

石貴成



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教育背景

2002 - 2005	Ph.D. in Marketing (Hong Kong Baptist University)
1985 - 1988	Master in Management Engineering (Shanghai Jiao Tong University)
1979 - 1983	Bachelor in Mechanical Engineering (Jiangxi University of Science and Technology)

工作經驗

2016 - Present	Professor of Marketing/Macau University of Science and Technology
2005 - 2016	Assistant Professor/Associate Professor of Marketing/Macau University of Science and Technology
1996 - 2002	Associate Professor of Marketing /Qingdao University
2000 - 2001	Visiting Scholar of Marketing / York University (Canada)
1995 - 2000	Director of Qingdao Office / ACNielsen (China) Ltd.
1993 - 1995	Assistant General Manager & Manager of International Trade Department / Qingdao Pleno Group Company

教學活動

Marketing Research (BBAZ16405)

Pricing Strategy (BBAZ16407)

Marketing Management (MBMZ15)

Special topics in research methodology (DBAZ20)

Special topics in Marketing (DBAB01)

研究領域

Relationship Marketing

Service Marketing
Strategic Marketing
Pricing Strategy
Business Ethics

學術成果

學術期刊論文

Zheng, Y. H., Shi, G. C., Zhong, H., Liu, M. T., & Lin, Z. X. (2023). Motivating strategic front-line employees for innovative sales in the digital transformation era: The mediating role of salesperson learning, *Technological Forecasting & Social Change*, **(SSCI)**, 193, 1-14.

Zhang, M. M. & Shi, G. C. (2022). Consumers' Impulsive Buying Behaviour in Online Shopping Based on the Influence of Social Presence. *Computational Intelligence and Neuroscience*, **(SCI)**, 2022, 1-8.

Bu, H. M., Shi, G. C., & Liu, M. (2021). Scale development for consumer repulsion: A consumers' individual identity-expressiveness perspective. *PsyCh Journal*, **(SSCI)**, 10 (4), 649-667.

Wang, W. S., Shukla, P. & Shi, G. C. (2021). Digitalized social support in the health care environment: Effects of the types and sources of social support on psychological well-being, *Technological Forecasting & Social Change*, **(SSCI)**, 164, 1-9.

Dang, Y. W., Shi, G. C. & Zhang, H. M. (2020). Immersive experience and advertising patience: How to improve the stickiness of content website visitors, *Modern Finance and Economics*, **(CSSCI)**, 363, 82-93. (In Chinese).

Shi, L., Shi, G. C. & Qiu, H. G. (2019). General review of intelligent agriculture development in China, *China Agricultural Economic Review*, **(SSCI)**, 11(1), 39-51.

Nguyen, A. & Shi, G. C. (2018). Consumer Normative Expectations of Merit-based versus Personal-based Preferential Pricing in the US and China, *Journal of Marketing Development and Competitiveness*, 12 (1) , 37-47.

Zheng, Y. H., Shi, G. C., Wu, Y. & Wang, Z. (2018) . An Empirical Study on the Driving Factors of Centralization Degree of online B2B Market in China, *Journal of Commercial Economics*, 2018 (15), 72-75. (In Chinese)

Yan, L., Liu, M. T., Chen, X., Shi, G. C. (2016). An Arousal-based explanation of affect dynamics, *European Journal of Marketing*, **(SSCI)**, 50 (7/8), 1159-1184.

Shi, G. C., Bu, H. M., Ping, Y., Liu, M. T. & Wang, Y. G. (2016). Customer Relationship Investment and Relationship Strength: Evidence from Insurance Industry in China, *Journal of Services Marketing*, **(SSCI)**, 30 (2), 201-211.

Lai, I. K. W. & Shi, G. C. (2015). The Impact of Privacy Concerns on the Intention for Continued Use of an Integrated Mobile Instant Messaging and Social Network Platform, *International Journal of Mobile Communications*, **(SSCI)**, 13 (6),

641-669.

