Fan ZENG

Title : Assistant Professor

Faculty： School of Business

Email address： fzeng@must.edu.mo

Tel： (853) 8897-3673

Academic Qualification

2018-2021 **Ph.D.: The Hong Kong Polytechnic University, Business Analytics;**

2016-2017 **Master: The University of Manchester, International Fashion Retails;**

2012-2016 **BS/BA: South China Agricultural University, Economics.**

Working Experience

2021-Present Assistant Professor / Macau University of Science and Technology

Teaching Activities

Business Analytics, Operations Management, Logistics and Transportation, Social Media Analysis, Text Mining

Research Areas

Business Analytics, Sustainable Operations Management, Logistics and Transportation, Social Media Analysis, Text Mining

Selected Publications

1. Zeng, F., Pang, C., & Tang, H. (2023). Sensors on the Internet of Things systems for urban disaster management: A systematic literature review. *Sensors, 23*(17), 7475-7495. [SCIE, 2022 IF 3.9, JCR Q2]

2. Zeng, F., Lo, C. K. Y., & Lee, S. H. N. (2022). Will communication of job creation facilitate diffusion of innovations in the automobile industry? *Sustainability, 14*(1), 36-57. [SCI, SSCI, 2022 IF 3.9, JCR Q2]
3. Zeng, F., Lee, S. H. N., & Lo, C. K. Y. (2020). The role of information systems in the sustainable development of enterprises: A systematic literature network analysis. *Sustainability, 12*(8), 3337-3365. [SCI, SSCI, 2022 IF 3.9, JCR Q2]
4. Zeng, F., Lee, S. H. N, & Heung, C. M. (2019). Consumer attitudes toward downward extensions: An exploration of Giordano's extension in Hong Kong. *Fashion and Textiles, 6*(1), 1-24. [SCI, 2022 IF 2.4, JCR Q2]

Major Conference Papers
1. Yuen, K. M., Zeng, F. (corresponding author), & Lo, C. K. Y. (2021). Sustainable communication and customer engagement on social media. In Advances in National Brand and Private Label Marketing (pp. 105–113). Springer International Publishing. (CPCI-SSH)

Other Professional Activities
1. Reviewer of *Service Science*
2. Member of Institute of Electrical and Electronics Engineers
3. Member of Shipping and Trade Alliance for Research

Honors/Awards