



MACAU UNIVERSITY OF
SCIENCE AND TECHNOLOGY
澳門科技大學

FACULTY OF HOSPITALITY AND
TOURISM MANAGEMENT
酒店與旅遊管理學院

Dr. Chen-Kuo Pai (白鎮國博士)
Associate Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Information Technology Applications in Hospitality and Tourism	<ul style="list-style-type: none">● Tourism Information Systems Management (MITM)● Smart Management & Technology Innovation (MHM)● Hotel Information System (BHM)● Advanced Smart Tourism Technology (BITM)

Academic Qualifications

- 2004 - 2009 Ph.D. in Business Administration, *Florida International University*, U.S.A.
(MIS concentration)
- 1996 - 1998 Master in Computer Science, *Texas A&M University at Commerce*, U.S.A.
- 1994 - 1996 Bachelor in General Business, *University of Central Oklahoma*, U.S.A.

Teaching /Working Experiences

- 2022/07 - Present **Associate Professor**, Faculty of Hospitality and Tourism Management, *Macau University of Science and Technology*.
- 2011/10 - 2022/06 **Assistant Professor**, Faculty of Hospitality and Tourism Management, *Macau University of Science and Technology*.
- 2010/08 - 2011/09 **Assistant Professor**, Department of Hospitality Marketing, *Asia-Pacific Institute of Creativity College*, Taiwan.
- 2009/08 - 2010/07 **Assistant Professor**, Department of Management Information Systems, *Asia-Pacific Institute of Creativity College*, Taiwan.
- 2000/08 - 2004/07 **Lecturer**, Department of Management Information Systems, *Asia-Pacific Institute of Creativity College*, Taiwan.
- 1998/08 - 2000/07 **Programmer**, *Electronic Data Systems (EDS Taiwan)*, Taipei, Taiwan.

Representative Publications

Journal Articles:

1. **Pai, C. K.**, Chen, H., Lai, K. W., & Li, T.* (2024). Assessing Smart Tourism Technology Quality: Development and Validation of the Measurement Scale. *Journal of Hospitality and Tourism Technology*, (Accepted, 2024/08/21).
2. **Pai, C. K.**, Chen, T., Lee, T. J. *, & Wu, X. D. (2024). Hotel brand signature, brand attitude, subject norm, and perceived behavior control. *Journal of Vacation Marketing*.
<https://doi.org/10.1177/13567667241253890>

