



孟婷 博士

Dr. Meng, Tammy  
(Assistant Professor)

研究方向 (Research Area):

旅遊市場學

Tourism Marketing

消費行為

Consumer Behavior



◇ JOURNAL PAPER

- ◆ **Meng, T., & Lai, I. K. W.** (2024). How employee-guest interactions and welcome hospitality create brand attitudes for first-time hotel customers. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-03-2024-0376> (SSCI Q2)
- ◆ Wang, X.; Peng, K.-L.; **Meng, T.** (2023). Urban Ageing Welfare Leaking and Remedy Strategies in Macau. *Urban Science*. 7(1) 26. <https://doi.org/10.3390/urbansci7010026>
- ◆ WANG, X., & **MENG, T.** (2016). The Research of Customers Satisfaction and Public Policy & Marketing Design in Special Interest Tourism - Macau Culinary Tourism, *International Journal of Business and Management*, 11(1) 124.

◇ 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.

◇ RESEARCH PROJECT

- ◆ Research and Study of Tourism Base Planning and Management
- ◆ Macau Higher Education Institutions Collaborative Development Project Funding (2022-2023)

◇ CERTIFICATE AND AWARDS

- ◆ Excellent Instructor Award
- ◆ **Global Top 12 Team**  
**1st Prize, Great China**  
2024 Accor 'Take Off' International Competition

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- ◆ **Global Top 16 Team**  
**1st Prize, Great China**  
2023 Accor 'Take Off' International Competition
- ◆ **1st Prize**  
The 13th Zhejiang Province Exhibition Planning & Creativity Competition, 2024
- ◆ **1st Prize, Best Costume Award**  
Macao Tertiary Institution Students Conference Challenge 2023
- ◆ **Excellent Instructor Award**  
**First Runner-up**  
China University Business Elite Challenge  
Wynn Academy Cup - 2021 Hotel Management Innovation Competition
- ◆ **Excellent Instructor Award**  
**Champion**  
The 12th National College Student "Innovation, Originality and Entrepreneurship" Competition, 2021
- ◆ **Excellent Instructor Award**  
**Champion**  
The 7th National College Student "Innovation, Originality and Entrepreneurship" Competition, 2017.
- ◆ **Certificate of Higher Education Qualification**  
Guang Dong Ministry of Education, China
- ◆ **Certificate of Secondary Technical Qualification –**  
Lecturer of World Economics  
Guang Dong Department of Human Resources and Social Security



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◆ **Junior Certification in Wine**

Hong Kong International Wine Exchange Education  
Academy

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