

Jamie M. Chen

Assistant Professor of Marketing, Co-Chair of MBA Supply Chain Management
 Department of Management and Marketing
 Dillard College of Business Administration
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Education

2018 Ph.D. School of Business and Economics, VU Amsterdam, Netherlands
 2011 M.M. *summa cum laude*, Beijing International Studies University, China
 2007 B.M. Harbin University of Commerce, China

Recent Employment

2024 - present **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 2026 (\$2,000)*
 - *First-tier Award of DCOBA Research Fellow 2025 (\$2,000)*
 - *MSU Intramural Grant 2024 (\$10,000)*

2022 - 2024 **Assistant Professor of Practice in Marketing**

North Dakota State University (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

MSU Texas Dillard College of Business Administration:

Graduate Seminar in Marketing (MKTG 5513 online) graduate
International Marketing (MKTG 4643 in-person and online) undergraduate
Marketing Analytics & Research (MKTG 4423 in-person and online) undergraduate
Principles of Marketing (MKTG 3723 in-person and online) undergraduate
Independent Study in Marketing (MKTG 4553 in-person and online) undergraduate

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 5-Year Publications (ABDC list)

- [1] Song, C., **Chen, J. M.**, Nijkamp, P., & Li, X. (2026). [Impact of emigration on outbound tourism: A cultural perspective](#). *Tourism Review* (A), 81(5), 1528-1544.
- [2] Song, C., Wu, M., & **Chen, J. M.**, & Leung, X. Y. (2026). [Online or offline servicescapes: Examining the flow experience in industrial tourism](#). *Tourism Review* (A), 81(2), 908-930.
- [3] **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.
- [4] **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.
- [5] 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.
- [6] 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.
- [7] Zhao, L., Li, Q., & **Chen, J. M.** (2025). [How does Infrastructure Investment boost tourism development?](#) *Tourism Economics* (A), 31(8), 1702-1725.
- [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), 29(14), 2824-2840.
- [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), 29(5), 577-591.
- [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*, (impact factor=4.1), 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), 27(1), 53-75.
- [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.
- [15] 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), 52, 228-240.
- [16] 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), 46(8), 1652-1673.

Recent Conferences and Presentations

- 2026 Texas Turfgrass Association Summer Conference, The Woodlands, Texas
- 2026 "A Marketing Case Research of Water-Smart Turfgrass on Texas Golf Courses" FBD Annual conference, Richardson, Texas
- 2025 Texas Turfgrass Association Winter Conference, Denton, Texas
- 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

- 2026 "SmartTurf: AI-Powered Automation, Host Resistance, and Biocontrol for Sustainable Warm-Season Turfgrass Insect IPM." USDA. \$8,500,000 (submitted), Co-PI.
- 2026 "From Cooling to Cultivation: Repurposing Data Center Water for Sod Farming Irrigation." Texas Water Development Board. \$317,000 (submitted), Co-PI.
- 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

- 2026 First-tier Award of DCOBA Research Fellow, Midwestern State University

- 2025 1st Place Creative Activity-Poster Advisor, Midwestern State University
- 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

University and Community Services

- 2026 - present Institutional Review Board (IRB) Member, MSU Texas
- 2026 - present Keller Soccer Association (KSA) Commissioner, North Texas State Soccer Association (NTSSA)
- 2025 - present Texas Turfgrass Association (TTA) Member
- 2024 - present Assurance of Learning (AoL) Committee Member, MSU Texas
- 2024 Faculty Search Committee Member, MSU Texas
- 2023 Faculty Search Committee Member, North Dakota State University

Journal Editorial and Review Services

Food Security (Associate Editor)

Event Management

Tourism Economics

Journal of Travel Research

Annals of Regional Science

Journal of Consumer Marketing

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