

CMIC
2022

第十届中国市场营销国际学术年会

CHINA MARKETING INTERNATIONAL CONFERENCE 2022

元宇宙时代的营销

创新与突破

MARKETING INNOVATION AND
BREAKTHROUGH IN THE METAVERSE ERA

第十届中国市场营销国际学术年会·会议手册

CHINA MARKETING INTERNATIONAL CONFERENCE 2022 · PROGRAM

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In-Collaboration with: Hubei Marketing Academy, Zhejiang University

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会议手册

PROGRAM

2022.7.27-30 WUHAN

CONTENTS

I 组织委员会	01
Conference Organizing Committee	
II 主题演讲嘉宾	19
Keynote Speech Speakers	
III 会议议程	26
Meeting Sessions	
IV 主题演讲嘉宾简介	52
Keynote Speech Speakers	
V 联合办会组织	70
Co-Organizing Universities	
VI 会议软件指导	81
Meeting App Technical Guidance	

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张德鹏教授 Prof. Depeng Zhang	广东工业大学 Guangdong University of Technology	张锋教授 Prof. Feng Zhang	南开大学 Nankai University
张广玲教授 Prof. Guangling Zhang	武汉大学 Wuhan University	张广胜教授 Prof. Guangsheng Zhang	辽宁大学 Liaoning University

张昊教授 Prof. Hao Zhang	东北大学 Northeastern University	张浩教授 Prof. Hao Zhang	南京航空航天大学 Nanjing University of Aeronautics and Astronautics
张可教授 Prof. Ke Zhang	上海大学 Shanghai University	张明立教授 Prof. Mingli Zhang	北京航空航天大学 Beihang University
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周梅华教授 Prof. Meihua Zhou	中国矿业大学 China University of Mining and Technology	周南教授 Prof. Nan Zhou	深圳大学/香港城市大学 Shenzhen University/City university of hong kong
周青教授 Prof. Qing Zhou	杭州电子科技大学 Hangzhou Dianzi University	周欣悦教授 Prof. Xinyue Zhou	浙江大学 Zhejiang University
周长辉教授 Prof. Changhui Zhou	北京大学 Peking University	周志民教授 Prof. Zhimin Zhou	深圳大学 Shenzhen University
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邹波教授 Prof. Bo Zou	中山大学 Sun Yat-sen University	邹鹏教授 Prof. Peng Zou	哈尔滨工业大学 Harbin Institute of Technology

KEYNOTE SPEAKERS

主题演讲嘉宾 (按姓氏首字母排序)

Prof. Dipayan Biswas	南佛罗里达大学 University of South Florida
才凤艳 教授 Prof. Fengyan Cai	上海交通大学 Shanghai Jiao Tong University
Prof. Tat Chan	圣路易斯华盛顿大学 Washington University in St. Louis
常亚平 教授 Prof. Yaping Chang	华中科技大学 Huazhong University of Science and Technology
陈海澎 教授 Prof. Haipeng Chen	肯塔基大学 University of Kentucky
Prof. Anthony Dukes	南加州大学 University of Southern California
Prof. Markus Giesler	约克大学 York University
Prof. Colleen Harmeling	佛罗里达州立大学 Florida State University
Prof. Ashlee Humphreys	西北大学 Northwestern University
贾楠 教授 Prof. Nan Jia	南加州大学 University of Southern California
Prof. Thomas Kramer	加州大学河滨分校 University of California, Riverside
Prof. Ralf Van der Lans	香港科技大学 The Hong Kong University of Science and Technology
Prof. Leonard Lee	新加坡国立大学 National University of Singapore

李州立 教授 Prof. Sali Li	南卡罗来纳大学 University of South Carolina
李曦 教授 Prof. Xi Li	香港大学 The University of Hong Kong
罗学明 教授 Prof. Xueming Luo	天普大学 Temple University
Prof. Andrew L. Maxwell	约克大学 York University
Prof. Martin Mende	佛罗里达州立大学 Florida State University
Prof. Carey Morewedge	波士顿大学 Boston University
Prof. Charles H. Noble	田纳西大学 The University of Tennessee
Prof. Maura Scott	佛罗里达州立大学 Florida State University
万雯 教授 Prof. Echo Wen Wan	香港大学 The University of Hong Kong
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王丽丽 教授 Prof. Lili Wang	浙江大学 Zhejiang University
王永贵 教授 Prof. Yonggui Wang	首都经济贸易大学 Capital University of Economics and Business
Prof. Natasha Zhang Foutz	弗吉尼亚大学 University of Virginia
周志民 教授 Prof. Zhimin Zhou	深圳大学 Shenzhen University
Prof. Michael Zyphur	墨尔本大学 University of Melbourne

SESSION CHAIRS

分论坛主席 (按姓氏首字母排序)

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陈涛 教授 Prof. Tao Chen	武汉科技大学 Wuhan University of Science and Technology
常玉 教授 Prof. Yu Chang	西北工业大学 Northwestern Polytechnical University
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董晓静 教授 Prof. Xiaojing Dong	圣塔克拉拉大学 Santa Clara University
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Prof. Natasha Zhang Foutz	弗吉尼亚大学 University of Virginia
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张婧 教授 Prof. Jing Zhang	华中科技大学 Huazhong University of Science and Technology

MEETING SESSIONS (BEIJING TIME)

会议议程概览

7月28日, 星期四 JULY 28, THURSDAY

内容 Session / 时间 Time	Chairs, Presentations	地点 Venue
开幕式 Opening Ceremony 8:30-8:50	主持人Host: 戴鑫 华中科技大学管理学院副院长、教授 (Prof. Xin Dai, Huazhong University of Science and Technology) 发言人Speakers: 华中科技大学校领导 杨治 华中科技大学管理学院院长、教授、CMIC2022大会联席主席 (Prof. Zhi Yang, Huazhong University of Science and Technology) 杨志林 香港城市大学教授、CMIC2022大会联席主席 (Prof. Prof. Zhilin Yang, City University of Hong Kong) 刘云川 伊利诺伊大学香槟分校教授 (Prof. Yunchuan Liu, University of Illinois at Urbana-Champaign)	5楼 东湖2厅 腾讯会议号 622 517 835 密码: 无
合影 8:50-9:00		
主题演讲 (一) Keynote Speech (1) 9:00-10:15	主持人Host: 田志龙 华中科技大学管理学院教授 (Prof. Zhilong Tian, Huazhong University of Science and Technology) 发言人Speakers: 王永贵 首都经济贸易大学副校长、教授 (Prof. Yonggui Wang, Capital University of Economics and Business) 演讲题目: 平台治理: 现状与未来 汪旭晖 东北财经大学副校长、教授 (Prof. Xuhui Wang, Dongbei University of Finance and Economics) 演讲题目: 元宇宙营销: 迷思、现实与突破 常亚平 华中科技大学管理学院教授、湖北省市场营销学会会长 (Prof. Yaping Chang, Huazhong University of Science and Technology) 演讲题目: 智慧商业面对“算法伦理”的挑战	5楼 东湖2厅 腾讯会议号 622 517 835 密码: 无

茶歇 10:15-10:30		
主题演讲 (二) Keynote Speech (2) 10:30-12:00	<p>主持人Host: 包叶青 阿拉巴马大学亨城分校教授 (Prof. Yeqing Bao, University of Alabama in Huntsville)</p> <p>发言人Speakers: Prof. Anthony Dukes, University of Southern California 演讲题目: Litigation as a Marketing Tool: Protecting Brand Names against Trademark Infringement</p> <p>Prof. Nan Jia, University of Southern California 演讲题目: Artificial Intelligence and Human Managers: Substitutes or Complements?</p> <p>Prof. Thomas Kramer, University of California, Riverside 演讲题目: Safety in (Irrelevant) Numbers</p>	5楼 东湖2厅 腾讯会议号 622 517 835 密码: 无
企业嘉宾演讲 12:00-12:30	<p>主持人Host: 丁志华 中国矿业大学经济管理学院副院长、教授 (Prof. Zhihua Ding, China University of Mining and Technology)</p> <p>发言人Speakers: 姚凯 Credamo 见数平台创始人, 中央财经大学商学院助理教授 (Prof. Kai Yao, founder of Credamo, Assistant Professor of Business School of Central University of Finance and Economics) 演讲题目: How to use crowdsourcing platform to improve the research efficiency</p> <p>吕铭方 艾思科蓝学术平台执行总裁 (Dr. Mingfang Lv, Executive President of AiScholar Academic Platform) 演讲题目: 最佳学术出版实践与艾思科蓝</p>	5楼 东湖2厅 腾讯会议号 622 517 835 密码: 无
Session A1-A 广告与技术/ Advertising and Technology 13:30-15:10	<p>Chair: 吴锦峰 武汉纺织大学 (Prof. Jinfeng Wu, Wuhan Textile University) (线下 onsite)</p> <p>Co-Chair: 蒋玉石 西南交通大学 (Prof. Yushi Jiang, Southwest Jiaotong University) (线上 online)</p> <p>Paper 1: 原生广告的特征及其对广告效果的双刃剑效应: 一个文献计量分析 Author (s): 阎俊, 海晨颖</p>	5楼 南湖1厅 腾讯会议号 404 574 670 密码: 2022

	<p>Paper 2: Impact of Virtual Reality Used in Chinese Apartment Advertising on Generation Z's Renting Decision Author (s): Bin Yu</p> <p>Paper 3: Immersive Scenes in Advertising Appeals: Virtual vs. Augmented Reality Author (s): Jinfeng Wu, Xinjie Tang</p> <p>Paper 4: 动而若静, 静中思动: 视觉营销中广告动态感营销效果、影响因素及其作用机制 Author (s): 唐刘露, 陈梦雪, 高昱晗, Dickson Tok</p> <p>Paper 5: Advertising Effect on Cost of Equity Capital Author (s): Mingling Wu, Jiao Ge</p>	
Session A1-B 绿色消费 (一)/ Green Consumption (1) 13:30-15:10	<p>Chair: 严良 中国地质大学 (武汉) (Prof. Liang Yan, China University of Geosciences, Wuhan) (线上 online)</p> <p>Co-Chairs: 牟宇鹏 中国矿业大学 (Prof. Yupeng Mou, China University of Mining and Technology) (线下 onsite)</p> <p>高键 浙江财经大学 (Prof. Jian Gao, Zhejiang University of Finance and Economics) (线上 online)</p> <p>Paper 1: “组队减碳”还是“个人减碳”? 不同目标进展情形下低碳活动参与形式对消费者低碳目标追求动机的提升效应 Author (s): 王建明, 杨心成</p> <p>Paper 2: 绿色智能家居广告的有效性研究—基于信息质量视角的“信息-信任-响应”模型 Author (s): 李阿勇, 杨澜, 杨心成, 王建明</p> <p>Paper 3: Is the green consumption credit system necessarily effective? Author (s): Zekun Hu, Shuilong Wu, Yongna Yuan, You Li</p> <p>Paper 4: The Double-edged Sword Effect of Materialism on Energy Saving Behaviors Author (s): Ming Tu, Xingdong Wang</p>	5楼 南湖2厅 腾讯会议号 617 170 950 密码: 2022

<p>Session A1-C 绿色消费 (二)/ Green Consumption (2) 13:30-15:10</p>	<p>Chair: 马瑞婧 中南财经政法大学 (Prof. Ruijing Ma, Zhongnan University of Economics and Law) (线上 online) Co-Chair: 王建国 浙江财经大学 (Prof. Jianguo Wang, Zhejiang University of Finance and Economics) (线上 online)</p> <p>Paper 1: How familiarity affects green perceived value: The moderating roles of streamers' environmental knowledge and carbon label Author (s): You Li, Shuilong Wu, Yongna Yuan, Zekun Hu</p> <p>Paper 2: “外察”还是“内省”? 环境威胁引发的绿色消费意愿研究——基于道德情绪的双路径模型 Author (s): 姚唐, 乔时, 曹花蕊, 王宁, 蒋海霞, 易牧农</p> <p>Paper 3: 线上环保游戏化反馈对线下绿色消费行为影响机制研究——以蚂蚁森林为例 Author (s): 王硕硕, 王建明, 胡志强</p> <p>Paper 4: 线上环保游戏用户转向线下绿色消费的内在机制研究——基于行为推理理论视角 Author (s): 郭国庆, 刘仁杰, 王建国</p> <p>Paper 5: 参照群体对居民绿色消费意愿影响的实证研究 Author (s): 陈兰燕</p>	<p>5楼 南湖3厅 腾讯会议号 978 837 572 密码: 2022</p>
	<p>Chair: 崔楠 武汉大学 (Prof. Nan Cui, Wuhan University) (线下 onsite) Co-Chair: 张婧 华中科技大学 (Prof. Jing Zhang, Huazhong University of Science and Technology) (线上 online)</p> <p>Paper 1: Research on Construction and Simulation of Dual-use Technology Transfer System Based on System Dynamics Author (s): Xiaoli Li, Sumei Chen</p>	

<p>Session A2-A 产品管理和创新/ Product Management and Innovation 15:20-16:50</p>	<p>Paper 2: Common Institutional Ownership, Industry Competition and Firm Innovation Author (s): Wang Haiyan, Xiao Xiaoyong, Chen Xian, Liu Mengjie</p> <p>Paper 3: 哪种创新更受偏爱: 社会排斥对创新产品采纳意愿的影响 Author (s): 梁世昌, 李如兰, 兰彬, 张敏, 初宇轩</p> <p>Paper 4: Studying on the Impact of Inventor's Collaboration Network on Digital Technology Ambidextrous Innovation in Artificial Intelligence Enterprises Author (s): Xiaoli Li, Kun Li</p>	<p>5楼 南湖1厅 腾讯会议号 932 198 380 密码: 2022</p>
<p>Session A2-B 数字平台与营销 (一)/ Digital Platform and Marketing (1) 15:20-16:50</p>	<p>Chair: 王殿文 中国矿业大学 (Prof. Dianwen Wang, China University of Mining and Technology) (线上 online) Co-Chair: 钱悦 浙江大学 (Prof. Yue Qian, Zhejiang University) (线上 online)</p> <p>Paper 1: Live Streaming Commerce Real-time Viewer-interactivity: New Measure and the effect on Sales Author (s): Jiahui Guo, Jiao Ge</p> <p>Paper 2: Exclusive Strategy in Content Platforms: The Role of Consumer Preference Distribution Author (s): Tengfei Guo, Peng Wang</p> <p>Paper 3: 大数据赋能C2M个性化定制价值共创协同机制的案例研究 Author (s): Tian Xue, Meng Jiong, Cai Yilian</p> <p>Paper 4: Digital Platform's Strategic Screening and Third-Party Sellers' Endogenous Product Design Author (s): Lin Liu, Jue Liang, Kehua Lin, Yunfan Cai</p>	<p>5楼 南湖2厅 腾讯会议号 790 128 021 密码: 2022</p>

