

Fan ZENG



Title : Assistant Professor
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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

Artificial Intelligence, Business Analytics, Operations Management, Logistics and Transportation, Social Media Analysis

Research Areas

Artificial Intelligence, Business Analytics, Operations Management, Logistics and Transportation, Social Media Analysis

Selected Publications

1. Zeng, F., Pang, C., & Tang, H. (2025). The impacts of natural marine disasters on shipping industry in China: An event study. *Journal of Sea Research*, 204, Article 102569. [SCI, JCR Q1]
2. 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, JCR Q2]

3. 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, JCR Q2]
4. 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, JCR Q2]
5. 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, JCR Q2]
6. 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, 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, Macau University of Science and Technology Foundation)

Other Professional Activities

Ad-hoc Reviewer:

2025-Present International Journal of Production Research

2025-Present Scientific Reports

2024-Present Canadian Journal of Civil Engineering

2023-Present Service Science

2023-Present Member of Shipping and Trade Alliance for Research in Hong Kong