chinese Market: Exploring Funnel Performance

Time: June 7, 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 Page 54	O410	[1] Nudge or Distraction? The Effects of Voiceover Narration on Short-Video Advertising Effectiveness [2] Demystifying the Impact of Video-on-Demand (VOD) versus Linear Streaming Format on Band Placement Recall: Interactive Role of Freedom Cues and Immersion [3] Comparing Apples and Oranges? When and Why Comparative Reviews Influence Purchase Intentions [4] How Sustainability Communication Influence Consumer Health Awareness? [5] Complementary Delight: The Impact of Uncertainty Gift Strategy on Customer Engagement Behavior
D2A12 Consumer Behavior Page 55	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] Renting Increases AI Preference: How Product Acquisition Mode Shapes Consumer Preference for Interaction Type? [4] When Discounts Come First: How Prepaid Price Promotions Increase Healthy Food over Unhealthy Food Choice [5] Rolling Calories Gather No Buyers: How Interactive Calorie Display Influences Purchase Intention [6] Foodie Persona and Its Effects on Consumer Perception and Behavior
D2A13 Strategy Page 56	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 [6] From Transaction History to Customer Risk Screening: Explainable AI for Churn Risk Identification
D2A14 Strategy Page 57	O302	[1] The Machine as a Sanctuary: Mechanisms Driving AI Interaction and Premium Payment Intentions among Socially Anxious Tourist [2] Friend or Foe? The Paradoxical Role of Tech Attitudes in Anthropomorphizing Brands in the Metaverse [3] Privacy-Law Information and Consumer Adoption of AI Personalization: Institutional Trust under Control-Loss Contexts [4] Underlying Mechanisms in Tourism Differentiated Pricing: The Interplay of Framing and Warm Glow in Shaping Tourists Willingness to Pay [5] HELP Truly Helps? Exploring the Roles of Warmth and Competence in Consumer Response to Pro-Agriculture Labels

D2A15 Strategy Page 58	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 [6] Understanding Recalls in China's Automobile Market: A Multi-Source Data Approach
D2A16 Strategy Page 59	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 [5] The impact of Entrepreneurial Resilience on Product Innovation: The Broaden-and-Build Perspective
Doctoral Forum: 4/F O Block, Macau University of Science and Technology		
Session	Room	Title
D2B7 Consumer Behavior Page 60	O401	[1] A Smile Is Not Enough: Professional Attire and Patient Choice in Online Healthcare [2] Self-Enhancement vs. Self-Interest? A Study on the Impact of Goal Setting on Energy Saving Behaviour [3] How Less Can Be More? The Impact of Meaningless Busyness on Consumer Preference for Sensory Density [4] How Device Configuration and Configurational Cues Shape Learning and Well-Being in Self-Quantification
D2B8 Consumer Behavior Page 61	O402	[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
D2B9 Consumer Behavior Page 62	O403	[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 Page 63	O404	[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 Page 64	O405	[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 Page 65	O305	[1] From Digital Virality to Brand Institutionalization: A Mechanism-Based Case Study of Harbin's Urban Branding [2] Automating Market Sensing in B2B Marketing through AI Agents: A Dynamic Capabilities Perspective and Exploratory Case Study of the Industrial Heat Pump Sector [3] More Than Words: How AIGC Business Rhetoric Drives Purchase Decisions in TikTok Beauty Marketing [4] Signaling Greed or Science? The Divergent Effects of Pricing Precision on Trust in Second-Hand Markets
D2B13 Strategy Page 66	O306	[1] The Influencer's Design Style, The Viewer's Mind: How Virtual Influencer Aesthetics and Consumer Personality Jointly Shape Impulsive Buying in Livestreaming [2] Flowery Language or Straightforward Narrative? Impact of Virtual Digital Human Language Style on Consumer Value Co-Creation Intention [3] Partition Dependence in Green Consumption: The Role of Gains and Losses [4] From Code to Culture: Research on the Brand 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:

- School of Economics and Management, China University of Mining and Technology (中國礦業大學經濟管理學院)
- School of Management, Guangdong University of Technology (廣東工業大學管理學院)
- Business School, Guangxi University (廣西大學管理學院)
- School of Management, Guangzhou University (廣州大學管理學院)
- Business School, Huaqiao University (華僑大學工商管理學院)
- Business School, Hunan University (湖南大學工商管理學院)
- School of Management, Jinan University (暨南大學管理學院)
- School of Business, Macau University of Science and Technology (澳門科技大學商學院)
- College of Tourism and Service Management,Nankai University(南開大學旅遊與服務學院)
- School of Management, Shandong University (山東大學管理學院)
- Business School, Shantou University (汕頭大學管理學院)
- School of Management, Shenzhen University (深圳大學管理學院)
- School of Business Administration, South China University of Technology (華南理工大學工商管理學院)
- School of Management, Sun Yat-sen University (中山大學管理學院)
- Department of Marketing, College of Management and Economics, Tianjin University (天津大學管理與經濟學部市場營銷系)

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, Xi'an 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: Ruby LEE (Journal of Product Innovation Management)

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

Yige (Willa) Wan*, Sarang Sunder, Debhuti Roy*

Indiana University

(4) 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

(5) 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

Regular Conference Paper (D1A5): Consumer Behavior

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

Session Chair: Junzhou ZHANG, Montclair State University

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

Fengjing Shentu, *Peiyao Cheng*

School of Future Design, Harbin Institute of Technology, Shenzhen

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

Wenting Feng, *Tingting Lan, Dihui Chang*

Hainan University

(6) 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

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: Filippo CuHIARELLO (University of Pisa)

(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) 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 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

(6) 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: Manqiong SHEN, Guangdong University of Technology
(沈曼瓊, 廣東工業大學)

Discussant: Na XIAO, Laurentian University

(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) Research on Longitudinal Changes of Employee–Robot Co-Working Experience

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: Xue ZHAO, Macau University of Science and Technology

(趙雪, 澳門科技大學)

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) 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

(3) 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

(4) 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

(5) Retailer Pricing and Supplier Selection Strategies in a Dual-Sourcing Supply Chain

Xiongfei Guo

University of Science and Technology of China

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) 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) 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

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

Ran Chen, *Zeya He, Dong Wang*

Shandong University

(4) 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

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

(揭赟, 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 (妥艷媜, 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 Univeristy

(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)

Yacheng SUN, Tsinghua University (孫亞程, 清華大學)

Discussant: Zhimin ZHOU, Shenzhen University (周志民, 深圳大學)

Yuansi HOU, University of Macau (侯遠思, 澳門大學)

(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

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 Tan 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***

Xi'an Jiaotong-Liverpool University

Regular Conference Paper (D2A3): Consumer Behavior

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

Session Chair: Xuewen WANG, Tianjin University

(王雪雯, 天津大學)

Discussant: Jamel KHENFER, Zayed University

(1) AI Companions and the Silver Tourism Market: Marketing Implications of Socially Assistive Robots in Residential Tourism

Herbert Sima

University of Auckland

(2) 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

(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: Xun Huang, Hong Kong Metropolitan 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, *Qinhai 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: Der-Wei 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) 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

(2) 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

(3) 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

(4) 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

(5) Standardize or Adapt? Empirical Evidence from Brand Value Dynamics

Sangwon Lee

Ball State University

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

Discussant: Savannah SHI, Santa Clara University

(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, University of Maryland

(3) Signaling Cost via Advertised Minimum Price in Behavior-Based Pricing

Lei Lei

Chongqing University

(4) Justifying the Fee: Product Quality and Pricing Strategies in Membership Retailing

Shandong Mou, *Xiaoyu Jin*

Central University of Finance and Economics

(5) 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

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: Yi PENG, 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) Saving More, Buying Less? How Threshold Coupons Reshape Consumer Decision

***Yidan Wang**, Xiaoling Li, Hongyu Yu*

Chongqing University

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

***Tingting Xiang**, Hongzhi Lin*

Southeast 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

School of Economics and Management, 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: Liangbo ZHANG, City University of Macau
(張良波, 澳門城市大學)

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: Yanan YU, Macau University of Science and Technology (于雅楠, 澳門科技大學)

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

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: Yanmei JIANG, Anhui University of Technology (蔣艷梅, 安徽工業大學)

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

(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) Renting Increases AI Preference: How Product Acquisition Mode Shapes Consumer Preference for Interaction Type?

