

# Bu Huimei



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## Academic Qualification

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

## Working Experience

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

## Teaching Activities

Marketing Channel Management, Services Marketing, Marketing Management

## Research Areas

Consumer Behavior, Service Marketing, Relationship Marketing, Brand Management

## Selected Publications

### *Selected Journal Papers*

Bu, H.M., Huang, R., Liang, S.Y., & Liao, X. (2023). Consumer Perceived Brand Innovativeness and Authenticity of Chinese Time-Honored Brand Restaurants: The Moderated Mediation Effect of Personal Traits, *Psychology Research & Behavior Management*, 16, 2481-2498.

Liang, S.Y., Tian Y., Bu, H.M., Liao, X. & Lin, Y.Y.(2023). Research on the Antecedents and Consequences of Community Attachment in UGC Community——Based on motivation theory and social network theory. *Journal of Macau University of Science and Technology*, 17(1),57-84.(In Chinese)

Huang, R., & Bu, H.M. (2022). Destination Attributes of Memorable Chinese Rural Tourism Experiences: Impact on Positive Arousal, Memory and Behavioral Intention. *Psychology Research and Behavior Management*, 15, 3639-3661.

Bu, H. M., Shi, G.C.,& Liu, M.(2021). Scale development for consumer repulsion: A consumers' individual identity-expressiveness perspective. *PsyCh Journal*, 10 (4), 649-667.

Ma, R.F., Deng, C.T., & Bu, H.M. (2019). Study on the identification and prevention of banking systemic risk. *Finance and Accounting* ,9,70-71.(In Chinese)

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.

Li, X., Bu, H. M., Li, Y., & He, J. M. (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.(In Chinese)

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)

Zhou, X. H., Shi,G.C., Liu, M. & Bu, H. M. (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)

### ***Major Conference Papers***

Huang, R., & Bu, H.M. (2020). Knowledge Mapping Analysis of Rural Tourism Research at Home and Abroad, Proceedings of 2020 China Marketing International Conference, June 20-30.

Huang, R., & Bu, H.M.(2019). Knowledge Mapping Analysis of Chinese Tourism Marketing Research — Based on CiteSpace5.3, Proceedings of 2019 China Marketing International Conference, July 22-25, Guang Zhou.

Shi W., Shi, G.C.& Bu, H.M. (2018). Customer relationship strength of smart phone apps. Proceedings of 2018 China Marketing International Conference, July 20-22, Shang Hai.

Lian, Y.Y, Bu, H.M & Cao, T. (2017). The Study on the Effect of Transaction-oriented Virtual Travel Communities' Perceived Value on Community Identity-the Moderating Effects of Perceived Social Relationship and Perceived Exchange Relationship to Community, Proceedings of 2017 China Marketing International Conference, July 14-17, Bei Jing.

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.

## **Other Professional Activities**

### ***Research Projects***

2022-2023	Investigation and Research on Promoting Hengqin Employment of Macao University Students
2021-2022	2021-2023 Research on Future Talent Demand of Hotel and Catering Industry in Macau
2021	Energy Efficiency in Macau 2021
2020-2021	A Study on Public Science Quality in Macao
2020	Research on the impact of COVID-19 on the living pattern of Macao residents
2019-2020	A New Round of Research Planning for the Macao Youth Policy
2019-2020	A Study on the Future Talent Demand of Macao Exhibition Industry
2019-2020	Investigation and Research on the Opinions of the Development and Construction of Hengqin by the Macau Society
2019-2020	Study on Macau's Medical Financing System
2019	Energy Efficiency in Macau 2019

2019	A Survey on the Operation Status of Small and Micro Enterprises in Macao
2019	Survey of "National education" in non-higher education stage in Macao
2018	Survey on the Social Evaluation of the Five-Year Development Plan of the Macao Special Administrative Region (2016-2020)
2018	A survey on the citizenship consciousness and development of of Macau University students
2017	Study on Action Plan of Macao's Return of talent
2017	Energy Efficiency in Macau 2021
2016-2017	Study on the Future Talent Demand of Macau Financial Industry
2016-2017	Community Economic Research in Macao
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

Reviewer, Asia Pacific Journal of Marketing and Logistics

Reviewer, Nankai Business Review International

Reviewer, Journal of Macau University of Science and Technology

Reviewer, Journal of Consumer Behaviour

## **Honors/Awards**

2019/2020	Teaching Excellence Award
2020	Outstanding Performance Award in Online Teaching
2020	Tsinghua i-Space Tsinghua Entrepreneurship Training Camp ---- Excellent Entrepreneurship Mentor
2018	The 9 <sup>th</sup> National University Students Marketing Competition----Marketing Practice Teaching Award
2015	The 4 <sup>th</sup> China Hangzhou College Student Entrepreneur Competition----Excellent Instructor