

Gerard Paul Prendergast

Academic Rank

Professor of Marketing and the Dean of the College of Business Administration

Qualifications

- B. Com (First Class Honours) in Marketing, Otago University, New Zealand, 1988
- Ph.D in Marketing, Massey University, New Zealand, 1992

Research field(s)

- Socially responsible marketing
- Digital marketing
- Marketing communication
- Applications of evolutionary psychology in marketing

Publications *(Last five years)*

- Li, C., Cheng, S. Y. Y., & Prendergast, G. P. (2025). Does Sadness Sell? The Use of Negative Emotions in Fundraising Appeals: Fundraising Strategies for For-profit and Nonprofit Organizations. *Journal of Advertising Research*, 1–15. <https://doi.org/10.1080/00218499.2025.2464288>
- Montecchi M.; Gvirtz A.; Plangger K.; Prendergast G.; West D., Marketing experts are always right...aren't they? Disentangling the effects of expertise and decision-making processes, *Psychology and Marketing*, Vol: 41, pp.1432 - 1442, Jul 2024, doi: 10.1002/mar.21988
- Toscani G.; Prendergast G., The role of reciprocity and reputation in service relationships with arts organisations, *Journal of Services Marketing*, Vol: 36, pp.800 - 812, Aug 2022, doi: 10.1108/JSM-10-2020-0436
- Ng R.; Prendergast G.P.; Chang L.M.K., The Features and Effectiveness of Chinese Language Online Recommendations, *Journal of International Consumer Marketing*, Vol: 33, pp.371 - 385, Aug 2022, doi: 10.1080/08961530.2020.1857892
- Thompson E.R.; Prendergast G.P.; Dericks G.H., Personality, Luck Beliefs, and (Non-?) Problem Lottery Gambling, *Applied Research in Quality of Life*, Vol: 16, pp.703 - 722, Apr 2021, doi: 10.1007/s11482-019-09791-4
- Thompson E.R.; Prendergast G.P.; Dericks G.H., Do the happy-go-lucky, *Current Psychology*, Vol: 41, pp.29 - 40, Jan 2022, doi: 10.1007/s12144-019-00554-w
- Lee M.W.Y.; Chan A.K.K.; Prendergast G., When Marketing Dare Not Speak Its Name: Understanding Market Orientation in Chinese NGOs, *Journal of*

Nonprofit and Public Sector Marketing, Vol: 32, pp.312 - 337, May 2020, doi: 10.1080/10495142.2019.1589628

- Toscani G.; Prendergast G., Arts Sponsorship Versus Sports Sponsorship: Which Is Better for Marketing Strategy, Journal of Nonprofit and Public Sector Marketing, Vol: 31, pp.428 - 450, Aug 2019, doi: 10.1080/10495142.2018.1526748
- Lai S.M.; Prendergast G., How men interpret women's luxury brand signals, Journal of Fashion Marketing and Management, Vol: 23, pp.209 - 223, Jun 2019, doi: 10.1108/JFMM-02-2018-0025
- Lee A.L.Y.; Prendergast G.P.; Yim F.H.K.; Choi L., A social dilemma perspective on recycling, Journal of Applied Social Psychology, Vol: 49, pp.585 - 595, Sep 2019, doi: 10.1111/jasp.12618
- Prendergast, G. and Tsang, A.S.L. Explaining socially responsible consumption. Journal of Consumer Marketing. 36 (1), 2019

Courses Taught (Last five years)

- Principles of Marketing
- Digital Marketing Communication
- Social Media Marketing
- Consumer Behavior
- Service Leadership
- Marketing Research
- Qualitative Research Methods

Professional Experience

Member of:

- American Academy of Advertising (AAA)
- British Chartered Institute of Marketing (MCIM)
- Hong Kong Institute of Marketing
- Association of Consumer Research
- American Marketing Association
- European Marketing Academy

