

# 石永東



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## 教研領域

客戶關係管理，忠誠計劃，服務營銷，營銷調研，SPSS  
和 AMOS，數據挖掘，博彩管理，戰略管理，創新創業  
管理

## 學歷

2004. 09 - 2008. 06 華中科技大學 / 工商管理 / 博士學位  
2001. 09 - 2004. 06 武漢理工大學 / 技術經濟與管理 / 碩士學位

## 教學經驗

2015. 07 - 至今 澳門科技大學 / 商學院 / 副教授  
2008. 09 - 2015. 06 澳門科技大學 / 商學院 / 助理教授  
2007. 09 - 2008. 09 澳門科技大學 / 商學院 / 講師

## 學術成果

期刊文章：

衛武，徐和衍，石永東，眾創空間運營績效影響因素的協同作用研究，*武漢大學學報（哲學社會科學版）*，第 76 卷，第 4 期，2023 年 7 月 6 日，頁碼：142-152.

石永東，藍雅，劉榆瀟，等，寬容的創業文化對再創業績效的影響機制，*科學學研究*，第 40 卷，第 7 期，2022 年 7 月 15 日，頁碼：1254-1262+1284.

**Yongdong Shi**, 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*, Volume 18, Issue 19, October 2021: Pages: 10548(1-12) (SSCI/SCI; 2020 Impact Factor: 3.390).

Wulin Pan, Wei Pan, **Yongdong Shi**, et al. Discrepancy originated from intensity vector in embodied energy accounting. *Journal of Cleaner Production*, Volume 313, September 2021, Pages: 127588(1-11) (SCI; 2020 Impact Factor: 9.297).

Wei Pan, Ge Huang, **Yongdong Shi**, et al. COVID-19: Short-term influence on China's economy considering different scenarios, *Global Challenges*, Volume 5, Issue 3, March 2021, Pages: 2000090 (1-9) (SCI; 2019 Impact Factor: 4.306).

Wanqiang Dai, Wei Pan, **Yongdong Shi**, et al. Crude oil price fluctuation analysis under considering emergency and network search data, *Global Challenges*, Volume 4, Issue 12, December 2020, Pages: 2000051(1-9) (SCI; 2019 Impact Factor: 4.306).

劉榆瀟, 藍雅, **石永東**, 等, 高校眾創空間創業環境對初創企業績效的影響研究, *科技管理研究*, 第 40 卷, 第 21 期, 2020 年 11 月 10 日, 頁碼: 113-120.

劉平勝, **石永東**, 直播帶貨營銷模式對消費者購買決策的影響機制, *中國流通經濟*, 第 34 卷, 第 10 期, 2020 年 10 月 20 日, 頁碼: 38-47.

劉平勝, **石永東**, 林炳坤, 電商直播背景下社群互動信息對使用者購買意願的影響, *企業經濟*, 第 39 卷, 第 9 期, 2020 年 9 月 23 日, 頁碼: 72-79.

**石永東**, 馬曉輝, 潘偉, 等, 不確定性環境下組織支持對組織轉型的影響機制研究, *管理學報*, 第 17 卷, 第 9 期, 2020 年 9 月 15 日, 頁碼: 1308-1317.

**石永東**, 鄒文蕪, 蒲小紅, 澳門大學生生活品質的實證分析----以澳門科技大學為例, *澳門科技大學學報*, 第 12 卷, 第 2 期, 2018 年 12 月 30 日, 頁碼: 38-45.

Wei Pan, Wulin Pan, **Yongdong Shi**, et al. China's inter-regional carbon emissions: An input-output analysis under considering national economic strategy. *Journal of Cleaner Production*, Volume 197, Part 1, October 2018, Pages: 794-803 (SCI; 2017 Impact Factor: 5.651).

**石永東**, 蒲小紅, 大學生負性情緒與賭博認知偏差和賭博成癮的關係, *中國心理衛生雜誌*, 第 31 卷, 第 7 期, 2017 年 7 月 10 日, 頁碼: 563-567.

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).

**石永東**, 蒲小紅, 澳門大學生生活品質量表測評及信效度分析, *中國學校衛生*, 第 36 卷, 第 9 期, 2015 年 9 月 25 日, 頁碼: 1418-1420.

何偉, **石永東**, 俞路平, 團購點評行為意願影響因素的實證分析, *中國管理科學*, 第 22 卷, 2014 年專輯, 2014 年 11 月 20 日, 頁碼: 16-22.

**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).

路鹏程, **石永東**, 記者職業與心理疾病----國外新聞記者職業性心理創傷研究的現狀與展望. *新聞記者*, 第 7 期, 2013 年 7 月 5 日, 頁碼: 67-75.

**石永東**, 彭楊, 張琳, 影響大學生 GMC 比賽成績的關鍵因素----個體差異的視角, *澳門科技大學學報*, 第 6 卷, 第 2 期, 2012 年 12 月 30 日, 頁碼: 82-91.

楊春方, **石永東**, 旅遊院校畢業生供需錯位的實證解讀. *教育評論*, 第 2 期, 2012 年 4 月 28 日, 頁碼: 87-89.

