



April, Qiqi LI

Research Interest

Older people, consumer behavior, advertising

Publication

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.

Referred conference papers/presentations

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, 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.