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Education

2017–2021, Ph.D., Department of Public Administration and Policy, College of Public Affairs, National Taipei University.

2011–2013, M.Soc.Sc. (Master's), Department of Government and Administration, Faculty of Social Sciences, University of Macau.

2007–2011, B.A. (Bachelor's), International Business – International Finance, Beijing Normal University, Zhuhai (Campus/College).

Academic Appointments / Professional Experience

01/2022–Present, Assistant Professor, School of Liberal Arts, Macau University of Science and Technology (MUST).

06/2021–12/2021, Postdoctoral Researcher, School of International Studies, Peking University.

03/2020–03/2021, Research Assistant, Chongyang Institute for Financial Studies (RDCY), Renmin University of China.

01/2015–09/2017, Teaching Administration, School of Social Sciences, Tsinghua University.

Teaching (Courses Taught)

Leadership and Organizational Behavior

Retail Planning and Management

Museum, Exhibition and Collections Management



Customer Relationship Management

Intercultural Communication

Food and Beverage Culture

Research Interests

CEO characteristics, organizational behavior, and leadership strategy

ESG policy, smart cities, and urban governance

Digital heritage preservation, smart museums, and cultural technology

Professional Membership

Member, **Association of Destination Management Executives International (ADMEI)**

Peking University: *Chinese for HSK 6*

120-Hour International TEFL Certification Course

Publications

A. Refereed Journal Articles

Chen, P., **Zhang, M.-C.**, & Liu, X.* (Accepted/In press). ESG Ratings and Asset Market Performance: A Sectoral Investigation into Equity and Bond Markets. *International Review of Financial Analysis*.

SSCI | JCRQ1(Business,Finance) | ABS3 | Elsevier | JIF9.8

Zhang, M.-C., Zhang, H.-R., Wei, Y.*, & Wang, W. (2025). Beyond Bricks and Mortar: How CEO digital vision in smart cities impacts tourism resilience and digital heritage preservation. *Convergence: The International Journal of Research into New Media Technologies* (Advance online publication).

SSCI | JCRQ1(Communication) | SAGE | JIF2.9

Zhang, M.-C.* & Wang, G. (2025). Female CEOs, digital transformation and green innovation of small and medium-sized enterprises. *Finance Research Letters*, 86,



108606.

SSCI | JCRQ1(Business,Finance) | ABS2 | Elsevier | JIF6.9

Wang, G., **Zhang, M.-C.**, Ji, Z., & Qian, J.* (2025). Investment efficiency and ESG performance: Does board governance matter? *Finance Research Letters*, 85, 107982.

SSCI | JCRQ1(Business,Finance) | ABS2 | Elsevier | JIF6.9

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 | JCRQ1(Economics/Business,Finance) | ABS2 | Elsevier | JIF5.6

Zhu, B.-W., Zhang, Y.-F., Xiong, L., Wu, Y.-D., & **Zhang, M.-C.** (2025). Configurational effects of microscale walking environment conditions on pedestrian perceptions in transit-oriented development. *International Journal of Urban Sciences* (Published online).

SSCI | JCR Q1 (Urban Studies) | Taylor & Francis (Routledge) | JIF 3.0

Wang, G., **Zhang, M.-C.**, & He, B. (2024). Financial literacy and investment returns: The moderating effect of education level. *Finance Research Letters*, 67, 105781.

SSCI | JCRQ1(Business,Finance) | ABS2 | Elsevier | JIF6.9

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 | JCRQ1 | Elsevier | JIF4.5

B. Chinese Journal Articles (Selected)

Wang, W., & Zhang, M.-C. (2025). Reframing Global Leadership in the AI Era: Paradigm Evolution, the Political–Philosophical Turn, and China’s Path. *Theory Building* (理論建設). AMI Extended



Cheng, D.-S., Zhang, M.-C., Wang, Q., & Zhu, L.-X. (2025). Rural Culture–Tourism Industry Support for Rural Revitalization. *China Soft Science (中國軟科學)* (Supplement issue). Accepted/In press. CSSCI

Zhang, M.-C., & Wu, Y.-X. (2021). International Influence of China’s New-Type Think Tanks: History, Status Quo and Future. *Think Tank: Theory & Practice (智庫理論與實踐)*, (02), 15–23. CSSCI Extended

Zhang, M.-C. (2021). A Strategic Comparison of Three Chinese Universities’ “World-Class University” Initiatives: A 5P-Theory Perspective. *Journal of University of Science and Technology Beijing (Social Sciences Edition)*, (02), 125–131.

