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Chinese Name

彭嘉諾

Employment

Professor

Department of Management, Marketing and Information Systems
Hong Kong Baptist University
1 Sept 2006 → present

Associate Dean (Internationalisation)

Office of the Dean of Business
Hong Kong Baptist University
1 Sept 2022 → present

Director

Wing Lung Bank International Inst for Business Development
Hong Kong Baptist University
1 Sept 2022 → present

Research outputs

Marketing experts are always right...aren't they? Disentangling the effects of expertize and decision-making processes

Montecchi, M., Gvartz, A., Plangger, K., Prendergast, G. P. & West, D., 2 Mar 2024, (E-pub ahead of print) In: Psychology & Marketing. 11 p.

The role of reciprocity and reputation in service relationships with arts organisations

Toscani, G. & Prendergast, G., 16 Aug 2022, In: Journal of Services Marketing. 36, 6, p. 800-812 13 p.

Do the happy-go-lucky?

Thompson, E. R., Prendergast, G. P. & Dericks, G. H., Jan 2022, In: Current Psychology. 41, 1, p. 29-40 12 p.

The Features and Effectiveness of Chinese Language Online Recommendations

Ng, R., Prendergast, G. P. & Chang, L. M. K., 8 Aug 2021, In: Journal of International Consumer Marketing. 33, 4, p. 371-385 15 p.

Personality, Luck Beliefs, and (Non-?) Problem Lottery Gambling

Thompson, E. R., Prendergast, G. P. & Dericks, G. H., Apr 2021, In: Applied Research in Quality of Life. 16, 2, p. 703-722 20 p.

When Marketing Dare Not Speak Its Name: Understanding Market Orientation in Chinese NGOs

Lee, M. W. Y., CHAN, A. K. K. & PRENDERGAST, G. P., 26 May 2020, In: Journal of Nonprofit and Public Sector Marketing. 32, 3, p. 312-337 26 p.

A social dilemma perspective on recycling

Lee, A. L. Y., Prendergast, G. P., Yim, F. H. K. & Choi, L., 1 Sept 2019, In: Journal of Applied Social Psychology. 49, 9, p. 585-595 11 p.

Arts Sponsorship Versus Sports Sponsorship: Which Is Better for Marketing Strategy?

Toscani, G. & Prendergast, G. P., 8 Aug 2019, In: Journal of Nonprofit and Public Sector Marketing. 31, 4, p. 428-450 23 p.

How men interpret women's luxury brand signals

Lai, S. M. & PRENDERGAST, G. P., 13 May 2019, In: Journal of Fashion Marketing and Management. 23, 2, p. 209-223 15 p.

Explaining socially responsible consumption

PRENDERGAST, G. P. & TSANG, A. S. L., 14 Jan 2019, In: Journal of Consumer Marketing. 36, 1, p. 146-154 9 p.

Trust in online recommendations: an evolutionary psychology perspective

PRENDERGAST, G. P., Paliwal, A. & Chan, K. K. F., 4 Mar 2018, In: International Journal of Advertising. 37, 2, p. 199-216 18 p.

Sponsees: the silent side of sponsorship research

Toscani, G. & PRENDERGAST, G. P., 2018, In: Marketing Intelligence and Planning. 36, 3, p. 396-408 13 p.

Local Residents' Perceptions of an Influx of Tourists: A Hong Kong Case Study

PRENDERGAST, G. P., Lam, H. S. & Ki, Y. P., 7 Aug 2016, In: Journal of International Consumer Marketing. 28, 4, p. 283-293 11 p.

The hidden factors behind sponsorship and image transfer: Considerations for bilateral image transfer among sponsors and events

PRENDERGAST, G. P., Paliwal, A. & MAZODIER, M., 1 Jun 2016, In: Journal of Advertising Research. 56, 2, p. 132-135 4 p.

Using an expanded Theory of Planned Behavior to predict adolescents' intention to engage in healthy eating

Chan, K., Prendergast, G. & Ng, Y-L., 1 Jan 2016, In: Journal of International Consumer Marketing. 28, 1, p. 16-27 12 p.

A Reflective Dialogue of Problems and Prospects in Cross National Research

Phau, I. & Prendergast, G., Dec 2015, (E-pub ahead of print) *Proceedings of the 1999 Academy of Marketing Science (AMS) Annual Conference*. Noble, C. H. (ed.). Springer Cham, p. 249 1 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Piracy Proliferation in Crisis Stricken Asia: Consequences for Marketers?

