

Jie Sheng



Title: Assistant Professor

Faculty: School of Business

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Academic Qualification

- 2020-2024 Ph.D.: University of Glasgow; Management (Marketing)
2018-2019 Master: University of Glasgow, International Strategic Marketing
2014-2018 BS: Shenyang Normal University, Finance & Management

Working Experience

- 2024-Present Assistant Professor / Macau University of Science and Technology
2021-2024 Graduate Teaching Assistant / University of Glasgow
2021-2023 Business Project Assistant / University of Glasgow

Teaching Activities

Business to Business Marketing; Strategic Marketing, Marketing Research; Marketing Communications; Digital Marketing; User Experience Design

Research Areas

Consumer behavior in emerging environments (social media, VR/AR, AI);
Quantitative research method

Selected Publications

Journal article

Sheng, J., Kostyk, A., & Chatzipanagiotou, K. (2025). From Parasocial Interaction to Parasocial Relationship: A Review and Research Agenda. *International Journal of Consumer Studies*, 49(2), e70038. <https://doi.org/10.1111/ijcs.70038> (SSCI_Q1; ABDC_A; ABS_2)

Kostyk, A. **Sheng, J.**, Murchie, A. & Preston, S. (2024). Virtual Reality Marketing: What Does It Mean to Have a 3D Experience. *64(2), Journal of Advertising Research*. <https://doi.org/10.2501/JAR-2024-021> (SSCI_Q2; ABDC_A; ABS_3)

Kostyk, A., & **Sheng, J.** (2023). VR in customer-centered marketing: Purpose-driven design. *Business Horizons*, *66(2)*, 225-236. <https://doi.org/10.1016/j.bushor.2022.06.005> (SSCI_Q1; ABDC_A; ABS_2)

Conference paper

Jie Sheng (presenter), Alena Kostyk, Kalliopi Chatzipanagiotou (2025). Parasocial relationship: Reconceptualization, Scale Development and Validation. Paper presented at *2025 Academy of Marketing Science World Marketing Congress*, Dijon, France.

Jie Sheng (presenter), Alena Kostyk, Kalliopi Chatzipanagiotou (2023). Systematic Literature Review on Parasocial Interaction and Parasocial Relationship. Paper presented at *2023 Academy of Marketing Science Annual Conference*, New Orleans, US.

Other Professional Activities

Ad-hoc reviewer

2025-present	International Journal of Consumer Studies
2023-present	Academy of Marketing Science Conference
2022-present	International Journal of Market Research