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Academic Qualifications

Ph.D. in Department of Public Administration and Policy, National Taipei University
M.Sc. in Department of Government and Public Administration, University of Macau, China, Macau SAR
B.A. in International Finance, Beijing Normal University at Zhuhai, China

Teaching Areas

Leadership and Organizational Behavior
Customer Relationship Management
Intercultural Communication
World Food and Beverage Culture

Areas of Research Expertise

CEO Attributes, Organizational Behavior, and Leadership Strategies
ESG, Corporate Digital Transformation, and Sustainable Governance
Smart Cities, Urban Resilience, and Public Policy Analysis
Digital Heritage Preservation, Smart Museums, and Cultural Technology
Higher Education Management and the Development of New-Type Think Tanks with Chinese Characteristics

Working Experience

2022 - Present	Assistant Professor, School of Liberal Arts, Macau University of Science and Technology, China, Macau SAR
2019 - 2022	Chongyang Institute for Financial Studies, Renmin University of China, Assistant Research Fellow, China
2016 - 2017	Institute of Economics, School of Social Sciences, Tsinghua University, Teaching Administrator, China

Professional Membership

Member, Association of Destination Management Executives International (ADMEI)

Peer-Reviewed Journal Articles

1. Wei, Y., **Zhang, M.-C.**, & Lin, C.-Y. (2026). Corporate social responsibility and environmentalism in the Chinese tourism industry: A cross-level moderated mediation approach. *Corporate Social Responsibility and Environmental Management*. Advance online publication. <https://doi.org/10.1002/csr.70916> [SSCI | ABS: 1 | JCR Q1 (Business / Management) | JIF: 10.1 | Wiley]
2. Zhang, Y.-F., Xiong, L., **Zhang, M.-C.**, Tao, S.-M., Tzeng, G.-H., & Zhu, B.-W.



- (2026). Understanding traditional spatial taboos among half-believers in guestrooms: A Kansei engineering experiment. *International Journal of Hospitality Management*, 136, 104662. <https://doi.org/10.1016/j.ijhm.2026.104662> [SSCI | ABS: 3 | JCR Q1 (Hospitality, Leisure, Sport & Tourism) | JIF: 8.3 | Elsevier]
3. Chang, Q., Wang, J., **Zhang, M.-C.**, & Zhang, L. (2026). Using SCM to improve the sustainable development of enterprises in the digital economy. *Enterprise Information Systems*, 20(7), 2616689. <https://doi.org/10.1080/17517575.2026.2616689> [SCIE | ABS: 2 | JCR Q2 | Scopus Q1 | JIF: 3.6 | Taylor & Francis]
 4. **Zhang, M.-C.**, Zhang, H., Wei, Y., & Wang, W. (2025). Beyond bricks and mortar: How CEO digital vision in smart cities impacts tourism resilience and digital heritage preservation. *Convergence: The International Journal of Research into New Media Technologies*. Advance online publication. <https://doi.org/10.1177/13548565251397424> [SSCI | JCR Q1 (Communication) | JIF: 2.6 | Sage]
 5. **Zhang, M.-C.*** & Wang, G. (2025). Female CEOs, digital transformation and green innovation of small and medium-sized enterprises. *Finance Research Letters*, 86, 108606. <https://doi.org/10.1016/j.frl.2025.108606> [SSCI | ABS: 2 | JCR Q1 (Business, Finance) | JIF: 7.1 | Elsevier]
 6. Wang, G., **Zhang, M.-C.**, Ji, Z., & Qian, J. (2025). Investment efficiency and ESG performance: Does board governance matter? *Finance Research Letters*, 85, 107982. <https://doi.org/10.1016/j.frl.2025.107982> [SSCI | ABS: 2 | JCR Q1 (Business, Finance) | JIF: 7.1 | Elsevier]
 7. Cheng, D., Wei, Y., **Zhang, M.-C.***, & Wang, C. (2025). The smart city pilot policy and corporate supply chain resilience. *International Review of Economics & Finance*, 102, 104317. <https://doi.org/10.1016/j.iref.2025.104317> [SSCI | ABS: 2 | JCR Q1 (Economics / Business, Finance) | JIF: 7.6 | Elsevier]
 8. Zhu, B.-W., Zhang, Y.-F., Xiong, L., Wu, Y.-D., & **Zhang, M.-C.** (2025). Configurational effects of microscale walking environment conditions on pedestrian perceptions in transit-oriented development. *International Journal of Urban Sciences*. Advance online publication. <https://doi.org/10.1080/12265934.2025.2603402> [SSCI | JCR Q2 (Urban Studies) | Scopus Q1 | JIF: 2.2 | Taylor & Francis]
 9. Wang, G., **Zhang, M.-C.**, & He, B. (2024). Financial literacy and investment returns: The moderating effect of education level. *Finance Research Letters*, 67, 105781. <https://doi.org/10.1016/j.frl.2024.105781> [SSCI | ABS: 2 | JCR Q1 (Business, Finance) | JIF: 7.1 | Elsevier]



