**YULANG GUO**

**CONTACT INFORMATION**

Address School of Business Administration
Guangdong University of Finance and Economics
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**RESEARCH INTEREST**

Consumer Behaviour

Sensory Marketing in Internet Context

Brand Management

 **WORK EXPERIENCE**

 2014.5-2014.8 City University of Hong Kong Research Assistant

 2015.3-2015.6 Courses Taught(Marketing Management, Electronic Commerce)for College of Extended Education, Nava University of Engineering; Courses Taught(Electronic Commerce)for College of Extended Education, Wuhan University

**EDUCATION**

 2006-2010 Bachelor of Management Central South University of Forestry

and Technology

2010-2013 Master of Management Xiamen University

2013-2016 Doctor of Management Wuhan University

**PUBLICATIONS**

**Peer-reviewed Journals**

* + Jing Huang, Yulang Guo, Chen Wang, Lei Yan. You Touched It and I ’m Relieved! The Effect of Online Review’s Tactile Cues on Consumer’s Purchase Intention[J].Journal of Marketing Science. 2015.11(1):133-151.
	+ Jing Huang, Yulang Guo, Xiaoming Xiong, Yili Wang. Impact of Online Picture Presentation Order on Consumers' Purchase Intention：Based on The Perspective of Information Processing Mode[J].Journal of Marketing Science. .2016.12(1):51-69.
	+ Yulang Guo, Pan Zhang. A Literature Review of Consumers’ Superstition and Prospects[J]. Foreign Economies and Management.2016.forthcoming.
	+ Zonghua Liu, Yanping Li, Yulang Guo, Xinyi Zheng. The Empirical Study of Organizational Trust ,Organizational Commitment and Knowledge Sharing[J].: Research on Economics and Management.2016.forthcoming.
	+ Yulang Guo, Yili Wang, Xiaoming Xiong .The Impact and Mechanism of Face Consciousness on Consumers’Intention to Purchase Luxury Counterfeits [J]. Productivity Research.2015（12）:124-127
	+ Tao Lin, Xiaoming Xiong, Yulang Guo .T Show “Inner self" or "External self”?the Effects of Match-up Types on the Self -Effects of Entrepreneur Endorsement [J]. Productivity Research. 2016.forthcoming.
	+ Pan Zhang, Yulang Guo, Xin Zhou .The Chinese Language & Literature Characteristics Study of Brand Slogan Based on Grounded Theory[J].Modernization of Management.2014(4).:41-43.
	+ Xiaoming Xiong ,Jing Huang, Yulang Guo. “Altruism” or “Egoism”? Effects of AD. Appeals of Green Products on Purchase Intention[J]. Ecological Economy. .2015.31:103-107.
	+ Jing Huang, Fang Yuan, Yulang Guo, Lei Yan. Research on The Impact Mechanism Between Entrenerurs’s Social Respomsibility Behavior Innovation and Cpmsumer:Based on Grounded Theory[J]. Science & Technology Progress and Policy.2016.33(9):149-155.
	+ Jing Huang, Hongliang Liu, Yulang Guo. The Effect of Online Promotion Limits on Consumers' Purchase Decision: From the Perspective of ELM[J]. Journal of Business Economics. .2016. (5):76-85.

Conference

 The Effect of Online Review’s Tactile Cues on Consumer’s Purchase Intention，2015 INFORMS Marketing Science Conference, Baltimore, Maryland, USA

# The Effect of Online Review’s Tactile Cues on Consumer’s Purchase Intention ，2015 GIKA-Europe Annual Conference. Valencia. Spain

**AWARDS & HONORS**

Excellent Papers, 2014 Annual Conference of JMS China Marketing Science ,Xiamen.

Excellent Papers, 2015 Annual Conference of JMS China Marketing Science ,Shanghai.

Second-Place Award of the Excellent Papers, 2014 Annual Conference of Hubei Marketing Academy

Second-Place Award of the Excellent Papers(2 times) , 2015 Annual Conference of Hubei Marketing Academy

Third-Place Award of the Excellent Papers, 2015 Annual Conference of Hubei Marketing Academy

**GRANTS & PROJECTS**

2016-2018 National Natural Science Foundation of China . Grant No. 71572136, “The Effect Of Virtual Sensory Cues on E-Business Performance :Presentation Mode, Mechanism and Management Logic ”, Co-PI.

**PROFESSIONAL SERVICES**

Ad-hoc Reviewer : Foreign Economies and Management

Consulting for Hubei Bank, Hubei Zhongyan Industry company

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