# Curriculum Vita

**Name**: Farzad Sabetzadeh 法扎德
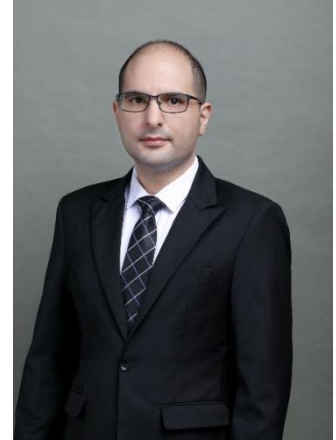
**Email**: farzad@cityu.edu.mo

**Office numbers:** (+853) 8590 2938

**Nationality:** Chinese (Hong Kong S.A.R)

**LinkedIn Profile:** https://hk.linkedin.com/in/ifarzad

**ORCID:** https://orcid.org/0000-0001-9436-5753

## *Bio*

Farzad is full-time assistant professor of Knowledge and Innovation Management at the faculty of business in the City University of Macau. He also teaches part-time in the School of Continuing and Professional Education (SCOPE) of CityU HK He has more than a decade of track record in both academia and industry in developing knowledge-based innovation systems and processes. He is teaching various subjects on knowledge management, innovation management, change management, emerging technologies and business research methods to both undergraduate and postgraduate students in Greater China and Southeast Asia. Withhis diverse work and academic background in different regions, his current academic focus is on teaching, research  and consultancy for innovation and entrepreneurship development in the Greater Bay Area(粵港澳大灣區), South East Asia and projects associated with China One Belt One Road Initiative(一帶一路). He is also an active technology advisor to the IT industry and is involved in various academic events, talks, and seminars as well as research publications. Over the past decade, he has completed multiple projects on knowledge management, personalized learning environment, Massive Open Online Courses (MOOC), Smart City, and Internet of Things (IoT).

## *Education*

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| **2011 - 2016** | PhD in Knowledge Management, Department of Industrial and Systems Engineering (ISE), The Hong Kong Polytechnic University, HONG KONG S.A.R, |
| **2006** - **2008** | Master of Business Administration (MBA) in IT Management, Graduate School of Management, Multimedia University, Cyberjaya, MALAYSIA |

**1999 – 2003**    Bachelor of Industrial Engineering, Faculty of Engineering, Azad University, Tehran North Branch campus, IRAN

## *Employment and Experience*

**2019-Now**    **Assistant Professor,** City University of Macau, Faculty of Business

<u>*Duties*</u>

Full-time faculty in charge of teaching, research and consultancy on Knowledge Management, Innovation and Entrepreneurship

<u>Teaching Subjects</u>

- ✓ Cross-Cultural Management (BBA)
- ✓ Innovation Management (BBA)
- ✓ Research Methods in Knowledge Management (BBA)
- ✓ Research Report on Emerging Technologies (BBA)
- ✓ Emerging Developing Countries (MBA)
- ✓ Quantitative Analysis and Decision Making (MBA)
- ✓ Business Math and Statistics (BBA)
- ✓ Organization Change Management (BBA)

**2018-2019**    **Lecturer (part-time),** City University of Hong Kong, School of Continuing and Professional Education (SCOPE)

<u>*Duties*</u>

1. Module Leader for the subject of Emerging Technologies and concepts (under University of Staffordshire program)
2. Module Leader for the subject of Knowledge Management in Organization (under the University of Staffordshire program)

**2018-2020**    **Visiting Professor**, Bangkok University, Institute for Knowledge and Innovation Southeast Asia (IKI-SEA),

**2016-2019**    **Consultant, Technology and Research,** NetDragon Websoft Holdings, HK office

<u>*Duties*</u>

1. Knowledge transfer and project management among R&D and product development teams.
2. Technology advisor on smart innovation and knowledge-based systems for product development.
3. Data modeling and architecture (e.g. structured, unstructured, graph-based) for projects.
4. Research and Development on artificial intelligence, natural language processing, data analytics tools, dashboards and knowledge visualization tools.