Na Kang, *Yao Li*

Business School, Henan University

(4) When Discounts Come First: How Prepaid Price Promotions Increase Healthy Food over Unhealthy Food Choice

Run Zhou, *Jun Ye*

Xiamen University

(5) 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

(6) 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: Herbert SIMA, University of Auckland

Discussant: Ruiqi WEI, Emlyon Business School

(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, Ningbo, University of Nottingham Ningbo China

(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

(6) From Transaction History to Customer Risk Screening: Explainable AI for Churn Risk Identification

Hao Zheng*, Menghan Li*

Eastern Institute for Advanced Study, Eastern Institute of Technology, Ningbo, University of Nottingham Ningbo China

Regular Conference Paper (D2A14): Strategy

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

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

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) Friend or Foe? The Paradoxical Role of Tech Attitudes in Anthropomorphizing Brands in the Metaverse

Zefeng Shao, *Kifayat Nahiyan 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

(3) 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

(4) 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

(6) HELP Truly Helps? Exploring the Roles of Warmth and Competence in Consumer Response to Pro-Agriculture Labels

Xin Zhang, *Mengxi Gao, Yilin Huang*

Guilin University, Macau University of Science and Technology

Regular Conference Paper (D2A15): Strategy

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

Session Chair: Jiaolong XUE, Sichuan University

(薛驕龍, 四川大學)

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 Universit

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

Yue Xi, *Zuohao Hu*

Tsinghua University

(6) 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: Boyu LIN, Macao University of Tourism (林柏雨, 澳門旅遊大學)

Discussant: Manqiong SHEN, Guangdong University of Technology (沈曼瓊, 廣東工業大學)

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

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

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

(2) 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

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

Wenjun Xie*, Leonard Lee, Lei Zheng*

Macau University of Science and Technology, National University of Singapore

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

Xue Yang*, Laszlo Sajtos*

University of Auckland

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

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 Techonology

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, Jiaxin 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 Digital Virality to Brand Institutionalization: A Mechanism-Based Case Study of Harbin's Urban Branding

Shulun Liu

Communication University of China

(2) 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.

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

Yueying Lin

Yango University

(4) Signaling Greed or Science? The Divergent Effects of Pricing Precision on Trust in Second-Hand Markets

Dezheng Liu，*Zhihua Ding*

China University of Mining and Technology

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) 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

(2) 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

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

Shuyue Jia, *Lei Zhou*

School of Management, Guangdong University of Technology

(4) From Code to Culture: Research on the Brand 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

Siying 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

Invited Experts and Reviewers

APMA 2026 Invited Experts (A–Z by Surname)

Sandeep CHANDUKALA

Tenured Associate Professor and Area Coordinator of Marketing at Singapore Management University. His research interest lies in new technologies in marketing, retail analytics, and digital transformation. He has published in top-tier journals such as *Journal of Marketing* and *Marketing Science*. He currently serves as an Associate Editor for *Journal of Retailing*.

Yaping CHANG

Professor (Level 2) and Chair of the Marketing Department at Huazhong University of Science and Technology. His research focuses on smart marketing and digital transformation, with publications in leading journals such as *Journal of the Academy of Marketing Science*.

Fangyuan CHEN

Associate Professor and Assistant Dean at the University of Macau. Her research interests include AI anthropomorphism, consumer well-being, digital persuasion, and disadvantaged consumers. She has published in leading journals such as *Journal of Consumer Research* and *Journal of Consumer Psychology*.

Xingyu CHEN

Vice Dean, Distinguished Professor and Doctoral Supervisor at the School of Management, Shenzhen University. She is a recipient of Shenzhen Overseas High-level Talent Program (Peacock Plan). He is also a national-level talent. Her research focuses on social media marketing models and big data marketing. Her works have been published in top-tier journals such as *Journal of Marketing Research* and *Marketing Science*.

Yubo CHEN

Coca-Cola Chair Professor at Tsinghua University and Director of the Center for Internet Development and Governance. He is also a national-level talent. His research focuses on digital economy, digital transformation, digital platforms, big data and business innovation, and sustainability strategy. He has published extensively in *Management Science* and *Marketing Science*. He also serves as the Editor-in-Chief of *Journal of Marketing Science* and Department Editor of *Journal of Management Sciences in China*.

Zengxiang CHEN

Professor, Doctoral Supervisor, Assistant to the Dean and “Hundred Talents Program” scholar at the International School of Business & Finance, Sun Yat-sen University. He is also a national-level talent. His research interests include brand management, consumer psychology, and interdisciplinary studies at the intersection of psychology and finance. His work has been published in top-tier journals such as *Journal of Marketing* and *Journal of Consumer Psychology*.

Filippo CHIARELLO

Associate Professor of Management Engineering and Vice Director of the Teaching and Learning Centre at the University of Pisa. His research centers on generative AI applications in education, natural language processing, and the circular economy. He also contributes to interdisciplinary research bridging engineering design and sustainability.

Xianchi DAI

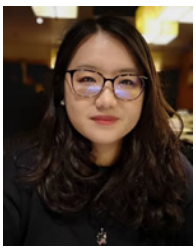
Associate Professor of Marketing at The Chinese University of Hong Kong. His research interests lie in judgment and decision making, motivation and self-control, intertemporal choices, and subjective well-being. His research has been published extensively in top-tier journals such as *Journal of Marketing Research* and *Journal of Consumer Research*.

Gongxing GUO

Vice Dean and Professor of the School of Business at Shantou University. His research focuses on cross-cultural consumer behavior, tourism consumer behavior, and organizational behavior. His work has been published in journals such as *Journal of Business Ethics* and *International Journal of Hospitality Management*.

Zeya HE

Professor and Chair of the Department of Culture and Tourism at Shandong University. Her research focuses on digital marketing, service innovation marketing, consumer behavior, and big data analytics. Her work has appeared in leading journals such as *Tourism Managemen*t and *Journal of Travel Research*.

 **Yuansi HOU**

Associate Professor in the Department of Integrated Resort and Tourism Management at the University of Macau. Previously, she was a Reader in Marketing at Queen Mary University of London. Her research interest lies in consumer psychology in new-technology environments, algorithmic ethics, sustainable behavior, and sensory marketing. Her work appears in journals such as the *Journal of Consumer Psychology*, *Tourism Management*, and *Annals of Tourism Research*, where she serves as the Social Media Editor.

