

Jamie M. Chen

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Education

- 2018.6 Ph.D. School of Business and Economics (AACSB), VU Amsterdam, NL
Dissertation: "Modeling Cruise Tourism Behavior"
Supervisor: Dr. Peter Nijkamp; Co-supervisor: Dr. James F. Petrick
- 2011.6 M.M. *summa cum laude*, Beijing International Studies University, China
- 2007.6 B.M. Harbin University of Commerce, China

Recent Employment

- 2024.8 - Assistant Professor of Marketing
Dillard College of Business Administration, MSU Texas
- 2021.8 - 2024.8 Assistant Professor of Practice in Marketing
College of Business (AACSB), North Dakota State University
-- *Finalist of Department Research Excellence Award 2024*
-- *College Research Fund Winner 2023*
-- *University Innovative Instructor Award 2023*
-- *Finalist of Department Best Paper Award 2022*

Refereed Publications (ABDC list, IF: Impact Factor)

- [1] Ma, Y., **Chen, J. M.**, & Rao, X. (in production). The valuation of urban ecosystem services. *The World of Regional Science* (book chapter).
- [2] Zhao, L., Li, Q., & **Chen, J. M.** (2025). [How does Infrastructure Investment boost tourism development?](#) *Tourism Economics* (A, IF=4.4)
- [3] Zhao, L., Zhang, W., **Chen, J. M.**, & Leung, X. Y. (2024). [Impacts of population aging on tourism development in China: direct, indirect and spatial perspectives.](#) *Current Issues in Tourism* (A, IF=8.0).
- [4] Song, H., Zeng, W., **Chen, J. M.**, & Hsu, M. (2024). [Exploring the attitudes and behavioral intentions of marathon racers: A cross-national inquiry.](#) *Asia Pacific Journal of Tourism Research* (A, IF=5.0).
- [5] Song, H., Zeng, W., **Chen, J. M.**, & Ma, E. (2024). [COVID-19 Impacts on the Sustainable Development of Spatial Network of Urban Tourism.](#) *Sustainability*, (IF=3.9), 16(8), 3162.
- [6] Song, H., **Chen, J. M.**, Rao, X., & Wu, M. (2024). [A comparison study on](#)

- behavioral intention of marathon runners in China and the United States. *Journal of Quality Assurance in Hospitality & Tourism* (B, IF=3.3).
- [7] **Chen, J. M.**, Song, H., Zeng, W., & Ren, L. (2023). [Female visitors' behavioral intention to the Shanghai exhibition: An application of cognitive appraisal theory](#). *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* (B), 36(1), 46-63.
- [8] Liu, J., Zou, S., & **Chen, J. M.** (2023). [Which public attraction gets \(and gets more\) government funding? The effects of internal and external factors](#). *Journal of Travel Research* (A*, IF=8.9), 62(5), 1105-1120.
- [9] Liu, J., **Chen, J. M.**, Petrick, J. F., & Nijkamp, P. (2023). [Threshold effect of tourism density on urban livability](#). *Annals of Regional Science* (B, IF=1.7), 70, 315-331.
- [10] Song, C., **Chen, J. M.**, Nijkamp, P., & Li, X. (2022). [Outward FDI in China's hotel industry: An inward FDI perspective](#). *Journal of Hospitality and Tourism Management* (A, IF=7.6), 52, 228-240.
- [11] Song, H., **Chen, J. M.**, & Zeng, T. (2022). [Modeling golfers' revisit intention: An application of the theory of reasoned action](#). *Journal of Hospitality & Tourism Research* (A, IF=4.2), 46(8), 1652-1673.
- [12] Song, H., **Chen, J. M.**, & Chen, Y. (2021). [Mediating and moderating effects in golf tourism: Evidence from Hainan Island](#). *Tourism Economics* (A, IF=4.4), 27(3), 510-526.
- [13] **Chen, J. M.**, Petrick, J. F., MacKay, K., & Nijkamp, P. (2020). [Decision-making in cruise operations management: A double-hurdle approach](#). *Research in Transportation Business & Management* (C, IF=4.8), 37, 100524.
- [14] **Chen, J. M.**, De Groot, J., Petrick, J. F., Lu, T., & Nijkamp, P. (2020). [Travelers' willingness to pay and perceived value of time in ridesharing: An Experiment](#). *Current Issues in Tourism* (A, IF=8.0), 23(23), 2972-2985.
- [15] Song, C., Shi, S., **Chen, J. M.**, Nijkamp, P., & Li, X. (2020). [The influence of emigration on outward foreign direct investment](#). *Journal of Travel Research* (A*, IF=8.9), 59(4), 631-641.
- [16] Song, C., Shi, S., **Chen, J. M.**, & Li, X. (2020). [Does inward FDI affect outward FDI in China?](#). *Tourism Economics* (A, IF=4.4), 26(2), 344-349.
- [17] **Chen, J. M.**, Petrick, J. F., Papathanassis, A. A., & Li, X. (2019). [A meta-analysis of the direct economic impacts of cruise on port communities](#). *Tourism Management Perspectives* (A, IF=8.7), 31, 209-218.
- [18] **Chen, J. M.**, & Nijkamp, P. (2018). [Itinerary planning: Modelling cruise lines' lengths of stay in ports](#). *International Journal of Hospitality Management* (A*, IF=11.7), 73, 55-63.
- [19] **Chen, J. M.**, Lijesen, M. G., & Nijkamp, P. (2017). [Interpretation of cruise industry in a two-sided market context](#). *Maritime Policy & Management* (B, IF=3.5,

finalist annual best paper), 44(6), 790-801.

