Joston Gary (Li Rui)

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👤 Ph.D. Candidate   ◎ Quantitative Marketing

EDUCATION

Linköping University
Oct 2025 - Jun 2027

Department of Industrial Engineering and Management (IEI)
Linköping, Sweden

Degree: Doctor of Philosophy (Dual Degree)

Major: Marketing

University of Aveiro
Oct 2023 - Oct 2027

Department of Economics, Management, Industrial Engineering and Tourism (DEGEIT)
Aveiro, Portugal

Degree: Doctor of Philosophy

Major: Marketing and Strategy

City University of Macau
Aug 2021 - Jul 2023

Faculty of Business (FOB)
Taipa, Macau S.A.R

Degree: Master of Philosophy (Graduated with Distinction)

Major: Business Administration (Marketing)

CGPA: 18/20 (Portugal); 8/10 (Spain); 3.5/4.0 (USA)

Accreditations: AMBA, EFMD, BGA (Business Schools), PRME

JSS Academy of Higher Education and Research
Sep 2023 - Oct 2026

Division of Cognitive Neuroscience
Mysore, India

Degree: Bachelor of Science

Major: Psychology

CGPA: 16/20 (Portugal); 7/10 (Spain); 3.2/4.0 (USA)

Accreditations: Best Institute - A++ (The National Anti-Corruption Commission, India)

Chongqing Institute of Engineering
Sep 2017 - Jun 2021

School of Civil Engineering
Chungking, China

Degree: Bachelor of Engineering (Graduated with Merit)

Major: Civil Engineering

CGPA: 16/20 (Portugal); 7/10 (Spain); 3.0/4.0 (USA)

University of the People
Oct 2024 - Jun 2027

Divsion of Data Science
California, USA

Degree: Bachelor of Science (Dual Degree)

Major: Computer Science

RESEARCH EXPERIENCE

Dynamic Pricing Strategies Using Machine Learning
Mar 2022 - Sep 2023

Research Assistant, Hong Kong Polytechnic University
Kowloon, HongKong S.A.R

- Led a quantitative study on dynamic pricing in digital marketplaces by analyzing consumer price sensitivity across three product categories (luxury goods, green products, and electronics) using a dataset of 1.2 million transactions.
- Developed predictive models using gradient-boosting algorithms (XGBoost), achieving an accuracy of 93% in forecasting optimal price points.
- Discovered that price elasticity varied by 23% across consumer demographics, leading to recommendations for

targeted pricing strategies, which increased test clients' revenue by 18% on average.

- Collaborated with industry partners to implement findings, impacting pricing models of 5 leading e-commerce firms in the APAC region.

Psychological Drivers of Brand Loyalty in Digital Contexts   Nov 2022 - May 2023

Research Assistant, Hong Kong Polytechnic University   Kowloon, HongKong S.A.R

- Explored the psychological impact of gamification on brand loyalty by conducting an experimental study with 600 participants, divided into gamified and non-gamified marketing interaction groups.

- Quantified psychological engagement using 7-point Likert scale surveys, identifying a 32% increase in engagement for gamified interactions.

- Applied hierarchical linear modeling (HLM) to evaluate the moderating effects of user personality traits on loyalty outcomes, finding significant differences ($p < 0.01$) among extroverted vs. introverted consumers.

- Presented results at two international conferences, attracting interest from over 200 attendees, and secured a grant of $150,000 HKD for follow-up studies.

Consumer Behavior Modeling Using Multivariate Techniques   Jan 2022 - Dec 2022

Research Assistant, City University of Macau   Taipa, Macau S.A.R

- Designed and implemented a study on the impact of cultural congruence in advertising on purchase intentions among Portuguese-speaking consumers in Macau, involving a sample size of 800 participants.

- Employed multivariate analysis (e.g., SEM, CFA) to assess the relationship between cultural congruence, emotional responses, and purchase intentions, achieving a model fit with CFI = 0.95, RMSEA = 0.05.

- Published findings in Q1-ranked journals on cross-cultural marketing, demonstrating that culturally congruent ads increased purchase intent by 22% compared to neutral ads.

- Conducted workshops for faculty and students on cross-cultural SEM techniques, attended by over 50 participants.

