

# Zhu, Bo-Wei



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Faculty : Faculty of Humanities and Arts  
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## **Teaching and Research Areas :**

Multiple Attribute Decision Making in Design

## **Academic Qualifications**

- 2015 - 2019 Ph.D. in Graduate Institute of Urban Planning, National Taipei University.  
2011 - 2014 M.S. in Design Art, Harbin Institute of Technology.  
2007 - 2011 B.S. in Art Design, Harbin Institute of Technology.

## **Teaching Experiences**

- Jul. 2024 to present Associate Professor / Faculty of Humanities and Arts / Macau University of Science and Technology (MUST)  
2019.9 - 2024.6 Assistant Professor / Faculty of Humanities and Arts / MUST  
2017.2 - 2019.8 Lecturer / Faculty of Humanities and Arts / MUST

## **Representative Publications**

### *Journal Articles (2020-2024):*

- Zheng, W. Q., Cheung, S. M., **Zhu, B. W.\***, Xiong, L.\*, & Tzeng, G. H. (2024). A hybrid multi-attribute decision-making model for the systematic evaluation of exoticism-themed retail spaces from the perspective of consumer experience. *Journal of Retailing and Consumer Services*, 79, 103848. (corresponding author) [SSCI, Q1, 8/302 in BUSINESS, IF(2023): 11.0]
- Zheng, Y. Y., Lin, J. Y., Zhao, L. C., Xiong, L.\*, **Zhu, B. W.\***, & Tzeng, G. H. (2024). Rethinking urban spatial resource allocation during public health emergencies: assessing comfortable quarantine environment in Guangzhou Hotels. *Journal of Asian Architecture and Building Engineering*, 1-17. (corresponding author) [A&HCI, SCIE]
- Fan, Z. M., **Zhu, B. W.\***, Xiong, L.\*, Huang, S. W., Tzeng, G. H. (2023). Urban design strategies fostering creative workers' sense of identity in creative and cultural districts in East Asia: An integrated knowledge-driven approach. *Cities*, 137, 104269. (corresponding author) [SSCI, Q1, 5/77 in URBAN STUDIES, IF(2023): 6.0]
- Zhao, L. C., Zheng, Y. Y., Lin, J. Y., Shen, K., Li, R. T., Xiong, L.\*, **Zhu, B. W.\***, & Tzeng, G. H. (2023). An Ex-ante Evaluation Model of Urban Renewal Projects for the Sustainability Potential towards TOD and AUD based on a FDEMATEL-GIS-FI

approach. *International Journal of Information Technology & Decision Making*.  
(corresponding author) [SCIE, Q1, 20/86 in OPERATIONS RESEARCH &  
MANAGEMENT SCIENCE, IF(2022):4.9]

Zhu, Y., **Zhu, B. W.**, Te, Y.\* , Badarulzaman, N. B., & Xiong, L. (2023). Exploring the Key Factors of Old Neighborhood Environment Affecting Physical and Mental Health of the Elderly in Skipped-Generation Household Using an RST-DEMATEL Model. *Systems*, 11(2), 104. [SSCI]

**Zhu, B. W.**, Xiao, Y. H., Zheng, W. Q., Xiong, L.\* , He, X. Y., Zheng, J. Y., & Chuang, Y. C. (2022). A Hybrid Multiple-Attribute Decision-Making Model for Evaluating the Esthetic Expression of Environmental Design Schemes. *SAGE Open*, 12(2), 21582440221087268. [SSCI]

Sheng, G., Liao, L., Xiong, L., **Zhu, B.W.**, & Cheung, S. M. (2022). Revitalization and Development Strategies of Fostering Urban Cultural Heritage Villages: A Quantitative Analysis Integrating Expert and Local Resident Opinions. *Systems*, 10(6), 202. [SSCI]

Mei, L., Liu, K., Xiong, L.\* , & **Zhu, B. W.\*** (2022). Approach Based on Data Mining for Exploring the Hierarchical Decision-Making Rules between the Generation of Transnational Immigrants' Sense of Place in Religious Spaces and Perception of the Environment. *Religions*, 13(3), 195. (corresponding author) [A&HCI]