3. **Pai, C. K.**, Guo, C., & Chen, H.* (2024). Exploring the Factors Influencing Tourists' Outbound Travel Intentions in the Post-COVID-19 Era. *Journal of China Tourism Research*, 1–23. <https://doi.org/10.1080/19388160.2024.2314222>
4. **Pai, C. K.**, Chen, H.*, & Wang, Y. (2024). The moderating effect of safety image on Guests' perceived risk and revisit intentions in luxury hotels. *International Journal of Tourism Research*, 26(1), e2614. <https://doi.org/10.1002/jtr.2614>
5. Chen, H., Zhao, J., Lu, L., **Pai, C. K.*** (2023). A comparative study between the US and China to explore users' intention to continue using mobile payments based on valence theory. *Current Psychology* (2023). <https://doi.org/10.1007/s12144-023-05499-9>
6. **Pai, C. K.**, Chen, H., Lee, T. J., Hyun, S. S., Liu, Y., & Zheng, Y. (2023). The impacts of under-tourism and place attachment on residents' life satisfaction. *Journal of Vacation Marketing*. <https://doi.org/10.1177/13567667231164807> (***ESI Top 1% highly cited paper & Top 0.1% hot paper***).
7. **Pai, C. K.**, Dai, A., Yang, C. Y., & Ge, Y. (2022). Exploring factors affecting customer trust in social distancing technology and impact on hotel booking intentions, *Cogent Social Sciences*, 8:1, DOI: 10.1080/23311886.2022.2110200.
8. **Pai, C. K.**, Lee, T., & Kang, S. (2021). Examining the Role of Service Quality, Perceived Values, and Trust in Macau Food Festival. *International Journal of Environmental Research and Public Health*, 2021, 18, 9214.
9. **Pai, C. K.**, Kang, S., Liu, Y., & Zheng, Y. (2021). An Examination of Revisit Intention Based on Perceived Smart Tourism Technology Experience. *Sustainability*, 2021, 13, 1007.
10. **Pai, C. K.**, Liu, Y., Kang, S., & Dai, A. (2020). The Role of Perceived Smart Tourism Technology Experience for Tourist Satisfaction, Happiness and Revisit Intention. *Sustainability*, 2020, 12, 6592.
11. Cheng, T. P. & **Pai, C. K.** (2020). A Trip Planning Service Acceptance Model for Young Mainland Chinese Tourists. *Journal of Hospitality and Tourism Technology*, Volume 11, Number 2, 2020, pp. 327-342(16).
12. **Pai, C. K.**, Wang, T. W., Chen, S. H., & Cai, K. Y. (2018). Empirical Study on Chinese Tourists' Perceived Trust and Intention to Use Biometric Technology. *Asia Pacific Journal of Tourism Research*, 23(9), 880-895.
13. **Pai, C. K.**, Wang, Z. Y., & Chen, S. H. (2017). Measuring the Effect of Ubiquitous Internet Success on Travelers' Perceived Value and Overall Tourism Destination Satisfaction. *International Journal of Tourism Sciences*, 17(4), 298-315.
14. **Pai, C. K.**, Chen, S. H., & Hinds, D. (2016). Measuring Service Quality in Macau Luxury Hotels Using the QFD Method: A Case Study. *International Journal of Services Technology and Management*, 22(1/2), 106-119.
15. **Pai, C. K.**, Xia, M. L., & Wang, T. W. (2014). A Comparison of the Official Tourism Website of Five East Tourism Destinations. *Information Technology & Tourism*, 14(2), 97-117.
16. **Pai, C. K.**, Chen, S. H., & Wang, T. W. (2014). An Empirical Study for Measuring Information Technology Department Service Quality from Hospitality's Employees in Macau. *Information Technology Journal*, 13(2), 302-309.
17. Chen, S. H. & **Pai, C. K.** (2014). Using the QFD Technical to Improve Service Quality in Vegetarian Foods Industry. *International Journal of Academic Research in Business and*

Social Sciences, 4(2), 162-168.

18. **Pai, C. K.**, Lee, M. R., Seaton, B., Hinds, D., & Xia, W. (2013). Assessing Deontic Trade-offs: A Conjoint Analysis Approach. *Journal of Computers*, 8(7), 1771-1776.
19. Chen, S. H., **Pai, C. K.**, & Chen, F. Y. (2010). The Establishment of Appropriate Service Strategy for Banking Industry Customers with Different Value. *International Journal of Services Technology and Management*, 16(1), 91-106.

Conference Proceedings:

1. Chen, T., Long, Z., Guo, Ce., & **Pai, C. K.*** (2024). Exploring the Influencing Factors of Tourists' Travel Anxiety and the Relationship with Travel Resilience. *The first International Symposium on Gastronomy and Sustainable Tourism (ISGST 2024)*, 23-25 August 2024, Suan Dusit University, Thailand. **[**Best Paper Award**]**
2. Chen, H., Guo, Ce., & **Pai, C. K.*** (2024). Does Gamification Make Festivals Memorable? The Mediating Role of Flow. *The first International Symposium on Gastronomy and Sustainable Tourism (ISGST 2024)*, 23-25 August 2024, Suan Dusit University, Thailand.
3. Chen, K. T., Kang, S., Zhang, J., & **Pai, C. K.*** (2024). Exploring the Impact of Gastronomic Identity on Tourism Experiences and Destination Image in China's UNESCO Cities of Gastronomy. *The first International Symposium on Gastronomy and Sustainable Tourism (ISGST 2024)*, 23-25 August 2024, Suan Dusit University, Thailand. **[**Best Paper Award**]**
4. Tu, C., Chen, T., **Pai, C. K.**, & Kang, S. (2024). Scale Development and Validation: Explore the Impact of Solo Travel Experience Quality on Tourists' Well-being and Storytelling Intention. *The 96th TOSOK Jeonnam-Yeosu International Tourism Conference (TOSOK 2024)*, 10-12 July 2024, Sono Calm Yeosu, Yeosu, Republic of Korea.
5. Long, Z., Liang, J., Kang, S., & **Pai, C. K.*** (2024). Perceived Coolness and Memorable Generation Z Customers' Experience in Integrated Resort: Antecedents and Consequences. *Asia Pacific Tourism Association (APTA) 2024 Annual Conference*, 3-5 July 2024, Galaxy International Convention Center, Andaz, Macau.
6. Guo, C., Chen, H., & **Pai, C. K.** (2024). The Effects of Chinese Tourists' Sense of Safety on Storytelling in Outbound Tourism. *The 22th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE 2024) Conference*, 24-26 May 2024, Seoul, Korea.
7. Long, Z., Tu, Chuanji., Chen, T., & **Pai, C. K.** (2024). A Multi-group Analysis of Postmodern and Traditional Tourist Groups to Explore the Impact of Cultural Heritage Revitalisation Experiences Quality on Destination Image and Destination Advocacy. *The 22th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE 2024) Conference*, 24-26 May 2024, Seoul, Korea.
8. Zhang, J., Liang, J., Lee, J., & **Pai, C. K.** (2024). Research on the Perception of Destination Coolness among Generation Z Tourists: Based on Self-identity Theory. *The 22th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE 2024) Conference*, 24-26 May 2024, Seoul, Korea.
9. **Pai, C. K.**, Wang, W., Chen, H., & Li, T. (2024). The Effect of folklore Festival Personality on Tourists' Festival Identity and Place Attachment: An Emotional Solidarity Perspective.

