

CHE Pak Hou



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Academic Qualification

2010 – 2016 Ph.D.: The Chinese University of Hong Kong, Information Engineering
2006 – 2010 BSc: The Chinese University of Hong Kong, Mathematics
2006 – 2010 BEng: The Chinese University of Hong Kong, Information Engineering

Working Experience

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

Teaching Activities

Data Structures and Database
Blockchain and its Applications
Systems Analysis and Design

Research Areas

Probabilistic Methods, Operations Research, Blockchain and Decentralized Finance, Information Theory, Deep Learning Applications

Selected Publications

1. Chang, K., Ip, R. K. F., & **Che, P. H.*** (2025). Addressing Daigou from the Perspective of Channel Competition: Strategy for Retail Management. *Mathematics*, 13(23), 3873.
2. **Che, P. H.***, & Chen, Y. (2025). Probabilistic Selling with Unsealing Strategy: An Analysis in Markets with Vertical-Differentiated Products. *Mathematics*, 13(12), 2036.
3. Chen, J., Tian, Y., Chan, F. T., Tang, H., & **Che, P. H.** (2024). Pricing, greening, and recycling decisions of capital-constrained closed-loop supply chain with government subsidies under financing strategies. *Journal of Cleaner Production*, 438, 140797.
4. Li, K., Li, X., Lin, Z., Lu, J., & **Che, P. H.** (2021). Fund Matching between Fund-Raisers and Investors in Financing Platform with Consideration of Default Risk. *Mathematical Problems in Engineering*, 2021(1), 8026680.
5. 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.
6. **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.
7. **P. H. Che** and H. Chen, “Sentiment Analysis on Reviews: Understanding eWOM Using Deep Learning,” China Marketing International Conference 2020 (CMIC).
8. H. Chen, **P. H. Che** and A. Chen, “Creating Cultural Experience through Cultural Branding in Cultural Parks,” China Marketing International Conference 2020 (CMIC).
9. **P. H. Che** and H. Chen, “Smart Tourism and Marketing: WiFi Positioning for Tourism Patterning,” China Marketing International Conference 2019 (CMIC), Guangzhou, China, 2019.
10. 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.