

Sunny ZHENZHEN NONG

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EDUCATION

Jan 2021 – present	University of Macau, Macau PhD in Business Administration (Hospitality Management)
Jul 2016 – Oct 2017	The University of Sydney, Australia Master of Management
Aug 2012 – May 2016	University of Macau, Macau Bachelor of Science in Hospitality and Gaming Management, minor in Psychology

EXPERIENCES IN TERTIARY EDUCATION INSTITUTIONS

Aug 2024 – Present	Senior Lecturer City University of Macau
Jan 2024 – Jun 2024	Adjunct Instructor City University of Macau
Aug 2023 – Present	Adjunct Instructor Macao Institute for Tourism Studies
Sept 2017 – Aug 2020	Teaching Assistant College of Global Talents, Beijing Institute of Technology, Zhuhai
Nov 2016 – Aug 2017	Research Assistant/Research Intern Gambling Treatment and Research Clinic, The University of Sydney
Oct 2015 – May 2016	Student Trainee Institute for the Study of Commercial Gaming, University of Macau
Aug 2015 – May 2016	Residential Assistant University of Macau Shiu Pong College

INDUSTRY EXPERIENCES

Mar 2023 – July 2023	Research Officer Business Improvement Project in a local Chinese restaurant
Apr 2022 – Dec 2022	Research Assistant Consultancy Project for NOVA Mall Macau
Mar 2017 – Jun 2017	Business Consultant (Industry-based learning placement) Australian Trade and Investment Commission (part-time)
Dec 2016 – May 2017	Event Planner/ Sales Bella Play of Bella Jones (part-time)
Jun 2015 – Aug 2015	Gaming Strategic Marketing Intern Melco Resorts & Entertainment (full-time)
Oct 2013 – May 2015	Secretary Pacific Asia Travel Association Macau Student Chapter (part-time)

JOURNAL AND CONFERENCE

- ❖ Fong, L.H.N., **Nong, S.Z.**, Wu, A.M.S. et al. (2024), Scent-driven Selective Attention on Gambling Outcome: Implications for Responsible Gambling. *Journal of Gambling Studies* (2024).
<https://doi.org/10.1007/s10899-024-10346-y>
- ❖ **Nong S. Z.**, Fong, L. H. N., Hao R. R., & Koo, C. (2023), Why do Chinese tourists post selfie and who are they? An exploratory study, *Tourism Management Perspectives*, 48, 101174
- ❖ Wai, K. C. I., **Nong, S. Z.**, Fong, L. H. N., (2023) *An importance-performance analysis of the back-of-house environment: The case of Macau integrated resorts*, paper presented at the 4th Conference on Managing Tourism Across Continents – Tourism for a better World (MTCON'23), Turkey.
- ❖ **Nong, S. Z.**, Fong, L. H. N., (2022), *The moderating effect of pleasant ambient scent on the relationship between exercise habit and attention on personal gambling results*, poster presented at the 3rd Macau Symposium on Cognitive and Brain Sciences (MSCBS 2022), Best Poster Award (3rd Place), Macau
- ❖ Min, Y., **Nong, S. Z.**, Fong, L. H. N., & Wu, A. M. S. (2022), Fallacy bias in casino gaming: An observational study of non-Asian and Asian Roulette gamblers, *Journal of Gambling Business and Economics*, 15 (1).
- ❖ **Nong, S. Z** & Fong, L. H. N. (2022). "Better not let me know": The mediating role of regret on the relation between social comparison discrepancy in online hotel review and revisit intention. In Stienmetz, J., Ferrer-Rosell B., & Massimo, D. (Eds.), *Information and Communication Technologies in Tourism 2022* (pp. 87-96). Cham, Switzerland: Springer International Publishing.
- ❖ **Nong, S. Z.** & Fong, L. H. N. (2021), Book review *Eye tracking in tourism*, by M. Rainoldi & M. Jooss, *Information Technology & Tourism*, 23, 633–635. [SSCI]
- ❖ Fong, L. H. N., **Nong, S. Z.**, Leong, D., & Ye, B. H. (2021) Choice of non-monetary incentives and coupon redemption intention: Monetary saving and price consciousness as moderators, *International Journal of Hospitality Management*, 94, 102816 [SSCI]
- ❖ **Nong, S. Z.**, Fong, L. H. N., Fong, D. K. C., Lam, D. (2020), Segmenting Chinese gamblers based on gambling forms: A Latent class analysis, *Journal of Gambling Studies* 36, 141–159 [SSCI].
- ❖ Pickering, D., **Nong, Z.**, Gainsbury, S., Blaszczynski, A. (2019), Consumer perspectives of a multi-venue gambling self-exclusion program: A qualitative process analysis, *Journal of Gambling Issues*, 41, 20-39. [ESCI]
- ❖ **Nong, Z.**, & Gainsbury, S. (2019), Website design features: Exploring how social cues present in the online environment may impact risk taking, *Human Behavior and Emerging Technologies*, 2019;1–11. [ESCI]
- ❖ **Nong, Z.**, Beckett, M., (2017), Behavioural Feedback Tools and the Implications for Empowering Gamblers, paper presented at the 25th annual conference of the National Association for Gambling Studies, Melbourne, Australia

JOURNAL REVIEW

- ♦ Editorial Review Board member of Human Behavior & Emerging Technologies
- ♦ Other ad hoc review:
 - Tourism Recreation Research
 - Journal of Hospitality & Tourism Research
 - International Journal of Tourism Policy
 - 2022 Inaugural Frontiers in Hospitality and Tourism Symposium
 - 2021 ApacChrie Youth Conference