




Personal Information	Name	Ma XiaoLi		
	Title	Lecturer		
	Position	Teacher		
	Gender	<input type="checkbox"/> Male <input checked="" type="checkbox"/> Female		
	Date of Birth	06-08-1990		
	Nationality	China		
	Passport No.	None		
	Contact	Email	mary0925@zisu.edu.cn	
	Employment	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time		
	Discipline	Consumer Behavior, New Media Marketing		
	Courses Taught	UG: Consumer Behavior, Live Streaming Marketing, Live Streaming and Short Video Marketing		
Education Background	Sep.2016-Aug.2022, PhD in Economics, International Trade, Konkuk University, South Korea			
Professional Experience	June. 2023-present, Zhejiang International Studies University, Full-time faculty			
Introduction (paragraph)	<p>Lecturer and undergraduate supervisor. Doctor of Economics from Konkuk University, South Korea. Member of the Cross-border E-Commerce Industry of Institute for International People-to-People Exchange (Cooperated with Ministry of Education, P.R. China), has been dedicated to the research field of consumer behavior and new media marketing, and has achieved a series of significant research accomplishments. Hosted one enterprise horizontal project. Published multiple high-level papers in journals such as "Frontiers in Psychology" and "Korean-Chinese Social Science Studies." Received Academic Award from Korea Konkuk University (Doctoral Humanities Division). Previously served as Research Assistant at an overseas university and Market Consultant at the Korean-Chinese-Japanese Regional Economic and Trade Association.</p>			
Talent Title	None			



<p>Academic Research Achievement (Completed within 5 years, from present to past)</p>	<p><u>JOURNAL ARTICLES</u></p> <p>Ma, X., Jin, J., & Liu, Y. (2023). The influence of interpersonal interaction on consumers' purchase intention under e-commerce live broadcasting mode: The moderating role of presence. <i>Frontiers in Psychology, Personality and Social Psychology</i> section, 14-2023, Article 1097768. doi: 10.3389/fpsyg.2023.1097768.</p> <p>Ma, X., Kim, S.-N., & Cho, H.-J. (2023). The Influences of BJ's Information Source Characteristics on Purchase Intention in China's Public Interest Live Commerce. <i>Korean-Chinese Social Science Studies</i>, 21(2), 202-223. ISSN 1738-0456. doi: 10.36527/KCSSS.21.2.9.</p> <p><u>RESEARCH GRANTS</u></p> <p>[1] Research on Southeast Asian Economic Education (University-level project), Research funding: ¥100,000, July 2017 - September 2017.</p> <p>[2] VT Brand Douyin Store Self-broadcasting (Enterprise project), Research funding: ¥500,000, March 2022 - December 2022.</p> <p>[3] Study on the Impact of Women Leadership Styles on Firm Innovation Performance (High-level talent introduction research project), Research funding: ¥50,000, November 2022 - November 2025.</p>
	<p>Additional Information</p>
<p>Academic Service</p>	<p>None</p>
<p>Application in Business</p>	<p>None</p>
<p>Engagement in School Activities & Public Services Beyond Teaching Responsibilities</p>	<p><input type="checkbox"/> Policy Decision</p> <p><input type="checkbox"/> Advising</p> <p><input checked="" type="checkbox"/> Research</p> <p><input checked="" type="checkbox"/> Directing an Extracurricular Activities</p> <p><input checked="" type="checkbox"/> Providing Academic Advising</p> <p><input checked="" type="checkbox"/> Providing Career Advising</p> <p><input type="checkbox"/> Member of University/School Committees/</p> <p><input type="checkbox"/> Others</p> <p>(Please Specify _____)</p>