10. Zhang, X., Zhong, Q., Zhang, R., & **Zhang, M.-C.** (2020). People-centered early warning systems in China: A bibliometric analysis of policy documents. *International Journal of Disaster Risk Reduction*, 51, 101877. <https://doi.org/10.1016/j.ijdrr.2020.101877> [SCIE | JCR Q1 | JIF: 4.8 | Elsevier]
11. Wang, W., & **Zhang, M.-C.** (2025). Reshaping global leadership in the AI era: Paradigm evolution, the political-philosophical turn, and the Chinese pathway. *Theory Construction*. [AMI Extended]
12. Cheng, D.-S., **Zhang, M.-C.**, Wang, Q., & Zhu, L.-X. (2025). Research on supporting rural revitalization through the rural cultural tourism industry. *China Soft Science* (2025 Supplement). Accepted (in press).
13. **Zhang, M.-C.**, & Wu, Y.-X. (2021). The international influence of new-type think tanks with Chinese characteristics: History, current status, and future. *Think Tank: Theory & Practice*, (2), 15-23. [CSSCI Extended]
14. **Zhang, M.-C.** (2021). A comparative study of strategies for building world-class universities in three Chinese universities: A 5P theory perspective. *Journal of University of Science and Technology Beijing (Social Sciences Edition)*, (2), 125-131. [Chinese Core Journal]
15. Wang, W., & **Zhang, M.-C.** (2021). A rational view of obstacles to China-US people-to-people and cultural exchanges. *Frontline*, (2), 36-39. [CSSCI Extended]

Co-authored Book

Title: The Negative Interest Rate Trap: Lessons from Western Financial Powers

Authors: Wang Wen, Jia Jinjing, Liu Ying, et al.

Publisher: Chongyang Institute for Financial Studies, Renmin University of China; China Financial Publishing House

Publication Date: October 1, 2020

ISBN: 978-7-5220-0850-9 (ISBN-10: 7522008506)

Series: RDCY Think Tank Publications Series (part of the RDCY Academic Publications Series)

Conference Papers

1. How to measure students' innovation competences in higher education: An East Asian perspective, the 6th IEEE Eurasian Conference on Educational Innovation 2023 (IEEE 2023)
2. A comparative study of universities across Mainland China, Taiwan, Hong Kong, and Macao: A strategic management perspective, Taiwan Association for Schools of Public Administration and Affairs Annual Conference and International Conference (TASPAA 2019)



3. Current status and trends in public policy research in Mainland China and the United States: A comparative CiteSpace analysis, Taiwan Association for Schools of Public Administration and Affairs Annual Conference and International Conference (TASPAA 2019)
4. Human resource management under state-owned enterprise reform: A case study of human resource reform in railway enterprises, Taiwan Association for Schools of Public Administration and Affairs Annual Conference and International Conference (TASPAA 2018)
5. Empowerment mechanisms of Macao's experience economy from a Greater Bay Area symbiosis perspective (Forum on the Destiny and Development of Cities in the Guangdong-Hong Kong-Macao Greater Bay Area, 2025)
6. Smart city practices in the Guangdong-Hong Kong-Macao Greater Bay Area: How AI is reshaping museums to advance cultural development (Forum on the Destiny and Development of Cities in the Guangdong-Hong Kong-Macao Greater Bay Area, 2025)
7. Building a sustainable development model for small and micro heritage cities in the Guangdong-Hong Kong-Macao Greater Bay Area (Forum on the Destiny and Development of Cities in the Guangdong-Hong Kong-Macao Greater Bay Area, 2025)

