

James G.C. Shi



Position : Associate Professor,
Program Director
Faculty : School of Business
Email Address : gcshi@must.edu.mo
Telephone : (853) 8897-2362
Fax No. : (853) 2882-3281
Office : A413
Mailing Address : Avenida Wai Long, Taipa, Macau

as :

Marketing Research (MKT304)

Pricing Strategy (MKT402)

Global Marketing (MKT401)

Marketing Management (MBMG02)

Research Methods (MBBZ11)

Seminar on Current Management Issues (DBMZ03)

Seminar in Marketing (DBAZ02)

Seminar in International Business (DBAZ08)

Relationship Marketing

Service Marketing

Strategic Marketing

Pricing Strategy

Business Ethics

Academic Qualifications

2002 - 2005	Ph.D. in Marketing (Hong Kong Baptist University)
1985 - 1988	Master in Management Engineering (Shanghai Jiao Tong University)
1979 - 1983	Bachelor in Mechanical Engineering (Jiangxi University of Science and Technology)

Teaching Experiences

Associate Professor of Marketing (July 2008-- Now) , Assistant Professor of Marketing (Aug. 2005--June 2008), Macau University of Science and Technology
Associate Professor of Marketing (Oct.1996 -- Nov.2002), Qingdao University

Visiting Scholar of Marketing (Sept.2000--Aug. 2001), York University (Canada)

Lecturer of Marketing (Feb.1991 -- Sept.1996), Qingdao University

Visiting Scholar of Business Studies (Feb.1990-- Jan 1991), Hong Kong Polytechnic University

Director of Qingdao Office, Senior Supervisor (Sept. 1995--Aug.1997), Sole Agent of Qingdao District (Sept.1997--July 2000), ACNielsen (China) Ltd.

Asistant General Manager & Manager of International Trade Department (Feb. 1993--Aug. 1995), Qingdao Pleno Group Company

Representative Publications

Journal Articles:

- Liu, M. T., Wong, I. A., Shi, G. C., Chu, R. W., Brock, J.(in press), The Impact of Corporate Social Responsibility (CSR) Performance and Perceived Brand Quality on Customer Based Brand Preference, *Journal of Service Marketing (SSCI)*, 28(3).
- Liu, M. T., Brock, J., Shi, G. C., Chu, R. W. & Tseng, T. H. (2013). Perceived Benefits, Perceived Risk, and Trust Influences on Consumers' Group Buying Behaviour. *Asia Pacific Journal of Marketing and Logistics*, 25 (2), 225-248.
- He, J., Wang, Y. G., Ge, L., Shi, G. C. & Yao, S. J. (2012). Asymmetric Effects of Regulatory Focus on Expected Desirability and Feasibility of Embracing Self-Service Technologies. *Psychology and Marketing (SSCI)*, 29(4): 209–225
- Shi, G. G. & 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)
- Wang, Y. G., Shi, J. J., Ma, S., Shi, G. C. & Yan, L. L. (2012). Customer Interaction in Virtual Brand Communities: Evidence from China. *Journal of Global Information Technology Management (SSCI)*, 15 (2), 46-69.
- Shi, G. C., Shi, Y. Z., Chan, K.K., Liu, Matthew T. & Fam, K. S. (2011). The Mediating Role of Renqing between Customer Relationship Investment and Relationship Commitment in China. *Industrial Marketing Management (SSCI)*, 40(4)496-502.
- Liu, M. T., Shi, G. C., Wong, I. A., Hefel, A. & Chen, C. Y. (2010). How Physical Attractiveness and Endorser-Product Match-up Guide Selection of a Female Athlete Endorser in China. *Journal of International Consumer Marketing*, 22(2):169–181.
- Shi, G. C., Shi, Y. Z., Chan, K. K. & Wang, Y. G. (2009). Relationship strength in service industries: A measurement model. *International Journal of Market Research (SSCI)*, 51(5), 659-685.
- He, J., Wang, Y. G. & Shi, G. C. (2009) Antecedents of Relationship Strength and Its impact on Performance, *World of Management*, 2009(5):180-181.(In Chinese)
- Shi, G. C. & Ping, Y. (2008). A Study on the Relationship between Customer Satisfaction and Loyalty in the Catering Industry of Macao, *Journal of Macau University of Science and Technology*, 2 (2): 13-19.
- Lam, K.C. & Shi, G. C. (2008). Factors affecting Ethical Attitudes in Mainland China

and Hong Kong, *Journal of Business Ethics (SSCI)*, 77 (4): 463-479.

