

Suntong QI

ACADEMIC POSITION

Assistant Professor, Lingnan University, Hong Kong (Aug 2024 – Present)

Assistant Professor of Teaching, Lingnan University, Hong Kong (Aug 2022 – Aug 2024)

Research Assistant Professor, Lingnan University, Hong Kong (Aug 2021 – Aug 2022)

EDUCATION

Ph.D. in Marketing, The Chinese University of Hong Kong (2016 – 2021)

M.Phil. in Marketing, Lingnan University (2014 – 2016)

B.B.A. in Marketing, Lingnan University (2010 – 2014)

PUBLICATION

1. Qi, S., & Shen, H. (2025). Does using a pink product increase men's support for women? How product usage influences perspective-taking. *Journal of Consumer Research*.
2. Liu, D., Qi, S., Dai, X., & Du, H. (2025). When to showcase automated production processes? Disclosing production processes increases evaluation of low-end but decreases evaluation of high-end products. *Psychology & Marketing*, 42(7), 1762–1778. (Diyi Liu and Suntong Qi share equal first authorship.)
3. Li, A., Liang, L., Qi, S., & Xia, T. (2025). Stimulus payments, economic outlook, and retail consumption behavior. *Applied Economics Letters*.
4. Han, B., Liu, D., & Qi, S. (2025). Beyond human streamers: How AI-avatar engagement strategies influence consumer acceptance. *Asia Pacific Journal of Marketing and Logistics*.
5. Liu, D., Qi, S., & Xu, T. (2023). In the post-subsidy era: How to encourage mere consumers to become prosumers when subsidy reduced? *Energy Policy*, 173, 113451.
6. Liu, D., Qi, S., & Xu, T. (2023). Visual observation or oral communication? The effect of social learning on solar photovoltaic adoption intention in rural China. *Energy Research & Social Science*, 97, 102950.
7. Qi, S., Peng, L., & Chen, Y.-J. (2021). A set-theoretic approach to identifying effective configurations of promotional attributes. *Journal of Consumer Marketing*, 38(6), 626–637.