

# 周家賢 副教授



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## 學歷

紐卡素大學工商管理博士

紐卡素大學工商管理碩士

香港理工大學品質管理學碩士

諾森比亞大學機械工程學士

## 工作經驗

2020 年 8 月至今

澳門城市大學商學院副院長

2019 年 11 月至 2020 年 8 月

澳門城市大學國際旅遊與管理學院副院長

2016 年 09 月至 2019 年 11 月  
長

澳門城市大學國際旅遊與管理學院執行副院

2015 年 10 月至 2017 年 9 月

澳門城市大學公開學院執行副院長

2012 年 08 月至 2015 年 10 月

澳門城市大學商學院副院長

2009 年 05 月至 2012 年 08 月

厚信電子配件有限公司總經理

2001 年 05 月至 2009 年 04 月

天馬電子有限公司營運總監

1999 年 02 月至 2001 年 03 月

TelCom 半導體有限公司品管經理

1993 年 08 月至 1999 年 01 月

王氏電子有限公司工程及品管經理

## 教學科目

策略管理

研究方法與理論

款待業和旅遊業督導管理

服務業營運決策

統計學入門

旅遊企業管理案例研究

實習

## 研究方向

服務管理  
旅遊業管理  
質量管理  
物流管理  
戰略管理  
六西格瑪

## 專業認證與獎項

英國特許機械工程師 (CEng)  
注冊六式格瑪黑帶大師 (MBB)  
認證酒店培訓師 (CHT)  
認證酒店主管 (CHS)  
互聯網+”新型智慧城市形態下珠海建設“電子商務示范基地”實證研究獲 2016 年  
全國博士後學術論壇叁等獎  
Awarded “Excellent” rating at performance appraisal in the 2016/2017 academic year  
2017-2018 Outstanding Research Recognition  
2019 Best Conference Paper Award. Proceedings of the SIBR 2019, Osaka, Japan.

## 社會服務

香港品質學會會長  
香港學術及職業資歷評審局行業專家委員  
北京師範大學珠港澳經濟研究院智庫專家  
彼得.德魯克管理學院(香港)學術發展顧問  
澳門智庫管理研究學會專家委員會特聘專家  
中國質量協會學術教育工作委員會委員  
海南省質量協會高級顧問  
廣西壯族自治區優秀創新創業導師

## 專業學會資格

英國機電學會會員(MIET)  
香港工程師協會會員 (MHKIE)  
英國品質學會院士 (FCQI)  
英國企業家學會院士(FSBP)

## 學術成果與著作

學術期刊論文

- Chiena, F. S., Linb, S., & **Ka Yin Chau\*** (2020). Market Development and Performance of Vietnamese Subsidiaries in China. *Revista Argentina de Clínica Psicológica*, 29(3), 432-443. (SSCI)
- Huang, S. Z., Lu, J. Y., **Ka Yin Chau\***, & Zeng, H. L. (2020). Influence of Ambidextrous Learning on Eco-Innovation Performance of Startups: Moderating Effect of Top Management’s Environmental Awareness. *Frontiers in Psychology*, 11, 1976. (SSCI)