<p>Session A2-C 危机管理与营销/ Crisis Management and Marketing 15:20-16:50</p>	<p>Chair: 庄越 武汉理工大学 (Prof. Yue Zhuang, Wuhan University of Technology) (线上 online) Co-Chair: 李四兰 武汉科技大学 (Prof. Silan Li, Wuhan University of Science and Technology) (线上 online)</p> <p>Paper 1: 何时应聘被拒者 = 购买者? 企业拒聘对求职者购买意愿的影响 Author (s): Donghong Zhu, Zihe Chen</p> <p>Paper 2: 拟人化沟通对危机事件中消费者品牌态度的影响研究 Author (s): 李四兰, 曾珂祎, 吴诗颖</p> <p>Paper 3: Overt or Covert Retaliation? An Analysis of Angered Online Consumers in China Author (s): Baochun Zhao, Caibing Zhu, Yuanqiong He</p> <p>Paper 4: COVID-19大流行期间消费者抢购行为形成机理研究 Author (s): Yiting Wang, Guicheng Shi</p> <p>Paper 5: Is Negative E-WOM More Useful? Multimodal Data Analysis on Air Passengers' Perception of COVID Safety Measures Author (s): Shizhen Bai, Dingyao Yu, Mu Yang</p>	<p>5楼 南湖3厅 腾讯会议号 825 804 890 密码 : 2022</p>
<p>Session A3-A 奢侈品和珠宝营销/ Luxury and Jewelry Marketing 17:00-18:00</p>	<p>Chair: 郭锐 中国地质大学 (武汉) (Prof. Rui Guo, China University of Geosciences, Wuhan) (线上 online) Co-Chair: 冯文婷 中国地质大学 (武汉) (Prof. Wenting Feng, China University of Geosciences, Wuhan) (线上 online)</p> <p>Paper 1: 进口培育钻石品牌形象与顾客感知价值研究 Author (s): 孙燕妮, 陈志焘</p> <p>Paper 2: Conspicuous or Inconspicuous? Exploring Consumer Perceptions of Luxury Brands on Weibo Using Text-mining Approaches Author (s): Zhi Jiang, Eleonora Di Maria, Xianfang Zeng, Shuang Wu</p> <p>Paper 3: Rationale for luxury: the moral licensing effect of eco-attributed luxury Author (s): Zhijun Li, Chunqu Xiao, Di Jiang, Runze Zhang, Hong Zhu</p>	<p>5楼 南湖1厅 腾讯会议号 420 262 895 密码 : 2022</p>

<p>Session A3-B 共享经济/Sharing Economy 17:00-18:00</p>	<p>Chair: 项典典 中南财经政法大学 (Prof. Diandian Xiang, Zhongnan University of Economics and Law) (线上 online) Co-Chair: 涂科 湖北工业大学 (Prof. Ke Tu, Hubei University of Technology) (线上 online)</p> <p>Paper 1: Exploring the Over-time Variation in Customer Concerns on Sharing Economy Services Author (s): Shizhen Bai, Xinrui Bi, Chunjia Han, Mu Yang, Hao He</p> <p>Paper 2: Human Algorithm Aversion: Evidence from Ridesharing Drivers Author (s): Meng Liu, Xiaocheng Tang, Siyuan Xia, Shuo Zhang, Yuting Zhu</p> <p>Paper 3: 社会信任和自我效能感如何驱动共享经济平台持续使用意愿? —基于闲鱼平台的实证研究 Author (s): 余升翔, 石晨雨</p>	<p>5楼 南湖2厅 腾讯会议号 733 835 548 密码 : 2022</p>
<p>Session A3-C 数字平台与营销 (二)/ Digital Platform and Marketing (2) 17:00-18:00</p>	<p>Chair: 吴邦刚 四川大学 (Prof. Banggang Wu, Sichuan University) (线上 online) Co-Chair: 蒋阳阳 宁波诺丁汉大学 (Prof. Yangyang Jiang, University of Nottingham Ningbo China) (线下 onsite)</p> <p>Paper 1: 赏钱不如赏花——打赏物形式和平台对打赏意愿的影响 Author (s): 周玲, 易晓萱</p> <p>Paper 2: Referral Marketing in the Creator Economy: An Empirical Study of Referral Programs by Content Creators Author (s): Xintong Han, Jun Hyun (Joseph) Ryoo, Pu Zhao</p> <p>Paper 3: Predicting UGC Continuance Effect by Using Consumers' "OD1" Behaviors ——Evidence from Chinese Live Streaming E-commerce Author (s): Xingyu Wang, Yaping Chang, Shuyi Wang, Han Wang, Shaowei Chai, Longjianjie Zhang</p>	<p>5楼 南湖3厅 腾讯会议号 206 805 689 密码 : 2022</p>

<p>Session A4-A</p> <p>善因营销 (一)/ CSR Marketing (1)</p> <p>19:00-20:40</p>	<p>Chair: 阎俊 华中科技大学 (Prof. Jun Yan, Huazhong University of Science and Technology) (线上 online) Co-Chair: 侯俊东 中国地质大学 (武汉) (Prof. Jundong Hou, China University of Geosciences, Wuhan) (线上 online)</p> <p>Paper 1: Who is struggling? The influence of different appeals types using strength emotion on donating willingness in medical crowdfunding Author (s): Jiansheng Tang, Jiamin Zhou, Chundong Zheng, Lan Zhang</p> <p>Paper 2: An effective model of charity appeal: More emotions, more viewers More reasons, more donors A two-stage hybrid strategy, more money Author (s): Yanzhuang Bai, Xueyang Feng, Chundong Zheng</p> <p>Paper 3: The double-edged sword effect of government-initiated CSR on organizational performance: Moderating roles of slack resources and competition intensity Author (s): Ziyu Zhao, Mengyang Wang</p> <p>Paper 4: 适可而止还是多多益善? 绿色信息载荷量对绿色品牌信任的影响研究 Author (s): 杨澜, 杨心成, 李阿勇, 王建明</p> <p>Paper 5: 图片饱和度对电商助农意愿的影响及作用机制探究——基于叙事传输理论视角 Author (s): 周延风, 李天琪, 申文果</p>	<p>5楼 南湖1厅 腾讯会议号 813 763 322 密码 : 2022</p>
<p>Session A4-B</p> <p>文娱营销/ Entertainment Marketing</p> <p>20:00-23:00</p>	<p>Chairs: Prof. Natasha Zhang Foutz, University of Virginia (线上 online) Prof.孙琦, 上海财经大学 (Prof. Qi Sun, Shanghai University of Finance and Economics) (线上 online) Prof. 吴芳, 上海财经大学 (Prof. Fang Wu, Shanghai University of Finance and Economics) (线上 online)</p> <p>Speech 1: What Makes for a Good Thumbnail? Video Content Summarization into a Single Image Speaker: Jasmine Yang, Columbia Business School</p>	<p>5楼 南湖2厅 腾讯会议号 436 700 410 密码 : 2022</p>

	<p>Speech 2: Optimizing Selection of Key Opinion Leaders (KOLs) via Large-scale Network Analytics Speaker: Xiao Han, Shanghai University of Finance and Economics</p> <p>Speech 3: Pulling at Heartstrings: Auditory Analysis of Movie Music Speaker: Jieqiong Zhang, Tianjin University of Finance and Economics</p> <p>Speech 4: Virtual Companionship in Livestreaming: Evidence from TikTok and a COVID Natural Experiment Speaker: Mengjie Cheng, Harvard Business School</p> <p>Paper 1: Regret if gifting yourself? The effect of blind box self-gifting motives on the regrets Author (s): Xin Yang, Ping Wang, Yingji Li</p> <p>Paper 2: The effects of embodied experience and group identity on theater patrons' repurchase intention Author (s): Lin Huang, Yingji Li, Qiang Li</p> <p>Paper 3: Smart Design of Lootbox Author (s): Ruikai Zhou</p> <p>Paper 4: 组态视角下娱乐类主播的观众粘性前因构型研究 Author (s): 刘勇, 王诗馨</p> <p>Paper 5: Research on Influencing Factors of cross-border online cultural product purchase intention Author (s): Xinxin Wang, Xiaopan Shen, Na Wang</p> <p>Paper 6: 央视新媒体人设营销策略研究 Author (s): 徐刚, 吴泽炜</p> <p>Paper 7: 探究垂直深耕类网络综艺节目的微博营销模式 Author (s): 王燕</p> <p>Paper 8: 非本土艺术的综艺化传播研究——以《声入人心》为例 Author (s): 王燕</p>	
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7月29日, 星期五 JULY 29, FRIDAY

<p>Session A4-C</p> <p>创业营销 Entrepreneurship and Marketing</p> <p>20:00-21:40</p>	<p>Chairs: 于晓宇, 上海大学 (Prof. Xiaoyu Yu, Shanghai University) (线上 online) 王新春, 西弗吉尼亚大学 (Prof. Xinchun Wang, West Virginia University) (线上 online)</p> <p>Speech: Too Ambitious to Succeed? The Effect of Communicating Internationalization Intention and Entrepreneurial Orientation in Project Narratives on Crowdfunding Success Speaker: Xiaohan Hannah Wen, Özyeğin University</p> <p>Paper 1: 创始人创业故事对消费者品牌态度影响研究 (A study on the influence of founder's entrepreneurial stories on consumer brand attitudes) Author (s): Beiwen Liao, Qiaojuan Wen, Yuanshan Zhang</p> <p>Paper 2: 绩效期望落差与“双元”国际化战略: CEO开放性和企业生存威胁的调节作用 Author (s): Wei Zhang, Ji Qi, Binwu Cheng</p> <p>Paper 3: CEO的数字媒体光环能否影响企业的产品竞争力? Author (s): 周末, 李冠坤</p>	<p>5楼 南湖3厅 腾讯会议号 241 565 010 密码: 2022</p>
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内容 Session / 时间 Time	Chairs, Presentations	地点 Venue
<p>Session B1-A</p> <p>大数据营销/ Big Data in Marketing</p> <p>8:30-11:30</p>	<p>Chair: Xiaojing Dong, Santa Clara University (线上 online)</p> <p>Speech 1: Estimating Worker Complementarity in Teams: Evidence from Real Estate Sales Teams Speaker: Mantian Hu, Chinese University of Hong Kong</p> <p>Speech 2: Quantity vs Variety: Content Production on Online Knowledge Sharing Platforms Speaker: Qiaowei Shen, Peking University</p> <p>Speech 3: Dynamic Triggering Effects for Online Contents: A Bayesian Nonparametric Approach Speaker: Yang Li, Cheung Kong Graduate School of Business</p> <p>Speech 4: The Impact of Social Comparison in Online Learning Speaker: Banggang Wu, Sichuan University</p> <p>Paper 1: 双渠道供应链制造商渠道推广和大类推广策略研究 Author (s): 李豪, 覃弘, 何旭</p> <p>Paper 2: Research on Enterprise Marketing Innovation under the Background of Digital Intelligence Economy Author (s): Sun Wen</p> <p>Paper 3: The power of C2C interactions: How other customers' responses to online reviews affect subsequent customers' online rating behavior Author (s): Lu Wang, Min Zhang and Yiwei Li</p> <p>Paper 4: Research on Accurate New Product Recommendation of Company A based on Common Attributes of Products Author (s): Xiaoyu Wang and Zitong Huang</p> <p>Paper 5: Consumer mindset, inertia and omni-channel usage Author (s): 陈洁, 韦俊龙, 高伟, 范雯健</p>	<p>5楼 南湖1厅 腾讯会议号 502 812 767 密码: 2022</p>

<p>Session B1-B 运营/营销交叉研究 /OM/Marketing Interface 8:30-10:10</p>	<p>Chairs: Meng Li, Rutgers University (线上 online) 张世晨, 南开大学 (Prof. Shichen Zhang, Nankai University) (线上 online)</p> <p>Paper 1: Advertising and Consumer Selection Author (s): Zhibao Li, Yunchuan Liu</p> <p>Paper 2: The Impact of Manufacturing Enterprises and Internet Integration Development on Enterprise Performance: Perspective of Organizational Agility Author (s): Feng Ji, Mingxu Shao, Yonghua Zhou, Guiqing Cheng, Qubo Luo, Yindan LI</p> <p>Paper 3: 希望情绪对顾客满意的影响机制 Author (s): 黄凯珊, 段敏惠</p> <p>Paper 4: 分享意愿对重购决策的自我决定机制: 社会距离和承诺违背的调节 Author (s): 韦荷琳, 苏林卡</p> <p>Paper 5: 基于SHAP的银行电话营销客户分群研究 Author (s): 李洛, 郭敏</p>	<p>5楼 南湖2厅 腾讯会议号 667 810 064 密码: 2022</p>
<p>Session B1-C 统计与营销/ Statistics and Marketing 8:30-10:10 (线上Zoom)</p>	<p>Chair: Qing Liu, University of Wisconsin-Madison (线上 online)</p> <p>Speech 1: Targeting with Limited Information: Efficient Analysis of Multivariate Binary Data with Pólya-Gamma Auxiliary Variables Speaker: Ty Henderson, University of Texas at Austin</p> <p>Speech 2: GMO Labeling Policy and Consumer Choice Speaker: Youngju Kim, Neoma Business School, France</p> <p>Speech 3: Fair Lending in Vehicle Financing: The Effects of CFPB's Interventions on Dealer Markups and Race Discrimination Speaker: Cheng He, University of Wisconsin-Madison</p> <p>Speech 4: Cookie Bias: The Flaws in Cookie Based Advertising Measurement Speaker: Min Tian, The Ohio State University</p>	<p>5楼 南湖3厅 Zoom ID 952 8125 2737 密码: 1037</p>

