

Li Yanchen



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Academic Qualification

2004-2010 Ph.D.: Southwest Jiaotong University, Management;
2001-2003 Master: Southwest Jiaotong University, Business Administration;
1991-1994 College diploma: China Institute of Metrology, Electronic measurement and testing.

Working Experience

2010-Present Assistant Professor / Macau University of Science and Technology

Teaching Activities

Research Methods; Brand Management; Marketing

Research Areas

Gamification in marketing; Consumer behavior; Relationship Marketing

Selected Publications

Li, Y., Li, Y.

Favorability in Cause-Related Marketing Programs: Between-Subjects Experiments. *JMIR Serious Games*, 11, e35756.

Li, Y., Li, Y., Ma, K., & Zhou, X. (2022). Consumer Online Knowledge-Sharing: Motivations and Outcome. *Frontiers in Psychology*, 13.

Li, Y., Li, Y., Jiang, X., & Huang, W. (2022). The Mere Name Effect: Gender Differences in Consumers' Evaluations of Products Using Ingredient Branding Strategy. *Journal of Macau University of Science and Technology*, 17(1), 55-66. (in Chinese)

Li, Y., **Li, Y.**, & Ma, K. (2020). Gamification in Marketing: A Bibliometric Review. In Z. Yang (Ed.), *2020 China Marketing International Conference Proceedings* (pp. 213-232). Asian Business Association.

Wang, S., & **Li, Y.**
Intention: The Mediating Role of Conformity Behavior. In Z. Yang (Ed.), *2020 China Marketing International Conference Proceedings* (pp. 798-817). Asian Business Association.

Cao, Z., Jin, C., Ma, J., & **Li, Y.** (2020). The Effects of the Presence of Virtual Agent in Self-Service Technologies on Consumer Preparation. *Nankai Business Review*, 23(4), 73-83. (in Chinese)