

*Curriculum Vitae*

## CHE Pak-Hou



**Title :** Assistant Professor  
**Faculty :** School of Business  
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**Dept/Fields:** Information Theory, Research Methods,  
Deep Learning Applications

### Academic Qualification

The Chinese University of Hong Kong, Information Engineering (PhD), 2016

The Chinese University of Hong Kong, Mathematics (BSc), 2010

The Chinese University of Hong Kong, Information Engineering (BEng), 2010

### Work Experience

2018 – Now, Macau University of Science and Technology, Assistant Professor

### Teaching Activities

Data Structure and Database, Blockchain and its Applications, System Analysis and Design, Management Information System

### Research Interest

Information Theory, Research Methods, Deep Learning Applications

### Selected Publications

13. He, G., Che, P. H., Chen, C. H., & Chan, A. K. (2021, December). Word-of-Mouth and Visit Intention in Cultural Tourism. In 2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021) (pp. 3237-3241). Atlantis Press.
14. Che, P. H., Chen, C. H., & Li, C. (2021, December). Survey Data Analysis Using Information Theory—A New Method for Business Research. In 2021 3rd International

- Conference on Economic Management and Cultural Industry (ICEMCI 2021) (pp. 775-778). Atlantis Press.
15. P. H. Che and H. Chen, “*Sentiment Analysis on Reviews: Understanding eWOM Using Deep Learning*,” China Marketing International Conference 2020 (CMIC).
  16. H. Chen, P. H. Che and A. Chen, “*Creating Cultural Experience through Cultural Branding in Cultural Parks*,” China Marketing International Conference 2020 (CMIC).
  17. P. H. Che and H. Chen, “*Smart Tourism and Marketing: WiFi Positioning for Tourism Patterning*,” China Marketing International Conference 2019 (CMIC), Guangzhou, China, 2019.
  18. H. Chen, P. H. Che and A. Chen, “*The Role of Cultural Heritage in Tourism Route Design and Marketing*,” China Marketing International Conference 2019 (CMIC), Guangzhou, China, 2019.