



孟婷 博士

Dr. Meng, Tammy
(Assistant Professor)

研究方向(Research Area) :

消費行為

Consumer Behavior

旅遊市場學

Tourism Marketing

Tel.: (853) 8590-2528

Email: tammymeng@cityu.mo



◇ JOURNAL PAPER

- ◆ Xin WANG, **Ting MENG**. (2016), The Research of Customers Satisfaction and Public Policy & Marketing Design in Special Interest Tourism - Macau Culinary Tourism, International Journal of Business and Management, Vol. 11. No. 1, Canada.

◇ CONFERENCE PAPER

- ◆ **Ting MENG**, Guicheng Shi and Nan Jiang. (2018), A Model of Casino Attachment: Push Motivation, Pull Motivation and Customer Loyalty, 6th China Marketing International Conference, Shanghai, China.
- ◆ Weihang HUO, **Ting MENG** and Hao ZHONG. (2017), A Study on the Chain intermediary effect of Post 90s College Students Online Games Consumption for Money and Time on Self-Efficacy and Escapism , 5th China Marketing International Conference, Beijing, China.