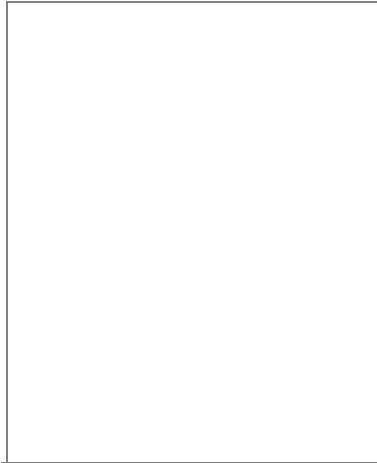


# Huang Fei



Position : Assistant Professor  
Faculty : School of Business  
Email Address : fhuang@must.edu.mo  
Telephone : (853) 8897-2191  
Fax No. : (853) 2882-3281  
Office : O925  
Mailing Address : Avenida Wai Long, Taipa, Macau

## ***Teaching and Research Areas :***

Electronic Commerce, Management Information System, Tourism Marketing

## ***Academic Qualifications***

2003.9-2008.6, PH.D, M.U.S.T, Macau

2001.9-2003.6, Master of IT , Monash University, Melbourne, Australia

1996.9-2000.6, Bachelor of computer science, Nanjing University, Nanjing, China

## ***Teaching Experiences***

2008.9-now, Assistant Professor, School of Business, M.U.S.T, Macau

2006.9-2008.8, Lecturer, Faculty of Management and Administration, M.U.S.T, Macau

2003.9-2006.8, Teaching Assistant, Faculty of Management and Administration,  
M.U.S.T, Macau

## ***Representative Publications***

### ***Journal Articles:***

Business reasoning of entrepreneurship in populist Internet start-ups,  
Modern Economic Research, Feb 2016.

Research on Chinese Traditional Auction Agents' Intention to Online Auction,  
Commercial Research, Dec 2014.

E-Commerce innovations in traditional retailing business, Enterprise Management,  
Jan 2014.

Perceived-value based Consumer's Acceptance Behavior Model and the Empirical  
Study, Commercial Research, Jun 2013.

## ***Academic Books / Monographs:***

***Conference Proceedings:***

***Recent Research Projects***

***Membership of Academic Associations and community service***