

Fan ZENG



Title : Assistant Professor
Faculty : School of Business
Email fzeng@must.edu.mo
address :
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 Retail;.
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. (2024). Sensors on Internet of Things systems for the sustainable development of smart cities: A systematic literature review. *Sensors*, 24(7), 2074-2109. [SCI, IF 3.4, JCR Q2]
2. 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. [SCI, IF 3.4, JCR Q2]

3. 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, IF 3.3, JCR Q2]
4. 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, IF 3.3, JCR Q2]
5. 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, IF 2.3, JCR Q1]

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)

Research Project

- 2023-2024 A Review of The Role of Internet of Things in the Sustainable Development of Smart City: From the Perspective of Empirical Study (PI)

Other Professional Activities

1. Reviewer of *Service Science*
2. Member of Shipping and Trade Alliance for Research