



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

Cheng Ting Pong, Vincent
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Smart Tourism● Customer Relationship Management● Service Experience Management	<ul style="list-style-type: none">● Business Analysis● Smart Tourism● Customer Relationship Management

Qualifications

[Academic Qualifications]

2008	Doctor of Philosophy (PhD) / Business and Management / University of South Australia
1988	Master of Science (MSc) / Industrial Engineering / University of Hong Kong
1983	Associateship (APHK) / Production and Industrial Engineering / Hong Kong Polytechnic University

[Professional Qualifications]

Certified Diploma in Accounting and Finance (CDipAF) ACCA
Airport Planning and Operations Training - Level 1 IATA

Publications

[Journal Articles]

2023 Jin Liu, C. Michael Hall, Chris Zhu & Vincent Ting Pong Cheng. Redefining the concept of smart tourism in tourism and hospitality, *Anatolia*, DOI:10.1080/13032917.2023.2282712

2021 Cheng, T. P. Vincent, Guo, RenYu. The impact of consumers' attitudes towards technology on the acceptance of hotels' technology-based innovations, *Journal of Hospitality and Tourism Technology* (SSCI), DOI: <http://doi.org/10.1108/JHTT-06-2020-0145>

2020 Cheng, T. P. Vincent, Pai, Chen-Kuo. A trip planning service acceptance model for young Mainland Chinese tourist. *Journal of Hospitality and Tourism Technology* (SSCI), <http://doi.org/10.1108/JHTT-11-2017-0121>

2019 Glenn, A., Cheng, T. P. Vincent, Rhodes, J., & Lok, P. The influence of online reviews and brand trust and customer equity: Consumer equity. *Journal of Electronic Commerce in Organizations*, Vol.17, Issue 4, p.30-43 (ESCI)

- 2018 Cheng, T. P. Vincent, Amateur versus professional online reviews: Impact on tourists' intention to visit a destination, *TOURISM - An International Interdisciplinary Journal*, Vol. 65, Issue 1, p.35-51
- 2018 Rhodes, J., Cheng, T. P. Vincent, Sadeghniejad, Z., Lok, P. The relationship between management (TMT) metacognition, entrepreneurial orientations and small and medium enterprises (SMEs) firm performance, *International Journal of Management Practice*, Vol.11, No. 2, p.111-140
- 2016 Rhodes, J., Loh, W., Lok, Peter., Cheng, T. P. Vincent. Critical success factor in relationship management for services outsourcing, *Service Business*, Vol.10, Issue 1, p.59-86 (SSCI)
- 2015 Cheng, T.P. Vincent, Lok, Peter. Strategic decision-making criteria and process of top management on technology adoption in the travel agency industry, *Journal of Information Technology and Tourism*, Vol.15, Issue 3, p.189-208 (SSCI)
- 2014 Rhodes, J., Lok, Peter, Cheng, T. P. Vincent. A framework for successful network alliance for SMEs in China, *International Journal of Strategic Business Alliance*, Vol.3, No.2/3, p.201-220
- 2014 Rhodes, J., Bergstrom, Bruce, Lok, Peter, Cheng, T.P. Vincent. A framework for stakeholder engagement and sustainable development in MNCs, *Journal of Global Responsibility*, Vol.5 No.1, p.82-103
- 2014 Cheng, T.P. Vincent and Mei Kun, Loi, Handling negative online customer reviews: The effects of elaboration likelihood model and distributive justice, *Journal of Travel and Tourism Marketing*, 31(1), P.1-15 (SSCI).
- 2013 Cheng, T.P. Vincent, Lok, Peter and Rhodes, Jo, The mediating effect of brand trust on online customer reviews and willingness to buy, *Journal of Electronic Commerce in Organizations*, Vol.11 No.1 p.22-42, (ESCI)
- 2010 Cheng, T.P. Vincent, Lok, Peter and Rhodes, Jo, A framework for strategic decision making and organizational performance for Chinese Managers, *International Journal of Human Resource Management*, Vol.21, No.9, July 2010 (SSCI).

[Chinese Journals Articles]

- 2024 趙中琪, 鄭定邦 遊客對科技態度對決策速度的影響：線上評論的信任，說服力和有益性作為中介，澳門科技大學學報，第 18 期，第一期 頁 37-64, <https://doi.org/10.58664/mustjournal.2024.01.003>
- 2021 郭人毓, 鄭定邦 酒店旅遊企業在線商業模式的創新發展路徑分析, 社會科學家雜誌 (CSSCI) Vol.288 No.4 p.36-41
- 2021 雷琰, 鄭定邦 價值共創對旅遊 APP 顧客持續使用意願影響因素的研究, 企業經濟 (北京大學《中文核心期刊要目總覽》來源期刊) Vol.6 p.120-128

[Conference Papers]

- 2023 Cheng Ting Pong Vincent, Yang Wei, Does cute advertising affect tourists' intentions to visit a destination? The 3rd International Joint Conference on Hospitality & Tourism, 18-20 July 2023, Bangkok, Thailand.

2023 Zhao, Zhongqi, Cheng, Ting Pong Vincent, The impact of tourists' attitude toward technology on hotel booking intention: Online review perceptions and decision speed as mediators, The 3rd International Joint Conference on Hospitality & Tourism, 18-20 July 2023, Bangkok, Thailand.

2022 Jin, Liu, Cheng, Ting Pong Vincent, The influence of perceived value of co-creation activity on tourists' intention to use smart tourism app, The Ninth International Conference on Hospitality and Tourism Management, Oct 27-28, 2022 Virtual.

