

Yong Dong SHI



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Faculty : School of Business
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Teaching and Research Areas:

Customer Relationship Management - CRM, Loyalty
Program, Marketing Research, SPSS and AMOS, Data
Mining, Casino Management, Problem Gambling, Strategic
Management, Innovation and Entrepreneurship

Academic Qualifications

2004.09 - 2008.06 Ph.D./ Business Administration / Huazhong University of Science and Technology
2001.09 - 2004.06 Master / Technology Economics and Management / Wuhan University of Technology

Teaching Experiences

2024.07 - Present Professor / School of Business / Macau University of Science and Technology
2015.07 - 2024.06 Associate Professor / School of Business / Macau University of Science and Technology
2007.09 - 2015.06 Lecturer / Assistant Professor / School of Business / Macau University of Science and Technology

Representative Publications

Journal Articles:

Yongdong Shi, Yuxiao Liu, Veronica Hoi In Fong, et al. Fueling SMEs' product innovation through entrepreneurial passion during COVID-19: The role of dynamic capability and environmental opportunities. *Journal of Management & Organization*, Volume 31. Issue 2, March 2025, pp. 967-987. <https://doi.org/10.1017/jmo.2023.66>. [SSCI; 2024 Impact Factor: 2.8, Q2]

Yongdong Shi, Huixin Feng, Jiong Liu, et al. Mobile online game experience and community interaction: Mechanisms affecting user satisfaction, *Acta Psychologica*, Vol. 251, November 12, 2024, 104591 (1-10). [SSCI; 2023 Impact Factor: 2.1, Q2]

Ya Lan, **Yongdong Shi**, Yuxiao Liu, et al. The influence mechanism of women's entrepreneurial self-identity on entrepreneurial well-being: evidence from China, *Gender in Management*, Volume 39. Issue 7, October 23, 2024, pp. 878-899. [SSCI; 2023 Impact Factor: 2.3, Q1]

Li Wen, Wei Pan, **Yongdong Shi**, et al. An adaptive combined learning of grading system for early stage emerging diseases. *International Journal of Intelligent Systems*, Volume 2024, March 2024, Pages: 6619263 (1-12). [SCI; 2022 Impact Factor: 7.0, Q1]

Wu Wei, Heyan Xu, **Yongdong Shi**. Research on the synergy of factors influencing the operation performance of crowd innovation space, *Wuhan University Journal (Philosophy & Social Science)*, Vol.76, No.4. July 6, 2023, PP: 142-152. [In Chinese; PKU, Tier 1]

Yongdong Shi, Ya Lan, Yuxiao Liu, et al. The influence mechanism of tolerant entrepreneurial culture on re-entrepreneurial performance, *Studies in Science of Science*, Vol.40, No.7. July 15, 2022, PP: 1254-1262+1284. [In Chinese; PKU, Tier 1]

Yongdong Shi, Rongsheng Huang, and Hanwen Cui. Prediction and analysis of tourist management strategy based on the SEIR model during the COVID period. *International Journal of Environmental Research and Public Health*, Volume 18, Issue 19, October 2021, Pages: 10548 (1-12). [SSCI/SCI; 2020 Impact Factor: 3.390, Q1]

Wulin Pan, Wei Pan, **Yongdong Shi**, et al. Discrepancy originated from intensity vector in embodied energy accounting. *Journal of Cleaner Production*, Volume 313, September 2021, Pages: 127588 (1-11). [SCI; 2020 Impact Factor: 9.297, Q1]

Wei Pan, Ge Huang, **Yongdong Shi**, et al. COVID-19: Short-term influence on China's economy considering different scenarios, *Global Challenges*, Volume 5, Issue 3, March 2021, Pages: 2000090 (1-9). [SCI; 2019 Impact Factor: 4.306, Q1]