PROFESSIONAL EXPERIENCE

City University of Macau   Jul 2022 - Jan 2023

Job Position: Data Analyst   Taipa, Macau S.A.R

- Analyzed sales data of over 5,000 refrigeration units across different regions in Guangdong, identifying sales trends and market demand fluctuations.

- Developed 3 predictive sales models using historical data, which improved sales forecast accuracy by 18%, supporting better inventory management.

- Processed and cleaned data from 10+ distributors across the province to streamline reporting and reduce data inconsistencies by 15%.

- Created monthly sales performance reports, highlighting 8 key performance indicators (KPIs) such as sales volume, market share, and product profitability.

- Collaborated with the marketing team to track over 2,000 customer interactions, analyzing consumer behavior to inform targeted marketing strategies and promotions.

- Conducted competitor analysis by comparing pricing, features, and market strategies of top competitors like Gree, resulting in the identification of 5 key areas for potential product differentiation.

- Managed a database of 20,000+ customer profiles, segmenting them by purchase history and preferences, which contributed to a 12% increase in repeat customers.

China Overseas Property Co., Ltd. (Zhuhai)   May 2022 - Oct 2022

Job Position: Business Analysis   Zhuhai, China

- Analyze historical financial data and compare the financial performance of internal companies with industry competitors.

- Use Stata software to clean data through automated filtering of system data.

- Analyze the budget for administrative and manufacturing expenses, and apply budget adjustments.

- Management accounting techniques.

- Prepare research reports on expected profits in online business districts and consumer behavior analysis.

Chongqing Foreign Construction (Group) Co., Ltd.   Jul 2020 - Jan 2021

Job Position: Assistant Civil Engineer   Chungking, China

- Project supervision: Served as construction supervisor in 5 large-scale construction projects, ensuring that the projects were completed 10% ahead of schedule and the construction period was shortened to 8 months.
- Quality control: Responsible for the quality inspection of 15,000 tons of concrete and more than 20,000 square meters of steel structure materials, ensuring zero quality accidents in the project.
- Drawing optimization: Reviewed and optimized 35 sets of design drawings, helping to reduce 20% of material waste and improve construction efficiency.
- Budget management: Participated in the 200 million RMB project budget, successfully saved 10% of costs, and optimized resource allocation.
- Safety management: Implemented 50 safety inspections, discovered and eliminated 12 major safety hazards, and achieved zero accident records.

iQIYI   Jul 2019 - Oct 2019

Job Position: Data Analyst   Peking, China

- Use Stata to filter consumption data from the internal app and obtain 16,475 user profiles to build a comprehensive profile system.
- Clean and filter the extracted data using Python, selecting complex monitoring data to meet marketing plan requirements.
- Process non-standard tags and extract over 58,000 pieces of sensitive information to create a marketing research report.
- Prepare the "Q3 2019 Mobile Live Streaming Marketing Research Report".

LEADERSHIP POSITION

School of Civil Engineering   Sep 2017 - Jun 2021

Assistant to the Department Director, Chongqing Institute of Engineering   Chungking, China

- Provided administrative support to the Department Director, coordinating academic and extracurricular activities for over 1,200 students across multiple programs.
- Organized 10+ academic seminars and department-wide events, increasing student participation by 35% compared to the previous year.
- Streamlined the department's workflow by implementing a digital scheduling system, reducing meeting conflicts by 20% and improving event planning efficiency.
- Assisted in conducting student satisfaction surveys, with an average response rate of 85%, and contributed to data analysis that shaped curriculum improvement plans.

Social Work Association   Sep 2019 - Jun 2021

Social Worker, Chongqing Huiling Social Worker Association   Chungking, China

- Collaborated with a team of 25 social workers to deliver community services, including weekly counseling sessions and educational workshops for disadvantaged youth, impacting 200+ individuals.
- Spearheaded a public awareness campaign on mental health, reaching an audience of 1,000+ residents through social media, print materials, and community events.
- Initiated a partnership with 5 local schools to implement mental health support programs, benefiting 200+ students and their families.
- Received recognition from the Chongqing Social Work Association for outstanding service and leadership, achieving a 91% satisfaction rate in post-event surveys from participants.

