

# 李婉悅



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## 教育背景

2018-2023 浙江大學 管理學博士

2021-2022 多倫多大學 訪問學者

## 工作經驗

2023.09- 至今 助理教授 澳門科技大學

## 教學活動

市場營銷

## 研究領域

消費者行為、品牌管理

## 學術成果

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>

李婉悅, 週欣悅. “隨緣”對網絡公益平台捐贈金額的影響 [J]. *應用心理學*, 2020, 26 (4): 298-306. (中文核心期刊) (被中國人大復印報刊資料庫收錄)

### 學術研討會論文

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

### 獎項

**2023 浙江大學優秀畢業研究生**

**2023 浙江省優秀畢業研究生**