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### Academic Qualifications

Ph.D. in Public Administration. National Taipei University, Taipei, Taiwan, China

M.Sc. in Government and Public Administration. University of Macau, Macau, China.

B.A. in International Finance Beijing Normal University, Zhuhai Campus, Zhuhai, China.

### Teaching Areas

Leadership and Organizational Behavior / Museum Exhibition and Collection Management / Planning and Management of Retail Services / Intercultural Communication / Food and Beverage Culture

### Areas of Research Expertise

CEO traits, organizational behavior, and leadership strategy

ESG, smart city policy, and urban governance

Digital heritage, smart museums, and cultural technology

Higher education reform and university strategy

Public policy analysis and think tank development

### Working Experience

Assistant Professor-School of Liberal Arts, Macau University of Science and Technology, Macau

Postdoctoral Researcher- School of International Relations, Peking University, Beijing

Assistant Researcher- Chongyang Institute, Renmin University of China, Beijing

Teaching and Academic Affairs Officer- School of Social Sciences, Tsinghua University, Beijing

### Professional Society Membership

Member of the Association of Destination Management Executives International (ADMEI), a global organization dedicated to professional standards and certification in the destination management industry.

### Publications

#### 1. Journal Articles:

Cheng, D. S., Wei, Y., Zhang, M. C.\* & Wang, C. (2025). The smart city pilot policy and corporate supply chain resilience. *International Review of Economics & Finance*, 102, 104317.[SSCI, Impact Factor: 5.6, JCR Q1]

Wang, G., Zhang, M., & He, B. (2024). Financial literacy and investment returns: The moderating effect of education level. *Finance Research Letters*, 67, 105781.[SSCI, Impact Factor: 7.4, JCR Q1]

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.[SCI, Impact Factor: 2.2, JCR Q1]

Liu, P., Zhang, M. C.\*, Zhang, R., & Zhou, Q. (2021). Robust estimation and tests for parameters of some nonlinear regression models. *Mathematics*, 9(6), 599.[SCI, Impact Factor: 2.2, JCR Q1]



Zhang, X., Zhong, Q., Zhang, R., & Zhang, M. C. (2020). People-centered early warning systems in China: A bibliometric analysis of policy documents. *International Journal of Disaster Risk Reduction*, 51, 101877.[SSCI, Impact Factor: 4.5, JCR Q1]

Zhang, M. C.\*, & Wu, Y. X. (2021). On the international influence of new-type think tanks with Chinese characteristics: History, current situation, and future prospects. *Think Tank Theory and Practice*, (02), 15–23.[CSSCI Extended Edition, Composite IF: 0.86] (In Chinese)

Zhang, M. C.\* (2021). A comparative study on the strategies of three Chinese universities in building world-class universities: Based on the perspective of 5P theory. *Journal of University of Science and Technology Beijing (Social Sciences Edition)*, (02), 125–131.[Composite IF: 0.313] (In Chinese)

Wang, W., & Zhang, M.\* (2021). A rational perspective on the obstacles to Sino-U.S. people-to-people exchanges. *Frontline*, (02), 36–39.[CSSCI Extended Edition, Composite IF: 0.583] (In Chinese)

## 2. Books Chapter

*Trap of Negative Interest Rates: Lessons from Western Financial Powers*

Co-authored with W. Wang, J. Jiajing, Y. Liu, et al.

Renmin University–Chongyang Think Tank Series. Chongyang Institute for Financial Studies & China Financial Publishing House (Beijing, China), October 2020.

ISBN 978-7-5220-0850-9.

## 3. Conference Papers

Zhang, M. C. (2023). *How to Measure Students' Innovation Competences in Higher Education: An East Asian Perspective*. Presented at the 6th IEEE Eurasian Conference on Educational Innovation (IEEE ECEI 2023).

Zhang, M. C. (2019). *A Comparative Study of Universities in Mainland China, Taiwan, Hong Kong, and Macau: A Strategic Management Perspective*. Presented at the 2019 Joint International Academic Conference on Public Administration and Public Affairs, Taiwan, China.