**2017-2018**    **Honory Lecturer,** Hong Kong University, School of Professional and Continuing Education (SPACE), Innovation & Entrepreneurship Subject Group

Duties

1. Lecturer for Postgraduate Diploma in Entrepreneurship & Innovation Management
2. Seminars on Knowledge Management, Internet of Things (IoT), Industry 4.0 and Smart City concepts
3. Periodic talks on Knowledge Management and Big Data in Business

**2013-2016**    **Project Assistant,** Knowledge Management and Innovation Research Center (KMIRC), Faculty of Industrial and Systems Engineering (ISE), The Hong Kong Polytechnic University

*Duties:*

1. Developing and designing courses on various learning management systems (LMS)
2. Research and implementation of digital learning technologies and learning analytics for learning management systems and knowledge sharing portals
3. Research and application of game mechanics and game design techniques in teaching and learning platforms
4. Improving delivery methods for blended learning practices
5- Research, design and development of Massive Open Online Course (MOOC) and Small Private Online Courses (SPOCs) at the Hong Kong
   Polytechnic University
6- Briefing student visitors and overseas scholars on KM activities & projects
7- Assisting on seminars, grant application and teaching duties of the center

**2012-2013**    **Visiting PhD Scholar,** Knowledge Management Department, German Research Center for Artificial Intelligence (DFKI), Kaiserslautern, GERMANY

*Duties:*

1. Assessment of AI and Machine Learning tools in knowledge quality analytics
2. Research on epistemological approach to knowledge in operations and services.
3. Research on data modeling in structured, semi-structured and unstructured knowledge repositories.

| 2010-2013 | **Full-Time Ph.D Candidate**, Department of Industrial and Systems Engineering at the Hong Kong Polytechnic University on three-year scholarship |
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*Duties:*
1. Research on various Knowledge Management topics including knowledge quality and knowledge sharing, E-learning and Blended learning, Communities of Practice (COP), web 2.0 toolkit development, Cloud Computing and Big Data analytics
2. Part of the research team on assigned KM research projects, including proposal preparation, participation in research center's events and conducting research on assigned topics

| 2009-2010 | **Research Assistant (Full time)**, Knowledge Management and Innovation Research Center (KMIRC), Faculty of Industrial and Systems Engineering (ISE), The Hong Kong Polytechnic University |
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*Duties:*

1- Development of knowledge sharing portals and web 2.0 toolkits

2- Research on knowledge sharing behaviors in organizations and in various knowledge sharing platforms

3- Assisting on seminars, grant application and teaching duties of the center

## *Skills*

- ➤ Analytical tools (Python, SPSS, RapidMiner, Matlab)
- ➤ Scientific tools and frameworks
  - Data Modelling: NoSQL with MongoDB and Graph Data with Neo4J
  - Deep Learning: Keras and Tensorflow
  - Natural Language Processing (NLP) : SpaCy, NLTK, CoreNLP and Gensim
  - Python Science-related libraries: Pandas, SciKit, Numpy etc.
- ➤ E-learning and gamification tools (iSpring, Articulate)
- ➤ Collaboration tools (Blackboard, Moodle, SharePoint, Wordpress, HTML5-based web technologies)
- ➤ Productivity program suites (Excel, Word, Access, PowerPoint)
- ➤ Media Tools (Adobe Acrobat, Adobe Photoshop, Adobe Premier)
- ➤ Broadcasting Tools (Wirecast, Xsplit, OBS)
- ➤ Social Media Advertising tools (Google AdWords and Analytics, Facebook Ads etc.)
- ➤ Desktop (Windows, Mac OSX, Linux) and Mobile (Android, iOS) Operating Systems

## *Language Proficiency*

English: Fluent
Mandarin/Cantonese Chinese: Very Elementary

## _Research Interests and Areas of Expertise_

1. Knowledge Management, Innovation Management and Entrepreneurship
2. Emerging Technologies for Business
3. Big Data analytics and artificial Intelligence in Business applications
4. E-learning, Blended Learning and Massive Open Online Course (MOOC)
5. Gamification in Learning and Learning Analytics

## Academic Activities and Awards

- Ph.D. Scholarship for 3 years (2010-2013) from the Hong Kong Polytechnic University
- Managing editor of the International Journal of Knowledge and System Science (IJKSS)
- Visiting Ph.D. student at DFKI Kaiserslautern, Germany on The Hong Kong Polytechnic University research attachment program award, Jan-May 2013
- Graduate mentor for international undergraduate students at the Hong Kong Polytechnic University, 2011-2012
- Best Performance Award in Knowledge and Technology Management track of the department of Industrial and Systems Engineering (ISE) of the Hong Kong Polytechnic university in 2015
- Certificate of Online Information Literacy Program issued by the Hong Kong Polytechnic University
- Certificate of Advanced English for Academic Purposes, issued by the English Language Center of the Hong Kong Polytechnic University

