



Name : Ni Zeng
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Academic Qualifications

Ph.D. in Textile Design, Fashion & Management, University of Manchester, UK
Master in Fashion Marketing and Branding (Distinction), University of Southampton, UK
Bachelor of Economics, International Economics and Trade, Jiangxi University of Water Resources and Electric Power, China

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, School of Liberal Arts, Macau University of Science and Technology, China, Macau SAR
2023 - 2026 Postdoctoral researcher/Lecturer, Peking University, China

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. (SSCI Q1, IF : 5.5, ABS 2)
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. (SSCI Q1 top, IF : 12.5, ABS 3)
3. 2024 謝新洲, 曾妮*, 機遇與挑戰: 虛擬數字人在傳媒業的應用和未來發展 [J]. 青年記者, (04): 73-77+93. (CSSCI 擴展)
4. 2025 張曉萌, 曾妮*, 陳馨婕. 中國互聯網經濟的研究方向、演進路徑與趨勢分析[J]. 傳媒經濟與管理研究, (02): 331-349. (CSSCI 來源集刊)



Books

1. 謝新洲、石林、曾妮等 (2025) 中國互聯網發展簡史・東方出版中心。
2. 謝新洲、石林、曾妮等 (2026) 生成式人工智能發展應用：普惠、賦能與治理・學習出版社

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 111th Annual Convention
3. 2025 年中國新聞史學術年會，重慶
4. 2025 年傳媒經濟與管理學術年會，長沙
5. 2025 年第二屆「數字傳播與媒介中國」學術研討，福州（會議一等獎）
6. 2025 Advancing Responsible AI Communication Symposium，香港浸會大學
7. 2023 Academy of Marketing Conference
8. 2022 28th International Conference on Recent Advances in Retailing and Consumer Science.

Research Grants

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| 2025-Now | (Grant No. 24CXW053) 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”. |
| 2024-Now | (Grant No. 18ZDA317) 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” |
| 2018-2024 | (Grant No. 25YJCZH067) 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” |



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院
School of Liberal Arts

Prize

- 2021 First Prize in 16th The “Chunhui Cup” Oversea Students Innovation and Entrepreneurship Competition
- 2021 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 : 16th September 2026