

# Dr. Liujian Huang

## Assistant Professor in Operations Management/MIS

*Subject Lead in Operations Management/MIS*

*Doctoral Students Supervisor*

### CONTACT INFORMATION

Faculty: Faculty of Business, City University of Macau

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### RESEARCH INTERESTS

Green Supply Chain Management

Operations Management

Luxury Supply Chain Management

Data Mining and Data Analysis

Consumer Behaviors

Interfaces of Operations Management and Marketing

### TEACHING

*Courses taught at the City University of Macau*

- Analysis of Quantitative Method (BBA, 2023 Spring)
- Quantitative Analysis (MBA, 2025 Spring)
- Management Information System (MIS)  
(MBA, 2023 Spring, 2024 Spring; BBA, 2024 Fall, 2025 Fall)
- Cross Cultural Management (MBA, 2024 Fall)
- Marketing Management (BBA, 2025 Fall)
- Digital Marketing (Global Summer Institute, 國際暑期課程, 2025)

*Tutorial Course Taught at the South China University of Technology*

- Advanced Mathematics (Undergraduate, 2015 Fall)

### ACADEMIC POSNITION

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|---|----------------|
| - Assistant Professor, City University of Macau                   | 2023/2-present |
| - Subject Lead in MIS, City University of Macau                   | 2023/8-present |
| - Subject Lead in Operations Management, City University of Macau | 2024/8-present |

### EDUCATION EXPERIENCE

#### Ph.D, Management Science and Engineering

(Master-Ph.D. Successive Program 2+3), South China University of Technology, China

#### Master, Computational Mathematics

South China University of Technology, China

#### B.Sc, Mathematics and Applied Mathematics

Guangxi University for Nationalities, China

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## SELECTED PUBLICATIONS (\* denotes corresponding author)

1. Li Y., **Huang L.\***, Tong Y., (2021). "Cooperation with Competitor or not? The Strategic Choice of a Focal Firm's Green Innovation Strategy". *Computers & Industrial Engineering*. 157. 107031. (SCI, JCR Q1, IF: 6.5). <https://doi.org/10.1016/j.cie.2021.107301>
2. Liu. C., Zheng Y.\*, **Huang L.** (2025), 考慮 ESCO 損失規避的合同能源管理項目節能分配契約研究. 运筹与管理 (擬錄用)

-----Selected Working Paper -----

3. Li Y., **Huang L.\***, R&D Strategy of Improving Upstream' Remanufacturing Innovation under Government Fund Policy. (Working paper)
4. Li Y., **Huang L.\***, Cooperation with Competitor or not? The Strategic Choice of a Focal Firm's Green Innovation Strategy under the Co-opetition Relationship. (Working paper)

## PROFESSIONAL SERVICE

### ■ City University of Macau

- Supervisor for Postgraduate Students, 2023-present
- Supervisor for doctoral students, 2025-present
- MBA Defense Committee, 2023-present
- DBA Defense Secretary, 2023-present
- Interview Admissions Panel for MBA, 2023-present
- Interview panel for new staff recruitment, 2024-present
- Subject Lead in *Management Information System* (MBA, 2023, 2024; BBA, 2024, 2025), 2023-present
- Subject Lead in *Operations μManagement* (MBA, BBA), 2024-present

### ■ Chinese Scholar Marketing Association

- *Session Chair*. 2025.6. at the **9<sup>th</sup> World Business Ethic Forum** at the City University of Macau (*Session of Environmental Management*)
- *Session Chair*. 2024.7. at the **12<sup>th</sup> China Marketing International Conference** at the North China University of Water Resources and Electric Power (*Session of Interfaces of Operations Management and Marketing*)

## ACADEMIC MEMBERSHIPS

- Membership of the Operations Research Society of China (中國運籌學會 會員)
- Membership of the Chinese Scholar Marketing Association (中國市場營銷學者協會 會員)
- Council Member of the Inaugural Chinese Scholar Marketing Association (中國市場營銷學者協會 理事)
- Membership of the Systems Engineering Society of China (中國系統工程學會 會員)

## Ad-hoc Reviewer

- Environmental Science and Pollution Research
- Sustainable Futures
- 9<sup>TH</sup> World Business Ethic Forum at 18-19, June, City University of Macau

## ACADEMIC TALKS

### ■ Talks at University

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1. **Huang L.**, (2025). “Cooperation with Competitor or not?”. presentation at the *Academic Exchange* with *Hong Kong Metropolitan University* at Shenzhen, China.

