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Academic Qualifications

Ph.D. in Marketing/Information Management, Hong Kong Polytechnic University, Hong Kong, China

M.A. in International Marketing, Malardalen University, Sweden

B.S.Sc. in International Trade and Economics (minor: Futures Investment & Management), Jilin University, China

Teaching Areas

Business Statistics, Management Information Systems, Marketing, Project Management, Brand Management

Areas of Research Expertise

AI and big data applications, tourims and hospitality management, consumer well-being, international business

Working Experience

- Senior System Analyst, Logistics & Supply Chain Multi-technology Research Centre, The University of Hong Kong
- Associate Professor, School of Innovation & Entrepreneurship, Southern University of Science and Technology (SUSTech), Shenzhen, China
- Deputy Director of AI Data Analytics Lab, Beijing Normal University-Hong Kong Baptist University United International College (UIC, Liberal Arts)
- Assistant Professor, Division of Business & Management, Beijing Normal University-Hong Kong Baptist University United International College (UIC, Liberal Arts)
- Post-doc, College of Management, Shenzhen University

Professional Society Membership

1. High-Level Talent Review Committee (Shenzhen Longhua Government, China)
2. Committee Member of Association for Information Systems (AIS) special interest group (SIG) on Information Systems in Asia Pacific (ISAP)
3. Association for Information Systems (AIS)
4. China Computer Federation (CCF)



Publications

(Journal Articles)

- Shan, W., Gaoli, H., & Zhan, G. (2025). How do Korean tourists perceive China's tourism image? Text analysis based on big data. *Applied Economics Letters*, 1–5.
- Chow, C. S. K., Zhan, G.*, Wang, H., & He, M. (2023). Artificial intelligence (ai) adoption: an extended compensatory level of acceptance. *Journal of Electronic Commerce Research*, Vol 24 No 1, pp. 84-106 (SSCI; JCR- Q2).
- Zhan, G., Yang, F., Zhang, L.*, & Wang, H. (2022). The Relationship between Mustard Import and COVID-19 Deaths: A Workflow with Cross-Country Text Mining. *Healthcare*, Vol 10 No 10, pp. 2071 (SCI; SSCI; IF: 3.160; JCR- Q2).
- Wang, M., Zhan, G.*, Lai, K. K., Zhang, L., & Meng, L. (2021). Posts and reviews in P2P online lending platforms: a sentiment analysis and cross-culture comparison. *Behaviour & Information Technology*, 1-7 (SCI; IF: 3.086; JCR-Q2, CCF-C)
- Zhou, Z., Wang, R., & Zhan, G*. (2021). Cultivating consumer subjective well-being through online brand communities: a multidimensional view of social capital. *Journal of Product & Brand Management*, Vol 31 No 5, pp. 808-822 (SSCI; IF: 4.355; JCR-Q2, ABS1)
- Zhang, N., Zhou, Z., Zhan, G.* and Zhou, N. (2021) How does online brand community climate influence community identification? The mediation of social capital, *Journal of Theoretical and Applied Electronic Commerce Research*, Vol 16 No 4, pp. 922-936 (SSCI; IF: 1.906; JCR-Q3)
- Zhou, Z., Zhan, G.* and Zhou, N. (2020) How Does Negative Experience Sharing Influence Happiness in Online Brand Community? A Dual-Path Model, *Internet Research*, Vol 30 No 2, pp. 575-590 (SCI/SSCI; IF: 4.708; JCR-Q1)
- Chen, R., Zhou, Z.*, Zhan, G. and Zhou, N. (2020) The Impact of Destination Brand Authenticity and Destination Brand Self-congruence on Tourist Loyalty: The Mediating Role of Destination Brand Engagement, *Journal of Destination Marketing & Management*, Vol 15, 100402 (SSCI; IF: 4.279; JCR-Q1)
- Zhou, Z., Zhan, G.* and Zhou, N. (2020) How Does Negative Experience Sharing Influence Happiness in Online Brand Community? A Dual-Path Model, *Internet Research*, Vol 30 No 2, pp. 575-590 (SCI/SSCI; IF: 4.708; JCR-Q1)
- Yuan, J., Zhou, Z., Zhou, N.* and Zhan, G. (2019) Product Market Competition, Market Munificence and Firms' Unethical Behavior, *Chinese Management Studies*, Vol. 13 No 2, pp. 468-488 (SSCI; IF: 0.936; JCR-Q4)
- Zhan, Ge and Zhimin Zhou* (2018) "Mobile internet and consumer happiness: The role of risk", *Internet Research*, 2018, 28(3): 785-803. (SCI/SSCI; IF: 3.838; JCR-Q1)



- Sungwook Min*, Namwoon Kim and Ge Zhan (2016) “The impact of market size on new market entry: A contingency approach”, *European Journal of Marketing*, 51(1): 2-22. (SSCI; IF: 1.088; JCR-Q3)
- Ciravegna, Luciano*, Majano, B. Sara and Ge Zhan (2014) “The inception of internationalization of small and medium enterprises: The role of activeness and networks”, *Journal of Business Research*, 67(6): 1081-1089. (SSCI; IF: 3.354; JCR-Q1)
- Zhan, Ge* (2013) “Statistical power in international business research: Study levels and data types”, *International Business Review*, 22(4): 678-686. (SSCI; IF: 2.476; JCR-Q1)

Research Grants

- 2021/6-2023/12 PI: Emotion Recognition Method for Smart Terminal Users Based on Multimodal Social Digital Media Platforms, Key Field Special Project of Guangdong Provincial Universities (Natural Sciences),
- 2021/6-2023/6 PI: Formation mechanism of user happiness in intelligent interaction - based on empirical analysis of netizens in Guangdong Province, the 2020 discipline co-construction project of the "13th Five-Year Plan" for philosophy and social sciences in Guangdong Province,
- 2016-2020 Co-I: Major project of the Education Department of Guangdong Province (basic research and applied research) titled "Strategic Paths, Business Models, and Management Changes Driven by Internet+ for the Innovation and Development of Traditional Industries", post-evaluation "Excellent",
- 2016/11-2018/11 PI: China Postdoctoral Science Foundation (First-Class Funding),

Awards and Honors

1. Best paper award, 2024 Information System of Asia Pacific Annual Meeting (ISAP)), Vietnam
2. 2nd Place, Southern University of Science and Technology (SUSTech), The 5th National College Blended Teaching Design Innovation Competition.
3. Best Supervisor Award (Guangdong Province), The 2021 National College Student "Innovation, Creativity and Entrepreneurship" Competition.
4. Champion, 2020 AETA AI Algorithm Competition for Earthquake Prediction, organized by Peking University (Shenzhen Graduate School, Institute for Artificial Intelligence), CSDN and Wuhan University (School of Computer Science), 183 teams participated.
5. “Excellent Award”, “Government Service Process Optimization and Efficiency Prediction Based on Knowledge Graph and LightGBM Deep Learning”, the Global Open Data Application Innovation Contest 2021, hosted by Guangdong Government Service Data Administration Bureau, under supervision by the



Government of Guangdong Province.

6. Best Paper Award, The 11th International Conference on Machine Learning and Computing Proceedings, Zhuhai, China, February 2019
7. Best Paper Award, The 4th conference of East Asia Economics and Management, Ilan, Taiwan, June 2017
8. Best Paper Award, The 3rd International Conference on Telecom Technology and Applications, Jeju, South Korea, April 2014

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