Zhang, M. C., & Huang, Z. H. (2019). *Comparative Analysis of Public Policy Research Trends in Mainland China and the United States Based on CiteSpace*. Presented at the 2019 Joint International Academic Conference on Public Administration and Public Affairs, Taiwan, China.

Zhang, M. C. (2018). *Human Resource Management Issues in the Context of State-Owned Enterprise Reform: A Case Study of Railway Enterprise HR Reform*. Presented at the 2018 Joint International Academic Conference on Public Administration and Public Affairs, Taiwan, China.

## Research Grants

Participant-2024 Major Project of Fujian Province-“Analysis and Recommendations on the Current Situation of Investment Promotion from Taiwan to Fujian,” with policy recommendations endorsed by provincial leaders.

Principal Investigator-2024 Zhigong Party Project-“Recommendations for Addressing Barriers Faced by Foreigners in Working, Studying, and Traveling in China.”

Principal Investigator-2024 Zhigong Party Project-“Research on Constructing an Efficient and Sustainable Transportation and Logistics System in the Guangdong-Hong Kong-Macao Greater Bay Area.”

Participant-2021–2022 Zhuhai Philosophy and Social Science Planning Project-“Strategies for Continuous Improvement of Neighborhood Open Spaces in Old Urban Areas in the Post-Pandemic Era from the Perspective of Healthy Aging—A Case Study of Community Parks in Xiangzhou District, Zhuhai.”



Participant-2021 National Social Science Foundation Major Project-“Globalization Approaches and the Building of a Community with a Shared Future for Mankind in the Context of Great Changes Unseen in a Century.”

### Awards and Honors

Excellent Instructor Award, 14th National College Student E-commerce “Innovation, Creativity, and Entrepreneurship” Challenge (National Level)

Excellent Instructor Award, University-level Competition of the 14th National College Student E-commerce “Innovation, Creativity, and Entrepreneurship” Challenge

### Editorial and Academic Service

Editorial Board Member, *Journal of Economics and Economic Education Research*

Editorial Board Member, *Modern Social Science Research*

Editorial Board Member, *Journal of Macau Studies* (University of Macau)

### Student Mentorship Achievements

2025 Hangzhou College Student Entrepreneurship Competition & Global Youth Entrepreneurs Martial Arts Conference

Guided PhD student team to win *First Prize* (National level).

Supervised another student team to win *Third Prize* (National level).

2024 Macau Economic Diversification Entrepreneurship Competition

Mentored “Palm Macau” team to receive *Merit Award* (Special event, Macau regional level).

Mentored “Chu Yun” team to receive *Merit Award* (Special event, Macau regional level).

2024 14th National College Student E-commerce “Innovation, Creativity, and Entrepreneurship” Challenge – Macau Regional Competition

Guided student teams to win *First Prize* (Provincial level) and *Best Entrepreneurship Award*.

2024 Macau University of Science and Technology Round of the 14th National College Student E-commerce Challenge

Supervised student team to achieve *First Prize* (University level).

2024 14th “Challenge Cup” Qinchuangyuan National College Student Entrepreneurship Competition

Mentored student team to win *Bronze Prize* (National level).

2023 Macau Tertiary Institution Market Marketing Innovation Competition

Supervised student team awarded *Excellence Award* and *Best Roadshow Award* (Municipal level).

### Judging Experience

2025 Judge, Macau Regional Selection of the 15th National College Student E-commerce “Innovation, Creativity, and Entrepreneurship” Challenge

2024 Judge, Grand Final of the 1st Macau University Student “1+4” Industry Innovation and Entrepreneurship Competition

### Professional Certifications

GHEL Nutrition Certification

National Level 2 Public Nutritionist (China)

Certified Financial Planner (CHFP), Level 3

Mental Health First Aid (MHFA) Certificate

Entrepreneurship Mentor, Guangdong Zhuhai Public Entrepreneurship Incubation (Training) Base

Last Updated: 15/07/2025