

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; DPM Doctoral Seminar

Research Areas

Consumer behavior in emerging environments (social media, VR/AR, AI); Parasocial theory; Influencer marketing

Selected Publications

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; IF=7.6)

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; IF=3.3)

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; IF=7)

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
- 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

Member of the China Association of Market Research in Higher Education Institutions

Member of the Neuroeconomic Management Professional Committee of the China Society for Technology and Economy