2021 Zhao, Zhongqi, Cheng, Ting Pong Vincent, A content analysis of online reviews to identify hotel attributes across different platforms, The Sixth International Conference on Economic and Business Management (FEBM 2021), Oct 16-18, 2021, Sanya, China (EI Compendex, CPCI, CNKI)

2019 Lei Tan Livia, Cheng Ting Pong Vincent, Zhang Yuqin, The effect of tourist's technology adoption propensity on the acceptance of smart tourism apps, 3rd International Conference on Advances in Business and Law, Nov 23-24, 2019, Dubai, UAE

2019 Ren Yu Guo, Vincent Ting Pong Cheng, Jia-Yang Yin, The effect of personalization comprehensiveness on tourist's loyalty behavior, 2019 International Conference on Hospitality, Tourism, and Sports Management, 28-30 August 2019, Osaka International House Foundation, Osaka, Japan

2017 Cheng, Ting Pong Vincent, & Chen-Kuo, Pai, Yingzhi, Chen, An investigation of the differences in the content of online hotel reviews on different platforms, The 2017 (Tourism Sciences Society of Korea) International Tourism Conference, 5-7 Jul Ulsan Korea

2017 Chen-Kuo Pai, Te-Wei Wang, Cheng, Ting Pong Vincent, Cross-cultural Comparisons of Consumers' Trust of Crowd-Sourcing Based Hotel Rating Systems among Chinese and Indian, The 2016 (Tourism Sciences Society of Korea) International Tourism Conference, 5-7 Jul Ulsan Korea

2016 Cheng, Ting Pong Vincent, Big data application in tourism: A total travel experience perspective, Big data forum in transportation, tourism and Chinese medicine, 3-4 Nov, Macau SAR China

2016 Cheng, Ting Pong Vincent, & Chen-Kuo, Pai, Investigation of the critical factors affecting the acceptance of Internet-based trip planning services, The 2016 (Tourism Sciences Society of Korea) International Tourism Conference, 13-15 Jul Pyeongchang Korea

2016 Chen-Kuo Pai, Te-Wei Wang, Ting Pong Cheng, Assessing consumers' trust of crowd-sourcing based hotel rating system, The 2016 (Tourism Sciences Society of Korea) International Tourism Conference, 13-15 Jul Pyeongchang Korea

2014 Chen-Kuo Pai, Te-Wei Wang, Ting Pong Cheng, Explore the influenced factors for downloading a travel mobile application, The 2014 TOSOK (Tourism Sciences Society of Korea) International Tourism Conference, 2-4 Jul Gangneung Korea

2013 Cheng, Ting Pong Vincent, Evaluating technology adoption by tourism organizations from a strategic decision making perspective, The 3rd Advances in Hospitality and Tourism Marketing and Management Conference, 25-30 June 2013 Taipei

2013 Hitchcock, Michael; Cheng, Vincent & Pai, Chen-Kuo, Taking the Museum on to the Street: Digital interpretation in Macau, Brave New Worlds - Transforming Museum Ethnography through Technology, 2013 MEG Conference, Brighton UK

2012 Cheng, Vincent, Rhodes, J., & Lok, P., Online Customer Reviews, brand trust and willingness to buy: brand trust as a mediating variable, Proceedings of the 38th European International Business Academy Annual Conference, 7-9 Dec 2012, Brighton, UK, p1-30

1995 Cheng, Ting Pong Vincent and Yau Chuk, A soft system perspective for Decision Support System Development, 1995 Pan Pacific Conference on Information System

1995 Yau, Chuk and Cheng, Ting Pong Vincent, Measuring decision support system in the development process, Third International Conference on Decision Support System

[Book Chapter]

2015 Cheng, T.P. Vincent, Rhodes, Joan and Lok, Peter. The relationship between online reviews, brand trust and willingness to buy, in Khosrow-Pouw, Mehdi (Ed), Strategic E-Commerce Systems and Tools for Competing in the Digital Marketplace. IGI Global, Chapter 7

Membership of Academic and Professional Associations

Senior Member - Institute of Industrial & Systems Engineers (SrMIISE)

Member - British Computer Society (MBCS)

Member - Institute of Electrical and Electronics Engineers (MIEEE)

Ad-hoc reviewer

Tourism Management

Tourism Management Perspective

Journal of Travel and Tourism Marketing

Current Issues in Tourism

The Service Industries Journal

Tourism Review

Academic and Community Services

Committee member, The 2014 International Conference on Experience Learning in Hospitality and Tourism (ELHT2014), Macau, 22-23 May, 2014

Past President (2005) Hong Kong Centurion Lions Club

Director (2000-2010) Hong Kong Lions Nature Education Foundation

Teaching Experience

2011 – present Assistant Professor – Faculty of Hospitality and Tourism Management
Macau University of Science and Technology

2009 – 2011 Visiting Assistant Professor – Faculty of Hospitality and Tourism Management
Macau University of Science and Technology

Business Experience

1997 – 2008 Managing director, Travel Trade Technology Limited (Hong Kong)

2006 – 2007 Solutions director, Federal Vacation Co. Ltd (Taiwan)

2000 – 2003 CEO, Asianetravel Company Ltd. (HK/Taiwan)

1995 – 1997 Partner, Crossland Technology (Pty) Limited (Australia)

1994 – 1995 Researcher, Software Quality Institute, Griffith University (Australia)

1990 – 1994 Senior Planning Officer, Cathay Pacific Airways Limited (Hong Kong)

1988 – 1990 Project Officer, Hong Kong and Shanghai Banking Corporation (Hong Kong)

1987 – 1988 Assistant Consultant, Hong Kong Productivity Council (Hong Kong)

1984 – 1987 Planning Officer, Hong Kong Air Cargo Terminals Limited (Hong Kong)