



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 program named "2+3" *Master-PhD Successive Program* at South China University of Technology (985, 211). During her PhD, she specialized in *Management Science and Engineering*, and during her Master's studies, in *Computational Mathematics*.

She is currently an Assistant Professor and DBA (Doctor of Business Administration) Students Supervisor at Faculty of Business, City University of Macau, a position she has held since 2023. Her teaching covers both undergraduate and MBA programmes, including *Management Information Systems*, *Quantitative Analysis*, *Marketing Management*, and *Cross-Cultural Management*.

Dr. Huang's research interests span *supply chain management*, *operations management*, *data mining and analytics*, *intelligent optimization algorithms*, *consumer behaviour*, and the *operations-marketing interface*. Methodologically, she employs game-theoretic modelling, empirical research, and data-driven methods such as machine learning and intelligent optimization. Her work 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). So far, she has supervised 37 MBA graduates and is currently supervising five DBA doctoral students.

EDUCATION EXPERIENCE

Ph.D, Management Science and Engineering	2022
South China University of Technology, China (<i>Master-Ph.D. Successive Program</i>)	
Research Focus: <i>Co-opetition game theory, Green supply chain management</i>	
Master, Computational Mathematics	2016
South China University of Technology, China	
Research Focus: <i>Artificial neural network (ANN), Recommendation system algorithm</i>	
B.S., Mathematics and Applied Mathematics	2013
Guangxi University for Nationalities, China	

ACADEMIC POSNITION

- Assistant Professor, City University of Macau	2023-present
- Subject Lead in <i>MIS</i> , City University of Macau	2023-2024
- Subject Lead in <i>Operations Management</i> , City University of Macau	2024-2025

RESEARCH INTERESTS

■ Supply Chain Management

Green supply chain management, Luxury supply chain management

■ Operations Management

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

■ 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. (in Chinese, CSSCI, level A in Chinese Management Science)
3. Hu, C., Li, X., Sun, G., Hu, T., **Huang, L.**, Zhang, X., & Zhang, B. (2026, January). Research on Ethical Risks and Governance Mechanisms of Security Large Models in Hospital Network Security Operations. *In Proceedings of the 2026 5th International Conference on Cryptography, Network Security and Communication Technology* (pp. 29-36).
4. **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 -----

5. Li Y., **Huang L.***, R&D Strategy of Improving Upstream' Remanufacturing Innovation under Government Fund Policy. (Working paper)
6. 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)

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 (2023 Fall)

Global Summer Institute Programme

- Digital Marketing

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

- Advanced Mathematics (Undergraduate, 2015 Fall)

ACADEMIC HONOR

- Outstanding Supervisor of MBA Graduate Thesis of the Class of 2026.
- 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**)

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.** 2026.7. **2026 POMS International Conference in China.** *Human-AI Collaborative Operations for a Better World.* Xi'an Jiao Tong University, Xi'an, China. (Track: Sustainable Supply China, Session of Supply Chain Coordination and Management)
- **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)

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- *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)
- 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 Systems 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 Algorithms, 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 2028 (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 2027(Expected)

1. Hu Tao.
2. QiZhang.
3. Zhuojie Li.
4. Xiaoyu Zhuo.
5. Huan Zhu.
6. Yuxuan Zhang.
7. Wenfei Li.
8. Shuqi Gou.
9. Jieming Yan.
10. Yaxin Zhou.
11. Yixuan Zhang.

Graduated in 2026

12. Minjiao Zhu. 2026. The Impact of Short Videos on Consumer Purchase Intentions
13. Guohui Chen. 2026.The Impact of Reservation Platform Characteristics of Macau's Michelin Three-Star Restaurants on Consumers' Purchase Intention
14. Chuqiao Chen. 2026. Firm' Digital Transformation
15. Yun Chen. 2026. Green Supply Chain Management
16. Jianqiao Zhang. 2026. The Impact of Digital Transformation on the Business Model Innovation of Enterprises
17. Yuhan Li. 2026. The Impact of Pop-up Store Design on Consumer Purchase Intentions

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18. Liyuan Wu. 2026. The Impact of Green Packaging on Consumer Purchase Intentions
 19. Taorui Wan. 2026. ESG and Green Washing
 20. Haode Zeng. 2026. Luxury Goods Rental Purchase Intention

Graduated in 2025

21. Weiming Song. 2025. Enterprise Dual Innovation
22. Chaoxuan Yin. 2025. Block Chain Adoption
23. Feiyu Chen. 2025. Firm' digital Transformation and Green Innovation
24. Xuanli Luo. 2025. Firm' digital Transformation
25. Lu Chen. 2025. Short Video Platforms Management
26. Anqi Liu. 2025. Consumer' Purchase Intention on Game Software
27. Jingzhi Cui. 2025. The Motivation on Green Innovation Investment
28. Yikang Yang. 2025. Digital Payments and Agricultural Products
29. Yanfei Lu. 2025. Consumer' Purchase Intention on New Energy Vehicles
30. Qing Gu. 2025. Green Marketing
31. Xiaoyan Dong. 2025. Live Streaming and Characteristics of KOL
32. Yihang Ma. 2025. Consumer' Purchase Intention on Blind Box
33. Xinyi Jiang. 2025. Crisis Management
34. Zeyuan BaiChen. 2025. Live Streaming
35. Shangjun Duan. 2025. Coffee Brand Management

Graduated in 2024

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

Updated: 15th July, 2026