- Huang, S. Z., **Ka Yin Chau\***, Chien, F., & Shen, H. (2020). The Impact of Startups' Dual Learning on Their Green Innovation Capability: The Effects of Business Executives' Environmental Awareness and Environmental Regulations. *Sustainability*, 12(16), 6526. (SSCI)
- Tang, Y. M., **Ka Yin Chau\***, Li, W., & Wan, T. W. (2020). Forecasting Economic Recession through Share Price in the Logistics Industry with Artificial Intelligence (AI). *Computation*, 8(3), 70. (ESCI)
- Zhiyi, Zhuo & **Ka Yin Chau\*** & Huang, Shi-Zheng & Ip, Yun-Kit (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 (SCI-E)*
- Chien, Fengsheng & Wang, Chia-Nan & Nguyen, Viet Tinh & Van Thanh, Nguyen & **Ka Yin Chau\*** (2020) An Evaluation Model of Quantitative and Qualitative Fuzzy Multi-Criteria Decision-Making Approach for Hydroelectric Plant Location Selection. *Energies*. 13. 2783. 10.3390/en13112783 (SCI-E)
- Moslehpour, Massoud & **Ka Yin Chau\*** & Hoang, Minh & Hanjani, Asalia. (2020) The Mediating Role of International Students' Satisfaction in the Influence of Higher Education Service Quality on Institutional Reputation in Taiwan
- **Ka Yin Chau\*** & Huang, Shi-Zheng & Shen, Huawen & Cheung, Man. (2019) A Study into the Development Strategy of Qianhai Cooperation Zone based on Non-cooperative Game. 9. 75-89. 10.14707/ajbr.190068.
- Massoud Moslehpour, **Ka Yin Chau\***, Alaleh Dadvari\*, Ben-Roy Do & Victoria Seitz (2019) What Killed HTC and Kept Apple Alive? Brand Sustainability Comparison of Two Asian Countries. *Sustainability*. 11. 10.3390/su11246973. (SSCI)
- Zhen He, Wei Wang, Min Zhang, Yujia Deng, Wenbiao Fu & **Ka Yin Chau\*** (2019) Motivated for continuance? Associations between structural empowerment, role conflict, person-job fit, and satisfaction in Six Sigma programs. *Total Quality Management and Business Excellence*. 30. 255-273. (SSCI)
- Qian, J., Shen, H., Law, R., **Ka Yin Chau\*** & Wang, X. (2019). Examination of Chinese Tourists' Unsustainable Food Consumption: Causes and Solutions. *Sustainability*, 11(12), 3475 (SSCI)
- Cheung, M. L., **Ka Yin Chau\***, Lam, M. H., Tse, G., Ho, K. Y., Flint, S. W., Lee, K. Y. (2019). Examining Consumers' Adoption of Wearable Healthcare Technology: The Role of Health Attributes. *International Journal of Environmental Research and Public Health*, 16(13), 2257 (SSCI)
- Liu, T., Shen, H., **Ka Yin Chau\***, & Wang, X. (2019). Measurement Scale Development and Validation of Female Employees' Career Expectations in Mainland China. *Sustainability*, 11(10), 2932 (SSCI)
- Jian Ming Luo, **Ka Yin Chau\*** and Chi Fung Lam (2019) The relationship of student's motivation, program evaluation, career attitudes and career aspirations in university-industry cooperation program, *Cogent Psychology* 6 (ESCI)
- **Ka Yin Chau\***, Michael Huen Sum Lam, Man Lai Cheung, EJoeKar Ho Tso, Stuart W Flint, David R Broom, Gary Tse & KaYiu Lee (2019) Smart technology for healthcare: Exploring the antecedents of adoption intention of healthcare wearable technology. *Health Psychology Research*. 1. 330. (ESCI)
- Xin He, Shi-Zheng Huang, **Ka Yin Chau\***, Hua-Wen Shen, Yan-Liang Zhu (2019). A Study on the Effect of Environmental Regulation on Green Innovation Performance: A Case of Green Manufacturing Enterprises in Pearl River Delta in China. *Ekoloji* 28(107):727-736 (SCI)

