

Jamie M. Chen

Assistant Professor of Marketing
 Department of Management and Marketing
 Dillard College of Business Administration
 Midwestern State University
 E-mail: jamie.chen@msutexas.edu
 Phone: 940-397-4362
 Office: Dillard 274F

Education

2018.6 Ph.D. School of Business and Economics, VU Amsterdam, Netherlands
 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
 Co-Chair of MBA Supply Chain Management
 MSU Dillard College of Business Administration (DCOBA)
 -- *First-tier Award of DCOBA Research Fellow 2025*
 -- *MSU Intramural Grant 2024 (\$10,000)*

2021.8 - 2024.8 Assistant Professor of Practice in Marketing
 NDSU College of Business
 -- *Finalist of Department Research Excellence Award 2024*
 -- *College Research Fund Winner 2023 (\$13,000)*
 -- *University Innovative Instructor Award 2023*
 -- *Finalist of Department Best Paper Award 2022*

Recent Teaching Experience

2024.8 - MSU Texas Dillard College of Business Administration
Principles of Marketing (MKTG 3723 in-person and online) undergraduate
International Marketing (MKTG 4643 in-person and online) undergraduate
Marketing Research (MKTG 4143 in-person) undergraduate
Marketing Analytics in Practice (MKTG 4423 in-person) undergraduate
Marketing Analytics & Research (MKTG 4423 in-person) undergraduate
Independent Study in Marketing (MKTG 4553 in-person) undergraduate
Graduate Seminar in Marketing (MKTG 5513 online) graduate

2021.8 - 2024.5 NDSU College of Business
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

Recent 3-Year Publications (ABDC list)

- [1] **Chen, J. M.**, Zhang, L., Pengnate, F., Ma, E., & Leung, X. (2025). [Integrating a custom chatbot into higher education: From passive to interactive e-learning.](#) *Journal of Information System Education* (B), 36(4), 384-399.
- [2] **Chen, J. M.**, Humagain, P., Zhang, L., & Rao, X. (2025). [Social media as a technology for crisis management: Insights from the Yellowstone park closure during the 2022 flooding emergency.](#) *Academy of Marketing Studies Journal* (B) 29(5), 1-16.
- [3] Ma, Y., **Chen, J. M.**, & Rao, X. (2025). The valuation of urban ecosystem services. In P. Nijkamp (Ed.), [Thematic Encyclopedia of Regional Science](#) (ISBN: 9781800379275), Edward Elgar Publishing.
- [4] Reeders, L., **Chen, J. M.**, & Lay, L. (2025). [Consumer Perceptions of the Apple's Solar-Powered Watch.](#) *Midwestern Business and Economic Review*, 56, 48-62.
- [5] Song, C., **Chen, J. M.**, Nijkamp, P., & Li, X. (2025). [Impact of emigration on outbound tourism: A cultural perspective.](#) *Tourism Review* (B).
- [6] Zhao, L., Li, Q., & **Chen, J. M.** (2025). [How does Infrastructure Investment boost tourism development?](#) *Tourism Economics* (A)
- [7] Song, C., Wu, M., & **Chen, J. M.**, & Leung, X. Y. (2025). [Online or offline servicescapes: Examining the flow experience in industrial tourism.](#) *Tourism Review* (B).
- [8] 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).
- [9] 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).
- [10] Song, H., Zeng, W., **Chen, J. M.**, & Ma, E. (2024). [COVID-19 Impacts on the Sustainable Development of Spatial Network of Urban Tourism.](#) *Sustainability*, (not ABDC listed), 16(8), 3162.
- [11] 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).
- [12] **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.
- [13] 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*), 62(5), 1105-1120.

- [14] Liu, J., **Chen, J. M.**, Petrick, J. F., & Nijkamp, P. (2023). [Threshold effect of tourism density on urban livability](#). *Annals of Regional Science* (B), 70, 315-331.

Recent Conference Presentations

- 2025 "Public perceptions of marketing communications: Insights into United Healthcare crisis" SMA Annual conference, Las Vegas, Nevada.
- 2025 "Students' Learning Experience with Chatbots in Business Education." SWDSI Annual conference, Tulsa, Oklahoma.
- 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

Recent 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

Honors and Awards

- 2025 1st Place Creative Activity-Poster Advisor, Midwestern State University URCAF
- 2025 First-tier Award of DCOBA Research Fellow, Midwestern State University
- 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

Selective Journal Review Services

Event Management

Tourism Economics

Journal of Consumer Marketing

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