

Bu Huimei



Position : Assistant Professor
Faculty : School of Business
Email Address : hmbu@must.edu.mo
Telephone : (853) 8897-2246
Fax No. : (853) 2882-3281
Office : A405a
Mailing Address : Avenida Wai Long, Taipa, Macau

Teaching and Research Areas :

Consumer Behavior
Marketing Channel Management
Service Marketing
Marketing Management
Relationship Marketing

Academic Qualifications

2009-2013 Ph.D / Marketing / Macau University of Science and Technology
2007-2009 Master / Marketing / Macau University of Science and Technology
2003-2007 Bachelor / International Business / Macau University of Science and Technology

Teaching Experiences

2013 - Present Assistant Professor / School of Business / Macau University of Science and Technology

Representative Publications

Journal Articles:

Shi, G.C, Bu, H.M, Ping, Y, Liu, M. Wang, Y.G (2016). Customer relationship investment and relationship strength: evidence from insurance industry in China. *Journal of Service Marketing*, 30 (2), 201- 211.

Xin LI, Huimei BU, Yi LI, Jinming HE. (2015). Evaluation and Suggestions to Banking Service System: A Case Study of a Commercial Bank in Macau. *Journal of Macau University of Science and Technology*, 9 (2), 21-32.

Zou, W.C, Liu J, Bu, H.M. (2015). The Impact of Workplace Spirituality on Subjective Well-being: The Mediating Role of Emotional Labor. *Chinese Journal of Clinical Psychology*. 23(3), 544-547. (In Chinese)

Xinhua Zhou, Guicheng Shi, Matthew Tingchi Liu, Huimei Bu, (2015). The mediating roles of renqing and ganqing in Chinese relationship marketing, *Nankai Business Review International*, 6(2), 156 -176.

Shi, G. C. & Bu, H. M. (2012). A Study on the Relationships among Higher Education Service Quality, Student Satisfaction and Loyalty. *Journal of Research in Higher Education of Engineering*, 135 (4), 90-98. (In Chinese)

Conference Proceedings:

Bu, H.M, Shi, G.C, Liu, M. Wang, Y.G. (2014), A study on consumer repulsion: Evidence from China, American Marketing Association(AMA) Summer Marketing Educators Conference Proceedings, August 1-3, 2014, at Marriott Marquis, San Francisco, USA.

Shi, G.C, Cao, T., Liu, M., Bu, H.M.(2014), Responsible gambling and customer commitment, The 5th World Business Ethics Forum Proceedings, December 9-11, 2014, at University of Macau, Macau SAR, China.

Recent Research Projects

2015-2016	Customer Satisfaction Survey of Electronic Channels, Macau Branch, Bank of China
2014-2015	MaGe- Boarder Gate Bus Rapid Transit Public Opinion Poll
2014-2015	A Pilot Survey and Study on Residential Power Mode in Macau
2014-2015	A Study on Consumer Repulsion: Evidence from China
2014	Hey Sha Bay Light Rail Project Public Opinion Poll
2013-2014	Northeastern Region Parking Facility Public Opinion Poll
2013-2014	Electric Power Service Quality Study in Macau
2013	A Study of Willingness to Use Natural Gas 2013

Membership of Academic Associations and community service

Member of Macau Marketing Association

Member of American Marketing Association (AMA)