

Zhao SiYuan



Title:	Assistant Professor
School/Department:	Faculty of Film, School of Humanities and Arts
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Research Areas:

- Application of Artificial Intelligence in Digital Media and Esports
- Esports Industry and Talent Development
- Stage Art Design and Presentation in Esports

Biography:

Zhao Siyuan boasts a multidisciplinary background and engages in interdisciplinary research, with expertise in design, digital media arts, and esports. He previously served as a strategic business consultant at Hero Entertainment, Asia's largest esports company, focusing on esports talent development. He has assisted the Labour Affairs Bureau of the Macao Special Administrative Region in training approximately 120 esports professionals through the "Macao Youth Esports Special Internship Program." With extensive experience in esports and digital media projects, he has held roles such as Visual Coordinator for the 2024 CCTV Online Spring Festival Gala and Guest Coordinator for the 2025 Online Spring Festival Gala. From 2022 to June 2024, he served as a lecturer in "Introduction to Esports" at the School of Animation and Digital Arts, Communication University of China, and was appointed as an industry mentor by the university in 2023. In the same year, he was elected Secretary-General of the Digital Games and Esports Committee under the National Association of Computer Education in Higher Education. He also serves as the chief editor of the "Esports Operations" textbook series under the Ministry of Human Resources and Social Security and is a member of the Esports Textbook Editorial Committee. Starting in October 2024, he will participate as a Chinese expert in the International Organization for Standardization (ISO) to develop international standards for esports. He is the author of the monograph Esports Stage Art Design and Implementation and has published several first-authored articles in CSSCI and SCI-indexed journals.

Education:

2021 – 2024	Macau University of Science and Technology/ Digital Media/Ph.D.
2019 – 2021	Macau University of Science and Technology/Communication Design/Master
2015 – 2019	City University of Macau/ Design/Bachelor

Work

Experience:

2026 – Present	Macau University of Science and Technology/ School of Humanities and Arts /Assistant Professor
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2023 – Present	Communication University of China/ School of Animation and Digital Arts/Industry Mentor
2025 – 2026	Macau University of Science and Technology/ School of Humanities and Arts /Lecturer
2021 – 2023	Hero E-sports/Strategic Business Consultant
2016 – 2018	Beijing Normal University (Zhuhai Campus)/College of Continuing Education/Lecturer

Project Experience:

2026	Archives of Possible Worlds: 2026 International Sci-Tech Art Exhibition / Technical Support
2025	Game for Peace All-Star Week / Project Coordination
2025	China Media Group/CCTV Online Spring Festival Gala-"I Fought for This World"/Guest Coordinator
2024	China Media Group/CCTV Online Spring Festival Gala/Visual Coordinator
2024	Tencent Video/Star Awards/Artist Coordinator
2023	Tencent Video/Star Awards/Producer
2023	APEX Asian Festival/Macau Lead

Academic Achievements:

Chinese Publications:

1. Esports as a Strategic Elevator for Chinese Brands' Global Reach , 2026 *Chinese investment (中国投资)* , 543 , 68–71
2. Game Embedding, Engine-Driven, and Boundary-Breaking Interaction: The Gamification Construction of Cultural Galas , 2024 *China Television (中国电视)* CSSCI, 464 , 80–86
3. From Mahjong and Guan Dan to Honor of Kings: Games and Esports Shaping New Lifestyles for the Public , 2024 *Media (传媒)* , CSSCI, 419, 16–18
4. On the Dual Deconstruction of the Body in Romeo Castellucci's Theatre , 2023 *Theatre Arts (戏剧艺术)* , CSSCI, 235, 80–88

Academic Book:

《Esports Stage Art Design and Implementation》–Tsinghua University Press
-authores by Zhao Siyuan

English Publications:

1. Gu Xin Yuan , Liang Xing Hua , **Zhao SiYuan*** (2026) Team Synchrony,
Under Fire:Heart Rate Recurrence a Biosignature of Victory in Elite Esports *Medicine & Science in Sports & Exercise* **58(3):p 572-580, March2026.** (SCI Q1) DOI: 10.1249/MSS.0000000000003867
2. Pengyu Zhu , Agudamu , **Siyuan Zhao** and YangZhang* (2025). Mapping sponsorship portfolios in esports: implied strategic continuity and diversification in the league of legends pro league

Frontiers in Sports and Active Living,2025.1601238

(SCI Q3) [DOI 10.3389/fspor.2025.1601238](https://doi.org/10.3389/fspor.2025.1601238)

3. Shuo Wang,Qian Liu,Bowen Gan,Furong Li,**Siyuan Zhao***(2025).

BRGR-Net: An efficient basketball referee gesture recognition network based on adaptive convolution and coordinate attention. *Measurement*,2025, 0263-2241.

