Liangbo Zhang

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Research Interest: new technology and business, digital marketing, brand management, consumer psychology

EDUCATION BACKGROUND

05/2023-06/2024, Researcher, School of Economics and Management, Tilburg University, Netherlands (Supervised by Prof. Carol Ou**)**

09/2020-present, Phd. Candidate, School of Economics and Management, Harbin Institute of Technology, Shenzhen (C9, 985 list, and Double First-Class in China)
· **Major: Management Information Systems** (Supervised by Prof. Jifan Ren)
· **Research interest:** Online brand community, brand management, Chinese nostalgia advertisement
· **Thesis:** The Influence of Nostalgia Advertisement Types on Brand Attitude: Moderating effect of Brand Perception and Mediating effect of Brand Authenticity

09/2017-06/2020, **Master in Marketing, Shenzhen University**
· **Major:** Marketing (Supervised by Prof. Zhimin Zhou)
· **Research interest:** Online brand community, brand management, Chinese nostalgia advertisement
· **Thesis:** The Influence of Nostalgia Advertisement Types on Brand Attitude: Moderating effect of Brand Perception and Mediating effect of Brand Authenticity

07/2014-08/2014, **Exchange Student, University of Hong Kong**
· AIPE (Asia Institute for Political Economy) Project
· University of Hong Kong and George Mason University Joint Project

09/2013-06/2017, **Bachelor of Economics**, **Yunnan University** (Double First-Class & 211 list in China)
· **Major:** International Economics and Trade

JOURNAL PAPER(*= Corresponding Author)

1. L Mo, **L Zhang**, X Sun, Z Zhou. Unlock Happy Interactions: Voice Assistants Enable Autonomy and Timeliness[J]. Journal of Theoretical and Applied Electronic Commerce Research, 2024, 19(2): 1013-1033.

2. **L Zhang**, J Zhou, X Wu, J Ren*. Research on the Influence of Danmaku Interaction Characteristics on Sales Efficiency in TikTok E-commerce Live Streaming, Management Science in China 2023, 36(04): 17-29. (管理科學, CSSCI Journal, in Chinese).

3. Z Zhou, **L Zhang***, L Mo. The Mediation Effect of Brand Authenticity Research on the Influence of Nostalgic Advertising Types on Brand Attitude under Different Brand Perceptions—Intermediation Role Of Brand Authenticity, Business Economics and Management, 2023(06): 47-60. (商業經濟與管理, CSSCI journal, in Chinese).

4. **L Zhang**, G Zhan, Q Li & J Ren*. Does Platform Type Matter? A Semantic Analysis of User Attitude Formation on Online Platforms. Frontiers in Psychology, 2022, 13: 1005429.

5. G Zhan, F Yang, **L Zhang***, H Wang. The Relationship Between Mustard Import and COVID-19 Deaths: A Workflow with Cross-Country Text Mining[J]. Healthcare, 2022, 10(10): 2071.

6. T Li, **L Zhang***, Y Xie, R Tu. Exploring the Path of Customers-Brand Value Co-creation with Open-Source Branding-- A Qualitative Research Based on BYD Auto. Journal of Management Case Studies 2021, 14(04): 425-445. (管理案例研究與評論, in Chinese)

7. M Wang, G Zhan*, K Lai, **L Zhang** & L Meng. (2021) Posts and Reviews in P2P Online Lending Platforms: A Sentiment Analysis and Cross-Culture Comparison, Behaviour & Information Technology, 1-7.

8. Z Zhou, **L Zhang**, F Zheng*. How does the Online Brand Community Foster Well-being? -- The Mediating Effect of Altruism. Enterprise Economy, 2020, 39(09): 62-71. (企業經濟, in Chinese)

9. J Xue, Z Zhou, **L Zhang,** S Majeed. Do brand competence and warmth always influence purchase intention? The moderating role of gender[J]. Frontiers in Psychology, 2020, 11: 248.

10. L Meng, Y Xie, T Li, S Duan, **L Zhang**. The Manifestation of Contamination Effect in Consumer Behavior and Its Psychological Mechanism[J]. Advances in Psychological Science, 2022, 30(04): 941-952. (心理科學進展, CSSCI journal, in Chinese)

11. **L Zhang**, Z Zhou, Q Gong. Research on Brand Happiness of Tesla[J]. Sales and Marketing (in Chinese), 2019(02): 66-69.