Wanqiang Dai, Wei Pan, **Yongdong Shi**, et al. Crude oil price fluctuation analysis under considering emergency and network search data, *Global Challenges*, Volume 4, Issue 12, December 2020, Pages: 2000051 (1-9). [SCI; 2019 Impact Factor: 4.306, Q1]

Yuxiao Liu, Ya Lan, **Yongdong Shi**, et al. Research on the impact of universities' creating space entrepreneurial environment on entrepreneurial performance of start-ups, *Science and Technology Management Research*, Vol.40, No.21. November 10, 2020, PP: 113-120. [In Chinese; PKU, Tier 2]

Pingsheng Liu, **Yongdong Shi**, Research on the influencing mechanism of live broadcasting marketing pattern on consumers' purchase decision, *China Business and Market*, Vol.34, No.10. October 20, 2020, PP: 38-47. [In Chinese; PKU, Tier 2]

Pingsheng Liu, **Yongdong Shi**, Bingkun Lin, Impacts of community interaction information on users' purchase intention in E-commerce livestreaming, *Enterprise Economy*, Vol.39, No.9. September 23, 2020, PP: 72-79. [In Chinese; PKU, Tier 2]

Yongdong Shi, Xiaohui Ma, Wei Pan, et al. Research on the impact mechanism of organizational support on organizational transformation under uncertainty, *Chinese Journal of Management*, Vol.17, No.9. September 15, 2020, PP: 1308-1317. [In Chinese; PKU, Tier 1]

Yongdong Shi, Wenchu Zou, Xiaohong Pu, Empirical analysis of life quality of college students in macau: Evidence from MUST, *Journal of Macau University of Science and Technology*, Vol.12, No.2. Dec 30, 2018, PP: 38-45. [In Chinese; Tier 2]

Wei Pan, Wulin Pan, **Yongdong Shi**, et al. China's inter-regional carbon emissions: An input-output analysis under considering national economic strategy. *Journal of Cleaner Production*, Volume 197, Part 1, October 2018, Pages: 794-803. [SCI; 2017 Impact Factor: 5.651, Q1]

Yongdong Shi, Xiaohong Pu, Relation of negative emotions to erroneous gambling cognition and gambling addiction in college students, *Chinese Mental Health Journal*, Vol.31, No.7, July 10th, 2017, PP: 563-567. [In Chinese; PKU, Tier 2]

Yuanyuan Pan, **Yongdong Shi**, A grey neural network model optimized by fruit fly optimization algorithm for short-term traffic forecasting, *Engineering Letters*, Volume 25, Issue 2, May 2017, PP: 198-204. [EI Compendex list; Tier 1]

Jasmine M. Y. Loo, **Yongdong Shi**, Xiaohong Pu, Gambling, drinking and quality of life: Evidence from Macao and Australia, *Journal of Gambling Studies*, Volume 32, Issue 2, June 2016, Pages: 391-407. [SSCI; 2014 Impact Factor: 2.290; ERA 2010 A rated journal, Q1]

Yongdong Shi, Xiaohong Pu, Validity and reliability of WHOQOL-BREF scale in evaluating life of quality of university students in Macau, *Chinese Journal of School Health*, Vol.36, No.9, September 25th, 2015, PP: 1418-1420. [In Chinese; PKU, Tier 2]

Wei He, **Yongdong Shi**, Luping Yu, Influence factors of commenting intention for group-buying consumers: An empirical study, *Chinese Journal of Management Science*, Vol. 22, 2014 special issue, November 20, 2014, PP: 16-22. [In Chinese; PKU, Tier 1]

Yongdong Shi, Catherine Prentice, Wei He, Linking service quality, customer satisfaction and loyalty in casinos, does membership matter?, *International Journal of Hospitality Management*, Volume 40, July 2014, Pages: 81-91. [SSCI; 2014 Impact Factor: 1.939; ERA 2010 A rated journal, Q1]

