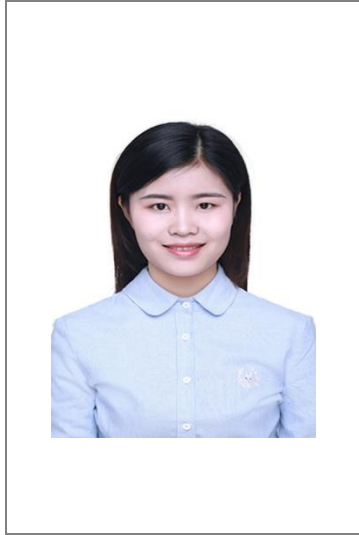# CHEN, Shuixia

Title: Assistant professor

Faculty： School of Business

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Academic Qualification

2020-2023   Ph.D.: Sichuan University; Management Science and Engineering;

2017-2020   Master: Central South University, Management Science and Engineering;

2013-2017   BS/BA: Changsha University of Science and Technology, Management Information System.

Working Experience

2023-Present   Assistant professor / Macau University of Science and Technology

Teaching Activities

Big Data Analysis, Management Information Systems, Smart Logistics System and Applications, Supply Chain Management, Operation Management

Research Areas

Big data and business analytics, machine learning, digital marketing.

Selected Publications

Published papers (12 as the first author and corresponding author)

[1]   Fei Xiao, Han-xiong Li, Xiao-kang Wang*, Jian-qiang Wang, **Shui-xia Chen***. Predictive analysis for healthcare fraud detection: Integration of probabilistic model and interpretable machine learning[J]. ***Information Sciences***, 2025: 122499. (SCI, **JCR Q1, FMS B,** IF:

8.1)

[2] Kaihui Qiang, **Shuixia Chen***, Zeshui Xu*, Wenshuai Wu, Framework for E-commerce Warehouse Site Selection Evaluation: The Impact of Consumer Repurchase Intention, *Electronic Commerce Research and Applications*, 2024, 67. (SSCI/SCI, **JCR Q1, FMS C**, IF: 5.9)

[3] **Shuixia Chen,** Eric W. T. Ngai, Fei Xiao, Zeshui Xu*, From comparison to purchasing: Effects of online behaviors among associated co-visited products on consumer purchase. *Information & Management*, 2024, 61(3), 103938. (SSCI/SCI, **ABS3, JCR Q1, FMS B,** IF: 10.328)

[4] **Shuixia Chen,** Zeshui Xu*, Duo Xu, Xunjie Gou, Customer purchase prediction in e-business: A systematic review and future research agenda. *Expert Systems with Application,* 2024, 252, 124261. (SSCI/SCI, **ABS1, JCR Q1, FMS C,** IF: 8.665)

[5] Fei Xiao, **Shuixia Chen,** Ziyu Chen*, Yanan Wang, Jianqiang Wang*, An interpretable data-driven approach for customer purchase prediction using cost-sensitive learning. *Engineering Applications of Artificial Intelligence*, 2024, 138(A). (SCI, **JCR Q1,** IF: 7.5)

[6] **Shuixia Chen,** Eric W. T. Ngai, Yaoyao Ku, Zeshui Xu*, Xunjie Gou, Chenxi Zhang, Prediction of individualized hotel booking cancellations: Integration of machine learning and probability model based on interpretable feature interaction. *Decision Support Systems*, 2023, 170, 113959. https://doi.org/10.1016/j.dss.2023.113959. (SCI, **ABS3, JCR Q1, FMS B**, IF：6.969)

[7] **Shuixia Chen**, Zeshui Xu*, Xinxin Wang, Chenxi Zhang, Ambient air pollutants concentration prediction during the COVID-19: A method based on transfer learning, *Knowledge-based Systems*, 2022, 258, 109996. (SCI, **JCR Q1, FMS C**, IF: 8.139)

[8] **Shuixia Chen**, Zeshui Xu*, Xinxin Wang, Marinko Skare, A bibliometric analysis of natural disasters and business management in tourism. *Journal of Business Economics and Management*, 2022, 23(2): 305-326. (SSCI, **JCR Q2,** IF: 2.596)

[9] **Shuixia Chen**, Zeshui Xu*, Marinko Skare, The impact of COVID-19 on the service business industry: insights from a bibliometric review, *Total Quality Management and Business Excellence*, 2022, 34(5-6): 580-614. (SSCI, **ABS2, JCR Q3, FMS C**, IF: 0.99)

[10] **Shuixia Chen**, Xiaokang Wang, Hongyu Zhang, Juanjuan Peng, Jianqiang Wang*, Customer purchase forecasting for online tourism: A data-driven method with multiplex behavior data, *Tourism Management*, 2021, 87, 104357. (SSCI/SCI, **ABS4, JCR Q1, FMS A**, IF:12.879)

[11] **Shuixia Chen**, Jianqiang Wang*, Xiaokang Wang, Hongyu Zhang, Customer purchase prediction from the perspective of imbalanced data: A machine learning framework based on factorization machine, *Expert Systems with Application*, 2021, 173, 114756. (SSCI/SCI, **ABS1, JCR Q1, FMS C,** IF: 8.665)

[12] **Shuixia Chen**, Jianqiang Wang*, Hongyu Zhang, A hybrid PSO-SVM model based on clustering algorithm for short-term atmospheric pollutant concentration forecasting, *Technological Forecasting & Social Change*, 2019, 146:41-54. (SSCI, **ABS3, JCR Q1, FMS C,** IF: 10.884)

[13] **Shuixia Chen**, Jianqiang Wang*, Tieli Wang, Cloud-based ERP system selection based on extended probabilistic linguistic MULTIMOORA method and Choquet integral operator, *Computational and Applied Mathematics*, 2019, 38(2):88. (SCI, **JCR Q1,** IF: 1.310)

Research projects

2025.01-2027.12	**National Natural Science Foundation of China for Young Scientists** Research on Dynamic Identification of Online Consumer Psychology and Purchase Decision-Making Considering Behavioral Spillover Effects	Ongoing, PI
2025.07-2026.07	**Faculty Research Grants** Analysis of Airline Delay Service Recovery Actions Based on Passenger Online Reviews: Evidence from Passenger Satisfaction	Ongoing, PI
2024.4-2025.4	**Faculty Research Grants** Research on Online Purchase Behavior Prediction Driven by Consumer Clickstream Big Data	Completed, PI

Other Professional Activities

As reviewers of SCI/SSCI journals like Tourism management, IEEE Transactions on Cybernetics, Artificial intelligence review, Current issues in tourism, International journal of consumer studies

Honors/Awards

2022	Outstanding Graduate Student of Sichuan University
2022	Excellent Master's Thesis of Hunan Province
2020	Outstanding Graduate of Hunan Province

2019   National Scholarship for Graduate Students

2017   Outstanding Graduate of Hunan Province