Jia JIN

Deputy Dean of the School of Business and Management at Shanghai International Studies University. She specializes in basic and applied research using cognitive neuroscience tools such as ERP, eye tracking, tDCS, fNIRS, and fMRI. Her work has been published in journals such as *Internet Research* and *European Journal of Marketing*.

Thomas KRAMER

Professor of Marketing and Associate Dean of the Undergraduate Business Programs, University of California, Riverside. His research interests focus on examining factors that influence preference construction and subsequent decision-making. His research has appeared in top-tier journals such as *Journal of Consumer Research*, *Journal of Marketing Research*, and *Marketing Science*. He currently serves as Associate Editor at *Journal of Consumer Psychology*.

Leonard LEE

Professor of Marketing at National University of Singapore and Director and Lloyd's Register Foundation Professor of the Lloyd's Register Foundation Institute for the Public Understanding of Risk. His research explores consumer psychology and risk perception. His work has been extensively published in *Journal of Consumer Research* and *Journal of Marketing*. He currently serves as Associate Editor of *Journal of Consumer Psychology* and *Journal of Public Policy and Marketing*.

Ruby (Pui Wan) LEE

Bob Sasser Professor and Director (Dept Head) of the School of Marketing at Florida State University. Her research centers on marketing strategy, product innovation management, and multinational business operations. Her work has been published in leading journals such as *Journal of Marketing* and *Journal of the Academy of Marketing Science*. She currently serves as Co-Editor-in-Chief of *Journal of Product Innovation Management*.

Chunqing LI

Professor and Doctoral Supervisor at the Department of Business Administration, Northwest University. Her research interests include marketing strategy, relationship marketing, brand growth, stakeholder identification, business model innovation, and entrepreneurship education. She has published numerous papers in renowned domestic and international journals.

Krista J. LI

The Blanche "Peg" Philpott Professor, Professor of Marketing, and Doctoral Program Coordinator at Kelley School of Business, Indiana University. Her research focuses on consumer behavior and new technology in marketing. She has published numerous papers in leading journals such as *Marketing Science, Journal of Marketing Research,* and *Journal of Marketing.* She currently serves as the Guest Associate Editor of *Management Science*, Associate Editor of *Journal of Marketing*, Senior Editor of *Production and Operations Management*, and Associate Editor of *Decision Sciences*.

Mimi LI

Professor and Associate Director of the Research Centre for Digital Transformation of Tourism at the School of Hotel and Tourism Management, The Hong Kong Polytechnic University. She is specialized in tourism and hospitality marketing, tourist behavior, and tourism planning, with a recent emphasis on children and family tourism. She has published in journals such as *Tourism Management* and *Journal of Travel Research*.

Shibo LI

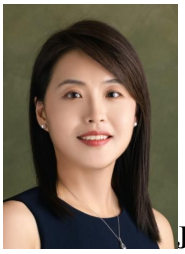
John R. Gibbs Professor of Marketing at the Kelley School of Business, Indiana University. His research focuses on consumer dynamics, analytical customer relationship management, and interactive marketing, appearing in premier journals such as *Marketing Science*, *Journal of Marketing Research*, and *Journal of Marketing*.

Xiang (Robert) LI

Fung King Hey Memorial Professor of Tourism Management and Director of the School of Hotel and Tourism Management at the Chinese University of Hong Kong Business School. His research focuses on destination marketing and tourist behavior. His work has been published in leading tourism journals such as *Tourism Management*. He currently holds various editorial responsibilities for 14 journals.

Jianping LIANG

Professor, Doctoral Supervisor, “Hundred Talents Program” scholar and Director of the Asia-Pacific Case Development and Research Center at Sun Yat-sen University. His research interests include cognition and emotion, socially facilitative behaviors, marketing and emerging technologies, brand management, as well as cultural and social influences. His work has been published in top-tier journals such as *Journal of Consumer Research* and *Journal of Consumer Psychology*.

 **Jia LIU**

Associate Professor of Marketing at the Hong Kong University of Science and Technology. Her research leverages AI and big data analytics, spanning marketing intelligence, generative search optimization, and supply chain intelligence. Her work has appeared in top-tier journals such as *Marketing Science*, *Journal of Marketing Research*, and *Nature Human Behaviour*.

Alexandre LOBO

Vice-Rector for Research and Innovation and Professor at the University of Saint Joseph. His work centers on neuroscience applied to management, as well as business analytics and artificial intelligence. He is the founder of the Laboratory of Applied Neurosciences at USJ and a board member of the Macau Spin Incubation Center.

Shijie LV

Howard J. and Geraldine F. Korth Associate Professor of Marketing at the University of Notre Dame. His research examines the interaction between firms and consumers on digital media, including online advertising and user-generated content. His work has appeared in top-tier journals such as *Marketing Science* and *Journal of Marketing Research*. He currently serves as an Associate Editor of *Marketing Science*, *Journal of Marketing*, and *Journal of Interactive Marketing*.

Shuang MA

Professor and Doctoral Supervisor in the Department of E-Commerce at the School of International Trade and Economics, University of International Business and Economics. She is also a national-level talent. Her research focuses on the platform economy, emerging digital technologies, and digital marketing. Her work has appeared in journals such as *Journal of Marketing* and *Information Systems Research*. She currently serves as an Associate Editor of *Nankai Business Review International* and Guest Editor-in-Chief of *Foreign Economics & Management*.

Jun PANG

Professor at the Business School, Sun Yat-sen University. She is also a national-level talent. Her research focuses on consumer psychology and behavior in new-technology environments, brand management, and sensory marketing. Her work has appeared in top-tier journals such as *Journal of Marketing*, *MIS Quarterly*, and *Journal of the Academy of Marketing Science*.

Ian PHAU

John Curtin Distinguished Professor in the School of Management and Marketing, Curtin University, and Director of the Luxury Branding Research Cluster. His research focuses on luxury branding, brand counterfeiting, and advertising appeals, with work published in journals such as *Journal of Business Research* and *European Journal of Marketing.* He is the Editor-in-Chief of *Asia Pacific Journal of Marketing and Logistics*.

Sally Hill RAO

Associate Professor of Marketing at the University of Adelaide. Her research interests include services marketing, consumer sustainable consumption behavior, social media influencer marketing, and technology adoption (AI and Blockchain). She has published extensively in *European Journal of Marketing* and *Internet Research*.

Julio SEVILLA

L. Edmund Rast Chair of Business and Professor in the Department of Marketing at the University of Georgia. His research specializes in consumer behavior, retailing and packaging, numeric cognition and pricing, and multicultural marketing. His work has been published in journals such as *Journal of Marketing* and *Journal of Marketing Research*.

Yanzheng TUO

Associate Professor and Master's Supervisor in the College of Tourism and Service Management, Nankai University. Her research focuses on artificial intelligence and tourism, destination marketing, virtual influencers, and Belt and Road tourism. Her work has appeared in leading journals such as *Tourism Management*.

Danny T. WANG

Associate Professor and Associate Head of the Department of Marketing in the School of Business at Hong Kong Baptist University. His research focuses on artificial intelligence applications in business, digital business strategy, B2B marketing strategy, and international business. His work has been published in premier journals such as *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of International Business Studies*.

Haizhong WANG

Professor and Chair of the Department of Marketing at the School of Management, Sun Yat-sen University, and Director of the China Brand Research Center. His research focuses on brand management and brand strategy, marketing strategy, and national brand strategy. His work has been published in premier journals such as *Journal of Marketing* and *Journal of the Academy of Marketing Science*.

