

CHE, PAK HOU



Title : Assistant Professor
Faculty : School of Business
Email address : pahche@must.edu.mo
Tel : (853) 8897-3290
Fax : (853) 2882-3281
Office : O912
Address : Avenida Wai Long, Taipa, Macau
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

1. 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.

2. 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.
3. P. H. Che and H. Chen, “*Sentiment Analysis on Reviews: Understanding eWOM Using Deep Learning*,” China Marketing International Conference 2020 (CMIC).
4. H. Chen, P. H. Che and A. Chen, “*Creating Cultural Experience through Cultural Branding in Cultural Parks*,” China Marketing International Conference 2020 (CMIC).
5. P. H. Che and H. Chen, “*Smart Tourism and Marketing: WiFi Positioning for Tourism Patterning*,” China Marketing International Conference 2019 (CMIC), Guangzhou, China, 2019.
6. 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.