

*Curriculum Vitae*

## JIANG Ling



**Title :** Professor  
**Faculty :** School of Business  
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### Academic Qualification

2006 -2010 Ph.D.: Southwest Jiaotong University (China); Marketing  
2003 -2006 Master: Southwest Jiaotong University (China); Management

### Working Experience

2022 -Present Professor, Macau University of Science and Technology (MUST)  
2015 -2022 Associate Professor, MUST  
2010 -2015 Assistant Professor, MUST

### Teaching Activities

Marketing Research Methods (DBME01, DBMZ08)  
Consumer Behavior (MBME05, BBAZ16401)  
Advertising and Promotion Management (MBBM02, BBAZ16404)  
Marketing Management (BBAZ16015)

### Research Interest

Digital Marketing  
Services Marketing  
Governance Strategy in Marketing Channels  
Consumer Behavior

### Selected Publications

A. Journal Articles (English):

1. **Jiang, L.**, Zhou, W., Ren, Z. and Yang, Z. (2021). Make the Apps Stand Out: Discoverability and Perceived Value Are Vital for Adoption. *Journal of Research in Interactive Marketing*, 1-20. (SSCI, 2021 JCR Q1, ranking 21/154, 13.6% in Business, Impact Factor: 10.176)
2. Jia, F., Wei L., **Jiang\***, L., Hu, Z., and Yang, Z. (2021). Curbing Opportunism in Marketing Channels: The Roles of Influence Strategy and Perceived Fairness. *Journal of Business*

- Research*, 131, 69-80. (SSCI, 2021 JCR Q1, ranking 17/154, 11% in Business, Impact Factor: 10.969)
3. Wang, X., Li, P., Zheng, Y., **Jiang\*, L.**, and Yang, Z. (2021). Salespersons' Self-monitoring, Psychological Capital, and Sales Performance. *Asia Pacific Journal of Marketing and Logistics*, 33(9), 1918-1933. (SSCI, 2021 JCR Q3, ranking 85/154, 55.2% in Business, Impact Factor: 4.643)
  4. Wang Z, Meng L, Cai S, and **Jiang, L.** (2020). Work Reflection During Leisure Time and Employee Creativity: The Role of Psychological Capital. *Journal of Management & Organization*, 1–13. (SSCI, 2020 JCR Q2, ranking 110/226, 48.7% in Management, Impact Factor: 4.139)
  5. **Jiang, L.**, Zhu, N., Yang, Z., Xu, S., and Jun, M. (2018). The Relationships Between Distance Factors and International Collaborative Research Outcomes: A Bibliometric Examination. *Journal of Informetrics*, 12(3), 618-630. (SSCI, 2018 JCR Q1, ranking 21/106, 19.8% in Computer Science, Interdisciplinary Applications)
  6. O'Connor, N.G., Yang, Z., and **Jiang\*, L.** (2018). Challenges in Gaining Supply Chain Competitiveness: Supplier Response Strategies and Determinants. *Industrial Marketing Management*, 72(5), 138-151. (SSCI, 2018 JCR Q1, ranking 28/217, 12.9% in Management)
  7. Jia, F., Yang, Z., and **Jiang\*, L.** (2018), The Effects of Government Relation and Institutional Environments on Channel Performance. *Asia Pacific Journal of Marketing and Logistics*, 30(3), 587-604. (SSCI, 2019 JCR Q2, ranking 76/152, 50.0% in Business)
  8. **Jiang, L.**, Jun, M., and Yang, Z. (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. (SSCI, 2016 JCR Q2, ranking 97/210, 46.2% in Management)
  9. Wang, Y, Wang, N., **Jiang\*, L.** (2016). Managing Relationships with Power Advantage Buyers: The Role of Supplier Initiated Bonding Tactics in Long-Term Buyer-Supplier Collaborations. *Journal of Business Research*, 69(12), 5587-5596. (SSCI, 2016 JCR Q1, ranking 30/147, 20.4% in Business)
  10. Yang, Z. and **Jiang\*, L.** (2015). Managing Corporate Crisis in China: Sentiment, Reason, and Law. *Business Horizons*, 58 (2), 193-201. (SSCI, JCR Q2, ranking 57/140, 40.7% in Business)
  11. **Jiang, L.**, Yang, Z., and Jun, M. (2013). Measuring Consumer Perception of Online Shopping Convenience. *Journal of Service Management*, 24 (2), 191-214. (SSCI, JCR Q1, ranking 44/210, 20.9% in Management)
  12. **Jiang, L.**, Waller, D., and Cai, S. (2013). Does Ownership Type Matter for Innovation? Evidence from China. *Journal of Business Research*, 66 (12), 2473-2478. (SSCI, JCR Q1, ranking 30/147, 20.4% in Business)
  13. **Jiang, L.**, Yang, Z., and Carlson, D. (2012). Marketing Professionals' Perceptions of Marketing Journals/Publications. *African Journal of Business Management*, 6 (11), 4317-4327.
  14. Yang, Z., Zhou, C., and **Jiang\*, L.** (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. (SSCI, JCR Q1, ranking 37/210, 17.6% in Management)