- The 22th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE 2024) Conference, 24-26 May 2024, Seoul, Korea.*
10. Dai, A., Zhang, J., **Pai, C. K.**, & Li, Tingting. (2024). Effect of Participants' Perceptions of Festival Coolness on Memorable Festival Experience, Momentary Happiness, Destination Love, and Destination Advocacy. *The 22th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE 2024) Conference, 24-26 May 2024, Seoul, Korea.*
 11. Chen, H., **Pai, C. K.**, & Guo, Ce. (2024). The Effects of Short Video Features on Postmodern Tourists' Travel Planning Behavior: The Mediating Role of Travel Inspiration. *The 22th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE 2024) Conference, 24-26 May 2024, Seoul, Korea.*
 12. Chen, T., Long, Z., & **Pai, C. K.** (2024). Investigating the Effect of Travel Vlogger's Characteristics and Video Content Characteristics towards Travel Intention. *The 22th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE 2024) Conference, 24-26 May 2024, Seoul, Korea.*
 13. Liang, J., Chen, H., & **Pai, C. K.*** (2024). Exploring the influence of tourists' perceived destination restorative qualities on revisit intention in marine wellness tourism. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism, 10-12 May 2024, Macau, China.*
 14. Guo, C., Chen, H., & **Pai, C. K.*** (2024). How to Build Destination Brand Love through Short-form Videos? The Moderating Role of Self-consistency. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism, 10-12 May 2024, Macau, China.*
 15. Tu, C., Chen, T., & **Pai, C. K.*** (2024). Exploring the Impact of a Creative Atmosphere on Travel Experience in Creative Tourism: The Degree of Value Co-creation as the Mediator. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism, 10-12 May 2024, Macau, China.*
 16. Long, Z., Chen, T., & **Pai, C. K.*** (2024). To Investigate Antecedence and Consequence of Front-line Employees' Brand Love in Luxury Hotel. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism, 10-12 May 2024, Macau, China.*
 17. Li, T., Chen, T., **Pai, C. K.***, & Wu, Y. (2024). The Impact of the Star Effect of Concerts on the Destination Advocacy: The Role Transformation from Fans to Tourists. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism, 10-12 May 2024, Macau, China.*
 18. Zhang, J., Dai, A., & **Pai, C. K.*** (2024). Exploring the Experience of Health Tourism Inspires Tourists' Happiness and Inspiration: An Empirical Study based on Attention Recovery Theory. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism, 10-12 May 2024, Macau, China.*
 19. Chen, K. T., Zhang, J., Liang, J., & **Pai, C. K.*** (2024). The Impact of Gastronomy Experience on Destination Image, Experience Value, and Mobile Social Media Sharing the Moderating Role of Personal Marketing Trends. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism, 10-12 May 2024, Macau, China.*
 20. Chen, H, Zhao, J., **Pai, C. K.**, & Chen, T. (2024). Are Tourism Employees Willing to Collaborate with ChatGPT? An Empirical Study Based on the Expanding Information