CONFERENCE PAPER

12. **L Zhang**, S MA, C OU, J REN*. Exploring The Impact of Visual Realism on User Engagement with Virtual Influencers, the 24th Symposium on Statistical Challenges in Electronic Commerce Research, in Portugal in 2024, in Lisbon.

13. **L Zhang** and J Ren. (2023) Impact of Render Style on Consumer Engagement with Virtual Influencers: The Moderating Role of Controlling Entity, the Association for Consumer Research Conference, Seattle, U.S.

14. **L Zhang** & J Ren*. (2022) Virtual Influencers: The Effects of Controlling Entity, Appearance Realism and Product Type on Advertising Effect [C]//International Conference on Human-Computer Interaction. Springer, Cham: 298-305.

15. **L Zhang,** J Zhou, X Wu, J Ren*. (2022) Research on the Influence of Danmaku Interaction Characteristics on Sales Efficiency in TikTok E-commerce Live Streaming [C]//Annual Conference of Journal of Marketing Science, China. (In Chinese)

16. J Zhou, **L Zhang**, J Ren. The Role of Group Interaction in Danmu Comments for Live E-Commerce. 2022 International Conference on Artificial Intelligence, Internet and Digital Economy (ICAID 2022). Atlantis Press, 2022: 372-381. (EI)

17. H Wang, **L Zhang**, G Zhan. Predicting Shared-Bike Routes with Geographic Information System and LSTM Algorithm[C]//2022 3rd International Conference on E-commerce and Internet Technology (ECIT 2022). Atlantis Press, 2022: 568-575.

18. **L Zhang**, Z Zhou* (2020), The Mediation Effect of Brand Authenticity Research on the Influence of Nostalgic Advertising Types on Brand Attitude under Different Brand Perceptions—Intermediation Role of Brand Authenticity, [C]// China Management Annual Conference, Shenzhen, China. (In Chinese)

19. **L Zhang**, Z Zhou* (2018), How does the Online Brand Community Foster Well-being? -- The Mediating Effect of Altruism, [C]//Annual Conference of Journal of Marketing Science, China. (In Chinese)

CONFERENCE ATTENDENCE

1. 2023 ECIS | The 31st European Conference on Information Systems, Kristiansand, Norway

2. 2023 ACR |The Association for Consumer Research), Seattle, U.S.

3. 2023 MSI |The 7th International Summit Forum on Marketing Science and Innovation, Shanghai, China

4. 2022 JMS |China Marketing Science Academic Annual Conference and Doctoral Forum, Chongqing, China

5. 2018 JMS |China Marketing Science Academic Annual Conference and Doctoral Forum, Shenzhen, China

RESEARCH PROJECT EXPERIENCE

1. 03/2021- present, Project Participant, National Natural Science Foundation of China Key Project

   Project Name: Online Advertising Model and Pricing Strategy Optimization Research (China).

2. 04//2021-06/2022, Project Participant, China University Industry-University-Research Innovation Fund (Harbin Institute of Technology)

   Project Name: Intelligent Course Selection Recommendation System Based on University Big Data—Taking Shenzhen University Town as an example.

3. 08/2017-06/2019, Project Participant, General Project of the National Natural Science Foundation of China

   Project Name: Research on brand well-being: Dimensions, formation, and Influence on fans' consumption behavior

4. 07/2017-12/2019, Project Participant, China Cities Creativity Index (CCCI) Development Project

ACADEMIC WORK

1. Reviewer of:

   ➢ Computers in Human Behavior (JCR Q1)

   ➢ 19th International Conference on Wirtschaftsinformatik

   ➢ The 24th International Conference on Electronic Business

2. Co-organizer of workshop Tilburg-Rotterdam "Workshop on Digital Markets (WDM) 2024"

PRACTICAL EXPERIENCE

1. 01/2019-05/2019, Baidu, Staff Training Community Operation

2. 05/2019-9/2019, OPPO, Product Management

3. 01/2018-01/2023, Shenzhen Virtual Reality Industry Union, part-time researcher.

ACADEMIC AWARDS

1.	International Academic Scholarship	2023
2.	Outstanding doctoral paper, China Marketing International Conference	2023
3.	Excellent Conference Paper, JMS	2022
4.	Excellent Paper Conference paper on Blockchain, Information Technology and Smart Finance	2022
5.	National Hundred Excellent Case Award in China	2019
6.	Outstanding Research Scholarship	2018
7.	Excellent Paper	2018