

Fan ZENG



Title : Assistant Professor
Faculty : School of Business
Email fzeng@must.edu.mo
address :
Tel : (853) 8897-3673

Academic Qualification

2018-2021 Ph.D.: The Hong Kong Polytechnic University, Business Analytics;
2016-2017 Master: The University of Manchester, International Fashion Retails;
2012-2016 BS/BA: South China Agricultural University, Economics.

Working Experience

2021-Present Assistant Professor / Macau University of Science and Technology

Teaching Activities

Artificial Intelligence, Business Analytics, Social Media Analytics, Text Mining,
Operations Management, Logistics and Transportation, Supply Chain Management

Research Areas

Smart Tourism, Social Media Analytics, Artificial Intelligence and Big Data
Analytics, Operations and Supply Chain Management in MICE and Resorts

Selected Publications

1. Zeng, F., Lo, C. K. Y., Lee, S. H. N., & Zhou, Y. (2025). Public reaction to firms' sustainable supply chain management: Evidence from social media analytics. *Production Planning & Control*, 1–21.
<https://doi.org/10.1080/09537287.2025.2597271> [SCI, JCR Q1, ABS 3, ABDC A]
2. Huang, Y., Geng, S., Yao, Y., Zeng, F., & Tang, H. (2025). Emission Reduction and Pricing Decisions of Dual-Channel Supply Chain Considering Price

Reference Effect Under Carbon-Emission Policy. *Systems*, 13(11), 992.

<https://doi.org/10.3390/systems13110992> [SSCI, JCR Q1]

3. Zeng, F., Pang, C., & Tang, H. (2025). The impacts of natural marine disasters on shipping industry in China: An event study. *Journal of Sea Research*, 204, Article 102569. [SCI, JCR Q1]
4. Zeng, F., Pang, C., & Tang, H. (2024). Sensors on Internet of Things systems for the sustainable development of smart cities: A systematic literature review. *Sensors*, 24(7), 2074-2109. [SCI, JCR Q2]
5. Zeng, F., Pang, C., & Tang, H. (2023). Sensors on the Internet of Things systems for urban disaster management: A systematic literature review. *Sensors*, 23(17), 7475-7495. [SCI, JCR Q2]
6. Zeng, F., Lo, C. K. Y., & Lee, S. H. N. (2022). Will communication of job creation facilitate diffusion of innovations in the automobile industry? *Sustainability*, 14(1), 36-57. [SCI, SSCI, JCR Q2]
7. Zeng, F., Lee, S. H. N., & Lo, C. K. Y. (2020). The role of information systems in the sustainable development of enterprises: A systematic literature network analysis. *Sustainability*, 12(8), 3337-3365. [SCI, SSCI, JCR Q2]
8. Zeng, F., Lee, S. H. N., & Heung, C. M. (2019). Consumer attitudes toward downward extensions: An exploration of Giordano's extension in Hong Kong. *Fashion and Textiles*, 6(1), 1-24. [SCI, JCR Q1]

Major Conference Papers

1. Yuen, K. M., Zeng, F. (corresponding author), & Lo, C. K. Y. (2021). Sustainable communication and customer engagement on social media. In *Advances in National Brand and Private Label Marketing* (pp. 105–113). Springer International Publishing. (CPCI-SSH)

Research Project

- | | |
|-----------|--|
| 2025-2026 | How to use text mining techniques to obtain business insights from annual reports (PI, Macau University of Science and Technology Foundation) |
| 2023-2024 | A Review of The Role of Internet of Things in the Sustainable Development of Smart City: From the Perspective of Empirical Study (PI, Macau University of Science and Technology Foundation) |

Other Professional Activities

1. Member of Shipping and Trade Alliance for Research in Hong Kong
2. Reviewer:

International Journal of Production Research
Service Science
International Journal of Shipping and Transport Logistics
Scientific Reports
Canadian Journal of Civil Engineering