

Bu Huimei



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Academic Qualification

2009-2013 Ph.D. Macau University of Science and Technology, Marketing;
2007-2009 Master Macau University of Science and Technology, Marketing;
2003-2007 Bachelor Macau University of Science and Technology, International Business.

Working Experience

2023 - Present Committee Member for Curriculum Review and Development / Committee Member for Examinations / MSB / Macau University of Science and Technology
2023 - Present ● Program Director of Undergraduate Marketing Major / MSB / Macau University
 ● of Science and Technology
2013 - Present Assistant Professor / Associate Professor / Macau University of Science and Technology

Teaching Activities

Marketing Channel Management, Services Marketing, Marketing Management

Research Areas

Service Marketing, Tourism Marketing, Green Marketing.

Selected Publications

Selected Journal Papers

- Tang, Y. J., Liang, S. Y., **Bu, H. M***, & Huang, R. (2025). Sustainable development in wetland tourism: The impacts of gratitude to nature and connectedness to nature on environmentally responsible behavior. *Journal of Hospitality and Tourism Management*, 63, 460-477. **(SSCI Q1, 2024, IF:7.8, ranking: 5.8% in Hospitality, Leisure, Sport & Tourism; 7.4% in Management)**
- Tao, Z., Tang, J., Chen, Y. D., Ren, Z. Y., **Bu, H. M***. (2025). The dynamic linkage and network connectivity of renewable energy and electricity markets from a time-frequency perspective, *Journal of renewable and sustainable energy*, 17 (016304). <https://doi.org/10.1063/5.0222967> **(SCIE Q4, 2023, IF=1.9, ranking: 83.3% in Energy & Fuels)**
- Yang, K. X., **Bu, H. M***, Huang, R., Liu, M. T. (2024). How green marketing practices improve customer loyalty: the mediating role of green corporate image and the moderating role of green self-identity in the new energy vehicle market, *Asia Pacific Journal of Marketing and Logistics*, 37(4), 1067–1088. <https://doi.org/10.1108/APJML-01-2024-0095> **(SSCI, Q2, 2023, IF: 3.9, ranking: 32.7% in Business)**
- Liao, X., Zheng, Y. H., Shi, G. C., & **Bu, H. M.*** (2024). Automated Social Presence in Artificial-Intelligence Services: Conceptualization, Scale Development, and Validation. *Technological Forecasting & Social Change*, 203 (June) [online]: <https://doi.org/10.1016/j.techfore.2024.123377> **[SSCI Q1, 2022, IF: 12.0, ranking: 6.8% in Business; 3.7% in Regional & Urban Planning]**
- Bu, H. M.**, Huang, R., Liang, S. Y., & Liao, X. (2023). Consumer Perceived Brand Innovativeness and Authenticity of Chinese Time-Honored Brand Restaurants: The Moderated Mediation Effect of Personal Traits. *Psychology Research and Behavior Management*, 16, 2481-2498. **[SSCI Q1, 2022, IF: 4.3, ranking: 19.4% in Psychology, Multidisciplinary]**
- Liang, S. Y., Tian, Y., **Bu, H. M.***, Liao, X., & Lin, Y. Y. (2023). Research on the Antecedents and Consequences of Community Attachment in UGC Community: Based on Motivation Theory and Social Network Theory. *Journal of Macau University of Science and Technology*, 17(1), 57-84.
- Huang, R., & **Bu, H. M.*** (2022). Destination Attributes of Memorable Chinese Rural Tourism Experiences: Impact on Positive Arousal, Memory and Behavioral Intention. *Psychology Research and Behavior Management*, 15, 3639-3661. **[SSCI Q2, 2021, IF: 3.974, ranking: 27.36% in Psychology, Multidisciplinary]**
- Bu, H. M.**, Shi, G. C., & Liu, M. T. (2021). Scale Development for Consumer Repulsion: A Consumers' Individual Identity-Expressiveness Perspective. *PsyCh Journal*, 10(4), 649-667. **[SSCI Q3, 2020, IF: 1.513, ranking: 68.21% in Psychology, Multidisciplinary]**