## Publications

### _Journal Papers_

1. **Farzad Sabetzadeh**. & Tsui. E. (2014), "An Effective Knowledge Quality Framework Based on Knowledge Resources Interdependencies", VINE Journal of Information and Knowledge Management Systems, Vol.45 No.3, pp. 360-375
2. **Farzad Sabetzadeh** & Tsui, E. (2011), "Delivering Knowledge Services in the Cloud", International Journal of Knowledge and Systems Science (IJKSS), Vol.2, No.4, pp. 14-20
3. **Farzad Sabetzadeh** & Tsui, E. (2011), "Social Motives Polarity and Its Impact on Knowledge Sharing", VINE Journal of Information and Knowledge Management Systems, Vol. 41 No. 1, pp.76-88

### _Book and Book Chapter_

1. **Farzad Sabetzadeh** and Wang Yusong (2021, Forthcoming) " Demystifying Augmented Reality (AR) in Marketing from the e-commerce perspective", Cases on Virtual Reality Modelling in Healthcare, IGI Global, 2021
2. **Farzad Sabetzadeh** and Victoria White (2021, Forthcoming), "NextGen Higher Edution: Preparing for Jobs That Yet Don't Exist" IGI Global, 2022
3. **Farzad Sabetzadeh** & Lee, W.B, (2018) "Contemporary Knowledge and Systems Science", IGI Global, DOI: 10.4018/978-1-5225-5655-8
4. **Farzad Sabetzadeh** & Tsui, E. (2013). Delivering Knowledge Services in the Cloud. In Multidisciplinary Studies in Knowledge and Systems Science (pp. 247–254). IGI Global.

*Conference Papers*

1. Huimin Jiang, **Farzad Sabetzadeh** and C.K. Kwong (2021) "Dynamic analysis of customer needs using opinion mining and fuzzy time series approaches", Fuzz-IEEE 2021, Luxembourg (EI Indexed)
2. **Farzad Sabetzadeh** (2020), "Learning Process Management: Shifting Perspective from Learning Technologies to Learning Experience?" elearning Forum Asia 2020, Hong Kong S.A.R (China)
3. Tsui E. and **Farzad Sabetzadeh** (2014), "Lessons Learnt from and Sustainability of Adopting a Personal Learning Environment and Network (PLE&N), International Conferences on Educational Technologies 2014 and Sustainability, Technology and Education (ICEduTech 2014), pp. 51-58
4. Tsui, E., Wang, W.M. and **Farzad Sabetzadeh**., "Enacting Personal Knowledge Management & Learning with web services interoperability tools," 3rd International Conference on Cloud Computing and Intelligence Systems (CCIS), 2014 IEEE, pp.491-494, 27-29 Nov. 2014, doi:10.1109/CCIS.2014.7175785
5. **Farzad Sabetzadeh**, Tsui, E. & W.B. Lee (2014)," Enhancing knowledge quality via a semantic-oriented framework for a social knowledge cloud", 5th International Conference on Software Engineering and Services Science, 2014 IEEE, pp. 153-156
6. **Farzad Sabetzadeh**, Tsui, E. and Lee W.B. (2013), "Assessment of Uncertainty in the Quality of Knowledge in the Research Publication Review Process", 10th IEEE International Conference on Fuzzy Systems & Knowledge Discovery (FSKD), Shenyang-China, 2013
7. Tsui, E., Cheong, R.K.F & **Farzad Sabetzadeh** (2011), "Cloud-Based Personal Knowledge Management as a Service (PKMaaS)," Computer Science and Service System (CSSS), 2011 IEEE International Conference, pp.2152-2155, 27-29 June 2011
8. Kiu, C.C., Tsui, E & **Farzad Sabetzadeh** (2011), "An Ontology-Based Expert Locator System in a Web 2.0 oriented Personal Learning Environment", Artificial Intelligence Workshops (AIW 2011), MIMOS, Malaysia