Chu, R. W., Liu, M. T. & Shi, G. C. (2015). How rural-urban identification influences consumption patterns? Evidence from Chinese migrant workers, *Asia Pacific Journal of Marketing and Logistics*, (**SSCI**), 27 (1), 40-60.

Zhou, X., Shi, G., Liu, M., Bu, H. (2015). The Mediating roles of renqing and ganqing in Chinese relationship marketing, *Nankai Business Review International*, 6 (2), 156-176.

Cao, T., Shi, G., Yin, Y. (2014). How to repair customer trust of high-risk products after negative publicity. *Nankai Business Review International*, 5 (4), 382-393.

Liu, M., Wong, I., Chu, R., Shi, G., Brock, J., Tseng, T.(2014). Can a socially responsible casino better retain its management staff? From an internal customer perspective, *Asia Pacific Journal of Marketing and Logistics*, (**SSCI**), 26(4), 520-539.

Liu, M. T., Wong, I. A., Shi, G. C., Chu, R. W., Brock, J.(2014), The Impact of Corporate Social Responsibility (CSR) Performance and Perceived Brand Quality on Customer Based Brand Preference, *Journal of Service Marketing* (**SSCI**), 28(3), 181-194.

Liu, M. T., Brock, J., Shi, G. C., Chu, R. W. & Tseng, T. H. (2013). Perceived Benefits, Perceived Risk, and Trust Influences on Consumers' Group Buying Behavior. *Asia Pacific Journal of Marketing and Logistics*, (**SSCI**), 25 (2), 225-248.

He, J., Wang, Y. G., Ge, L., Shi, G. C. & Yao, S. J. (2012). Asymmetric Effects of Regulatory Focus on Expected Desirability and Feasibility of Embracing Self-Service Technologies. *Psychology and Marketing* (**SSCI**), 29(4), 209–225

Shi, G. G. & Bu, H. M. (2012). A Study on the Relationships among Higher Education Service Quality, Student Satisfaction and Loyalty. *Journal of Research in Higher Education of Engineering*, 135 (4), 90-98. (In Chinese)

Wang, Y. G., Shi, J. J., Ma, S., Shi, G. C. & Yan, L. L. (2012). Customer Interaction in Virtual Brand Communities: Evidence from China. *Journal of Global Information Technology Management* (**SSCI**), 15 (2), 46-69.

Shi, G. C., Shi, Y. Z., Chan, K.K., Liu, Matthew T. & Fam, K. S. (2011). The Mediating Role of Renqing between Customer Relationship Investment and Relationship Commitment in China. *Industrial Marketing Management* (**SSCI**), 40(4)496-502.

Liu, M. T., Shi, G. C., Wong, I. A., Hefel, A. & Chen, C. Y. (2010). How Physical Attractiveness and Endorser-Product Match-up Guide Selection of a Female Athlete Endorser in China. *Journal of International Consumer Marketing*, 22(2):169–181.

Shi, G. C., Shi, Y. Z., Chan, K. K. & Wang, Y. G. (2009). Relationship strength in service industries: A measurement model. *International Journal of Market Research* (**SSCI**), 51(5), 659-685.

He, J., Wang, Y. G. & Shi, G. C. (2009) Antecedents of Relationship Strength and Its impact on Performance, *World of Management*, 5, 180-181.(In Chinese)

Shi, G. C. & Ping, Y. (2008). A Study on the Relationship between Customer Satisfaction and Loyalty in the Catering Industry of Macao, *Journal of Macau University of Science and Technology*, 2 (2),13-19.

Lam, K.C. & Shi, G. C. (2008). Factors affecting Ethical Attitudes in Mainland China and Hong Kong, *Journal of Business Ethics (SSCI)*, 77 (4), 463-479.

Shi, G. C., Wang, Y. G. & Liu, X. Y. (2007). The Impact Of Customer Relationship Strength on Sales Effectiveness and Relationship Profitability in Services Selling. *International Journal of Business Research*, 7, 152-160

Shi, G.C., Chan, A. K., Shi, Y.Z., & Wang, Y. G. (2006). Dimensions and Determinants of Customer Relationship Strength in Services Selling. *Journal of Academy of Business and Economics*, 6, 140-154.

