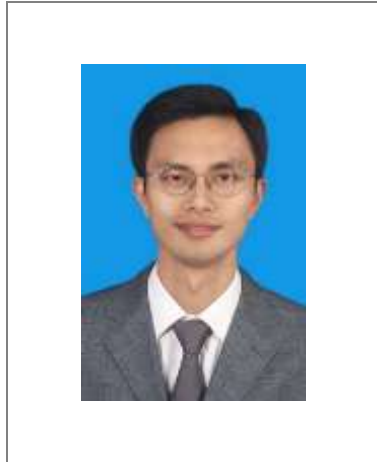


Yong Dong SHI



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Academic Qualifications

- 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 2 dd TZeVProfessor / 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:

Hf HVZ9 VjR I f □ CVVRReTY eYVdj Vexj WWTc cdZ WfV TZ XeyV a VReZ
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□Rongsheng Huang, and Hanwen Cui. Prediction and analysis of tourist management strategy based on the SEIR model during the COVID period. *International Journal of Environmental Research and Public Health*, G f V18, Issue 19, October 2021: ARXd+10548 DD4: D4:, : aRe7Rte c+

J f R j f R AR □ □2 XcVj VcR Vh c UV aeZ ZkVUSj WfZ Wj aeZ ZkRZ
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H VZ9 V □Yongdong Shi□ faZXJf□: WfV TV WTe cd WT V eZX ZeV eZ Wc Xc fa SfjZX
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□4 ReYkZ VAcV eTVH VZ9 V □ Z ZX dVgZTVbfRZj□Tf de Vc dReZVWTeZ R U jRej Z
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RIRf dXR S ZXZ Uf daj JPAJ IEJ Hk J HB□LLHA) PAI IE J PHEE □G f V&□
: ddf V □5 VT □AA+ 6: 4 aV UM Zk

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 :
4 YZ VdV.

□J R X AV X □ Z KYR X □ Vj df TTVd WTe cd Wc f ZgVcdZj df UV ed Z 8 SR
R RXV Ve4YR V XV 8 4 +2 ZUgZFR VgV R Rj dZ□& J HB) 1 JIRA IP B EAJ A
J OA J HC □G ' □? 5 VT □ □AA+) : 4 YZ VdV

Chunfang Yang, **Yongdong Shi**. An empirical analysis on tourism undergraduates supply and demand
imbalance. *Education Review*, Issue 2, April 28, 2012. PP: 87-89 : 4 YZ VdV

Monographs:

□I ZR YfZ R J R dYV X4 YV □@cXR ZkRZ R 4 YR XVZ F TVcRZ 6 gZ V e+4 RdV
2 RjdZUR U6 aZZR Df Uj□ISBN: 9789993753780,, HE A) 1 JIRA IP B EAJ A J
OA J HC Funded by Macao Foundation □5 VIV SVc □: 4 YZ VdV

Conference Proceedings:

BZI R □ □Jf X RR UKZ R 4RZ2 d f Uj WgZ f R 4DC T TcVRZ T d f V d h Z Z X V d e a R e Z Z R e V R U d Z W V T Z X W R e c d + 3 R d W U e Y V F E 2 F E U V 0 A E J) G A E J C J P A J I E J H J B A A J A) : 4 Y V X L f

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J Z X Z Z □ □ R U ; Z X Z □ D f U j e Y V Z W V T V W a Z Z W R U e d f d V e d a f c T Y R d V Z e V e Z 0 A E J) G A E J C J P A J I E J H J B A A J A) : 8 f R X k Y f

□ J f X R R U ; Z X Z E Y V Z a R I e W U d e R e Z d W d T f d e V e c V R Z d Y Z b f R Z j □ 0 A J P A J I E J H J B A A J A J ! E J) J C A I A P E A J □ J H E C !) □ : D R j R

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I Z 4 R □ □ R U J R R □ C V M R e T Y e Y V Z W V T V V T Y R Z W S Z V X R V V a V e Z V T V R U T f Z j Z e V e R I e Z f d V e d R e Z W T e Z 0 A E J) G A E J C J P A J I E J H J B A A J A) : D Y R X Y R Z

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□4 Yf WR XJ R XR UH VZ9 V EYVdf Uj R eVTUV ed R UZ Wf V TVWTe cd W RIR
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! JCEAA EC) J CAI AJP EA A J JJ R HEJ !) □ RIR

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).* : RIR

Recent Research Projects

- CVVRcTY eYVZ Wf V TV VYR Zl WWacVcV fcdYz a Zj Z gRZ R U
V acVcV fcdYz WD 6dZ 9 V XbZ 8 f R XU X RIR : 5 VaeY4 a VRZ K V
Funded by Macao Foundation, No. MF-23-009-R, Principal investigator
- CVVRcTY eYVZ Wf V TV VYR Zl WWacVcV f cR Wzf cV Va VZV TV eYV
a VcWc R TV W Vh gV f cVd F DE WIF ej cVVRcTY XcR ed? 7C8 & DB ,
AcZ TZR ZgVdeZRe c
- CVVRcTY e f cZe R RXV Ve W RIR TRZ d Z UZWVe Va ZUV ZI dZf ReZ d
9 ZXYc 6 Uf TRZ 7f U WeYV RIR D2 C 8 gVe Ve ? 9 DD F DE ,
AcZ TZR ZgVdeZRe c
- F dVc Va VZV TV dReZWRZ □R U SZV XR V RUUZcZ +W eYVa Vcda VteZV V
a VcTVZ VU gRf V F DE WIF ej cVVRcTY XcR ed? 7C8 DB , AcZ TZR
ZgVdeZRe c
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dVteZ R Va cReZ F DE WIF ej cVVRcTY XcR ed? & , AcZ TZR ZgVdeZRe c
- 2014 - 2015 8 R S ZX UeZ ZX ZeVc Ve RUUZcZ R U bfRZj WZW+6gZUV TV W RIR
F DE WIF ej cVVRcTY XcR ed?) , AcZ TZR ZgVdeZRe c
- 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 vRf V W RIR d 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)

Editorial board member of Macau Academic Journal (MAJ)

Referee for: eV RZ R; fc R W0 daZRZj R RXV Ve DD4: □; fc R W3 fdZ Vdd CVMRY

DD4: □; fc R W8 R S ZXDfUZd DD4: □; fc R W3 WRgZcR 2 UZTeZ d DD4: □eYV:2 4 C

4 W6V TV □eYV2 A48 4 W6V TVeYV4 :4 4 W6V TVeYV4 :4 4 W6V TV□

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Professional Qualifications and Awards

August 2013 3 V6 ARa V6 2h R6UZ eYV CVMRY 4 YZ VdVEG RfUZ/ TV□4 YZ RCRUZ
R UEV VgZdZ 2 dd TRZ

January 2019 DVT U4 Rdd ARa V6 Z eYV7ZY @fedR UZ X2 TYZgV Ve2h R6Ud Wc RIR CVMRY
Z 9 f R ZAd D TR DIZ/ TV□ RIR 7 f URZ

March 2021 DVT U4 Rdd ARa V6 Z eYV6 ZY6Y2h R6U Wc @fedR UZ X2 TYZgV VedZ DIZ/ eZT
CVMRYZ 9 ZYV6 6 Uf TRZ 9 f R ZAd R UD TR DIZ/ TV□4 YZ VdV Z Ztcj V
6 Uf TRZ

November 2021 @fedR UZ X ARa V6 2h R6U Z @aV 8 c fa Z eYV RIRf 6T ZT ARa V6
4 a V6Z □ RIRf 6T ZT2 dd TRZ