Wu, S.H., **Shi, Y.D.**, Fruit fly optimization algorithm for keywords frequency composite function of Macau's gambling industry. *International Journal of Applied Mathematics and Statistics*, Volume 50, Issue 20, Dec 2013, PP: 94-100. [EI Compendex list; Tier 1]

Pengcheng Lu, **Yongdong Shi**, Journalist career and psychological problems: Current study and research directions on the work-related trauma. *Journalism Review*. Issue 7, July 5, 2013, PP: 67-75. [In Chinese; PKU, Tier 2]

Yongdong Shi, Yang Peng, Lin Zhang, Key success factors for university students in Global Management Challenge (GMC): An individual-level analysis, *Journal of Macau University of Science and Technology*, Vol.6, No.2. Dec 30, 2012, PP: 82-91. [In Chinese; Tier 2]

Chunfang Yang, **Yongdong Shi**. An empirical analysis on tourism undergraduates supply and demand imbalance. *Education Review*, Issue 2, April 28, 2012. PP: 87-89. [In Chinese; PKU, Tier 2]

Monographs:

Yongdong Shi, Xiaohui Ma, Yansheng Chen, Organizational Change in Uncertain Environment: Case Analysis and Empirical Study, ISBN: 9789993753780, *Published by Macau University of Science and Technology* (Funded by Macao Foundation), December 2021. [In Chinese; Tier 1]

Conference Proceedings:

Qi Xiao, **Yongdong Shi**, Yunlong Ma and Ziyang Cai. A study of virtual CSR co-creation consumers' willingness to participate and its influencing factors: Based on the UTAUT model. *The 2023 China Marketing International Conference (CMIC2023)*. In Chengdu.

Ziyang Cai, **Yongdong Shi**, and Qi Xiao, Live broadcasting for public welfare: Research on the impact of moral identity on consumers' buying behavior. *The 2022 China Marketing International Conference (CMIC2022)*. In Wuhan.

Yongdong Shi, Rongsheng Huang, and Rao Li, et al. Research on emergency management of sudden public health incidents in Macao: Taking response to COVID-19 as an example. *The International Symposium on Emergency Management 2020 (ISEM'20)*. In Xi'an.

Yongdong Shi, Yunlong Ma and Jiong Liu, What improves fans stickiness? A study based on the theory of customer relationship quality. *The Fourth International Conference on Marketing Science and Innovation (MSI2020)*. In Wuhan & Online.

Xia Liu, **Yongdong Shi**, Research on customer service and marketing strategy of digitalization of commercial banks. *The 2020 China Marketing International Conference (CMIC2020)*. Online.

Qian Huang, **Yongdong Shi**, Research on the influence of customer experience on mobile online game addiction. *The 2020 China Marketing International Conference (CMIC2020)*. Online.

Yueyang Zhang, **Yongdong Shi**, and Ya Lan, The study of influencing factors of social support under social commerce to user's behavior. *The 2019 China Marketing International Conference (CMIC2019)*. In Guangzhou.

Yingxin Lin, **Yongdong Shi**, and Jiong Liu, Study on the influence of opinion leaders on users' purchase intention. *The 2019 China Marketing International Conference (CMIC2019)*. In Guangzhou.

Yongdong Shi, Yunlong Ma, and Jiong Liu. The impact of idols' traits on fans' customer relationship quality, *The 2019 International Conference on Education, Management, Business and Accounting (EMBA2019)*. In Sanya.

Xiaoyue Zhang, **Yongdong Shi**, and Ya Lan, The study on the influence of mobile game customization strategy and social interaction on the purchase intention of players. *The 2018 China Marketing International Conference (CMIC2018)*. In Shanghai.

Xin Cao, **Yongdong Shi**, and Ya Lan, Research on the influence mechanism of mobile game experience and community interaction on user satisfaction. *The 2018 China Marketing International Conference (CMIC2018)*. In Shanghai.