Liangyan WANG

Professor (with tenure) and Chair of the Marketing Department at Antai College of Economics and Management, Shanghai Jiao Tong University. Her research focuses on brand management and consumer behavior. Her work has appeared in premier journals such as *Journal of Marketing Research* and *Journal of Consumer Research*.

Chen YANG

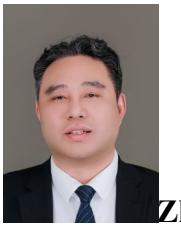
Associate Professor and Doctoral Supervisor in the Marketing Department at the School of Business Administration, South China University of Technology. Her research draws on psychological and behavioral theory to study brand management and consumer psychology, with particular focus on trust in healthcare artificial intelligence, sensory marketing, and pro-environmental behavior. Her work has appeared in top-tier journals such as *Journal of Consumer Research* and *Journal of Travel Research*.

Cheng YI

Associate Professor (with tenure) at the School of Economics and Management, Tsinghua University. Her research centers on human-computer interaction and e-commerce. Her work has appeared in leading journals such as *MIS Quarterly* and *Management Science*. She currently serves as the Associate Editor of *MIS Quarterly*, *Electronic Commerce Research*, and *Electronic Commerce Research and Applications.*

Xiaoying ZHENG

Professor and "Hundred Talents Program" scholar in the Department of Marketing at the Business School, Sun Yat-sen University. Her research focuses on consumer psychology and behavior, branding and advertising, and product design and retailing. Her work has appeared in journals such as *International Journal of Research in Marketing* and *Journal of Retailing*.

 **Zhimin ZHOU**

Professor and Doctoral Supervisor in the Department of Marketing at the College of Management, Shenzhen University. His research focuses on brand management, with particular emphasis on brand communities and brand relationships. His work has appeared in journals such as *Journal of the Academy of Marketing Science* and *Journal of Business Research*. He serves as an Associate Editor for *Journal of Global Marketing*.

Final Review Experts for Conference Regular Papers (A–Z by Surname)

Xiaoling LI

Professor, Chair of the Marketing Department, and a national-level talent at the School of Economics and Business Administration, Chongqing University. Her research focuses on online platform market innovation, online advertising, and social network influence, with work published in premier journals such as *Journal of Marketing Research*, *Information Systems Research*, and *Journal of the Academy of Marketing Science*.

Hao SHEN

Professor of Marketing in the Department of Marketing at the CUHK Business School, The Chinese University of Hong Kong. His research focuses on the effects of mood and procedural knowledge, culture, and sensory marketing. His work has appeared in top-tier journals such as *Journal of Consumer Research*, *Journal of Marketing Research*, and *Journal of Personality and Social Psychology*.

Yacheng SUN

Professor (with tenure) and Chair of the Department of Marketing at the School of Economics and Management, Tsinghua University. He is also a national-level talent. His research focuses on big data marketing, internet platforms, pricing strategy, and customer relationship management. His work has appeared in premier journals such as *PNAS* and *Marketing Science*. He serves as an Associate Editor for *Journal of Marketing Science*.

Final Review Experts for Doctoral Forum Papers (A–Z by Surname)

Fengyan CAI

Distinguished Professor, Doctoral Supervisor, and Chair of the Marketing Department at the Antai College of Economics and Management, Shanghai Jiao Tong University. She is also a national-level talent. Her research focuses on prosocial consumer behavior, green marketing, pricing, and digital marketing. Her work has appeared in premier journals such as *Journal of Marketing*, *Journal of Consumer Research*, and *Journal of Marketing Research*. She currently serves as a Subject Editor of *Journal of Marketing Science*.

Yitian LIANG

Assistant to the Dean and Associate Professor (with tenure) at the School of Economics and Management, Tsinghua University. He is also a national-level talent. His research focuses on big data marketing analytics and marketing decision modeling. His work has appeared in leading journals such as *Journal of Marketing Research* and *Management Science*. He currently serves as Vice Chair of the Editorial Board of *Journal of Marketing Science*.

Fu'e ZENG

Professor in the Department of Marketing and Tourism Management at the Economics and Management School, Wuhan University. He is also a national-level talent. Her research focuses on marketing ethics, organizational marketing, industrial marketing, consumer behavior, and online marketing. Her work has appeared in several top-tier journals.

Review Experts for Conference Regular Papers (A–Z by Surname)

- Rui CHEN, Xiamen University
- Yuetao GAO, Xiamen University
- Feifei HUANG, The Hong Kong Polytechnic University
- Yunhui HUANG, Nanjing University
- Fang JIA, Shenzhen University
- Jianping LIANG, Sun Yat-sen University
- Ling PENG, Lingnan University (Hong Kong)
- Liping QIAN, Chongqing University
- Xingyao REN, Nankai University
- Song SU, Beijing Normal University
- Zelin TONG, Hainan University
- Ying WANG, Beijing Normal-Hong Kong Baptist University
- Xuehua WANG, Tongji University
- Yi XIE, Beijing Normal University
- Lan XU, Wuhan University
- Qian XU, Fudan University
- Li YAN, University of Macau
- Jin ZHANG, Jinan University
- Haichuan ZHAO, Shandong University
- Xiaoying ZHENG, Sun Yat-sen University

Review Experts for Doctoral Forum Papers (A–Z by Surname)

- Yanli JIA, Xiamen University
- Xing LI, Peking University
- Yixia SUN, Zhejiang University
- Xue WANG, Renmin University of China
- Yunlu YIN, Fudan University
- Mengzhou ZHUANG, The University of Hong Kong

Institution Introduction (A–Z by Chinese Initials)

School of Business, Macau University of Science and Technology｜澳門科技大學商學院

Established in 2000, the School of Business (MSB) is one of the first four faculties in the Macau University of Science and Technology (MUST) and is also the largest one in the university. The MSB offers 2 undergraduate programs, 11 master's programs (including the Master of Financial Technology), and 2 doctoral programs, with more than 6,500 enrolled students. 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. Its programs are also recognized by leading professional bodies, including ACCA, CPA Australia, and CIMA. According to the Times Higher Education (THE) World University Rankings by Subject 2026, the subject of "Business and Economics" of MUST is ranked in the range of 151-175 globally and first in Macao. The MSB maintains a highly international faculty, with core academic staff holding degrees from leading universities worldwide. MSB is currently recruiting outstanding academic talents worldwide, with the aim of jointly building a leading business school in the Asia-Pacific region.

澳門科技大學商學院（School of Business，MSB）創立於 2000 年，是澳門科技大學建校伊始的四大學院之一，亦是全校規模最大的學院。學院設有 2 個本科、11 個碩士（含金融科技碩士）及 2 個博士學位課程，在讀學生逾 6500 人。學院 2023 年 7 月正式獲 AACSB 國際認證，躋身全球前 6%頂尖商學院；課程同步獲得 ACCA、CPA Australia、CIMA 等國際專業認證。在英國《泰晤士高等教育》機構公佈的 2026 年世界大學學科排名中，澳門科技大學在“商業和經濟學”學科位列 151-175 之間，為澳門首位。此外，學院師資團隊國際化程度高，覈心教研人員均畢業於世界頂尖高校。現面向全球誠聘優秀教研人才，共建亞太一流商學院。

School of Business, Guangxi University｜廣西大學工商管理學院

The School of Business, Guangxi University, traces its origins to the Department of Economics established in 1937. Mr. Li Da, a delegate of the First National Congress of the Communist Party of China and a renowned thinker, political theorist, and philosopher, served as the inaugural head of the department. The School currently holds a first-level doctoral degree authorization in Business Administration. It was the earliest institution in Guangxi to offer MBA education and is presently the only institution in Guangxi authorized to offer EMBA programs. The School boasts a strong and distinguished faculty, including scholars who receive special government allowances from the State Council, nationally recognized advanced accounting professionals, and national young experts in the tourism industry. Its teaching, research, and experimental facilities are well-developed. The Economics and Management Experimental Center is a key laboratory in Guangxi universities and the first national-level experimental teaching demonstration center in economics and management disciplines in the region. The School is currently recruiting outstanding talents worldwide, with the vision of jointly building a high-level business school.