#### A. Journal Articles (Chinese):

15. Feng, Y., **Jiang, L.** and Li, Y. (2021). Persuasion Effect Mechanism of Anthropomorphized Spokespersons- the Mediation Effect of Parasocial Interactions and Positive Emotions. *Journal of Marketing Science*, 1(2): 113-132.

16. Ren, Z., **Jiang, L.**, and Fang, Y. (2021). Effects of Privacy Protection Self-efficacy on APP Users' Information Disclosure Willingness. *Qiye Jingji*, 2021(4):113-121.
17. **Jiang, L.** and Feng, Y. (2020). Persuasiveness of Virtual Endorsers: The Moderating Role of Need for Uniqueness. *Journal of Business Economics*, 2020(6):66-77.
18. Ren, Z. and **Jiang, L.** (2020). How APP' Perceived Value and User Participation can impact on Continuance Intention. *Qiye Jingji*, 4:91-98.
19. Feng, Y. and **Jiang, L.** (2020). Virtual Persuasiveness: The Influence Mechanism of Consumer Anthropomorphic Perception on Virtual Celebrity Advertising. *Chinese Journal of Applied Psychology*, 2020(2):315-326.
20. Feng, Y. and **Jiang, L.** (2017). Sustained Participation in User Generated Content Based on the Use and Gratifications Theory. *Journal of Macau University of Science and Technology*, 11(1&2): 52-60.
21. Ren, Z, **Jiang, L.**, and Pang, C. (2017). Study on Influential Elements of Application Discoverability in the Mobile Internet Era. *Science and Technology Management Research*, 17, 193-200.
22. Liu, S., Liang, Q., and **Jiang, L.** (2012). An Empirical Study on the Influence of Advertising Language on Ad Attitudes. *Journal of Shenzhen University (Humanities and Social Science)*, 29 (4), 137-143.
23. **Jiang, L.** and Wang, L. (2010). Comparison of Reference Group Influence on Purchase Decision of Different Product Types. *East China Economic Management*, 24 (6), 112-115.
24. **Jiang, L.**, Zhou, T., and Wang, C. (2009). Luxury Brand and Mass-Market Brand: The Different Roles of Reference Group Influence. *Forecasting*, 28 (4), 8-15.
25. **Jiang, L.**, Zhou, T., and Wang, C. (2009). Reference Group Influence on the Consumption of Luxury Brands. *Journal of Management Science*, 22 (5), 81-91.
26. **Jiang, L.**, Wang, C. and Jiang, N. (2009). Comparison Luxury Brand with Mass-Market Brand: Reference Group Influence on Self-Brand Connection. *Journal of Business Economics*, 215(9), 73-80.
27. **Jiang, L.**, Jiang, N., and Wang, C. (2009). Literature Review on Luxury Consumption Theory. *Journal of Sichuan University*, 161(2), 89-93.
28. **Jiang, L.**, Zhou, T., and Wang, C. (2009). A Study on the Effect of Luxury Band Purchase Value on Consumer Loyalty. *Soft Science*, 23 (10), 50-54.

