

# 秦 垚



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**部門/領域：** 市場營銷

## 教育背景

2010-2014 博士 香港城市大學 市場行銷  
2007-2010 碩士 昆明理工大學 管理科學  
2003-2007 學士 昆明理工大學 資訊系統

## 工作經驗

2019-至今 副教授 澳門科技大學  
2014-2019 助理教授 澳門科技大學

## 教學活動

品牌管理 市場行銷 商業傳播 管理導論

## 研究領域

消費者行為 品牌管理

## 代表性學術論文

- Qin, Y., Shi, L.H., Stöttinger S., and Cavusgil, E. Neither an authentic product or a counterfeit: Growing popularity of Shanzhai products in global markets. *Canadian Journal of Administrative Sciences*, 2019, 36(3), 306-321.
- Qin, Y., Shi, L.H., Song, L., Stöttinger, B., and Tan, K. Integrating consumers' motives with

suppliers' solutions to combat Shanzhai: A phenomenon beyond counterfeit. *Business Horizons*, 2018, 61(2), 229-237.

- Qin, Y., Wen, N., and Dou, W. Effects of perceptual and conceptual similarities on consumers' evaluations of copycat brand names. *Journal of Consumer Behaviour*, 2016,15(2), 117-125.
- Cui N., Wen N., Xu L., and Qin, Y. Contingent effects of managerial Guanxi on new product development success. *Journal of Business Research*, 2013,66(12), 2522-2528.
- Jiaming Wu, **Yao Qin**. Why do we hate brands? Asia pacific ACR conference. January 10-12, 2019, Ahmedabad, India.
- Flora Fang Jia, **Yao Qin**. Gaining Institutional Capital in Uncertain Institutional Environment, 14th Annual International Conference on Management. 14th Annual International Conference on Management, Athens, Greece, Athens, Greece, June 2016.
- **Yao Qin**, Linda Shi, Barbara Stöttinger. The New Kid on the Block – How Do Demand Drivers for Shanzhai Products Differ from Counterfeits. 2015. Annual Conference of CIMaR—in Vienna Austria.
- **Yao Qin**, Na Wen, Wenyu Dou, Lan Xu. “Meaning Similar” Wins, “Looking Similar” Loses? The Effect of Perceptual Similarity and Conceptual Similarity on Consumers’ Perceptions of Copycat Brand Names. *ACR North American Conference*, Chicago, US, 2013.

#### 其他專業資格 / 獎項 / 活動

- 消費者多元文化冲突对其购买行为的作用, 澳門科技大學基金會 2022-2023
- 山寨商業戰略可行性研究, 澳門科技大學基金會 2019-2020
- 消費者對移動醫療系統的接受行為, 教育部港澳交流计划 2018-2019
- 消費者對山寨產品的認知, 澳門科技大學基金會 2017-2018
- 消費者對假冒產品的認知, 澳門科技大學基金會 2014-2015