Committees Work

- **School of Business**
- 2010 to 2024: Member, Accreditation and Assessment Committee
- 2013-2015: Associate Dean (Research and Taught Postgraduate Programmes), Chairman, Taught Postgraduate Studies Committee
- 2015: Convener, Taskforce to review school system for rewarding teaching and research
- 2013: Convener, Taskforce to review school criteria for promotion and tenure
- 2009-now: Member of School Executive Committee, Member of Business Advisory Committee, Member of Graduate Studies Committee
- 1999- 2004: Chairman, MBA Course Management Committee and Examination Board

University

- 2023 to 2024: Member, Institutional Performance and Benchmarking Taskforce (IPBT)
- 2021 to 2024: Member, Quality Assurance Committee (QAC)
- 2021 to 2022: Member, President's Award Selection Committee
- 2021 to 2022: Member, President's Award Selection Sub-committee
- 2016 to 2024: School of Business representative, Internationalisation Advisory Committee
- 2014 to 2016: Member, Research Postgraduate Studies Committee (RPSC)
- 2013 to 2016: Member, Taught Postgraduate Regulations Committee (TPRC)
- 2013 to 2015: Member, Quality Assurance Committee (QAC)
- 2012 to 2015: Member, Staff Affairs Committee
- 2004 to 2011: Member, Internationalization Advisory Committee

SERVICE/ADMINISTRATION (EXTERNAL)

- 2022-2024: Register of Auditors, University Grants Committee (UGC) (Quality Assurance Council, HKSAR Government)
- 2019 to 2021: member of President's Advisory Committee on R&D, Hong Kong Metropolitan University (HKMU)
- 2014: Member, Business and Economics Panel, University Grants Committee (UGC) Research Assessment Exercise (RAE)

Honors and Awards

- Otago University Prize in Marketing, 1986
- Otago University J W Hayward Scholarship in Commerce, 1987
- UGC PhD Scholarship, 1988
- McKinsey and Company Scholarship, 1990
- Massey University 1990 Graduate Research Award in Marketing, 1990
- Massey University 1991 Graduate Research Award in Marketing, 1991
- Awarded Aston Business School International Teachers Programme (ITP) Scholarship, 1994
- Emerald Literati outstanding reviewer award, 2006
- International Journal of Advertising best reviewer award, 2007
- Emerald Literati outstanding reviewer award, 2007
- Journal of Advertising best reviewer award, 2008
- Ranked 13th in the world in terms of advertising research productivity (period 1997-2006), 2008
- Winner of School of Business Award for Outstanding Performance (Teaching), HKBU, 2010
- Winner of Vice-President's Faculty Performance Award, HKBU, 2011
- Winner of Highly Commended Paper Award - Literati Awards for Excellence, 2012
- Routledge Outstanding Associate Editor Award, 2015
- Ranked 15th in the world in terms of advertising research productivity (period 2000-2014), 2016

- Winner of School of Business Award for Outstanding Performance (Teaching), HKBU, 2018
- Winner of General Education Teaching Award, HKBU, 2018
- Winner of School of Business Award for Outstanding Performance (Team Teaching), HKBU, 2019
- Winner of President's Award for Outstanding Performance (Team Teaching), HKBU, 2019
- Ranked 32 in the world in terms of advertising research citations (period 2008-2019), 2021
- Ranked 61st amongst business and management scientists in China (D index 33 with 100 publications), 2023

Other Contributions and Achievements

CONSULTANT AND/OR TAUGHT EXECUTIVE TRAINING PROGRAMMES FOR THE FOLLOWING COMPANIES

- World Wildlife Fund (WWF) (HK)
- Market Insights Group (HK)
- Buspac (HK)
- The Economist (UK) Ltd
- Mercedes Dasa (UK) Ltd
- Ogilvy and Mather (HK)
- Unilever (UK, Middle East, and Africa)
- ANZ Banking Group (New Zealand) Ltd
- General Accident Insurance (UK) Ltd
- Tate and Lyle (UK) Ltd
- Colonial Mutual (UK) Ltd
- British Aerospace (UK) Ltd
- Civil Aviation Authority (UK)
- 3M (Hong Kong) Ltd