

# JIANG Huimin



**Title:** Assistant Professor  
**Faculty :** School of Business  
**Email** hmjiang@must.edu.mo  
**address :**  
**Tel :** (853) 8897-2364

## Academic Qualification

2010 - 2014 Ph.D.: The Hong Kong Polytechnic University, Industrial and Systems Engineering  
2006 - 2009 Master: Nankai University, Systems Engineering  
2002 - 2006 BA: Xiangtan University, Automation

## Working Experience

2020 - Present Assistant Professor / Macau University of Science and Technology  
2018 - 2020 Assistant Professor / Shenzhen University  
2018 Research Fellow / The Hong Kong Polytechnic University  
2017 - 2018 Postdoctoral Fellow / The Hong Kong Polytechnic University  
2013 - 2017 Research Associate /The Hong Kong Polytechnic University

## Teaching Activities

Applied statistics; Business statistics; Electronic commerce; Information technology service management

## Research Areas

Computational modelling and optimization; Artificial intelligence; New product design and development; Opinion mining; Analysis of dynamic customer preference

## Selected Publications

Journal papers

**Huimin Jiang**, Xianhui Wu, Farzad Sabetzadeh, and Kit Yan Chan (2023). Developing explicit customer preference models using fuzzy regression with nonlinear structure. *Complex & Intelligent Systems*, 2023.

**Huimin Jiang**, Farzad Sabetzadeh, and Kit Yan Chan (2023). Developing Nonlinear Customer Preferences Models for Product Design Using Opinion Mining and Multiobjective PSO-Based ANFIS Approach. *Computational Intelligence and Neuroscience*, 2023, 6880172.

**Huimin Jiang**, Farzad Sabetzadeh, Zhijun Lin, and Huajun Tang (2022). Nonlinear time series fuzzy regression for developing explainable consumer preferences models based on online comments. *IEEE Transactions on Fuzzy Systems*, 30(10), 4460-4470.

**Huimin Jiang**, Gaicong Guo, Farzad Sabetzadeh, Kit Yan Chan (2022). Model variational consumer preferences based on online reviews using sentiment analysis and PSO-based DENFIS approaches. *Journal of Intelligent & Fuzzy Systems*, 43(3), 2407-2418.

**Huimin Jiang**, C.K. Kwong, G.E. Okudan Kremerc, and W.Y. Park (2019). Dynamic modelling of customer preferences for product design using DENFIS and opinion mining. *Advanced Engineering Informatics*, 42, 100969.

**Huimin Jiang**, C. K. Kwong, C.Y. Chan and K. L. Yung (2019). A Multi-Objective Evolutionary Approach for Fuzzy Regression Analysis. *Expert Systems with Applications*, 130(2019), 225-235.

**Huimin Jiang**, C.K. Kwong, W.Y. Park and K.M. Yu (2018). A multi-objective PSO approach of mining association rules for affective design based on online customer reviews. *Journal of Engineering Design*, 29(7), 381-403.

#### Conference papers

**Huimin Jiang**, and Farzad Sabetzadeh (2022). Defining the Settings of Product Attributes for Product Design Using an Innovative NSGA-II. *2022 International Conference on Frontiers of Artificial Intelligence and Machine Learning (FAIML 2022)*, Hangzhou, 1-8.

**Huimin Jiang**, Chunsheng Li, and Farzad Sabetzadeh (2021). Modelling Time Series Customer Preference Based on E-commerce Website. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021)*, Xi'an, 3222-3227.

**Huimin Jiang**, Farzad Sabetzadeh, and C.K.Kwong (2021). Dynamic analysis of customer needs using opinion mining and fuzzy time series approaches. *2021 IEEE International Conference on Fuzzy Systems (FUZZ-IEEE)*, Luxembourg, 1-6.

**Huimin Jiang**, Gaicong Guo, and Farzad Sabetzadeh (2021). Opinion mining and DENFIS approaches for modelling variational consumer preferences based on online

comments. *Proceedings of 2nd International Conference on Advanced Intelligent Technologies (ICAIT 2021)*, Xi'an. In the book *Advanced Intelligent Technologies for Industry*, 285, 229-238.

### **Other Professional Activities**

Research project

2020-2022 Dynamic modelling of customer preferences and optimization for product design using online customer reviews/Principal Investigator/Funded by National Natural Science Foundation of China (NSFC) (71901149)