Wang, Y. G., Kandampully, J., Lo, H. P., & Shi, G. C. (2006). The Roles of Brand Equity and Corporate Reputation in CRM: A Chinese Study, *Corporate Reputation Review*, 9 (3), 179-195.

Wang, Y. G., Shen, J. Y., & Shi, G. C. (2005). How Brand Assets Drive the Performance of Customer Relationship Management: An Empirical Research from an Analytical Perspective. *Journal of Management*, 6, 706-711. (In Chinese)

Shi, G. C., Wang, Y. G., Xing, J. G., & Yu, B. (2005). Relationship strength: Scale development and construct validation. *Nankai Business Review*, 8 (3), 74-82. (In Chinese)

Shi, G. C. (2002). On the competence of the Chinese multinational companies in the international market. *Reform of Economic System*, 9, 111-113. (In Chinese)

Shi, G. C. (2000). A starting point for the Chinese foreign trade companies to develop foreign markets directly. *Inquiry Into Economic Problems*, 213, 57-58. (In Chinese)

Shi, G. C. (1996). On focus group: A marketing research approach. *Factory Management*, 12, 35 (In Chinese)

Shi, G. C. (1996). How can Chinese enterprises make use of marketing research. *Shanghai Enterprises*, 10, 42-43 (In Chinese)

Hu, L. X. & Shi, G. C. (1996). On economy of entrusting-operation. *Journal of Qingdao Institute of Architecture and Engineering*, 9, 62-66 (In Chinese)

專著

Shi, G. C. (2009). *Customer Relationship Strength in Relationship Marketing: An Investigation with Empirical Evidence from the Insurance Industry in China*, Saarbrücken: VDM Verlag Dr. Müller. (Available at www.amazon.com)

Huang, S. Q., Wen, W., & Shi, G. C. (1998). *A Practical Course of Business English*, (ISBN: 7-5064-1415-5), Beijing: China Textile Press.

Jiang, J. G., Kang, Q. Q., & Shi, G. C. (1997). *Modern Enterprise*, (ISBN: 7-5436-1422-7), Qingdao: Qingdao Press.

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會議論文

Wang, Y. T. & Shi, G. C. (2022). A Study on the Formation of Consumer Impulse Buying Behavior during COVID-19 Pandemic, *Proceedings of 2022 China Marketing International Conference(CPCI)*, July 27-30, Wuhan, China.

Chen, Z. T., Shi, G. C. & Li, X. H. (2022). A Research on Trust and Cross-buying Behavior in POM Industry, *Proceedings of 2022 China Marketing International Conference(CPCI)*, July 27-30, Wuhan, China.

Gai, Y. R. & Shi, G. C. (2021). Organizational Inclusiveness and Salesman's Task Performance: A Cross-Level Model, *Proceedings of 2021 China Marketing International Conference(CPCI)*, August 12-16, Nanchang, China.

Chen, Z. T., Chen, M. & Shi, G. C. (2021). A Research on the Influence of Information Quality and Service Quality on the Repurchase Intention in Mobile Community E-commerce, *Proceedings of 2021 China Marketing International Conference(CPCI)*, August 12-16, Nanchang, China.

Zhang, Y. N. & Shi, G. C. (2020), A Study on the Relationship between Brand Identity and Purchase Intention of Sponsorship Brand in Variety Show, *Proceedings of 2020 China Marketing International Conference(CPCI)*, June 20-30, Web Conference.

Han, X. & Shi, G. C. (2020), A Study on Online Customer Experience of New Social Software, *Proceedings of 2020 China Marketing International Conference(CPCI)*, June 20-30, Web Conference

Kong, Q. & Shi, G. C. (2019). Flow Experience, Social Currency and Repeat Viewing Intention, *Proceedings of 2019 China Marketing International Conference(CPCI)*, July 20-22, Guang Zhou, China.

Shi, W. Shi, G. C. & Bu, H. M.(2018), Customer Relationship Strength of Smart Phone Apps, *Proceedings of 2018 China Marketing International Conference(CPCI)*, July 20-22, Shanghai, China.