廣西大學工商管理學院前身為 1937 年成立的廣西大學經濟學系。中共“一大”代表、著名思想家、政治家、哲學家李達先生擔任首任系主任。學院現有工商管理一級學科博士學位授權點，是廣西最早培養 MBA 的院校，也是現時廣西唯一培養 EMBA 的院校。學院師資力量精良，教師隊伍包括享受國務院政府特殊津貼專家、全國先進會計工作者、國家旅遊業青年專家等。學院教學科研和實驗設施完備，經濟與管理實驗中心是

廣西高校重點實驗室，也是廣西首個經管類國家級實驗教學示範中心。 現面向全球誠聘英才，共築高水准商學院。

School of Management, Shandong University｜山東大學管理學院

The School of Management, Shandong University, is rooted in the Qilu region, serves China, and engages with the world. It is a comprehensive management school recognized as nationally leading and regionally outstanding in China. The School offers a comprehensive talent development system covering undergraduate to doctoral programs. Its Business Administration discipline is rated A- in the Fifth Round of Discipline Evaluation in China. The School has developed a strong academic team led by distinguished scholars, supported by mid-career and young faculty members, and characterized by close collaboration with scholars both domestically and internationally. Its faculty includes scholars selected for national high-level talent programs, nationally recognized young scholars, distinguished professors under the Taishan Scholars Program, and Taishan Young Scholars. The School demonstrates strong research capacity. Over the past five years, it has secured more than 100 national-level research projects funded by the National Natural Science Foundation of China and the National Social Science Foundation of China, and has published numerous papers in UTD24 and FT50 journals, with continuously growing international influence. The School is currently recruiting outstanding scholars from around the world, with the goal of with the goal of working together to build a high-level management discipline.

山東大學管理學院植根齊魯、服務中國、面向世界，是國內一流、區域領先的綜合性管理學院。學院擁有本科、碩士、博士完整培養體系，工商管理專業在第五輪學科評估中為 A-。學院擁有一支以高水准學者為核心、中青年教師為骨幹、國內外學者緊密合作的學術梯隊，含國家特支計畫領軍人才，國家級青年人才，泰山學者特聘教授，泰山學者青年專家等。學院科研實力突出，近五年獲批國自科、國社科等國家級項目超百項，在 UTD24/FT50 等高等級期刊發表多篇論文，國際影響力持續提升。現面向全球誠聘海內外優秀學者，共建高水准管理學科。

School of Business, Shantou University｜汕頭大學商學院

The School of Business, Shantou University, is committed to becoming a forward-looking institution that keeps pace with the times and equips students with global competence. The School offers a comprehensive education system at both undergraduate and master’s levels. It provides six undergraduate programs, including three national first-class and two provincial first-class undergraduate programs. At the graduate level, the School offers first-level master’s degree programs in Business Administration and Applied Economics, as well as professional master’s programs including MBA, MPAcc, and MEM. The School has achieved significant progress in faculty development and academic research. Ninety-nine percent of its faculty members hold doctoral degrees, and over 60% have overseas academic or professional experience. In the past five years, the School has undertaken more than ten national-level research projects and published numerous high-quality papers in UTD24 and FT50 journals. Currently, the School has obtained BGA Gold Accreditation and EPAS Accreditation, and is an AACSB member institution. It maintains in-depth collaborations with more than 30 renowned business schools worldwide. The School is now recruiting outstanding scholars worldwide and warmly invites scholars from around the world to join.

汕頭大學商學院致力於成為一所與時俱進、能够賦予全球競爭力的學院。學院擁有本科、碩士完整培養體系，開設 6 個本科專業，含 3 個國家級、2 個省級一流本科專業；設有工商管理、應用經濟學一級學科碩士點及 MBA、MPAcc、MEM 專業碩士點。學院教師團隊建設和學術研究成果顯著，99%教師具有博士學位，60%以上擁有海外經歷，近五年承擔國家級項目十餘項，在 UTD24、FT50 等期刊發表高水准論文多篇。現時，學院通過 BGA 金牌認證、EPAS 認證，並為 AACSB 會員，與全球 30 餘所知名商學院深度合作。現面向全球誠聘優秀教研人才，誠邀海內外英才加盟。

College of Management, Shenzhen University｜深圳大學管理學院

The College of Management, Shenzhen University, is committed to building a leading international business school in the Guangdong–Hong Kong–Macao Greater Bay Area. The College offers a complete talent development system at the undergraduate, master's, and doctoral levels. It has assembled a high-level faculty team comprising academicians, Distinguished Professors selected for national high-level talent programs, recipients of the National Science Fund for Distinguished Young Scholars, Outstanding Young Scholars supported by the Ministry of Education's New Century Excellent Talents Program, and Pearl River Scholars. The College has undertaken major and key national-level research projects. It is the first business school in Shenzhen to obtain AACSB (Association to Advance Collegiate Schools of Business) accreditation. It has also been awarded BGA (Business Graduates Association) Gold Accreditation. These two international accreditations demonstrate that the College has reached a world-class level in terms of internationalization, teaching quality, and research excellence, and has gained wide recognition from the global academic community. The College is currently inviting outstanding scholars from around the world to join us and jointly advance academic innovation and development.

深圳大學管理學院致力於打造灣區一流國際化商學院，具有本科、碩士、博士完整培養體系，擁有包括院士、國家級高層次人才計畫特聘教授、國家傑青、教育部新世紀優秀人才、珠江學者等高水准的師資隊伍，承擔了國家級重大重點研究專案。是深圳首家通過 AACSB（國際精英商學院協會）高水准國際認證的本土商學院，並榮獲了 BGA（英國商學院畢業生協會）金牌認證。兩大認證標誌著學院在國際化辦學、教學品質、科研水準等方面均達到了國際一流水准，得到了國際社會的廣泛認可。現誠邀海內外優秀學者加盟，共同推動學院學術創新與發展。

School of Business, Sun Yat-sen University｜中山大學管理學院

The School of Business, Sun Yat-sen University, is a leading business school in China. It has established a comprehensive talent development system covering undergraduate, master's, and doctoral programs, and its Business Administration discipline ranks among the top nationwide. The School is supported by a strong and distinguished faculty, including nationally recognized high-level talents, outstanding young scholars, and leading provincial-level experts. Its research achievements are substantial, and it continues to undertake multiple major and key national research projects. The School is a pioneer in international business education in China. It has obtained the three most prestigious global accreditations in business education—AACSB, EQUIS, and AMBA—and is widely recognized as a world-class business school with an outstanding international reputation. Leveraging its strategic location in the Guangdong–Hong Kong–Macao Greater Bay Area, the School maintains extensive international academic collaborations and exchanges. It is currently recruiting outstanding scholars worldwide and

warmly invites distinguished academics from home and abroad to join in advancing academic excellence and innovation.

