

# Dr. Kaidong Yu | 俞凱東

Assistant Professor | Doctoral Student Supervisor

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## BIOGRAPHY

**Kaidong Yu, PhD**, is an Assistant Professor of Marketing at the Faculty of Business, City University of Macau. Prior to entering academia, he gained extensive professional experience in the finance and real estate sectors. His research interests include brand management, non-mainstream consumption, marketing theory, and digital nomadism. His work has been published in internationally peer-reviewed journals such as the *Journal of Marketing Management*, *Journal of Research in Interactive Marketing*, *Management Decision*, *Asia Pacific Journal of Marketing & Logistics*, *Marketing Intelligence & Planning*, *Tourism Review*, *Current Issues in Tourism*, and *International Review of Financial Analysis*, among others.

## EDUCATION

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

## FIELD OF INTERESTS

**Marketing:** branding, non-mainstream consumption, and marketing theory.  
**Management:** digital nomadism, entrepreneurship, service, leisure, and travel.  
**Other:** fandom, cultural studies, social media, and higher education.

## ACADEMIC POSITION

<b>Assistant Professor</b> , City University of Macau	2022/8 – <i>present</i>
<b>Subject Lead (Marketing)</b> , City University of Macau	2024-2025

## INDUSTRY POSITIONS

<b>Director of Operations</b> , Country Garden Group	2017-2022
<b>Audit Associate</b> , 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

## HONOURS – SUPERVISION

- Excellent Instructor Award, National 1<sup>st</sup> Prize (Postgraduate student) “Zhengda Cup” The 15<sup>th</sup> National College Student Market Research and Analysis Competition (Team: Luo Hao, Hua Jihao, Lu Yiyun, Hang Yi, Li Jiaming)
- Excellent Instructor Award, 2024 Generation Z International Podcast Festival, State Key Laboratory of Media Convergence and Communication, Communication University of China (Team: Ren Minhan).

## PUBLICATIONS (\*corresponding author) (SSCI\*13 & ESCI\*4)

1. **Yu, K.** and He, Z. (2025) “Beyond adaptation: Consumer-driven glocalization and the negotiation of luxury brand meaning in China”, *Marketing Intelligence & Planning*, ahead-of-print. (SSCI Q1, IF 5.4, ABS 1, ABDC-A)
2. Pinto, J. and **Yu, K.\*** (2025) “Green plates, golden stars: Sustainability narratives and SDG mapping in Michelin Green Star gastronomy”, *Current Issues in Tourism*, ahead-of-print. (SSCI Q1, IF 4.6, ABS 2, ABDC-A)
3. **Yu, K.** and Li, Y. (2025) “The dramaturgy of interactive marketing: A conceptual framework for immersive consumer engagement”, *Journal of Research in Interactive Marketing*, ahead-of-print. (SSCI Q1, IF 11.6, ABS 1, ABDC-B)

4. **Yu, K.\***, Hannam, K. and Gössling, S. (2025) “The sustainability paradox of digital nomadism: Mobility, consumption, and socio-environmental engagement”, *Tourism Review*, ahead-of-print. (SSCI Q1, IF 7.9, ABS 1, ABDC-B)
5. **Yu, K.** (2025) “Mystical consumption and the quest for control: How consumers navigate uncertainty through occulture”, *Journal of Marketing Management*, 41(9-10), 870-891. (SSCI Q2, IF 3.0, ABS 2, ABDC-A)
6. Liu, H., Xu, J., **Yu, K.\*** and Gong, J. (2025) “Bridging the virtual and real: Emotional engagement in virtual influencer endorsements”, *Young Consumers*, Vol.26 No.3, pp. 482-501. (ESCI Q1, IF 5.0, ABS 1, ABDC-B)
7. 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*, Vol.103, 104132. (SSCI Q1, IF 9.8, ABS 3, ABDC-A)
8. 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 3.5, ABS 1, ABDC-C)
9. **Yu, K.**, Zhang, J. and Hannam, K. (2024) “Welcome to ‘Dalifornia’: Chinese digital nomads as mobile entrepreneurs”, *Current Issues in Tourism*, 28(15), 2432–2446. (SSCI Q1, IF 4.6, ABS 2, ABDC-A)
10. **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 Q1, IF 5.1, ABS 1, ABDC-A)
11. 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*, Vol.33, pp. 1373-1382. (SSCI Q1, IF 4.6)
12. 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 Q3, IF 1.7, ABS 1, ABDC-B)
13. 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 5.6, ABS 2, ABDC-A)

