

QIN YAO



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Faculty : School of Business
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Teaching and Research Areas :

Brand Management
Business Communication
Management introduction
Marketing

Academic Qualifications

Ph.D –Marketing –City University of Hong Kong-
M.S.– Management Science –Kunming University of Science and Technology
B.A.–Information System–Kunming University of Science and Technology

Employment History

2014- Present Faculty/ Macau University of Science and Technology

Selected Academic Publications:

- Yao Qin, Linda Hui Shi, Lei Song, Barbara Stöttinger ,Kang Tan. Integrating Consumers' Motives with Suppliers' Solutions to Combat Shanzhai: A Phenomenon beyond Counterfeit. Mar 2018. Business Horizons.
- Qin Yao, Na Wen, and Wenyu Dou, Effects of Perceptual and Conceptual Similarities on Consumers' Evaluations of Copycat Brand Names, Journal of Consumer Behaviour. Article first published online: 27 AUG 2015.DOI: 10.1002/cb.1530.
- Nan Cui, Na Wen, Lan Xu, Yao Qin (2013). Contingent Effects of Managerial Guanxi on New Product Development Success. Journal of Business Research 66(12), 2522-2528.

Recent Research Projects

- Consumers' responses toward Shanzhai products, Macau UST Research Funding 2017-2018
- Consumers' responses toward copycat brand names, Macau UST Research Funding 2014-2015