

Dr. Kaidong Yu

Assistant Professor

Subject Lead in Marketing | Doctoral Student Supervisor

Faculty of Business, City University of Macau

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EDUCATION

Ph.D Marketing , University of Glasgow	2017
MSc Strategic Marketing , University of Glasgow	2014
BSc Project Management , Shanghai University of Finance and Economics	2011

FIELD OF INTERESTS

Marketing: branding, advertising, marginal consumer, and marketing theory.

Management: entrepreneurship, digital nomad, service, leisure, and travel.

Other: fandom, cultural studies, social media, and higher education.

ACADEMIC POSITION

Assistant Professor , City University of Macau	2022/8 – present
Subject Lead (Marketing) , City University of Macau	2024/8 – present

INDUSTRY POSITIONS

Director of Operations , Country Garden Group	2017-2022
Audit Associate , Deloitte Touche Tohmatsu Limited	2011-2013

HONOURS

- First Class Research Recognition, City University of Macau, 2023-2024
- Teaching Excellence for Junior Academics, City University of Macau, 2023-2024
- Outstanding Research Recognition, City University of Macau, 2022-2023

PUBLICATIONS (*corresponding author) (SSCI*9 & ESCI*4)

1. **Yu, K.** (2025) “Mystical consumption and the quest for control: How consumers navigate uncertainty through occulture”, *Journal of Marketing Management*, ahead-of-print. (SSCI Q2, IF 3.5, ABS 2, ABDC-A)
2. Liu, H., Xu, J., **Yu, K.*** and Gong, J. (2025) “Bridging the virtual and real: Emotional engagement in virtual influencer endorsements”, *Young Consumers*, ahead-of-print. (ESCI Q2, IF 3.5, ABS 1, ABDC-B)
3. Jin, L., **Yu, K.** and Zhang, X. (2025) “Can Business-Financial Integration mitigate agency problems? Evidence from Chinese-listed companies”, *International Review of Financial Analysis*, ahead-of-print. (SSCI Q1, IF 7.5, ABS 3, ABDC-A)

4. Ali, H. and **Yu, K.*** (2025) "Family business philanthropy in Malaysia: A multi-case study", *Management Research Review*, Vol. 48 No. 5, pp. 764-785. (ESCI Q2, IF 3.1, ABS 1, ABDC-C)
5. **Yu, K.**, Zhang, J. and Hannam, K. (2024) "Welcome to 'Dalifornia': Chinese digital nomads as mobile entrepreneurs", *Current Issues in Tourism*, pp.1-15. (SSCI Q1, IF 5.7, ABS 2, ABDC-A)
6. **Yu, K.** (2024) "Breaking stereotypes: Investigating the dynamics of male celebrity endorsements in China's cosmetic industry", *Asia Pacific Journal of Marketing and Logistics*, Vol. 36 No. 11, pp. 3279-3296. (SSCI Q2, IF 3.9, ABS 1, ABDC-A)
7. Yu, C. and **Yu, K.*** (2024) "Effects of an intercultural management course on students' intercultural communication competence development: A classroom-based study", *Asia-Pacific Education Researcher*, ahead-of-print. (SSCI Q1, IF 3.6)
8. Song, C. and **Yu, K.*** (2024) "Knowledge sharing and knowledge protection: An investigation of interorganisational collaboration in China", *Knowledge and Process Management*, Vol.31 No.2, pp140-156. (ESCI Q2, IF 3.0, ABS 1, ABDC-B)
9. Mai, Y., **Yu, K.** and Zhang, X. (2024) "Enhancing corporate carbon performance through green innovation and digital transformation: Evidence from China", *International Review of Economics & Finance*, Vol.96, Part B, November, 103630. (SSCI Q1, IF 4.8, ABS 2, ABDC-A)
10. **Yu, K.** (2024) "Long-term and ongoing food safety issues: Theorising consumers' long-term coping strategies", *Food and Humanity*, Vol.3, 100360.
11. Gao, B. and **Yu, K.*** (2023) "Knowledge exchange in SMEs service innovation with design thinking", *Management Decision*, Vol.61 No.7, pp. 2029-2049. (SSCI Q2, IF 4.1, ABS 2, ABDC-B)
12. Huang, C., Moreira, F., Archibald, T., **Yu, K.** and Zhang, X. (2023) "The impact of a systemic tax on bank capital holdings, optimal capital requirements and social welfare", *International Review of Economics & Finance*, Vol.87, pp.124-142. (SSCI Q1, IF 4.8, ABS 2, ABDC-A)
13. **Yu, K.**, Zhang, Y. and Huang, Y. (2023) "Entrepreneurship at the bottom of the pyramid: A systematic literature review", *Sustainability*, 15(3), pp.2480. (SSCI/SCI Q3, IF 3.3)