Patents and Software Copyrights

- 2023-08-15 (Registration No.: 2024SR002) Computer Software Copyright Registration: Talent Intelligent Scoring Management Platform.
- 2025-12-29 (Version 1.0; Copyright Holders: Ren Teng, Zhang Mengchen, and Hou Yubin; Registration No.: 2025SR2516752; Certificate No.: Software Copyright Registration No. 17172950) Computer Software Copyright Registration: Network Asset Vulnerability Assessment and Response Software.

Research Projects

Participating Projects

- 2026 (Project No.: G17260-2508-869) Macao Foundation Academic Project Funding Scheme, The Role of Macao in the Peaceful Development of Cross-Strait Relations under the New Circumstances.
- 2026 (Project No.: 2026GJXH065; Project Member: Mengchen Zhang) Guangdong Provincial Association of Higher Education Project, Teaching Practice Research on Integrating Aesthetic Education with Lingnan Time-Honored Brand Design from the Perspective of Cultural Genes
- 2025 (Project No.: 2025GBA-107; Project Member: Mengchen Zhang; Principal Investigator: Hao Na; Result published on the official website of the 15th National Games and the National Games for Persons with Disabilities and National Special Olympic Games [2025-12-05]) Research Project (Completed



with an Excellent Rating / Certificate of Excellence): Research Project on the Theory and Practice of Guangdong-Hong Kong-Macao Collaborative Development for the 15th National Games, the National Games for Persons with Disabilities, and the National Special Olympic Games - Digital Empowerment and Cross-Cultural Communication: Innovative Research on the Integration of Technology and Art for the Guangdong-Hong Kong-Macao National Games Event IP

- 2021-2022 Zhuhai Philosophy and Social Sciences Planning Project, Continuous Improvement Strategies for Open Neighborhood Spaces in Old Urban Areas in the Post-Pandemic Era from the Perspective of Healthy Aging: A Case Study of Community Parks in Xiangzhou District, Zhuhai
- 2021 National Social Science Fund of China Major Project, Pathways of Globalization and the Building of a Community with a Shared Future for Mankind amid Changes Unseen in a Century

Principal Investigator Projects

- 2026 Political Participation and Policy Consultation Project of the Guangdong Provincial Committee of the China Zhi Gong Party (Science, Education, Culture, and Sports), Recommendations for Facilitating the Professional Practice of Overseas Professionals in Guangdong and Accelerating the Development of an International Talent Pool in the Greater Bay Area
- 2026 Political Participation and Policy Consultation Project of the Guangdong Provincial Committee of the China Zhi Gong Party (Science, Education, Culture, and Sports), Recommendations for Advancing the Deep Integration of Culture and Technology and Accelerating the Development of Guangdong's Cultural Big Data System and Scenario-Based Applications
- 2025 Political Participation and Policy Consultation Project of the Guangdong Provincial Committee of the China Zhi Gong Party, Strategic Recommendations for Enhancing the Functions of New-Type Cities in Guangdong: Building Livable, Innovative, Smart, Green, Culturally Vibrant, and Resilient Cities
- 2024 Zhuhai Committee of the China Zhi Gong Party Project, Recommendations for Removing Bottlenecks Faced by Foreign Nationals Working, Studying, and Traveling in China
- 2024 Zhuhai Committee of the China Zhi Gong Party Project, Research on Building an Efficient and Sustainable Transportation and Logistics System in the Guangdong-Hong Kong-Macao Greater Bay Area
- 2024 Fujian Provincial Major Project, Analysis and Recommendations on the Current Situation of Attracting Investment from Taiwan in Fujian Province (received instructions from a provincial-level leader)

Awards and Honors

- 2024 | The 14th National College Student E-Commerce Innovation, Creativity and Entrepreneurship Challenge, Macao SAR School-Level Competition: Outstanding Instructor, Macau University of Science and Technology School-Level Competition.