Liao, X., Shi, G. C., Li, X. H. & Xu, G. L. (2018), A Study on Customer Commitment and Customer Switching Intention in Securities Service Industry, *Proceedings of 2018 China Marketing International Conference(CPCI)*, July 20-22, Shanghai, China.

Zheng, Y. H. & Shi, G. C. (2018), A Study on the Attitude of WeChat Users to WeChat Marketing Information Based on the Theory of Planned Behavior, *Proceedings of 2018 China Marketing International Conference(CPCI)*, July 20-22, Shanghai, China.

Dang, Y. W., Shi, G. C. & Du, Y. (2018), Customer Commitments and Relationship Investments in the Automobile Maintenance Industry, *Proceedings of 2018 China Marketing International Conference(CPCI)*, July 20-22, Shanghai, China.

Kong, Q. & Shi, G. C. (2018), Social Currency, Flow Experience and Brand Love of Live Video Streaming Platforms, *Proceedings of 2018 China Marketing International Conference(CPCI)*, July 20-22, Shanghai, China.

Zheng, Y. H., Shi, G. C. & Dang, S. T. (2017), A Study on Factors Influencing User's Attitude towards Transportation Network Service in China, *Proceedings of*

2017 China Marketing International Conference (CPCI), July 14-17, Beijing, China.

Liao, X., Shi, G. C. & Shi, Y. (2017), An Empirical Study of Perceived Quality and Consumer Relationship Quality based on Online Shopping, *Proceedings of 2017 China Marketing International Conference(CPCI)*, July 14-17, Beijing, China.

Dang, Y. W., Shi, G. C. & Qing, B. (2017), Factors that Affect Use Intention for Financial Products through Internet, *Proceedings of 2017 China Marketing International Conference(CPCI)*, July 14-17, Beijing, China.

Nguyen, A. & Shi, G. C. (2017), Consumer normative expectations of merit-based versus personal-based preferential pricing in the US and China, *American Marketing Association Educators' Conference Proceedings*, February 17-19, Orlando, USA.

Yin, Y.T., Shi, G. C. & Cao, T. (2016), Antecedents of Brand Experience in Non-Transaction Virtual Community, *Proceedings of 2016 China Marketing International Conference(CPCI)*, July 8-11, Qingdao, China.

Zhang, W. L. & Shi, G. C. (2016), Conceptualization of Pre-purchase Brand Experience for High-involvement Products, *Proceedings of 2016 China Marketing International Conference(CPCI)*, July 8-11, Qingdao, China.

Liu, M., Shi, G., Tseng, T. (2015), Do customers prefer casinos with CSR? *AMS-World Marketing Congress of AMS Biannual Conference Proceedings*, July 14-18, 2015, at Palace Hotel, Bari, Italy.

Shi, G. C., Cao, Liu, M. T. & Bu, H. M. (2014). Responsible Gambling and Customer Commitment, *The World Business Ethics Forum*, Dec.9-11, Macau, China.

Bu, H. M., Shi, G. C. & Liu, M. T. (2014). A Study on Consumer Repulsion: Evidence from China, *American Marketing Association Educators' Conference Proceedings*, August 1-3, San Francisco, USA

Shi, G. C., Xu, Z. K. & Zhang, S. A. (2014). Antecedents and Consequence of Catering Brand Experience, *2014 International Conference on Experiential Learning in Hospitality and Tourism*, May 20-23, Macau, China.

