



Zheng Wei-Quan

ZHENG Wei-Quan is an architecture-trained researcher whose work connects urban governance, public health, consumer experience and decision sciences. His research uses multi-criteria decision-making, natural language processing and decision optimization to study urban planning, tourism, age-friendly environments and social well-being.

He is currently pursuing doctoral study in Public Policy at Macao Polytechnic University, with previous training in Architecture and Environmental Design.

Research interests: built environment and public health; urban governance; public policy; consumer behavior and experience; tourism management; multi-criteria decision-making; natural language processing; healthy ageing and social well-being.

Ph.D. candidate, Macao Polytechnic University

M.Arch., MUST; B.A. Environmental Design, SCNU

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Google Scholar citations: 60

Academic Qualification

Ph.D. in Public Policy, Macao Polytechnic University 澳門理工大學

2024-present · Macao

Focuses on public policy, urban governance, public health, healthy ageing and decision optimization in built-environment and social well-being contexts.

Master of Architecture, Macau University of Science and Technology 澳門科技大學

2022-2024 · Macao

Architecture training with research applications in urban planning, built-environment evaluation and design decision-making.

Bachelor of Environmental Design, South China Normal University 華南師範大學

2018-2022 · Guangzhou

Foundation in environmental design, spatial planning and design research methods.

Research Directions

- Public policy, urban governance, public health and healthy ageing.
- Consumer behavior and experience, tourism management and city walk tourism.
- Multi-criteria decision-making, decision optimization and natural language processing for research evaluation.
- Urban planning and design, built-environment quality and social well-being.

Selected Publications

A hybrid multi-attribute decision-making model for the systematic evaluation of exoticism-themed retail spaces

Zheng, W. Q., Cheung, S. M., Zhu, B. W., Xiong, L., and Tzeng, G. H. (2024). *Journal of Retailing and Consumer Services*, 79, 103848. SSCI Q1 Top.

Chinese title: 消費者體驗視角下異國情調主題零售空間系統評價的混合多屬性決策模型.

Developing age-friendly spaces through a gerontechnological lens

Zheng, W. Q., Cheung, S. M., and Wang, X. (2025). A systemic framework based on FDM-DANP analysis. *Frontiers in Medicine*, 12, 1681486. SCI Q1.

Chinese title: 從老年技術的角度發展老年友好空間：基於 FDM-DANP 分析的系統框架.

Causal relationships and priority ordering in urban water governance

Zheng, W. Q., Qi, X., Wang, X., and He, X. (2026). A DANP evaluation framework based on expert knowledge. *Buildings*, 16(9), 1702. SCI Q2.

Chinese title: 城市水治理的因果關係與優先排序：基於專家知識的 DANP 評價框架.

Cognitive and affective dynamics in city walk tourism

Cheung, S. M., Zheng, W. Q., Xiong, L., Tzeng, G. H., Wang, X., and Zhu, B. W. (2026). *Annals of Tourism Research*, 119, 104188. SSCI Q1 Top.

Additional Publications

A hybrid multiple-attribute decision-making model for evaluating the esthetic expression of environmental design schemes

Zhu, B. W., Xiao, Y. H., Zheng, W. Q., Xiong, L., He, X. Y., Zheng, J. Y., and Chuang, Y. C. (2022). Sage Open, 12(2), 21582440221087268. SSCI Q1.

Rule sets for identifying conditional attributes of campus green spaces with enhanced mental restoration effect

Zhu, B. W., Feng, C. W., Xiong, L., Zheng, W. Q., Wang, G. Q., Zhang, X., and Tzeng, G. H. (2025). Journal of Urban Planning and Development, 151(1), 04024069. SSCI Q2.

Research Experience

Researcher, CCIG (Zhuhai) International Culture Development Co., Ltd.

集智（珠海）國際文化發展有限公司

2023.09-present

Supports research design, evidence organization and interdisciplinary publication work across built-environment, cultural, tourism and decision-science themes.

Research member, Key Literary Cultivation Project of the Guangdong-Hong Kong-Macao Greater Bay Area Arts Innovation Forum

2023.10-2024.09 · Project: The Impact Evaluation of Bay Area Arts Festivals.

Research member, mental health and open-space environment study in Baiyun District, Guangzhou

2023.08-2024.01 · Study on the influence mechanism of urban community open-space environmental characteristics and safety perception on residents' mental health.

Teaching and Practice Experience

Teaching Assistant, Research Methods for Master of Architecture, Macau University of Science and Technology

2023.10-2023.11 · Supported course organization and research-method instruction.

Course Assistant Teacher, Guangzhou Academy of Fine Arts 廣州美術學院

2023.09-2023.12 · Supported course delivery and teaching coordination.

Intern Architect, Shenzhen Feiniaozu Design Co., Ltd. 深圳市飛鳥組設計有限公司

2023.07-2023.08 · Participated in architectural and design practice work.

Machine Learning-Based Urban Image Analysis Joint Training Camp

2023.06-2023.07 · Harbin Institute of Technology and Macau University of Science and Technology collaborative exchange project; Outstanding Camp Member.

Practice and Awards

- Second Prize, National Division, 2nd Vitality Regeneration and Urban Renewal Planning and Design Competition, World Association of Chinese Architects, December 2022.

- Second Prize, National Division, 8th Cross-Strait Emerging Designers Competition, Huacan Award, May 2023.