學術專著:

**石永東**, 馬曉輝, 陳燕升, 不確定性環境下的組織變革: 案例分析與實證研究 (Organizational Change in Uncertain Environment: Case Analysis and Empirical Study), ISBN: 9789993753780, *澳門科技大學出版* (澳門基金會資助), 2021 年 12 月.

會議論文:

Qi Xiao, **Yongdong Shi**, Yunlong Ma and Ziyang Cai. A study of virtual CSR co-creation consumers' willingness to participate and its influencing factors: Based on the UTAUT model. *The 2023 China Marketing International Conference (CMIC2023)*. In Chengdu.

Ziyang Cai, **Yongdong Shi**, and Qi Xiao, Live broadcasting for public welfare: Research on the impact of moral identity on consumers' buying behavior. *The 2022 China Marketing International Conference (CMIC2022)*. In Wuhan.

**Yongdong Shi**, Rongsheng Huang, and Rao Li, et al. Research on emergency management of sudden public health incidents in Macao: Taking response to COVID-19 as an example. *The International Symposium on Emergency Management 2020 (ISEM'20)*. In Xi'an.

**Yongdong Shi**, Yunlong Ma and Jiong Liu, What improves fans stickiness? A study based on the theory of customer relationship quality. *The Fourth International Conference on Marketing Science and Innovation (MSI2020)*. In Wuhan & Online.

Xia Liu, **Yongdong Shi**, Research on customer service and marketing strategy of digitalization of commercial banks. *The 2020 China Marketing International Conference (CMIC2020)*. Online.

Qian Huang, **Yongdong Shi**, Research on the influence of customer experience on mobile online game addiction. *The 2020 China Marketing International Conference (CMIC2020)*. Online.

Yueyang Zhang, **Yongdong Shi**, and Ya Lan, The study of influencing factors of social support under social commerce to user's behavior. *The 2019 China Marketing International Conference (CMIC2019)*. In Guangzhou.

Yingxin Lin, **Yongdong Shi**, and Jiong Liu, Study on the influence of opinion leaders on users' purchase intention. *The 2019 China Marketing International Conference (CMIC2019)*. In Guangzhou.

**Yongdong Shi**, Yunlong Ma, and Jiong Liu. The impact of idols' traits on fans' customer relationship quality, *The 2019 International Conference on Education, Management, Business and Accounting (EMBA2019)*. In Sanya.

Xiaoyue Zhang, **Yongdong Shi**, and Ya Lan, The study on the influence of mobile game customization strategy and social interaction on the purchase intention of players. *The 2018 China Marketing International Conference (CMIC2018)*. In Shanghai.

Xin Cao, **Yongdong Shi**, and Ya Lan, Research on the influence mechanism of mobile game experience and community interaction on user satisfaction. *The 2018 China Marketing International Conference (CMIC2018)*. In Shanghai.

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, and 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.

## 研究項目

- 2023 - 2024 橫琴粵澳深度合作區創業政策對中小企業創新創業的影響機制研究 (澳門基金會資助, 編號 MF-23-009-R, 項目負責人)
- 2022 - 2023 創業失敗經驗對新創企業績效的影響機制研究 (澳門科技大學基金會資助, 編號 FRG-22-059-MSB, 項目負責人)
- 2020 - 2021 不同傳染病疫情下澳門娛樂場客源管控研究 (澳門高等教育基金資助, 編號 HSS-MUST-2020-13, 項目負責人)
- 2019 - 2020 用戶體驗、滿意度和手機遊戲成癮: 感知價值的視角 (澳門科技大學基金會資助, 編號 FRG-19-039-MSB, 項目負責人)
- 2016 - 2017 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 澳門博彩業關係營銷策略及其對客戶忠誠的影響機制研究 (澳門基金會資助, 編號 0247, 項目負責人)
- 2009 - 2011 博彩娛樂場顧客價值研究 (澳門基金會資助, 編號 0110, 項目負責人)

## 學術機構及社會任職

理事, 亞太博彩研究學會(APAGS)

會員, 中國管理研究國際學會(IACMR)

編委, 澳門學刊(MAJ)

評委, International Journal of Hospitality Management (SSCI), Journal of Business Research (SSCI), Journal of Gambling Studies (SSCI), Journal of Behavioral Addictions (SSCI), the IACMR Conference 2012, the APCG2012 Conference, the CMIC2014 Conference, the CMIC2020 Conference, etc.

## 專業資格認證及獎項

2013. 08 《忠誠電視觀眾網絡視頻使用狀況調查》, 2011-2012 年度全國電視受眾研究優秀論文一等獎, 中國廣播電視協會
2019. 01 《Gambling, drinking and quality of life: Evidence from Macao and Australia》, 第五屆澳門人文社會科學研究優秀成果, 論文二等獎, 澳門特別行政區政府澳門基金會
2021. 03 《Gambling, drinking and quality of life: Evidence from Macao and Australia》, 教育部第八屆高等學校科學研究優秀成果獎(人文社會科學), 論文二等獎, 中華人民共和國教育部
2021. 11 《澳門疫情管控策略對娛樂場度假村顧客消費意願的影響》, 2021 年澳門經濟論文比賽, 公開組論文優異獎, 澳門經濟學會