

LUO, LIJUN

Ph.D. Candidate

B.A. in

Hunan Normal University, Changsha, China

M.A.

Monash University, Melbourne, Australia

✉ 21482411@life.hkbu.edu.hk

Research Interests:

- Environmental Communication
- Media Psychology
- Consumer Behavior

Refereed Journal Article:

LUO, L. J & Kim, W(2022). How virtual influencers' identities are shaped on Chinese social media: A case study of Ling. *Global Media and China*, 1-19.

<https://doi.org/10.1177/205943642311883>

Conference Paper Presentation:

Luo, L.J & Park, J. S (2024). The Case of Alipay Ant Forest: Consumer' Participation in Sustainable Value Co-creation through ESG Practices. Paper presentation at the preconference for the International Communication Association 2024, in person, June 17-18, Sydney.

Luo, L.J (2024). Visualizing Climate Change: Exploring the Impact of Image Type and Psychological Distance on Pro-Environmental Behavior. Paper presentation at IAMCR Conference 2024, in person, June 30-July 4, Christchurch.

Luo, L.J & Park, J. S (2024). Understanding the Role of Field Dependence and Independence in Mitigating Misinformation about Climate Change. Paper presentation at IAMCR Preconference 2024, in person, June 29, Christchurch.

Luo, L. J & Kim, W (2023). Understanding Pro-Environmental Behaviors: Health Belief Model and Theory of Planned Behavior. Paper presented at the conference for the International Communication Association 2023, Virtual conference, May 25-29.

Luo, L. J & Kim, W (2022). The Consumers' Perspective on Virtual Influence: A Case Study of Ling. Paper presented at the conference for the 19th Chinese Internet Research Conference, May 23-24.

Luo, L. J & Kim, W (2022). Understanding Pro-environmental Behaviors: Values and Theories of Planned Behavior (2022), is accepted to IAMCR Online Conference 2022, July 11-15.