- Systems Success Model. *The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. 4-6 January 2024, Miami, Florida.
21. Zhao, J, Chen, T., **Pai, C. K.**, & Chen, H. (2024). Perceived Benefits, Risks and Continuous Intention of Using Mobile Payment among Chinese Tourists. *The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. 4-6 January 2024, Miami, Florida.
 22. Zhang, J., Dai, A., & **Pai, C. K.** (2023). Exploring Tourists' Perceived Restorative and Tourist Inspiration in Slow Tourism from the Perspective of Cognitive Appraisal Theory. *The 3rd Global Congress of Special Interest Tourism & Hospitality (The 3rd GLOSITH)*, 10-12 November 2023, Macau University of Science and Technology, Macau, China.
 23. Guo, C., Chen, H., & **Pai, C. K.** (2023). The Influence of Solo Traveler's Satisfaction on Subjective Well-being: based on the PERMA Framework. *The 3rd Global Congress of Special Interest Tourism & Hospitality (The 3rd GLOSITH)*, 10-12 November 2023, Macau University of Science and Technology, Macau, China.
 24. Longa, Z., Chen, T., & **Pai, C. K.** (2023). What We Are Scrupling? Understanding Service Provider and Customer Perspective on Service Robot in Upscale Hotel. *The 3rd Global Congress of Special Interest Tourism & Hospitality (The 3rd GLOSITH)*, 10-12 November 2023, Macau University of Science and Technology, Macau, China.
 25. Zhang, J., Chen, H., Chen, K. T., & **Pai, C. K.** (2023). Research on the Influence of Content Characteristics of TikTok Food Short Videos on the Destination Choice of Tourists. *The 3rd International Congress on Health-Oriented Tourism & Hospitality (3rd ICoHOTH Conference)*, 8-10 September 2023, Thammasat University, Bangkok, Thailand.
 26. Guo, C., Chen, K. T., Chen, H., & **Pai, C. K.** (2023). The Impact of Food Values Featured in a Video Film on a Destination's Perceived Food Image and Food Tourism Intention: The Mediating Role of Sense of Envy and Food Mental Involvement. *The 3rd International Congress on Health-Oriented Tourism & Hospitality (3rd ICoHOTH Conference)*, 8-10 September 2023, Thammasat University, Bangkok, Thailand. [****Best Paper Award****]
 27. Tu, C., Dai, A., Chen, T., & **Pai, C. K.** (2023). Exploring the Mechanisms of Older Tourists' Experiential Value on Place Attachment in Rural Summer Tourism: Mediated by Self-Perceived Health. *The 3rd International Congress on Health-Oriented Tourism & Hospitality (3rd ICoHOTH Conference)*, 8-10 September 2023, Thammasat University, Bangkok, Thailand.
 28. Ye, Z., Dai, A., Chen, T., & **Pai, C. K.** (2023). Exploring the Influence Mechanism of Zen Meditation Tourism Engagement Experience on Self-Growth and Re-attend Intention: Taking the Meaning in Life as the Intermediary. *The 3rd International Congress on Health-Oriented Tourism & Hospitality (3rd ICoHOTH Conference)*, 8-10 September 2023, Thammasat University, Bangkok, Thailand.
 29. Dai, A., **Pai, C. K.**, Kang, S., & Li, T. (2023). Exploring the Impact of Smart Hotel Attribute Perception on Tourists' Experience, Behavior and Attitude. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
 30. Li, T., **Pai, C. K.**, Kang, S., & Dai, A. (2023). Assessing the Smart Tourism Technology Quality: Development and Validation of Measure Scale. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.

