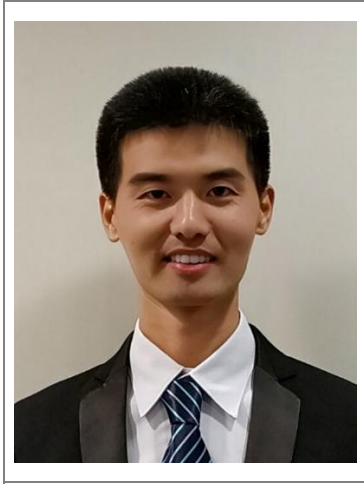


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Dept/Fields : Department of Decision Sciences

Academic Qualification

2015 – 2019 Ph.D.: The Hong Kong Polytechnic University

2014 – 2015 MA (Distinction): The Hong Kong Polytechnic University

2006 – 2010 BEng: Jiangnan University

Professional Qualification

Software Test Engineer (STE)

Certified Professional Purchasing Manager (CPPM)

Working Experience

2019 – Present: Associate Professor / Assistant Professor / Lecturer /
Macau University of Science and Technology

Research Interests

Supply chain and operations management, consumer and organizational behavior, business analytics, network analytics, data sciences

Research Grants

2026-2027: Research on live streaming playback video in social media e-commerce based on decision tree: PI. Faculty Research Grant of Macau University of Science and Technology.

2024-2025: Pricing and trade-in strategy of closed-loop supply chain with the participation of big data service provider: PI. Faculty Research Grant of Macau University of Science and Technology.

- 2023-2024: Research on Carbon Emission Trading and Monitoring Systems based on Blockchain Intelligent Technology: PI. Science and Technology Development Fund (FDCT) of Macau.
- 2023-2024: Optimizing Resource Recovery in the Coordination Game of Reverse Supply Chain for Construction Waste: PI. Faculty Research Grant of Macau University of Science and Technology.
- 2021-2023: Implementation and Weight Determination of Supply Chain Resilience Practices: PI. Higher Education Fund of Macau.
- 2022-2023: Purchase intention determination in the context of live streaming e-commerce: PI. Faculty Research Grant of Macau University of Science and Technology.

Teaching Activities

- DBMZ10 Emerging Issues in Management, Compulsory Course for Doctor of Philosophy (PhD) in Management
- MISZ04 Empirical Analysis in Supply Chain Management, Compulsory Course for Master of Intelligent Supply Chain Management (MBGZ04)
- MISZ01 Global Operations and Supply Chain Management, Compulsory Course for Master of Supply Chain Management (MBGZ01)
- MBGZ06 Business Optimization Theory, Compulsory Course for Master of Supply Chain Management
- BBAZ16604 Decision Analysis in Business, Compulsory Course for Bachelor of Business Analytics
- BBAZ16504 Decision Making Methods, Compulsory Course for Bachelor of Supply Chain Management
- BBAZ16011 Business Statistics, Compulsory Course for Bachelor of Business Administration
- BEIE304 Decision Methods / Compulsory Course for Bachelor of Engineering in Interdisciplinary Engineering (Technology and Management) / Faculty of Innovation Engineering / Macau University of Science and Technology

Dissertation

- Li, C.S. (2020). Supply chain resilience: Scale development and its performance impact under different business conditions and disruptions. Doctoral Dissertation, The Hong Kong Polytechnic University.

Selected Journal Papers

- Tan, K.Y.^S, Xu, F.^S, Yi, Z., & Li, C.S.* (2025). [Optimising resource recovery from construction waste material reverse supply chain coordination games](#). *International Journal of Systems Science: Operations & Logistics*, 12(1), 2458176.
- Chen, H.Y., Gao, K.W.^S, Lin, C., Huang, A.W.^S, & Li, C.S.* (2025). [Celebrity endorsement on social media in China: familiarity and likeability heuristics in impulse purchase](#). *Asia Pacific Business Review*, In press.
- Ki, C. W., Li, C.S., Chenn, A. S., Chong, S. M., & Cho, E. (2024). [Wise consumer choices in online secondhand luxury \(OSHL\) shopping: An integrated model of motivations, attitudes, and purchase intentions for OSHL as wise, conspicuous, and sustainable consumption](#). *Journal of Retailing and Consumer Services*, 76, 103571.
- Ki, C.W., Chow, T.C., & Li, C.S.* (2023) [Bridging the trust gap in influencer marketing: Ways to sustain consumers' trust and assuage their distrust in the social media influencer landscape](#). *International Journal of Human-Computer Interaction*, 39(17), 3445-3460.
- Li, C.S., Wong, C.W.Y.* , Wong, C.Y., Boon-itt, S., & Miao, X. (2023) [Empirical research on performance effects of supply chain resilience: Systematic literature review, citation network analysis and future research directions](#). *International Journal of Shipping and Transport Logistics*, 17(1-2), 80-106.
- Pan, X, Wong, C.W.Y.*, Li, C.S. (2022) [Circular economy practices in the waste electrical and electronic equipment \(WEEE\) industry: A systematic review and future research agendas](#). *Journal of Cleaner Production*, 365: 132671.
- Li, C.S., Wong, C.W.Y.* , Yang, C.C., Shang, G.K.C., & Lim, T.T.C. (2020) [Value of supply chain resilience: Roles of culture, flexibility, and integration](#). *International Journal of Physical Distribution & Logistics Management*, 50 (1): 80-100.

Major Conference Papers

- Tan, K.Y.^S, Tian, Y.H., Xu, F.^S, & Li, C.S.* (2024) Research on Multi-Objective Optimal Scheduling for Power Battery Reverse Supply Chain. 31st EurOMA conference (EurOMA 2024), Barcelona, Spain.

- Tan, K.Y.[§], Tian, Y.H., Xu, F.[§], & Li, C.S.* (2023) Research on Multi-Objective Optimal Scheduling for Power Battery Reverse Supply Chain. 30th EurOMA conference (EurOMA 2023), Leuven, Belgium.
- Cheng, F., Wang, L.* , & Li, C.S. (2022) For the fashion or the environment: The role of sustainable impact disclosure on resale platforms. POMS 32nd Annual Conference (POMS 2022), online.
- Peng, Y.Y.[§], Xu, M.H.[§], Cheng, G.W.[§], & Li, C.S.* (2021) Driving Post-pandemic Retail Operations: The Effect of Live Streaming E-commerce. POMS 31st Annual Conference (POMS 2021), online.
- Cheng, G.W.[§], Xu, M.Z., Peng, Y.Y.[§], & Li, C.S.* (2021) ISO 50001 implementation and cost management in manufacturing industries. POMS 31st Annual Conference (POMS 2021), online.
- Li, C.S., Wong, C.W.Y.* , Wong, C.Y., & Boon-itt, S. (2019) Supply chain resilience: Theoretical construct and measurement development. POMS 30th Annual Conference (POMS 2019), Washington D.C.

Note: * Corresponding author;

[§] Postgraduate (PhD / Master) / Undergraduate students.

Other Professional Activities

Editorial Board Member and/or Reviewers (selected)

IEEE Transactions on Systems Man Cybernetics - Systems
 IEEE Transactions on Knowledge and Data Engineering
 International Journal of Physical Distribution and Logistics Management
 International Journal of Production Research ;
 International Journal of Production Economics
 Journal of Business Logistics
 Production Planning and Control
 Transportation Research Part E: Logistics and Transportation Review

Member

Production and Operations Management Society
 European Operations Management Association
 Chartered Institute of Logistics and Transport

Session Chair - Production and Operations Management Society (POMS) 30th Annual Conference (2019), Washington D.C.