


Curriculum Vitae for XMUM Official Website

	Name	YANG Chia Yen
	Current Position	Assistant Professor
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BIOGRAPHY

Dr. Yang Chia Yen is an Assistant Professor, School of Economics and Management, Xiamen University Malaysia. Dr. Yang obtained her PhD in Marketing from Monash University. She also holds a M. Phil in Industrial and Organizational Psychology from Universiti Kebangsaan Malaysia and a Bachelor's Degree in Management (First Class Honours) from Multimedia University, Malaysia.

Prior to pursuing an academic career, Dr. Yang's experience includes web design and people management from IT firms. As an Art Director, she consulted and developed web solutions for companies in Malaysia, such as Hotel Intercontinental Kuala Lumpur, TGV Cinemas, Smart Glove, Setia Haruman, Female and Marie Claire magazines.

Dr. Yang's research interests are in the areas of consumer behaviour, services marketing and sustainable marketing. Her work has appeared in international journals and conferences. She has presented her research findings at the AMA Summer Academic Conference, Boston and the Asia Academy of Management Conference, Hong Kong. She also serves as a reviewer for Journal of Consumer Behaviour and international conferences.

RESEARCH INTERESTS

Consumer Behaviour, Services Marketing, Sustainable Marketing

EDUCATIONAL BACKGROUND

- PhD (Marketing), Monash University
- MPhil (Industrial and Organizational Psychology), Universiti Kebangsaan Malaysia
- Bachelor of Management, Multimedia University, Malaysia

RESEARCH EXPERIENCE / GRANTS

- Chief investigator for "Influence of Japanese Animation Cultural Identity on Purchase Intention towards Anime Licensed Products among Malaysian Youth", Xiamen University Malaysia. (2023 to 2026, on-going).
- Co-investigator for "Tourism market analysis (Malaysia and Indonesia)", Industrial Research, China Cultural Centre in Kuala Lumpur, Malaysia. (2022 to 2023, completed).
- Co-investigator for "Regulatory Focus and Decision Making Processes", Early Career Researcher Grant (ECR), Jeffrey Cheah School of Medicine and Health Sciences, Monash University Malaysia, (2014 to 2015, completed.)

REPRESENTATIVE PUBLICATIONS/CONFERENCES

- **Yang, C. Y.**, Tjiptono, F., Lee, C. K. C., & Loo, J. M. Y. (2024). Corporate good deed and service failure: does being good lead to forgiveness? *Journal of Hospitality Marketing & Management*, 1–31. <https://doi.org/10.1080/19368623.2024.2362732> (ABDC A; SSCI Q1, Impact Factor = 11.9 (2023); Scopus Q1)
- Mohd Hanafi, M. S., Asmawi, A., Chew, K. W., **Yang, C. Y.** (2024), “Innovation-Enhancing High-Performance Work Practices in Malaysian R&D Organizations: Myth or Reality?”. *International Journal of Management Studies*, 31(1), 35–60. (Emerging Sources Citation Index)
- Choo, J. E., **Yang, C. Y.**, Chew, K. W. “Impulse Purchasing Behaviour Toward Mobile Wallet in Malaysia: A Stimulus-Organism-Response Approach”. TAR UMT International Researcher and Student Conference (IRSC), 10 - 11 August 2023, (Proceedings).
- Lee, H. Y., **Yang, C. Y.** “Mediation analysis of Young Malaysian: Online personalised recommended product quality and E-impulse purchase”. 3rd Business, Law and Management (BLM3) International Conference, Virtual Conference, 12 November 2022.
- Jinjiang, L., **Yang, C. Y.** (2021). “Perceptions Towards Internet Celebrity on Purchase Intention Among China's Undergraduates”. Paper presented at BLM2-ICAM4 International Joint e-Conference (virtual conference), 11 September 2021
- Ewe, S. Y., Gul, F.A., Lee, C. K. C., **Yang, C. Y.** (2018), “The Role of Regulatory Focus and Information in Investment Choice: Some Evidence Using Visual Cues to Frame Regulatory Focus”, *Journal of Behavioral Finance*, Vol. 19, No.1, pp. 89-100. (ABDC A; SSCI Q3; Scopus Q2)
- **Yang, C. Y.**, Lee, C. K. C., Tjiptono, F., & Loo, J. M. Y. (2018). “Corporate Good Deed: Should I Forgive Your Service Failure?” **2018 AMA Summer Academic Conference**, Boston, MA, 10-12 August 2018
- **Yang, C. Y.**, Omar, F., Halim, F. W. & Chew, K. W. (2015), “Examining the Relationships among Trait-Like and State-Like Individual Characteristics, Commitment to Change, and Creative Support for Change”. Paper presented at **9th Asia Academy of Management Conference**, Hong Kong, 22 – 24 June 2015

HONORS/AWARDS

- Bronze Award, “Perceptions Towards Internet Celebrity On Purchase Intention Among China's Undergraduates”, BLM2-ICAM4 International Joint e-Conference (virtual conference) (2021)
- Recipient of Monash University Scholarship for PhD
- Recipient of Book Award for First Class Honours Degree, Multimedia University, Malaysia