



Name : Ni Zeng
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Academic Qualifications

09/2018 - 07/2023 University of Manchester
Ph.D: Textile Design, Fashion & Management
09/2016 - 12/2017 University of Southampton,
Master: Fashion Marketing and Branding (Distinction)
09/2011 - 09/2015 Jiangxi University of Water Resources and Electric Power
Bachelor of Economics: International Economics and Trade

Teaching Areas

Operations and Supply Chain Management

Areas of Research Expertise

AI Applications and Governance ; Customer Experience ; Consumer Behaviour ;
Luxury Retail ; Emerging Human–Machine Relationships

Working Experience

2026 - Present Lecturer Macau University of Science and Technology
12/2023 - 08/2026 Postdoctoral researcher/Lecturer Peking University

Publications

Journal Articles

1. **Zeng, N.**, Ryding, D., Vignali, G., & Pantano, E. (2025). AR atmospherics and virtual social presence impacts on customer experience and customer engagement behaviours. *International Journal of Retail & Distribution Management*, 53(1), 58-73.
2. Chen, H., Zhang, J., Zhang, X., & **Zeng, N.** (2025). Quasi-virtual intimacy: An exploration of cosplay commission as a new form of virtual-reality interaction. *Computers in Human Behavior*, 168, 108651.
3. Xie, X., & **Zeng, N***. (2024). Opportunities and challenges: The application and future development of virtual humans in the media industry. *Youth Journalist*, (04), 73–77+93.
4. Zhang, X., **Zeng, N***, & Chen, X. Evolution and trends of research on China's internet economy. *Media Economics and Management Research*, 2025, (02): 331-349.



Books

1. Xie, X., Lin, Shi., **Zeng, N** et al., (2025): *A Brief History of The Internet in China*. China: Orient Publishing Center.
2. Xie, X., Lin, Shi., **Zeng, N** et al., (2026): *Development and Applications of Generative AI: Inclusiveness, Empowerment and Governance*. China: Learning Publishing House.

Book Chapter

1. **Zeng, N.**, Jiang, L., Vignali, G., & Ryding, D. (2023). Customer interactive experience in luxury retailing: the application of AI-enabled Chatbots in the interactive marketing. In *The Palgrave Handbook of Interactive Marketing* (pp. 785-805). Cham: Springer Nature.
2. **Zeng, N.**, Vignali, G., & Ryding, D. (2023). Understanding the Application of AI-enabled Chatbots in Luxury Fashion Retailing. In *The Garment Economy: Understanding History, Developing Business Models, and Leveraging Digital Technologies* (pp. 369-388). Cham: Springer Nature.
3. Jiang, L., **Zeng, N.**, Shang, E., Vignali, G., Doyle, S. (2026). Comparing the Effects of ‘Showing Available Product’ and ‘Showing Unavailable Product’ by Social Media Influencers for Luxury Fashion Brands: How Loss Aversion and Uncertainty Avoidance Affect Chinese Consumers’ Buying Behaviour. In *Ethnicity in the Fashion Business* (pp.455-475). Cham: Springer Nature.

Conference

1. 2026 IAMCR Galway
2. 2025 The National Communication Association (NCA) 111th Annual Convention
3. 2025 Annual Conference of the Chinese Association for the History of Journalism
4. 2025 Annual Conference on Media Economics and Management
5. 2025 The 2nd Digital Communication and Media China Symposium
6. 2025 Advancing Responsible AI Communication Symposium, Hong Kong Baptist University
7. 2023 Academy of Marketing Conference
8. 2022 The 28th International Conference on Recent Advances in Retailing and Consumer Science

Research Grants

1. 2024-Now Participated in the National Social Science Fund of China Major Program “Research on the Governance System and Regulatory Model of Internet Content with Chinese Characteristics” (Grant No. 18ZDA317).
2. 2018-2024 As a core team member, participated in the Ministry of Education Humanities and Social Sciences Youth Project, “Innovative Design of Virtual



Geographical Landscapes in Video Games and Strategies for Cultural Communication” (Grant No. 25YJCZH067).

3. 2025-Now As a core team member, participated in the National Social Science Fund of China Youth Program “International Disinformation Spread and Governance in the Context of Computational Propaganda” (Grant No. 24CXW053).

Prize

1. 2021 First Prize in 16th The “Chunhui Cup” Oversea Students Innovation and Entrepreneurship Competition
First Prize in 14th UK High-Level Talent Innovation and Entrepreneurship Competition

Editorial and Academic Service

Ad Hoc Reviewer

- Computers in Human Behavior
- International Journal of Retail & Distribution Management
- Telematics and Informatics
- Frontiers in Psychology

Last Updated : 2026/08/25