31. **Pai, C. K.**, Chen, H., Chen, K. T., & Kang, S. (2023). The Effect of Sport Events Visitors' Experiential Value on the Flow, Attachment, and Behavior Intention. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
32. Chen, H., **Pai, C. K.**, Lee, T. J., & Chen, T. (2023). Exploring the Factors of Travelers' Outbound Travel Intentions in the Post Covid-19 Pandemic Era. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
33. Chen, T., **Pai, C. K.**, Lee, T. J., & Chen, H. (2023). Exploring Factors Affecting Travel Intentions in the Post-COVID-19. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
34. Zeng, H., Lee, J., **Pai, C. K.**, & Kang, S. (2023). A Double--Edged Sword of Tourist-Service Provider Interaction: A Key to the Co-Creation in Tourism Experience. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
35. Chen, H., **Pai, C. K.**, Kang, S., & Lee, J. (2022). Exploring the Impact of Anticipated Customer Experience Quality (CEXQ) on the Intention to Visit Smart Hotel Based on the Attributes of Smart Hotel: The Moderating Effect of Situational Factors. *The 92nd TOSOK Busan International Tourism Conference (TOSOK 2022)*, 13-15 July 2022, BEXCO Convention Hall 1F-3F, Busan, Republic of Korea.
36. Dai, A., **Pai, C. K.**, Kang, S., & Ge, Y. (2022). Explore the Factors that Affect Customers' Trust in Social Distancing Technology and Hotel Booking Intentions. *The 91th TOSOK International Tourism Conference (TOSOK 2022)*, 15-16 February 2022, Alpensia Convention Center, Pyeongchang, Gangwon-do, Republic of Korea.
37. Lee, T., **Pai, C. K.**, Chen, H., & Kang, S. (2022). An Examination of Festival Quality on Festival Experience and Destination Recommendation. *The 91th TOSOK International Tourism Conference (TOSOK 2022)*, 15-16 February 2022, Alpensia Convention Center, Pyeongchang, Gangwon-do, Republic of Korea.
38. Liu, Y., **Pai, C. K.**, Kang, S., & Lee, J. (2022). Inhibitors and Triggers for Food Photo Sharing Behavior on Social Media. *The 91th TOSOK International Tourism Conference (TOSOK 2022)*, 15-16 February 2022, Alpensia Convention Center, Pyeongchang, Gangwon-do, Republic of Korea. **[**Best Paper Award**]**
39. Lee, T., **Pai, C. K.**, Kang, S., Shon, S., & Lee, K. (2021). The Effects of Service Quality, Perceived Value and Trust on Event Satisfaction and Revisit Intention. *The 90th TOSOK Seoul International Tourism Conference (TOSOK 2021)*, 7-9 July 2021, LOTTE Hotel, Seoul, Republic of Korea.
40. Liu, Y., **Pai, C. K.**, Kang, S., & Kim, C. (2021). An Examination of Smart Tourism Technologies on the Destination Image, Satisfaction, and Revisit Intention. *The 90th TOSOK Seoul International Tourism Conference (TOSOK 2021)*, 7-9 July 2021, LOTTE Hotel, Seoul, Republic of Korea.
41. **Pai, C. K.**, Kang, S., & Wang, T. W. (2019). Exploring Customers' Intention to Continue Using Self-service Technology Based on the Theory of Innovation Adoption -- A Case of WeChat's Restaurant Ordering System in Catering Industry. *The 5th World Research Summit for Hospitality and Tourism*, 13 – 16 December 2019, Orlando, United States.