Psychology Association   Sep 2018 - Jun 2020

President, Chongqing Institute of Engineering   Chungking, China

- Led the Psychology Association, growing its membership from 80 to 250+ members, a 212% increase in two years through targeted recruitment campaigns.
- Designed and facilitated 15 workshops and mental health seminars, attended by a cumulative total of over 1,000 participants, focusing on stress management, interpersonal skills, and career readiness.

- Launched the association's first peer counseling program, training 20 student counselors, who provided guidance to 150+ peers over the course of one academic year.
- Secured 3 sponsorships worth a total of 47,000+ CNY to fund association activities and expand outreach initiatives to local high schools.

PROFESSIONAL MEMBERS

American Marketing Association   Nov 2024 - Present

Research Staff Member   Chicago, USA

The Research Unit of Governance, Competitiveness, and Public Policies (GOVCOPP)   Nov 2024 - Present

Research Assistant   Aveiro, Portugal

European Consortium of Innovative Universities (ECIU)   Nov 2024 - Present

Research Staff Member   Aveiro, Portugal

JOURNAL PAPER

Gary, J. (2025). Information push strategies in e-commerce: Emotional and cognitive mechanisms shaping purchase decisions: Multi-method approaches. *Journal of Marketing Analytics*. (Scopus Q1; ESCI; ABS 1)

Gary, J. (2024). Examining the interplay of information, emotions, and behavior: PLS-ANN analysis. *Frontiers in Communication*. 9:1411870. (Scopus Q2; ESCI)

Gary, J., Zhao, P., & Bao, Z. (2024). Dual-Credit Policy of New Energy Automobiles in China: Corporate Innovation Capability. *Sustainability*, 16(17), 7504. (Scopus Q1; SSCI)

Gary, J., Lu, J., Feng, Y., Yang, G., Chuah, S.-C., & Moreira, A. C. (2025). The subtle power of nudging: Consumer choice in ethical and sustainable retailing. *Journal of Marketing Analytics*, Accepted. (Scopus Q1; ESCI; ABS 1)

Gary, J., Xixing, Z., Yang, G., Moreira, AC., Zhuojun, W. (2025). Augmented Reality in Retail: Technical and Emotional Factors in Post-Experience. *Journal of Global Information Management*, Major Revsion. (Scopus Q1; SSCI; ABS 2)

Jiang, L., Soo-Cheng, C., Dong-mei, X., Gary, J. (2025). Digital Economy Transformation and Regional Logistics Development: Evidence from an Underdeveloped Province in Western China. *Economies*, Major Revision. (Scopus Q1; ESCI; ABS 1)

Gary, J. (2025). Examining the determinants of user stickiness in a mobile video application: A flow theory perspective. *International Journal of Electronic Commerce Studies*, 15(4). (Scopus Q3)

Huang, Y., Gary, J., Wang, Z., Feng, Y., Zhang, N. (2025). Achievement Motivation Enhances In-Game Spending Through Flow in Competitive Games. *Contemporary Management Research*, Under Review. (Scopus Q3) (*Corresponding author)

CERTIFICATION AND TRAINING

Business Analytics   May 2023 - Aug 2023

Wharton's Business School   New York, USA

Course: Customer Analytics, Operations Analytics, People Analytics, Accounting Analytics, Business Analytics Capstone.

Using Tools: R (Programming Language); Python, SQL

Data Science   Jan 2023 - Aug 2023

IBM   New York, USA

Course: Python for Data Science, AI & Development, Python Project for Data Science, Databases and SQL for Data Science with Python, Data Analysis with Python, Data Visualization with Python, IBM Data Analyst Capstone Project, Machine Learning with Python, Data Science Methodology, Applied Data Science Capstone, Python for Data Science, AI & Development, Tools for Data Science, Python Project for Data Science.

Using Tools: Python, SQL

Digital Marketing & E-commerce   Jan 2023 - Jul 2023

Google   Kowloon, HongKong S.A.R

Course: Foundations of Digital Marketing and E-commerce; Attract and Engage Customers with Digital Marketing; From Likes to Leads: Interact with Customers Online; Think Outside the Inbox: Email Marketing; Assess for Success: Marketing Analytics and Measurement; Make the Sale: Build, Launch, and Manage Ecommerce Stores; Satisfaction Guaranteed: Develop Customer Loyalty Online.

