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Teaching and Research Areas :

COB205 Marketing Management
MKT301 Brand Management
MKT302 Consumer Behavior
MKT304 Marketing Research

Academic Qualifications

2004 - 2010 Ph.D in Marketing, Southwest Jiaotong University
2001 - 2003 Master of Business Administration, Southwest Jiaotong University

Teaching Experiences

2010 - Present Assistant professor, Macau University of Science and Technology

Representative Publications

Journal Articles:

- 嚴興全, 周庭銳, & 李雁晨. (2011). 信任、承諾、關係行為與關係績效：買方的視角. 管理評論, 23(3), 71-81.
- 嚴興全, 周庭銳, & 李雁晨. (2010). 信任、承諾、關係行為與關係績效：賣方視角. 管理學報, 7(7), 1032-1038.
- 李雁晨, 盧東, & 周庭銳. (2010). 服務營銷組合因素對服務失誤歸因的影響. 軟科學, 24(6), 40-44.
- 李雁晨, 周庭銳, & 嚴興全. (2010). 商業關係中的感知風險、信任與控制. 經濟管理, 32(1), 98-102.
- 李雁晨, 周庭銳, & 周琇. (2009). 解釋水平理論：從時間距離到心理距離. 心理科學進展, 17(4), 667-677.
- 嚴興全, 周庭銳, & 李雁晨. (2008). 長期服務關係中的顧客行為：信任和承諾的作用. 經濟管理, 30(23-24), 93-98.
- 李雁晨. (2008). 如何進行顧客分級. 銷售與市場, (31), 58-61.

Conference Proceedings:

Li, Y., Chou, T.-J., & Xiu Zhou. (2013). *The Role of Trust in Attributing Service Experiences*. International Conference on Engineering, Management Science and Innovation. Macao.

Li, Y., Jiang, J., & Chou, T.-J. (2011). The Role of Trust, Diagnostic Information, and Attitudinal Ambivalence in Service Attribution. *Asia-Pacific Advances in Consumer Research*, 9, 5–10.

Li, Y., Chou, T., & Yan, X. (2009). The Effects of Service Quality and Opportunistic Behavior on Customer Share and Future Intentions in Business Market: The Pivotal Role of Trust. *CIMaR-UIBE Business School Joint Conference*. Beijing.