- Shi-Zheng Huang, **Ka Yin Chau\***, Shen H Z, Li J (2019). A Relationship between Economic Performance and Air Pollution of a Science Park: A Case Study of Hsinchu Science Park in Taiwan. *Applied Ecology and Environmental Research* 17(1) (SCI)
- 黃世政、周家賢、朱炎亮 (2019). 政府補貼對企業創新能力調節作用之研究. 《科研管理》(CSSCI)
- Jiatong Li, Jianfan Zhu, Hao Hu, Joanna E. Harnett, Chi Ieong Lei, **Ka Yin Chau\***, Ging Chan & Carolina Oi Lam Ung (2018). Internationalization of Traditional/Complementary Medicine products: market entry as medicine. *Chinese Medicine* (SCI)
- Shi-Zheng Huang, **Ka Yin Chau\***, Q Chen(2018) The Effect of the Economic Performance of a Science Park on Air Quality: An Empirical Study of Hsinchu Science Park in Taiwan. *Applied Ecology and Environmental Research* (SCI)
- 周家賢、趙亮、高天躍 (2018). 人工智慧對酒店實操與學歷教育融合理路研究. 《澳門城市研究》, 2018 年第 2 輯. p. 40-48
- Luo, J.M., **Ka Yin Chau\***, Lam, C.F., Huang, G.Q., & Kou, I.T. (2018). Attitudes of Undergraduate Students from University- Industry Partnership for Sustainable Development: A Case Study in Macau. *Sustainability*. 10(5), 1378 (SSCI)
- **Ka Yin Chau\***, Yan-Liang Zhu, Hua-Wen Shen& Shi-Zheng Huang. (2018). A study on creative personality and innovation behavior-well-being as the mediator, *Journal of Interdisciplinary Mathematics*,21:2,253-264 (SCI)
- **Ka Yin Chau\***, Chun-Hsien Wang, Jian-Ming Luo& Shi- Zheng Huang. (2018). A study on structural embeddedness of supply chain and firm performance-based on the moderation of integration mechanism, *Journal of Interdisciplinary Mathematics*, 21:2, 329-339 (SCI)
- 黃世政, 周家賢, 朱炎亮 (2017). 技術創新能力對創新資源與企業績效關係的仲介效應—以珠三角製造業為例. 《科技進步與對策管理》(CSSCI)
- Jian Ming Luo, Chi Fung Lam, **Ka Yin Chau\***, Hua Wen Shen, Xin Wang. (2017). Measuring Corporate Social Responsibility in Gambling Industry: Multi-Items Stakeholder Based Scales, *Sustainability* 9(11) (SSCI)
- Edward Y. H. Lin, Shiao-Yen Tang, Edison J. W. Lin, **Ka Yin Chau\***. (2017). On the estimation of mean remaining activity duration for an ongoing project activity in PERT, *International Journal of Applied Mathematics and Statistics* 56(4) (ESCI)
- Hoi Man Lo, Joyce Hoi Yee Leung, **Ka Yin Chau\***, Michael Huen Sum Lam, Ka-Yiu Lee, Alex Ho. (2017). Factors Affecting Sleep Quality among Adolescent Athletes, *Sports Nutrition and Therapy*
- **Ka Yin Chau\***, Huawen Shen. (2016). Assessing the Effects of Switching Costs on Perceived Values and Brand Loyalty: The Impact of Customers' Perceived Authenticity in Hotel Sector, *International Journal of Business and Management*, p84
- Huawen Shen, Xi Li, Jian Ming Luo, **Ka Yin Chau\***. (2016). One country, two strata: Implications of social and cultural conflicts of Chinese outbound tourism to Hong Kong, *Journal of Destination Marketing and Management* 6(3) (SSCI)
- 周家賢, 馬駿 (2015). 基於 AHP 和 IPA 模型的澳門高等教育產業分析與評價, 中外要聞
- 劉松柏, 周家賢, 張宇, 宋赫民. (2015). 商學院質量管理面臨的挑戰及建設途徑, 人力資源管理
- Zhenfei Zhao, **Ka Yin Chau\***, Z.-M. Lu. (2011). High capacity data hiding in reversible secret sharing, *International journal of innovative computing, information & control: IJICIC* 7(11):6411-6421 (SCI-E)

