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领域: Information Theory, Research Methods, Deep Learning Applications

教育背景

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

工作经验

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

教学活动

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

研究领域

Information Theory, Research Methods, Deep Learning Applications

学术成果

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.