Wenyu DOU

Professor

Academy: Digitalization

Research center: Marketing Interactions

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Research interests

digital marketing, International business, International Business, AI for Research and Business

Education

1999 Ph.D. in Marketing, Lubar College of Business, University of Wisconsin-Milwaukee, United States of America

Experience

Full-time academic positions

2005 - 2010 Associate Professor of Marketing, College of Business - City University of Hong Kong, China

Other academic affiliations and appointments

Since 2021 Academic DEAN, SKEMA Business School, China

2013 - 2021 Associate Dean for Graduate Programs & Director of EMBA-Chinese Program, College of Business - City University of Hong Kong, China

2010 - 2013 Associate Dean for Undergraduate Programs, College of Business - City University of Hong Kong, China

Publications

Peer-reviewed journal articles

ZHU, J., TANG, L., DOU, W., WANG, C.L., WANG, X. and ZHOU, L. (2026). From Packshots to Consumer Selfies: How Brand Image Types Influence Consumer Enjoyment of Brand Experiences in UserGenerated Image Campaigns. *International Journal of Consumer Studies*, 50(1), pp. e70186.

ZHU, J., JIANG, L., DOU, W., WANG, V.L. and ZHOU, L. (2025). Beyond the “like” button: ideal social self-congruity’s role in shaping consumer behaviors on social media. *Journal of Research in Interactive Marketing*, 19(6), pp. 969–983.

TANG, L., ZHU, J. and DOU, W. (2025). Equality Matters: The Impact of Human–AI Relationship Types on Responsible Consumption in Shared Services. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(1), pp. 27.

DOU, W., WU, J., YAN, M. and TANG, J. (2024). Impact of influencers’ influencing strategy on follower outcomes: evidence from China. *Asia Pacific Business Review*, 30(5), pp. 956–981.

WEI, Z., DOU, W., JIANG, Q. and GU, C. (2021). Influence of incentive frames on offline-to-online interaction of outdoor advertising. *Journal of Retailing and Consumer Services*, 58, pp. 102282.

ZHU, J., JIANG, L., DOU, W. and LIANG, L. (2019). Post, Eat, Change: The Effects of Posting Food Photos on Consumers' Dining Experiences and Brand Evaluation. *Journal of Interactive Marketing*, 46, pp. 101-112.

WU, J., CHEN, J., CHEN, H., DOU, W. and SHAO, D. (2019). What to say on social media and how: Effects of communication style and function on online customer engagement in China. *Journal of Service Theory and Practice*, 29(5-6), pp. 691-707.

CHEN, M., YANG, Z., DOU, W. and WANG, F. (2018). Flying or dying? Organizational change, customer participation, and innovation ambidexterity in emerging economies. *Asia Pacific Journal of Management*, 35, pp. 97-119.

ZHU, X., DONG, M.C., GU, J. and DOU, W. (2017). How Do Informal Ties Drive Open Innovation? The Contingency Role of Market Dynamism. *IEEE Transactions on Engineering Management*, 64(2), pp. 208-219.

WU, J., CHEN, J. and DOU, W. (2017). The Internet of Things and interaction style: the effect of smart interaction on brand attachment. *Journal of Marketing Management*, 33(1-2), pp. 61-75.

SONG, L., LAU, R.Y.K., KWOK, R.C.W., MIRKOVSKI, K. and DOU, W. (2017). Who are the spoilers in social media marketing? Incremental learning of latent semantics for social spam detection. *Electronic Commerce Research*, 17, pp. 51-81.

QIN, Y., WEN, N. and DOU, W. (2016). Effects of perceptual and conceptual similarities on consumers' evaluations of copycat brand names. *Journal of Consumer Behaviour*, 15(2), pp. 117-125.

WANG, G., DOU, W., ZHU, W. and ZHOU, N. (2015). The effects of firm capabilities on external collaboration and performance: The moderating role of market turbulence. *Journal of Business Research*, 68(9), pp. 1928-1936.

Conference proceedings

LI, Q. and DOU, W. (2017). Like ad, like content: the use of content-based advertising in China's social media - A content analytic study.

Conference presentations

FEUILLET, C., POULINGUE, G., DOU, W., OKOLI, C. and PAGANI, M. (2023). Axes de développement avec l'IA dans une école globale. In: Symposium L'IA dans l'éducation. Montréal.