<p>Session B1-D 善因营销 (二)/ CSR Marketing (2) 10:20-12:00</p>	<p>Chair: 费显政 中南财经政法大学 (Prof. Xianzheng Fei, Zhongnan University of Economics and Law) (线上 online) Co-Chair: 赵宝春 中南民族大学 (Prof. Baochun Zhao, South-central University for Nationalities) (线上 online)</p> <p>Paper 1: A study of the relationship between perceived class mobility, philanthropic sentiment, and consumer online Donation behavior Author (s): Hongyi Mou, Qiang Li, Yingji Li</p> <p>Paper 2: A Study on the Effect of ERKE's Corporate Social Responsibility on Brand Attitude Author (s): Jiaru Tan, Xia Liao, Yunying Yang, Sujia Zhang</p> <p>Paper 3: Analysis of Public Service Advertisements (PSAs) in Mainland China Author (s): Yan Wang, Kara Chan</p> <p>Paper 4: Do expressions of sadness, anxiety, and fear have different impacts on attracting donations? Evidence from a Chinese online charitable crowdfunding platform Author (s): Ruichen Ge, Sha Zhang, Hong Zhao</p> <p>Paper 5: Exploring Consumer Perceived Risk and Purchase Intention of Water-Saving Appliances: A Moderated Dual-Mediation Author (s): Teng Wang, Haiwei Zhou, Ming Tian</p>	<p>5楼 南湖3厅 腾讯会议号 656 874 044 密码: 2022</p>
<p>Session B2-A 消费者行为 (一)/ Consumer Behavior (1) 13:30-15:10</p>	<p>Chair: 孙怡夏 浙江大学 (Prof. Yixia Sun, Zhejiang University) (线上 online) Co-Chair: 冉雅璇 中南财经政法大学 (Prof. Yaxuan Ran, Zhongnan University of Economics and Law) (线上 online)</p> <p>Paper 1: 频繁优惠券促销导致多样化产品购买中对更高价产品的延迟购买 Author (s): 朱东红, 郭慧超</p>	<p>5楼 南湖1厅 腾讯会议号 646 918 561 密码: 2022</p>

	<p>Paper 2: “小感知到大行为”——感知多任务处理对消费者亲社会行为的影响研究 Author (s): 刘新燕, 涂菊, 王璐, 刘晓文</p> <p>Paper 3: 网红主播对顾客感知价值和品牌态度的影响研究 Author (s): 成韵, 张婉清, 陈苗, 韦芳</p> <p>Paper 4: 消费者为何以及何时抵制虚拟数字广告代言人? 产品类型和广告内容类型的作用 Author (s): 曾薇诺, 陈通</p> <p>Paper 5: 孤独感对消费者多样化寻求行为的影响 Author (s): 姚琦, 杨林, 李世豪</p>	
<p>Session B2-B 消费者行为 (二)/ Consumer Behavior (2) 13:30-15:10</p>	<p>Chair: 蒋阳阳 宁波诺丁汉大学 (Prof. Yangyang Jiang, The University of Nottingham Ningbo China) (线下 online) Co-Chairs: 王伊洁 香港理工大学 (Prof. Yijie Wang, The Hong Kong Polytechnic University) (线上 online) 盛峰 浙江大学 (Prof. Feng Sheng, Zhejiang University) (线上 online)</p> <p>Paper 1: Duopoly Competition for Season Products in the Presence of Strategic Consumers with Budget Constraint Author (s): Shiyu Yang, Ye Qiu</p> <p>Paper 2: Need for Uniqueness Increases Preference for Uncertainty: The Mediating Role of Cognitive Flexibility Author (s): Allen Ding Tian, Yuting Yuan</p> <p>Paper 3: The Influence of Mortality Salience on Nostalgic Consumption Author (s): Yixuan Liu</p> <p>Paper 4: The effect of sugar perceived confusion, perceived value on purchase intention Author (s): Xin Yang, Yingji Li, Qiang Li</p> <p>Paper 5: 名人主播消费者感知说服力的影响因素研究 Author (s): 陈晓蕾, 石贵成</p>	<p>5楼 南湖2厅 腾讯会议号 331 139 274 密码 : 2022</p>

<p>Session B2-C 消费者行为 (三)/ Consumer Behavior (3) 13:30-15:10</p>	<p>Chair: 赵玉杰 山东大学 (Prof. Yujie Zhao, Shandong University) (线上 online) Co-Chair: 梁世昌 广西大学 (Prof. Shichang Liang, Guangxi University) (线上 online)</p> <p>Paper 1: 产品“美”化标签对消费者购买意愿的影响 Author (s): 张宁宁, 周玲</p> <p>Paper 2: 外部线索对二手母婴商品购买意愿的影响 Author (s): 张启尧, 何萌</p> <p>Paper 3: Research on the influence of beauty short video product evaluation methods on customer purchase intention Author (s): Ying Xiong, Yuhao Wang</p> <p>Paper 4: 品牌国潮化设计的维度及其对消费者购买意愿的影响机制: 来自混合研究的证据 Author (s): Liu Wei, Dong Yue</p> <p>Paper 5: 应用软件图标正负空间类型对消费者品牌态度的影响 Author (s): 孙晓辉</p>	<p>5楼 南湖3厅 腾讯会议号 696 510 275 密码 : 2022</p>
<p>Session B3-A 人工智能和消费者决策 (一)/ AI and Consumer Decision Making (1) 15:20-17:00</p>	<p>Chair: 靳菲 四川大学 (Prof. Fei Jin, Sichuan University) (线上 online) Co-Chair: 周元元 华中科技大学 (Prof. Yuanyuan Zhou, Huazhong University of Science and Technology) (线下 onsite)</p> <p>Paper 1: 看不见的他(她): 顾客愤怒下, 聊天机器人性别对顾客满意度的影响 Author (s): 梁世昌, 兰彬, 李如兰, 初宇轩, 张敏</p> <p>Paper 2: 有自我识别能力的服务机器人更令人满意吗? ——拟人化服务机器人的自我识别能力的影响 Author (s): 张雅静, 陆晓倩</p> <p>Paper 3: AI主播特征对消费者行为意愿的影响 Author (s): 何英豪, 戴鑫, 常亚平</p> <p>Paper 4: 服务机器人vs.服务机器人+人类领导: 披露人类领导的影响</p>	<p>5楼 南湖1厅 腾讯会议号 282 196 475 密码 : 2022</p>

	<p>Author (s): 朱东红, 张文琪</p> <p>Paper 5: Being conservative with AI: how AI adoption influences consumers risk tolerance in financial decisions Author (s): Liang Huang, Wenru Wang</p>	
<p>Session B3-B 人工智能和消费者决策 (二)/ AI and Consumer Decision Making (2) 15:20-17:00</p>	<p>Chair: 杨浙帅 浙江大学 (Prof. Zheshuai Yang, Zhejiang University) (线上 online) Co-Chair: 朱东红 华中科技大学 (Prof. Donghong Zhu, Huazhong University of Science and Technology) (线上 online)</p> <p>Paper 1: 机器人语言礼貌如何影响消费者不道德行为? ——基于自我构念理论 Author (s): 董学兵, 温馨</p> <p>Paper 2: The dark side of perfection: the effect of virtual influencers' attractiveness on consumers' attitudes towards endorsed brands Author (s): Xingyu Chen, Lianxing Chen, Chuanjie Chen, Li Ji</p> <p>Paper 3: Algorithm aversion or algorithm appreciation? A meta-analysis of consumers' preference for recommendations by AI versus humans Author (s): Silin Qian, Zijian Wang, Nan Cui, Lan Xu</p> <p>Paper 4: 企业智能化服务创新研究: 综述与展望 Author (s): 李岚, 袁亦斐</p> <p>Paper 5: Research on the Experiential Value of Service Robots Author (s): Yangjun Tu, Wei Liu, Zhi Yang</p>	<p>5楼 南湖2厅 腾讯会议 319 985 439 密码: 2022</p>
<p>Session B3-C 服务营销 (一)/ Service Marketing (1) 15:20-17:00</p>	<p>Chair: 徐岚 武汉大学 (Prof. Lan Xu, Wuhan University) (线上 online) Co-Chair: 蒋怡然 中南财经政法大学 (Prof. Yiran Jiang, Zhongnan University of Economics and Law) (线上 online)</p> <p>Paper 1: 不同模式互联网医院建设驱动因素研究——基于资源依赖理论视角</p>	<p>5楼 南湖3厅 腾讯会议号 755 679 983 密码: 2022</p>

	<p>Author (s): 汪晨, 郑秋莹, 周冠双, 时生辉, 赵宏扬, 种潼薇</p> <p>Paper 2: 新冠疫情全球大流行背景下影响饭店惠顾意向关键因素相对重要性研究 Author (s): 任金中, Thomas Lawrence Long, 刘栋</p> <p>Paper 3: 消费者们究竟在关注什么? 基于酒店在线评论的研究 Author (s): 赵晓罡, 毋曼, 党伊玮</p> <p>Paper 4: 消费者社交焦虑对自助服务技术使用意愿的影响机理: 心理安全感的中介效应 Author (s): 韦荷琳, 林雪</p> <p>Paper 5: 手机银行顾客满意度影响因素研究 Author (s): 钟焯鑫, 陈文冬</p>	
<p>Session B4-A 供应链管理 (一)/ Supply Chain Management (1) 17:10-18:30</p>	<p>Chair: 刘明菲 武汉理工大学 (Prof. Mingfei Liu, Wuhan University of Technology) (线上 online) Co-Chair: 唐尧 中南财经政法大学 (Prof. Yao Tang, Zhongnan University of Economics and Law) (线上 online)</p> <p>Paper 1: Managing Online Trade-in Program with Consumer Choice in Supply Chains Author (s): Niu Yu and Biwen Wang</p> <p>Paper 2: 规模不经济和二元创新交互作用下供应链最优契约选择 Author (s): 张伟, 杨振杰</p> <p>Paper 3: Zero Inventory Strategy of Fresh Goods with the Dynamic Pricing and Freshness Author (s): Mo Pang, Cheng Xu, Hongbo Tu</p> <p>Paper 4: The Interplay between Information Acquisition and Quality Improvement in the Presence of Agency Selling Author (s): Niu Yu, Zijun Li</p>	<p>5楼 南湖1厅 腾讯会议号 429 823 881 密码: 2022</p>

<p>Session B4-B 服务营销 (二)/ Service Marketing (2) 17:10-18:30</p>	<p>Chair: 官翠玲 湖北中医药大学 (Prof. Cuiling Guan, Hubei University of Chinese Medicine) (线上 online) Co-Chair: 唐漾一 武汉大学 (Prof. Yangyi Tang, Wuhan University) (线下 onsite)</p> <p>Paper 1: How customer emotions affect the service experience Author (s): Jing Zhang, Tingchang Liang</p> <p>Paper 2: Digital empowerment? The impact of service quality of intellectual property companies on the transformation of small and micro enterprises-mediated by digital perceived value and satisfaction Author (s): Qiang Li, Yingji Li</p> <p>Paper 3: A Study on the Influence of Customer Experience on Studying Abroad Intermediary Service Author (s): Sujia Zhang, Boyan Wang, Xia Liao</p> <p>Paper 4:服务创新领域的研究进展与热点——基于CiteSpace的可视化分析 Author (s): 李岚, 焦永鑫, 李泽航</p>	<p>5楼 南湖2厅 腾讯会议号 221 263 897 密码 : 2022</p>
<p>Session B4-C 农产品营销/ Agricultural Products Marketing 17:10-18:30</p>	<p>Chair: 项朝阳 华中农业大学 (Prof. Zhaoyang Xiang, Huazhong Agricultural University) (线下 onsite) Co-Chair: 池韵佳 华中农业大学 (Prof. Yunjia Chi, Huazhong Agricultural University) (线上 online)</p> <p>Paper 1: The Influence of Sociocultural Root Awareness on Consumers' Willingness to Pay Premiums for Geographical Indication Products Author (s): Gangren Zhang, Jiaojiao Liu, Yanjun Li</p> <p>Paper 2: 口碑推荐与感知价值对绿色农产品购买意愿的影响研究 Author (s): 黄雪莹, 叶楠</p> <p>Paper 3:具象还是意象? ——基于信息框架理论的地理标志农产品偏好影响研究 Author (s): 倪含莽, 李艳军</p>	<p>5楼 南湖3厅 腾讯会议号 108 240 233 密码 : 2022</p>

	<p>Paper 4: Impact of Quantity and Quality of Agricultural Product Information on Purchase Intention: Based on Agricultural E-commerce Platform Author (s): Yangjun Tu, Ying Hong, Tianze Nie, Zhi Yang</p> <p>Paper 5:数字经济背景下十堰市农产品供应链发展研究 Author (s): 邓晓君</p>	
<p>Session B5-A 组织间营销/B2B Marketing 20:00-21:30</p>	<p>Chairs: Yu Chang, Northwestern Polytechnical University (线上 online) Yansong Hu, Warwick Business School (线上 online) Xinchun Wang, West Virginia University (线上 online)</p> <p>Paper 1: The role of digitally-enabled servitization in capturing the business performance Author (s): Yangyang Jiang, Xiya Zhang, M.S. Balaji</p> <p>Paper 2: A systematic literature review on digital servitization: the digitalization perspective Author (s): Xiya Zhang, M.S. Balaji, Yangyang Jiang</p> <p>Paper 3: Scale development for inter-organizational IT governance Author (s): Qinfang Hu, Haowei Yu</p> <p>Paper 4: 国外跨组织系统研究的回顾与展望 Author (s): 胡琴芳, 曹伊晗</p> <p>Paper 5: Research on Trust and Cross-buying Behavior in POM Industry Author (s): Zhitao Chen, Guicheng Shi, XiaoHui Li</p>	<p>5楼 南湖1厅 腾讯会议号 916 829 466 密码 : 2022</p>

