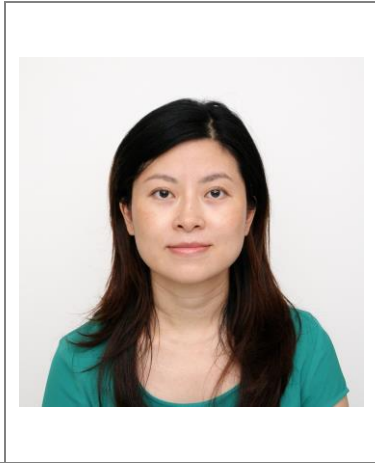


Alice Ling Jiang



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Teaching and Research Areas :

Courses Taught

Integrated Marketing Communications
Consumer Behavior
Marketing: The Core

Research Interests

Marketing in Virtual World
Governance Strategy in Marketing Channels
Services Marketing

Academic Qualifications

Ph.D., Marketing	Southwest Jiaotong University, China, 2010
M. A., Management	Southwest Jiaotong University, China, 2006

Teaching Experiences

Associate Professor	Marketing, School of Business, Macau University of Science and Technology, Macau July, 2015 – Present
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Assistant Professor	Marketing, School of Business, Macau University of Science and Technology, Macau September, 2010 – June, 2015
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Representative Publications

Journal Articles (English):

1. **Jiang, Ling**, Minjoon Jun, and Zhilin Yang (2016), “Customer Perceived Value and Loyalty: How Do Key Service Quality Dimensions Matter in the Context of B2C e-Commerce?” *Service Business*, 10(2), 301-317.
2. Zhilin Yang, and **Jiang, Ling (Alice)** (2015), “Managing Corporate Crisis in China: Sentiment, Reason, and Law,” *Business Horizons*, 58 (2), 193-201.
3. **Jiang, Ling (Alice)**, David S. Waller, Shaohan Cai (2013), “Does Ownership Type Matter for Innovation? Evidence from China,” *Journal of Business Research*, 66 (12), 2473-2478.
4. **Jiang, Ling (Alice)**, Zhilin Yang, and Minjoon Jun (2013), “Measuring Consumer Perception of Online Shopping Convenience,” *Journal of Service Management*, 24 (2), 191-214.

5. **Jiang, Ling (Alice)**, Zhilin Yang, and David Carlson (2012), "Marketing Professionals' Perceptions of Marketing Journals/Publications," *African Journal of Business Management*, 6 (11), 4317-4327.
6. Yang, Zhilin, Chen Zhou, and **Jiang, Ling** (2011), "When Do Formal Control and Trust Matter? A Context-based Analysis of the Effects on Marketing Channel Relationships in China," *Industrial Marketing Management*, 40 (1), 86-96.

Journal Articles (Chinese, Selected):

1. **Jiang, Ling** and Lei Wang (2010), "Comparison of Reference Group Influence on Purchase Decision of Different Product Types," *East China Economic Management*, 24 (6), 112-115.
2. **Jiang, Ling**, Tingrui Zhou, and Chengzhang Wang (2009), "Luxury Brand and Mass-Market Brand: The Different Roles of Reference Group Influence," *Forecasting*, 28 (4), 8-15.
3. **Jiang, Ling**, Tingrui Zhou, and Chengzhang Wang (2009), "Reference Group Influence on the Consumption of Luxury Brands," *Journal of Management Science*, 22 (5), 81-91.
4. **Jiang, Ling**, Tingrui Zhou, and Chengzhang Wang (2009), "A Study on the Effect of Luxury Brand Purchase Value on Consumer Loyalty," *Soft Science*, 23 (10), 50-54.
5. **Jiang, Ling**, Chengzhang Wang, and Nan Jiang (2009), "Comparison Luxury Brand with Mass-Market Brand: Reference Group Influence on Self-Brand Connection," *Journal of Business Economics*, 215(9), 73-80.
6. **Jiang, Ling**, Nan Jiang, and Chengzhang Wang (2009), "Literature Review on Luxury Consumption Theory," *Journal of Sichuan University*, 161(2), 89-93.

Conference Proceedings:

1. **Jiang, Ling**, Nan Jiang, Shixiong Liu (2011), "Consumer Perceptions of E-Service Convenience: An Exploratory Study," in Proceedings of *The 2nd International Conference on Challenges in Environmental Science and Computer Engineering, CESCE 2011*, December, Haikou, China, p.406-410.
2. **Jiang, Ling** and Tingrui Zhou (2009). "A Study on Reference Group Influence on Luxury Brand Loyalty", in Proceedings of *2009 Annual Conference of China Marketing Science*, Nankai, China, p.1112-1122. (in Chinese)
** Excellent Paper Award.
3. **Jiang, Ling** (2008). "The Differences on Reference Group Influence: Comparison Luxury Brand with Mass-Market Brand", in Proceedings of *2008 Annual Conference of China Marketing Science*, Xian, China, p.1003-1012. (in Chinese)

Recent Research Projects

1. *A Dynamic Model of the Effect of E-Service Quality Dimensions on Perceived Value*, Principal Investigator, General Research Grant from Macau University of Science and Technology, 2016.
2. *Does ownership type matter for innovation? Evidence from China*, Principal Investigator, General Research Grant from Macau University of Science and Technology, 2013.

3. *The Effects of Casino Brand Sensitivity and Gambler Involvement on Casino Brand Loyalty*, Principal Investigator, Macau Foundation, December, 2011 – November, 2012.
4. *Measuring the effectiveness of the promotional program of Macau Certified Shop*, Investigator, project commissioned by Government Consumer Council, Macao SAR, 2010.

Professional Qualifications and Awards

University Teaching Excellent Award, 2014, Macau University of Science and Technology