



Dr. YU Kaidong
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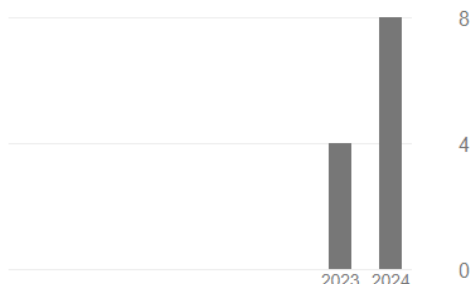
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Research Area

Brand
Fandom
Advertising
Social Media
Minority Consumers

Google Scholar

	All	Since 2019
Citations	12	12
h-index	2	2
i10-index	0	0



Conference

- ◆ Yu, K., Li, Y. and Wang, X. (2024) “Blending the sacred and the profane: Navigating spirituality, consumer culture, and identity in Buddhist temple cafés”, presentation at the 12th China Marketing International Conference at the North China University of Water Resources and Electric Power, Zhengzhou, China.
- ◆ Wang, X., Li, Y., Feng, D., Xie, Z. and Yu, K. (2024) “Research on the impact of e-commerce live broadcast characteristics on audience loss and countermeasures”, presentation at the 12th China Marketing International Conference at the North China University of Water Resources and Electric Power, Zhengzhou, China.
- ◆ He, Z. and Yu, K. (2024) “Unveiling effective strategies for social media interaction in city branding”, presentation at the 1st International Early-Career Researcher Conference in Hospitality and Tourism at the Macau University of Science and Technology, Macau, China.
- ◆ Yu, C. and Yu, K. (2023) “We need to survive: Young researchers and epistemological racism”, presentation at Reimagining the Academy Conference at the Kent State University, Kent, OH, US.
- ◆ Yu, K. and Yu, C. (2023) “Effects of intercultural management course on students’ self-perceived confidence in intercultural communication: A classroom-based case study”, presentation at 28th International Conference of International Association for Intercultural Communication Studies (IAICS) at the City University of Macau, Macau, China.
- ◆ Yu, K. (2017) “Theories on consumer long-term coping strategies”, poster presentation at 46th European Marketing Academy Conference (EMAC) at the University of Groningen, the Netherlands.
- ◆ Yu, K. (2016) “Theorizing consumer long-term coping strategies”, presentation at the ESRC PhD conference, University of Liverpool, England.
- ◆ Yu, K. (2016) “Concepts and theories of food safety issues in consumer research”, presentation at the PhD colloquium, University of Edinburgh, Scotland.
- ◆ Yu, K. (2015) “The daily life of a food shopper in China”, presentation at the PhD colloquium, University of Aberdeen, Scotland.



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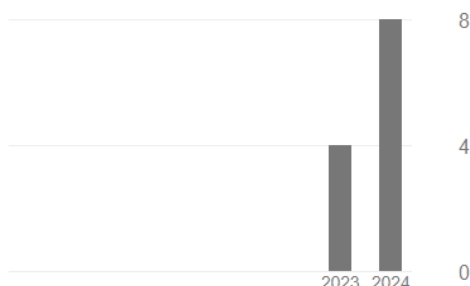
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Publication in Conference

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