### Major Conference Papers

1. Liu, H. and **Jiang, L.** (2021). Innovation and Performance: A Review of the Literature. in *Proceeding of 2021 China Marketing International Conference*, August, Nanchang, China.
2. Zhuang, B. and **Jiang, L.** (2020). The Review of Research on Warm and Cold Atmosphere in Retail Environment. in *Proceeding of 2020 China Marketing International Conference*, July, Nanchang, China.
3. Wang, Z. and **Jiang, L.** (2020). Review of research on the privacy paradox. in *Proceeding of 2020 China Marketing International Conference*, July, Nanchang, China.
4. Feng, Y. and **Jiang, L.** (2020). Virtual Idol Endorsement: Phenomenon, Mechanism and Influencing Factors. in *Proceeding of 2020 China Marketing International Conference*, July, Nanchang, China.
5. Feng, Y. and **Jiang, L.** (2017). A Review of the Literature on Virtual Idol Endorsement. in *Proceedings of 2017 China Marketing International Conference: Marketing Strategy in the Sharing Economy: Localization and Globalization*, July, Beijing, China, 966-975. \*

### The Excellent Paper Award

6. Ren, Z. and **Jiang, L.**, and C. Pan (2017). Empirical Study on Influential Elements of Application

Developers on APP Discoverability. in Proceedings of *2017 China Marketing International Conference: Marketing Strategy in the Sharing Economy: Localization and Globalization*, July, Beijing, China, 1107-1117.

7. Ren, Z. and **Jiang, L.**, and C. Pan (2017). How Online Reviews Affect Consumers in Mobile App Store: A Conceptual Framework Based on Elaboration Likelihood Model. in Proceedings of *2017 3rd International Conference on Information Management (ICIM)*, June, Chengdu, China, 258-261.

**\* The Excellent Paper Award**

8. **Jiang, L.**, Jiang, N., and Liu, S. (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, 406-410.
9. **Jiang, L.**, and Zhou, T. (2009). A Study on Reference Group Influence on Luxury Brand Loyalty. in Proceedings of *2009 Annual Conference of China Marketing Science*, Nankai, China, 1112-1122. **\* The Excellent Paper Award**
10. **Jiang, L.** (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, 1003-1012.

**Recent Research Projects**

1. *Influence strategy, perceived fairness, and opportunism in marketing channels*, Principal Investigator, General Research Grant from MUST, February 2022 (In progress).
2. *Persuasiveness of Health Campaigns for Prevention of COVID-19 in Macau— the Interactive Effects between Information Types and Spokespersons Types*, Principal Investigator, Macau Higher Education Fund, November 2021 (In progress).
3. *How Do Distances Matter in International Collaborative Research Outcomes ?* Principal Investigator, General Research Grant from MUST, 2017-2018 (Completed).
4. *A Dynamic Model of the Effect of E-Service Quality Dimensions on Perceived Value*, Principal Investigator, General Research Grant from MUST, 2015-2016 (Completed).
5. *Does ownership type matter for innovation? Evidence from China*, Principal Investigator, General Research Grant from MUST, 2012-2013 (Completed).
6. *The Effects of Casino Brand Sensitivity and Gambler Involvement on Casino Brand Loyalty*, Principal Investigator, Macau Foundation, December 2011- November 2012 (Completed).
7. *Measuring the effectiveness of the promotional program of Macau Certified Shop*, Co-Investigator, a project commissioned by Government Consumer Council, Macao SAR, 2010 (Completed).

**Other Professional Activities**

Member of the Editorial Review Board for *Macau Management Science*,  
2022 - Present

Member of the Editorial Review Board for *Asian Journal of Business Research*,  
2016 - Present

Reviewer, for many international journals.

**Honors/Awards**

Teaching Excellent Award Winner, 2013/2014, Macau University of Science and Technology