中山大學管理學院是國內頂尖的商學院，建有本科、碩士、博士完整人才培養體系，工商管理學科實力位居全國前列。學院師資陣容強大，匯聚國家級高層次人才、傑出青年學者、省級領軍人才等大批學術骨幹，科研成果豐碩，持續承擔多項國家級重大、重點科研專案。學院國際化辦學水准領先，先後斬獲 AACSB、EQUIS、AMBA 三項全球頂級商學院認證，躋身世界一流商學院行列，國際聲譽卓著。依託粵港澳大灣區區位優勢，學院對外學術交流廣泛。現面向全球廣納賢才，誠邀海內外優秀學者加盟，攜手共創學術新高。

Sponsor/Partner Introduction

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

Zhuhai Da Heng Qin Development Co., Ltd. is the core enterprise of the industrial technology sector under Zhukuan Group. The company firmly implements the decisions and plans of the Zhuhai Municipal Party Committee and municipal government, closely aligns with the strategic deployment of the Guangdong-Macao In-depth Cooperation Zone，and adheres to the dual headquarters strategy of Zhukuan Group. Committed to market-oriented and professional development, the company provides one-stop and comprehensive services for enterprises and talents, focusing on the Zhuhai-Macao-Hengqin region while extending its influence across the Greater Bay Area.
The company currently operates five wholly-owned subsidiaries, managing over 8 million square meters of industrial park space. It has attracted nearly a thousand enterprises and ten thousand talents, establishing a distinctive development model characterized by “one park, one policy; one park, one specialty.” The company has earned more than 40 national, provincial, and municipal honors and qualifications, including National Science and Technology Enterprise Incubator, National-level Mass Innovation Space, National Advertising Industry Park, and National Demonstration Base for Small and Micro Enterprises' Entrepreneurship and Innovation. Its main credit rating stands at AA+.

珠海大橫琴發展有限公司是珠光集團產業科技板塊板主企業。公司堅決貫徹落實珠海市委、市政府決策部署，緊扣橫琴粵澳深度合作區「澳門＋橫琴」的戰略部署，圍繞珠光集團雙總部戰略定位，堅持市場化、專業化發展，為企業和人才提供一站式、全方位服務，深耕珠澳琴、輻射大灣區，持續擴大和深化粵澳合作，全力助推區域一體化高品質發展。

公司現有五家全資子公司，營運管理園區總面積超過800萬平方公尺，吸引了近千家企業入駐和萬名人才辦公，形成了「一園一策、一園一特色」集聚發展優勢，獲得國家級科技企業孵化器、國家級眾創空間、國家廣告產業園區、國家小型微型企業創業創新示範基地等40多項國家和省市榮譽資質。公司主體信用評級AA+。

Credamo 丨見數

Credamo is a professional all-in-one data platform for research and modeling, offering global academic institutions and enterprises a comprehensive solution that integrates survey design, sample collection, and statistical analysis. The platform has access to over 3 million verified local respondents in China and covers international samples from more than ten countries, supporting large-scale, multi-region targeted research. To date, Credamo has served over 3,000 universities and 4,000 enterprises worldwide, building deep expertise in fields such as management and psychology. It has also been recognized as a default data collection platform on AsPredicted, a globally trusted pre-registration platform.
The platform integrates advanced features such as eye-tracking, EEG, and AIQ assessment, continuously expanding the frontiers of human-computer interaction and intelligent research. At the same time, Credamo actively fosters its academic ecosystem by launching the journal JABBS, managing six major academic competitions, and building OPENS—open science data platform, driving deep integration of industry, academia, and research.
Credamo has established Credamo Inc. in Seattle, USA. Through long-term partnerships with top international conferences such as AOM, ACR, and ANZMAC, the company continuously building a global ecosystem network to create value for global partners and researchers.

「Credamo 見數」是專業的調研與建模一體化資料平台，為全球院校及企業提供一站式問卷設計、樣本採集與統計分析服務。平台擁有 300 萬＋國內實名樣本，並覆蓋十餘個國家的海外樣本，支援大規模、多區域的精準調研。目前，平台已服務 3000 餘所全球高校及 4000 餘家企業，在管理學、心理學等學科累積了深厚的學術服務經驗，並已成為全球權威預註冊平台 AsPredicted 的預設資料平台之一。

平台整合眼動追蹤、腦電 EEG、AIQ 測評等前沿功能，持續拓展人機互動與智慧研究的邊界。同時，公司積極建構學術生態，創辦學術期刊 JABBS，深耕六大賽事，打造 OPENS 開放科學資料平台，推動產學研深度融合。

秉承國際化發展戰略，公司在美國西雅圖設立 Credamo Inc.，與 AOM、ACR、ANZMAC 等國際頂級會議建立長期合作關係，持續建構全球化生態網路，為全球合作夥伴與研究者創造價值。」

YONYOU SOFTWARE (MACAO) CO., LTD. | 用友澳門

Yonyou (full name: Yonyou Network Technology Co., Ltd.) was founded in 1988. After 38 years of development, it has grown into a global leader in enterprise digital intelligence software and services. Yonyou Software (Macau) Co., Ltd. (shortened as "Yonyou Macau") is a wholly-owned subsidiary of Yonyou , established in 2009. Over the past decade, Yonyou Macau has introduced advanced management practices and digital technologies to Macau, serving more than 200 local clients and extending its services to regions including Hengqin, Guangdong. Going forward, it will continue to lead enterprises in the Hengqin-Macau area toward steady progress and high-quality development in their digital and intelligent transformation journey.

「用友」（全稱「用友網絡科技股份有限公司」）創立於 1988 年，歷經 38 年已發展成為全球領先的企業數智化軟體與服務提供商。用友軟件（澳門）有限公司（簡稱「用友澳門」）是用友全資子公司，成立於 2009 年。十多年來，用友澳門將優秀的管理實踐和數位技術帶入澳門，服務本澳客戶超過 200 多家，服務範圍輻射廣東橫琴等地區，未來將繼續引領琴澳企業在數智化轉型的道路上穩健前行與高品質發展。

EVERLOYAL | 恆摯科技

Beijing EverLoyal Technology Co., Ltd. (EverLoyal) is an innovative high-tech enterprise focusing on cutting-edge technologies. We have been deeply engaged in the interdisciplinary fields of Brain Science & BCI, Neuromanagement, Human Factors Engineering, Biomechanics, Mimetic Environment, XR Simulation Reality and so on. We have built an integrated operation system of "R&D, production, sales and technical services", and can provide one-stop, high-quality and customized technology solutions. With its continuous innovation capacity, EverLoyal has obtained a number of invention patents, software copyrights and registered trademarks, been selected as a "National High-Tech Enterprise", and participated in the formulation of national and group standards.

EverLoyal has long served universities and research institutes, and maintained in-depth cooperation with national-level societies such as the Chinese Ergonomics Society, Chinese Society of Technology Economics and the Chinese Psychological Society, so as to promote technological exchanges and industrial development. In the future, adhering to the core philosophy of "Contributing to Scientific Research", EverLoyal will strive to become a leading research-supporting technology enterprise in the industry. It will boost national scientific and technological progress and high-quality social development through technological innovation, and join hands with partners from all walks of life to embrace a future empowered by technology.