- Ma, R. F., Deng, C. T., & **Bu, H. M.***(2019). Study on the Identification and Prevention of Banking Systemic Risk. *Finance and Accounting*, 9, 70-71. **[PKU]**
- 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*, 30(2), 201-211. **[SSCI Q3, 2015, IF: 1.021, ranking: 67.92% in Business]**
- Li, X., **Bu, H. M.***, Li, Y., & He, J. M. (2015). Evaluation and Suggestions to Banking Service System: A Case Study of a Commercial Bank in Macau. *Journal of Macau University of Science and Technology*, 9(2), 21-32.
- Zou, W. C., Liu, J., & **Bu, H. M.** (2015). The Impact of Workplace Spirituality on Subjective Well-being: The Mediating Role of Emotional Labor. *Chinese Journal of Clinical Psychology*, 23(3), 544-547. **[CSSCI]**
- Zhou, X. H., Shi, G. C., Liu, M. T., & **Bu, H. M.** (2015). The Mediating Roles of Renqing and Ganqing in Chinese Relationship Marketing. *Nankai Business Review International*, 6(2), 156-176. **[ESCI]**
- Shi, G. C., & **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. **[CSSCI]**

Major Conference Papers

- Huang, R., & **Bu, H. M.*** (2020). Knowledge Mapping Analysis of Rural Tourism Research at Home and Abroad. in Proceedings of 2020 *China Marketing International Conference*, June 20-30, Web Conference. **(CPCI-SSH)**
- Huang, R., & **Bu, H. M.*** (2020). Knowledge Mapping Analysis of Chinese Tourism Marketing Research: Based on CiteSpace 5.3. in Proceedings of 2020 *China Marketing International Conference*, June 20-30, Web Conference. **(CPCI-SSH)**
- Shi W., Shi, G. C., & **Bu, H. M.*** (2018). Customer Relationship Strength of Smart Phone Apps. in Proceedings of 2018 *China Marketing International Conference*, July 20-22, Shang Hai, China. **(CPCI-SSH)**
- Lian, Y. Y., **Bu, H. M.***, & Cao, T. (2017). The Study on the Effect of Transaction-oriented Virtual Travel Communities' Perceived Value on Community Identity-the Moderating Effects of Perceived Social Relationship and Perceived Exchange Relationship to Community. in Proceedings of 2017 *China Marketing International Conference*, July 14-17, Bei Jing, China. **(CPCI-SSH)**
- Bu, H. M.**, Shi, G. C., Liu, M. T., & Wang, Y. G. (2014). A Study on Consumer Repulsion: Evidence from China. in Proceedings of *American Marketing Association (AMA) Summer Marketing Educators Conference*, August 1-3, San Francisco, USA.
- Shi, G. C., Cao, T., Liu, M. T., & **Bu, H. M.** (2014). Responsible Gambling and Customer Commitment. in Proceedings of the 5th *World Business Ethics*, December 9-11, Macau SAR, China.

Other Professional Activities

Research Projects

Execution Period of Research Project	Title of Research Project	Source of Fund
2025-2025	Report on Energy Efficiency in Macau Special Administrative Region in 2025	Environmental Protection Bureau of the Macao SAR
2025-2025	Price Analysis F&B Outlets	Macau International Airport Co.Ltd.
2024-2025	The Impacts of Gratitude to Nature and Connectedness to Nature on Environmentally Responsible Behavior: Evidence from Wetland Tourism Experiences	Faculty Research Grants-General Research Grants
2024-2025	Feasibility Study on Collaboration Between Macao's 'Integrity Shop' Scheme and Mainland China's Relevant Certification Systems	Consumer Council of the Macao SAR.
2024-2025	An Empirical Study on the Current State of Macao's Fuel Market	Consumer Council of the Macao SAR.
2024-2025	An Academic Study on Talent Development Positioning Under Macao's Socioeconomic Transformation	Sin Meng Charity Association
2023-2024	Analysis and Report Writing Service for Graduates' Education and Employment Data	Talent Development Committee of the Macao SAR
2023-2024	Report on Energy Efficiency in Macau Special Administrative Region in 2023	Environmental Protection Bureau of the Macao SAR
2023-2024	Intention towards Vocational Skill Enhancement among Guangdong-Hong Kong-Macao Youth	Sin Meng Charity Association
2023-2023	Consumer Perceived Brand Innovativeness, Consumer Perceived Brand Authenticity and Purchase Intention of Chinese Time-honored Brand Restaurants: The Moderating Mediation Effect of Personal Innovativeness and Nostalgia Proneness	Faculty Research Grants-General Research Grants
2023-2023	Survey Research on Facilitating Employment of Macau Students in Hengqin	Administration of the Hengqin Guangdong-Macao In-Depth Cooperation Zone
2021-2022	Research on Future Talent Demand in Macau's Hotel and Catering Industry (2021-2023)	Talent Development Committee of the Macao SAR
2020-2021	Survey on 2020 Macau Television Program Reach and Audience Reception across Multimedia Channels	Macau Broadcasting Television Company Limited
2020-2021	Research on Future Talent Demand in Macau's Financial Industry (2020-2022)	Talent Development Committee of the Macao SAR
2020-2021	Report on Energy Efficiency in Macau Special Administrative Region in 2021	Environmental Protection Bureau of the Macao SAR
2020-2020	Macao Public Scientific Literacy Research	Macao Association for the Promotion of Science and Technology
2019-2020	A New Round of Research Planning for the Macau Youth Policy	Education and Youth Development Bureau of the Macao SAR

