



MACAU UNIVERSITY OF
SCIENCE AND TECHNOLOGY

FACULTY OF HOSPITALITY AND
TOURISM MANAGEMENT

Dr. Chen-Kuo Pai (
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.* , & 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>
2. Chen, H., Zhao, J., Lu, L., **Pai, C. K.*** (2023). A comparative study between the US and China *Current Psychology* (2023). <https://doi.org/10.1007/s12144-023-05499-9>

3. **Pai, C. K.**, Chen, H., Lee, T. J., Hyun, S. S., Liu, Y., & Zheng, Y. (2023). The impacts of under-
Journal of Vacation Marketing. <https://doi.org/10.1177/13567667231164807>
 4. **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.
 5. **Pai, C. K.**, Wu, Z. T., Lee, J., & Kang, S. (2022). Service Quality of Social Media-Based Self-Service Technology in the Food Service Context. *Sustainability*, 2022, 14, 13483.
 6. **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.
 7. **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.
 8. **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.
 9. 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).
 10. Kang, S., **Pai, C. K.**, & Kim, D. (2019). The Role of Chronological Age, Health, and Basic . *Sustainability*, 11(23), 1-13.
 11. **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.
 12. **Pai, C. K.**, Wang, Z. Y., & Chen, S. H. (2017). Measuring the Effect of Ubiquitous Internet
International Journal of Tourism Sciences, 17(4), 298-315.
 13. **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.
 14. **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.
 15. **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.
 16. 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.
 17. **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.
 18. Chen, S. H., Wu, I. P., & **Pai, C. K.** (2011). The Effects of Total Quality Management for Marketing Management and Customer Satisfaction on PA-LV Model. *Yu Da Academic Journal*, 28, 99-128.
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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, 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.
2. 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.
3. Zhang, J., Dai, A., & **Pai, C. K.** (2023). 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.
4. 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*

10. 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.
 11. 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.
 12. **Pai, C. K.**, Chen, H., Chen, K. T., & Kang, S. Experiential Value on the Flow, Attachment, and Behavior Intention. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
 13. Chen, H., **Pai, C. K.**, Lee, T. J., & Chen, T. 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.
 14. 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.
 15. 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.
 16. 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.
 17. 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 Covention Center, Phyeongchang, Gangwon-do, Republic of Korea.
 18. 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, Phyeongchang, Gangwon-do, Republic of Korea.
 19. 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, Phyeongchang, Gangwon-do, Republic of Korea.
 20. 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.
 21. 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.
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22. **Pai, C. K.**, Kang, S., & Wang, T. W. (2019). Exploring C 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.
 23. 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.
 24. **Pai, C. K.**, Kang, S. & Wang, T. W. (2019). An Assessment of the Effect of Self-service
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33. **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.
 34. **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.
 35. 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.
 36. **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.
 37. **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.
 38. **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.
 39. 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.
 40. **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.
 41. 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.
 42. **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)*, 2012, Hong Kong.
 43. **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.
 44. **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.
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45. 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.
46. 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.
47. 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.
48. 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, 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) 2023 Annual Conference* to be held at 5-7 July 2023, Chiang Mai, Thailand.
 5. **Paper Review Committee**, *the 27th APTA (Asia Pacific Tourism Association) Annual Conference: Online Conference*, June 30- July 2, 2021.
 6. **Ad Hoc Journal Reviewer**: *Asia Pacific Journal of Tourism Research* (10 times); *International Journal of Contemporary Hospitality Management* (8 times); *Journal of Hospitality and Tourism Insights* (9 times).
 7. **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.
 8. **Paper Review Committee**, *the 26th APTA (Asia Pacific Tourism Association) 2020*
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International Conference to be held at Chiang Mai, Thailand (July 1-4, 2020).

9. **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.
 10. **Paper Review Committee**, *the 25th APTA (Asia Pacific Tourism Association) 2019 International Conference* to be held at Da Nang, Vietnam, July 1-4, 2019.
 11. **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.
 12. **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.
 13. **Paper Review Committee**, *the 24th APTA (Asia Pacific Tourism Association) 2018 International Conference* to be held at Boracay, Philippines, July 3-5, 2018.
 14. **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.
 15. **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.
 16. **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.
 17. **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.
 18. **International Committee**, *the 2017 International Conference on Business, Internet, and Social Media (BISM 2017)* to be held at Tokyo, Japan, August 16-18, 2017.
 19. **Paper Review Committee**, *the 23rd APTA (Asia Pacific Tourism Association) 2017 International Conference* to be held at Busan, Korea, June 18-21, 2017.
 20. **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.
 21. **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.
 22. **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.
 23. **Paper Review Committee**, *the 22nd APTA 2016 International Conference* to be held at Beijing, China, June 1-4, 2016.
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