

# GE MEI

**Department:** Faculty of Business

**Position:** Associate Professor

## Education

<b>Degree</b>	<b>Institution</b>	<b>Graduated</b>
DBA	Macau University of Science and Technology	2010
MSc. in International Trade	South Bank University (UK)	2002
Master of Economics	Harbin Institute of Technology	1997
Diploma in Language	Heilongjiang University	1990

## Work experience

<b>Company/ Institution</b>	<b>Position</b>	<b>Year</b>
City University of Macau	Associate Professor	Aug 2017-present
City University of Macau	Assistant Professor	Jan 2015-July 2017
Shenzhen Polytechnic College	Associate Professor	2005-2015
	Assistant Professor	1997-2004
Incheon Polytechnic University (South Korea)	Guest Professor	2005-2006
William Hill Company (UK)	Assistant Accountant	2001-2002
Marketing Manager	Shenzhen Travelling Company	1996-1997
Assistant Professor	Heilongjiang Nursing College	1995
Lecturer		1986-1994

## **Publications in Refereed Journals**

- Ge Mei (2019) , A Trend Analysis on Investment in WIT 120 and Countermeasure Study , Basic & Clinical Pharmacology & Toxicology , 2019 NO:124 (SCI)
- Ge Mei (2019) , Innovative Application of Evaluation Method of Medical Service Quality in Mobile Internet Environment , Basic & Clinical Pharmacology & Toxicology , 2019 NO:124 (SCI)
- Ge Mei (2019), Investment Trend Analysis and Countermeasure Research of Global Smart Medicine, Journal of Chinese Hospital Management, April 2019, vol. 39, No. 4 (total no. 453), 43-45.
- Ge Mei (2018), Evaluation System of Medical Service Quality in Mobile Internet Environment, Chinese Hospital Journal of Management, 2018 (04), 37-39.
- Ge Mei (2017), Research on Evaluation Method of Tourist Education Effect in Macao SAR, Business Research, 5th Issue (general No 481), 184-192.
- Jiang Yuncheng, Ge Mei (2016), Initiation and Regulation of User Intelligence in Complex Adaptive Knowledge Construction System (J), Intelligence Theory and Practice, vol. 39 (No.) 101-111.
- Ge Mei (2015), Research on the Art of Doctor-patient Communication, Management Observation, (06), 21-24.
- Ge Mei (2015), Research on Communication Skills of Doctor-Patient Relationship, Research on Social and Economic Development, 3rd Issue, No.10, 98-103
- Ge Mei (2012), A Management Practice Based on the Mode of College-Enterprise Cooperation Curriculum Education Research (3), 16-19.
- Ge Mei (2009), Analysis of the External Public Relations Status of State-Owned Commercial Banks, Special Zone Economy, (02), 32-35.
- Ge Mei (2009), Current Situation Analysis of Customer Relationship Management in State-Owned Commercial Banks, World Agriculture, (05), 104-107.
- Ge Mei (2009), Strategies for Optimizing the Relationship between State-Owned Commercial Banks and Their Peers, World Agriculture, (06), 124-126.

- Ge Mei (2009), on the Acquisition of TCL and Alcatel, Special Economic Zone, (06), 26-29.
- Ge Mei (2006), On the Construction and Development of Campus Culture Education Environment in Higher Vocational Colleges, Educational Theory and Practice, (12), 10 -13.
- Ge Mei (2005), Research on the Status and Strategy of Green Food Marketing in China, Agricultural System Science and Comprehensive Research, (01), 16-18.
- Ge Mei (2005), How to Get Out of the Off-Season Marketing Mistakes, Economic Forum, (03), 10-13.
- Ge Mei (2005), Time Management: the Success of "Huawei", Business Research, (04), 50-52.
- Ge Mei (2005), Public relations Strategy of "Turning a Crisis into An Opportunity and A Turnaround into a Profit", Northern Economy, (06), 28-30.
- Ge Mei (2005), Analysis of the Status quo of SME Training in China, Reform and Strategy, (07), 11-13.
- Ge Mei (2005), On the Profits and Risks of "Fake and Inferior Commodities", Special Economic Zone, (11), 32-35.
- Ge Mei (2004), Research and Practice of Formative Assessment of Vocational Education Curriculum, North China Review, (01), 104-107.
- Ge Mei (2004), How to Overcome the "Green Trade Barrier" for Agricultural Products in China, Northern Economy, (04), 20-23.
- Ge Mei (2004), Strengthening Human Resource Management and Creating Enterprise Competitive Advantage, Reform and Strategy, (07), 8-11.
- Ge Mei (2004), Determinants of the Value of Intangible Capital in Enterprises, Business Research, (08), 23-26.
- Ge Mei (2004), How to Establish the Index System of Formative Assessment of Vocational Education Curriculum, Educational Theory and Practice, (08), 15 -18.
- Ge Mei (2004), On the Strategy of Economic Integration in the Greater Pearl River Delta, Reform and Strategy, (09), 27-30.

