



Dr. Liujian Huang (Alex)

Assistant Professor

Doctoral Students Supervisor

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ACADEMIC PROFILES

Dr. Liujian Huang (Alex) earned her PhD in Management in 2022 through a streamlined "2+3" *Master-PhD Integrated Programme* at South China University of Technology (985, 211). During the PhD phase, she specialized in *Management Science and Engineering*, and during the master's phase, in *Computational Mathematics*.

Currently, she is an Assistant Professor and DBA student (Doctor of Business Administration) Supervisor in the Faculty of Business, City University of Macau, starting from 2023. She has taught courses including *Management Information Systems*, *Quantitative Analysis*, *Marketing Management*, and *Cross-Cultural Management*, covering both undergraduate and MBA programmes.

Her research focuses on *supply chain management*, *operations management*, *data mining and analytics*, *intelligent optimization algorithms*, *consumer behaviour*, and the *intersection of operations management and marketing*. Methodologically, she employs empirical research, game-theoretic modelling, data analytics, and intelligent optimization algorithms. Her research has been published in journals such as *Computers & Industrial Engineering*, *Operations Research and Management Science* (CSSCI, a top-tier Category A journal in management science in China), and others. So far, she has supervised 28 MBA graduates and is currently supervising four DBA doctoral candidates.

學術簡介

黃柳健博士於 2022 年通過“2+3”碩博連讀項目獲得管理學博士學位，畢業於華南理工大學（985, 211），博士階段專業為管理科學與工程，碩士階段專業為計算數學。

黃柳健博士於 2023 年入職於澳門城市大學，現為澳門城市大學商學院助理教授，博士生 (DBA) 導師。她曾教學的課程為《管理信息系統》、《量化分析》、《市場管理》和《跨文化管理》，涵蓋本科生課程與 MBA 碩士課程。

她的研究方向主要聚焦於供應鏈管理、運營管理、數據挖掘與數據分析、智能優化算法、消費者行為以及運營管理與市場營銷交叉領域等領域，主要研究方法為實證研究方法、博弈論建模、數據分析與智能優化算法。其研究成果發表於國際期刊（如《Computers & Industrial Engineering》）和中文核心期刊（如《運籌管理》，CSSCI，中國管理科學 A 類重要期刊）等期刊。截止今日，其指導的 MBA 碩士畢業生為 28 名，指導的在讀 DBA 博士生 5 名。

EDUCATION EXPERIENCE

- Ph.D, Management Science and Engineering (管理科學與工程)** 2022
(Master-Ph.D. Successive Program 2+3), South China University of Technology, China
- Master, Computational Mathematics (計算數學)** 2016
South China University of Technology, China

ACADEMIC POSITION

- Assistant Professor, City University of Macau 2023-present
- Subject Lead in *MIS*, City University of Macau 2023-2024
- Subject Lead in *Operations Management*, City University of Macau 2024-2025

TEACHING

■ Courses taught at the *City University of Macau*

BBA Programme

- Analysis of Quantitative Method (2023 Spring)
- Management Information System (*MIS*) (2024 Spring, 2025 Spring, 2026 Spring)
- Marketing Management (2025 Fall)

MBA Programme

- Quantitative Analysis (2025 Spring, 2026 Spring)
- Management Information System (*MIS*) (2023 Fall, 2024 Fall, 2025 Fall, 2026 Fall)
- Cross Cultural Management (2024 Fall)

Global Summer Institute Programme, 國際暑期課程

- Digital Marketing

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

- Advanced Mathematics 高等數學 (Undergraduate, 2015 Fall)

ACADEMIC HONOR

- Outstanding Supervisor of MBA Graduate Thesis of the Class of 2025.
- National 1st Prize of 2025 (Postgraduate student) “Zhengda Cup” The 15TH National College Student Market Research and Analysis Competition (Team members: Luo Hao, Hua Jihao, Lu Yiyun, Hang Yi, Li Jiaming; Instructor: Kaidong Yu, Limeng Yu, **Liu Jian Huang**)

RESEARCH INTERESTS

■ Filed 1: Supply Chain Management

Green supply chain management, Luxury supply chain management

■ Filed 2: Operations Management

Digital transformation management, Data mining and data Analysis, Strategic decision-making, Green innovation, remanufacturing, Information disclosure

■ Filed 3: Marketing

Consumer behaviors, Crisis Management, Digital product or digital technology in marketing

Others: Interfaces of operations management and marketing, brand strategy

Research Methods: Quantitative methods; Modeling with game theory; Empirical research; Intelligent algorithms

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). Investigating Sharing Contract of Energy-Saving Benefit in Energy Performance Contracting Considering the ESCO's Loss Aversion. *Operations Research and Management Science*. ahead-of-print. (CSSCI, level A in Chinese Management Science)
3. **Book chapter**. 2025. Lin Y. **Huang L.** Gao Q., Xiao L. Reform Strategies for Financing Difficulties of Small and Medium-sized Enterprises in Guangzhou under the "De-core" Model of Supply Chain Finance. *Annual Report on Financial Development of Guangzhou*. pp. 77 (in Chinese)
-----Selected Working Paper -----
4. Li Y., **Huang L.***, R&D Strategy of Improving Upstream' Remanufacturing Innovation under Government Fund Policy. (Working paper)
5. 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

■ *Service in 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
- DBA Defense Committee, 2026-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), 2023-2025
- Subject Lead in *Operations Management* (MBA, BBA), 2024-2025