Phau, I. & Prendergast, G., Dec 2015, (E-pub ahead of print) *Proceedings of the 1999 Academy of Marketing Science (AMS) Annual Conference*. Noble, C. H. (ed.). Springer Cham, p. 106 1 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Surprisingly complex life: Sue Leung's story

PRENDERGAST, G. P., Ma, S. & Tsui Yan Ming, E., 1 Jun 2015, In: Asia-Pacific Psychiatry. 7, 2, p. 190-196 7 p.

Exploring the Relevance of Organizational Buying Theory in Chinese Advertising Client-Advertising Agency Relationships

Prendergast, G. & Shi, Y-Z., Jun 2015, *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Manrai, A. K. & Meadow, H. L. (eds.). Springer Cham, p. 51-52 2 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

The influence of trait affect and the five-factor personality model on impulse buying

Thompson, E. R. & PRENDERGAST, G. P., 1 Apr 2015, In: Personality and Individual Differences. 76, p. 216-221 6 p.

Impact of Conspicuous Consumption on Country of Origin of Brand: An Asian Model (Abstract)

Phau, I. & Prendergast, G., 2 Feb 2015, *Proceedings of the 1999 Academy of Marketing Science (AMS) Annual Conference*. Noble, C. H. (ed.). 1st ed. Springer Cham, p. 328 1 p. (Developments in Marketing Science: Proceedings of

the Academy of Marketing Science).

Mainland Chinese visitors' purchase of luxury goods in Hong Kong: A case study

Prendergast, G. P., Lam, H. S. & Ki, Y. P., Dec 2014.

Predicting socially responsible consumption using the theory of planned behavior

Prendergast, G. P. & Tsang, S. L., Dec 2014.

Should Different Marketing Communication Strategies Be Used to Promote Healthy Eating Among Male and Female Adolescents?

Chan, K., Ng, Y-L. & Prendergast, G., Dec 2014, In: Health Marketing Quarterly. 31, 4, p. 339-352 14 p.

Advertising Budgeting Methods and Processes in China

West, D., Prendergast, G. & Shi, Y. Z., 10 Nov 2014, *Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty: Proceedings of the 2004 Academy of Marketing Science (AMS) Annual Conference*. Spotts, H. E. (ed.). 1st ed. Springer Cham, p. 288-294 7 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Eating Disorders – The Role of Advertising and Editorial

Prendergast, G., West, D. C. & Yan, L. K., Oct 2014, *Proceedings of the 2002 Academy of Marketing Science (AMS) Annual Conference*. Spotts, H. E. (ed.). Springer Cham, p. 175-178 4 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Exploring Piracy Purchase Intentions: The Case of VCDs

Prendergast, G., Phau, I. & Leung, H. C., Oct 2014, (E-pub ahead of print) *New Meanings for Marketing in a New Millennium: Proceedings of the 2001 Academy of Marketing Science (AMS) Annual Conference*. Moore, M. & Moore, R. S. (eds.). Springer Cham, p. 154 1 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

eWOM - do men and women differ in their trust? An evolutionary perspective

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Affect as the central mechanism of image transfer: Association alone is not enough

Paliwal, A. & Prendergast, G. P., Aug 2014, *Proceedings of AMA Summer Educators' Conference 2014: Leveraging new technologies to create value*. Curran Associates, Inc., p. 67-68 2 p.

Consumer perceptions of salesperson gender and credibility: An evolutionary explanation

PRENDERGAST, G. P., Li, S. S. & Li, C., 6 May 2014, In: Journal of Consumer Marketing. 31, 3, p. 200-211 12 p.

Predicting handbill avoidance in Hong Kong and the UK

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Belief in luck and luckiness: Conceptual clarification and new measure validation

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An evolutionary explanation for shopping behavior

PRENDERGAST, G. P. & Lam, C. C., 2013, In: Journal of Consumer Marketing. 30, 4, p. 366-370 5 p.

Rational and irrational influences on lucky draw participation

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The relationship between Facebook use and users' emotions

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Emotion regulation: Cognitive and affective consequences for fund-raising advertisements

Li, C., Cheng, Y. Y., Lee, S. L., Prendergast, G. P. & Chao, M. M., Jul 2012, *Marketing: catching the technology wave : Academy of Marketing Conference 2-5 July 2012*. p. 1-5 5 p.

