

Curriculum Vitae

Personal Information

Name: Rongxin Zhou

E-mail: rzhouao@connect.ust.hk

Education

MPhil-PhD of Information Systems, Hong Kong University of Science and Technology Sept. 2021 ~ Now
(GPA 3.657/4.00)

Master of Management, South China University of Technology (SCUT) Sept. 2018 ~ Jun. 2021
(Major in Enterprise Management, GPA 86.86/100)

Bachelor of Management, South China Normal University (SCNU) Sept. 2014 ~ Jun. 2018
(Major in Information Management and Information Systems, GPA 87.4/100 or 3.74/5.0)

Research Interests

- **Live streaming commerce;**
- **Users' behavior on mobile apps** (e.g., user loyalty, users' behavior on social media);
- **The dark side of IS** (e.g., mobile app addiction, polarization, cyberbullying);
- **Bibliometrics and scientific evaluation** (e.g., application of scientific knowledge mapping using CiteSpace, journal evaluation).

Publications

Journal articles:

- [1] Guohe Feng, **Rongxin Zhou**, Jiajia Wu (2018). Research on the comprehensive evaluation of academic journals based on entropy weight TOPSIS and factor analysis. **Library and Information Service**, 62(17):84-95. (Chinese Social Sciences Citation Index, IF=2.778)
- [2] Chuang Wang, **Rongxin Zhou**, Matthew K.O. Lee. Can loyalty be pursued and achieved? An extended RFD model to understand and predict users' loyalty to mobile apps. **Journal of the Association for Information Science and Technology** 72(7), 824-838. (SCI/SSCI, IF=3.275)

Conference presentations:

- [1] Chuang Wang, **Rongxin Zhou** (2019). Understanding and predicting user loyalty to mobile APPs: An extended RFM-model. Paper presented at workshop on Digitization of the Individual in International Conference on Information Systems, Munich, German, Dec 15-19.
- [2] Guohe Feng, **Rongxin Zhou** (2018). Comparative study on comprehensive evaluation methods of journal evaluation. Proceedings of Tianfu Forum on Scientometrics and Science and Technology Evaluation, Chengdu, China, Sept 19-21.

Skills

Programming languages – Python, SQL, Excel VBA, C

Software – Microsoft Office, CiteSpace, STATA, SPSS, Mplus, UCINET