GONG Yuanyuan

▌ Specialization:
Marketing and Management (MM)

▌ Research Area:
Organizational Behavior and Human Resource Management

▌ Keywords:
AI, technophobia, leadership, emotions, performance management,

▌ Seminar Topic:
Managing human resources in the face of emerging challenges

▌ Seminar Teaching Method:
Students will generate ideas through extensive literature reviews and presentations on different topics. The supervisor collaborates closely with each student to refine their research questions and ensure that their projects are feasible, well-defined, and grounded in rigorous academic methodology.

▌ Possible Research Topics for Students:
Topics related to organizational behavior and human resource management

▌ Research Method:
Qualitative, quantitative, or mixed.

▌ Comments:

▌ APU Researcher Database:
https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001722&Language=2