- Hannah Koo, **Ka Yin Chau\***, Leung Chee Koo, Songbai Liu, ShuChuenTsui. (2011). A structured SWOT approach to develop strategies for the government of Macau, SAR, *Journal of Strategy and Management* 4(1):62-81 (ESCI)
- Yan-QiangLei , **KaYin Chau** , Zhe-Ming Lu, Wai-Hung IP (2010). DCT-domain global feature and DWT-domain least-squares line fitting based local feature for robust image hashing, *International journal of innovative computing, information & control* 6(6):2513-2521 (SCI-E)
- **Ka Yin Chau\***, Songbai Liu , W.H. Ip (2009). Enhancing enterprise information integration using Six Sigma, *Total Quality Management and Business Excellence* 20(5):537-546 (SSCI)
- **Ka Yin Chau\***, S. B. Liu, C. Y. Lam. (2009). Multi-Agent Modeling in Managing Six Sigma Projects, *International Journal of Engineering Business Management*1(1):28, DOI: 10.5772/6786
- Y. K. Chan, Jimmy S. F. Chan, **Ka Yin Chau\***. (2005). A Further Development of TQM Model: Meeting Organisational Development Needs, *Asian Journal on Quality*, Vol6. No1 pp.116-130 DOI: 10.1108/15982688200500017
- Jimmy S.F. Chang, **Ka Yin Chau\***, Y.K. Chan. (2005). Corporate Reengineering for MRPII Implementation: Via a Hierarchical Modelling Approach, *Asian Journal on Quality*, Vol6. No2 pp.59-89, DOI: 10.1108/15982688200500014
- W.H. Ip, **Ka Yin Chau\***, S. F. Chan. (2002). Implementing ERP through continuous improvement, *International Journal of Manufacturing Technology and Management*, 4(6):465- 478, DOI: 10.1504/IJMTM.2002.002519
- W.H. Ip, **Ka Yin Chau\***, R.C.M. Yam. (1999). Enhancing manufacturing information management through TQM, *Logistics Information Management (Currently published as: Journal of Enterprise Information Management )*12(4):315-324, DOI: 10.1108/09576059910284131(SSCI)

#### *主要著作*

- Jian Ming Luo, **Ka Yin Chau\***, Huawen Shen. (2017). *The Challenges and Issues of Tourism Development in China*, Nova Science Publishers, ISBN-13: 978-1536122176

#### *書的章節*

- Shiyan Lou, **Ka Yin Chau\***. (2018). *Higher Education in China Has Entered a New Era, Higher Education in India and China: Select Perspectives*. AAKAR Books (ISBN 978-93-5002-554-3)
- Kou, I.T., Luo, J.M., & **Ka Yin Chau\*** (2018). Impact Factor of Development of Entertainment Tourism in Macau – Industry Perspective. In Katsoni, V. and Velander, K. (Eds.), *Innovative Approaches to Tourism and Leisure*. Switzerland: Springer, chapter 31.

#### *研討會論文*

- **Ka Yin Chau\***, Xia Dan, Shi-Zheng Huang (2019). *The Patriarchal Solution of Benefit Distribution and Development Game Strategy in Guangdong - Hong Kong -*

- Macao Greater Bay Area. The International Conference on Finance, Trade and Industry in Greater China. At Fuzhou, China, October 2019
- **Ka Yin Chau\***, Yimin Zhao (2019). A Study on the Relationship Among Perceived Value, Satisfaction and Behavior Intention on Homestay Guests. International Conference on Social Science & Humanities. At Bali, July 2019
  - Jian Ming Luo, **Ka Yin Chau\***, Chi Fung Lam (2019). The Relationship among the Motivation, Program Evaluation, Career Attitudes and Career Aspirations in University-Industry Cooperation Programme. Interdisciplinary Business and Economics Research. At Osaka, July 2019
  - Yan Wang, Ho Lee, Yi Xiang, Yang Liu, Zhi Bin Lei, **Ka Yin Chau\*** (2019). Trading Strategies Evaluation Platform with Extensive Simulations. 2019 IEEE Conference on Computational Intelligence for Financial Engineering & Economics (CIFER). At Shenzhen, China, May 2019
  - Man Lai Cheung, Hiram Ting, Mohamad Noor Salehuddin Sharipudin, **Ka Yin Chau\*** (2019) Examining the role of social media based destination brand community in evoking tourists' emotional experiences and intention to co-create and visit. SASEM 2019, Melaka, August 2019. (Best Paper Award)
  - 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 held in June 25-27, 2019 Macau.
  - Hai-Liang Zeng, **Ka Yin Chau\***, Xin-Yuan Liu & Kai-JianZhong (2019). A study on Critical Success Factor in China's B&B Industry. World Conference on Business and Management, Kuala Lumpur, Malaysia, June 26th-29th, 2019
  - Luo, J. M., **Ka Yin Chau\*** & Lam, C.F. (2019). The relationship amongst the motivation, programme evaluation, career attitudes and career aspirations of students in a university–industry cooperation programme. SIBR 2019, Osaka, July. (Best Paper Award)
  - Tao, Z., Yang, X., Lai, I.K.W., & **Ka Yin Chau\***. (2018). A research on the effect of smartphone use, student engagement and self-directed learning on individual impact: China empirical study. 3rd International Symposium on Educational Technology, ISET 2018, Osaka, Japan, 31 Jul - 2 Aug 2018. (EI Compendex list)
  - Ng, K.S.P., Lai, I.K.W., & **Ka Yin Chau\*** (2018). The acceptance of on-demand transportation service applications for tourists planning their travel in Macao. Global Travel and Tourism Partnership (GTTP) Annual Conference, Innovation in Hospitality Higher Education during the Digital Era, Macau, China, 3-5 June 2018
  - Jian Ming Luo, **Ka Yin Chau\***. (2017). Evaluation of Tourist Experience in Macau's Entertainment Tourism. International Conference on Marketing, Tourism & Hospitality Swiss
  - Jian Ming Luo, I. T. Kou, **Ka Yin Chau\***. (2017). Impact Factor of Development of Entertainment Tourism in Macau – Industry Perspective. 4th International Conference with the theme “Innovative Approaches to Tourism and Leisure: Culture, Places and Narratives in a Sustainability Context”
  - Fujian Deng, Zhen He, Jiju Antony, **Ka Yin Chau\***. (2016). A comparative study of Critical Success and Failure Factors in Six Sigma implementation: Some evidence from mainland and Hong Kong-Macao regions of China. QMOD conference on Quality and Service Sciences, Volume: 19th
  - Shiyun Lou, **Ka Yin Chau\***. (2015). Higher Education in China Has Entered a New Era. Higher Education in Transition: Perspectives from India and China, At: New Delhi, India