Shi, G. C., Ping, Y., Liu, M. T. & Wang, Y. G. (2012). Investments in Customer Relationships and Relationship Strength: Evidence from Insurance Industry in China. *American Marketing Association Educators's Conference Proceedings*, August 13-16, Chicago, USA

Liu, M. T., Shi, G. C., Brock, J. & Chu, R.(2011). Chinese Consumers Group Buying Behavior Analysis, *World Marketing Congress of AMS Biannual Conference Proceedings*, July 19-23, 2011, Reims, Champagne, France

Liu, M. T., Brock, J. & Shi, G. C. (2011). The Consumers Online Group Buying Influential Factor Model, *Academy of Marketing Science (AMS) Annual Conference Proceedings*, May 23-27, 2011, Coral Gables, Florida, USA

Shi, Y.Z., Shi, G.C., &Chan, K.K. (2010). How Is Customer Relationship Investment Transformed into Relationship Commitment: The Case of China. *Proceedings of Australian and New Zealand Marketing Academy Annual Conference*,

December 8-11, Newzealand, 2010, 1-5

Shi, G. C., Shi, Y. Z., Chan, K. K. , Liu, M. T. & Fam, K. S. (2010). Customer Relationship Investment, Renqing and Relationship Commitment. *Proceedings of Academy of Marketing Annual Conference*, July 6-8, United Kingdom. 2010(215) 1-7.

Liu, M.T. & Shi, G. C. (2009). Putting Web Gambling Consumer Marketing in its Place: A Macau Example. *Proceedings of Academy of Marketing Annual Conference*, July 7-9, United Kingdom. 2009(171) 1-6.

Wang, Y. G., Xing, J. G., & Shi, G. C. (2007). Managing Customer Relationship Activities for the Favorable Relationship Strength: A Competence-based Perspective in the Context of a Chinese Service Industry. *Proceedings of IEEE International Conference on Service Systems and Services Management, Volume4*, 231-6.

Wang, Y. G., Zhang, X., Shi, G. C., Dong, Y. R., & Yao, Z. (2006). A Moderated Model of Corporate Entrepreneurship and Market Performance: A Chinese Study. *Proceedings of IEEE International Conference on Service Systems and Services Management, Volume3*, 674-80.

Wang, Y. G. & Shi, G. C. (2006). Customer asset management orientation and its performance implications: the role of NPD. *Proceedings of IEEE International Conference on Management of Innovation and Technology*. June 21-23, Singapore.

Sun, L. Y., Shi, G. C., & Gao, H. (2006). Organizational Culture Moderating the Market Orientation: Employees' Intrapreneurial Behaviors Relationship and Performance Implication. *Proceedings of 2nd International Association for Chinese Management Research*. June 15-18, Nanjing, China.

Shi, G. C., Chan, K. A., Shi, Y. Z., & Wang, Y. G. (2005). Customer relationship strength in service selling: Construct definition, scale development, and validation. *AMA Educators' Conference Proceedings*, Volume 16, 317-318.

Wang, Y. G., Han, S. P., & Shi, G. C. (2005). The dimension of customer loyalty and its key drivers: An integrated framework in perspective of customer equity management. *Proceedings of IEEE International Conference on Service Systems and Services Management, Volume2*, 204-210.

Shi, G. C. & Chan, K. A. (2004). Relationship strength in relationship marketing: A conceptual framework for its measurement, antecedents and consequences in Chinese setting. *Proceedings of Annual World Business Congress of IMDA*, Volume 13, 927-935.

研究項目

2014-2015 A Study on the relationship between customer relationship investments and relationship commitment in Macao Casino Industry, funded by Macau Foundation (Permit NO: MF-U/UH/MIAR/TIS-2014)

2012-2013, A Survey on Macao Residents' Quality in Science, funded by Macau Development Foundation of Science and Technology (Permit NO: 028/2012/P)

2012-2013, A Study on Macao Culture and its City Image, funded by Macau Foundation (Permit NO: MF-U/UH/MIAR/TIS-2012)

2011-2012, A Study on the Key Dimensions of Gambling Service Quality in Macao and their Driving Effects on the Brand Equity , funded by Macau Foundation (Permit NO: MF-U/UH/MIAR/TIS-2011)

2011-2012, A Study on the Relationship between Youth Volunteers' Motivations and Formation of Social Capital in Macao, funded by Education and Youth Bureau of Macau (Permit No: YISS2012-17)

其他專業資格 / 獎項 / 活動

Chairman, Board of Directors of Macau Marketing Association

Member of American Marketing Association (AMA)

Member of Academy of Marketing (AM)