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Chinese Name

李雪妮

Employment

Associate Professor

Department of Management, Marketing and Information Systems
Hong Kong Baptist University
1 Jul 2024 → present

Research outputs

Using Second Language to Promote Marketing DRPS

Huang, L., Li, S. X. & Chan, W. K., Jun 2024, (Accepted/In press).

Virtual agents that flatter you: Moderating effects of self-esteem and customization target in e-customization services

Li, X. S., Si, W. & Chan, K. W., Feb 2024, In: *Psychology & Marketing*. 41, 2, p. 344-363 20 p.

Detrimental Effects of Anthropomorphism on the Perceived Physical Safety of Artificial Agents in Dangerous Situations

Li, X. S., Kim, S., Chan, K. W. & McGill, A. L., Dec 2023, In: *International Journal of Research in Marketing*. 40, 4, p. 841-864 24 p.

How to Promote Death-related Consumption? A Perspective from Marketing Communication

Li, S. X., Huang, L. L. & Chan, W. K., Aug 2023.

Detrimental Effects of Anthropomorphism on the Perceived Physical Safety of Artificial Agents in Dangerous Situations

Li, S. X., Kim, S., Chan, W. K. & McGill, A. L., May 2023.

Detrimental Effects of Anthropomorphism on the Perceived Physical Safety of Artificial Agents in Dangerous Situations

Li, S. X., Kim, S., Chan, W. K. & McGill, A. L., 11 Feb 2023.

The Effect of Anthropomorphizing Artificial Agents in Dangerous Situations on Consumers' Physical Safety Perceptions (Extended Abstract)

Li, S. X., Kim, S., Chan, W. K. & McGill, A. L., 6 Feb 2023, *2023 AMA Winter Academic Conference Proceedings: Marketing During Times of Change*. Umashankar, N. & Lisjak, M. (eds.). American Marketing Association, p. 533-536 4 p.

Room for opportunity: Resource scarcity increases attractiveness of range marketing offers

Fan, L., Li, S. X. & Jiang, Y., 1 Jun 2019, In: *Journal of Consumer Research*. 46, 1, p. 82-98 17 p.

Service with emoticons: How customers interpret employee use of emoticons in online service encounters

LI, S. X., CHAN, W. K. & Kim, S., 1 Feb 2019, In: *Journal of Consumer Research*. 45, 5, p. 973-987 15 p.

Prizes

Early Career Award

LI, Shirley Xueni (Recipient), 11 Nov 2021

Grants

Projects

Marketing with Impure Altruism: When and Why Second Language Use Helps Cause-Related Marketing

LI, S. X. & CHAN, W. K.

1/01/24 → 30/06/26

Wiping the Fears from their Eyes: The Impact of Salespeople's Communication Language on Customers' Death-Related Consumption

LI, S. X.

1/10/21 → 30/09/24