



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 (M.S.)● Hotel Information System (B.S.)● Restaurant Information System (B.S.)

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. **Chen-Kuo Pai**, Tingting Lee, and Sangguk Kang (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. (SSCI)
2. **Chen-Kuo Pai**, Sangguk Kang, Yumeng Liu, and Yingchuan Zheng (2021). An Examination of Revisit Intention Based on Perceived Smart Tourism Technology Experience. *Sustainability*, 2021, 13, 1007. (SSCI)
3. **Chen-Kuo Pai**, Yumeng Liu, Sangguk Kang, and Anna Dai (2020). The Role of Perceived Smart Tourism Technology Experience for Tourist Satisfaction, Happiness and Revisit Intention. *Sustainability*, 2020, 12, 6592. (SSCI)
4. Ting-Pong Cheng and **Chen-Kuo Pai** (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). (SSCI)
5. Sangguk Kang, **Chen-Kuo Pai**, and Donghan Kim (2019). The Role of Chronological Age, Health, and Basic Psychological Needs for Older Adults' Travel Intention. *Sustainability*, 11(23), 1-13. (SSCI)
 6. **Chen-Kuo Pai**, Te-Wei Wang, Shun-Hsing Chen, and Kun-You Cai (2018). Empirical Study on Chinese Tourists' Perceived Trust and Intention to Use Biometric Technology. *Asia Pacific Journal of Tourism Research*, 23(9), 880-895. (SSCI)
 7. **Chen-Kuo Pai**, Zi Yi Wang, and Shun-Hsing Chen (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.
 8. **Chen-Kuo Pai**, Shun-Hsing Chen, and David Hinds (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.
 9. **Chen-Kuo Pai**, Meng Long Xia, and Te-Wei Wang (2014). A Comparison of the Official Tourism Website of Five East Tourism Destinations. *Information Technology & Tourism*, 14(2), 97-117.
 10. **Chen-Kuo Pai**, Shun-Hsing Chen, and Te-Wei Wang (2014). An Empirical Study for Measuring Information Technology Department Service Quality from Hospitality's Employees in Macau. *Information Technology Journal*, 13(2), 302-309.
 11. Shun-Hsing Chen and **Chen-Kuo Pai** (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.
 12. **Chen-Kuo Pai**, Ronald Lee, Bruce Seaton, David Hinds, and Weidong Xia (2013). Assessing Deontic Trade-offs: A Conjoint Analysis Approach. *Journal of Computers*, 8(7), 1771-1776.
 13. Shun-Hsing Chen, I-Ping Wu, and **Chen-Kuo Pai** (2011). The Effects of Total Quality Management for Marketing Management and Customer Satisfaction on PA-LV Model. *Yu Da Academic Journal*, 28, 99-128.
 14. Shun-Hsing Chen, **Chen-Kuo Pai**, and Fei-Yun Chen (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. Haoran Chen, **Chen-Kuo Pai**, Sangguk Kang, and Jaeseok Lee (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.
2. Tingting Lee, **Chen-Kuo Pai**, Haoran Chen, and Sangguk Kang (2022). An Examination of Festival Quality on Festival Experience and Destination Recommendation. *The 91th TOSOK Seoul International Tourism Conference (TOSOK 2022)*, 15-16 February 2022, Alpensia Convention Center, Pyeongchang, Gangwon-do, Republic of Korea.
3. Yumeng Liu, **Chen-Kuo Pai**, Sangguk Kang, and Jaeseok Lee (2022). Inhibitors and Triggers for Food Photo Sharing Behavior on Social Media. *The 91th TOSOK Seoul International Tourism*

- Conference (TOSOK 2022)*, 15-16 February 2022, Alpensia Convention Center, Phyeongchang, Gangwon-do, Republic of Korea.
4. Tingting Lee, **Chen-Kuo Pai**, Sangguk Kang, Sori Shon, and Kwangho Lee (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.
 5. Yumeng Liu, **Chen-Kuo Pai**, Sangguk Kang, and Changgi Kim (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.
 6. **Chen-Kuo Pai**, Sangguk Kang, and Te-Wei Wang (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.
 7. Sangguk Kang and **Chen-Kuo Pai** (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.
 8. **Chen-Kuo Pai**, Sangguk Kang, and Te-Wei Wang (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.
 9. **Chen-Kuo Pai**, Te-Wei Wang, and Sangguk Kang (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.
 10. Sangguk Kang, Shu Cole, and **Chen-Kuo Pai** (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.
 11. Zi Yi Wang, **Chen-Kuo Pai**, and Te-Wei Wang (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.
 12. **Chen-Kuo Pai**, Te-Wei Wang, and Ting-Pong Cheng (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.
 13. Ting-Pong Cheng and **Chen-Kuo Pai** (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.
 14. Zi Yi Wang and **Chen-Kuo Pai** (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.

15. **Chen-Kuo Pai**, Te-Wei Wang, and Ting-Pong Cheng (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.
16. Ting-Pong Cheng and **Chen-Kuo Pai** (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.
17. **Chen-Kuo Pai**, Te-Wei Wang, and Hai-Yong Pan (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.
18. **Chen-Kuo Pai**, Te-Wei Wang, and Ting-Pong Cheng (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.
19. Shun-Hsing Chen, Chin-Hui Chang, and **Chen-Kuo Pai** (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.
20. **Chen-Kuo Pai**, Shun-Hsing Chen, and Te-Wei Wang (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.
21. **Chen-Kuo Pai**, Shun-Hsing Chen, and David Hinds (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.
22. **Chen-Kuo Pai**, Shun-Hsing Chen, and Te-Wei Wang (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.
23. Michael Hitchcock, Ting-Pong Cheng, and **Chen-Kuo Pai** (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.
24. **Chen-Kuo Pai**, Ronald Lee, Bruce Seaton, David Hinds, and Weidong Xia (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.
25. Shun-Hsing Chen, **Chen-Kuo Pai**, and Fei-Yun Chen (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.
26. **Chen-Kuo Pai**, Ronald Lee, David Hinds, and Te-Wei Wang (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)*, 2012, Hong Kong.

