



Dr. SABETZADEH Farzad (Associate Professor)

Email: farzad@cityu.edu.mo

Research Area

Artificial Intelligence and Deep Learning
Knowledge Management

Innovation & Entrepreneurship

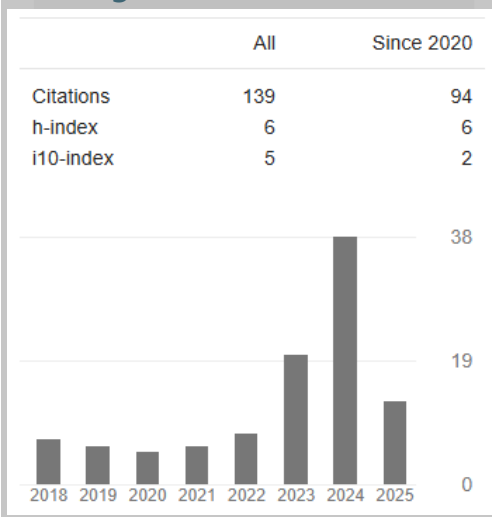
Collaborative Technologies in Teaching
& Learning

Smart Technology (e.g. Internet of
Things (IoT))

Cloud Computing and Big Data Analyt-
ics in Education and Business

Data Modeling (SQL, NoSQL and Graph
-based)

Google Scholar



Journal

- ◆ Sabetzadeh, F., & Chen, Y. (2023). An investigation of the impact of interpersonal and institutional trust on knowledge sharing in companies: invisible hands for knowledge sharing. VINE Journal of Information and Knowledge Management Systems (ESCI)
- ◆ Jiang, H., Sabetzadeh, F., & Chan, K. Y. (2023). Developing Nonlinear Customer Preferences Models for Product Design Using Opining Mining and Multiobjective PSO-Based ANFIS Approach
- ◆ Jiang, H., Wu, X., Sabetzadeh, F., & Chan, K. Y. (2023). Developing explicit customer preference models using fuzzy regression with nonlinear structure. Complex & Intelligent Systems (SCIE)
- ◆ Jiang, H., Sabetzadeh, F., Lin, Z., & Tang, H. (2022), Nonlinear Time Series Fuzzy Regression for Developing Explainable Consumer Preferences' Models Based on Online Comments. IEEE Transactions on Fuzzy Systems (SCIE)
- ◆ Jiang, H., Guo, G., Sabetzadeh, F., & Chan, K. Y. (2022). Model variational consumer preferences based on online reviews using sentiment analysis and PSO-based DENFIS approaches. Journal of Intelligent & Fuzzy Systems (SCIE)
- ◆ Jiang, H., Sabetzadeh, F., Lin, Z., & Tang, H. (2022). Nonlinear time series fuzzy regression for developing explainable consumer preferences models based on online comments. IEEE Transactions on Fuzzy Systems. (SCI)
- ◆ Jiang, H., Guo, G., Sabetzadeh, F., & Chan, K. Y. (2022). Model variational consumer preferences based on online reviews using sentiment analysis and PSO-based DENFIS approaches. Journal of Intelligent & Fuzzy Systems, (Preprint), 1-12. (SCI)
- ◆ Sabetzadeh, F., & 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



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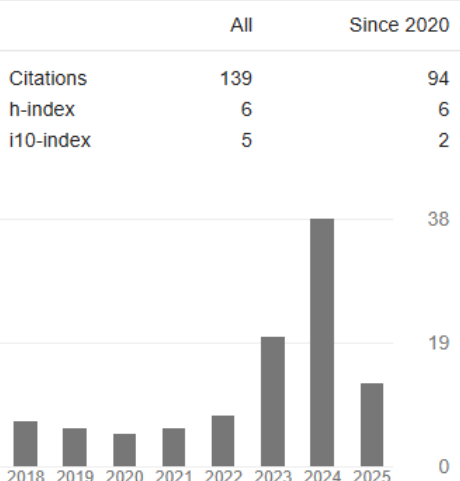
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- ◆ Sabetzadeh, F., & Tsui, E. (2011), "Delivering Knowledge Services in the Cloud", International Journal of Knowledge and Systems Science (IJKSS), Vol.2, No.4, pp. 14-20
- ◆ Sabetzadeh, F., & Tsui, E. (2011), "Social Motives Polarity and Its Impact on Knowledge Sharing", VINE Journal of Information and Knowledge Management Systems, Vol. 41 No. 1, pp.76-88

Book

- ◆ Sabetzadeh, F., & Zhang, D. (2023). Reflection and Construction on the Operation Mode of Medical Data Management Platform in the Context of the COVID-19 pandemic. Revolutionizing Digital Healthcare Through Blockchain Technology Applications.
- ◆ Sabetzadeh, F., & Wang, Y.(2022). Demystifying Augmented Reality (AR) in Marketing From the E-Commerce Perspective. Cases on Virtual Reality Modeling in Healthcare
- ◆ Sabetzadeh, F., & White, V. (2022). NextGen Higher Education: Preparing Students for the Jobs of Tomorrow That Do Not yet Exist. Disentangled Vision on Higher Education Preparing the Generation Next
- ◆ Sabetzadeh, F., & Wang, Y. (2022). Demystifying Augmented Reality (AR) in Marketing From the E-Commerce Perspective. In Cases on Virtual Reality Modeling in Healthcare (pp. 215-242). IGI Global.
- ◆ Sabetzadeh, F., & Lee, W.B, (2018) "Contemporary Knowledge and Systems Science", IGI Global, DOI: 10.4018/978-1-5225-5655-8
- ◆ Sabetzadeh, F., & Tsui, E. (2013). Delivering Knowledge Services in the Cloud. In Multidisciplinary Studies in Knowledge and Systems Science (pp. 247–254). IGI Global.