42. Kang, S. & **Pai, C. K.** (2019). Examining Travel Information Acquisition and Travel Preferences by Different Age Groups in Aging Population. *The 5th World Research Summit for Hospitality and Tourism*, 13 – 16 December 2019, Orlando, United States.
43. **Pai, C. K.**, Kang, S. & Wang, T. W. (2019). An Assessment of the Effect of Self-service Technology Service Quality on Customers' Reuse Intention -- A Case of Restaurant Meal Ordering System. *The 2019 JHTM Research Symposium*. 9th August 2019, University of South Australia, Adelaide, Australia.
44. **Pai, C. K.**, Wang, T. W., & Kang, S. (2019). Exploring Tourists' Intentions of Using Self Service Technology Based on Valence Theory -- A Case of Airport Self-check-in System. *Asia Pacific Tourism Association (APTA) 2019 Annual Conference*, 1-4 July 2019, Da Nang, Vietnam.
45. Kang, S., Cole, S., & **Pai, C. K.** (2019). Examining the Role of Travel Future Time Perspective, Health Condition, Chronological Age, Basis Psychological Needs on Older Adults' Travel. *Asia Pacific Tourism Association (APTA) 2019 Annual Conference*, 1-4 July 2019, Da Nang, Vietnam.
46. Wang, Z. Y., **Pai, C. K.**, & Wang, T. W. (2019). Adoption of Self-Service Technology in the Hospitality Industry: Technology Readiness, Innovation Adoption, and Affordance. *The Second Global Congress of Special Interest Tourism & Hospitality*, 20-22 April, 2019, Taipei, Taiwan.
47. **Pai, C. K.**, Wang, T. W., & Cheng, T. P. (2017). Cross-cultural Comparisons of Consumers' Trust of Crowd-Sourcing Based Hotel Rating Systems between Chinese and Indian. *The 82nd TOSOK Ulsan International Tourism Conference (TOSOK 2017)*, 5-7 July 2017, Hyundai Hotel, Ulsan, Republic of Korea.
48. Cheng, T. P. & **Pai, C. K.** (2017). An Investigation of the Differences in the Content of Online Hotel Reviews on Different Platforms. *The 82nd TOSOK Ulsan International Tourism Conference (TOSOK 2017)*, 5-7 July 2017, Hyundai Hotel, Ulsan, Republic of Korea.
49. Wang, Z. Y. & **Pai, C. K.** (2017). An Empirical Study Measuring the Effect of Ubiquitous Internet Success on the Travelers' Perceived Value and the Overall Tourism Destination Satisfaction. *The 1st Global Congress of Special Interest Tourism & Hospitality Conference (GLOSITH 2017)*, 24-26 June 2017, Beppu, Japan. **[**Best Paper Award**]**
50. **Pai, C. K.**, Wang, T. W., & Cheng, T. P. (2016). Assessing Consumers' Trust of Crowd-Sourcing Based Hotel Rating Systems. *The 80th TOSOK International Tourism Conference (TOSOK 2016)*, 13-15 July 2016, Alpensia Resort, Pyeongchang, Republic of Korea.
51. Cheng, T. P. & **Pai, C. K.** (2016). Investigation of the Critical Factors Affecting the Acceptance of Internet-based Trip Planning Services. *The 80th TOSOK International Tourism Conference (TOSOK 2016)*, 13-15 July 2016, Alpensia Resort, Pyeongchang, Republic of Korea.
52. **Pai, C. K.**, Wang, T. W., & Pan, H. Y. (2015). Using Data Envelopment Analysis Method to Establish Performance Profiles for Gaming Operators in Macau. *The 78th TOSOK International Tourism Conference (TOSOK 2015)*, 1-3 July 2015, The-K Hotel Seoul, Republic of Korea.

53. **Pai, C. K.**, Wang, T. W., & Cheng, T. P. (2014). Explore the Influenced Factors for Downloading a Travel Mobile Application. *The 2014 Tourism Sciences Society of Korea International Tourism Conference (TOSOK 2014)*, 2-4 July 2014, Lakai Sandpine Resort, Gangwon-do, Republic of Korea.
54. Chen, S. H., Chang, C. H., & **Pai, C. K.** (2014). Measuring Service Quality in Vegetarian Foods Industry Using the QFD Method: a Case Study. *2014 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2014)*, April 2-4, 2014, Nagoya, Japan.
55. **Pai, C. K.**, Chen, S. H., & Wang, T. W. (2014). Mainland Students Satisfaction and Quality of Service in Macau University of Science and Technology. *2014 International Conference on Service Innovation and Knowledge Value-added*, May 8-9, 2014, Taiwan.
56. **Pai, C. K.**, Chen, S. H., & Hinds, D. (2013). Measuring Service Quality in Macau Luxury Hotels Using the QFD Method: A Case Study. *The 2013 Tourism Sciences Society of Korea International Tourism Conference (TOSOK 2013)*, 3-5 July 2013, Sejong University, Seoul, Republic of Korea.
57. **Pai, C. K.**, Chen, S. H., & Wang, T. W. (2013). Measuring Information Technology Department Service Quality from Casino's Employees in Macau. *The 3rd International Conference on E-Business Technology and Strategy (iCETS 2013)*, 27-29 June 2013, Macau.
58. Hitchcock, M., Cheng, T. P., & **Pai, C. K.** (2013). Taking the Museum on to the Street: Digital interpretation in Macau, Brave New Worlds - Transforming Museum Ethnography through Technology. *2013 Conference: Brave New Worlds - Transforming Museum Ethnography through Technology*, 15-16 April 2013, Brighton, UK.
59. **Pai, C. K.**, Lee, M. R., Seaton, B., Hinds, D., & Xia, W. (2012). Assessing Deontic Trade-offs: A Conjoint Analysis Approach. *2012 4th International Conference on Information Management and Engineering (ICIME 2012)*, December 15-16, 2012, Bali Island, Indonesia.
60. Chen, S. H., **Pai, C. K.**, & Chen, F. Y. (2012). The Study of Relationships between Service Quality and Loyalty of School for University Freshman. *The 2012 Conference in Marketing and Logistics Management*, May 2012, Taiwan.
61. **Pai, C. K.**, Lee, M. R., Hinds, D., & Wang, T. W. (2012). Digital Rights Management for eLearning Resources in Multi Culture Echelon Value Chains. *2012 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2012)*, March 2012, Hong Kong.
62. **Pai, C. K.**, Lee, M. R., Hinds, D., Xia, W., & Seaton, B. (2011). How Do People Resolve Dilemmas? Eliciting Subjective Decision Factors. HICSS, pp.1-10, *2011 44th Hawaii International Conference on System Sciences*, 2011, Kauai, Hawaii U.S.A.
63. **Pai, C. K.**, Lee, M. R., Hinds, D., & Wang, T. W. (2011). Law Abiding Devices: How Should Robotic Vehicles Navigate in a Human World? *2011 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2011)*, 2011, Tokyo, Japan.
64. Chen, S. H., Xu, S. T., & **Pai, C. K.** (2011). Applying Service Quality Determining Critical Success Factors - An Empirical Study for 85°C Coffee Chain Stores. *2011 Conference in Marketing and Logistics Management*, Miao-li, Taiwan.

