

盛婕



职称：助理教授

学院：商学院

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教育背景

2020-2024 Ph.D.: 英国格拉斯哥大学；管理学（市场营销方向）
2018-2019 Master: 英国格拉斯哥大学，国际战略市场营销
2014-2018 BS: 沈阳师范大学，金融学&工商管理

工作经验

2024-Present 助理教授 / 澳门科技大学
2021-2024 研究生助教 / 格拉斯哥大学
2021-2023 商业项目助理 / 格拉斯哥大学

教学活动

企业间营销；战略营销；市场营销；DPM 专题研讨

研究领域

消费者在新兴环境中的行为（社交媒体，VR/AR，AI）；准社会理论；社交媒体博主营销

学术成果

期刊论文

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)

会议论文

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.

其他专业资格 / 奖项 / 活动

期刊/会议特约审稿人

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

中国高等院校市场学研究会会员

中国技术经济学会神经经济管理专业委员会会员