- 周家賢, 劉松柏, 於力. (2014). 澳門與大珠三角城市群城市金融競合關係研究. 國際商務學會(東南亞區)學術研討會
- 周家賢, 馬駿. (2014). 深圳工業設備營銷特點分析及 SPR 模型初探-以深圳 WT 公司為例. 國際商務學會(東南亞區)學術研討會
- Rui-Xin Zhan, **Ka Yin Chau\***, Zhe-Ming Lu, Bei-Bei Liu, W.H. Ip. (2008). Robust Image Hashing for Image Authentication Based on DCT-DWT Composite Domain, Intelligent Systems Design and Applications. Eighth International Conference on, Systems Design Volume: 2
- **Ka Yin Chau\***, Mark Chan. (2007). 運用六西格瑪實施資源計劃的路線圖. Shanghai Quality
- K chan, W.H. Ip, **Ka Yin Chau\***. (2005). A Structured Methodology for Integration of Management System. The 10th International Conference on ISO9000 & TQM, 2005 At: Shanghai China\
- **Ka Yin Chau\***, YK Chan. (2005). Comparing TQM and Six Sigma Methodology. The 1st International Conference on Quality Management and Six Sigma.
- **Ka Yin Chau\***, YK Chan, Jimmy S. F. Chan. (2005). Six Sigma Implementation for Small and Medium Sized Enterprises in the Asia Pacific Region. The 1st International Conference on Quality Management and Six Sigma
- Jimmy S. F. Chan, **Ka Yin Chau\***. (2002). Ergonomic Evaluation on Taxi Drivers' Compartment. International Manufacturing Conference in China IMCC At: Xiamen Chain
- Jimmy SF Chan, **Ka Yin Chau\***, W.H. Ip. (2002). Migrating from MRP towards ERP through Continuous Improvement. The 3rd International Conference on Quality & Reliability At: Melbourne, Australia
- **Ka Yin Chau\***, Jimmy S. F. Chan, YK Chan, W.H. Ip. (2002). Implementation of QS-9000 Quality System – A Systematic Approach, 7-ICIT 7th International Conference on ISO 9000 & TQM (Theme: Change Management) At: RMIT University Melbourne, Australia

