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Publikationer

Does published research influence policy outcomes? The case of regulated electricity networks in western Europe
Söderberg, M. & Yang, Y., apr. 2021, *The Ratio Institute*, 33 s. (Ratio Working Paper; Nr. 346).

Developing a composite energy security index for measuring China's integrated energy security performances from 2002 to 2016

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Portfolio selection of renewable energy-powered desalination systems with sustainability perspective: A novel MADM-based framework under data uncertainties

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Værditilførsel

Brink, T., Michelsen la Cour, A., Yang, Y. & Hølse, E., dec. 2020, *Udvikling af udstyr til rensning af strand*. Christensen, B. N. (red.). Dansk Materiale Netværk, s. 131-136

Does positive framing matter: An investigation of how framing affects consumers' willingness to buy green electricity in Denmark

Yang, Y., Solgaard, H. S. & Ren, J., 1. dec. 2018, I: *Energy Research & Social Science*. 46, s. 40-47

Peak-off-peak load shifting: Are public willing to accept the peak and off-peak time of use electricity price?

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Effekten af 'framing' på forbrugernes vilje til at købe grøn strøm

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The role of packaging format, alcohol level and brand in consumer's choice of beer: A best-worst scaling multi-profile approach

Nguyen, T. T., Thanh, B. Q., Solgaard, H. S. & Yang, Y., apr. 2018, I: *Food Quality and Preference*. 65, s. 92-100

Using multi-criteria analysis to prioritize renewable energy home heating technologies

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Multi-actor multi-criteria sustainability assessment framework for energy and industrial systems in life cycle perspective under uncertainties. Part 2: improved extension theory

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Reducing rebound effect through fossil subsidies reform: a comprehensive evaluation in China

Ren, J., Yang, Y., Li, H., Bao, Q., Ren, X. & Xie, Y., 10. jan. 2017, I: *Journal of Cleaner Production*. 141, s. 305-314

Energy transition in Denmark

Yang, Y. & Ren, J., 2017, *Energy Policy Transition: The Perspective of Different States*. Ruszel, M., Młynarski, T. & Szurlej, A. (red.). Rzeszów, Poland: Ignacy Lukaszewicz Energy Policy Institute, s. 227-243

Willingness to buy green electricity: Do consumers respond differently?

Yang, Y., 23. jul. 2016. 2 s.

Consumer's Evaluation and Choice of Beer in Vietnam

Nguyen, T. T., Solgaard, H. S., Yang, Y. & Quang Thanh, B., 2016, *Proceedings of the 2016 Australian & New Zealand Marketing Academy Conference: Marketing in a Post-Disciplinary Era*. Fortin, D. & Ozanne, L. K. (red.). Canterbury University Press, s. 676-684

Wind, hydro or mixed renewable energy source: Preference for electricity products when the share of renewable energy increases

Yang, Y., Solgaard, H. S. & Haider, W., 2016, I: *Energy Policy*. 97, s. 521-531

Value seeking, price sensitive, or green? Analyzing preference heterogeneity among residential energy consumers in Denmark

Yang, Y., Solgaard, H. S. & Haider, W., mar. 2015, I: *Energy Research & Social Science*. 6, s. 15-28

Exploring residential energy consumers' willingness to accept and pay to offset their CO2-emission

Yang, Y. & Solgaard, H. S., 2015, I: *International Journal of Energy Sector Management*. 9, 4, s. 643-662

Understanding household switching behavior in the retail electricity market

Yang, Y., jun. 2014, I: *Energy Policy*. 69, s. 406-414

Markedsføring af grøn strøm på det liberaliserede el-marked

Yang, Y., 2014, I: *Nyhedsbrevet om Forbrugeradfærd*. 22, s. 10-12

Using marketing research project to engage students in active learning

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Accounting for preference heterogeneity among residential energy consumers

Yang, Y., Haider, W. & Solgaard, H. S., 28. maj 2013, *10th International Conference on the European Energy Market, EEM 2013*. IEEE, 7 s. 6607335

Perspectives on Marketing of Green Electricity: Modelling consumer adoption, choice behavior and consumer switching

Yang, Y., 2013, Odense: Syddansk Universitet. Det Samfundsvidenskabelige Fakultet. 220 s.

Households' perceptions for and willingness to pay for green electricity service

Yang, Y. & Solgaard, H. S., maj 2012. 7 s.

Predicting households' adoption of green electricity: a comparison of the theory of reasoned action and the theory of planned behavior

Yang, Y., 2012.

Consumers' perception of farmed fish and willingness to pay for fish welfare

Solgaard, H. S. & Yang, Y., 2011, I: *British Food Journal*. 113, 8, s. 997-1010

Danish Consumers' Willingness to Pay for Fish Welfare

Solgaard, H. S. & Yang, Y., 2009, *Proceedings*. Dansk Akvakultur/AquaCircle

Uddannelse

2013 Ph.d. i Erhvervsøkonomi, Syddansk Universitet

2008 Cand. Merc. Markedsorienteret Virksomhedsudvikling, Syddansk Universitet

Erhvervs erfaring

2013 - Postdoc ved Institut for Miljø- og Erhvervsøkonomi, Syddansk Universitet

2009-2012 ph.d. studerende ved Institut for Miljø- og Erhvervsøkonomi, Syddansk Universitet

Visiting Scholars

Jan. 2011 – Jun. 2011 Visiting PhD student at School of Resource & Environmental Management, Simon Fraser University, Canada.

Major External Funded Research Project Involvement

2013 -2015 Project "Understanding buyers' purchasing behavior in the B2B and B2C electricity market" together with Prof. Hans Stubbe Solgaard, Project funded by Syd Energi

2011 - 2013 Project "Energy at sea/Energi på havet", with Prof. Hans Stubbe Solgaard.

Service for Research Community

2012 Session chair at the 41th EMAC (European Marketing Academy) Conference, Track: Service Marketing. 22-25 May, Lisbon, Portugal.