Hong Kong adolescents' attitudes toward healthy eating and knowledge of nutrition information in food labels = 香港青少年的健康飲食態度及食物營養標籤的認識

Chan, K. & Prendergast, G. P., May 2012, 30 p. Hong Kong : Hong Kong Baptist University.

The Hand, the Bill... or Both? The Role of Credibility in Handbill Acceptance

PRENDERGAST, G. P., Wai, K. T. & Cheung, W. Y., 1 Mar 2012, In: *Journal of Advertising Research*. 52, 1, p. 128-135 8 p.

Danish and Chinese adolescents' perceptions of healthy eating and attitudes toward regulatory measures

Chan, K., Prendergast, G., Grønhøj, A. & Bech-Larsen, T., 30 Aug 2011, In: *Young Consumers*. 12, 3, p. 216-228 13 p.

Linking sports sponsorship with purchase intentions: Team performance, stars, and the moderating role of team identification

Ngan, H. M. K., PRENDERGAST, G. P. & TSANG, A. S. L., Apr 2011, In: *European Journal of Marketing*. 45, 4, p. 551-566 16 p.

The role of socializing agents in communicating healthy eating to adolescents: A cross-cultural study

Chan, K., Prendergast, G., Grønhøj, A. & Bech-Larsen, T., Jan 2011, In: *Journal of International Consumer Marketing*. 23, 1, p. 59-74 16 p.

A phenomenological study of the sponsors' experience of joining a child sponsorship program

Prendergast, G. P. & Chan, H-W. M., Oct 2010.

The ethics of advertising: the impact of self-relevance of the comparison dimension and social comparison orientation on consumers' purchase behavior

Li, C. & Prendergast, G. P., Oct 2010.

Match Game: Linking Sponsorship Congruence with Communication Outcomes

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The role of socializing agents in communicating healthy eating to adolescents: A cross cultural study

Chan, K. K. W., Prendergast, G. P., Grønhøj, A. & Bech-Larsen, T., Apr 2010.

The interactive influence of country of origin of brand and product involvement on purchase intention

Prendergast, G. P., Tsang, A. S. L. & Chan, C. N. W., Mar 2010, In: *Journal of Consumer Marketing*. 27, 2, p. 180-188 9 p.

Antecedents to advertising avoidance in china

PRENDERGAST, G. P., Cheung, W. L. & West, D., 2010, In: *Journal of Current Issues and Research in Advertising*. 32, 2, p. 87-100 14 p.

Online word of mouth and consumer purchase intentions

PRENDERGAST, G. P., Ko, D. & Yuen, S. Y. V., 2010, In: *International Journal of Advertising*. 29, 5, p. 687-708 22 p.

Advertising and promotions budgeting and the role of risk

West, D. & PRENDERGAST, G. P., 13 Nov 2009, In: *European Journal of Marketing*. 43, 11, p. 1457-1476 20 p.

Is a "star" worth a thousand words? The interplay between product-review texts and rating valences

Tsang, A. S. L. & Prendergast, G., 13 Nov 2009, In: *European Journal of Marketing*. 43, 11, p. 1269-1280 12 p.

Adolescents' perceptions of healthy eating and communication about healthy eating

Chan, K., Prendergast, G., Grønhøj, A. & Bech-Larsen, T., 16 Oct 2009, In: *Health Education*. 109, 6, p. 474-490 17 p.

A Hong Kong study of advertising credibility

Prendergast, G., Liu, P. & Poon, D. T. Y., 31 Jul 2009, In: *Journal of Consumer Marketing*. 26, 5, p. 320-329 10 p.

Communicating healthy eating to adolescents

Chan, K., Prendergast, G., Grønhøj, A. & Bech-Larsen, T., Jan 2009, In: *Journal of Consumer Marketing*. 26, 1, p. 6-14 9 p.

Does culture affect evaluation expressions? A cross-cultural analysis of Chinese and American computer game reviews

TSANG, A. S. L. & PRENDERGAST, G. P., 2009, In: *European Journal of Marketing*. 43, 5-6, p. 686-707 22 p.

向青少年傳播健康飲食

陳家華, Prendergast, G., Grønhøj, A. & Bech-Larsen, T., 2009, *健康傳播與公共衛生*. 馬成龍 (ed.). 1st ed. 香港: 香港教育圖書公司, p. 88-108 21 p.

