

# Wanyue Li



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

**2018-2023** Zhejiang University, Ph.D. in Marketing

**2021-2022** University of Toronto, Visiting scholar

## Working Experience

**2023.09-Present, Assistant Professor, Macau University of Science and Technology**

## Teaching Activities

**Marketing**

## Research Areas

**Consumer behavior, Brand management**

## Selected Publications

Ren, C., Zhou, X., Wang, C., Guo, Y., Diao, Y., Shen, S., Reis, S., **Li, W.**, Xu, J., & Gu, B.

(2023). Ageing threatens sustainability of smallholder farming in China. *Nature*, 616, 96–103. <https://doi.org/10.1038/s41586-023-05738-w>

Zhou, X., Sedikides, C., Mo, T., **Li, W.**, Hong, E. K., & Wildschut, T. (2022). The restorative power of nostalgia: Thwarting loneliness by raising happiness during the COVID-19 pandemic. *Social Psychological and Personality Science*, 13(4), 803-815.

<https://doi.org/10.1177/19485506211041830>

Li, W., Zhou, X., & Yang, Q. (2021). Designing medical artificial intelligence for in-and out-groups. *Computers in Human Behavior*, 124, 106929.

<https://doi.org/10.1016/j.chb.2021.106929>

Li, W., & Zhou, X. (2020). The Effect of Suiyuan on Charitable Giving through Online Fundraising Platforms. *Chinese Journal of Applied Psychology*, 26(4), 298-306. (In Chinese)

### **Conference presentations**

Li, W., & Zhou, X. The diluted brand essence: how brand assortment size shape product valuation.

- 9th China Marketing International Conference, China (online), August 2021

Li, W., Zhou, X., & Yang, Q. Designing Medical AI for In- and Out-groups.

- 4th International Conference on Marketing Science and Innovation (MSI) and Journal of Businessresearch special Issue Workshop, China (online), July 2020
- 16th Annual Conference of JMS China Marketing Science, Chengdu, China, October 2019
- JM-TSINGHUA Research Development Workshop, Beijing, China, April 2019

Li, W., & Zhou, X. The Boomerang Effect of Suiyuan on Donation Behavior in Online DonationPlatform.

- 16th Annual Conference of JMS China Marketing Science, Chengdu, China, October 2019

### **Honors/Awards**

**2023 Excellent postgraduate student's reward, Zhejiang University**

**2023 Excellent postgraduate student's reward, Zhejiang province, China**