

Bu Huimei



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Avenida Wai Long, Taipa, Macau

Academic Qualification

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|-----------|------------------------------------------------------------------------------|
| 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

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| 2022 - Present | Program Director of Undergraduate Marketing Major / Program Director of Master of Business Administration / Macau University of Science and Technology |
| 2013 - Present | Assistant Professor / Associate Professor / Macau University of Science and Technology |

Teaching Activities

Research Areas

Selected Publications

Selected Journal Papers

- Liao, X., Zheng, Y. H., Shi, G. C., & **Bu, H. M.*** (2024). Automated Social Presence in Artificial-Intelligence Services: Conceptualization, Scale Development, and Validation. *Technological*

- Forecasting & Social Change*, 203 (June) [online]: [https://doi.org/ 10.1016/j.techfore.2024.123377](https://doi.org/10.1016/j.techfore.2024.123377) [SSCI Q1, 2022, IF: 12.0, ranking: 6.8% in Business; 3.7% in Regional & Urban Planning]
- 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 and Behavior Management*, 16, 2481-2498. [SSCI Q1, 2022, IF: 4.3, ranking: 19.4% in Psychology, Multidisciplinary]
- 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.
- 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. [SSCI Q2, 2021, IF: 3.974, ranking: 27.36% in Psychology, Multidisciplinary]
- Bu, H. M.**, Shi, G. C., & Liu, M. T. (2021). Scale Development for Consumer Repulsion: A C Individual Identity-Expressiveness Perspective. *PsyCh Journal*, 10(4), 649-667. [SSCI Q3, 2020, IF: 1.513, ranking: 68.21% in Psychology, Multidisciplinary]
- 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. [PKU]
- Shi, G. C., **Bu, H. M.***, Ping, Y., Liu, M. T., & Wang, Y. G. (2016). Customer Relationship Investment and Relationship Strength: Evidence from Insurance Industry in China. *Journal of Services Marketing*, 30(2), 201-211. [SSCI Q3, 2015, IF: 1.021, ranking: 67.92% in Business]
- 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.
- 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. [CSSCI]
- Zhou, X. H., Shi, G. C., Liu, M. T., & **Bu, H. M.** (2015). The Mediating Roles of Renqing and Ganqing in Chinese Relationship Marketing. *Nankai Business Review International*, 6(2), 156-176. [ESCI]
- 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. [CSSCI]

Major Conference Papers

- Huang, R., & **Bu, H. M.*** (2020). Knowledge Mapping Analysis of Rural Tourism Research at Home and Abroad. in Proceedings of 2020 *China Marketing International Conference*, June 20-30, Web Conference. **(CPCI-SSH)**
- Huang, R., & **Bu, H. M.*** (2020). Knowledge Mapping Analysis of Chinese Tourism Marketing Research: Based on CiteSpace 5.3. in Proceedings of 2020 *China Marketing International Conference*, June 20-30, Web Conference. **(CPCI-SSH)**
- Shi W., Shi, G. C., & **Bu, H. M.*** (2018). Customer Relationship Strength of Smart Phone Apps. in Proceedings of 2018 *China Marketing International Conference*, July 20-22, Shang Hai, China. **(CPCI-SSH)**
- 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. in Proceedings of 2017 *China Marketing International Conference*, July 14-17, Bei Jing, China. **(CPCI-SSH)**
- Bu, H. M.**, Shi, G. C., Liu, M. T., & Wang, Y. G. (2014). A Study on Consumer Repulsion: Evidence from China. in Proceedings of *American Marketing Association (AMA) Summer Marketing Educators Conference*, August 1-3, San Francisco, USA.
- Shi, G. C., Cao, T., Liu, M. T., & **Bu, H. M.** (2014). Responsible Gambling and Customer Commitment. in Proceedings of *the 5th World Business Ethics*, December 9-11, Macau SAR, China.

Other Professional Activities

Research Projects

2023-2024

2023-2024

2023-2024

2023-2023

2023-2023

2021-2022

2020-2021		
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2016-2017	Research on Future Talent Demand in Macau's Financial Industry (2016-2017)	the Macao SAR
2016-2017	Community Economic Research in Macau	the Macao SAR
2015-2016	Customer Satisfaction Survey of Electronic Channels of Macau Branch, Bank of China	Macau SAR Macau Branch, Bank of China
2014-2015	MaGe-Boarder Gate Bus Rapid Transit Public Opinion Poll	Transportation Bureau of the Macao SAR
2014-2015	A Pilot Survey and Study on Residential Power Mode in Macau	the Macao SAR
2014-2016		
2013-2014	Hey Sha Bay Light Rail Project Public Opinion Poll	Macau Northeast District Residents Association
2013-2014	Northeastern Region Parking Facility Public Opinion Poll	Macau Northeast District Residents Association
2013-2014	Electric Power Service Quality Study in Macau	the Macao SAR
2013-2013	A Study of Willingness to Use Natural Gas 2013	the Macao SAR

Journal Reviewer

1. Reviewer for Asia Pacific Journal of Marketing and Logistics (SSCI).
2. Reviewer for Journal of Consumer Behaviour (SSCI).
3. Reviewer for Journal of Retailing and Consumer Services (SSCI).
4. Reviewer for Nankai Business Review International (ESCI).
5. Reviewer for Journal of Macau University of Science and Technology/ Faculty Research Grants-General Research Grants.

Other Professional Activities

1. Judge for Macau University of Science and Technology Campus Entrepreneurship Project Plan Competition in 2019-2020, 2021-2022, and 2022-2023.
2. Instructor for Tsinghua i-Space Entrepreneurship Camp.
3. Judge and instructor for the Tsinghua i-Space Elite Class.
4. Judge for the 6th Zhuhai University Student Entrepreneurship Competition and 1st Zhuhai-Macao University Student Entrepreneurship Competition.
5. Judge for the 6th Guangdong-Hong Kong-Macao-Taiwan University Student Innovation and Entrepreneurship Competition, Macau division.
6. Judge for the 5th Guangdong-Hong Kong-Macao-Taiwan University Student Innovation and Entrepreneurship Competition, Macau division

Honors/Awards

1. -2020).
- 2.
3. -Space Entrepreneurship Training
Camp (2020).
4. - 9th
Marketing Contest of University (2018).
5. th China Hangzhou College Student Entrepreneur
Competition (2015).