

HUANG Fei



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Academic Qualification

2003-2008 PHD: Doctor of Management (Management Information System), Macau University of Science and Technology;
2001-2003 Master: Information Technology, MONASH University, Australia;
1996-2000 Bachelor: Bachelor of Science, Computer Software, Nanjing University, China.

Working Experience

2010-Present Assistant Professor / Macau University of Science and Technology
2003-2010 Lecturer / Macau University of Science and Technology
2000-2001 Software developer / Changzhou Kingdee Software Company

Teaching Activities

E-commerce, management information system, system analysis and design

Research Areas

Internet marketing, enterprise information management, technology acceptance behavior

Selected Publications

Multi Objective Cold Chain Logistics Distribution Optimization Considering Customer Hierarchy; Computer Simulation. WANG Li-feng;HUANG Fei; Macau University of Science and Technology; 2022(09) Page:492-496

The role of interpersonal alienation in the relationship between social media addiction and learning burnout among Chinese secondary school students, CHILDRENS HEALTH CARE; Social Science Citation Index (SSCI) ; Sun Wenkai (1) , Huang, F (通讯作者) , Macau Univ Sci & Technol, Sch Business, Macau, CO, Peoples R China. Early Access, Apr 27, 2022.

The empirical study of how users' reviews influences decision making of travel consumption [J]. Technology economy and management research, 2021(01):99-104.

Definition and description of sensory attraction in food apps [J]. Journal of Commercial Economics, 2020(21):100-103.

The influence of online reviews on consumer behavior [J]. Technology economy and management research, 2019(11):60-65.

The influence of online word-of-mouth quantity, valence and emotional transmission on the perception of product value [J]. Commercial Research, 2019(06):18-25.

The practice path of corporate social media marketing [J]. Technology economy and management research, 2018(02):75-79.

Empirical Research on Evaluation of Information Satisfaction of XBRL Internet Financial Report [J]. Communication of Finance and Accounting, 2017(31):24-28+4.

Other Professional Activities

Honors/Awards