Yuanyuan Pan, **Yongdong Shi**, Short-term traffic forecasting based on grey neural network with particle swarm optimization. *The World Congress on Engineering and Computer Science 2016 (WCECS 2016)*. In San Francisco, USA.

Yongdong Shi, Effects of relationship investment on customer attitudinal and behavioral loyalty: Evidence from Macao. *The 2014 China Marketing International Conference (CMIC2014)*. In Wuhan.

Yongdong Shi, Sónia de Assunção, and Mary Mendoza, Relationship marketing tactics and customer loyalty: An exploratory research on Macao casinos. *The Second Asia Pacific Conference on Gambling & Commercial Gaming Research (APCG2013)*. In Kaohsiung, Taiwan.

Yongdong Shi, Chunfang Yang, and Wei He, The study on antecedents and influence factors of Macao residents' acceptance intention of Sport Easy program. *The 2013 International Conference on Engineering, Management Science and Innovation (ICEMSI 2013)*, In Macau.

Yongdong Shi, Wei He, Loyalty program membership influences perceptions of service quality, customer satisfaction and loyalty: Evidence from Macao casinos. *The First Asia Pacific Conference on Gambling & Commercial Gaming Research (APCG2012)*. In Macau.

Recent Research Projects

2024 - 2025	The influence mechanism of women's entrepreneurial self-identity on entrepreneurial well-being (MUST faculty research grants, No. FRG-24-059-MSB, Principal investigator)
2023 - 2024	Research on the influence mechanism of entrepreneurship policy on innovation and entrepreneurship of SMEs in Hengqin Guangdong-Macao In-Depth Cooperation Zone (Funded by Macao Foundation, No. MF-23-009-R, Principal investigator)
2021 - 2022	Research on the influence mechanism of entrepreneurial failure experience on the performance of new ventures (MUST faculty research grants, No. FRG-22-059-MSB, Principal investigator)
2020 - 2021	Research on tourist management of Macao casinos in different epidemic situations (Higher Education Fund of the Macao SAR Government, No. HSS-MUST-2020-13, Principal investigator)
2019 - 2020	User experience, satisfaction, and mobile game addiction: from the perspective of perceived value (MUST faculty research grants, No. FRG-19-039-MSB, Principal investigator)
2016 - 2017	Impacts of gambling, drinking and internet addiction on quality of life: A cross-sectional exploration (MUST faculty research grants, No. 0500, Principal investigator)

	investigator)
2014 - 2015	Gambling, drinking, internet addiction and quality of life: Evidence from Macao (MUST faculty research grants, No. 0408, Principal investigator)
2012 - 2013	Relationship marketing tactics, customer loyalty and the influence mechanism in Macao gambling industry (Funded by Macao Foundation, No. 0247, Principal investigator)
2009 - 2011	Research on customer value of Macao's casino (Funded by Macao Foundation, No. 0110, Principal investigator)

Membership of Academic Associations and community service

Director and Committee member of Asia Pacific Association for Gambling Studies (APAGS)

Member of International Association for Chinese Management Research (IACMR)

Editorial board member of Macau Academic Journal (MAJ)

Referee for International Journal of Hospitality Management (SSCI), Journal of Business Research (SSCI), Journal of Gambling Studies (SSCI), Journal of Behavioral Addictions (SSCI), the IACMR Conference 2012, the APCG2012 Conference, the CMIC2014 Conference, the CMIC2020 Conference, etc.

Professional Qualifications and Awards

November 2021	Outstanding Paper Award in Open Group in the 2021 Macau Economic Paper Competition, Macau Economic Association
March 2021	Second Class Paper in the Eighth Award for Outstanding Achievements in Scientific Research in Higher Education (Humanities and Social Sciences), Chinese Ministry of Education
January 2019	Second Class Paper in the Fifth Outstanding Achievement Awards for Macao Research in Humanities Social Sciences, Macao Foundation
August 2013	Best Paper Award in the 2011-2012 Research on Chinese TV audience, China Radio and Television Association