

Yang Xiaoyang



Position : Assistant Professor
Faculty : University International College
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Teaching and Research Areas :

Speeches and debates skills;public administration

Academic Qualifications

2013 – 2018 Ph.D / Management / Macao University of Science and Technology
2010 – 2012 Master / Public Administration / Macao University of Science and Technology
2008 – 2010 Master / Business Administration / City University of Macao

Teaching Experiences

2021.9 – Present Assistant Professor / UIC / Macau University of Science and Technology
2020.7 – 2021.7 Lecturer / School of Business Administration / Chongqing Technology and Business University
2019.4 – 2020.7 Lecturer / School of Management / Chongqing Technology and Business University

Representative Publications

Journal Articles:

Yang Xiaoyang, Analysis of the correlation between brand community relationship and online shopping consumer's purchase intention, Journal of Commercial Economics, 2021,(01);
Yang Xiaoyang, Explore innovative initiatives for open government affairs, People's Tribune, 2018,(08); CSSCI
Yang Xiaoyang, Problems and countermeasures in the application of PPP mode under the new normal, Enterprise Reform and Management, 2018,(05);

Conference Proceedings:

Yang, Xiaoyang (2/4) , A Research on the effect of Smartphone use , Student engagement and Self-Directed Learning on Individual Impact : China empirical study; 4th International Symposium on Educational Technology [ITSE 2018] , 2018.07;

Yang,XiaoYang(3/3), The Relationship between Online Vendor Attributes and Online Customer Relationship Quality ;4th Annual International Conference on Modern Education and Social Science [MESS 2018] , 2018.04;

Professional Qualifications and Awards

The Professional Qualification Certificate for Teachers of the People's Republic of China