



Dr. Huang Hua

Department of Cross-Border E-Commerce | Associate Professor

Biography

Dr. Huang Hua is an Associate Professor and doctoral supervisor. In addition, she is a faculty member at the Guangdong University of Science and Technology and serves as a peer reviewer for research projects under the Ministry of Education and the Fujian Provincial Social Science Planning Project at Xiamen University. With over a decade of experience in corporate leadership and teaching in higher education, Dr Huang has significantly contributed to the development of online courses on the MOOC platform, as well as Guangdong Quality Courses. She has led or joined more than ten research projects sponsored by provincial governments and central government ministries in China and the Macao Foundation. Her academic contributions include several publications in top-tier and SCI-indexed journals. She serves as a member of the Board of Directors and Assistant Rector of MMC (“MMC”).

Work Experience

- 2021- Present MBA Supervisor
- 2017- present Part-time lecturer of City University of Macau

- 2016- present Lecturer of Guangdong Technology Academy
- 2014- 2016 Part-time lecturer of Beijing Polytechnic Institute - Zhuhai Academy
- 2012- 2013 Part-time lecturer of Zhuhai Broadcast University
- 2005- 2009 Prime manager of Hunan Century Tourism Ltd.
- 2002- 2005 Tourism Centre Director of Hunan China Southern Airlines

Education

- 2011-2015 PhD Degree in Business Management - Macau University of Science and Technology
- 2008-2010 Master's Degree in Business Management - City University of Macau
- 1999-2002 Bachelor's Degree in Tourism and Hotel Management - Hunan Women's University

Social Service

- Chairman of Macau Engineering and Management Association
- Secretary of Macau Citizens' Future Development Association
- Policy Study Director of API Macau

Research Achievements

Publications

1. 2020-2021 Application and research of courtesy education – based on the examples in the academies and universities in Guangdong-Hong Kong-Macao Greater Bay Area. (as a main participant)
2. 2021 Research for the promotion for the establishment of smart city in Xiamen. The research is one of the most essential social studies for Xiamen Social Academy. (as a main participant)
3. 2019 Research for service quality demand of apartments and buildings in Macau – API

Macau research item. (as a Project leader)

4. 2019 Research for the adaptation of new immigrants in Macau society - Macau Citizens' Future Development Association. (as a Project leader)
5. 2019 Research for the creativity of Macau's youngsters – Macau Encouraged Teenagers Association (as a Project leader)
6. 2018 Research for the career maturation of Macau youngsters – API Macau research item. (as a Project leader)
7. 2018 Research for the satisfaction of new residents in Coloane community – API Macau research item. (as a Project leader)
8. 2017 Research for the happiness degree of employed youngsters in Macau – API Macau research item. (as a Project leader)
9. 2017-2019 Research for the career maturation of Dongguan university students –essential research topic of Dongguan Technology Academy. (as a Project leader)
10. 2017 Research for the demand for construction human resources in Macau – City University of Macau. (as a main participant)
11. 2017 Research for creative structure of online shopping and retail – Ministry of Education in China. (as a main participant)
12. 2016 Research for the evolution of the creative management of enterprises in Zhangzhou - Zhangzhou Social Science Academy (as a main participant)
13. 2015 Research for the relationship between family harmony and the motivation of employees – Fujian Youngsters' Development Association (as a main participant)
14. 2015 Research for the adaptation of family harmony policy carried out by social entrepreneurs – Ministry of Education in China. (as a main participant)
15. 2015 Research for the adaptation of family harmony policy guided by the market –Ministry of Education in China. (as a main participant)
16. 2015 Research for the relationship between family harmony and the motivation of employees – the effect of pressure from workplace – Fujian Youngsters' Development Association (as a main participant)

Publications and Research Reports

1. Huang, H., Chau, K. Y., Iqbal, W., & Fatima, A. (2021). Assessing the role of financing in sustainable business environment. *Environmental Science and Pollution Research International*. (SSCI, IF4.223)
2. Huang Hua (2020). Research on the Career Maturity of University Students in Dongguan and Strategies for Improvement. [J]. *Contemporary Educational Practice and Teaching Research*, 08:217-218.

3. Lian Zhihua, Huang Hua, Feng Nana (2016). The impact of personal and job adaptation on creative behavior in the new normal workplace: The interference effect of family friendly culture[J]. Journal of Macau University of Science and Technology, 10(1):95-106.
4. Zhang Ling, Nie Ting, Huang Hua (2016). Development and verification of the Family Affinity Policy Scale in Chinese Context[J]. Chinese Journal of Management, 13.3:395-402. (CSSCI)
5. Zhang Ling, Nie Ting, Huang Hua (2014). Research on the relationship between family-friendly policies and innovative behavior based on work pressure and organizational identity mediation effects test[J]. Journal of Management, 2014, 11(5): 683~690 (CSSCI)
6. Lian Zhihua, Huang Hua (2013). The impact of employee perception and work performance in real estate companies: a test of the mediation effect of occupational stress views[J]. Journal of Macau University of Science and Technology, Vol.7 No.1.
7. Ting Nie, Zhihua Lian, Hua Huang (2012). Career exploration and fit perception of Chinese new generation employees: Moderating by work values [J]. Nankai Business Review International, 4:354-375. (CSSCI)
8. Lian Zhihua, Huang Hua, Long Tangzhan, Lin Yaopeng (2012): The impact of perceived supervisor support, psychological capital and job performance in private enterprises from the perspective of occupational stress-two-way adjustment model [A]. The 7th 2012 China Management Academic Annual Conference Proceedings [C].ZR77.