7月30日,星期六 JULY 30, SATURDAY

Session B5-B 新零售/New Retail 20:00-21:20	Chair: Prof. Jia Li, Wake Forest University (线上 online) Co-Chair: 贺远琼 华中科技大学 (Prof. Yuanqiong He, Huazhong University of Science and Technology) (线上 online) Paper 1: Research on the influence of consumer thinking styles on purchase intention of "0 calorie" goods Author (s): Shizhe Wang, Yanchen Li, Biaowen Zheng Paper 2: 元宇宙产品消费意愿研究——基于技术准备度和技术接受模型 (TRAM) Author (s): 冯益, 田绪杰, 苟芹 Paper 3: 消费者图书盲盒购买行为的驱动因素及后效——基于扎根理论与叙事研究的融合方法 Author (s): 崔竞文, 王朝晖 Paper 4: Goals and Mystery Box Purchase: An Experiment Author (s): Yilin Huang, Pak Hou Che, Caleb Huanyong Chen	5楼 南湖2厅 腾讯会议号 789 197 392 密码:2022
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内容 Session / 时间 Time	Chairs, Presentations	地点 Venue
主题演讲 (三) Keynote Speech (3) 8:30-10:00	主持人Host: 李红镝 重庆交通大学经济与管理学院院长、教授 (Prof. Hongdi Li, Chongqing Jiaotong University) 发言人Speakers: 才凤艳 上海交通大学教授 (Prof. Fengyan Cai, Shanghai Jiao Tong University) 演讲题目: 得知家庭成员做慈善后, 人们会变得更加慷慨吗? Prof. Xi Li, The University of Hong Kong 演讲题目: Beating the Algorithm: Big-Data Investment and Disclosure with Consumer Manipulation	5楼 东湖2厅 腾讯会议号 167 927 159 密码: 无
茶歇 10:00-10:20		
Session C1-A 社交情境的营销 (一) /Marketing in Social World (1) 10:20-12:00	Chair: 陈洁 上海交通大学 (Prof. Jie Chen, Shanghai Jiao Tong University) (线上 online) Co-Chair: 董学兵 上海大学 (Prof. Xuebing Dong, Shanghai University) (线上 online) Paper 1: Study on the influence mechanism of perceived value of virtual community customers on brand co-creation behavior Author (s): Shangqing Cao, Dengfeng Li, Zijian Sun Paper 2: Expand the social attributes of AR: The asynchronous sharing experience of consumers on social media Author (s): Yiwei Li, Min Zhang, Lin Sun, Xingyao Ren Paper 3: How Social Media Platform Type Influence Personalized Advertising Effectiveness Author (s): Jinjun Yu, Yijie Wang Paper 4: A Review of Research on Social Presence in Marketing Author (s): Xinhua Li, Xia Liao Paper 5: 高校学生联结社会资本对学习自我效能影响机制研究 Author (s): 任金中, Thomas Lawrence Long, 刘栋	5楼 南湖1厅 腾讯会议号 500 545 998 密码: 2022

<p>Session C1-B 社交情境的营销 (二) /Marketing in Social World (2) 10:20-12:00</p>	<p>Chair: 曾伏娥 武汉大学 (Prof. Fu'e Zeng, Wuhan University) (线下 onsite) Co-Chair: 王亚维 中国矿业大学 (Prof. Yawei Wang, China University of Mining and Technology) (线上 online)</p> <p>Paper 1: 直播电商中网红主播特征对消费者冲动性购买意愿的影响 Author (s): 葛思坤, 陈晓蕾, 任宇光, 杜镇浩</p> <p>Paper 2: 电商直播限制性促销中机会成本感知和购买竞争感知对购买意愿的影响研究 Author (s): 刘凤娇, 杨林岩</p> <p>Paper 3: 公益直播带货: 道德认同对消费者购买行为的影响研究 Author (s): 蔡紫妍, 石永东, 肖琦</p> <p>Paper 4: 虚拟社区感对社区推广的影响——基于消费者性格为调节 Author (s): 陈沛潮, 石贵成</p> <p>Paper 5: 拼多多直播平台对消费者购买生鲜农产品意愿的影响 Author (s): 林红焱, 陈婕欣</p>	<p>5楼 南湖2厅 腾讯会议号 147 781 730 密码: 2022</p>
<p>Session C1-C 新兴市场营销/ Marketing in Emerging Markets 10:20-12:00</p>	<p>Chair: 陈涛 武汉科技大学 (Prof. Tao Chen, Wuhan University of Science and Technology) (线上 online) Co-Chair: 张焱 西南政法大学 (Prof. Yi Zhang, Southwest University of Political Science & Law) (线上 online)</p> <p>Paper 1: Effective Motivation Strategies for Market Orientation and New Product Performance Author (s): Yinghong (Susan) Wei</p> <p>Paper 2: 新冠疫情下营销人员工作控制对工作重塑行为的链式中介效应研究 Author (s): 田敏, 聂婷</p>	<p>5楼 南湖3厅 腾讯会议号 285 921 831 密码: 2022</p>

	<p>Paper 3: How consumers' electronic word-of-mouth affects doctors' online performance: A new relationship between patients and doctors in China Author (s): Huiling Ye, Gilmar Masiero, Ruili Liao, Kaleb Cruz</p> <p>Paper 4: Causal Attribution and Purchase Intention of Recycled Products: Insights from China Author (s): Zening Song, Yi Zhao</p> <p>Paper 5: Legitimacy pressures, micro-level CSR activities and organizational success in volatile institutional environment Author (s): 关新雅</p> <p>Paper 6: 东西方文化差异对虚拟人道德责任评价的影响 Author (s): 闫霄, 周欣悦</p>	
<p>Session C2-A 旅游市场营销 (一)/ Tourism Marketing (1) 13:30-14:50</p>	<p>Chair: 江玮 厦门大学 (Prof. Wei Jiang, Xiamen University) (线上 online) Co-Chair: 贾艳丽 厦门大学 (Prof. Yanli Jia, Xiamen University) (线上 online)</p> <p>Paper 1: 他们为什么回来? 不同重游意愿程度游客的重游意愿影响因素研究 Author (s): 党伊玮, 周楷璇, 申海</p> <p>Paper 2: 节庆活动涉入对游客冲动性购买行为的影响研究 Author (s): 陈文冬, 钟焯鑫, 石贵成</p> <p>Paper 3: 十堰东沟村民宿经营策略研究——以桃源人家为例 Author (s): 赵晓晓, 陈馨怡</p> <p>Paper 4: 旅游者短视频分享的推拉因素及其组态分析 Author (s): 吴文秀, 洪学婷, 舒伯阳</p>	<p>5楼 南湖1厅 腾讯会议号 813 171 815 密码: 2022</p>

<p>Session C2-B 旅游市场营销 (二)/ Tourism Marketing (2) 13:30-14:50</p>	<p>Chair: 丘尚知 厦门大学 (Prof. Shangzhi Qiu, Xiamen University) (线上 online) Co-Chair: 郭功星 汕头大学 (Prof. Gongxing Guo, Shantou University) (线上 online)</p> <p>Paper 1: Exploring thematic influences on theme park visitors' satisfaction: an empirical study on Disneyland China Author (s): Shizhen Bai, Hao He, Chunjia Han, Mu Yang, Xinrui Bi, Weijia Fan</p> <p>Paper 2: Historic Towns in Rural Cultural Tourism: Cultural Elements and Marketing Author (s): Caleb Huanyong Chen, Chunsheng Li, Kaiwen Gao, Guanwen He</p> <p>Paper 3: A Study to Cross-border Tourist's Value Experience Driving Tourist's Loyalty in Online Brand Community: evidence from China and Thailand Author (s): Youkai Song, Biao Zhang, Yezhang Liang, Baoguo Li, Wenzhen Wang</p>	<p>5楼 南湖2厅 腾讯会议号 724 267 429 密码 : 2022</p>
<p>Session C2-C 品牌营销 (一)/ Brand Marketing (1) 13:30-14:50</p>	<p>Chair: 朱华伟 武汉大学 (Prof. Huawei Zhu, Wuhan University) (线上 online) Co-Chair: 姚琦 重庆交通大学 (Prof. Qi Yao, Chongqing JiaoTong University) (线上 online)</p> <p>Paper 1: How Word-of-Mouth Shapes Sharers' Brand Commitment Author (s): Tingchang Liang, Toshihiko Souma, Jing Zhang</p> <p>Paper 2: 外部线索对消费者仿洋品牌重购意愿的影响 Author (s): 才凌惠, 曹斌, 吴颖龙</p> <p>Paper 3: 广告中的表情符号 (Emoji)对消费者品牌态度的影响 Author (s): 马瑞婧, 袁梦雅</p> <p>Paper 4: The brand innovation strategy of Chinese time-honored brands under the new media environment ——Take CAI Lin ji for example Author (s): Kai Xiao, Yanhong Zhao, Minghao Yin</p> <p>Paper 5: Effects of Virtual Influencer's Brand Endorsement on Consumers' Reactions Author (s): Xiaoyun Zheng, Murong Miao, Lu Zhang</p>	<p>5楼 南湖3厅 腾讯会议号 383 214 182 密码 : 2022</p>

<p>Session C3-A 供应链管理 (二)/ Supply Chain Management (2) 15:00-16:20</p>	<p>Chair: 刘保山 中国地质大学 (武汉) (Prof. Baoshan Liu, China University of Geosciences, Wuhan) (线上 online) Co-Chair: 袁茂 武汉大学 (Prof. Mao Yuan, Wuhan University) (线上 online)</p> <p>Paper 1: The effect of supplier's green innovation on corporate consumers' willingness for value co-creation Author (s): Qi Yao, Yuntong Liang, Mengying Feng</p> <p>Paper 2: Impacts of Cognitive Distance and Social Distance on Supply Chain Capability: The Mediating Role of Supply Chain Flexibility and The Moderating Effect of Information Technology Utilization Author (s): Qinfang Hu, Haowei Yu, Huirong Wu, Jing Chen</p> <p>Paper 3: Quality differentiation and platform's contract choice between reselling and agency selling Author (s): Le Wang, Zhen He, Shuguang He</p> <p>Paper 4: Institutional forces effect on firm agility via organisational justice Author (s): Mengying Feng, Wantao Yu</p>	<p>5楼 南湖1厅 腾讯会议号 912 303 062 密码 : 2022</p>
<p>Session C3-B 分析建模/ Analytical Modeling in Marketing 15:00-16:20</p>	<p>Chair: 张逸石 武汉理工大学 (Prof. Yishi Zhang, Wuhan University of Technology) (线上 online) Co-Chair: 刘晓峰 中南财经政法大学 (Prof. Xiaofeng Liu, Zhongnan University of Economics and Law) (线上 online)</p> <p>Paper 1: The Study about Pricing Strategy of Firms in Promotion Season Based on Strategic Consumer and Waiting Cost Author (s): Xuan Jiang, Wei Li</p> <p>Paper 2: Dynamic evolution analysis of green technology cooperative innovation considering strategic exit under environmental regulation Author (s): Qingsong Xing, Mengqiu Zeng, Fumin Deng</p> <p>Paper 3: 考虑市场入侵与参考价格效应的在位企业定价策略研究 Author (s): 李豪, 钱扬, 覃弘</p> <p>Paper 4: 考虑在线评论信任度的最优产品免费试用策略研究 Author (s): 李豪, 何旭, 钱扬</p>	<p>5楼 南湖2厅 腾讯会议号 690 622 324 密码 : 2022</p>

<p>Session C3-C</p> <p>品牌营销 (二)/ Brand Marketing (2)</p> <p>15:00-16:20</p>	<p>Chair: 江红艳 中国矿业大学 (Prof. Hongyan Jiang, China University of Mining and Technology) (线上 online)</p> <p>Co-Chair: 刘野逸 西安交通大学 (Prof. Yeyi Liu, Xi'an Jiaotong University) (线上 online)</p> <p>Paper 1: 一见倾心: 品牌仪式对品牌偏好的影响研究 Author (s): 杨文, 周洁</p> <p>Paper 2: How Metahuman characteristics affect brand engagement: the perspective of attachment theory Author (s): Mengjuan Liu, Fang Qin</p> <p>Paper 3: Research on brand scene marketing communication strategy in the context of metaverse Author (s): Jie Tan</p> <p>Paper 4: Value Creation in the Brand Community Research: A Systematic Literature Review Using Bibliometric Analysis Author (s): Da Huo, Xiaoyun Zheng, Ahmet H. Kirca, Jing Li</p>	<p>5楼 南湖3厅 腾讯会议号 447 681 229 密码: 2022</p>
<p>主题演讲 (四) Keynote Speech (4)</p> <p>16:30-18:00</p>	<p>主持人 Host: 牛永革 四川大学商学院系主任、教授 (Prof. Yongge Niu, Sichuan University)</p> <p>发言人 Speakers: 王丽丽 浙江大学教授 (Prof. Lili Wang, Zhejiang University) 演讲题目: 疾病拟人化对消费者医从行为的影响</p> <p>周志民 深圳大学管理学院副院长、教授 (Prof. Zhiming Zhou, Shenzhen University) 演讲题目: 在线品牌社群研究</p>	<p>5楼 东湖2厅 腾讯会议号 621 368 719 密码: 无</p>
<p>颁奖典礼 Award Ceremony</p> <p>18: 00-18: 30</p>	<p>主持人 Host : 戴鑫 华中科技大学管理学院副院长、教授 (Prof. Xin Dai, Huazhong University of Science and Technology)</p>	<p>5楼 东湖2厅 腾讯会议号 621 368 719 密码: 无</p>
<p>博士生招聘座谈会 Recruitment Seminar</p> <p>19:30-20:30</p>	<p>主持人 Hosts : 包叶青 阿拉巴马大学亨城分校教授 (Prof. Yeqing Bao, University of Alabama in Huntsville) 石贵成 澳门科技大学商学院教授 (Prof. Guicheng Shi, Macau University of Science and Technology) 常亚平 华中科技大学管理学院教授、湖北省市场营销学会会长 (Prof. Yaping Chang, Huazhong University of Science and Technology)</p>	<p>腾讯会议号 279 817 256 密码: 无</p>

KEYNOTE SPEAKERS

主题演讲嘉宾简介



Haipeng (Allan) Chen

Haipeng (Allan) Chen is Professor, Gatton Endowed Chair in Marketing, and University Research Professor at the University of Kentucky. He received his Ph.D. from the University of Minnesota. Before joining UK, Dr. Chen served as an assistant professor at the University of Miami (2002-7), and as an assistant professor (2007-9) and associate professor (2009-2017) at the Texas A&M University. He was promoted to full professor in 2017 at the Texas A&M University.

Dr. Chen conducts research in the areas of Behavioral Decision Theory (BDT) and behavioral pricing. His research has been published in JCR, JCP, JMR, JM, Marketing Science, Management Science, SMJ, ISR, and JAMS, as well as premium journals in economics (e.g., Journal of Monetary Economics, Review of Economics and Statistics), among others.

Dr. Chen is currently serving as an AE for JCR and JR and as a DE for Decision Sciences. He also serves on the ERB of JM and JCP. He has served on the ERB of Marketing Science and JBR. Dr. Chen served as a co-editor of the JACR special issue on Behavioral Pricing. He is a co-chair of the 2022 ACR Conference (Denver), and the SCP Boutique Conference on the Global Consumer (Singapore).