65. Lee, M. R., **Pai, C. K.**, & Franceschi, K. (2009). Simulated Experiential Cultural Learning in Virtual Worlds. Presented in *2009 CIBER Business Language Conference*, Kansas City, Missouri U.S.A.
66. Lee, M. R., **Pai, C. K.**, & Franceschi, K. (2008). Simulated Experiential Cultural Learning in Virtual Worlds. Presented in *2008 Adult and Community Educators (ACE) of Florida Conference*, Ft. Lauderdale, Florida U.S.A.
67. Lee, M. R., Franceschi, K., & **Pai, C. K.** (2007). Virtual World Technologies for e-Learning. Presented in *2007 FIU eLearning Conference*, Miami, Florida U.S.A.

Research Projects

1. 2016-2017, “Assessing Consumers' Trust of Traditional Hoteling Rating Systems and Crowd-Sourcing Based Rating Systems”, *MUST Faculty Research Grants*, Received Grant MOP\$30,000 (Principal Investigator).
2. 2013-2014, “Identify the Secret Formula for a Hit APP in the Tourism Industry”, *MUST Faculty Research Grants*, Received Grant MOP\$30,000 (Principal Investigator).
3. 2012-2013, “Customer Satisfaction and Service Quality in the Hospitality Industry”, *Macau Foundation Grants*, Received Grant MOP\$40,000 (Principal Investigator).
4. 2012-2013, “Measuring Information Technology Center Service Quality from Hotel’s Employees in Macau”, *MUST Faculty Research Grants*, Received Grant MOP\$30,000 (Principal Investigator).
5. 2012-2013, “Telling the Macau Story: Developing a Total Travel Experience Model Application”, *Macau Foundation Grants*, Received Grant MOP\$100,000 (Principal Investigator of Sub Project with Michael Hitchcock & Ting-Pong Cheng).

Membership of Academic Associations and Community Service

1. **Editorial Board Member** of *Smart Tourism* (Since March 2022).
2. **Editorial Board Member** of *Journal of Smart Tourism* (Since October 2021).
3. **Editorial Board Member** of *International Journal of Tourism Sciences* (Since March 2021).
4. **Paper Review Committee**, *Asia Pacific Tourism Association (APTA) 2024 Annual Conference*, 3-5 July 2024, Galaxy International Convention Center, Andaz, Macau.
5. **Paper Review Committee**, *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
6. **Paper Review Committee**, *Asia Pacific Tourism Association (APTA) 2021 Annual Conference: Online Conference*, 30 June – 2 July 2021.
7. **Ad Hoc Journal Reviewer**: *Asia Pacific Journal of Tourism Research* (12 times); *International Journal of Contemporary Hospitality Management* (15 times); *Journal of Hospitality and Tourism Insights* (15 times).
8. **Conference Technical Committee**, *the 2021 12th International Conference on E-Education, E-Business, E-Management, and E-Learning (IC4E 2021)*, 10-13 January 2021, Waseda University, Tokyo, Japan.
9. **Paper Review Committee**, *Asia Pacific Tourism Association (APTA) 2020 International Conference*, 1-4 July 2020, Chiang Mai, Thailand.

