

Bo-Wei, Zhu



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Faculty : Faculty of Humanities and Arts
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Macau, China

Teaching and Research Interests:

Multi-Criteria Decision Analysis (MCDA) in Design Management;
Human-City Interaction in Smart Environments; Embodied AI and
Human-Robot Interaction; Destination Image and Servicescape
Management

Academic Qualifications

2015 - 2019 Ph.D. in Graduate Institute of Urban Planning, National Taipei University.
2011 - 2014 M.S. in Design Art, Harbin Institute of Technology.
2007 - 2011 B.S. in Art Design, Harbin Institute of Technology.

Teaching Experiences

Jul. 2024 to present Associate Professor / Faculty of Humanities and Arts / Macau University of
Science and Technology (MUST)
2019.9 - 2024.6 Assistant Professor / Faculty of Humanities and Arts / MUST
2017.2 - 2019.8 Lecturer / Faculty of Humanities and Arts / MUST

Representative Publications

Journal Articles (2023.04-2026.03):

- Zhang, Y. F., Xiong, L., Zhang, M. C., Tao, S. M., Tzeng, G. H., & **Zhu, B. W.***, (2026).
Understanding traditional spatial taboos among half-believers in guestrooms: A
Kansei engineering experiment. ***International Journal of Hospitality
Management***, 136, 104662. (Corresponding author) [SSCI, Q1, 6/141 in
HOSPITALITY, LEISURE, SPORT & TOURISM, IF(2024): 8.3]
<https://doi.org/10.1016/j.ijhm.2026.104662>
- Lin, R., **Zhu, B. W.***, Xiong, L., & Tzeng, G. H. (2026). Linking landscape features of urban
parks to visitors' sense of place: A novel hybrid machine learning approach. ***Journal
of Destination Marketing & Management***, 39, 101055. (Co-first & corresponding
author) [SSCI, Q1, 11/141 in HOSPITALITY, LEISURE, SPORT & TOURISM,
IF(2024): 7.4] <https://doi.org/10.1016/j.jdmm.2025.101055>
- Mao, Y., Zhang, X., Xiong, L., **Zhu, B. W.***, Wang, G. Q., Zou, Z. J., & Tzeng, G. H. (2026).
How Graffiti and Surroundings Shape Visitor's Perceived Safety: A Multiple
Conjunctural Causation Analysis. ***Cities***, 168, 106481.(Corresponding author) [SSCI,

- Q1, 5/76 in URBAN STUDIES, IF(2024): 6.6] <https://doi.org/10.1016/j.cities.2025.106481>
- Zheng, X. Y., **Zhu, B. W.***, Wang, K., Tzeng, G. H., & Xiong, L. (2026). Decoding authenticity judgments in ethnic restaurants: a hybrid approach for bridging cultural gatekeeper and adventurer perspectives. *International Journal of Hospitality Management*, 132, 104390.(Co-first & corresponding author) [SSCI, Q1, 6/141 in HOSPITALITY, LEISURE, SPORT & TOURISM, IF(2024): 8.3] <https://doi.org/10.1016/j.ijhm.2025.104390>
- 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*, 1-28.(SSCI Q1 in URBAN STUDIES) <https://doi.org/10.1080/12265934.2025.2603402>
- Wang, K., Li, X. Y., **Zhu, B. W.***, Xiong, L.* & Tzeng, G. H.(2025). A data mining approach to explore the causal rules between environmental conditions of neighborhood parks and seniors' satisfaction. *Cities* (corresponding author) [SSCI, Q1, 5/77 in URBAN STUDIES, IF(2023): 6.0] <https://doi.org/10.1016/j.cities.2025.105897>
- Wang, G. Q., **Zhu, B. W.***, Wang, K., Li, X. Y., & Xiong, L*. (2025). Links between cue combinations of physical environments and consumer satisfaction in themed restaurants from a systematic approach–avoidance perspective. *International Journal of Hospitality Management*, 126, 104055.(Co-first & corresponding author) [SSCI, Q1, 4/140 in HOSPITALITY, LEISURE, SPORT & TOURISM, IF(2023): 10.1] <https://doi.org/10.1016/j.ijhm.2024.104055>
- Zhu, B. W.**, Feng, C. W., Xiong, L., Zheng, W. Q., Wang, G. Q.*, Zhang, X., & Tzeng, G. H. (2025). Rule Sets for Identifying Conditional Attributes of Campus Green Spaces with Enhanced Mental Restoration Effect. *Journal of Urban Planning and Development*, 151(1), 04024069.(SSCI)
- Li, W., Ye, X., & **Zhu, B. W.***. (2025). A decision-making model for the adaptive reuse of 'buildings of control and reform': the Nossa Senhora Village, Macau. *Humanities and Social Sciences Communications*, 12(1), 1-13. (SSCI)(Corresponding author)
- Li, X., **Zhu, B. W.**, Xiong, L.*, Li, X. Y., & Tzeng, G. H. (2025). Exploring Combinations of Landscape Features in Urban Green Spaces and Their Recovery Effects on Minor Depression. *Journal of Urban Planning and Development*, 151(1), 04024064.(SSCI)
- Zheng, W. Q., Cheung, S. M., **Zhu, B. W.***, Xiong, L.*, & Tzeng, G. H. (2024). A hybrid multi-attribute decision-making model for the systematic evaluation of exoticism-themed retail spaces from the perspective of consumer experience. *Journal of Retailing and Consumer Services*, 79, 103848. (SSCI, Q1, 14/306 in BUSINESS IF(2024):10.4). (Corresponding author) <https://doi.org/10.1016/j.jretconser.2024.103848>
- Zheng, Y. Y., Lin, J. Y., Zhao, L. C., Xiong, L.*, **Zhu, B. W.***, & Tzeng, G. H. (2024). Rethinking urban spatial resource allocation during public health emergencies:

assessing comfortable quarantine environment in Guangzhou Hotels. *Journal of Asian Architecture and Building Engineering*, 1-17. (A&HCI).(Corresponding author)