How far is too far? the antecedents of offensive advertising in modern China

PRENDERGAST, G. P., Cheung, W. L. & West, D., 1 Dec 2008, In: *Journal of Advertising Research*. 48, 4, p. 484-495 12 p.

Antecedents of the intention to seek samples

Prendergast, G. P., Tsang, A. S. L. & Lo, C. Y., 14 Nov 2008, In: *European Journal of Marketing*. 42, 11-12, p. 1162-1169 8 p.

Sales promotion strategies and belief in luck

PRENDERGAST, G. P. & Thompson, E. R., Nov 2008, In: *Psychology & Marketing*. 25, 11, p. 1043-1062 20 p.

Social comparison, imitation of celebrity models and materialism among Chinese youth

Chan, K. & Prendergast, G. P., Oct 2008, In: *International Journal of Advertising*. 27, 5, p. 799-826 28 p.

Predicting premium proneness

PRENDERGAST, G. P., TSANG, A. S. L., Poon, D. T. Y. & Fan, T. Y., 1 Jun 2008, In: *Journal of Advertising Research*. 48, 2, p. 287-296 10 p.

Teenagers' perceptions of strategies aimed at reducing "unhealthy" consumption practices

Grønhøj, A., Bech-Larsen, T., Chan, K. & Prendergast, G. P., Apr 2008.

Buyers of Pirated VCD/DVDs in Hong Kong: Their Profile Perceptions

Cheung, W. L. & Prendergast, G., 17 Oct 2007, *Harmony Versus Conflict in Asian Business: Managing in a Turbulent Era*. Yau, O. H. M. & Chow, R. P. M. (eds.). Palgrave Macmillan, p. 167-181 15 p. (Palgrave Macmillan Asian Business Series).

The art of reviewing

Prendergast, G. P., Apr 2007, In: *International Journal of Advertising*. 26, 2, p. 277-280 4 p.

Materialism and social comparison among adolescents

Chan, K. & Prendergast, G., Mar 2007, In: *Social Behavior and Personality*. 35, 2, p. 213-228 16 p.

Advertising budgeting methods and processes in China

PRENDERGAST, G. P., West, D. & Shi, Y. Z., Sept 2006, In: Journal of Advertising. 35, 3, p. 165-176 12 p.

Exploring the materialism and conformity motivations of chinese pirated product buyers

Cheung, W. L. & PRENDERGAST, G. P., 13 Jun 2006, In: Journal of International Consumer Marketing. 18, 3, p. 7-31 25 p.

Effect of interpersonal communication and advertising viewing: A youth survey (abstract)

Chan, K. & Prendergast, G. P., Mar 2006, *American Academy of Advertising 2006 Conference Proceedings*. American Academy of Advertising, p. 138 1 p. (American Academy of Advertising Conference Proceedings).

A new framework for evaluating sponsorship opportunities

Poon, D. T. Y. & PRENDERGAST, G. P., Jan 2006, In: International Journal of Advertising. 25, 4, p. 471-487 17 p.

Buyers' perceptions of pirated products in China

Cheung, W. L. & PRENDERGAST, G. P., 2006, In: Marketing Intelligence and Planning. 24, 5, p. 446-462 17 p.

Perceptions of handbills as a promotional medium: An exploratory study

PRENDERGAST, G. P. & Man, Y. S., Mar 2005, In: Journal of Advertising Research. 45, 1, p. 124-131 8 p.

Behavioural response to sales promotion tools: A Hong Kong study

Shi, Y. Z., Cheung, K. M. & PRENDERGAST, G. P., Jan 2005, In: International Journal of Advertising. 24, 4, p. 469-489 21 p.

The effectiveness of cinema advertising in Hong Kong

PRENDERGAST, G. P. & Wah, C. L., Jan 2005, In: International Journal of Advertising. 24, 1, p. 79-93 15 p.

Corporate intelligence dissemination as a consequence of intranet effectiveness: an empirical study

Murgolo-Poore, M. E., Pitt, L. F., Berthon, P. R. & Prendergast, G., Jun 2003, In: Public Relations Review. 29, 2, p. 171-184 14 p.

An Asian perspective of offensive advertising on the web

PRENDERGAST, G. P. & Hwa, H. C., Jan 2003, In: International Journal of Advertising. 22, 3, p. 393-411 19 p.