■ *Service in Academic*

- **Session Chair**. 2025.6. at the **9th World Business Ethic Forum** at the City University of Macau (*Session of Environmental Management*)
- **Session Chair**. 2025.7. at the **13th China Marketing International Conference (CMIC)** at China University of Mining and Technology, Xuzhou, China (*Session of Dual Carbon Goals and High-Quality Development*)
- **Session Chair**. 2024.7. at the **12th China Marketing International Conference (CMIC)** 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 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)

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- Council Member of the Macau International Artificial Intelligence Association (澳門國際人工智能學會會員)

Ad-hoc Reviewer

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

ACADEMIC TALKS

■ **Invited Talks at University**

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

■ **Invited Talks at enterprise**

1. **Huang L.**, (2015). “Data Mining Methods and Cases Analysis (Recommendation Algorithms and Artificial Neural Networks 推薦算法與人工神經網絡算法)”. presentation at *Guangzhou Sanhao Computer Technology Co., LTD.*, Guangzhou, China.
2. **Huang L.**, (2015). “Principles and Application of Deep Learning (深度學習算法原理與應用)”, 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 *13TH China Marketing International Conference (CMIC 2025) at China University of Mining and Technology*, Xuzhou, China.
2. Hu C., Li X., Sun G., Hu T., **Huang L.**, Zhang X., Zhang B. (2026). Research on Ethical Risks and Governance Mechanism of Security Large Models in Hospital Network Security Operations. *5TH International Conference on Cryptography, Network Security and Communication Technology*, Haikou 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. *35TH 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, SPSS

LANGUAGE

Mandarin, English, Cantonese

Doctoral STUDENT SUPERVISION- CURRENT

Graduated in 2029 (Expected)

1. Qi Li. Marketing Strategy
2. Pinju Chen. Consumer behaviour

Graduated in 2027 (Expected)

3. Yuqian Liu. Green Finance Management and Finance Technology
4. Shanshan Wu. Government Policies and the Sales of New Energy Vehicles
5. Anwen Liu. AI innovation in investment

MASTER STUDENT SUPERVISION- GRADUATED

Graduated in 2026(Expected)

1. Minjiao Zhu. 2026. The impact of short videos on consumer purchase intentions
2. Guohui Chen. 2026.The Impact of Reservation Platform Characteristics of Macau's Michelin Three-Star Restaurants on Consumers' Purchase Intention
3. Chuqiao Chen. 2026. Firm' digital Transformation
4. Yun Chen. 2026. Green supply chain management
5. Jianqiao Zhang. 2026. The Impact of Digital Transformation on the Business Model Innovation of Enterprises
6. Yuhan Li. 2026. The impact of pop-up store design on consumer purchase intentions
7. Liyuan Wu. 2026. The impact of green packaging on consumer purchase intentions
8. Taorui Wan. 2026. ESG and Green washing
9. Haode zeng. 2026. Luxury goods rental purchase intention

Graduated in 2025

10. Weiming Song. 2025. Enterprise Dual Innovation
11. Chaoxuan Yin. 2025. Block Chain Adoption
12. Feiyu Chen. 2025. Firm' digital Transformation and Green Innovation
13. Xuanli Luo. 2025. Firm' digital Transformation
14. Lu Chen. 2025. Short Video Platforms Management
15. Anqi Liu. 2025. Consumer' Purchase Intention on Game Software
16. Jingzhi Cui. 2025. The Motivation on Green Innovation Investment
17. Yikang Yang. 2025. Digital Payments and Agricultural Products
18. Yanfei Lu. 2025. Consumer' Purchase Intention on New Energy Vehicles
19. Qing Gu. 2025. Green Marketing
20. Xiaoyan Dong. 2025. Live Streaming and Characteristics of KOL
21. Yihang Ma. 2025. Consumer' Purchase Intention on Blind Box
22. Xinyi Jiang. 2025. Crisis Management
23. Zeyuan BaiChen. 2025. Live Streaming

24. Shangjun Duan. 2025. Coffee Brand Management

Graduated in 2024

25. Yingyi Ye. 2024. Consumers' Corporate Brand Recognition in Aviation Industry.
26. Linglu Li. 2024. Tourists' Glamping Intension based on *S-O-R* Theory.
27. Yan Zhang. 2024, The Factors of Users' Purchasing Intention of Paid Study Rooms.
28. Yulan Ao. 2024, The Payment Methods on Consumers' Willingness to Pay.
29. Haowen Qiu. 2024. Consumers' Purchase Intension on Deformed Fruits.
30. Siyu Huang. 2024. Corporate Social Responsibility Practices and Financial Performance.
31. Fanjun Meng. 2024. Consumers' Influenza Vaccine Uptake Intention.
32. Yuxuan Liu. 2024. The Impact of Supply Chain Digitization on ESG Performance-Empirical Evidence from Listed Companies in China.
33. Wanqi Zhang. 2024. Gamification in E-Commerce Marketing on Purchase Intention.
34. Yu Lu. 2024. Sustainable Luxury Goods Purchasing Behavior Considering Firm's Recycling Mode.
35. Tiancheng Zhu. 2024. Asset Lightweight on Corporate Profitability: A Case Study of Real Estate Enterprises.
36. Wenhua Bao. 2024. Purchase Intention of Cultural and Creative Products.
37. Zetong Li. 2024. Purchase Intention on Live Streaming Channel.

Updated: 7th June 2026