10. **International Committee**, *the 2020 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2020)*, 1-3 April 2020, Holiday Inn Sydney Airport, Sydney, Australia.
11. **Paper Review Committee**, *Asia Pacific Tourism Association (APTA) 2019 International Conference*, July 1-4, 2019, Da Nang, Vietnam.
12. **International Committee**, *the 2019 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2019)*, 1-3 April 2019, Fukuoka International Congress Center (FICC) in Fukuoka, Kyushu, Japan.
13. **International Committee**, *the 2018 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology – Fall Session (e-CASE & e-Tech 2018 – Fall Session)*, 13-15 November 2018, Kyoto, Japan.
14. **Paper Review Committee**, *the 24th APTA (Asia Pacific Tourism Association) 2018 International Conference*, 3-5 July 2018, Boracay, Philippines.
15. **International Committee**, *the 2018 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2018)*, 1-3 April 2018, International House Osaka.
16. **Technology Program Committee**, *the 2018 3rd International Seminar on Computer Technology, Mechanical and Electrical Engineering (ISCME 2018)*, 17-19 August 2018, Shenzhen, China.
17. **Technology Program Committee**, *the 2017 2nd International Seminar on Computer Technology, Mechanical and Electrical Engineering (ISCME 2017)*, 22-24 September 2017, Zhuhai, China.
18. **International Committee**, *the 2017 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology – Fall Session (e-CASE & e-Tech 2017 – Fall Session)*, 5-7 September 2017, Seoul, Korea.
19. **International Committee**, *the 2017 International Conference on Business, Internet, and Social Media (BISM 2017)*, 16-18 August 2017 Tokyo, Japan.
20. **Paper Review Committee**, *Asia Pacific Tourism Association (APTA) 2017 International Conference*, 18-21 June 2017, Busan, Korea.
21. **International Committee**, *the 2017 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2017)*, 4-6 April 2017, International Community House, Kyoto, Japan.
22. **International Committee**, *the 2016 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology – Fall Session (e-CASE & e-Tech 2016 – Fall Session)*, 7-9 October 2016, Taipei, Taiwan.
23. **Technology Program Committee**, *the 2016 International Seminar on Computer Technology, Mechanical and Electrical Engineering (ISCME 2016)*, 29-31 July 2016, Singapore.
24. **Paper Review Committee**, *the 22nd APTA 2016 International Conference*, 1-4 June 2016, Beijing, China.
25. **International Committee**, *the 2016 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2016)*, 6-8 April 2016, Chulalongkorn University, Bangkok, Thailand.

26. **International Committee**, *the 2016 Taiwan International Conference on Innovation and Management (ICIM 2016)*, 13-15 January 2016, Taipei, Taiwan.
27. **International Committee**, *the 2015 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology – Fall Session (e-CASE & e-Tech 2015 – Fall Session)*, 8-10 September 2015, Kyoto, Japan.
28. **International Committee**, *the 2015 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2015)*, 1-3 April 2015, Kuala Lumpur, Malaysia.
29. **International Committee**, *the 2014 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology – Fall Session (e-CASE & e-Tech 2014 – Fall Session)*, 12-14 November 2014, Meiji University, Tokyo, Japan.
30. **Committee Member**, *the 2014 International Conference on Experiential Learning in Hospitality and Tourism (ELHT 2014)*, 22-23 May 2014, Macau.
31. **International Committee**, *the 2014 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2014)*, 2-4 April 2014, Nagoya, Japan.
32. **Committee Member**, *the 3rd International Conference on E-Business Technology and Strategy (iCETS 2013)*, 27-29 June 2013, Macau.
33. **International Committee**, *the 2013 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2014)*, April 3-5 2013, Kitakyushu, Japan.

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