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RESEARCH FIELDS

Marketing Communications, Luxury
Marketing, Information System

WORK EXPERIENCE

Assistant Professor
Peking University HSBC Business
School (2019.8-present)
Postdoctoral Researcher
Peking University HSBC Business
School (2017.9-2019.7)

EDUCATION

GHENT UNIVERSITY
PhD. in Communication Sciences, 2017

UNIVERSITY OF LEUVEN
Msc. in Statistics, 2018
Msc. in International Business Economics and Management, 2016
M.A. in Cultural Studies, 2014

GUANGDONG UNIVERSITY OF FOREIGN STUDIES
B.A. in Advertising/ English, 2013

PUBLICATIONS

YU, S., AND HU, Y*. (2020). WHEN LUXURY BRANDS MEET CHINA: THE EFFECT OF LOCALIZED CELEBRITY ENDORSEMENTS IN SOCIAL MEDIA MARKETING. JOURNAL OF RETAILING AND CONSUMER SERVICES, 54.

TALUKDAR, N. AND YU, S*. (2020), "DO MATERIALISTS CARE ABOUT SUSTAINABLE LUXURY?", MARKETING INTELLIGENCE & PLANNING, VOL. 38 NO. 4, PP. 465-478.

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YU, S*, HUDDERS, L., CAUBERGHE, V. (2018) SELLING LUXURY PRODUCTS ONLINE: THE EFFECT OF A QUALITY LABEL ON RISK PERCEPTION, PURCHASE INTENTION AND ATTITUDE TOWARD THE BRAND. JOURNAL OF ELECTRONIC COMMERCE RESEARCH, VOL.19, ISSUE: 1, PP.16-35.

YU, S*, HUDDERS, L., CAUBERGHE, V. (2017) TARGETING THE LUXURY CONSUMER: A VICE OR VIRTUE? A CROSS-CULTURAL COMPARISON OF THE EFFECTIVENESS OF BEHAVIORALLY TARGETED ADS. JOURNAL OF FASHION MARKETING AND MANAGEMENT, VOL.21, ISSUE: 2, PP.187-205.

YU, S*, HUDDERS, L., CAUBERGHE, V. (2017) LUXURY BRANDS IN THE DIGITAL ERA: A CROSS-CULTURAL COMPARISON OF THE EFFECTIVENESS AND UNDERLYING MECHANISMS OF PERSONALIZED ADVERTISING. THE ESSENCE OF LUXURY: AN ASIAN MARKET PERSPECTIVE, PP. 126-147, SINGAPORE MANAGEMENT UNIVERSITY.