Tat Y. Chan

Professor Tat Chan is a Professor of Marketing at the Olin Business School, Washington University in St. Louis. He received a Ph.D. in Economics at Yale University in 2001. His research interests are in empirical modeling consumer choice and firm competition using econometric methodologies. He has conducted various research projects in the domain of economics and marketing. His research has been published in top economics and marketing journals such as Marketing Science, Management Science, International

Economic Review, International Journal of Research in Marketing, among others.



Anthony Dukes

Anthony Dukes is the Robert E. Brooker Chair in Marketing and Department Chair in the Marshall School of Business at the University of Southern California. His research focuses on understanding marketing intermediaries – content platforms, retailers, e-commerce platforms, and other businesses that connect marketers to their customers. He teaches graduate classes in pricing and in marketing analytics. Professor Dukes is a Senior Editor at the journal *Marketing Science*.



Ashlee Humphreys

Associate Professor Ashlee Humphreys is a sociologist who examines core topics in consumer behavior and marketing strategy. She studies the role of institutions in markets and the influence of language on both consumer judgments of legitimacy and the broader process of legitimation. She is the author of *Social Media: Enduring Principles* (Oxford UP 2016), and her work has been published in the *Journal of Marketing*, the *Journal of Consumer Research*, and the *Journal of Marketing Research*. She serves as an

Associate Editor for the *Journal of Marketing* and the *Journal of Consumer Research*.



Nan Jia

Nan Jia holds a PhD in Strategic Management from the Rotman School of Management, University of Toronto (Canada). Her research interests include corporate political strategy, business-governance relationships, and corporate governance in international business. Nan's research has been published in the *Management Science*, *Strategic Management Journal*, *Organizational Science*, *Administrative Science Quarterly*, *Academy of Management Journal*, *Academy of Management Review*, and *Journal of Politics*. She serves on the editorial boards of the *Strategic Management Journal*, *Academy of Management Review*, and the *Journal of International Business Studies*. Nan's teaching interests and experience encompass Strategic Management and International Business.



Thomas Kramer

Thomas Kramer is a Professor of Marketing and the Associate Dean of the Undergraduate Program for the School of Business at the University of California, Riverside. He received his Ph.D. degree from Stanford University and his MBA and Bachelor's degrees from Baruch College, CUNY. Prior to joining the University of California, Riverside in 2015, he was a faculty member at Baruch College from 2003 to 2010, and at the University of

South Carolina from 2010 to 2015.

Professor Kramer's research interests focus on examining factors that influence preference construction and subsequent decision-making, including extraordinary consumer beliefs (such as superstitious, magical, fateful, or karmic beliefs), biases, and heuristics. He has published 36 peer-reviewed articles, and his research has appeared in top marketing and decision-making journals, including the *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Psychology*, and *Organizational Behavior and Human Decision Processes*. His most recent work examines differences in consumer behavior engendered by renting versus purchasing skill-based products, ritualistic consumer behavior to overcome negative affective states, and contagion effects in products that are shared with others.

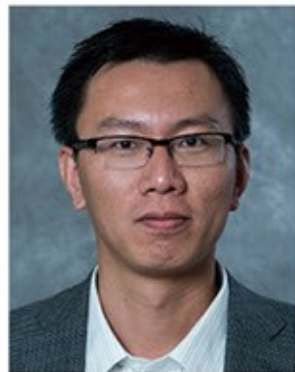
Professor Kramer is currently the Co-Editor of the *Journal of Consumer Psychology* and has served as Associate Editor at both the *Journal of Consumer Research* and the *Journal of Consumer Psychology*. In 2018, he served as Issue Co-Editor for the *Journal of the Association of Consumer Research* issue on "The Science of Extraordinary Beliefs." He currently serves on the editorial review boards of the *Journal of Marketing Research*, *Journal of Consumer Research*, and the *Journal of International Marketing*.

Professor Kramer has taught undergraduate, MBA, PhD, and executive-level courses in Marketing Management, Marketing Research, Consumer Behavior, and Global Marketing.



Ralf van der Lans

Ralf van der Lans is Professor of Marketing at the Hong Kong University of Science and Technology (HKUST). He obtained an MSc degree in econometrics from Erasmus University and a Ph.D. in marketing from Tilburg University, the Netherlands (both cum laude). He won teaching awards for his marketing research and pricing strategy courses, which are offered at both undergraduate and postgraduate levels. His research interests are in eye tracking, social networks and choice for which he develops statistical and econometric models to improve marketing decisions. He edited the Handbook of Marketing Decision Models, is associate editor of Journal of Marketing and International Journal of Research in Marketing and serves on the editorial boards of Journal of Marketing Research and Journal of Interactive Marketing. His research appeared in journals such as Marketing Science, Journal of Marketing Research, Journal of Consumer Research, Management Science, International Journal of Research in Marketing, and Journal of the American Statistical Association.



Sali Li

Sali Li is Professor and Research Fellow at the Sonoco International Business Department at the Darla Moore School of Business. Sali has focused on the internationalization of digital platforms. His research in this area has been published at Strategic Management Journal, Journal of International Business Studies, Journal of Management, Journal of Business Venturing, etc, and awarded the Rugman Prize by the Academy of International Business and Lazardis Award for the Journal of Business Venturing's Best Paper of the Year. In addition, he also serves as associate editor of Journal of Management and Journal of World Business.



Leonard Lee

Leonard Lee is Professor of Marketing at the National University of Singapore (NUS) Business School. He currently serves as the Deputy Director of Lloyd's Register Foundation Institute for the Public Understanding of Risk at NUS. Prior to joining NUS in 2014, he was an Associate Professor of Marketing at Columbia Business School where he spent the first eight years of his academic career. Leonard investigates how emotional and cognitive factors influence consumer judgment and decision-making with applications in public policy domains including healthcare and sustainable transportation. Additionally, he is interested in understanding shopping motivations and spending behavior in real-world environments.

Leonard's research has been published in major academic journals such as the Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, and Psychological Science, and featured in popular media such as The New York Times, Financial Times, and The Wall Street Journal. His work has received several honors and awards such as the Paul Green Award (Finalist) for the best article published in the Journal of Marketing Research, the Franco Nicosia Best Competitive Paper Award from the Association for Consumer Research, and the Robert Ferber Award (Honorable Mention) from the Journal of Consumer Research. He was also selected as a member of the inaugural class of Marketing Science Institute (MSI) Scholars 2018.

Leonard is an Associate Editor of Journal of Consumer Research, Journal of Consumer Psychology, and Journal of Public Policy and Marketing. He holds a BSc in Computer and Information Sciences from NUS, a MS in Computer Science from Stanford, and a PhD in Management (Marketing) from MIT Sloan.



Xi Li

Xi Li is an Associate Professor of Marketing at the University of Hong Kong (HKU). His recent research focuses on the economic analysis of algorithms and big data. He uses economics and machine learning methods to understand how information technologies such as artificial intelligence, recommender systems, data-driven algorithms, blockchain, and algorithmic pricing affect firms, consumers and the society, and how policymakers should regulate big data and protect consumer privacy. He is also interested in firms' pricing strategies under various market conditions.



Martin Mende

Dr. Martin Mende (Ph.D., Arizona State University) is the Jim Moran Professor of Business Administration in the Department of Marketing at Florida State University's College of Business. Martin teaches marketing strategy, services marketing, retailing, and marketing management at the undergraduate level and a doctoral seminar in consumer behavior theory. He also serves as the co-director of the college's marketing major in the Ph.D. Program. At FSU, Martin has won college-wide and university-wide teaching

awards. He has also taught at the University of Kentucky, Arizona State University, and the Catholic University of Eichstätt in Germany.

Martin's research focuses on relationship marketing, consumer-based strategy, and transformative service research. His work is published in leading scholarly journals, including the Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Journal of Service Research, Journal of Retailing, Journal of Public Policy & Marketing, Marketing Letters and Journal of Business Research.

Martin serves as an Area Editor/Associate Editor for the Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Retailing, and Journal of Public Policy & Marketing. He has also served as guest editor for special issues/sections of the Journal of Retailing, Journal of the Academy of Marketing Science, and Journal of Public Policy & Marketing. He is an Editorial Review Board member of leading journals (e.g., Journal of Marketing, Journal of Consumer Psychology).

Martin's research has been recognized with numerous international awards. He has won the AMA-EBSCO-RRBM Award for Responsible Research, first place in the Fisher IMS & AMA Services SIG Dissertation Proposal Competition, and first place for the Journal of Service Research Best Article Award. He was recognized as the 2017 AMA Marketing and Society Special Interest Group (MASSIG) Emerging Scholar, as well as the 2017 AMA SERVSIG Emerging Scholar. In addition, his research has won multiple Marketing Science Institute Grants and ACR Transformative Consumer Research Grants. Martin also received the FSU College of Business Outstanding Senior Faculty Research Award.

Martin received his master's degree in business administration and a doctoral degree in business administration with a focus in service management (summa cum laude) from Catholic University of Eichstätt in Germany. He received a second doctoral degree in business administration with a focus in marketing from Arizona State University.

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Carey K. Morewedge

Carey K. Morewedge is a professor of marketing and the Everett W. Lord Distinguished Faculty Scholar at the Questrom School of Business at Boston University and a fellow of the Shorenstein Center on Media, Politics and Public Policy at Harvard Kennedy School. Broadly, his research examines causes and consequences of cognitive biases and develops interventions to reduce them. Through this lens, he examines the psychological de-

terminants of value and psychological barriers to the adoption of new technologies. He has published more than 60 articles and chapters in academic outlets like Science, Nature Human Behavior, Journal of Consumer Research, Journal of Marketing Research, and Journal of Marketing, and he has written for popular outlets including The New York Times, TIME Magazine, Harvard Business Review, Forbes, The Hill and the MIT Sloan Management Review. Twitter: @morewedge



Charles H. Noble

Charles H. Noble is currently the Proffitt's Professor of Marketing at The University of Tennessee in Knoxville and Editor-in-Chief of the Journal of Product Innovation Management. Previously, he was on the faculties of Boston College and The University of Mississippi. His research interests focus generally on design and development processes, as applied to both products and services.

He has published in many leading journals including the Journal of Marketing, Strategic Management Journal, Journal of the Academy of Marketing Science, Journal of Product Innovation Management, IEEE Transactions on Engineering Management, and many others. He is currently in his second term on the editorial board of the Journal of the Academy of Marketing Science. Charles has consulted for many organizations, primarily in the airline, retailing, consumer goods, and commercial real estate sectors. He has won several awards for both research and teaching.



Maura L. Scott

Dr. Maura L. Scott is the Persis E. Rockwood Professor of Marketing at Florida State University (Ph.D. Arizona State University, M.S. and B.S. Purdue University). Her research interests include consumer behavior, consumer and societal well-being, public policy, and services marketing. Her research examines how to help improve consumers' financial, health, and food decisions, particularly among vulnerable populations.

Maura is Joint Editor-in-Chief of the Journal of Public Policy & Marketing (JPP&M). She also serves as Associate/Area Editor for the Journal of Consumer Research, Journal of Marketing Research, and Journal of the Academy of Marketing Science. She previously served as Associate Editor for the Journal of Marketing. She is an Editorial Review Board member of leading journals including the Journal of Marketing, Journal of Consumer Psychology, and Journal of Retailing.

Maura is the President Elect of the American Marketing Association's Academic Council. She also serves on the Board of Directors for the Association for Consumer Research (ACR).

Her research is published in leading scholarly journals including the Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Journal of the Academy of Marketing Science, Journal of Public Policy & Marketing, Journal of Retailing, Journal of Service Research, Journal of Economic Psychology, and Appetite, among others.

Maura's work has been recognized with awards, including the Thomas C. Kinnear Best Paper Award (JPP&M), the AMA-EBSCO-RRBM Award for Responsible Research, and a Robert Ferber Research Award Honorable Mention (JCR). Maura also won the Williams-Qualls-Spratlen Award for Multicultural Mentoring. She was also selected as a Marketing Science Institute (MSI) Young Scholar. She received the FSU College of Business Outstanding Senior Faculty Research Award. She has also won numerous MSI and ACR grants for her research.

Her work has been mentioned in leading outlets, including the New York Times, Wall Street Journal, Time, Forbes, Fast Company and Entrepreneur. It has also been covered in lifestyle magazines such as Women's Health, Allure, Shape, Prevention, Consumer Reports and Good Housekeeping.

Maura's industry background includes marketing management positions at 3M, Dial Corporation, and Motorola. Maura has taught undergraduate consumer behavior, marketing management, marketing principles, and marketing strategy, and doctoral seminars in consumer behavior theory and consumer behavior research methods.

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Echo Wen WAN

Professor Wan's major research interests are in the area of social and environmental influence, anthropomorphism marketing, and consumer behavior in digital era. Professor Wan has published research output at premier academic journals such as Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Academy of Marketing

Science, and Journal of Consumer Psychology. She served as the Co-Chair for Association for Consumer Research, Asia-Pacific Conference in 2015. She currently serves as Associate Editor for Journal of Consumer Research and on the editorial board of Journal of Consumer Psychology.



Natasha Zhang Foutz

Professor Natasha Zhang Foutz holds a PhD from Cornell University. Her research focuses on entertainment marketing, digital media, and mobile location analytics. She analyzes big data with machine learning, econometric, statistical, and experimental methods. Her research is published in books and leading journals, such as Journal of Marketing Research and Marketing

Science. She serves as Area Editor for Journal of the Academy of Marketing Science and editorial board member at various journals. She teaches marketing analytics, entertainment marketing, marketing management, and marketing models at the undergraduate, MBA, EMBA, and PhD levels. She has received numerous research, teaching, and service awards, including Best Paper awards at leading conferences, the Mallen Award for lifetime published scholarly contributions to motion picture industry studies, the Management Science Meritorious Service Award for best reviewer of the year, and the University of Virginia All-University Teaching Award.



Michael Zyphur

Michael Zyphur is currently Director of the Institute for Statistical and Data Science (<https://instats.com.au>), which specializes in quantitative methods workshops, custom training programs, and consulting. He has previously been an ARC Future Fellows and has held academic appointments at the University of Melbourne, University of Washington, and the National Uni-

versity of Singapore. His research focused on the application of quantitative methods to answer questions in the social and health sciences has been cited roughly 10,000 times on Google Scholar. The new EDM Stata and R packages resulting from his collaborations are now available for download here and here.