14. Huang, Y., **Yu, K.** and Huang, C. (2023) “Green finance engagement: An empirical study of listed companies on Chinese main board”, *Green Finance*, 5(1), pp.1-17. (ESCI Q1, IF 5.5)
15. Zhang, W. and **Yu, K.** (2023) “Exploring the development mode of immersive tourism based on ancient town scenic spots”, *Culture Industry*, (2). (In Chinese)

CONFERNECE PRESENTATIONS

1. **Yu, K.** (2025) “Aspirational Consumption of Luxury Products Among Young BoP Consumers: A Brand Value Exploration”, presentation at 50th *European Marketing Academy Conference (EMAC) Spring Conference, ESIC University*, Pozuelo (Madrid), Spain.
2. Li, Y., **Yu, K.** and Wang, X. (2025) “When tourists converse with the destination: Crafting distinctive destination brands through immersive theatre and narrative engagement”, presentation at *AMA Global Marketing SIG Conference*, Sydney, Australia.
3. Gao, R. and **Yu, K.** (2025) “Mechanisms of Short Video Dissemination in Cultural Heritage Tourism: An AIDA and Symbolic Consumption Perspective on Tourists’ Travel Behavior”, presentation at *Preservation, Production, and Reproduction: Urban Heritage Transformation around the World Conference at Xi’an Jiaotong – Liverpool University*, Suzhou, China.
4. Li, X. and **Yu, K.** (2024) “Balancing the uncanny: The dual impact of anthropomorphic features in hospitality service robots on consumer satisfaction and trust”, presentation at the *Service Marketing Theory and Practice Conference at Shantou University*, Shantou, China.
5. **Yu, K.**, Li, Y. and Wang, X. (2024) “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.
6. 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.
7. 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.

8. 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.
9. **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.
10. 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.
11. Yu, K. (2016) “Theorizing consumer long-term coping strategies”, presentation at the *ESRC PhD conference, University of Liverpool*, England.
12. Yu, K. (2016) “Concepts and theories of food safety issues in consumer research”, presentation at the *PhD colloquium, University of Edinburgh*, Scotland.
13. Yu, K. (2015) “The daily life of a food shopper in China”, presentation at the *PhD colloquium, University of Aberdeen*, Scotland.

PROJECTS

- **Participant**, 2025, Teaching Reform and Practice of Management Courses Oriented Towards Global Competence Under the Outcome-Based Education (OBE) Framework, Higher Education Teaching Reform Project (PI: Jie Zhang, Guangdong University of Finance).
- **Participant**, 2023, Greater Bay Area Higher Education Online Open Course Alliance Teaching & Research Development Project (PI: Jie Zhang, Guangdong University of Finance).

