

盛婕



職稱：助理教授

學院：商學院

電郵：jsheng@must.edu.mo

電話：(853) 63756095

教育背景

2020-2024 Ph.D.: 英國格拉斯哥大學；管理學（市場營銷方向）
2018-2019 Master: 英國格拉斯哥大學，國際戰略市場營銷
2014-2018 BS: 瀋陽師範大學，金融學&工商管理

工作經驗

2024-Present 助理教授 / 澳門科技大學
2021-2024 研究生助教 / 格拉斯哥大學
2021-2023 商業項目助理 / 格拉斯哥大學

教學活動

企業間營銷；戰略營銷；市場營銷；DPM 專題研討

研究領域

消費者在新興環境中的行為（社交媒體，VR/AR，AI）；準社會理論；社交媒體博主營銷

學術成果

期刊論文

Journal article (* corresponding author)

Sheng, J.*, Kostyk, A., & Chatzipanagiotou, K. (2026). Parasocial relationship: Reconceptualization, scale development and validation. *Journal of Business Research*, 210, 116122. <https://doi.org/10.1016/j.jbusres.2026.116122> (SSCI_Q1; ABDC_A; ABS_3; IF=9.8)

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.** (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)

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)

會議論文

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.

其他專業資格 / 獎項 / 活動

期刊/會議特約審稿人

2025-present

- International Journal of Consumer Studies
- Journal of Consumer Behavior;
- Journal of Consumer Marketing;
- Journal of Product and Brand Management;
- Current Psychology;
- Acta Psychologica;
- Journal of Global Marketing
- Asia Pacific Journal of Marketing and Logistics

2023-present

- Academy of Marketing Science Conference

2022-present

- International Journal of Market Research

中國高等院校市場學研究會會員

中國技術經濟學會神經經濟管理專業委員會會員