北京恆摯科技有限公司（以下簡稱「恆摯科技」），是專注前沿科技的創新型高新技術企業，深耕腦科學與腦機接口、神經管理、人因工程、生物力學、擬態環境及 XR 仿真現實等多學科交叉領域。公司構建「研發－生產－銷售－技術服務」一體化營運體系，可提供一站式、高品質客製化科技解決方案；憑藉持續創新能力，累計獲得多項發明專利、軟件著作權及註冊商標，入選「國家高新技術企業」名單，並參與國家標準與團體標準編制。

恆摯科技長期服務高校及科研院所，與中國人類工效學學會、中國技術經濟學會、中國心理學等十多個國家級學會深度合作，推動技術交流與行業發展。未來，恆摯科技將繼續秉持「為科研事業盡一份力」的核心理念，致力於成為行業領先的科研支援型科技企業，以技術創新助力國家科技進步與社會高品質發展，攜手各界夥伴共赴科技賦能未來。

ESAVVO

ESAVVO

ESAVVO is a brand company who develops next-generation extended reality (XR) systems, smart wearables, and ecosystem accessories that span AR/VR/MR devices and beyond. We bring clarity and intelligence to the rapidly evolving world of human–AI interaction. Our mission is to create precise, beautifully designed technologies that feel natural and alive—sharpening how people perceive, connect with, and navigate an increasingly intelligent digital world.

ESAVVO 是一家立足北美、面向全球的高端 AI 智能硬件品牌公司。我們致力於重構人類與物理世界的互動體驗，專注於開發新一代擴增實境（XR）系統、智能穿戴設備及配套生態產品。從極限運動的高性能裝備，到工業與服務場景的智能化終端，ESAVVO 將前沿 AI 交互與機能主義美學完美融合。以「感官延伸」為核心使命，我們旨在打造精准、優雅且具備生命力的智能技術，幫助用戶在高度互聯的數字世界中，以更直觀、更高效的方式感知與探索未來。

PASTELARIA YENG KEE ｜英記餅家

Established in 1928, Yeng Kee under Future Bright Group is an iconic time-honored souvenir brand of Macau. Equipped with an independent standardized production plant in Macau, all our products are 100% locally made in Macau. We adhere to international food safety standards and have obtained a range of certifications, earning widespread recognition for product quality. Our core product lineup includes almond cookies, phoenix egg rolls, dried meat and various festive pastries. While inheriting traditional pastry-making techniques, we keep innovating to cater to market trends.The brand also actively engages in cross-border collaborations. We have partnered with renowned IPs such as Snoopy to launch themed pastries and gift boxes, and opened exclusive co-branded stores, bringing trendy vitality to this century-old brand. With outlets across major commercial districts in Macau, our products sell well at home and abroad. We stand as one of the representative food brands showcasing authentic Macau flavours.
澳門佳英食品有限公司旗下澳門英記餅家始創於 1928 年，隸屬佳景集團，是澳門歷史悠久的老牌手信企業。公司在澳門擁有獨立標準化生產廠房，百分百澳門製造，嚴格執行國際食品安全規範，並獲得多項認證，品質廣受認可。品牌主營杏仁餅、鳳凰卷、手工蛋卷、肉乾及各類節慶糕點，堅守傳統製餅工藝，同時持續推陳出新。品牌積極開展跨界合作，攜手史努比等知名 IP 推出主題糕點、禮盒系列，並打造特色聯名門店，為百年老字號注入潮流活力。目前門店網路遍布澳門各大商圈，產品暢銷海內外，是彰顯澳門本土風味的代表性食品品牌之一。

格焱澳門香鋪
GAKYIM MACAO INCENSE

GAKYIM MACAU INCENSE丨格焱澳門香鋪

[GAKYIM MACAU INCENSE] — Illuminate Your True Nature Through the Way of Incense
Gakyim is dedicated to preserving China's intangible cultural heritage of incense-making. We honor ancient techniques while embracing the Eastern philosophy and wisdom of life inherent in this tradition. Rooted in classical incense formulas, we blend modern aesthetics and craftsmanship to transform incense into a contemporary way of living — a holistic experience that integrates health, art, style, and spiritual practice. The brand's founder, Hu Hanyin, is a certified incense master with deep knowledge of natural aromatic materials. She insists on using precious natural ingredients blended with pure essential oils to elevate both the aromatic complexity and the wellness benefits. All Gakyim products are crafted from natural materials such as agarwood, sandalwood, ambergris, and musk, following the principle that "incense and medicine share the same origins," carefully formulated for different moods and individuals.
Gakyim offers a full range of incense products, including:

- Classical incense sticks, modern Chinese incense sticks, and cones
- Incense plaques, pills, and balms
- Agarwood, incense powders, essential oils, and scented candles
- Incense burners, holders, and elegant incense tools
- Cultural and creative collections

We also offer intangible cultural heritage incense workshops and professional incense studies courses, guiding you step by step into the art of incense making and the way of scent appreciation.

【格焱澳門香鋪 GAKYIM MACAU INCENSE】—— 以香明德，煥發本真

格焱，源自中國澳門的香道美學品牌。其名寓意「品格如焰」——
「格」為內在修養，「焱」為生命之光，靈感取自《尚書·君陳》「明德惟馨」之精神：真正悠遠的芬芳，源自美好的德行。我們相信，每人皆有獨特的性格與經歷，而香，是引領您回歸初心、照見自我，最終綻放獨特光芒的寧靜路徑。
格焱致力傳承中國非遺香文化，不只延續古法技藝，更重視其中蘊含的東方哲學與生命智慧。我們以傳統香方為根基，融匯現代美學與製香工藝，將香化為一種當代生活態度——
融合健康養護、藝術品味、時尚氣質與精神修行的完整體驗。
品牌創始人胡瀚尹，身為深諳天然香材的和香師，堅持以珍貴天然香料與純質精油相融，提升香韻層次與身心益處。所有香品皆嚴選沉香、檀香、龍涎、麝香等天然原料，遵循「香藥同源」理念，精心調配出適合不同情境與個人的香氣篇章。
格焱香品系列完整，涵蓋：

- 古典線香、新中式線香、塔香
- 香牌、香丸、香膏
- 沉香、香粉、精油、香薰蠟燭
- 香爐、香座、雅緻香具
- 文創主題

我們亦提供非遺香藝工作坊與專業香學課程，由淺入深，帶領您感受製香之藝、品香之道。
格焱 GAKYIM – THE POWER OF INCENSE
讓香氣，喚醒您內在的寧靜綠洲；
讓品格，如火焰般溫暖而明亮。

片仔癀

横琴片仔癀博物馆

Pien Tze Huang | 片仔癀 (横琴片仔癀博物馆)

Zhangzhou Pien Tze Huang Pharmaceutical Co., Ltd. (600436), a renowned Chinese time-honored brand and National Technology Innovation Demonstration Enterprise, integrates pharmaceutical research, development, and manufacturing. Its brand name, trademark, and stock name are uniquely unified under the same identity. Its flagship product, Pien Tze Huang, is protected as a state-level "top secret" traditional Chinese medicine formula, with both its prescription and manufacturing process classified as highly confidential. With a heritage spanning nearly 500 years, Pien Tze Huang has long ranked first in market value among traditional Chinese patent medicines and has consistently remained the top single-product champion in China's pharmaceutical exports, becoming a symbolic representation of China along the Maritime Silk Road.