Xueming Luo

Xueming Luo is Charles Gilliland Distinguished Chair Professor of Marketing, Professor of Strategic Management, Professor of Management Information Systems. He is the Founder/Director of the Global Institute for Artificial Intelligence and Business Analytics in the Fox School of Business at Temple University. He is interested in digital mobile marketing, omni-

channel customer analytics, and social responsibility with machine learning, artificial intelligence, engineering models, and big data field experiments. His current research focuses on sharing economy platform algorithms, unstructural audio/image/video data, and smart city analytics for personalized recommendations, promotions, competitive pricing, omnichannel, social media networks advertising, and customer equity metrics. His work has been featured by most top ranking journals in Marketing, Strategy, Information Systems, and Management, as well as popular trade press such as the Wall Street Journal, ScienceDaily, Forbes, Financial Times, Harvard Business Review, MIT Sloan Management Review, and others.



Dipayan Biswas

Dipayan Biswas, the Frank Harvey Endowed Professor of Marketing in the School of Marketing and Innovation, teaches an undergraduate-level course in basic marketing, a graduate-level course in brand management, and a PhD-level course in sensory marketing. His key research interests are in the domains of sensory marketing and digital marketing, with focus on topics

related to retailing, food and health. His research has been published in the Journal of Consumer Research, the Journal of Marketing and the Journal of Marketing Research, among others.

He is on the editorial review boards of the Journal of Consumer Research, the Journal of Marketing, and the Journal of Marketing Research. He is also area editor of the Journal of the Academy of Marketing Science and associate editor of the Journal of Retailing.

He has been the principal investigator for a grant funded by the USDA (for \$22,049) and a co-investigator for a grant funded jointly by NSF and EPA (for \$181,851). In addition, he has received research awards/grants from the Association for Consumer Research, the American Marketing Association, the Academy of Marketing Science and the Society for Marketing Advances.



Markus Giesler

Markus Giesler, Professor of Marketing in York University. He researches how markets dynamically shape human behavior, often in the context of new technologies. Editor of the Journal of Consumer Research (2021-2023), Area Editor at the Journal of the Academy of Marketing Science, ERB member at the Journal of Consumer Psychology, Consumption, Markets and Culture, and Marketing Letters, and previously, an Associate Editor at the Journal of Marketing.



Colleen Harmeling

Dr. Colleen Harmeling is the Persis E. Rockwood Associate Professor of Marketing in the Dr. Persis E. Rockwood School of Marketing at Florida State University's College of Business. Harmeling has taught undergraduate, graduate and doctoral marketing courses, including marketing strategy, marketing management, consumer behavior and marketing research.

Harmeling's research focuses on engagement marketing theory and strategy with an emphasis in relationship dynamics, transformational events, customer experience design that facilitating customer engagement, relationship recovery, and brand advocacy in business-to-business, service and retail markets. Her research has appeared in Journal of Marketing, Harvard Business Review, Journal of Academy of Marketing Science, Journal of International Business Studies and Marketing Science Institute Working Paper Series, and has been presented at numerous marketing conferences. She has edited a book and co-authored book chapters on relationship development and customer engagement. Harmeling serves on the editorial review board for the Journal of Marketing, Journal of Academy of Marketing Science, Journal of Service Research, and Journal of Retailing. Her work in group marketing won the 2017 Shelby D. Hunt/Harold Maynard Award for the best theory contribution to the Journal of Marketing. Her work in online engagement strategies has been funded by the Marketing Science Institute and was nominated for the Paul Root Award for the best contribution to marketing practice in Journal of Marketing. She has provided consulting and worked on collaborative research projects with firms in various industries including Emerson Electric, Belkin, Golden Lighting, Insinkerator, Wells Fargo, SC Johnson, Schneider Electric, Nature's Bounty and World Vision.



Andrew Maxwell

Andrew is the Bergeron Chair In Technology Entrepreneurship, and Director Bergeron Entrepreneurs in Science and Technology. He received his Ph.D. in Technology Entrepreneurship from the University of Waterloo in 2011, winning the Academy of Management's Heizer Award for the top PhD in his field. He is also a journal editor for the Journal of Business Venturing. While at Waterloo, Andrew taught the capstone technology entrepreneurship class, helping numerous technology entrepreneurs get their

start. Prior to this Andrew worked for three years in the technology transfer office of the University of Toronto (also teaching at Rotman and UTM). Andrew's work experience includes founding four technology companies and working in two technology multinationals. He has an MBA from London Business School, and a B.Sc. (Eng.) in Electrical Engineering, from Imperial College London.



王永贵

王永贵,首都经济贸易大学副校长,国家杰出青年基金获得者、教育部长江学者特聘教授、“万人计划”领军人才、教育部工商管理类专业教指委委员、国务院工商管理学科评议组成员、文化名家暨“四个一批”人才、百千万人才工程国家级人选、国家有突出贡献中青年专家、国务院政府特殊津贴专家、国家社科基金重大项目首席专家、教育部新世纪人才、霍英东青年基金获得者、2014年—2021连续8年入选年中国高

被引学者榜单,入选教育部首届市场营销专业虚拟教研室建设点,教育部首届优秀教材奖获得者、国家级一流专业负责人、北京教学名师、中国高等院校市场学研究会副会长、中国企业改革与发展研究会副会长。

先后在Journal of Marketing、Journal of Operations Management、Journal of Management、Journal of Product Innovation Management、Journal of Retailing、Journal of Business Ethics、Decision Science、Journal of International Marketing、Journal of Business Research、Decision Support Systems、Information & Management、Industrial Marketing Management、Journal of Service Management、Psychology and Marketing和《管理世界》《南开管理评论》等国内外权威期刊和《人民日报》《光明日报》《经济日报》等发表教学科研论文百余篇,获北京市与教育部及省部级以上教学科研成果奖20余项(含多项一等奖),主编《市场营销》(第二版·课程思政版,中国人民大学出版社,2022年)、《客户关系管理》(第二版,清华大学出版社,2021年和高等教育出版社,2018年)、《服务营销》(清华大学出版社,2018年)、《消费者行为学》(第二版,高等教育出版社,2021年)等国家一流课程配套教材、首届国家优秀教材奖作品、国家级规划教材、北京市精品教材5部,合著或翻译菲利普科特勒教授等经典名著20余部,获得国家级和教育部等省部级及以上教学与科研成果奖10余项,主持国家社科基金重大、国家自然科学基金重点项目等国家级课题10余项目。



汪旭晖

东北财经大学党委常委、副校长,二级教授、博士生导师,国务院学位委员会工商管理学科评议组成员、百千万人才工程国家级人选、国家有突出贡献中青年专家、教育部青年长江学者、享受国务院政府特殊津贴专家、国家社科基金重大项目首席专家、教育部新世纪优秀人才、辽宁省特聘教授、辽宁省“兴辽英才计划”哲学社会科学领军人才、霍英东青年教师基金获得者。还兼任中国商业经济学会副会长、中国物

流学会副会长、中国信息经济学会副理事长、中共辽宁省委省政府决策咨询专家等。在《管理世界》《南开管理评论》及Tourism Management等国内外权威期刊发表论文百余篇,主持国家社科

基金重大项目、国家自然科学基金项目、教育部人文社科项目、国家发展改革委项目、中央农办农业农村部项目等国家及省部级课题30余项。荣获中国人文社科最具影响力青年学者、复印报刊资料重要转载来源作者、影响中国流通发展与改革优秀人物奖、商务部全国商务发展研究成果奖二等奖、中国服务业科技创新奖二等奖、全国商业科技进步奖二等奖、中国企业改革发展优秀成果一等奖、辽宁省自然科学学术成果奖一等奖、辽宁省普通高等学校本科教学成果奖一等奖、辽宁省哲学社会科学成果奖一等奖、中国物流学术年会优秀论文奖一等奖等奖励或荣誉40余项。



常亚平

华中科技大学教授、“教学名师”，国务院特殊津贴专家，《营销科学学报》专业主编，湖北省市场营销学会会长。曾经主持国家自然科学基金重点项目一项，面上项目三项。在《Journal of the Academy of Marketing Science》，《Journal of Business Ethics》，《Journal of Business Research》等SSCI刊物上发表学术论文31篇，其中2篇FT50，15篇JCR一区，总被引668次，单篇最高被引196次(web of science)，H指数13。

在《管理科学学报》，《系统工程理论与实践》，《南开管理评论》，《心理学报》等CSSCI刊物上发表论文49篇，总被引3350次，单篇最高被引237次(CNKI)。获得过“Emerald高度评价论文奖”、“湖北省科技进步二等奖”和“内蒙古自治区科技进步二等奖”。



才凤艳

上海交通大学安泰经济管理学院副教授(长聘)、博士生导师，自科优秀青年基金获得者。目前担任Psychology & Marketing副编辑，Journal of Business Research、《营销科学学报》编委。主要研究领域为消费者的信息处理，其研究主要应用的领域包括消费者的亲社会行为、绿色消费行为、定价与促销、和跨文化营销等，在Journal of Marketing Research、Journal of Marketing、Journal of Consumer Research、Psychological Science、Journal of Consumer Psychology、Journal of The Academy of Marketing Science等国际学术期刊上发表论文10余篇，研究成果被纽约时报、BBC新闻网等多家媒体报道，曾获得美国消费者行为研究会最佳论文奖、上海市哲学与社会科学优秀研究成果一等奖、教育部人文社会科学优秀研究成果三等奖。

上海交通大学安泰经济管理学院副教授(长聘)、博士生导师，自科优秀青年基金获得者。目前担任Psychology & Marketing副编辑，Journal of Business Research、《营销科学学报》编委。主要研究领域为消费者的信息处理，其研究主要应用的领域包括消费者的亲社会行为、绿色消费行为、定价与促销、和跨文化营销等，在Journal of Marketing Research、Journal of Marketing、Journal of Consumer Research、Psychological Science、Journal of Consumer Psychology、Journal of The Academy of Marketing Science等国际学术期刊上发表论文10余篇，研究成果被纽约时报、BBC新闻网等多家媒体报道，曾获得美国消费者行为研究会最佳论文奖、上海市哲学与社会科学优秀研究成果一等奖、教育部人文社会科学优秀研究成果三等奖。



周志民

深圳大学管理学院副院长、教授、博士生导师，曾任深圳大学文化产业研究院副院长。中山大学博士、香港城市大学博士后。美国南加州大学、英国中央兰开夏大学访问学者。入选教育部“新世纪优秀人才支持计划”和广东省高校“千百十工程”省级培养对象，被评为广东省“十大杰出青年岗位能手”、深圳市高层次人才地方级领军人才、深圳市优秀教师。担任中国高等院校市场学研究会常务理事兼品牌专业委员会副

主任、中国管理现代化研究会营销专业委员会常务理事、广东营销学会副会长、《营销科学学报》(JMS)编委。主要从事品牌管理研究。主持4项国家自然科学基金青年和面上项目、2项国家自然科学基金重大项目子项目和1项国家自然科学基金重点项目子项目，出版7部专著、译著和教材，发表100余篇中英文期刊论文(含20篇SSCI论文)，4篇案例入选全国百篇优秀管理案例，荣获广东省哲学社科优秀成果一、二、三等奖等20余项科研奖。其中，英文论文主要发表于Journal of Business Research, Journal of Product & Brand Management, International Journal of Consumer Studies, Computers in Human Behavior, Internet Research, Journal of Destination Marketing & Management, Journal of Computer-Mediated Communication, Cyberpsychology, Behavior, and Social Networking, Corporate Social Responsibility and Environmental Management等SSCI检索期刊。



王丽丽

毕业于上海交通大学安泰经济管理学院，佐治亚理工，芝加哥大学联合培养博士生，杜克大学Fuqua商学院博士后，香港科技大学，美国西北大学访问学者。现任浙江大学管理学院市场营销系教授，博士生导师。研究领域主要集中在消费者行为领域，近年来主要关注消费者自我控制行为，产品和消费者互动对消费者行为的影响，以及拟人化对消费行为影响，共享行为和服务补救等。研究成果发表在Marketing Science, Journal of Consumer Research, Journal of Marketing, Journal of the Academy of Marketing Science等SSCI期刊和《管理世界》《心理学报》等国内权威和核心期刊。研究成果先后在2021年获得AMA/Marketing Science Institute H. Paul Root Award 提名奖，2013年获得ACR The Franco Nicosia ACR Competitive Paper Award, 2016年获得中国市场国际营销学术年会最佳论文二等奖，2016年营销科学年会最佳论文奖，2018 Emerald Literati Awards, 2019, 2020年文化和旅游部优秀研究成果二等奖(连续两年)。

上海交通大学安泰经济管理学院，佐治亚理工，芝加哥大学联合培养博士生，杜克大学Fuqua商学院博士后，香港科技大学，美国西北大学访问学者。现任浙江大学管理学院市场营销系教授，博士生导师。研究领域主要集中在消费者行为领域，近年来主要关注消费者自我控制行为，产品和消费者互动对消费者行为的影响，以及拟人化对消费行为影响，共享行为和服务补救等。研究成果发表在Marketing Science, Journal of Consumer Research, Journal of Marketing, Journal of the Academy of Marketing Science等SSCI期刊和《管理世界》《心理学报》等国内权威和核心期刊。研究成果先后在2021年获得AMA/Marketing Science Institute H. Paul Root Award 提名奖，2013年获得ACR The Franco Nicosia ACR Competitive Paper Award, 2016年获得中国市场国际营销学术年会最佳论文二等奖，2016年营销科学年会最佳论文奖，2018 Emerald Literati Awards, 2019, 2020年文化和旅游部优秀研究成果二等奖(连续两年)。



姚凯

中央财经大学商学院助理教授, Credamo见数的创始人。本科毕业于北京师范大学, 并在北京大学光华管理学院先后获得硕士学位和博士学位。研究领域包括大数据和网络营销。他的作品发表在《商业道德杂志》、《企业信息系统》等刊物上。



吕铭方

吕铭方博士是著名学术出版专家, 长期担任国际著名期刊出版社总编, 物理学家; 拥有丰富的学术背景, 并且在中国学术出版界多有开创。他从2002-2017年在英国物理学会出版社工作和担任中国区总编(IOP会士)长达16年时间, 并与中国科学基金和科研管理机构以及中国大学的研究人员广泛合作, 包括NSFC, MOST, CAST, CAS, 等等。吕铭方教授致力于促进科学出版以及帮助非英语母语的研究人员在国际知名审稿期刊发表高水平学术论文和遵循良好出版实践, 并为此提供有力支持。

