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Research Interests:

- Older consumers
- Stereotype
- Advertising
- Social media
- Media psychology

Refereed Journal Article:

Chan, K. and **Li, Q.** (2022), Attributes of young adults' favorite retail shops: a qualitative study, *Young Consumers*, 23(4), 555-569. <https://doi.org/10.1108/YC-01-2022-1442>

Chan, K., Tsang, L., Chan, R., Cheng, B. K.L., Fan., F., Lam, S.S.K., ..., and **Li, Q.** (2021). Discipline-based Communities of Practice: Life-long Learning of Advertising and Public Relations Educators. *Learning Communities Journal*, 13, 33-55.

Cao, K. H., **Li, Q.**, Liu, Y., & Woo, C. K. (2020). Covid-19's Adverse Effects on a Stock Market Index. *Applied Economics Letters*, 1-5.

Conference Paper Presentation

Zhou, S., **Li, Q.**, Leung H.M., Hong M.R., and Huang L.W. (2024). Understanding the Conceptualization, Operationalization, and Persuasive Effects of Interactive Narratives: A Systematic Review. 74th Annual International Communication (ICA) Conference, Gold Coast (Australia), June 20-24.

Chu, T. H., Yeo, T. E. D., and **Li, Q.** (2024). The Persuasive Effects of Personalized Advertising: A Meta-Analytic Review. 74th Annual International Communication (ICA) Conference, Gold Coast (Australia), June 20-24.

Li, Q. (2023). The self-created restriction: How ageing self-stereotype affects Chinese new retirees' responses to public services ads? 2023 AMS World Marketing Congress, Canterbury (UK), July 11-14.

Li, Q. and Wu, Y. (2022). The Mediating Role of Involvement for Managing Policy-Change Related Uncertainty: A Study in Hong Kong, 2022 Academy of International Business Asia Pacific Regional Conference, Hong Kong, December 7-9.

Chan, K. and **Li, Q.** (2022). Apply the motivation-opportunity-ability model to measure the effectiveness of subway advertising, International Conference on Research in Advertising (ICORIA), Prague, June 23-25.

Wu, Y. and **Li, Q.** (2022). Online communicative actions for uncertainty management: a study of Chinese immigrants in Hong Kong when facing the policy change, Chinese Internet Research Conference (ICA pre-conference), May 23-24.

Chan, K. and **Li, Q.** (2021), Attributes of young adults' favorite retail shops: a qualitative study, 2021 Academy of International Business Asia Pacific Regional Conference, December 8-10.