**MACAU UNIVERSITY**
**OF SCIENCE AND TECHNOLOGY**
澳 門 科 技 大 學

Faculty of
Hospitality and Tourism Management
酒店與旅遊管理學院

Ng Shiu Pong Kenneth ,PhD

| Areas of Research Expertise | Areas of Teaching Expertise |
|---|---|
| ● Intelligent tourism <br> ● Tourism Education <br> ● Tourism Service Quality | ● Hotel Management subjects <br> ● Service Quality and Management subjects <br> ● Food and Beverage subjects <br> ● MICE Management subjects <br> ● Tourism Quality Subjects |

**Qualifications**
**PhD** in International Tourism Management ( Intelligent Tourism), City University of Macau
**Msc (Hons) Marketing** in National University of Ireland, Dublin
**B.A (Hons) Hospitality, major in Marketing** in The University of Derby
**Higher Diploma ,International Hotel Management** in Hotel Institute Montreux (Switzerland)

## PUBLICATIONS

1. Kenneth Shiu Pong Ng, Yun Rao, Ivan Ka Wai Lai, Ying Qi Zhou (2023). How internship environmental factors affect students' career intentions in the hotel industry through the reflective thinking processes. **Journal of Hospitality, Leisure, Sport & Tourism Education. (SSCI)**
2. Kenneth Shiu Pong Ng , Zhang Jiru, Jose Weng Chou Wong , & Kennis Luo Kaiqi. (2023). "Internal factors, external factors and behavioral intention toward food delivery apps (FDAs) ". **British Food Journal. (SCI)**
3. Kenneth Shiu Pong Ng, Jose Weng Chou Wong, Dengming Xie, Jingyan Zhu (2022), " From the attributes of smart tourism technologies to loyalty and WOM via user satisfaction: the moderating role of switching costs ", **Kybernetes（SCI）.**
4. Kenneth Shiu Pong Ng, Ivan Ka-Wai Lai, Kwan-Keung Ng (2022), " The Acceptance of the Online Gamification Learning Platform by Higher Education Students in Hospitality and Tourism ", **International Journal of Innovation and Learning （ESCI）** .
5. Kenneth Shiu-Pong Ng, Ivan Ka-Wai Lai, Kwan-Keung Ng (2020), "Online Gamified Learning Platforms (OGLPs) for Participatory Learning", In the Proceedings of the 13th International Conference on Blended Learning, Thailand, August 24-27, 2020. **(EI INDEXED)**
6. Ng, S.P. Kenneth, Lai, K.W. Ivan, Ng, K.K. (2019),"Using Wine Appreciation Apps for Students to Study Wines", **International Journal of Services and Standards**, 12(3-4), 243–260
7. Ng, S.P. Kenneth, Lai, K.W. Ivan, Ng, K.K., Lyu, Q.X. (2019), "Online Gamified Learning Platforms (OGLPs) for Experiential Learning", In the Proceedings of the 4th International Conference on Technology in Education, Guangzhou, March 15-17, 2019. **(EI INDEXED)**
8. Ng, S.P. Kenneth, Lai, K.W. Ivan. (2019)"The acceptance of on-demand transportation service applications for tourists planning their travel in Macao" In the Proceedings of Global Travel and Tourism Partnership(GTTP) Annual Conference, Macao, June 3-8, 2018
9. Ng, S.P. Kenneth, Lai, K.W. Ivan, Ng, K.K. (2018), "Wine appreciation apps: Tools for mobile learning and ubiqui-tous learning", In the Proceedings of the 3rd International Conference on Technology in Education, Hong Kong, Jan-uary 9-11, 2018. **(EI INDEXED)**
10. Ng, S.P. Kenneth, Li, X (2013), "The education need in gaming industry in Macau" 8th Adult Education & Social Development International Conference, Macao, December 3-5, 2013.

**Professional Qualifications**
**Certified Hospitality Educator** (CHE), American Hotel and Lodging Association
**WEST level 2**
**Professional Certificate in Public Relations** and Public Relations Writing
澳門智慧旅遊協會會長

**Awards Received**
**Hong Kong Hospitality & Tourism Academy**
**Outstanding Teacher Award, 2010**

## Professional Experience in Business and Hospitality Industries

- 現任環球時報副刊旅遊飲食專欄作者
- 澳門力報飲食專欄作者 2017-2022
- 澳門基金會資助「澳門旅客與澳門居民在情感相互的體驗研究」項目顧問
- Content Writer in Food and Beverage (2017-2018), the Quality Enhancement Support Scheme (QESS) project (2015-2018) - 「Development of Effective Pedagogical Practices and a Cross-Institutional Online Sharing Platform for Hong Kong's Vocational Education and Training (VET)」, a cross-institutional project involves four parties (VTC, OUHK, and CBCC), HKSAR Education Bureau, HKD 20,956,580.00
- 香港政府教育局 [質素提升支援計劃] 網上教育平臺餐飲管理作者 (2017-2018). HKD 20,956,580.00
- 澳門基金會資助「訪澳遊客對澳 智慧旅遊滿意度研究」項目負責人 , 2014
- 「中葡論壇 2014 - 葡語國家旅遊, 會展管理研修班」承辦方活動統籌主任

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