

郭媛媛简历

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研究方向：市场营销与消费者行为

用户隐私管理

企业战略管理



教育经历：

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|---------------------|---------|-------|
| ✓ 2013.03 – 2014.03 | 香港理工大学 | 研究助理 |
| ✓ 2011.03 – 2016.09 | 哈尔滨工业大学 | 管理学博士 |
| ✓ 2008.09 – 2010.07 | 哈尔滨工业大学 | 管理学硕士 |
| ✓ 2004.09 – 2008.06 | 辽宁大学 | 管理学学士 |

发表论文：

- [1] **Yuanyuan Guo**, Kexin Zhang, and Chaoyou Wang. Way to Success: Understanding top streamer's popularity and influence from the perspective of streamer characteristics. *Journal of Retailing and Consumer Services*, 2022, 64, 102786. (SSCI 检索, JCR 1 区).
- [2] 郭媛媛, 陆珍珍, 王朝友. 社会化商务中同伴特征对用户社会化分享意愿的作用机理研究. *情报杂志*, 2021, 40(5): 201-206. (CSSCI 检索).
- [3] **Yuanyuan Guo**, Xin Wang, and Chaoyou Wang. Impact of privacy policy content on perceived effectiveness of privacy policy: the role of vulnerability, benevolence and privacy concern. *Journal of Enterprise Information Management*, 2021, DOI: 10.1108/JEIM-12-2020-0481. (SSCI 检索, JCR 1 区).
- [4] **Yuanyuan Guo**, Zhenzhen Lu, Haibo Kuang, and Chaoyou Wang. Information avoidance behavior on social network sites: Information irrelevance, overload, and the moderating role of time pressure. *International Journal of Information Management*, 2020, 52(6), 102067. (SSCI 检索, JCR 1 区).
- [5] **Yuanyuan Guo**, Chaoyou Wang, and Yuqiang Feng. The Impact of Psychological Climate on Employees' Innovative Use of Information Systems: The Moderating Role of Goal Orientation. *Behaviour & Information Technology*, 2019, 38(4): 345-360. (SSCI 检索, JCR 2 区).
- [6] **Yuanyuan Guo**, and Chaoyou Wang. The Impact Mechanisms of Psychological Learning Climate on Employees' Innovative Use of Information Systems.

Journal of Global Information Management, 2020, 28(2): 52-72. (SSCI 检索, JCR 3 区).

- [7] **Yuanyuan Guo**, Basak Denizci Guillet, Deniz Kucukusta, and Rob Law. Segmenting Spa Customers Based on Rate Fences Using Conjoint and Cluster Analysis. *Asia Pacific Journal of Tourism Research*, 2016, 21(2):118-136. (SSCI 检索, JCR 3 区).
- [8] **Yuanyuan Guo**, Sunny Sun, Markus Schuckert, and Rob Law. Online Feedback and Attraction Management: An Exploration of the Critical Factors in Effective Operations. *Asia Pacific Journal of Tourism Research*, 2016, 21(8): 883-904. (SSCI 检索, JCR 3 区).
- [9] 郭媛媛, 冯玉强, 刘鲁宁, 王朝友. 企业文化对 ERP 消化吸收作用机理的多案例研究. *科研管理*, 2016, 37(7): 89-96. (国家自然科学基金委管理学部认定的 A 类期刊).
- [10] Basak Denizci Guillet, **Yuanyuan Guo**, and Rob Law. Segmenting Hotel Customers Based on Rate Fences Using Conjoint and Cluster Analysis. *Journal of Travel & Tourism Marketing*, 2015, 32(7): 835-851. (SSCI 检索).
- [11] Chaoyou Wang, **Yuanyuan Guo**, and Qiang Ye. An Anatomy of Chinese Stock and Futures Markets' Dynamic Features. *Applied Economics Letters*, 2015, 22(16): 1329-1334. (SSCI 检索).

科研项目:

- [1] 2019.01-至今: 教育部人文社会科学基金项目, “网络隐私泄漏事件中企业补救对用户应对行为的影响研究” (#19YJC630048), 主持
- [2] 2020.11-至今: 辽宁省社会科学规划基金项目, “网络隐私泄漏事件中的舆情传播与企业补救措施研究” (#L20BJY055), 主持
- [3] 2017.01-2017.12: 大连市社科联项目, “一带一路”背景下大连邮轮旅游发展对策研究” (#2017dlskzd036), 主持
- [4] 2017.01-2018.12: 中央高校基本科研业务费专项资金资助“基于游客需求的中国邮轮旅游市场开发研究” (#20110117203), 主持

期刊审稿:

International Journal of Information Management (SSCI), Computers in Human Behavior (SSCI), Information Technology & People (SSCI), Journal of Travel & Tourism Marketing (SSCI), Behaviour & Information Technology (SSCI).