此前, 吕铭方于1995年获得清华大学工学博士学位; 1995-1997年在中国科学院物理研究所做博士后; 1999-2000年在以色列魏兹曼科学研究院做博士后; 2000.4-2001.12在瑞典空间物理研究院做博士后, 从事欧洲航天局“火星快车”飞船项目的“中性粒子成像仪”研究。此外, 吕铭方于1998年在日本大学做短期客员教授, 从事等离子体焦点装置中子发射的研究, 并承担中国--波兰等离子体物理科技交流合作项目。吕铭方的主要学术成就包括首次在等离子体焦点装置中发现一种新的“等离子体不稳定性模式”并诠释了其等离子体动力学过程及对中子和X—射线发射的影响机制, 并获得本领域的广泛国际关注。吕铭方2002年之前在知名国际期刊上发表论文30多篇, 包括Phys Rev E, J Phys D, Rev Sci Inst, IEEE Trans Plasma Sci, 等。

OTHER KEYNOTE SPEECHES SCHEDULE

其他的主题演讲安排

Date and Time	Speaker	地点 Venue
北京时间: 7月27日, 星期三, 20:00-21:00 美国东部时间: 7月27日, 星期三, 08:00-09:00	Prof. Leonard Lee National University of Singapore Associate Editor, Journal of Consumer Research Moderated by Prof. Jing Zhang (Huazhong University of Science and Technology)	腾讯会议号 267-595-297 密码: 无
北京时间: 7月31日, 星期日, 08:30-09:30 美国东部时间: 7月30日, 星期六, 20:30-21:30	Prof. Tat Chan Washington University in St. Louis Department Editor-Marketing, Management Science Moderated by Prof. Yuanqiong He (Huazhong University of Science and Technology)	腾讯会议号 581-920-974 密码: 无
北京时间: 8月1日, 星期一, 14:00-15:00 美国东部时间: 8月1日, 星期一, 02:00-03:00	Prof. Ralf Van der Lans Hong Kong UST Associate Editor, Journal of Marketing Moderated by Prof. Jun Yan (Huazhong University of Science and Technology)	腾讯会议号 863-728-737 密码: 无
北京时间: 8月1日, 星期一, 21:00-22:00 美国东部时间: 8月1日, 星期一, 09:00-10:00	Prof. Xueming Luo Temple University Area Editor, Journal of the Academy of Marketing Science Moderated by Prof. Yukun Bao (Huazhong University of Science and Technology)	腾讯会议号 131-670-892 密码: 无
TBD	Prof. Andrew L. Maxwell York University Associate editor, Journal of Business Venturing	
TBD	Prof. Ashlee Humphreys Northwestern University Associate Editor, Journal of Marketing	

TBD	Prof. Carey Morewedge Boston University Associate Editor, Journal of Consumer Research	
TBD	Prof. Charles H. Noble The University of Tennessee Editor-in-Chief, Journal of Product Innovation Management	
TBD	Prof. Colleen Harmeling Florida State University Area Editor, Journal of the Academy of Marketing Science	
TBD	Prof. Dipayan Biswas University of South Florida Area Editor, Journal of the Academy of Marketing Science	
TBD	Prof. Echo Wen Wan University of Hong Kong Associate Editor, Journal of Consumer Research	
TBD	Prof. Foutz, Y Natasha Zhang University of Virginia, Charlottesville Area Editor, Journal of the Academy of Marketing Science	
TBD	Prof. Haipeng Chen University of Kentucky Associate editor, Journal of Consumer Research	
TBD	Prof. Maura Scott together with Prof. Martin Mende Florida State University Joint Editor-in-Chief, Journal of Public Policy & Marketing	
TBD	Prof. Michael Zyphur University of Melbourne Consulting Editor, Journal of Business Ethics	
TBD	Prof. Sali Li University of South Carolina Associate Editor, Journal of Management	

CO-ORGANIZING UNIVERSITIES

联合办会组织

华中科技大学



华中科技大学 (Huazhong University of Science and Technology), 简称华中大, 位于湖北省武汉市, 是中华人民共和国教育部直属的综合性研究型全国重点大学、位列国家“双一流”、“985工程”、“211工程”、入选“强基计划”、“111计划”、卓越工程师教育培养计划、卓越医生教育培养计划、湖北省2011计划、国家大学生创新性实验计划、国家级大学生创新创业训练计划、国家建设高水平大学公派研究生项目、国家级新工科研究与实践项目、基础学科拔尖学生培养计划2.0, 是学位授权自主审核单位、全国深化创新创业教育改革示范高校、一流网络安全学院建设示范项目高校、中国政府奖学金来华留学生接收院校、教育部来华留学示范基地, 为中欧工程教育平台成员和医学“双一流”建设联盟、中国人工智能教育联席会理事单位。

学校前身是1952年创办的华中工学院、1907年建立的上海德文医学堂和1898年建立的湖北工艺学堂。历经传承与发展, 2000年由原华中理工大学、同济医科大学、武汉城市建设学院合并成立华中科技大学。

截至2021年12月, 学校占地7000余亩, 绿化覆盖率72%; 有专任教师3700余人, 其中教授1400余人, 副教授1400余人; 教师中有院士20人, “973计划”项目首席科学家15人; 设有109个本科专业, 48个硕士学位授权一级学科, 46个博士学位授权一级学科, 39个博士后科研流动站; 有

“双一流”建设学科8个,一级学科国家重点学科7个,二级学科国家重点学科15个,国家重点(培育)学科7个。

华中科技大学管理学院组建于1979年,经历了由最初的工程经济系、管理工程系、经济管理学院、工商管理学院到管理学院的发展历程。

管理学院拥有一支深谙世界先进管理理念、熟悉中国企业发展经验的优秀师资队伍。现有专任教师121人,其中教授54人,副教授40人,讲师27人,拥有博士学位的教师占96%。教师中包括国家级人才19人,省级人才12人,市级人才1人,校级人才32人。学院还聘请了一百余名学术造诣深厚、经验丰富的专家学者、业界精英担任管理学院的顾问教授、兼职教授或业界导师。

管理学院现有管理科学与工程、工商管理2个一级学科博士学位授权点及博士后科研流动站,其中管理科学与工程为国家重点(培育)学科,工商管理为湖北省重点学科。有管理科学与工程、工商管理、经济法学等3个学术型硕士学位授权点和工商管理硕士(MBA/EMBA)、会计硕士、工程管理等3个专业硕士学位授权点。有工商管理、市场营销、财务管理、会计学、财政学、信息管理与信息系统、物流管理等7个本科专业及工商管理双学位专业,其中工商管理、市场营销、信息管理与信息系统、物流管理等4个专业获批国家级一流本科专业建设点,财政学获批省级一流本科专业建设点。2000年,管理学院MBA在由国务院学位办和全国MBA教育指导委员会举办的前两批试点院校MBA合格评估中排名第7。2002年,学院被国务院学位办批准为首批EMBA试点单位。2012年,学院首次通过了国际三大认证之一的国际工商管理协会(AMBA)认证,并于2016年和2021年分别再次通过认证,获五年最高认证期限。2020年2月,学院正式通过AACSB国际认证,认证期限为5年。2017年,在教育部组织的第四轮学科评估中,工商管理获得A-,管理科学与工程获B+;2017-2018连续两年,软科中国最好学科排名,我院管理科学与工程学科与清华大学并列全国前1%,列全国第2,也是我校进入全国前1%的两个学科之一,并入选学校双一流“管理与传播”学科群建设。在UTD“商学院科研排名”(2015-2019)中,管理学院位列内地高校第9。2021年,在软科世界一流学科排名中,工商管理位列内地高校第1,管理学在内地高校排名第3-5。在泰晤士第二届中国学科评级中,两个一级学科双双获“A”。

管理学院科学研究实力雄厚,先后承担国家、省(部)级和企业合作的研究课题1500多项,承担的国家自然科学基金和国家社会科学基金项目近300余项,其中,创新研究群体项目1项,国家杰出青年科学基金项目1项,优秀青年科学基金项目3项,国家自然科学基金重点/重点国际(地区)合作研究项目16项,国家社科基金重大项目4项。2016-2020年,教师发表SCI/SSCI检索论文635篇,发表UT DALLAS经济管理类国际公认权威(顶级)期刊目录34篇。因在863/CIMS的研究中成果突出,获得了CASA/SME颁发的“大学领先奖”。学院ESI学科影响力持续提升,根据《2020年华东理工大学ESI学科院系贡献度报告(2009-2019)》统计,管理学院发表ESI论文902篇,被引频次9858次,篇均被引10.93次,共涉及15个学科。学院在经济学与商学、精神病学与心理学两个领域中贡献度排名第一,社会科学领域中贡献度排名第二。2005年,学院“现代信息管理研究中心”获批为湖北省人文社科重点研究基地;2009年,学院“知识产权与知识创新研究中心”获批教

育部战略研究培育基地;2014年,学院获批“湖北省企业技术创新软科学研究基地”;除此之外,学院还有中国(南方)减贫与发展研究院(校级)、自主创新与科技奖励研究中心(校级)等30余个研究机构。“湖北省技术经济与管理现代化研究会”、“湖北省机械工程学会工业工程专业委员会”和“中国优选法统筹法与经济数学研究会计算机模拟分会”也挂靠在管理学院。学院主办的综合性管理学术期刊——《管理学报》,是国家自然科学基金委员会管理科学部认定重要期刊、FMS管理科学高质量期刊;被《中文社会科学引文索引(CSSCI)》《中文核心期刊要目总览》《中国科学引文索引(CSCI)》等国内权威数据库收录。从2014年至今,连续被中国学术文献国际评价研究中心评为“中国最具国际影响力学术期刊”,被国家哲学社会科学文献中心评定为“管理学学科最受欢迎期刊”;同时,被中国社会科学院中国社会科学评价中心评定为“中国人文社会科学综合评价AMI”重要期刊,并连续获评第8-11届湖北省优秀期刊。

40年来,管理学院已培养各类学生3万余人。在学生培养中,管理学院搭建了“精英意识、全球视野、实践能力、人文素养”四个教育平台提升学生的竞争力,在“创青春”全国大学生创业大赛、“挑战杯”中国大学生创业计划竞赛、全国大学生物流设计大赛、CIMA国际商业精英挑战赛、德勤税务精英挑战赛等重大学科竞赛中,连续多年获国家级金、银奖多项。2014年,学生获得CIMA国际商业精英挑战赛全球赛“Future Business Leader”唯一个人奖。毕业生倍受社会欢迎,超过50%的学生在海外名校或国内顶尖大学继续深造。就业学生服务于世界500强、国有大中型企业及重点单位、科研院所、政府机关等。

管理学院一直积极开展广泛深入的境外及国际交流与合作。合作伙伴遍及美国、加拿大、法国、德国、英国、香港和台湾等10多个国家和地区。同时,作为专业的管理研究机构,学院积极开展为社会服务的管理咨询与培训项目,领域涉及国家、地区和行业的发展规划、企业战略、信息管理、电子商务、生产运作、物流管理、市场营销、人力资源、财务会计、创新管理、财政金融、知识产权、质量管理等,带来了良好的社会效益。2010年,中国人民解放军总装备部正式批准学院设立“总装备部国防专利局国防知识产权教育培训基地”;2011年,湖北省委组织部、省国资委、省经信委批准学院设立“湖北省企业家培训基地”。

管理学院坚持以打造国内一流、国际知名的管理学院为愿景:至2035年,将管理学院建设为国际知名的商学院。

湖北省市场营销学会



湖北省市场营销学会(Hubei Marketing Academy, HBMA)成立于1997年,是由湖北省高校市场营销专业教师、研究生和企业界的营销管理人员为主要会员的组织。学会由原中南财经大学、武汉大学、武汉工业大学等高校的一批市场营销学者和武汉钢铁公司、东风汽车集团等一批市场营销专家倡导发起,并由中国最早的市场营销学博士生导师彭星阁教授担任第一、二届会长,国内营销学术前辈甘碧群教授担任第三、四届会长,万后芬教授担任第三、四届常务副会长。华中科技大学田志龙教授担任第五届、第六届会长。武汉大学汪涛教授担任第七届会长。2019年学会经过换届,由华中科技大学常亚平教授担任第八届理事会会长,华中科技大学戴鑫教授担任秘书长,甘碧群、万后芬、田志龙、汪涛教授担任顾问。另外还有来自湖北省内著名高校和企业的多位学者和企业领导担任副会长。

湖北省市场营销学会广泛吸收各高校和企业会员与理事。学会一直以服务高校和企业为己任,积极搭建高校交流平台和校企合作平台。学会通过举办湖北省市场营销学会年会,促进企业之间和企业与高校之间的联系,既分享了企业成功的宝贵经验,同时也为企业答疑解惑,为校企双方搭建了良好的沟通平台;学会每年举行3-4次学术交流活动,交流学术成果以及研究心得,得到各高校的一致好评;与东风乘用车公司、周黑鸭等企业先后举办营销实践活动,不仅激发了学生的创新思维,锻炼其市场拓展能力,提高了学生综合素质,增加其就业市场竞争力,同时也提升了企业的社会形象,促进了区域经济社会和谐发展。

学会成立以来,得到了湖北省民政厅、经团联、社科联等单位的大力支持,以及武汉大学、华中科技大学、华中农业大学、武汉科技大学、湖北大学、湖北工业大学等30余所高校和众多知名企业的热烈响应,并有多家营销咨询机构和媒体积极参与合作。学会坚持理论联系实际的原则,团结和组织全省从事市场营销研究的专家、学者、企业家、政府部门和经济管理部门的管理人员,深入研究国内外市场营销管理的理论、战略和方法。为提高我省各经济部门、各行业的企业的市场营销管理水平,为发展社会主义市场经济服务。数十年来,学会一直以服务高校和企业为己任,积极搭建高校交流平台和校企合作平台,其开展的会员活动得到省内高校的广泛认同和支持,社会影响力不断提升。截至目前,学会已成为在全省乃至全国范围内具有重要影响力的营销学术与实务交流平台,多次被评为湖北省优秀社团组织。