(SCI Q2) [Doi.org/10.1016/j.measurement.2025.119098](https://doi.org/10.1016/j.measurement.2025.119098)

4. **Siyuan Zhao**,Zichun Shao,Yile Chen,Liang Zheng,and Junming Chen*(2025).A self-organizing decomposition based evolutionary algorithm with cooperative diversity measure for many-objective optimization. *Mathematics*,2025,2025,10(6): 13880–13907.

(SCI JCR Q1) [DOI: 10.3934/math.2025625](https://doi.org/10.3934/math.2025625)

5. Junming Chen,Yanxiu Wang,Zichun Shao,Hui Zeng and **Siyuan Zhao***(2025). Dual-Population Cooperative Correlation Evolutionary Algo Constrained Multi-Objective Optimization. *Mathematics*, 2025,13(9),1441. (SCI JCR Q1) [Doi:10.3390/math13091441](https://doi.org/10.3390/math13091441)

6. Yunxuan Mi, **Siyuan Zhao** and Fangyuan Ju* (2025). An integrated health management model to improve the health of professional e-sports athletes : a literature review. *PeerJ*,13:e19323

(SCI Q2) [Doi:10.7717/peerj.19323](https://doi.org/10.7717/peerj.19323)

7. **Siyuan Zhao**, Xiaodong Zheng* and Junming Chen* (2025). Efficient Adversarial Training for Federated Image Systems : Crafting Client-Specific Defenses with Robust Trimmed Aggregation. *electronics*, 2025,14,1541

(SCI JCR Q2) [Doi:10.3390/electronics1481541](https://doi.org/10.3390/electronics1481541)

8. Zhang, K., **Zhao, S.**, Zeng, H., & Chen, J. (2025). Two-Stage Archive Evolutionary Algorithm for Constrained Multi-Objective Optimization. *Mathematics*, 13(3), 470.

(SCI JCR Q1) [Doi:10.3390/math13030470](https://doi.org/10.3390/math13030470)

9. Zhang F.,Wang Z.,Lyu X.,**Zhao S.**...(2024).Speech-driven Personalized Gesture Synthetics:Harnessing Automatic Fuzzy Feature Inference.IEEE Transactions on Visualization and Computer Graphics.

(SCI JCR TOP) [Doi:10.1109/TVCG.2024.3393236](https://doi.org/10.1109/TVCG.2024.3393236)

10. Li J.,Chen B.,**Zhao S.**...(2024).Discovering Knowledge Assets to Foster Esports's Sustainable Expansion.Journal of the Knowledge Economy

(SSCI Q1) [Doi:10.1007/s13132-024-02016-6](https://doi.org/10.1007/s13132-024-02016-6)

11. Zhang F.,Wang Z.,Lyu X.,Jin.,**Zhao S.**,&Gao F.,(2024).DiT-Gesture: A Speech-Only Approach to Stylized Gesture Generation.Electronics 2024,13(9),1702;

(SCI Q3) [Doi:10.3390/electronics13091702](https://doi.org/10.3390/electronics13091702)

Research Projects:

1. 2025–Present 《Principal Investigator, Research on Chinese Esports Operations and Management》, Project Manager, No.: FRG-25-086-FA, Macau University of Science and Technology

2.2023-2024 《Development of Intelligent Tagging for Esports Content Based on AI Multimodal Recognition Algorithms》, Key Participant (2/11) Communication University of China.

Professional Certifications and Awards

Education Category:

2024	<i>National</i>	National Association of Computer Education in Higher Education	Rising Star Teacher in Computer Basic Education
2016	<i>University</i>	Beijing Normal University (Zhuhai Campus)	Outstanding Teacher

Design Category:

2024	<i>International</i>	IAI DESIGN AWARD	Excellence Award	<i>Existence</i>
2016	<i>Municipal</i>	Design Huai'an Cultural Creative Design Competition	Silver Award	<i>Travel Along the Li Canal - Tourism Souvenir Series</i>

Professional Certifications:

International Organization for Standardization (ISO)

• **Expert** 「Project Number : ISO 25094-1 E-sports-Part 1: Definitions」

National Association of Computer Education in Higher Education

• **Secretary-General**, Digital Games and Esports Committee

• **Standing Committee Member**, Intelligent Design for Network Media Comm

Ministry of Human Resources and Social Security

• **Editorial Director**, Esports Operations Professional Competency Certification Tutorials

• **Member**, Esports Professional Competency Certification Tutorials Editorial Committee

Tsinghua University Press

• **Member**, Esports Professional Textbook Editorial Committee