G. C. Shi & Ping, Y. (2008). A Study on the Relationship between Customer Satisfaction and Loyalty in the Catering Industry of Macao, *Journal of Macau University of Science and Technology*, 2 (2): 13-19.

Shi, G. C., Wang, Y. G. & Liu, X. Y. (2007). The Impact Of Customer Relationship Strength on Sales Effectiveness and Relationship Profitability in Services Selling. *International Journal of Business Research*, 7, 152-160

Shi, G.C., Chan, A. K., Shi, Y.Z., & Wang, Y. G. (2006). Dimensions and Determinants of Customer Relationship Strength in Services Selling. *Journal of Academy of Business and Economics*, 6, 140-154.

Wang, Y. G., Kandampully, J., Lo, H. P., & Shi, G. C. (2006). The Roles of Brand Equity and Corporate Reputation in CRM: A Chinese Study, *Corporate Reputation Review*, 9(3), 179-195.

Wang, Y. G., Shen, J. Y., & Shi, G. C. (2005). How Brand Assets Drive the Performance of Customer Relationship Management: An Empirical Research from an Analytical Perspective. *Journal of Management*, 6, 706-711. (In Chinese)

Shi, G. C., Wang, Y. G., Xing, J. G., & Yu, B. (2005). Relationship strength: Scale development and construct validation. *Nankai Business Review*, 8 (3), 74-82. (In Chinese)

Shi, G. C. (2002). On the competence of the Chinese multinational companies in the international market. *Reform of Economic System*, 2002.9, 111-113. (In Chinese)

Shi, G. C. (2000). A starting point for the Chinese foreign trade companies to develop foreign markets directly. *Inquiry Into Economic Problems*, 213, 57-58. (In Chinese)

Shi, G. C. (1996). On focus group: A marketing research approach. *Factory Management*, 1996. 12, 35 (In Chinese)

Shi, G. C. (1996). How can Chinese enterprises make use of marketing research. *Shanghai Enterprises*, 1996.10, 42-43 (In Chinese)

Hu, L. X. & Shi, G. C. (1996). On economy of entrusting-operation. *Journal of Qigndao Institute of Architecture and Engineering*, 1996.9, 62-66 (In Chinese)

Book Chapters:

Shi, G. C. (2009). *Customer Relationship Strength in Relationship Marketing: An Investigation with Empirical Evidence from the Insurance Industry in China*, Saarbrücken: VDM Verlag Dr. Müller. (Available at www.amazon.com)

Huang, S. Q., Wen, W., & Shi, G. C. (1998). *A Practical Course of Business English*, (ISBN: 7-5064-1415-5), Beijing: China Textile Press.

Jiang, J. G., Kang, Q. Q., & Shi, G. C. (1997). *Modern Enterprise*, (ISBN: 7-5436-1422-7), Qingdao: Qingdao Press.

Li, J. Y., Shi G. C. & Chen, X.W. (1996). *International Trade and Public Relations*, (ISBN: 7-5436-1335-2), Qingdao: Qingdao Press.