浙江大学



浙江大学是一所历史悠久、声誉卓著的高等学府,坐落于中国历史文化名城、风景旅游胜地杭州。浙江大学的前身求是书院创立于1897年,为中国人自己最早创办的新式高等学校之一。1928年,定名国立浙江大学。抗战期间,浙大举校西迁,在贵州遵义、湄潭等地办学七年,1946年秋回迁杭州。1952年全国高等学校院系调整时,浙江大学部分系科转入兄弟高校和中国科学院,留在杭州的主体部分被分为多所单科性院校,后分别发展为原浙江大学、杭州大学、浙江农业大学和浙江医科大学。1998年,同根同源的四校实现合并,组建了新浙江大学,迈上了创建世界一流大学的新征程。习近平总书记主政浙江期间,亲自联系浙江大学,18次莅临指导,对学校改革发展作出了一系列重要指示,描绘了高水平建成中国特色世界一流大学的宏伟蓝图。在120多年的办学历程中,浙江大学始终秉承以“求是创新”为校训的优良传统,以天下为己任、以真理为依归,逐步形成了“勤学、修德、明辨、笃实”的浙大人共同价值观和“海纳江河、启真厚德、开物前民、树我邦国”的浙大精神。

浙江大学是一所特色鲜明、在海内外有较大影响的综合型、研究型、创新型大学,学科涵盖哲学、经济学、法学、教育学、文学、历史学、艺术学、理学、工学、农学、医学、管理学、交叉学科等13个门类,设有7个学部、37个专业学院(系)、1个工程师学院、2个中外合作办学机构、7家直属附属医院。学校现有紫金港、玉泉、西溪、华家池、之江、舟山、海宁等7个校区,占地面积6223440平方米,图书馆总藏书量787万册。截至2020年底,学校有全日制学生60739人、国际学生5596人、教职工9674人,教师中有中国科学院院士、中国工程院院士(含双聘)52人、文科资深教授15人、教育部“长江学者奖励计划”特聘教授101人、国家杰出青年科学基金获得者154人。在国家公布的“双一流”建设名单中,学校入选一流大学建设高校(A类),18个学科入选一流建设学科,居全国高校第三。

浙江大学紧紧围绕“德才兼备、全面发展”的核心要求，全面落实立德树人根本任务，着力培养德智体美劳全面发展、具有全球竞争力的高素质创新人才和领导者。在长期的办学历程中，学校涌现出大批著名科学家、文化大师以及各行各业的精英翘楚，包括1位诺贝尔奖获得者、5位国家最高科技奖得主、4位“两弹一星”功勋奖章获得者、1位“八一勋章”获得者、1位全军挂像英模、5位国家荣誉称号获得者、6位“最美奋斗者”和210余位两院院士等杰出典型，为实现中华民族伟大复兴、推进人类文明交流互鉴作出了积极贡献。

浙江大学注重精研学术和科技创新，建设了一批开放性、国际化的高端学术平台，汇聚了各学科的学者大师和高水平研究团队。“十二五”以来，学校多项科研创新指标保持全国高校前列，作为牵头单位获得国家科技进步特等奖1项、一等奖8项、二等奖56项；《中国历代绘画大系》、《中华礼藏》、敦煌学等文化传承创新成果在海内外产生了广泛影响。

“国有成均，在浙之滨”。今天的浙江大学，坚持以习近平新时代中国特色社会主义思想为指导，致力于传播与创造知识，弘扬与引领文化，服务与奉献社会，坚持“更高质量、更加卓越、更受尊敬、更有梦想”的战略导向，统筹推进“五大体系”“五大布局”“五大战略”，加快走向世界一流大学前列，为实现中华民族伟大复兴、促进人类文明进步作出卓越贡献。

中国矿业大学



中国矿业大学是教育部直属的全国重点高校，先后进入国家“211工程”“985优势学科创新平台项目”和国家“双一流”建设高校行列。学校为全国首批具有博士和硕士授予权的高校之一，设有国家批准的研究生院。近年来，在巩固原有特色优势学科基础上，学校设立了碳中和科学与工程、储能科学与工程、人工智能、物联网等8个交叉学科，为国家双碳战略和生态文明建设，推动行业转型升级、智能矿山建设搭建了学科平台；工程学、地球科学、材料科学、化学、数学、环境与生态学、计算机科学和社会科学总论8个学科进入ESI全球前1%，其中工程学进入前1%，矿物资源与开采工程学科领域连续5年进入全球前50强；形成了矿业工程与安全科学、遥感测绘与环境、地质学与地质工程、土木建筑与力学、机械电气与控制、计算机与信息、管理与经济、化工与材料等优势学科领域。

中国矿业大学经济管理学院逐步形成了多学科协调发展的格局。管理科学与工程学科1981年获批硕士学位授权点，1986年获批博士学位授权点（华东地区本学科第一批博士点），1998年设立博士后科研流动站，2017年在全国第四轮学科评估中获评B+，先后获批江苏省“十三五”重点学科、国家“211工程”重点建设学科、江苏省优势学科，在教育部第四轮学科评估中被评为B+；2020年根据软科学学科发展水平数据报告，管理科学与工程年度学科排名及增量排名分别位居全国第27和第13位；工商管理学科在教育部第四轮学科评估中被评为B-；MBA专业学位获得AMBA国际认证。

中国矿业大学经济管理学院营销科学系现有教师18人，其中教授、博士生导师6人，副教授、硕士生导师10人，讲师2人，具有博士学位教师占比100%。市场营销专业现有校级研究平台1个（中国矿业大学大数据营销与绿色消费行为研究中心）和院级研究平台2个（营销科学与应用研究中心、消费行为与品牌管理研究中心）。目前营销专业教师的主要研究方向集中于新产品扩散、消费者行为、品牌工程、网络营销、供应链营销等领域。围绕以上研究方向，近5年来营销专业教师获批国家级课题10余项、省部级课题23项，在Journal of Marketing (UTD24)、JBR、南开管理评论、管理评论、系统工程理论与实践等期刊公开发表高水平论文100余篇。2020年专业全国排名第26位，2021年软科高校市场营销专业排为A类，2021年获批国家一流专业建设点。

四川大学



四川大学是教育部直属全国重点大学，是国家布局在中国西部的重点建设的高水平研究型综合大学，是国家“双一流”建设高校(A类)。四川大学地处中国历史文化名城——“天府之国”的成都，有望江、华西和江安三个校区，占地面积7050亩，校舍建筑面积280.64万平方米。四川大学承文翁之教，聚群贤英才。百余年来，学校先后汇聚了历史学家顾颉刚、文学家李劫人、美学家朱光潜、物理学家吴大猷、植物学家方文培、卫生学家陈志潜、数学家柯召等大师。历史上，吴玉章、张澜曾执掌校务，共和国开国元勋朱德、共和国主席杨尚昆、文坛巨匠郭沫若、人民作家巴金、一代英烈江竹筠(江姐)等曾在川大求学。中国科学院和中国工程院院士中，有70位是川大校友。

四川大学学科门类齐全，覆盖了文、理、工、医、经、管、法、史、哲、农、教、艺等12个门类，有36个学科型学院(系)及海外教育学院等学院。我校为学位授权自主审核单位，现有博士学位授权一级学科49个，专业学位授权点38个，博士后流动站39个。四川大学大师云集，名师荟萃。学校教学科研岗共6571人，中国科学院和中国工程院院士23人(其中双聘院士11人)，四川大学杰出教授7人，国家自然科学基金杰出青年基金获得者65人，国家优秀青年科学基金入选者69人；“973”首席科学家7人(9项)；国家级教学名师14人；国家科技重大专项课题负责人22人(24项)；国家重点研发计划项目负责人62人；国家社科基金重大招标(委托)及各类专项项目获得者69人(77项)；国家创新人才推进计划“中青年科技创新领军人才”22人、“重点领域创新团队”3个。

四川大学商学院秉承“行健厚德，格商致道”的院训，恪守“虚心向善，传承文化；崇尚科学，追求真理”的办学理念，坚持立德树人根本，以人才培养为中心，以学科发展为牵引，以师资建设为抓手，以社会需求为导向，持续推进学院改革创新。

学院拥有管理科学与工程、工商管理2个一级学科博士授权点和博士后流动站，2个一级学科在全国第四轮学科评估中均被评为“A-”；拥有管理科学、企业管理、会计学、公司金融、技术经济及管理、旅游管理、工程管理、管理科学与工程、工业工程、低碳经济与管理、能源战略与经济管理11个硕士学术学位授权点；拥有工商管理硕士(MBA、EMBA)、工程管理硕士(工业工程与管理、物流工程与管理、工程管理)、会计硕士、审计硕士等4个硕士专业学位授权点；本科招生专业有管理科学、工业工程、人力资源管理、市场营销、财务管理、会计学(ACCA方向)。拥有管理科学、工业工程、会计学、财务管理和市场营销五个国家级一流专业建设点，企业管理一个四川省重点学科。

市场营销专业成立于2001年，国家级一流专业建设点。它拥有国家杰青、实践名师等力量雄厚的师资队伍。专职教师27人，其中教授9人，副教授12人，讲师6人。具有AI营销和城市营销两大专业研究优势，独创特色“12+”培养模式，践行实景案例教学方法。本专业以营销理论体系为核心，以深入行业应用为导向，通过教研融合、以赛促学、进科研团队和实践引导等方式，致力于培养具有深厚人文底蕴、宽广国际视野和系统化思考能力，具备专业素养和职业品性的有效营销卓越人才。

重庆交通大学



重庆交通大学是一所交通特色鲜明、以工为主的多科性大学。1951年，根据毛主席指示，为修建康藏公路、建设大西南，邓小平主持的西南军政委员会创办学校，时名西南交通专科学校。1960年，组建重庆交通学院。2000年，学校由交通部划转重庆市管理，为省部共建高校。2006年，学校更名为重庆交通大学，并增列为博士学位授予单位。

学校现有教职工约2200人，其中专任教师1500余人，高级职称教师约900人。拥有长江学者特聘教授、“万人计划”科技创新领军人才、“百千万人才工程”国家级人选、对国家有突出贡献的中青年专家等国家人才和重庆英才计划、重庆市学术技术带头人等省部级人才220余人次。聘请李应红、王光谦、郑皆连、杜彦良等两院院士，中国工程设计大师孟凡超、全国工程勘察设计大师蒋树屏等一大批业界精英担任学校特聘或兼职教授。

学校现有管理科学与工程、交通运输工程、水利工程、土木工程4个一级学科博士学位授权点，16个二级学科博士学位授权点，土木工程、交通运输工程、水利工程3个博士后科研流动站，工商管理18个一级学科硕士学位授权点，工商管理硕士(MBA)等13个硕士专业学位授权类别。获批重庆市3个一流学科、16个重点学科、智能交通和智慧城市2个“人工智能+”学科群。设有经济与管理学院、土木工程学院、新闻与传媒学院等20个学院(部)。现有国家级一流本科专业建设点21个、重庆市一流本科专业建设点38个。有重庆市“三特行动计划”特色专业15个、特色学科专业群7个。学校为重庆市高水平新工科建设高校。学校拥有山区桥梁与隧道工程国家重点实验室、国家内河航道整治工程技术研究中心、交通土建工程材料国家地方联合工程实验室3个国家级重点科研平台，

现有全日制在校生3万余名，其中普通本科生2.4万余名，在校博士研究生6000余名。学校入选首批“全国毕业生就业典型经验高校”和首批“全国创新创业典型经验高校”。办学70多年来学校累计培养各类各层次人才20万余名。

学校高度重视国际合作与交流工作，先后与30余个国家近100所高校及科研院所建立了友好合作关系。发起成立了“一带一路”中(国)波(兰)大学联盟，并一直担任轮值主席。学校在非洲贝宁和美国华盛顿开办孔子学院，拥有欧洲研究中心和贝宁研究中心共2个教育部备案的国别与区域研究中心。学校是中国政府奖学金和国际中文教师奖学金委托培养院校，来华留学生规模约600人次/年，留学生曾在中央电视台和国家汉办联合举办的“汉语桥”在华留学生汉语大赛中摘金夺银。先后与英国和澳大利亚等国高校合作举办了6个中外合作办学项目，与泰国、斯里兰卡和贝宁等国高校和机构合作举办了3个境外办学项目。

面向未来，学校将秉承“明德行远、交通天下”校训，弘扬“甘当路石、进无止境”办学传统，立足西部，面向全国，争创一流，努力建设国际上有一定影响、国内知名，以工为主、多学科协调发展，特色鲜明、优势突出的高水平大学，为交通运输行业和地方经济社会发展做出积极贡献。

MEETING APP TECHNICAL GUIDANCE

会议软件指导

CMIC 2022网络会议

1. 本届会议主要平台为腾讯会议,但7月29日8:30-10:10 Session B1-C统计与营销/Statistics and Marketing和部分安排在会议时间之外的海外学者主题演讲需要使用Zoom软件,请大家提前下载并熟悉相关软件。
2. 腾讯会议中文版与英文版(VooV meeting)可以通用(cross-over);
3. 会议链接将由组织委员会统一发布。届时session chairs将会被设置成co-host;
4. Zoom国内用户需要在Zoom中国下载以登录会议,下载链接为:
<http://www.zoomcn.com/index.php/zoomdownload/>
5. 为维护参会者权益,请操作以下步骤:a)所有参会者请都通过会议网站(<https://www.ais.cn/attendees/toSignUp/RUVMIJ>)注册(注册仅需两分钟),并按照具体身份缴纳注册费;b)组委会将会议日程及每个论坛的会议链接及密码发至每位注册参会人员。

CMIC2022 WEB CONFERENCE

1. The main conference platform is Tencent Meeting/VooV, but the Session B1-C Statistics and Marketing (July 29, 8:30 am -10:10 am, Chinese standard time) and the overseas scholars' keynote speeches scheduled outside the conference use Zoom software. Please download and familiarize with Tencent Meeting and Zoom in advance.
2. The Chinese version and the English version (VooV meeting) for Tencent conference can be used interchangeably and cross-over to each other.
3. The Tencent Meeting IDs will be issued by the organizing committee. During the time, the session chairs will be set as co-hosts.
4. Zoom Chinese users need to download it from Zoom China in order to log in to the conference, the download link is: <http://www.zoomcn.com/index.php/zoomdownload/>
5. To protect the rights and interests of participants, please follow these steps: a)All participants need to register (taking two minutes) through the conference website (<https://www.ais.cn/attendees/toSignUp/RUVMIJ>) and pay the appropriate fee. b)The organizing committee will send the meeting schedule and Meeting IDs/passwords to registered participants.

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