Wang, W., & Zhang, M.-C. (2021). A Rational View of the Obstacles in China–U.S. People-to-People Exchange. *Frontline (前線)*, (02), 36–39. CSSCI Extended

Books (Co-authored)

Wang, W., Jia, J.-J., Liu, Y., *et al.* (2020). Negative Interest Rate Trap: Lessons from Western Financial Powers (《負利率陷阱：西方金融強國之鑒》). Publisher: RDCY (Renmin University of China Chongyang Institute for Financial Studies) & China Financial Publishing House; 01 Oct 2020. ISBN: 978-7-5220-0850-9.

Conference Papers (Selected)

How to measure students’ innovation competences in higher education: An East Asian Perspective. *The 6th IEEE Eurasian Conference on Educational Innovation 2023 (IEEE 2023)*.

Comparative Study of Universities Across Mainland China, Hong Kong, Macao and Taiwan: A Strategic Management Perspective. *TASPAA 2019*.

A Citespace-Based Comparative Analysis of Public Policy Research in Mainland China and the U.S.: Status and Trends. *TASPAA 2019*.

Human Resource Management in State-Owned Enterprise Reform: Evidence from Railway Enterprises. *TASPAA 2018*.

Software Copyrights (China)



2023-08-15 | Computer Software Copyright Registration: *Talent Intelligent Scoring Management Platform* (《人才智慧評分管理平臺》). Registration No.: 2024SR002.

2025-12-29 | Computer Software Copyright Registration: *Network Asset Vulnerability Assessment and Response Handling Software* (《網路資產脆弱性評估與回應處置軟體》) V1.0. Copyright holders: Ren Teng; Mengchen Zhang; Hou Yubin. Registration No.: 2025SR2516752; Certificate No.: 17172950.

Research Projects / Grants (Selected)

Participant, Zhuhai Philosophy & Social Sciences Planning Project (2021–2022): *Strategies for Sustainable Improvement of Neighborhood Open Spaces in Old Urban Districts in the Post-pandemic Era from the Healthy Aging Perspective—A Case of Community Parks in Xiangzhou District, Zhuhai.*

Participant, Major Project of the National Social Science Fund of China (2021): *Globalization Pathways and Building a Community with a Shared Future for Mankind amid “Changes Unseen in a Century”.*

PI, Zhuhai Zhi Gong Party Project (2024): *Policy Recommendations to Remove Bottlenecks for Foreign Nationals Working, Studying, and Traveling in China.*

PI, Zhuhai Zhi Gong Party Project (2024): *Building an Efficient and Sustainable Transportation & Logistics System in the Guangdong–Hong Kong–Macao Greater Bay Area.*

Participant, Fujian Provincial Major Project (2024): *Analysis and Recommendations on Taiwan-related Investment Promotion in Fujian Province* (with provincial leader’s endorsement/annotation).

PI, Zhi Gong Party Guangdong Provincial Committee Policy Research Project (2025): *Strategies for Enhancing Urban Functions in Guangdong: Building Resilient Cities that are Livable, Innovative, Smart, Green, and Human-centered.*

Project Completion (Excellent): *GBA Collaborative Development Theory & Practice Research for the 15th National Games and the National Games for Persons with Disabilities & Special Olympics* — “Digital Empowerment and Cross-cultural



Communication: Tech–Art Integration for the GBA National Games Event IP” (Project No.: 2025GBA-107; Team member: Mengchen Zhang).

Awards & Honors

Outstanding Supervisor Award, 14th National College Students E-commerce “Innovation, Creativity and Entrepreneurship” Challenge (3C Competition).

Editorial Roles & Academic Service

Editorial Board Member, *Macao Journal* (澳門學刊) (hosted by University of Macau).

Editorial Board Member, *Modern Social Science Research*.