27. **Chen-Kuo Pai**, Ronald Lee, David Hinds, Weidong Xia, and Bruce Seaton (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.
28. **Chen-Kuo Pai**, Ronald Lee, David Hinds, and Te-Wei Wang (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.
29. Shun-Hsing Chen, Shu-Ting Xu, and **Chen-Kuo Pai** (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.
30. Ronald Lee, **Chen-Kuo Pai**, and Katherine Franceschi (2009). Simulated Experiential Cultural Learning in Virtual Worlds. Presented in *2009 CIBER Business Language Conference*, Kansas City, Missouri U.S.A.
31. Ronald Lee, **Chen-Kuo Pai**, and Katherine Franceschi (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.
32. Ronald Lee, Katherine Franceschi, and **Chen-Kuo Pai** (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, *the 27th APTA (Asia Pacific Tourism Association) Annual Conference: Online Conference*, June 30- July 2, 2021.
5. Ad Hoc Journal Reviewer: *Asia Pacific Journal of Tourism Research* (4 times); *International Journal of Contemporary Hospitality Management* (4 times); *Journal of Hospitality and Tourism Insights* (2 times).
6. Conference Technical Committee, *the 2021 12th International Conference on E-Education, E-Business, E-Management, and E-Learning (IC4E 2021)* will be held in Waseda University, Tokyo,

Japan, January 10 to 13, 2021.

7. Paper Review Committee, *the 26th APTA (Asia Pacific Tourism Association) 2020 International Conference* to be held at Chiang Mai, Thailand (July 1-4, 2020).
8. International Committee, *the 2020 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2020)* to be held at Holiday Inn Sydney Airport, Sydney, Australia, April 1-3, 2020.
9. Paper Review Committee, *the 25th APTA (Asia Pacific Tourism Association) 2019 International Conference* to be held at Da Nang, Vietnam, July 1-4, 2019.
10. International Committee, *the 2019 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2019)* to be held at Fukuoka International Congress Center (FICC) in Fukuoka, Kyushu, Japan, on April 1-3, 2019.
11. 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)* to be held at Kyoto, Japan, November 13-15, 2018.
12. Paper Review Committee, *the 24th APTA (Asia Pacific Tourism Association) 2018 International Conference* to be held at Boracay, Philippines, July 3-5, 2018.
13. International Committee, *the 2018 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2018)* to be held at International House Osaka, April 1-3, 2018.
14. Technology Program Committee, *the 2018 3rd International Seminar on Computer Technology, Mechanical and Electrical Engineering (ISCME 2018)* to be held at Shenzhen, China, August 17-19, 2018.
15. Technology Program Committee, *the 2017 2nd International Seminar on Computer Technology, Mechanical and Electrical Engineering (ISCME 2017)* to be held at Zhuhai, China, September 22-24, 2017.
16. 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)* to be held at Seoul, Korea, September 5-7, 2017.
17. International Committee, *the 2017 International Conference on Business, Internet, and Social Media (BISM 2017)* to be held at Tokyo, Japan, August 16-18, 2017.
18. Paper Review Committee, *the 23rd APTA (Asia Pacific Tourism Association) 2017 International Conference* to be held at Busan, Korea, June 18-21, 2017.
19. International Committee, *the 2017 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2017)* to be held at International Community House, Kyoto, Japan, April 4-6, 2017.
20. 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)* to be held at Taipei, Taiwan, October 7-9, 2016.
21. Technology Program Committee, *the 2016 International Seminar on Computer Technology, Mechanical and Electrical Engineering (ISCME 2016)* to be held at Singapore, July 29-31, 2016.
22. Paper Review Committee, *the 22nd APTA 2016 International Conference* to be held at Beijing, China, June 1-4, 2016.

23. International Committee, *the 2016 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2016)* to be held at Chulalongkorn University, Bangkok, Thailand, April 6-8, 2016.
24. International Committee, *the 2016 Taiwan International Conference on Innovation and Management (ICIM 2016)* to be held at Taipei, Taiwan, January 13-15, 2016.
25. 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)* to be held at Kyoto, Japan, September 08-10, 2015.
26. International Committee, *the 2015 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2015)* to be held in to be held at Kuala Lumpur, Malaysia, April 1-3, 2015.
27. 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)* to be held at Meiji University, Tokyo, Japan, November 12-14, 2014.
28. Committee Member, *the 2014 International Conference on Experiential Learning in Hospitality and Tourism (ELHT 2014)* to be held at Macau, 22-23 May, 2014.
29. International Committee, *the 2014 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2014)* to be held at Nagoya, Japan, April 2-4, 2014.
30. Committee Member, *the 3rd International Conference on E-Business Technology and Strategy (iCETS 2013)* to be held at Macau, 27-29 June, 2013.
31. International Committee, *the 2013 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech 2014)* to be held at Kitakyushu, Japan, April 3-5, 2013.