- 2024 | The 14th National College Student E-Commerce Innovation, Creativity and Entrepreneurship Challenge, Macao SAR Regional Selection Competition: Outstanding Instructor Award.
- 2026 | The 16th National College Student E-Commerce Innovation, Creativity and Entrepreneurship Challenge, Macao SAR School-Level Competition: Outstanding Instructor, Macau University of Science and Technology School-Level Competition.
- 2026 | The 16th National College Student E-Commerce Innovation, Creativity and Entrepreneurship Challenge, Macao SAR Regional Selection Competition: Outstanding Instructor Award.

Editorial and Academic Service

- Editorial Board Member, Journal of Macao Studies (published by the University of Macau)
- Editorial Board Member, Modern Social Science Research
- Editorial Board Member, Journal of Economics and Economic Education Research
- Reviewer for international journals indexed in SSCI, AHCI, and ESCI and published by Springer Nature, Elsevier, Taylor & Francis, and Emerald, including Finance Research Letters, Total Quality Management & Business Excellence, Humanities and Social Sciences Communications, Journal of Economic Surveys, Discover Sustainability, and SN Business & Economics

Scholarships and Awards

- 2019 Himalaya Foundation Scholarship (Doctoral Student, National Taipei University)
- 2019 Fifth Gratitude and Inheritance Scholarship (Mr. Hsieh Chun-Chang and Ms. Hsieh Wang Chan Memorial Scholarship)
- 2018 Mr. Tsai Chen-Liang Scholarship for Outstanding Mainland Chinese Students Studying in Taiwan
- 2017 and 2018 Professor Hsieh Yen-Keng Research Excellence Award (Department of Public Administration and Policy, National Taipei University; awarded for two consecutive years)

Jury Service

- 2025 | Judge, Macao Regional Selection Competition of the 15th National College Student E-Commerce Innovation, Creativity and Entrepreneurship Challenge
- 2025 | Final-Round Judge, 2025/2026 Campus Entrepreneurship Business Plan Competition, Centre for Entrepreneurship and Career Planning, Macau University of Science and Technology
- 2024 | Final-Round Judge, First Macao University Students '1+4' Industry Innovation and Entrepreneurship Competition

Student Awards under Supervision

1. National-Level Awards



- 2026-05 | First National University Innovation and Commercialization Competition: Gold Award (National Level), Project: Starlink - A Leader in Intelligent Interconnection in the Industrial Internet Era (Faculty Advisor).
- 2026-05 | First National University Innovation and Commercialization Competition: Silver Award (National Level), Project: Moli TestTech - A Pioneer in Domestic High-Precision Intelligent Friction Performance Testing for Industrial Materials (Faculty Advisor).
- 2026-05 | First National University Innovation and Commercialization Competition: Bronze Award (National Level), Project: Functional Traditional Chinese Medicine Bracelet (Faculty Advisor).
- 2026-05 | First National University Innovation and Commercialization Competition: Bronze Award (National Level), Project: Chuyun - Your Gut Health Companion (Faculty Advisor).
- 2025-06 | Ninth China Hangzhou College Student Entrepreneurship Competition: Second Prize (National Level), Project: Chujun - Your Gut Health Companion (Faculty Advisor).
- 2024-11 | 14th Challenge Cup China College Student Entrepreneurship Plan Competition, Qin Chuang Yuan Special Competition: Bronze Award (National Level), Project: Chujun - Your Gut Health Companion, among others (Faculty Advisor).

2. Provincial/Regional Rounds of National Competitions

- 2026-07 | 16th National College Student E-Commerce Innovation, Creativity and Entrepreneurship Challenge, Macao Regional Competition: First Prize, Project: Smart Career Launch - China's First Integrated Online-Offline Full-Cycle Career Planning Service Provider (Faculty Advisor).
- 2026-06 | Hong Kong-Zhuhai-Macao University Science and Technology Achievement Commercialization Competition: Third Prize, Project: Moli TestTech - A Pioneer in Domestic High-Precision Intelligent Friction Performance Testing for Industrial Materials (Faculty Advisor).
- 2025-08 | China International College Students' Innovation Competition (2025), Xinjiang Regional Selection, Vocational Education Track: Gold Award, Project: Friction Unlimited (Faculty Advisor).
- 2024-08 | 14th National College Student E-Commerce Innovation, Creativity and Entrepreneurship Challenge, Macao Regional Competition: First Prize, Project: Xinlu Medical Technology (Faculty Advisor).
- 2024-08 | 14th National College Student E-Commerce Innovation, Creativity and Entrepreneurship Challenge, Macao Regional Competition: Best Entrepreneurship Award, Project: Xinlu Medical Technology (Faculty Advisor).

