

# 石永东



职称：教授  
学院/部门：商学院  
电邮地址：ydshi@must.edu.mo  
电话：(853) 8897-2041  
传真：(853) 2882-3281  
办公室：O940  
邮件地址：澳门凼仔伟龙马路

## 教研领域

客户关系管理，忠诚计划，服务营销，营销调研，SPSS 和 AMOS，数据挖掘，博彩管理，战略管理，创新创业管理

## 学历

2004. 09 - 2008. 06 华中科技大学 / 工商管理 / 博士学位  
2001. 09 - 2004. 06 武汉理工大学 / 技术经济与管理 / 硕士学位

## 教学经验

2024. 07 - 至今 澳门科技大学 / 商学院 / 教授  
2015. 07 - 2024. 06 澳门科技大学 / 商学院 / 副教授  
2007. 09 - 2015. 06 澳门科技大学 / 商学院 / 讲师 / 助理教授

## 学术成果

期刊文章:

**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]

卫武, 徐和衍, **石永东**, 众创空间运营绩效影响因素的协同作用研究, *武汉大学学报(哲学社会科学版)*, 第 76 卷, 第 4 期, 2023 年 7 月 6 日, 页码: 142-152. [北大核心, 1 级]

石永东, 蓝雅, 刘榆潇, 等, 宽容的创业文化对再创业绩效的影响机制, *科学学研究*, 第 40 卷, 第 7 期, 2022 年 7 月 15 日, 页码: 1254-1262+1284. [北大核心, 1 级]

**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]

刘榆潇, 蓝雅, 石永东, 等, 高校众创空间创业环境对初创企业绩效的影响研究, *科技管理研究*, 第 40 卷, 第 21 期, 2020 年 11 月 10 日, 页码: 113-120. [北大核心, 2 级]

刘平胜, 石永东, 直播带货营销模式对消费者购买决策的影响机制, *中国流通经济*, 第 34 卷, 第 10 期, 2020 年 10 月 20 日, 页码: 38-47. [北大核心, 2 级]

刘平胜, 石永东, 林炳坤, 电商直播背景下社群互动信息对使用者购买意愿的影响, *企业经济*, 第 39 卷, 第 9 期, 2020 年 9 月 23 日, 页码: 72-79. [北大核心, 2 级]

石永东, 马晓辉, 潘伟, 等, 不确定性环境下组织支持对组织转型的影响机制研究, *管理学报*, 第 17 卷, 第 9 期, 2020 年 9 月 15 日, 页码: 1308-1317. [北大核心, 1 级]

石永东, 邹文麓, 蒲小红, 澳门大学生生活质量的实证分析----以澳门科技大学为例, *澳门科技大学学报*, 第 12 卷, 第 2 期, 2018 年 12 月 30 日, 页码: 38-45. [中文, 2 级]

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]

石永东, 蒲小红, 大学生负性情绪与赌博认知偏差和赌博成瘾的关系, *中国心理卫生杂志*, 第 31 卷, 第 7 期, 2017 年 7 月 10 日, 页码: 563-567. [北大核心, 2 级]

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]

**石永东**, 蒲小红, 澳门大学生生活质量量表测评及信效度分析, *中国学校卫生*, 第 36 卷, 第 9 期, 2015 年 9 月 25 日, 页码: 1418-1420. [北大核心, 2 级]

何伟, **石永东**, 俞路平, 团购点评行为意愿影响因素的实证分析, *中国管理科学*, 第 22 卷, 2014 年专辑, 2014 年 11 月 20 日, 页码: 16-22. [北大核心, 1 级]

**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]

路鹏程, **石永东**, 记者职业与心理疾病----国外新闻记者职业性心理创伤研究的现状与展望. *新闻记者*, 第 7 期, 2013 年 7 月 5 日, 页码: 67-75. [北大核心, 2 级]

**石永东**, 彭杨, 张琳, 影响大学生 GMC 比赛成绩的关键因素----个体差异的视角, *澳门科技大学学报*, 第 6 卷, 第 2 期, 2012 年 12 月 30 日, 页码: 82-91. [中文, 2 级]

杨春方, **石永东**, 旅游院校毕业生供需错位的实证解读. *教育评论*, 第 2 期, 2012 年 4 月 28 日, 页码: 87-89. [北大核心, 2 级]

学术专著:

**石永东**, 马晓辉, 陈燕升, 不确定性环境下的组织变革: 案例分析与实证研究 (Organizational Change in Uncertain Environment: Case Analysis and Empirical Study), ISBN: 9789993753780, *澳门科技大学出版* (澳门基金会资助), 2021 年 12 月. [中文, 1 级]

会议论文:

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.

## 研究项目

- |             |                                                                                                                                                                           |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 | 横琴粤澳深度合作区创业政策对中小企业创新创业的影响机制研究 (澳门基金会资助, 编号 MF-23-009-R, 项目负责人)                                                                                                            |
| 2022 - 2023 | 创业失败经验对新创企业绩效的影响机制研究 (澳门科技大学基金会资助, 编号 FRG-22-059-MSB, 项目负责人)                                                                                                              |
| 2020 - 2021 | 不同传染病疫情下澳门娱乐场客源管控研究 (澳门高等教育基金资助, 编号 HSS-MUST-2020-13, 项目负责人)                                                                                                              |
| 2019 - 2020 | 用户体验、满意度和手机游戏成瘾:感知价值的视角 (澳门科技大学基金会资助, 编号 FRG-19-039-MSB, 项目负责人)                                                                                                           |
| 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)   |
| 2014 - 2015 | Gambling, drinking, internet addiction and quality of life: Evidence from Macao (MUST faculty research grants, No. 0408, Principal investigator)                          |
| 2012 - 2013 | 澳门博彩业关系营销策略及其对客户忠诚的影响机制研究 (澳门基金会资助, 编号 0247, 项目负责人)                                                                                                                       |
| 2009 - 2011 | 博彩娱乐场顾客价值研究 (澳门基金会资助, 编号 0110, 项目负责人)                                                                                                                                     |

## 学术机构及社会任职

理事, 亚太博彩研究学会(APAGS)

会员, 中国管理研究国际学会(IACMR)

编委, 澳门学刊(MAJ)

评委, 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.

## 专业资格认证及奖项

- |          |                                                                                |
|----------|--------------------------------------------------------------------------------|
| 2021. 11 | 《澳门疫情管控策略对娱乐场度假村顾客消费意愿的影响》, 2021 年澳门经济论文比赛, 公开组论文优秀奖, 澳门经济学会                   |
| 2021. 03 | 《Gambling, drinking and quality of life: Evidence from Macao and Australia》, 教 |

育部第八届高等学校科学研究优秀成果奖（人文社会科学），论文二等奖，中华人民共和国教育部

2019. 01 《Gambling, drinking and quality of life: Evidence from Macao and Australia》，第五届澳门人文社会科学研究优秀成果，论文二等奖，澳门特别行政区政府澳门基金会

2013. 08 《忠诚电视观众网络视频使用状况调查》，2011-2012 年度全国电视受众研究优秀论文一等奖，中国广播电视协会