The Hengqin Pien Tze Huang Museum is located within the Guangdong-Macau Traditional Chinese Medicine Science and Technology Industrial Park. Covering a total floor area of over 1,000 square meters, the museum officially opened in December 2024. It pioneers an innovative "Three-in-One" model integrating a museum, traditional Chinese medicine clinic, and herbal pharmacy. Combining aesthetic design, digital technology, and historical culture, the museum offers an immersive exhibition experience that systematically showcases the heritage of traditional Chinese medicine and the development of the Pien Tze Huang brand. Against the backdrop of the "Healthy China" initiative and the Greater Bay Area development strategy, the museum has already welcomed over 60,000 visitors, becoming an important platform for promoting traditional Chinese medicine culture and fostering connections between Eastern and Western cultures.

漳州片仔癀藥業股份有限公司（600436）為中華老字號與國家技術創新示範企業，集醫藥研發與製造於一體，品牌、商標與股票「三名合一」。其核心產品片仔癀為國家「絕密級」中藥配方，且工藝與配方「雙絕密」，傳承近五百年，長期穩居中成藥市值第一，並蟬聯外貿出口單品種冠軍，成為「海上絲綢之路」的中國符號。

橫琴片仔癀博物館落地於粵澳合作中醫藥科技產業園，總建築面積逾千平方米，於 2024 年 12 月開館，創新打造「博物館＋國醫館＋國藥堂」三館合一模式，結合美學設計、數位科技與歷史文化，打造沉浸式展陳體驗，系統呈現中醫藥文化與品牌發展。在「健康中國」與大灣區戰略背景下，已接待公眾逾 6 萬人次，成為傳播中醫藥文化、連結中西的重要平台。

About APMA 2026

Organizational Structure and Governance of The Alliance for Marketing & APMA

Overview

The Alliance for Marketing

The Alliance for Marketing, officially named the Guangdong–Hong Kong–Macao University Alliance for Marketing, was jointly founded by higher education institutions within the Guangdong-Hong Kong-Macao Greater Bay Area in accordance with the Greater Bay Area Development Plan. It was endorsed by the Guangdong–Hong Kong–Macao University Alliance and registered with relevant educational authorities in 2023. The Alliance for Marketing strives to boost the development of marketing discipline through innovative academic research, and elevate the quality of marketing education and talent development.

Current member institutions in alphabetical order include: Beijing Normal University at Zhuhai, Chinese University of Hong Kong, City University of Hong Kong, Guangdong University of Technology, Guangzhou University, Hang Seng University of Hong Kong, Hong Kong Baptist University, Lingnan University, Jinan University, Macau University of Science and Technology, Peking University HSBC Business School, Shantou University, Shenzhen University, South China Normal University, South China University of Technology, Southern University of Science and Technology, Sun Yat-sen University, Tianjin University, Tsinghua University School of Economics and Management at Shenzhen, University of Hong Kong, University of Macau and University of Saint Joseph.

Asia-Pacific Marketing Academy (APMA)

The Annual Conference of the Asia-Pacific Marketing Academy (APMA), initiated and established by the Alliance for Marketing and recognized by the International Congress and Convention Association (ICCA), upholds the core values of integrity, progressiveness, innovation and openness. It is dedicated to facilitating the high-quality development of the Asia-Pacific market and promoting diverse academic exchanges and cooperation across the region. Its goals include exploring regional marketing rules, boosting the sound development of the Asia-Pacific market, and strengthening the contributions of Asia-Pacific marketing academia to the global academic knowledge system.

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- Zhimin ZHOU, Shenzhen University
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- Lixian QIAN, Xi'an Jiaotong-Liverpool University
- Xingyao REN, Nankai University
- Qitian REN, The Chinese University of Hong Kong, Shenzhen
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- Zelin TONG, Hainan University
- Feng WANG, Hunan University
- Ying WANG, Beijing Normal University–Hong Kong Baptist University United International College
- Jianfeng WANG, Monash University
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- Qian XU, Fudan University

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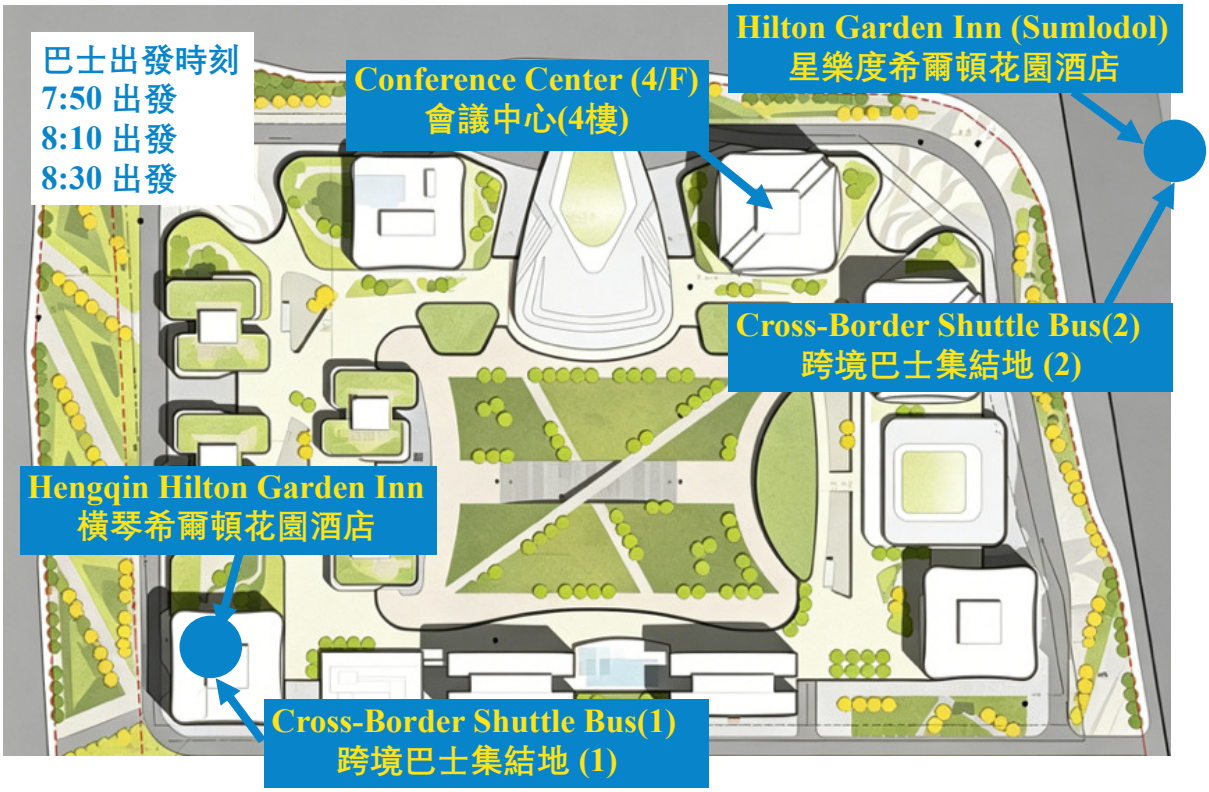
- Zongxi LI, Lingnan University
- Chuang WANG, South China University of Technology
- Yingjie ZHANG, Peking University
- Jianqiang ZHANG, Jiangnan University

Hengqin Venue Map

Conference Center, 4/F, Building 7, Hengqin International Hi-Tech Innovation Park
會議中心, 横琴国际科技创新中心 7 号楼 4 層(横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