3. Provincial/Municipal Awards

- 2025-08-17 | 2025 Taizhou Entrepreneurship Competition Final, Zhejiang Province: Merit Award (Municipal Level) (Faculty Advisor / Team Leader).
- 2024-09-17 | 2024 Macao Economic Diversification Entrepreneurship Competition: Merit Award, Project: Chujun - Your Gut Health Companion (Faculty Advisor / Team Leader).



- 2024-09-17 | 2024 Macao Economic Diversification Entrepreneurship Competition: Merit Award, Project: Macao Pocket Tour (Faculty Advisor / Team Leader).
4. District/County-Level Awards
- 2025-12 | Tiantai County '500 Elites' Competition and 2025 Tiantai County High-Level Talent Innovation and Entrepreneurship Competition Final: Merit Award, Project: Friction Unlimited - New Materials Friction Tester (Faculty Advisor).
5. University-Level Awards
- 2026-04 | 16th National College Student E-Commerce Innovation, Creativity and Entrepreneurship Challenge, Macau University of Science and Technology School-Level Competition: Second Prize, Project: Smart Career Launch - China's First Integrated Online-Offline Full-Cycle Career Planning Service Provider (Faculty Advisor).
 - 2024-05-22 | 14th National College Student E-Commerce Innovation, Creativity and Entrepreneurship Challenge, Macau University of Science and Technology School-Level Competition: First Prize, Project: Xinche Medical Technology (Faculty Advisor).
 - 2023-06-23 | 13th National College Student E-Commerce Innovation, Creativity and Entrepreneurship Challenge, Macau University of Science and Technology School-Level Competition: Third Prize (Faculty Advisor).

Teaching and Mentoring Honors

- Appointment Certificate, Hengqin-Macao Youth Entrepreneurship Mentor
- Appointment Certificate, Greater Bay Area Youth Career Development Mentor
- Appointment Certificate, Entrepreneurship Mentor, Zhuhai Training Base
- Certificate of Appreciation for Entrepreneurship Lectures (sample topic: Selecting and Advancing Winning Entrepreneurship Competition Projects)
- Invited on multiple occasions to deliver innovation, entrepreneurship, and career development lectures and workshops at the university and across the Greater Bay Area; received certificates of appreciation and recognition.

Professional Certifications

1. Management and Leadership

- Harvard University HarvardX Leadership Course Certificate - Course: LEAD1x: Exercising Leadership: Foundational Principles
- United Nations Institute for Training and Research (UNITAR) Women in Climate Action Leadership Course Certificate - Course: Developing Skills for Women Leadership in Climate Action
- Peking University Management Communication Course Certificate - Course: Management Communication

2. Meetings, Hospitality, and Tourism

- ICCA Skills, International Congress and Convention Association - Certified International Convention Specialist (CICS)



- Oxford Home Study Centre (OHSC) Hotel Management Short Course - Course: Hotel Management (Short Course)
- China Travel Specialist Certificate - Course: China Travel Specialist

3. Mental Health and Student Support

- National Child Traumatic Stress Network (NCTSN) - Psychological First Aid Course Certificate
Course: Psychological First Aid (PFA) Online
- Mental Health Association of Hong Kong & Macau University of Science and Technology - Mental Health First Aid (MHFA) Standard Course Certificate
Course: Mental Health First Aid (MHFA) Standard Course, 12 hours
(12-hour Mental Health First Aid course)

4. Language and Teaching

- Peking University HSK 6 Chinese Course Certificate
Course: Chinese for HSK 6
- 120-Hour International TEFL Certification Course (Teaching English as a Foreign Language, 120 Hours)

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