Parental influence on the purchase of luxury brands of infant apparel: An exploratory study in Hong Kong

PRENDERGAST, G. P. & Wong, C., 2003, In: Journal of Consumer Marketing. 20, 2-3, p. 157-169 13 p.

Understanding consumer demand for nondeceptive pirated brands

PRENDERGAST, G. P., Hing Chuen, L. & Phau, I., 1 Dec 2002, In: Marketing Intelligence and Planning. 20, 7, p. 405-416 12 p.

Offensive advertising: A view from singapore

Phau, I. & PRENDERGAST, G. P., 5 Mar 2002, In: Journal of Promotion Management. 7, 1-2, p. 71-90 20 p.

The influence of store image on store loyalty in Hong Kong's quick service restaurant industry

PRENDERGAST, G. P. & Man, H. W., Jan 2002, In: Journal of Foodservice Business Research. 5, 1, p. 45-59 15 p.

A Hong Kong view of offensive advertising

PRENDERGAST, G. P., Ho, B. & Phau, I., 2002, In: Journal of Marketing Communications. 8, 3, p. 165-177 13 p.

Role portrayal in advertising and editorial content, and eating disorders: an Asian perspective

PRENDERGAST, G. P., Yan, L. K. & West, D. C., 2002, In: International Journal of Advertising. 21, 2, p. 237-258 22 p.

Consumer perceptions of shopping bags

PRENDERGAST, G. P., Wai ng, S. & Lee Leung, L., 1 Dec 2001, In: Marketing Intelligence and Planning. 19, 7, p. 475-482 8 p.

Client perceptions of advertising and advertising agencies: A China study

PRENDERGAST, G. P. & Shi, Y. Z., 2001, In: Journal of Marketing Communications. 7, 2, p. 47-63 17 p.

Organizational buying and advertising agency-client relationships in china

PRENDERGAST, G. P., Shi, Y. & West, D., 2001, In: Journal of Advertising. 30, 2, p. 61-71 11 p.

Profiling brand-piracy-prone consumers: An exploratory study in Hong Kong's clothing industry

Phau, I., PRENDERGAST, G. P. & Chuen, L. H., 2001, In: Journal of Fashion Marketing and Management. 5, 1, p. 45-55 11 p.

Insights from ecology: An ecotone perspective of marketing

PRENDERGAST, G. P. & Berthon, P., Apr 2000, In: European Management Journal. 18, 2, p. 223-232 10 p.

Conceptualizing the country of origin of brand

Phau, I. & PRENDERGAST, G. P., 2000, In: Journal of Marketing Communications. 6, 3, p. 159-170 12 p.

Exploring advertising client-advertising agency relationships in China: The applicability of organizational buying theory

PRENDERGAST, G. P. & Shi, Y. Z., Dec 1999, In: Journal of International Consumer Marketing. 12, 1, p. 21-38 18 p.

The effectiveness of exterior bus advertising in hong kong: A preliminary investigation

PRENDERGAST, G. P. & Hang, C. C., 30 Sept 1999, In: Journal of International Consumer Marketing. 11, 3, p. 33-50 18 p.

Retailers' views of shopping centres: A comparison of tenants and non-tenants

PRENDERGAST, G. P., Marr, N. & Jarratt, B., 1 May 1998, In: International Journal of Retail and Distribution Management. 26, 4, p. 162-171 10 p.

Generic Products: Who Buys Them and How Are They Perceived?

Prendergast, G. P. & Marr, N. E., 16 Jul 1997, In: Journal of International Consumer Marketing. 9, 4, p. 55-72 18 p.

Perceptions of generic products: a macro and micro view

PRENDERGAST, G. P. & Marr, N. E., 1 Apr 1997, In: Journal of Product and Brand Management. 6, 2, p. 93-108 16 p.

Visits, hits, caching and counting on the World Wide Web: old wine in new bottles?

Berthon, P., Pitt, L. & Prendergast, G. P., 1 Mar 1997, In: Internet Research. 7, 1, p. 5-8 4 p.

Generic products: who buys them and how do they perform relative to each other?

Prendergast, G. P. & Marr, N. E., Mar 1997, In: European Journal of Marketing. 31, 2, p. 94-109 16 p.

Packaging, the environment, and European legislation: marketing's response

Prendergast, G. P., Pitt, L. & Berthon, P., 1997, In: Journal of Euromarketing. 6, 2, p. 75-98 24 p.

