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Research Area

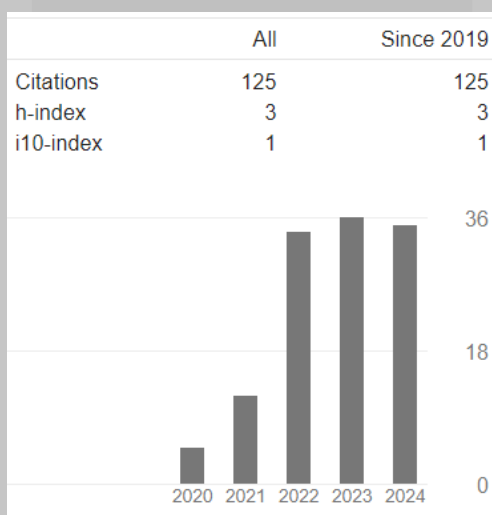
New Technology and Business

Digital Marketing

Brand Management

Consumer Psychology

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Journal

- ◆ L Zhang, X Wang, M Salman*, Z Zhou. How do sales promotions, communication agents, and psychological contracts determine purchase hesitation? Evidence from live stream influencers' fan groups. *Journal of Retailing and Consumer Services*, 2025, 84: 104193 (SSCI, 影响因子: 11.0; JCR- Q1)
- ◆ L Zhang, L Mo, X Sun*, Z Zhou. How Visual and Mental Human-Likeness of Virtual Influencers Affects Customer-Brand Relationship on E-commerce Platform. *Journal of Theoretical and Applied Electronic Commerce Research*, 2025, 20(3), 200. (SSCI, 影响因子: 7.11; JCR-Q1)
- ◆ Y He, L Zhang*, M Salman, Z Zhou. Hedonic adaptation in cultural consumption: evidence from China Family Panel Studies, *Humanities and Social Sciences Communications*, 2024, 11(1), 1-10. (SSCI, 影响因子: 3.7; JCR-Q1)
- ◆ 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. (SSCI, 影响因子: 7.11; JCR-Q1)
- ◆ 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).
- ◆ 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).
- ◆ 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.
- ◆ 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.



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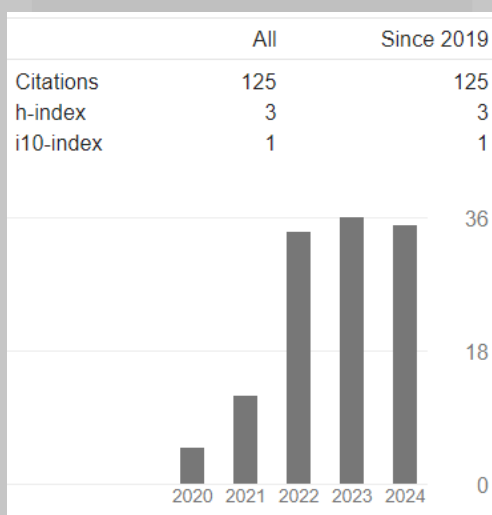
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- ◆ T Li, L Zhang*, Y Xie, R Tu. Exploring the Path of Customers-Brand Value Co-creation with Open-Source Branding--A Qualitative Research Based on BYD Auto. Journal of Management Case Studies 2021, 14(04): 425-445. (管理案例研究與評論, CSSCI journal, in Chinese)
- ◆ 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.
- ◆ 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)
- ◆ 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.
- ◆ 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)
- ◆ L Zhang, Z Zhou, Q Gong. Research on Brand Happiness of Tesla[J]. Sales and Marketing (in Chinese), 2019(02): 66-69.

Management Teaching Case

- ◆ Z Zhou, L Zhang, Q Gong, Y Ding (2019). Cotton Era: How is Green Brand Refined? China Management Case Sharing Center, National 100 Excellent Management Cases. 2019.09.27. (In Chinese, 全國百篇優管理案例)
- ◆ Z Zhou, Q Gong, L Zhang (2018). Xinxing Culture Water: The Road of Brand Building Empowered by Culture. China Management Case Sharing Center. 2018.09.15. (In Chinese, Selected into the China Management Case Library)

Conference

- ◆ 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.



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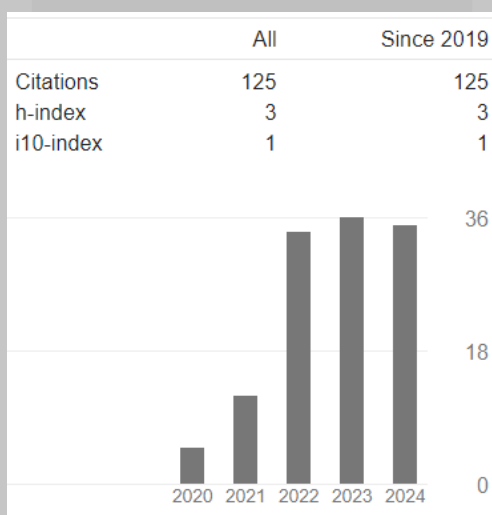
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- ◆ L Zhang and J Ren. (2023) Impact of Render Style on Consumer Engagement with Virtual Influencers: The Moderating Role of Controlling Entity, the Association for Consumer Research Conference, Seattle, U.S.
- ◆ L Zhang & J Ren* (2022).Virtual Influencers: The Effects of Controlling Entity, Appearance Realism and Product Type on Advertising Effect [C]//International Conference on Human-Computer Interaction. Springer, Cham: 298-305.
- ◆ 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)
- ◆ 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)
- ◆ 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.
- ◆ 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)
- ◆ 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)

Book Chapter

- ◆ Chapter 8 and Chapter 16: Research on Brand Well Being[M]. China Economic Publishing House, 2024: 161-172 , 310-314. (《品牌幸福感研究》，中國經濟出版社)
- ◆ Chapter 2, 7 and 8: Brand Method - Inspiration from 50 Shenzhen Brands, China Economic Publishing House, 2022:66-71, 229-234, 252-257. (《品牌方法——50 個深圳品牌的啟示》，中國經濟出版社)