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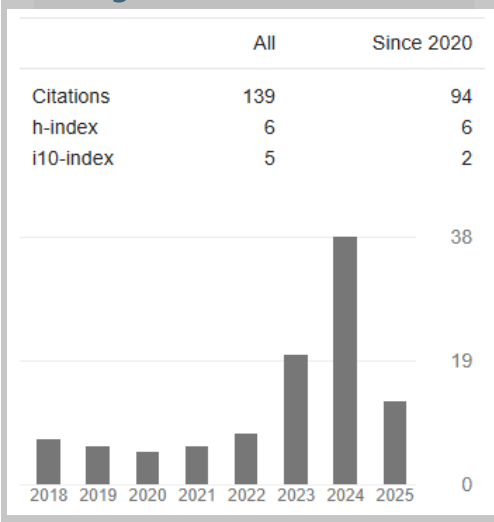
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Conference

- ◆ Sabetzadeh, F., & Chen N. J. (2023). FAST FASHION BRANDS AND ENVIRONMENTAL AND SOCIAL SUSTAINABILITY: KNOWLEDGE MANAGEMENT AS A MODERATOR. International Forum on Knowledge Asset Dynamics (IFKAD)
- ◆ Liu, S., & Sabetzadeh, F. The Relationship Between External Knowledge Capture and Innovative Performance: A Case Study in MCDonald'S. (2023). 5th International Conference on Production Economics and Project Evaluation (ICOPEV2022)
- ◆ Jiang, H., Guo, G., & Sabetzadeh, F. (2022). Opinion Mining and DENFIS Approaches for Modelling Variational Consumer Preferences Based on Online Comments. Advanced Intelligent Technologies for Industry: Proceedings of 2nd International Conference on Advanced Intelligent Technologies (ICAIT 2021)
- ◆ Jiang, H., & Sabetzadeh, F. (2022). Defining the Settings of Product Attributes for Product Design Using an Innovative NSGA-II. 2022 International Conference on Frontiers of Artificial Intelligence and Machine Learning (FAIML)
- ◆ Liu, G., Farzad, S., Liu, L. L., & Zhao, Y. (2022, August). Knowledge Management Challenges in Start-up Companies in China's Great Bay Area. In European Conference on Knowledge Management (Vol. 23, No. 2, pp. 764-767).
- ◆ Jiang, H., Li, C., & Sabetzadeh, F. (2021, December). Modeling Time Series Customer Preference Based on E-commerce Website. In 2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021) (pp. 3222-3227). Atlantis Press.
- ◆ Jiang, H., Sabetzadeh, F., & Kwong, C. K. (2021, July). Dynamic analysis of customer needs using opinion mining and fuzzy time series approaches. In 2021 IEEE International Conference on Fuzzy Systems (FUZZ-IEEE) (pp. 1-6). IEEE.
- ◆ Tsui E., & Sabetzadeh, F. (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



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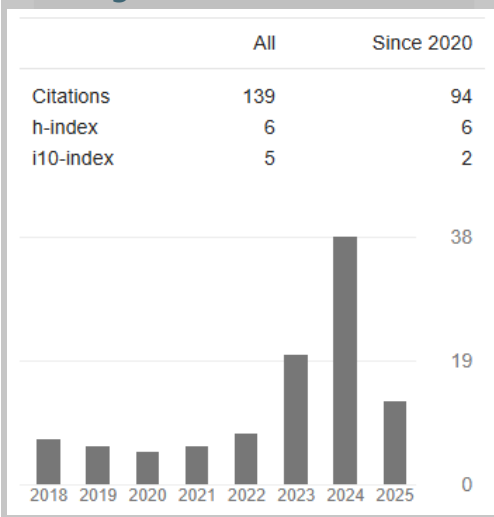
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- ◆ Tsui, E., Wang, W.M. and Sabetzadeh, Farzad., "Enacting Personal Knowledge Management & Learning with web services interoperability tools," 3rd International Conference on Cloud Computing and Intelligence Systems (CCIS), 2014 IEEE, pp.491-494, 27-29 Nov. 2014, doi:10.1109/CCIS.2014.7175785
- ◆ Sabetzadeh, Farzad, 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
- ◆ Sabetzadeh, Farzad, 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
- ◆ Tsui, E., Cheong, R.K.F & Sabetzadeh, Farzad (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
- ◆ Kiu, C.C., Tsui, E & Sabetzadeh, Farzad (2011), "An Ontology -Based Expert Locator System in a Web 2.0-oriented Personal Learning Environment", Artificial Intelligence Workshops(AIW 2011), MIMOS, Malaysia