14. **Yu, K.** (2024) “Long-term and ongoing food safety issues: Theorising consumers’ long-term coping strategies”, *Food and Humanity*, Vol.3, 100360.
15. 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 Q1, IF 5.1, ABS 2, ABDC-B)
16. 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 5.6, ABS 2, ABDC-A)
17. **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)
18. 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 5.0)
19. Zhang, W. and **Yu, K.** (2023) “Exploring the development mode of immersive tourism based on ancient town scenic spots”, *Culture Industry*, (2). (In Chinese)

## CONFERENCE PRESENTATIONS

1. **Yu, K.** and Li, Y. (2025) “The dramaturgy of consumer engagement: A conceptual framework for immersive marketing experiences”, presentation at *Symposium and Workshop of Interactive Marketing, Harbin University of Commerce*, Harbin, China.
2. Xu, J., Mohidin, Z., and **Yu, K.** (2025) “The unspoken rules of China’s online calligraphy and painting market: An exploration from stakeholder and resource conservation theories”, presentation at *9<sup>th</sup> World Business Ethics Forum, City University of Macau*, Macau, China.
3. **Yu, K.** (2025) “Aspirational Consumption of Luxury Products Among Young BoP Consumers: A Brand Value Exploration”, presentation at 50<sup>th</sup> *European Marketing Academy Conference (EMAC) Spring Conference, ESIC University*, Pozuelo (Madrid), Spain.
4. 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.

5. 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.
6. 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.
7. **Yu, K.**, Li, Y. and Wang, X. (2024) “Consumer culture and identity in Buddhist temple cafés”, presentation at the ***12<sup>th</sup> China Marketing International Conference*** at the ***North China University of Water Resources and Electric Power***, Zhengzhou, China.
8. 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 ***12<sup>th</sup> China Marketing International Conference*** at the ***North China University of Water Resources and Electric Power***, Zhengzhou, China.
9. He, Z. and **Yu, K.** (2024) “Unveiling effective strategies for social media interaction in city branding”, presentation at the ***1<sup>st</sup> International Early-Career Researcher Conference in Hospitality and Tourism*** at the ***Macau University of Science and Technology***, Macau, China.
10. 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.
11. **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 ***28<sup>th</sup> International Conference of International Association for Intercultural Communication Studies (IAICS)*** at the ***City University of Macau***, Macau, China.
12. Yu, K. (2017) “Theories on consumer long-term coping strategies”, poster presentation at ***46<sup>th</sup> European Marketing Academy Conference (EMAC)*** at the ***University of Groningen***, the Netherlands.
13. Yu, K. (2016) “Theorizing consumer long-term coping strategies”, presentation at the ***ESRC PhD conference, University of Liverpool***, England.
14. Yu, K. (2016) “Concepts and theories of food safety issues in consumer research”, presentation at the ***PhD colloquium, University of Edinburgh***, Scotland.

15. 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
- MOP 10,000, Funding for Research Collaboration 2025, Research Management Office, City University of Macau.

## 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)

## INVITED TALK

- July 2025, Publishing qualitative research in SSCI-indexed journals, Business School, **Assumption University of Thailand**, Bangkok, Thailand.
- December 2025, Digital marketing with the AI impact, International Business School, **Fuzhou University of International Studies and Trade**, Fuzhou, China.

## 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, 2025-present
- MBA Defense Committee, 2022-present
- Interview panel for exchange students, 2022-present
- Mentor for 929 Challenge, 2023-present

◆ **Ad-hoc Reviewer**

International Journal of Human-Computer Interaction; Asia Pacific Journal of Marketing and Logistics; Management Decision; Current Psychology; Journal of Hospitality and Tourism Technology; Cogent Business & Management; Young Consumers; Humanities and Social Sciences Communications; Mobilities; Applied Mobilities; Innovation in Language Learning and Teaching; Sustainable Futures

◆ **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 (3<sup>rd</sup> year)
2. Wang Xizhe, Chinese time-honoured brand management (3<sup>rd</sup> year)
3. Ding Zhaoqiao, Hospitality management in Macau (2<sup>nd</sup> year)
4. Wang Qiao, Industrial marketing management case study (2<sup>nd</sup> year)
5. Jiang Ruixuan, Research on brand authenticity (2<sup>nd</sup> year)
6. Zhang Jinming, Short video types and consumer behaviour (1<sup>st</sup> year)
7. Guo Feng, Digital nomad and intangible cultural heritage (1<sup>st</sup> year)

## **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.