

曾帆



職稱： 助理教授
學院： 商學院
學校： 澳門科技大學

教育背景

2018-2021 Ph.D.: 香港理工大學，商業分析；
2016-2017 Master: 英國曼徹斯特大學，國際時尚零售；
2012-2016 BS/BA: 華南農業大學，經濟學。

工作經驗

2021-現在 助理教授 / 澳門科技大學

教學活動

人工智能，商業分析，社交媒體分析，文本挖掘，營運管理，物流與運輸，供應鏈管理

研究領域

智慧旅遊，社交媒體分析，人工智慧與大數據分析，會展與度假村營運與供應鏈管理

學術成果

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 Q2]

學術研討會論文

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]

研究項目

- 2025-2026 如何在年度報告中使用文本挖掘技術以獲得商業洞察 (主持人，澳門科技大學基金會)
- 2023-2024 綜述物聯網如何促進智慧城市的可持續發展——基於實證研究的視角 (主持人，澳門科技大學基金會，已結題)

其他專業資格 / 獎項 / 活動

1. 香港航運和貿易研究聯盟成員
2. 特約審稿人：
International Journal of Production Research
Service Science

International Journal of Shipping and Transport Logistics
Scientific Reports
Canadian Journal of Civil Engineering