Ge Mei (2004), Enhancing International Competition Consciousness, Adjusting Insurance Marketing Strategy, Northern Economy, (12), 56-59.

### **Publications in Conference Volumes**

GE MEI (2018) , Eco-Tourism Education Effectiveness Indicator System Research for Macao SAR in Practice , the 3rd International Conference on Energy Material, Chemical Engineering and Mining Engineering (CPCI).

GE MEI (2017) , The Innovation Research of the Medical Service Quality Based on Big Data , the 2nd International Conference on Computer Engineering, Information Science & Application Technology (EI).

GE MEI (2017) , The Study of “Big Data” to Support Internal Business Strategists, the 2017 International Conference on Power, Electrical Engineering and Automation (EI).

GE MEI(2012) , Internationalization of family SMEs: the impact of ownership, governance, and top management team(07), 2012 IEEE 5th International Conference on Management Engineering & Technology of Statistics , 414-418 (EI).

GE MEI (2012) , Public Relations Providing Direction and Support in Corporate Social Responsibility (07) , Contemporary Innovation and Development in Management Science , 213-216 (ISPT).

### **Publications (Books)**

Ge Mei (2014), Research on the Core Competitiveness of Third-Party Automobile Logistics Enterprises, China Economic Press.

Ge Mei (2014), Government Management Mechanism of Group Unemployment Risk, Huazhong University of Science and Technology Press.

Ge Mei, Zhang Ruihua (2006), Public Relations, China Machine Press.

## **Research Project**

- Ge Mei (2019), Research on the Construction of WIT 120 Service Model in Big Bay, Project of Macau Fund.
- Ge Mei (2019), Research on Innovation and Entrepreneurship Education Evaluation Based on CIPP Model, the Project of Education Science Planning in Shenzhen.
- Ge Mei et al. (2017), "Construction Project of Evaluation Index System for Medical Talents in Shenzhen", Project of Shenzhen Municipal Commission of Health Planning.
- Ge Mei et al. (2017), "Brand Construction Project of Guangdong Province", Project of Guangdong Provincial Education Department.
- Ge Mei (2016), Research on Medical Service Innovation Based on Big Data – A Case Study of Macau Hospital, Project of Macau Fund.
- Jiang Yongchang, Ge Mei (2015), "Research on Evolution of Knowledge Construction Paradigm and Service Innovation", Project of National Social Science Fund.
- Ge Mei (2015), Research on Tourist's Education System and Its Driving Mechanism -- A Case Study of Macau, Project of Macau Fund.
- Ge Mei (2015), Research on Visitor Education System and Its Driving Mechanism -- A Case Study of Macau, Project of Macau Fund.
- Ge Mei et al. (2012), "A Study on the Government Warning Mechanism for College Students' Unemployment Risk", Project of Guangdong Philosophy and Social Fund.
- Ge Mei (2010), Talent Development Program of Shenzhen Municipal Planning and Land Resources Bureau, Project of Shenzhen Municipal Planning and Land Resources Committee.
- Ge Mei (2010), "On the Application of Evaluation in the Assessment of Polytechnic College, Project of Guangdong Higher Education Association.
- Ge Mei (2010), Study on the Cultivation Mode of Polytechnic College", 11th Five-Year Plan" Education Research Project of Shenzhen Education Association.
- Ge Mei (2008), Self-Directed Online Course of Marketing, Project of National Online Courses.