- [20] **Chen, J. M.**, Zhang, J., & Nijkamp, P. (2016). [A regional analysis of willingness-to-pay in Asian cruise markets](#). *Tourism Economics* (A, IF=4.4), 22(4), 809-824.
- [21] **Chen, J. M.**, Neuts, B., Nijkamp, P., & Liu, J. (2016). [Demand determinants of cruise tourists in competitive markets: Motivation, preference and intention](#). *Tourism Economics* (A, IF=4.4), 22(2), 227-253.
- [22] Neuts, B., **Chen, J. M.**, & Nijkamp, P. (2016). [Assessing customer value in segmented cruise markets](#). *Academy of Marketing Studies Journal*, 20(3), 1-13.
- [23] **Chen, J. M.**, Balomenou, C., & Nijkamp, P. (2016). [The sustainability of yachting tourism: A case study on Greece](#). *International Journal of Research in Tourism and Hospitality*, 2(2), 42-49.

Recent Teaching Experience

2024.8 - MSU Texas Dillard College of Business Administration (AACSB)
Principles of Marketing (MKTG 3723 in-person and online) undergraduate
International Marketing (MKTG 4643 in-person) undergraduate
Marketing Research (MKTG 4143 in-person) undergraduate
Marketing Analytics in Practice (MKTG 4423 in-person) undergraduate
Graduate Seminar in Marketing (MKTG 5513 online) graduate

2021.8 - 2024.5 NDSU College of Business (AACSB)
International Marketing (MRKT440/640 online) (under)graduate
Consumer Behavior (MRKT410/610 in-person and online) (under)graduate
Business Analytics (BUSN380 hybrid and online) undergraduate
International Business (BUSN340 in-person) undergraduate
Foundations of Marketing (MRKT320 online) undergraduate

Selective Seminars and Conference Presentations

- 2024 "Integrating a Custom Chatbot into Higher Education." SMA Annual conference, Tampa, Florida.
- 2024 "Developing a chatbot to enhance student learning." AMA Virtual Conference: Marketing Analytics
- 2024 "Assessing the role of Twitter on critical event management in Yellowstone." The INC, Netherlands
- 2022 "Twitter for digital marketing." North Dakota State University, USA
- 2020 "Business models in hospitality and tourism management (online)." Norwegian School of Hotel Management, University of Stavanger, Norway
- 2018 "Social media data analytics." Isenberg School of Management, University of Massachusetts Amherst, USA
- 2017 "Beyond survey: Official data, meta-analysis, and social media big data."

Ted Rogers Schools of Management, Ryerson University, Canada

- 2016 “Modeling cruise itinerary planning using social media data.” *56th European Regional Science Association Annual Conference*, Austria
- 2016 “Modeling cruise length of stay.” *International Studies Association*, UK.
- 2016 “Modeling ports competitiveness.” *NECTAR Seminar*, Swiss
- 2015 “Two-sided markets in management.” *Transport Research Society*, Belgium
- 2014 “A comparative study on service management education.” *Asia-Pacific Annual Forum*, Taiwan

Grants

- 2024 “Optimized Marketing Strategies for Sustainable Climate-Smart Turfgrass Varieties on Texas Golf Courses.” Midwestern State University. \$10,000, PI
- 2023 “Developing a Chatbot to Enhance Student Learning in Online Courses.” North Dakota State University College of Business. \$13,000, Co-PI
- 2022 “A Return-on-Investment Analysis of State Funded College Scholarships.” North Dakota State University Challey Institute. \$10,000, Co-PI
- 2018 “Social media data analytics and knowledge transfer.” The Maurice Strong Legacy. ~\$10,000, PI

Honors and Awards

- 2024 Finalist of Department Research Excellence, North Dakota State University
- 2023 Innovative Instructor Award, North Dakota State University
- 2023 Finalist of Department Best Paper Award, North Dakota State University
- 2018 Post-graduate scholarship, National Research Council, Italy
- 2018 Finalist of annual best paper award, *Maritime Policy & Management*, UK
- 2013 Annual teaching award, Xiamen University TKK College, China
- 2011 Master *summa cum laude*, Beijing International Studies University, China

Selective Journal Review Services

Event Management

Tourism Economics

The Annals of Regional Science

Academy of Marketing Studies Journal

Midwestern Business and Economic Review

Journal of Retailing and Consumer Services

Journal of Destination Marketing and Management

Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior