



葉仁傑 博士
Dr. Ip, Perry
(Assistant Professor)

研究方向(Research Area) :

綠色金融

Green Finance

民宿

Homestays

元宇宙高效會議

Effective Meeting in Metaverse

電子商務

Electronic Business

黑色旅遊

Dark Tourism

可持續的業務發展

Sustainable Business Development

企業戰略制定 (SFF)

Strategy Formulation Framework
(SFF)

量化創業的衡量尺度

Quantifying the Measurement Scale of
Entrepreneurship

元宇宙的神秘顧客

Mystery Shopping in Metaverse

服務質量

Service Quality

Tel.: (853) 8590-2561

Email: ipyunkit@cityu.mo



◇ JOURNAL PAPER

- ◆ Yun-kit Ip, Wasim Iqbal, Lijie Du, Nadeem Akhtar (2022). Assessing the impact of green finance and urbanization on the tourism industry – an empirical study in China, Environmental Science and Pollution Research (SCI, IF5.18).
- ◆ YM Tang, Ka Yin Chau, Yun-kit Ip, Ji Jiaxin. (2022). Empirical Research on the Impact of Customer Integration and Information Sharing on Supply Chain Performance in Community-Based Homestays in China. Enterprise Information Systems (SSCI).
- ◆ Wen Huang, Ka Yin Chau, Yun-kit Ip, Azer Dilanchiev (2022). Relating Sustainable Business Development Practices and Information Management in Promoting Digital Green Innovation: Evidence from China. Frontiers in Psychology (SSCI).
- ◆ YM Tang, Ka Yin Chau, Luchen Hong, Yun-kit Ip, Yan Wan (2021). Financial Innovation in Digital Payment with WeChat towards Electronic Business Success. Journal of Theoretical & Applied Electronic Commerce Research 16:1844-1861. (SCI).
- ◆ Ka Yin Chau., YM Tang., Xiaoyun Liu., Yun-Kit Ip., Yiran Tao (2021). Investigation of critical success factors for improving supply chain quality management in manufacturing, Enterprise Information System. 15(1) (SSCI).
- ◆ Zhiyi, Zhou, Ka Yin Chau, Shi Zheng Huang, Yun-kit Ip. (2020) Mathematical Modelling of Optimal Product Supply Strategies for Manufacturer-to-Group Customers Based on Semi-real Demand Patterns, International Journal of Engineering Business Management, 12(1):1-8. (SCI).
- ◆ Zhiyi, Zhou, Ka Yin Chau, Shi Zheng Huang, Yun-kit Ip. (2020) Mathematical Modelling of Optimal Product Supply Strategies for Manufacturer-to-Group Customers Based on Semi-real Demand Patterns, International Journal of Engineering Business Management, 12(1): 1-8 (SCI).
- ◆ 葉仁傑、蔣妙偉 (2021). 當代企業管理模式的優化策略探究。中外企業家 9(724): 139-140



葉仁傑 博士

Dr. Ip, Perry
(Assistant Professor)

研究方向(Research Area) :

綠色金融

Green Finance

民宿

Homestays

元宇宙高效會議

Effective Meeting in Metaverse

電子商務

Electronic Business

黑色旅遊

Dark Tourism

可持續的業務發展

Sustainable Business Development

企業戰略制定 (SFF)

Strategy Formulation Framework
(SFF)

量化創業的衡量尺度

Quantifying the Measurement Scale of
Entrepreneurship

元宇宙的神秘顧客

Mystery Shopping in Metaverse

服務質量

Service Quality

Tel.: (853) 8590-2561

Email: ipyunkit@cityu.mo



- ◆ 葉仁傑 (2020). 米芝蓮三星中餐廳值得去嗎? 中外要聞, 6 月份. pp.4-9
- ◆ 葉仁傑 (2020). 什麼是正宗海南雞飯。中外要聞, 6 月份. pp.33-36
- ◆ 葉仁傑 (2019). 台灣宜蘭美食遊。中外要聞, 12 月份. pp.2-7
- ◆ 葉仁傑 (2019). 一個被忽視的小國。中外要聞, 12 月份. pp.2-7
- ◆ Grace Suk Ha Chan, Ada Lai Yung Lee & **Perry Yun Kit Ip** (2019). Does Martial Status Serve as A Tipping Point for Females in their Attitude Towards Balancing Family. International Journal of Tourism & Hotel Business Management, 1 (2) 104-111
- ◆ 葉仁傑 (2019). 從環境保護邁步可持續發展。中外要聞, 6 月份. pp.8-9
- ◆ 葉仁傑 (2019). 神秘顧客的定義。中外要聞, 6 月份. pp.24-28
- ◆ Tang, Irini L.F., **Ip, Y.K.**, Chan, S.H., & Ho, Y.C. (2018). Understanding Generation Y's and Z's Gastronomic Preferences: The Case of 2018 Macao Year of Gastronomy, UNESCO Creative Gourmet City. Journal of Tourism & Hospitality, 7(4).
- ◆ Chan, Grace S.H., **Ip, Y.K.**, Lin, F.F., & Chen, X. (2018). Females and Barriers to Work-Family Balance: A Case Study of Casino Dealers. Journal of Culture and Tourism Research, 20(1), 17-30.
- ◆ Chan, Grace S.H., **Ip, Y.K.**, Lin, F.F., & Zhuo, H. Z. (2018). Do Single and Married Females Have the Same Standard of Work-Family Balance? Case Study of Frontline Employees in Macau. Journal of Tourism & Hospitality, 7(3).
- ◆ **Ip, Y.K.** and Zhang H. Y. (2017). A more accurate way of collecting smartphone usage data. Scholarly Research Journal for Humanity Science and English Language. Feb-Mar, Vol. 4/20, pp.4646 – 4661.
- ◆ 朱維鵬、**葉仁傑**(2017). 漫談 Fintech 對金融的衝擊.中外要聞,12 月份. pp. 31-35



葉仁傑 博士

Dr. Ip, Perry
(Assistant Professor)

研究方向(Research Area) :

綠色金融

Green Finance

民宿

Homestays

元宇宙高效會議

Effective Meeting in Metaverse

電子商務

Electronic Business

黑色旅遊

Dark Tourism

可持續的業務發展

Sustainable Business Development

企業戰略制定 (SFF)

Strategy Formulation Framework
(SFF)

量化創業的衡量尺度

Quantifying the Measurement Scale of
Entrepreneurship

元宇宙的神秘顧客

Mystery Shopping in Metaverse

服務質量

Service Quality

Tel.: (853) 8590-2561

Email: ipyunkit@cityu.mo



- ◆ 葉仁傑 (2017). 颶風期間不可乘電梯.中外要聞, 12 月份. pp. 36-40
- ◆ 朱維鵬、葉仁傑 (2017). 香港證券業全球化發展的研究.中外要聞, 7 月份. pp. 01-16
- ◆ 葉仁傑 (2017). 澳門要為旅遊付出光污染的代價嗎? 澳門環保產業, Vol.19, No. 7, pp25-26, July. ISSN pp.2078-4228.
- ◆ 葉仁傑、張弘毅 (2016). 澳門的大學生使用環保筷子嗎, 澳門環保產業, Vol. 17, No. 9, pp25-26, Sept. ISSN 2078-4228.
- ◆ 葉仁傑、吳珍妮、白雲 (2016), 從消費者認知的角度談環保筷子的推廣, 科學諮詢雜誌社, pp.10-13.
- ◆ 葉仁傑、吳珍妮、曾志剛 (2016), 徵收塑膠袋稅後香港消費者自備環保購物袋的研究, 科學諮詢雜誌社, pp.18-21.
- ◆ 葉仁傑、張淼 (2016) 亞太地區 TPP 與 RCEP 的競合分析及中國軟實力對策, 產業與科技論壇, 8 月份, Vol.15, No.15, p.99, ISSN 1673-5641
- ◆ 葉仁傑、黃翠婷、張倩莎 (2016), 創業團隊成員自身能力的研究.青年創業·就業·置業交流會, 澳門城市大學商學院論文專集, pp.79-89.
- ◆ 葉仁傑、吳珍妮、梁智 (2016), 澳門食肆有形服務品質改進研究.重慶與世界, 第四期, pp.1-14.
- ◆ 葉仁傑、吳珍妮、趙書彤 (2016), 提升澳門公共巴士服務的研究.重慶與世界, 第三期, pp.1 -12.
- ◆ Ip, Y. K. and Yang, Y. X. (2015), The Importance of the Body Mass Index, Quality of Life, No.2 Dec, Ewias Viewpoints, pp.119-124.
- ◆ 葉仁傑、王斯筠 (2015), 小小紙飛機竟成國際賽事. 中外要聞, 第 10 期.
- ◆ 葉仁傑等 (2014), 一帶一路給澳門發展的新機遇.中外要聞, 第 8 期, pp.27-32.
- ◆ 葉仁傑等 (2014), 改進澳門食肆的有形服務品質.中外要聞, 第 8 期, pp.61-66.
- ◆ 葉仁傑 (2013), 中港城的候船大堂.中外要聞, 第 6 期, pp.12-14.



葉仁傑 博士

Dr. Ip, Perry
(Assistant Professor)

研究方向(Research Area) :

綠色金融

Green Finance

民宿

Homestays

元宇宙高效會議

Effective Meeting in Metaverse

電子商務

Electronic Business

黑色旅遊

Dark Tourism

可持續的業務發展

Sustainable Business Development

企業戰略制定 (SFF)

Strategy Formulation Framework
(SFF)

量化創業的衡量尺度

Quantifying the Measurement Scale of
Entrepreneurship

元宇宙的神秘顧客

Mystery Shopping in Metaverse

服務質量

Service Quality

Tel.: (853) 8590-2561

Email: ipyunkit@cityu.mo



- ◆ 葉仁傑 (2013), 峨眉的日出與雲海. 中外要聞, 第 6 期, pp. 50.
- ◆ 葉仁傑 (2013), 再談獨孤身現象. 中外要聞, 第 4 期, pp.25-26.
- ◆ 葉仁傑 (2013), 70 年前中美在港的軍事合作. 中外要聞, 第 5 期, pp.62-64.
- ◆ 葉仁傑 (2013), 東江縱隊在港抗日軌事: 三打蓮麻山礦山. 中外要聞, 第 5 期, pp.65-67.
- ◆ 葉仁傑 (2013), 清末民初香港商業活動. 中外要聞, 第 3 期, pp.32-34.
- ◆ 葉仁傑 (2012), 安居樂業. 中外要聞, 第 1 期, pp.6-8.

◇ BOOK

- ◆ 葉仁傑 (2020). 《漫言筷語》, 中外要聞 ISBN978-988-79426-0-3
- ◆ 葉仁傑 (2016). 《揭開神秘顧客的面紗》, 高進出版社.
- ◆ 葉仁傑 (2016). 《論文題目的誕生》, 高進出版社.
- ◆ 葉仁傑 (2009). 《創業評估法》。中華書局。
- ◆ 葉仁傑 (2008). 《會議 123: 這樣開會最有效》。中華書局

◇ CONFERENCE PAPER

- ◆ Zhi Bin Xu, **Yun-kit Ip**, Irini Lai Fan Tang, Siti Komariyah (2022). Sustainable gastronomy experiences creation & management in the Greater Bay Area. Guangdong-Hong Kong-Macau Greater Bay Area Graduate Student Research Conference in Hospitality and Tourism
- ◆ Zhi Bin Xu, **Yun-kit Ip**, Irini Lai Fan Tang, Siti Komariyah (2022). Sustainable gastronomy experiences creation & management in the Greater Bay Area. Guangdong-Hong Kong-Macau Greater Bay Area Graduate Student Research Conference in Hospitality and Tourism.



葉仁傑 博士
Dr. Ip, Perry
(Assistant Professor)

研究方向(Research Area) :

綠色金融

Green Finance

民宿

Homestays

元宇宙高效會議

Effective Meeting in Metaverse

電子商務

Electronic Business

黑色旅遊

Dark Tourism

可持續的業務發展

Sustainable Business Development

企業戰略制定 (SFF)

Strategy Formulation Framework
(SFF)

量化創業的衡量尺度

Quantifying the Measurement Scale of
Entrepreneurship

元宇宙的神秘顧客

Mystery Shopping in Metaverse

服務質量

Service Quality

Tel.: (853) 8590-2561

Email: ipyunkit@cityu.mo



- ◆ L.F. I. Tang, E. T. Y. Chan, **Yun-kit Ip** (June 2020). Millennials' Application of Digitalization Menu into Culinary Arts Experience. 4th Culinary and Wine Tourism Conference, 2020 March, Geisenheim, Germany.
- ◆ Man Lai Cheung, Michael Huen Sum Lam, Ka Yin Chau, **Yun-kit Ip**(2019). Exploring Destination Branding for Guangdong-Hong Kong – Macao Greater Bay Area. MAG Scholar Conference in Business, marketing & Tourism. June Macau.
- ◆ **Ip, Y. K.** & Zhang Hong-Yi (2018). To equilibrium employee satisfaction with the management. GTT Annual Conference, held June 3 – 5. Macao SAR, China.
- ◆ Tang, Irini L.F., Zhang Tao, **Perry Yun-kit Ip** and Ken Di Wen (2018). Understanding Generation Y's gastronomic preferences – the case of 2018 Macao Year of Gastronomy. GTT Annual Conference, held June 3 - 5. Macau SAR, China.
- ◆ **Ip, Y. K.** (2017). How to write up a research topic, seminar held in Xian Jiaotong-Liverpool University.
- ◆ **Ip, Y. K.** (2016) Developing a project screening tool for use in assessing a new business venture as an investment opportunity, 20th International Conference on ISO & TQM
- ◆ **葉仁傑** (2016). 創新設計開放合作, 第十八屆中國科協年會, 海峽兩岸暨港澳科技合作論壇於 2016 年 9 月 25 日在陝西省西安市.
- ◆ **Ip, Y. K.** (2016). Developing a project screening tool for use in assessing a new business venture, the 20-ICIT, 25th - 26th of Sept, UoB, Oman.
- ◆ **Ip, Y. K.** & Koo, S. O. (2015).How to generate a practical research paper. Conference proceedings of the 20th Asia Pacific Decision Sciences Institute Conference, 19 - 24 July.
- ◆ **Ip, Y. K.** (2014). How to apply the Japanese Hino-Shi Model for tackling household waste in Macao. Macao International Environmental Forum, March.



葉仁傑 博士
Dr. Ip, Perry
(Assistant Professor)

研究方向(Research Area) :

綠色金融

Green Finance

民宿

Homestays

元宇宙高效會議

Effective Meeting in Metaverse

電子商務

Electronic Business

黑色旅遊

Dark Tourism

可持續的業務發展

Sustainable Business Development

企業戰略制定 (SFF)

Strategy Formulation Framework
(SFF)

量化創業的衡量尺度

Quantifying the Measurement Scale of
Entrepreneurship

元宇宙的神秘顧客

Mystery Shopping in Metaverse

服務質量

Service Quality

Tel.: (853) 8590-2561

Email: ipyunkit@cityu.mo



- ◆ Ip, Y. K. and Huang, S. T. (2014). To Compromise the Optimal Employee-Satisfaction Solution via TEPAC. Academy of International Business Southeast Asia Regional Conference 7-9 Dec, Macao, pp. 64-95.
- ◆ Ip, Y. K. (2012). Customer Eco-centrism New Horizon for Eco-products. International Green Energy Industrial Summit, Mar 28 - 30th organized by Green Energy Industrial Association of Macao in Macao.

◇ RESEARCH PROJECT

- ◆ 2021 Patent application for left-hand chopstick auxiliary tool
- ◆ 2020-2021 旅遊業企業社會責任對員工工作表現的影響, 澳門基金會.
- ◆ 2020 Application for the patent of Mask keeper, now working together with Dr. Michael Chan, Macao Innovation & Invention Association (澳門創新發明協會).
- ◆ 2019-2020 (PI) 大灣區智慧景區顧客參與、價值共創之研究, 澳門基金會.
- ◆ 2019-2020 Macau Higher Education Bureau: Film induced-tourism Map AR/AI research in Macau 澳門高教局 (26/DCCT/DSES/2019), 大灣區澳門旅遊景點地圖影視 AR/AI 研究.
- ◆ “How to prepare an outstanding financial proposal” as a panel judge for Hong Kong Undergraduate Financial Planners of the Year Award 2018 organized by HKRFP.
- ◆ How to beat or cope with ChatBot in the AI transformation in Financial Planning Industry.”, as a panel judge for Hong Kong Undergraduate Financial Planners of the Year Award 2017 organized by HKRFP

◇ CERTIFICATES AND AWARDS

- ◆ 2023 Excellent Research Recognition (2021-2022) awarded by City University of Macau



葉仁傑 博士
Dr. Ip, Perry
(Assistant Professor)

研究方向(Research Area) :

綠色金融

Green Finance

民宿

Homestays

元宇宙高效會議

Effective Meeting in Metaverse

電子商務

Electronic Business

黑色旅遊

Dark Tourism

可持續的業務發展

Sustainable Business Development

企業戰略制定 (SFF)

Strategy Formulation Framework
(SFF)

量化創業的衡量尺度

Quantifying the Measurement Scale of
Entrepreneurship

元宇宙的神秘顧客

Mystery Shopping in Metaverse

服務質量

Service Quality

Tel.: (853) 8590-2561

Email: ipyunkit@cityu.mo



- ◆ 2022 Certificate of Achievement in recognition of 3rd Prize Best Paper Award, Guangdong-Hongkong-Macau Greater Bay Area Graduate Student Research Conference in Hospitality and Tourism.
- ◆ 2022 the Bronze Award, "I am an Inventor Innovation Context"(我是發明人創新大賽) hosted by China Association of Inventions(中國發明協會主辦)
- ◆ 2022 Certificate of Appreciation with appreciation to be the member of International Judge Panel Committee at the 9th Macao International Innovation and invention Expo (Miiex)
- ◆ 2021 Certification of Appreciation for being a seminar guest speaker for Buying Green organized by the Hong Kong Institute of Environmentalists
- ◆ 2021 The book, "What a pair of chopsticks", won the silver award granted by World Chinese Science Popularization Writer Association
- ◆ 2021 The invention, Left-hand chopsticks auxiliary tool, was awarded Silver Certificate IFIA.
- ◆ 2020 Certificate of Honor, Invention Contest for the benefit of Humanity Against Covid-19 by International Federation of Inventors Associations (IFIA).
- ◆ 2020 Crown Award, World Genius Convention by International Invention & Innovation Institute (IIII).
- ◆ 2020 Gold Medal under the technical of Medicine and Pharmacy, International Invention and Innovation Competition, Sri Lanka Inventor Commission.
- ◆ 2019 the Award of Best Mentor in the International City Tourist Souvenirs Design Competition by CWCCI Association.
- ◆ 2019 Certificate of Presentation by MAG Scholar Conference in Business, marketing & Tourism. June Macau.
- ◆ 2019 Certificate of Attendance, Investment Trend 2019 (two hours) by Society of Registered Financial Planners.
- ◆ 2018 Certificate of Appreciation in recognition of outstanding contribution as a speaker, the Hong Kong Association of Financial Advisors



葉仁傑 博士
Dr. Ip, Perry
(Assistant Professor)

研究方向(Research Area) :

綠色金融

Green Finance

民宿

Homestays

元宇宙高效會議

Effective Meeting in Metaverse

電子商務

Electronic Business

黑色旅遊

Dark Tourism

可持續的業務發展

Sustainable Business Development

企業戰略制定 (SFF)

Strategy Formulation Framework
(SFF)

量化創業的衡量尺度

Quantifying the Measurement Scale of
Entrepreneurship

元宇宙的神秘顧客

Mystery Shopping in Metaverse

服務質量

Service Quality

Tel.: (853) 8590-2561

Email: ipyunkit@cityu.mo



- ◆ 2018 Certificate of Recognition as Presenter of the Global Travel & Tourism Partnership (GTTP) Annual Conference by Executive Director of GTTP.
- ◆ 2018 Certificate of Participation for actively involved in the “Class-based University Teaching & Teaching Innovation Project” (MF1703) by Academic Registrar of City University of Macau
- ◆ 2017 Certified Guest Services Professional by American Hotel & Lodging Educational Institute (AHLEI)
- ◆ 2017 Thesis supervisor of doctor of philosophy in Business Administration invited by Hong Kong Management Association.
- ◆ 2017 Honorary Chairman of Environmental Production and Building Association of Macao.
- ◆ 2017 Professional advisor of Macao Catering Fume Treatment Association
- ◆ 2016 Certificate of Appreciation as the host of invention seminar, the 5th Macao International innovation and invention Expo 2016 by Macao Innovation and Invention Association.
- ◆ 2016 Certificate of Attendance for a seminar held on 2nd of April 2016 (2 hours) in the Hong Kong Institute of Environment
- ◆ 2015 Certificate of Appreciation for the contribution as a Vice Chairman to Hong Kong Quality Management Association.
- ◆ 2015 Certificate of Attendance for the continuous professional development scheme, Hong Kong Quality Management Association.
- ◆ 2015 Certificate of Appreciation for organizing the student exchange to Asia University, Taichung, Taiwan.
- ◆ 2015 Certified Service Quality Manager, CSQM, Hong Kong Quality Management Association.
- ◆ 2014 Certificate of Appreciation in recognition of the specialist's valuable contributions to the Hong Kong Council for Accreditation of Academic & Vocational Qualifications.



葉仁傑 博士
Dr. Ip, Perry
(Assistant Professor)

研究方向(Research Area) :

綠色金融

Green Finance

民宿

Homestays

元宇宙高效會議

Effective Meeting in Metaverse

電子商務

Electronic Business

黑色旅遊

Dark Tourism

可持續的業務發展

Sustainable Business Development

企業戰略制定 (SFF)

Strategy Formulation Framework
(SFF)

量化創業的衡量尺度

Quantifying the Measurement Scale of
Entrepreneurship

元宇宙的神秘顧客

Mystery Shopping in Metaverse

服務質量

Service Quality

Tel.: (853) 8590-2561

Email: ipyunkit@cityu.mo



- ◆ 2013 Certificate of Attendance of induction workshop (7.5 hours) by Hong Kong Council for Accreditation of Academic & Vocational Qualifications.
- ◆ 2013 Certified QCC Diagnostician, Guangzhou Association for Quality
- ◆ 2011 Certificate of Attendance, Conference on green quality management, the Institution of Engineering and Technology Hong Kong.