



## Resume

Yang Xian, male, PhD. His major is digital media. He is a senior laboratory technician and a master's supervisor. His research directions include digital media and interactive design. He serves as the Head of the Cognitive and Interaction Research Laboratory at Guangdong University of Technology and as the Deputy Director of the Guangdong Design Professional Practice Teaching Demonstration Center. He has also worked as an expert consultant at Guangri Elevator Group and as the Chief Distinguished Expert at Guangzhou Frontop, a listed company. Additionally, he is the Chief AI Advisor of the large model at UMedEVO. He has presided over more than twenty national, provincial, municipal, and corporate projects.

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## Papers published in the past 3 years as the first author or correspondence author:

- 1、Zhang, S, He, H, & **Yang, X\***. (2025). Human-centric proactive integrated design paradigm of intelligent manufacturing system towards Industry 5.0. *Journal of Manufacturing Systems*. (ahead of print): 1-32. (SCI, Q1/TOP)
- 2、Lv, Z. Tang, C. Zheng, Y. & **Yang, X\***. (2025). Proactive Interaction of AI Agents in Intelligent Assistive Systems: Mechanisms and Impacts. *International Journal of Human-Computer Interaction*. (ahead of print): 1-24. (SCI/SSCI, Q1)
- 3、Fan, J., Wu, R., Tang, C., & **Yang, X\***. (2025). Empowering Vocational Training for Middle-Aged, Elderly, and Low-Educated Individuals: A Design Approach for Entertainment-

Based Learning. *International Journal of Human-Computer Interaction*, 1-25. <https://doi.org/10.1080/10447318.2025.2536624> (SCI/SSCI, Q1)

- 4、Meng, L., Tang, C., & **Yang, X\***. (2025). Evaluating the emotional impact of virtual expressions: ERPs analysis of smart agent appearance. *Behaviour & Information Technology*, 1-16. <https://doi.org/10.1080/0144929X.2025.2539277> (SCI, Q1)
- 5、**Yang, Xian**, Zhang, C., Li, Y., Tang, C., & Liang, P. (2024). Dynamic user profile construction and its application to smart product-service system design: A maternity-oriented case study. *Expert Systems with Applications*, 249, 123772. <http://doi.org/https://doi.org/10.1016/j.eswa.2024.123772> (SCI, Q1/TOP)
- 6、Wu, R., Fan, J., Tang, C., & **Yang, X\***. (2024). Interaction-based Creative Thinking Research and Its Application in Artistic Creation. *Thinking Skills and Creativity*, 101750. <http://doi.org/https://doi.org/10.1016/j.tsc.2024.101750> (SSCI, Q1)
- 7、Wang, Y., Hu, B., Tang, C., & **Yang, X\***. (2024). Decoding Clickbait: The Impact of Clickbait Types and Structures on Cognitive and Emotional Responses in Online Interactions. *Cyberpsychology, Behavior, and Social Networking* <http://doi.org/10.1089/cyber.2024.0295> (SSCI, Q1)
- 8、Li, Y., Hu, B., Tang, C., & **Yang, X\***. (2024). Research on Interactive Efficiency and Experience of Intelligent Education Platform. *International Journal of Human-Computer Interaction*, 41(16), 10362-10378. <https://doi.org/10.1080/10447318.2024.2433841>. (SCI/SSCI, Q1)
- 9、Zhou, D., Wu, L., Huang, J., Lv, G., Tang, C., & **Yang, X\***. (2024). Enhancing User Experience on Social Media Platforms: A Flow Theory-Based Approach. *International Journal of Human-Computer Interaction*, 1-16. <http://doi.org/10.1080/10447318.2024.2407675> (SCI/SSCI, Q1)
- 10、**Yang, Xian**, Yang, B., Tang, C., Mo, X., & Hu, B. (2023). Visual Attention Quality Research for Social Media Applications: A Case Study on Photo Sharing Applications. *International Journal of Human-Computer Interaction*, 40(14), 3827-3840. <http://doi.org/10.1080/10447318.2023.2201556> (SCI/SSCI, Q1)
- 11、**Yang, Xian**, Lai, Bilian., Tang, Chaolan\*. (2023). Experiential Product Promotions on e-Commerce Platform: From the Perspective of Consumer Cognition and Emotion. *SAGE Open*, 13(1), 1935487169. <http://doi.org/10.1177/21582440231153857> (SSCI, Q1)
- 12、Mo, X., **Yang, X\***. and Hu, B. (2023), "The interaction of clothing design factors: how to attract consumers' visual attention and enhance emotional experience", *Journal of Fashion Marketing and Management*, Vol. 27 No. 2, pp. 220-240. <https://doi.org/10.1108/JFMM-10-2021-0269>. (SSCI, IF: 4.184) (SSCI, Q3)