Zhang, M. C., **Zhu, B. W.\***, Huang, C. M., & Tzeng, G. H\*. (2021). Systematic Evaluation Model for Developing Sustainable World-Class Universities: An East Asian Perspective. *Mathematics*, 9(8), 837. (corresponding author) [SCIE]

**Zhu, B. W.**, Huang, Z., Xiong, L.\* (2020). Application of the Kano Model and DEMATEL Technique to Explore Sustainable Promotion Strategies for Thai-Chinese Temples as Tourist Attractions. *Religions* 2020, 11(4), 199. [A&HCI]

#### *Book:*

Huang, H. C., Jia, Q., **Zhu, B. W.**, Zeng, P. A course for Application of GIS on Territory Plan. *Southeast University Press*. 2021.

#### **Research Grants/Projects**

##### *In progress:*

2023 "Social impact assessment of cultural festivals in the Guangdong - Hong Kong - Macao Greater Bay Area". Major topics of the GBA Art Innovation Forum. Investigator (Ranked # 2).

2023 "Developing environmental improvement strategies of smart tourist attractions based on the perceived needs of tourists in the new era". Youth Project of Guangdong Philosophy and Social Science Foundation (GD22YYS11), Investigator (Ranked # 3).

##### *Completed:*

2022 "Developing systematic strategies for improving the quality of public open spaces based on a novel hybrid multiple attribute decision making model". The Faculty Research Grant

- (FRG) of Macau university of Science and Technology (No. FRG-22-002-FA), Principal investigator (Ranked # 1).
- 2021 “Continuous improvement strategies of urban neighborhood open spaces in old residential communities from the perspective of healthy aging in the post-epidemic era: Examples taken from the community parks in Xiangzhou district of Zhuhai city”. Zhuhai Philosophy and Social Science Planning 2021-2022 Topic (No. 2021YBC184), Principal investigator (Ranked # 1).
- 2020 Specialized Subsidy Scheme for Macao Higher Education Institutions in the Area of Research in Humanities and Social Sciences (and Specialized Subsidy Scheme for Prevention and Response to Major Infectious Diseases) (No. HSS-MUST-2020-9), Co-PI (Ranked # 2).
- 2019 “Socialization of Aesthetic Education in Museum (2019B104)”. The Natural Science Foundation of Jilin Province, China. Investigator (Ranked # 3).

### ***Academic and Professional Membership***

#### *Peer Reviewer:*

*Cities* (SSCI, ISSN: 0264-2751)

*Journal of Urban Technology* (SSCI, ISSN: 1063-0732)

*Urban Forestry & Urban Greening* (SCIE/SSCI, ISSN: 1618-8667)

*Sustainable Cities and Society* (SCIE, ISSN: 2210-6707)

*Journal of Retailing and Consumer Services* (SSCI, ISSN: 0969-6989)

*Expert Systems with Applications* (SCIE, ISSN: 0957-4174)

*International Journal of Information Technology & Decision Making* (SCIE, ISSN: 0219-6220)

...(Update: <https://www.webofscience.com/wos/author/rid/Y-1706-2019>)

#### *PC Member:*

Program committee member of the 2020 IEEE 19<sup>th</sup> International Conference on Trust, Security and Privacy in Computing and Communications (TrustCom): Guangzhou, CN; 2021 20<sup>th</sup> TrustCom: Shenyang, CN.

#### *Guest Editor:*

Guest Editor for the Special Issue of “Healthy Ageing and the Built Environment” in the journal of Geriatrics (<https://www.lidsen.com/journals/geriatrics/geriatrics-special-issues/Healthy-Ageing-Built-Environment>)

### ***Design projects***

2018\_1 Exhibition space design for Macau University of Science and Technology (MUST) in 23<sup>th</sup> Macao International Trade & Investment Fair (23<sup>th</sup> MIF) (external)

2018\_2 Exhibition space design for MUST in 5<sup>th</sup> Macao Industrial Products Show (external)

2019 Exhibition space design for MUST in 6<sup>th</sup> Macao Industrial Products Show (external)

2020 Exhibition space design for MUST in 7<sup>th</sup> Macao Industrial Products Show (external)

2022 Exhibition space design for MUST in 8<sup>th</sup> Macao Industrial Products Show (external)

2023 Exhibition space design for MUST in 9<sup>th</sup> Macao Industrial Products Show (external)