### 科研專案

- 2020-2021 TET-CITYU-2020-04: Research on the Successful Factors and Barriers to Apply Online Teaching in the Greater Bay Area (GBA) (**PI**)
- 2020-2021 TET-CITYU-2020-03: Exploring the Adoption of Short Video Apps for Travel Planning: An Extension of UTAUT2 (**Co-PI**)
- 2020-2021 TET-CITYU-2020-02: Investigation of tourism destination image and branding in Guangdong-Hong Kong-Macao Greater Bay Area (**CI**)
- 2020 基于城市功能网络模型和实验法的粤港澳大湾区先进装备制带城市定位研究 立项单位: 广东省教育厅省項目(**Co-PI**)
- 2018-2019 MF1828: A Study on the Relationship among Perceived Value, Satisfaction and Behavioral Intention of Home Stay from the Perspective of Experience (**PI**)
- 2018-2019 MF 1821: The development of Sharing Economy in Guangdong-Hong Kong-Macau Greater Bay Area: Electronic Service Quality, Perceived Risk, trust and Behavior Intention in Peer to Peer Accommodation (**CI**)

- 2017-2018 MF1707: The Sustainable Tourism Development in Macau: An Analysis of Social and Economic Dimensions of Travel by Mainland Chinese (PI)
- 2017-2018: 基於第六產業創新創業帶動崑寧區縣域經濟發展的可行性研究 (CI)
- 2017 - 2018: Market Research Report on Macau Franchise Industry (PI)
- 2017 基于粤港澳大湾区城市功能网络模型分析的珠海角色定位研究 立项单位：珠海市社科联 (CI)
- 2016-2017: Development of Scale to Measure Entertainment Tourism Experience in Macau (CI)
- 2016-2017: A Study on the Policy of on-the-job Training of Tourists Industry in Macao (PI)
- 2016-2017 MF1632: 澳門旅遊業組織學習與員工創造力之關聯性研究 (PI)
- 2016-2017: 兩岸高職教育“校-校-企”合作辦學模式研究 (CI)
- 2016: 珠海加快建设珠江西岸先进装备制造带研究 立项单位：广东省社科院珠海分院 (CI)
- 2016: 基于互联网信息技术的高职院校顶岗实习创新模式与教学质量定量测评 立项单位：广东省高等教育指导委员会（广东省教育厅）(CI)
- 2013-2014 CUM10: 澳門發展論壇 (CI)
- 2012-2013 FOM1204: 商學院推行品質管理體系實證研究 (PI)
- 2012-2013 FOM-1202: 澳門與內地金融服務競合關係研究 (PI)
- 2012-2013 FOM-1201: Study on the Development of Higher Education Industry (PI)
- 2012-2013 FOM-1204: EDP 發展前景研究 (PI)

#### 博士畢業生

- **PhD** – Zhao Liang (2020): Study on the Relations among Salary Equity, New Generation Employee Job Involvement and Organizational Commitment in Hotels
- **PhD** – Gao Tianyue (2020): Learning Improvement and Psychological Growth of Chinese Secondary School Students in Educational Tour: Conceptualization and Measurement
- **DBA** - Chan Ka Man (2019): The Determinants in contributing the Entrepreneurship Intention for the Youth In Macau
- **PhD** - Zhao Yiming (2018): A Study on The Relationship Among Perceived Value, Satisfaction and Behavioral Intention of Homestays From the Perspective of Experience
- **DBA** - Lam Chi Shing (2018): Gaming Customer Views on Proposed Changes to Smoking Policy in Macao Casinos
- **DBA** - Vong Glen (2017): A study of Macau Civil Servant Training Satisfaction
- **DBA** - Wei LiShan (2017): An Empirical Study of the Influence of Logistics Performance on Export and Import Trades Between China and ASEAN
- **DBA** - Liu Dezhong (2016) Legal Services Marketing Theory and Empirical Research
- **DBA** - 馬偉偉 (2015) 產業集群化對工業園企業績效影響研究---基於江西省醫藥產業的實證分析
- **DBA** - Chen Chun (2015): Applying the Extending Theory of Planned Behavior to Study the Visitor's Behavior Intention- Yan Cheng as an example
- **DBA** - Ma Jun (2014): Study on Influencing Factors for Entrepreneurial Intention by University Students