

Liangbo Zhang

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Address: 4th Floor, Luso-Chinese Building Avenida Padre Tomás Pereira, Macau SAR, China

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

BACKGROUND

08/2024-present, **Assistant Professor, Faculty of Business, Macau City University.**

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

09/2020-2025, **Phd., 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: Digital Marketing, Information Systems Management

09/2017-06/2020, **Master, Shenzhen University**

- Major: Marketing (Supervised by Prof. Zhimin Zhou)
- Research interest: Online Brand Community, Brand Management, Consumer Behavior

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. **Zhang L**, Zhang L, Zeng Y, et al. Predicting the unpredictable: How behavioral predictability displays enhance service quality perceptions through cognitive ease[J]. Journal of Retailing and Consumer Services, 2026.
2. Jingpeng Li, **Zhang L** * et al. Digital Guilt: Smart Menu Feedback and Real-Time Norm Activation in Reducing Food Waste[J]. Journal of Retailing and Consumer Services, 2026.
3. Wu E Y, Yang M X*, **Zhang L**, et al. Technology Beliefs, Environmental Orientation, and Pro-Environmental Behaviors: Evidence From 49 Countries[J]. Business Strategy and the Environment, 2026.
4. **Zhang L**, Wang X, Majeed S, et al. How do sales promotions, communication agents, and psychological contracts determine purchase hesitation? Evidence from live stream influencers' fan groups[J]. Journal of Retailing and Consumer Services, 2025.
5. **Zhang L**, Mo L, Sun X, et al. How visual and mental human-likeness of virtual influencers affects customer-brand relationship on e-commerce platform[J]. Journal of Theoretical and Applied Electronic Commerce Research, 2025.
6. Chen H Y, Ren J, **Zhang L**, et al. Moderating role of social media influencers on students' intention to use ChatGPT in higher education[J]. Innovations in Education and Teaching International, 2025.
7. 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.

8. He Y, **Zhang L***, Zhang C, et al. Hedonic adaptation in cultural consumption: evidence from China Family Panel Studies[J]. Humanities and Social Sciences Communications, 2024.
9. **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).
10. 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).
11. **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.
12. 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.
13. 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)
14. 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.
15. 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)
16. 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.
17. 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)
18. **L Zhang**, Z Zhou, Q Gong. Research on Brand Happiness of Tesla[J]. Sales and Marketing (in Chinese), 2019(02): 66-69.

CONFERENCE PAPER

19. Human Doctor or Digital Twin of Doctors? A Study on the Impact of Doctor Types on Patient Adoption Intention. The 26th International Conference on Electronic Business (ICEB 2026). (Accepted for presentation)
20. A Qualitative Study of Users' Attitudes toward "Digital Twins of Doctors" in Online Medical Consultation: Evidence for China. 2026 Asia-Pacific Marketing Academy Annual Conference (APMA 2026). (Accepted for presentation)
21. How Social-oriented Danmaku Shapes Consumer Behavior in Live-Streaming Commerce: The Moderating Role of Live Room and Product Types. 2025 JMS 中国营销科学学术年会, 成都, 中国, 2025. (Accepted for presentation)
22. 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.
23. 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.
24. 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.

25. 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)
26. 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)
27. 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.
28. 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)
29. 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. 2025 CNAIIS- UNNC, Ningbo, China
2. 2025 Conference on Behavioural Science for Business Relevance, Hongkong
3. 2024 the Global AI Forum, Hongkong
4. 2024 JMS | China Marketing Science Academic Annual Conference and Doctoral Forum, Shanghai, China
5. 2024 SCECR| Symposium on Statistical Challenges in Electronic Commerce Research, Lisbon, Portugal
6. 2023 ECIS | The 31st European Conference on Information Systems, Kristiansand, Norway
7. 2023 ACR |The Association for Consumer Research), Seattle, U.S.
8. 2023 MSI |The 7th International Summit Forum on Marketing Science and Innovation, Shanghai, China
9. 2022 JMS |China Marketing Science Academic Annual Conference and Doctoral Forum, Chongqing, China
10. 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

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|---|------|
| 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 |