2019-2020	Research on Future Talent Demand in Macau's Exhibition Industry	Talent Development Committee of the Macao SAR
2019-2020	Survey Research on Public Opinion Regarding Hengqin Development in Macau Society	Macao Affairs Bureau of the Hengqin New Area
2019-2020	Study on Macau's Medical Financing System	Health Bureau of the Macao SAR
2019-2019	Report on Energy Efficiency in Macau Special Administrative Region in 2019	Environmental Protection Bureau of the Macao SAR
2018-2018	Survey on Operating Conditions of Macau's Micro and Small Enterprises	Macao Association for Political and Economic Studies
2018-2018	Questionnaire Survey on the Social Assessment of the "Five-Year Development Plan of Macau Special Administrative Region (2016-2020)"	Policy Research Office of the Macao SAR
2017-2018	Study on Action Plan of Macao's Return of Talent	Talent Development Committee of the Macao SAR
2016-2017	Research on Future Talent Demand in Macau's Financial Industry (2016-2017)	Talent Development Committee of the Macao SAR
2016-2017	Community Economic Research in Macau	Bureau of Economy and Technology Development of the Macao SAR
2015-2016	Customer Satisfaction Survey of Electronic Channels of Macau Branch, Bank of China	Macao Branch, Bank of China
2014-2015	MaGe-Boarder Gate Bus Rapid Transit Public Opinion Poll	Transportation Bureau of the Macao SAR
2014-2015	A Pilot Survey and Study on Residential Power Mode in Macau	Environmental Protection Bureau of the Macao SAR
2014-2016	A Study on Consumer Repulsion: Evidence from China	Faculty Research Grants-General Research Grants
2013-2014	Hey Sha Bay Light Rail Project Public Opinion Poll	Macao Northeast District Residents Association
2013-2014	Northeastern Region Parking Facility Public Opinion Poll	Macao Northeast District Residents Association
2013-2014	Electric Power Service Quality Study in Macau	Environmental Protection Bureau of the Macao SAR
2013-2013	A Study of Willingness to Use Natural Gas 2013	Environmental Protection Bureau of the Macao SAR

Journal Reviewer

1. Reviewer for Asia Pacific Journal of Marketing and Logistics (SSCI).
2. Reviewer for Journal of Consumer Behaviour (SSCI).
3. Reviewer for Journal of Retailing and Consumer Services (SSCI).
4. Reviewer for Humanities and Social Sciences Communications (SSCI).
5. Reviewer for Nankai Business Review International (ESCI).

6. Reviewer for Journal of Macau University of Science and Technology/ Faculty Research Grants-General Research Grants.

Other Professional Activities

1. Judge for Macau University of Science and Technology Campus Entrepreneurship Project Plan Competition in 2019-2020, 2021-2022, and 2022-2023.
2. Instructor for Tsinghua i-Space Entrepreneurship Camp.
3. Judge and instructor for the Tsinghua i-Space Elite Class.
4. Judge for the 6th Zhuhai University Student Entrepreneurship Competition and 1st Zhuhai-Macao University Student Entrepreneurship Competition.
5. Judge for the 6th Guangdong-Hong Kong-Macao-Taiwan University Student Innovation and Entrepreneurship Competition, Macau division.
6. Judge for the 5th Guangdong-Hong Kong-Macao-Taiwan University Student Innovation and Entrepreneurship Competition, Macau division

Honors/Awards

1. Honored as the “Excellent Teacher” in the “Teaching Excellence Award” (2019-2020).
2. Awarded the “Outstanding Performance Award in Online Teaching” (2020).
3. Awarded the “Excellent Entrepreneurship Mentor” in Tsinghua i-Space Entrepreneurship Training Camp (2020).
4. Awarded “Marketing Practice and Teaching Model Award” at the Social Science Award - 9th Marketing Contest of University (2018).
5. Awarded the “Excellent Instructor” at the 4th China Hangzhou College Student Entrepreneur Competition (2015).