Using Tools: Excel, Python

COURSE DESCRIPTIONS

Advanced Diploma 1 Courses

1. Strategic management; 2. International accounting; 3. Financial management; 4. Advertising; 5. Marketing; 6. NLP (neuro-linguistic programming); 7. Executive coaching; 8. Community manager; 9. E-commerce; 10. Web positioning; 11. Corporate social responsibility.

Advanced Diploma 2 Courses

1. Social Psychology (I-IV); 2. Legal Psychology (I-VI); 3. Criminal Psychology, Concepts and Object of Criminology; 4. Profiling; 5. Victimology; 6. Crime Scene, Evidence and Clues; 7. Investigation Techniques; 8. Multiple Psychopathy and Crimes; 9. Intervention in Sexual Crimes; 10. Specific Forms of Criminality; 11. Self-knowledge; 12. Self-esteem (I-III); 13. Personal and Professional Development (I-II); 14. Empathy, Social Skills and Emotional Intelligence; 15. Social Skills, Assertiveness and Related Concepts; 16. EITDAH; 17. Sexual Abuse and Child Abuse; 18. Sleep Disorder; 19. The Duel; 20. Child and Juvenile Psychopathology (I-III); 21. Psychological Evaluation (I-VII).

Master's Degree Courses

1. Managerial Business; 2. Management Information System; 3. Accounting Practice; 4. Quantitative Analysis *(Taught by HKUST Business School - Hong Kong University of Science and Technology)*; 5. Managerial Economics *(Taught by Boston College)*; 6. Financial Management; 7. Research Methodology *(Taught by The Hong Kong Polytechnic University)*; 8. Business Communication; 9. Investment *(Taught by ISCTE Business School)*; 10. Financial Statement Analysis; 11. Management Accounting; 12. Financial Derivative Products *(Taught by University of Macau)*; 13. Thesis *(Marketing Area, oral defense between City University of Macau and The Hong Kong Polytechnic University)*.

Doctor's Degree Courses

1. Consumer Behaviour; 2. Metodology and Research in Marketing and Strategy; 3. Strategic Management; 4. Advanced Studies in Strategy; 5. Tourism Marketing; 6. Innovation and Entrepreneurship; 7. Business and Marketing Ethics; 8. Data Analysis; 9. Internationalization and Global Marketing; 10. Thesis Project (Research Propoasl).

MISCELLANEOUS

- **Skills:** SPSS, Smart PLS, AMOS, Stata, Python, R, Excel, Mplus
- **Languages:** English (CEFR B2), Chinese (C1), Portuguese (CEFR A1)
- **Interests:** Marketing Model, Consumer Behavior, Digital Marketing, Model & Data Science

REFERENCES

Prof. Dr. António Carrizo Moreira   Apr 2015 - Present

Ph.D. Supervisor; Full Researcher; Academic Staff, University of Aveiro   Aveiro, Portugal

Affiliations: GOVCOPP - The Research Unit on Public Policies, Institutions and Innovation; DEGEIT - Department of Economics, Management, Industrial Engineering and Tourism; NECE - Research Centre for Business Sciences

Category: Associate Professor with Habilitation

Position: Member of the Unit Council

Cabinet: 10.3.24

Extension: 23675

External Phone: +351 234 370 361

Graduated School: University of Manchester, PhD in Management, United Kingdom

H-index: 36

H-index: 50

H-i10: 104

Google Scholar Citations: 5503

Prof. Dr. Lars Witell

Ph.D. Supervisor; Full Researcher; Academic Staff, Linköping University; BI Norwegian Business School

Jan 2012 - Present

Linköping, Sweden

Affiliations: Business Administration (FEK), ; Department of Management and Engineering (IEI); BI Norwegian Business School.

Category: Full Professor with Habilitation

Position: Advanced researcher in USA, AUS, SW, UK

External Phone: +4613282526

Graduated School: Linköping University, PhD in Management, Sweden

H-index: 53

H-i10: 93

Google Scholar Citations: 13917

H-index: 50

H-i10: 104

Google Scholar Citations: 5503

Prof. Dr. Lars Witell

Ph.D. Supervisor; Full Researcher; Academic Staff, Linköping University; BI Norwegian Business School

Jan 2012 - Present

Linköping, Sweden