

Yong Dong SHI



Position : Associate Professor
Faculty : School of Business
Email Address : ydshi@must.edu.mo
Telephone : (853) 8897-2041
Fax No. : (853) 2882-3281
Office : O940
Mailing Address : Avenida Wai Long, Taipa, Macau

Teaching and Research Areas :

Customer Relationship Management - CRM, Loyalty Program, Marketing Research, SPSS and AMOS, Data Mining, Casino Management, Problem Gambling, Strategic Management

Academic Qualifications

2004.09 - 2008.06 Ph.D./ Business Administration / Huazhong University of Science and Technology
2001.09 - 2004.06 Master / Technology Economics and Management / Wuhan University of Technology

Teaching Experiences

2015.07 - Present Associate Professor / School of Business / Macau University of Science and Technology
2008.09 - 2015.06 Assistant Professor / School of Business / Macau University of Science and Technology
2007.09 - 2008.09 Lecturer / School of Business / Macau University of Science and Technology

Representative Publications

Journal Articles:

Yongdong Shi, Xiaohong Pu, Relation of negative emotions to erroneous gambling cognition and gambling addiction in college students, *Chinese Mental Health Journal*, Vol.31, No.7, July 10th, 2017, PP: 563-567 (In Chinese).

Yuanyuan Pan, **Yongdong Shi**, A grey neural network model optimized by fruit fly optimization algorithm for short-term traffic forecasting, *Engineering Letters*, Volume 25, Issue 2, May 2017, PP: 198-204 (EI Compendex list).

Jasmine M. Y. Loo, **Yongdong Shi**, Xiaohong Pu, Gambling, drinking and quality of life: Evidence from Macao and Australia, *Journal of Gambling Studies*, Volume 32, Issue 2, June 2016, Pages: 391-407 (SSCI; 2015 Impact Factor: 2.750; ERA 2010 A rated journal).

Yongdong Shi, Xiaohong Pu, Validity and reliability of WHOQOL-BREF scale in evaluating life of quality of university students in Macau, *Chinese Journal of School Health*, Vol.36, No.9, September 25th, 2015, PP: 1418-1420 (In Chinese).

Wei He, **Yongdong Shi**, Luping Yu, Influence factors of commenting intention for group-buying consumers: An empirical study, *Chinese Journal of Management Science*, Vol. 22, 2014 special issue,

November 20, 2014, PP: 16-22 (In Chinese).

Yongdong Shi, Catherine Prentice, Wei He, Linking service quality, customer satisfaction and loyalty in casinos, does membership matter?, *International Journal of Hospitality Management*, Volume 40, July 2014, Pages: 81-91 (SSCI; 2014 Impact Factor: 1.939; ERA 2010 A rated journal).

Wu, S.H., **Shi, Y.D.**, Fruit fly optimization algorithm for keywords frequency composite function of Macau's gambling industry. *International Journal of Applied Mathematics and Statistics*, Volume 50, Issue 20, Dec 2013, PP: 94-100 (EI Compendex list).

Pengcheng Lu, **Yongdong Shi**, Journalist career and psychological problems: Current study and research directions on the work-related trauma. *Journalism Review*. Issue 7, July 5, 2013, PP: 67-75 (In Chinese).

Yongdong Shi, Yang Peng, Lin Zhang, Key success factors for university students in Global Management Challenge (GMC): An individual-level analysis, *Journal of Macau University of Science and Technology*, Vol.6, No.2. Dec 30, 2012, PP: 82-91 (In Chinese).

Chunfang Yang, **Yongdong Shi**. An empirical analysis on tourism undergraduates supply and demand imbalance. *Education Review*, Issue 2, April 28, 2012. PP: 87-89 (In Chinese).

Conference Proceedings:

Yuanyuan Pan, **Yongdong Shi**, Short-term traffic forecasting based on grey neural network with particle swarm optimization. *The World Congress on Engineering and Computer Science 2016 (WCECS 2016)*. In San Francisco, USA.

Yongdong Shi, Effects of relationship investment on customer attitudinal and behavioral loyalty: Evidence from Macao. *The 2014 China Marketing International Conference (CMIC2014)*. In Wuhan.

Yongdong Shi, Sónia de Assunção, Mary Mendoza, Relationship marketing tactics and customer loyalty: An exploratory research on Macao casinos. *The Second Asia Pacific Conference on Gambling & Commercial Gaming Research (APCG2013)*. In Kaohsiung, Taiwan.

Yongdong Shi, Chunfang Yang, and Wei He, The study on antecedents and influence factors of Macao residents' acceptance intention of Sport Easy program. *The 2013 International Conference on Engineering, Management Science and Innovation (ICEMSI 2013)*, In Macau.

Yongdong Shi, Wei He, Loyalty program membership influences perceptions of service quality, customer satisfaction and loyalty: Evidence from Macao casinos. *The First Asia Pacific Conference on Gambling & Commercial Gaming Research (APCG2012)*. In Macau.

Recent Research Projects

2015 - 2016 Impacts of gambling, drinking and internet addiction on quality of life: A

- cross-sectional exploration (MUST faculty research grants, No. 0500, Principal investigator)
- 2014 - 2015 Gambling, drinking, internet addiction and quality of life: Evidence from Macao (MUST faculty research grants, No. 0408, Principal investigator)
- 2012 - 2013 Relationship marketing tactics, customer loyalty and the influence mechanism in Macao gambling industry (Funded by Macao Foundation, No. 0247, Principal investigator)
- 2009 - 2011 Research on customer value of Macao's casino (Funded by Macao Foundation, No. 0110, Principal investigator)

Membership of Academic Associations and community service

Director and Committee member of Asia Pacific Association for Gambling Studies (APAGS)

Member of International Association for Chinese Management Research (IACMR)

Referee for International Journal of Hospitality Management (SSCI), Journal of Business Research (SSCI), Journal of Gambling Studies (SSCI), the IACMR Conference 2012, the APCG2012

Conference, the CMIC2014 Conference, etc.

Professional Qualifications and Awards

August 2013 Best Paper Award in the 2011-2012 Research on Chinese TV audience, China Radio and Television Association