Zhao, L. C., Zheng, Y. Y., Lin, J. Y., Shen, K., Li, R. T., Xiong, L. *, **Zhu, B. W.***, & Tzeng, G. H. (2024). An Ex-ante Evaluation Model of Urban Renewal Projects for the Sustainability Potential towards TOD and AUD based on a FDEMATEL-GIS-FI approach. *International Journal of Information Technology & Decision Making*. (Corresponding author) (SCI, Q1 in OPERATIONS RESEARCH 2022).

Fan, Z. M., **Zhu, B. W.***, Xiong, L. *, Huang, S. W., Tzeng, G. H. (2023). Urban design strategies fostering creative workers' sense of identity in creative and cultural districts in East Asia: An integrated knowledge-driven approach. *Cities*, 137 (2023) 104269. (Corresponding author) [SSCI, Q1, 2/43 in URBAN STUDIES, IF(2022): 6.7] <https://doi.org/10.1016/j.cities.2023.104269>

Book:

Huang, H. C., Jia, Q., **Zhu, B. W.**, Zeng, P. A course for Application of GIS on Territory Plan. *Southeast University Press*. 2021.

Research Grants/Projects

In progress:

2026 The Faculty Research Grant (FRG) of Macau university of Science and Technology (No. FRG-26-004-FA), Principal investigator (PI).

Completed:

2024 The Faculty Research Grant (FRG) of Macau university of Science and Technology (No. FRG-24-066-FA), Principal investigator (PI).

2023 "Social impact assessment of cultural festivals in the Guangdong - Hong Kong - Macao Greater Bay Area". Major topics of the GBA Art Innovation Forum. Investigator (Ranked # 2).

2023 "Developing environmental improvement strategies of smart tourist attractions based on the perceived needs of tourists in the new era". Youth Project of Guangdong Philosophy and Social Science Foundation (GD22YYS11), Investigator (Ranked # 3).

2022 "Developing systematic strategies for improving the quality of public open spaces based on a novel hybrid multiple attribute decision making model". The Faculty Research Grant (FRG) of Macau university of Science and Technology (No. FRG-22-002-FA), Principal investigator (PI).

2021 "Continuous improvement strategies of urban neighborhood open spaces in old residential communities from the perspective of healthy aging in the post-epidemic era: Examples taken from the community parks in Xiangzhou district of Zhuhai city". Zhuhai Philosophy and Social Science Planning 2021-2022 Topic (No. 2021YBC184), Principal investigator (PI).

2020 Specialized Subsidy Scheme for Macao Higher Education Institutions in the Area of Research in Humanities and Social Sciences (and Specialized Subsidy Scheme for Prevention and Response to Major Infectious Diseases) (No. HSS-MUST-2020-9), Co-PI (Ranked # 2).

2019 "Socialization of Aesthetic Education in Museum (2019B104)". The Natural Science

Foundation of Jilin Province, China. Investigator (Ranked # 3).

Academic and Professional Membership

Peer Reviewer:

Cities (SSCI, ISSN: 0264-2751)

Design Studies (SCIE, SSN:0142-694X)

Journal of Urban Technology (SSCI, ISSN: 1063-0732)

Urban Forestry & Urban Greening (SCIE/SSCI, ISSN: 1618-8667)

Sustainable Cities and Society (SCIE, ISSN: 2210-6707)

Journal of Retailing and Consumer Services (SSCI, ISSN: 0969-6989)

Expert Systems with Applications (SCIE, ISSN: 0957-4174)

International Journal of Information Technology & Decision Making (SCIE, ISSN: 0219-6220)

...(Update: <https://www.webofscience.com/wos/author/rid/Y-1706-2019>)

PC Member:

Program committee member of the 2020 IEEE 19th International Conference on Trust, Security and Privacy in Computing and Communications (TrustCom): Guangzhou, CN; 2021 20th TrustCom: Shenyang, CN.

Guest Editor:

Guest Editor for the Special Issue of "Healthy Ageing and the Built Environment" in the journal of Geriatrics (<https://www.lidsen.com/journals/geriatrics/geriatrics-special-issues/Healthy-Ageing-Built-Environment>)

Editorial board member:

Humanities and Social Sciences Communications; Scientific Reports

Design projects

2018_1 Exhibition space design for Macau University of Science and Technology (MUST) in 23th Macao International Trade & Investment Fair (23th MIF)

2018_2 Exhibition space design for MUST in 5th Macao Industrial Products Show

2019 Exhibition space design for MUST in 6th Macao Industrial Products Show

2020 Exhibition space design for MUST in 7th Macao Industrial Products Show

2022 Exhibition space design for MUST in 8th Macao Industrial Products Show

2023 Exhibition space design for MUST in 9th Macao Industrial Products Show

2024 Exhibition space design for MUST in 10th Macao Industrial Products Show

2025 Exhibition space design for MUST in 11st Macao Industrial Products Show

2025 Exhibition space design for MUST in the Global Artificial Intelligence Machines and Electronics Expo

Awards

2025 CCIg Cup UFC champion in both the strawweight and flyweight divisions