An exploratory study of tenant-manager relationships in New Zealand's managed shopping centres

PRENDERGAST, G. P., Marr, N. & Jarratt, B., 1 Oct 1996, In: International Journal of Retail and Distribution Management. 24, 9, p. 19-26 8 p.

Social decision schemes and group processes: Some impacts on decision making

Nel, D., Pitt, L. F., Berthon, P. & PRENDERGAST, G. P., 1 Sept 1996, In: Journal of Managerial Psychology. 11, 6, p. 4-17 14 p.

Marketing and professional services: The case of consultancy engineering

Mark, N. E., Sherrard, M. J. & PRENDERGAST, G. P., 1996, In: Service Industries Journal. 16, 4, p. 544-562 19 p.

Activities

Perception and practices of healthy eating: a comparison study among adolescents in Hong Kong and Mainland China

Kara K W CHAN (Speaker), Gerard P PRENDERGAST (Speaker) & Yanni Ma (Speaker)

15 Jul 2015 → 18 Jul 2015

Predicting Chinese adolescents' intentions to engage in healthy eating

Kara K W CHAN (Speaker), Gerard P PRENDERGAST (Speaker) & Yu Leung NG (Speaker)

1 Dec 2014 → 3 Dec 2014

Adolescents' perceptions of healthy eating and attitudes toward regulatory measures: A Denmark-Hong Kong comparison

Kara K W CHAN (Speaker), Gerard P PRENDERGAST (Speaker), Alice Gronhoj (Speaker) & Tino Bech-Larsen (Speaker)

4 Jun 2010 → 6 Jun 2010

International Journal of Advertising (Journal)

Gerard P Prendergast (Associate editor)

2008 → ...

Marketing Intelligence and Planning (Journal)

Gerard P PRENDERGAST (Member of editorial board)

2006 → ...

Asia Pacific Journal of Marketing and Logistics (Journal)

Gerard P PRENDERGAST (Member of editorial board)

2004 → ...

Journal of Marketing Communications (Journal)

Gerard P PRENDERGAST (Member of editorial board)

2003 → ...

Journal of Advertising Research (Journal)

Gerard P PRENDERGAST (Member of editorial board)

2002 → ...

Journal of Advertising (Journal)

Gerard P PRENDERGAST (Member of editorial board)

2001 → ...

European Journal of Marketing (Journal)

Gerard P PRENDERGAST (Member of editorial board)

2000 → ...

Prizes

Aston Business School International Teachers Programme (ITP) Scholarship

PRENDERGAST, Gerard P (Recipient), 1994

Emerald Literati Network Awards for Excellence 2012

CHAN, Kara K W (Recipient), PRENDERGAST, Gerard P (Recipient), Grønhøj, Alice (Recipient) & Bech-Larsen, Tino (Recipient), 2012

Emerald Literati Outstanding Reviewer Award

PRENDERGAST, Gerard P (Recipient), 2006

Emerald Literati Outstanding Reviewer Award

PRENDERGAST, Gerard P (Recipient), 2007

International Journal of Advertising Best reviewer Award

PRENDERGAST, Gerard P (Recipient), 2007

Journal of Advertising Best Reviewer Award

PRENDERGAST, Gerard P (Recipient), 2008

Routledge Outstanding Associate Editor Award

PRENDERGAST, Gerard P (Recipient), 2015

Winner of General Education Teaching Award, HKBU

PRENDERGAST, Gerard P (Recipient), 2018

Winner of Highly Commended Paper Award - Literati Awards for Excellence

PRENDERGAST, Gerard P (Recipient), 2012

Winner of President's Award for Outstanding Performance (Team Teaching), HKBU

PRENDERGAST, Gerard P (Recipient), 2019

Winner of School of Business Award for Outstanding Performance (Teaching), HKBU

PRENDERGAST, Gerard P (Recipient), 2010

Winner of School of Business Award for Outstanding Performance (Teaching), HKBU

PRENDERGAST, Gerard P (Recipient), 2018

Winner of School of Business Award for Outstanding Performance (Team Teaching), HKBU

PRENDERGAST, Gerard P (Recipient), 2019

Winner of Vice-President's Faculty Performance Award, HKBU

PRENDERGAST, Gerard P (Recipient), 2011

Grants

Projects

Predicting healthy eating behavior among adolescents using the Theory of Planned Behavior

CHAN, K. K. W. & PRENDERGAST, G. P.

1/12/13 → 31/07/15