FUNDING

- MOP 11,267, Conference Attendance Funding, Annual Funding Plan for Higher Education Institutions for the Academic Year 2024/2025, Education and Youth Development Bureau, Macao Government

TEACHING

◆ Courses Taught at the City University of Macau

Business Communication (MBA); Marketing Strategy (MBA); Cross-Cultural Management (MBA); Managerial Business (MBA); Marketing Strategy (BBA); Marketing Management (BBA); Retail Management (BBA)

◆ **Tutorial Courses Taught at the University of Glasgow**

Managing Across Culture and Comparative Management (Postgraduate); Business and Management Decision Making (Postgraduate); Global Business Environment (Postgraduate); People in Organisation (Postgraduate); Consumer Behaviour (Postgraduate); Marketing Communication (Postgraduate); Principles of Marketing (Undergraduate)

PROFESSIONAL SERVICE

◆ **City University of Macau**

- Supervisor for doctoral students, 2024-present
- Interview panel for new staff recruitment, 2024-present
- Supervisor for postgraduate students, 2022-present
- DBA Defense Committee, 2024-present
- MBA Defense Committee, 2022-present
- Interview panel for exchange students, 2022-present

◆ **Ad-hoc Reviewer**

Humanities and Social Sciences Communications; Young Consumers; Mobilities; Applied Mobilities; Asia Pacific Journal of Marketing and Logistics; Current Psychology; Management Decision; Sustainable Futures; Innovation in Language Learning and Teaching

◆ **Memberships**

- Member of the Chinese Marketing Association of Universities
- Member of the European Academy of Marketing
- Member of the Scottish Centre for China Research, GU

◆ **Mentor, Scottish Graduate School of Social Science**

QUALIFICATIONS

Language: IELTS 8.0

Qualification: Project Management Professional (PMP)

PERSONAL ACHIEVEMENTS

Travel: Visited over 50 countries and all 34 provinces in China, gaining diverse cultural insights and adaptability.

Extreme Sports Enthusiast: Achieved the summit of Kilimanjaro - Africa's highest peak, demonstrating resilience and a passion for extreme sports like skiing, skydiving, and surfing.

DOCTORAL STUDENT SUPERVISION - CURRENT

1. Li Yixing, Immersive drama and consumer behaviour
2. Wang Xizhe, Chinese time-honoured brand management
3. Ding Zhaoqiao, Hospitality management in Macau
4. Jiang Ruixuan, Research on brand authenticity
5. Wang Qiao, Industrial marketing management case study

MBA STUDENT SUPERVISION - GRADUATED

1. Chen Haotian, 2025, Research on camping participation motivation.
2. Li Xiaoqin, 2025, The dual impact of anthropomorphic features in service robots.
3. Lu Qiming, 2025, Deconstructing dynamic relationship of self-brand connection.
4. Ren Minhan, 2025, AIGC in the transformation of broadcast content production.
5. Wu Dongzhang, 2025, The impact of co-branding on consumer decision fatigue.
6. Yue Jialin, 2025, A study on consumer preferences for promotional gifts.
7. Chen Yang, 2024, Corporate social responsibility and financial performance.
8. Guo Leilei, 2024, Open screen advertising and application relevance.
9. He Ziyong, 2024, Luxury purchasing behaviour of low-income consumers.
10. Huang Chun, 2024, Purchase intention of green clothing of Generation Z.
11. Kong Xiangyu, 2024, Cultural heritage products in the Palace Museum.
12. Liu Haiwen, 2024, Virtual idol (Tianyi Luo) endorsement and brand marketing.
13. Li Han, 2024, Impact of unboxing videos on consumers' willingness to purchase.
14. Li Xuhua, 2024, Online celebrity live streaming.
15. Su Yiyang, 2024, Green finance and China's banking industry.
16. Wang Shizhen, 2024, Fulfilment of DEIs of SME business owners.
17. Xu Jia, 2024, Traditional Chinese painting purchasing on online platforms.
18. Zhang Jingtong, 2024, Digital nomads as mobile entrepreneurs in China.
19. Zhang Lanxin, 2024, CSR spillover effects and stakeholder impact.
20. Zeng Xin, 2024, Exploring DEI in manufacturing SMEs' ageing employees.
21. Hu Jiahao, 2023, Consumer purchase intention in live-streaming context.
22. Peng Haonan, 2023, Exploring factors influencing talent retention in service SMEs.