#### ■ Talks at enterprise

1. **Huang L.**, (2015). “Data Mining Methods and Cases Analysis (Recommendation Algorithms and Artificial Neural Networks)”. presentation at *Guangzhou Sanhao Computer Technology Co., LTD.*, Guangzhou, China.
2. **Huang L.**, (2015). “Principles and Application of Deep Learning”, presentation at *Guangzhou Sanhao Computer Technology Co., LTD.*, Guangzhou, China.

#### CONFERENCE PRESENTATION

1. **Huang L.**, Ma Y. (2025). “Where does the Charm of Blind Boxes Come From? Unveiling the Antecedents of IP Image Attractiveness in Blind Box Market”, presentation at *13<sup>TH</sup> China Marketing International Conference (CMIC 2025) at China University of Mining and Technology*, Xuzhou, China.

#### PARTICIPATED IN PROJECT

- A Platform for Chinese Language Function Detection and Rehabilitation Technology under Digital Channel Simulation. *National Major Scientific Research Instrument Development Project*. (Host: Zhuoming Chen, Professor, The First Affiliated Hospital of Jinan University, 2015)

#### FUNDING

- Conference Attendance Funding, Annual Funding Plan for Higher Education Institutions for the Academic Year 2024/2025, Education and Youth Development Bureau, Macao Government. *35<sup>TH</sup> POMS Annual Conference at Atlanta, GA, USA*. (Education Fund No. M24-0005833904. Fund of City University of Macau. No. FE2418. PI. Liujian Huang)

#### QUALIFICATIONS SKILLS

Programming: Matlab, Python, C++, R, LaTeX

#### LANGUAGE

Mandarin, English, Cantonese

#### Doctoral STUDENT SUPERVISION- CURRENT

1. Yuqian Liu. Green Innovation Management
2. Shanshan Wu. Digital marketing and New Energy Vehicles

#### MASTER STUDENT SUPERVISION- GRADUATED

1. Weiming Song. 2025. Enterprise Dual Innovation
2. Chaoxuan Yin. 2025. Block Chain Adoption
3. Feiyu Chen. 2025. Firm’ digital Transformation and Green Innovation
4. Xuanli Luo. 2025. Firm’ digital Transformation
5. Lu Chen. 2025. Short Video Platforms Management

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6. Anqi Liu. 2025. Consumer' Purchase Intention on Game Software
  7. Jingzhi Cui. 2025. The Motivation on Green Innovation Investment
  8. Yikang Yang. 2025. Digital Payments and Agricultural Products
  9. Yanfei Lu. 2025. Consumer' Purchase Intention on New Energy Vehicles
  10. Qing Gu. 2025. Green Marketing
  11. Xiaoyan Dong. 2025. Live Streaming and Characteristics of KOL
  12. Yihang Ma. 2025. Consumer' Purchase Intention on Blind Box
  13. Xinyi Jiang. 2025. Crisis Management
  14. Zeyuan BaiChen. 2025. Live Streaming
  15. Shangjun Duan. 2025. Coffee Brand Management
  16. Yingyi Ye. 2024. Consumers' Corporate Brand Recognition in Aviation Industry.
  17. Linglu Li. 2024. Tourists' Glamping Intension based on S-O-R Theory.
  18. Yan Zhang. 2024, The Factors of Users' Purchasing Intention of Paid Study Rooms.
  19. Yulan Ao. 2024, The Payment Methods on Consumers' Willingness to Pay.
  20. Haowen Qiu. 2024. Consumers' Purchase Intension on Deformed Fruits.
  21. Siyu Huang. 2024. Corporate Social Responsibility Practices and Financial Performance.
  22. Fanjun Meng. 2024. Consumers' Influenza Vaccine Uptake Intention.
  23. Yuxuan Liu. 2024. The Impact of Supply Chain Digitization on ESG Performance-Empirical Evidence from Listed Companies in China.
  24. Wanqi Zhang. 2024. Gamification in E-Commerce Marketing on Purchase Intention.
  25. Yu Lu. 2024. Sustainable Luxury Goods Purchasing Behavior Considering Firm's Recycling Mode.
  26. Tiancheng Zhu. 2024. Asset Lightweight on Corporate Profitability: A Case Study of Real Estate Enterprises.
  27. Wenhua Bao. 2024. Purchase Intention of Cultural and Creative Products.
  28. Zetong Li. 2024. Purchase Intention on Live Streaming Channel.

Undated: 9<sup>th</sup> May 2025