Conference Proceedings:

- Shi, G. C., Ping, Y., Liu, M. T. & Wang, Y. G. (2012). Investments in Customer Relationships and Relationship Strength: Evidence from Insurance Industry in China. *American Marketing Association Educators's Conference Proceedings*, August 13-16, Chicago, USA
- Liu, M. T., Shi, G. C., Brock, J. & Chu, R.(2011). Chinese Consumers Group Buying Behavior Analysis, *World Marketing Congress of AMS Biannual Conference Proceedings*, July 19-23, 2011, Reims, Champagne, France
- Liu, M. T., Brock, J. & Shi, G. C. (2011). The Consumers Online Group Buying Influential Factor Model, *Academy of Marketing Science (AMS) Annual Conference Proceedings*, May 23-27, 2011, Coral Gables, Florida, USA
- Shi, Y.Z., Shi, G.C., &Chan, K.K. (2010). How Is Customer Relationship Investment Transformed into Relationship Commitment: The Case of China. *Proceedings of Australian and New Zealand Marketing Academy Annual Conference*, December 8-11, Newzealand, 2010, 1-5
- Shi, G. C., Shi, Y. Z., Chan, K. K. , Liu, M. T. & Fam, K. S. (2010). Customer Relationship Investment, Renqing and Relationship Commitment. *Proceedings of Academy of Marketing Annual Conference*, July 6-8, United Kingdom. 2010(215) 1-7.
- Liu, M.T. & Shi, G. C. (2009). Putting Web Gambling Consumer Marketing in its Place: A Macau Example. *Proceedings of Academy of Marketing Annual Conference*, July 7-9, United Kingdom. 2009(171) 1-6.
- Wang, Y. G., Xing, J. G., & Shi, G. C. (2007). Managing Customer Relationship Activities for the Favorable Relationship Strength: A Competence-based Perspective in the Context of a Chinese Service Industry. *Proceedings of IEEE International Conference on Service Systems and Services Management, Volume4*, 231-6.
- Wang, Y. G., Zhang, X., Shi, G. C., Dong, Y. R., & Yao, Z. (2006). A Moderated Model of Corporate Entrepreneurship and Market Performance: A Chinese Study. *Proceedings of IEEE International Conference on Service Systems and Services Management, Volume3*, 674-80.
- Wang, Y. G. & Shi, G. C. (2006). Customer asset management orientation and its performance implications: the role of NPD. *Proceedings of IEEE International Conference on Management of Innovation and Technology*. June 21-23, Singapore.
- Sun, L. Y., Shi, G. C., & Gao, H. (2006). Organizational Culture Moderating the Market Orientation: Employees' Intrapreneurial Behaviors Relationship and Performance Implication. *Proceedings of 2nd International Association for Chinese Management Research*. June 15-18, Nanjing, China.
- Shi, G. C., Chan, K. A., Shi, Y. Z., & Wang, Y. G. (2005). Customer relationship strength in service selling: Construct definition, scale development, and validation. *AMA Educators' Conference Proceedings*, Volume 16, 317-318.
- Wang, Y. G., Han, S. P., & Shi, G. C. (2005). The dimension of customer loyalty and

its key drivers: An integrated framework in perspective of customer equity management. *Proceedings of IEEE International Conference on Service Systems and Services Management*, Volume2, 204-210.

Shi, G. C. & Chan, K. A. (2004). Relationship strength in relationship marketing: A conceptual framework for its measurement, antecedents and consequences in Chinese setting. *Proceedings of Annual World Business Congress of IMDA*, Volume 13, 927-935.

Research Projects

2012-2013, A Survey on Macao Residents' Quality in Science, funded by Macau Development Foundation of Science and Technology (Permit NO: 028/2012/P)

2012-2013, A Study on Macao Culture and its City Image, funded by Macau Foundation (Permit NO: MF-U/UH/MIAR/TIS-2012)

2011-2012, A Study on the Key Dimensions of Gambling Service Quality in Macao and their Driving Effects on the Brand Equity, funded by Macau Foundation (Permit NO: MF-U/UH/MIAR/TIS-2011)

2011-2012, A Study on the Relationship between Youth Volunteers' Motivations and Formation of Social Capital in Macao, funded by Education and Youth Bureau of Macau (Permit No: YISS2012-17)

Membership of Academic Associations and community service

Chairman, Board of Directors of Macau Marketing Association

Member of American Marketing Association (AMA)

Member of Academy of Marketing (AM)

Professional Qualifications and Awards

The Chartered Institute of Marketing (U.K.) HK Award 2004