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

Reviewer for SSCI journals, including *Asia-Pacific Journal of Business*, *Finance Research Letters*, *Total Quality Management & Business Excellence*, etc.

Scholarships (Selected)

Himalaya Research Development Foundation Scholarship (Ph.D. student, National Taipei University), 2019.

“Gratitude and Heritage” Scholarship (Mr. Xie Chunchang & Mrs. Xie Wangchan Memorial Scholarship), 2019.

Cai Zhenliang Scholarship for Outstanding Mainland Students in Taiwan, 2018.

Professor Xie Yangeng Research Excellence Award (Dept. of Public Administration & Policy, National Taipei University), 2017 & 2018.

Competition Judge / Panelist Experience

Judge, Finals of the 1st Macao College Students “1+4” Industry Innovation & Entrepreneurship Competition, 2024.

Judge, Provincial Selection Round (Macao Region) of the 15th National 3C Competition, 2025.

Judge, MUST Career & Entrepreneurship Development Center “2025/2026 Business Plan Competition” Finals, 2025.



Student Team Awards Supervised (Selected)

National Level

2025-06 | 9th China Hangzhou College Student Entrepreneurship Competition: Second Prize (National level), Project: “*Chujun*” *Gut Health Companion* (Supervisor).

2024-11 | 14th “Challenge Cup” China College Students’ Entrepreneurship Plan Competition (Qinchuangyuan Special Track): Bronze Award (National level), Project: “*Chujun*” *Gut Health Companion*, etc. (Supervisor).

National Competition · Provincial/Regional Division

2025-08 | China International College Students’ Innovation Competition (2025), Xinjiang Regional Selection (Vocational Education Track): Gold Award, Project: “*Moli Wubian*” (Supervisor).

2024-08-13 | 14th National 3C Competition, Macao Regional Selection: First Prize, Project: *Xincheng Medical Technology* (Supervisor).

14th National 3C Competition, Macao Regional Selection: Best Entrepreneurship Award, Project: *Xincheng Medical Technology* (Supervisor).

Provincial / Municipal Level

2024-09-17 | Macao Economic Diversification Entrepreneurship Competition: Merit Award, Project: “*Chujun*” *Gut Health Companion* (Supervisor/Team Advisor).

Macao Economic Diversification Entrepreneurship Competition: Merit Award, Project: *Palm Macao (澳門掌中遊)* (Supervisor/Team Advisor).

2025-08-17 | Taizhou (Zhejiang) Entrepreneurship Competition Finals: Excellence Award (Provincial level) (Supervisor/Team Advisor).

County / District Level

2025-12 | Tiantai County “500 Elite” Competition & 2025 Tiantai High-level Talent Innovation & Entrepreneurship Competition (Finals): Excellence Award, Project: “*Moli Wubian—New-material Friction Testing Instrument*” (Supervisor).



University Level

2024-05-22 | 14th National 3C Competition (Macao Region), University Round: First Prize, Project: *Xincheng Medical Technology* (Supervisor).

14th National 3C Competition (Macao Region), University Round: Outstanding Supervisor Award (University level).

2023-06-23 | 13th National 3C Competition (Macao Region), University Round: Third Prize (University level).

Teaching / Mentorship Recognitions

Mentor Appointment: **Qin–Macao Youth Entrepreneurship Mentor**

Mentor Appointment: **Greater Bay Area Youth Career Development Mentor**

Mentor Appointment: **Zhuhai Training Base Entrepreneurship Mentor**

Invited speaker for innovation/entrepreneurship and career development talks/workshops (received certificates of appreciation).

Professional Certifications (Selected)

Leadership & Management (2025)

HarvardX: *LEAD1x—Exercising Leadership: Foundational Principles*

UNITAR: *Developing Skills for Women Leadership in Climate Action*

Peking University: *Management Communication*

MICE / Hospitality / Tourism (2025)

ICCA Skills: **Certified International Convention Specialist (CICS)**

OHSC: *Hotel Management (Short Course)*

China Travel Specialist

Mental Health & Student Support (2024)

NCTSN: *Psychological First Aid (PFA) Online*



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院
School of Liberal Arts

Mental Health First Aid (MHFA), Standard Course (12 hours), Hong Kong
Mental Health Association & MUST

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