



黃華博士

跨境電商學系 | 副教授

個人簡介

黃華，博士、副教授、博士生導師。中西創新學院校董、助理院長。兼任廣東科技學院教師、廈門大學教育部人文社科科研項目和福建省社科規劃項目同行評議專家。擁有超過十年的企業高管和高校教學經驗，創建大學生慕課平臺在線課程和廣東省級精品課程建設，主持或參與主持省部級課題，澳門基金會課題十餘項，發表核心期刊以及 SCI 文章數篇。

工作經歷

- 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 center director of Hunan China Southern Airlines

教育背景

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

社會服務

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

研究成果

論文發表

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 adaption 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 adaption of family harmony policy carried out by social entrepreneurs – Ministry of Education in China. (as a main participant)
15. 2015 Research for the adaption of family harmony policy that 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 affect of pressure from workplace – Fujian Youngsters’ Development Association (as a main participant)

專業和研究報告

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.