

Sunny ZHENZHEN NONG

E-mail: zznong@cityu.edu.mo

EDUCATION

Jan 2021 – Jan 2026	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

SKILLS

Language Proficient in English and Chinese (Cantonese and Mandarin)	Computer-based Skills Tobii Eye-tracker, E-Prime, SPSS, Qualtrics, NVivo, Prezi, LMS (Moodle, Tronclass, Sakai, Blackboard), Python
--	--

Certificate, Membership

- ♦ PRME Pedagogy Certificate of Participation
- ♦ Certified Hospitality Educator
- ♦ Certificate of Merit in Introduction of Python Programming by CPTTM
- ♦ Certificate of Completion of MoCA Cognitive Assessment
- ♦ China Mandarin Proficiency Test certificates: 2nd grade, A level
- ♦ Member of American Psychological Association
- ♦ Member of Macau Institute for Corporate Social Responsibility in Greater China
- ♦ Member of Chinese Association for Artificial Intelligence
- ♦ Member of International Honor Society Beta Gamma Sigma
- ♦ (in pursuing) Certification of Hotel Industry Analytics

EXPERIENCES IN TERTIARY EDUCATION INSTITUTIONS

Aug 2024 – Present	<i>Senior Lecturer (full-time)</i> City University of Macau • Taught <i>BA302 Business Ethics</i>, <i>BA402 Studies on Special Topics</i>, <i>BA406 Customer Relationship Management</i>, and <i>BA407 Marketing Strategy</i> (total 450 hours in the Academic Year 2024-2025, 225 hours in Academic Year 2025-2026 semester 1) • Developed and delivered <i>Studies of Special Topics</i>, a signature “Golden Course”, serving as a quality assessment exemplar during the faculty's Business Graduates Association accreditation review. • Completed the MAM and MMM for course <i>Studies of Special Topics</i> and <i>Customer Relationship Management</i>. • Curated 6 industry guest lectures and organized a field trip, bridging theoretical learning with real-world operations.
Jan 2024 – Jun 2024	<i>Adjunct Instructor (part-time)</i> City University of Macau • Taught <i>Business Ethics</i> for 2 sections (Chinese Medium Instruction)
Aug 2023 – Jan 2024	<i>Adjunct Instructor (part-time)</i> Macau University of Tourism • Taught <i>Human Resources Management</i> for 2 sections (English Medium Instruction)

Jan 2021 – May 2024	<i>Teaching Assistant (part-time)</i> University of Macau - Facilitated class activities and guest speech, graded tests and exam paper, assisted exam invigilation - Undergraduate courses assisted: Convention and Hospitality Management Internship, Gaming Management Internship, Food-Eating and Culture - Graduate course assisted: Food and Beverage Management
Sept 2017 – Aug 2020	<i>Teaching Assistant (full-time)</i> College of Global Talents, Beijing Institute of Technology, Zhuhai - Delivered tutorials, substituted teaching, facilitated assessments, provided consultation (English Medium Instruction) - Taught: <i>Management and Organizational Behavior, Introduction to Business, Service Marketing, New Media Marketing, Macroeconomics Principle, Microeconomics Principle</i> (total 29 sections in 6 semesters) - Represented the college at various admission exhibitions, delivering presentations on academic programs and admission processes while addressing inquiries from prospective students and their families.
Nov 2016 – Aug 2017	<i>Research Assistant/Research Intern (part-time)</i> Gambling Treatment and Research Clinic, The University of Sydney - Completed literature reviews, coded data, prepared progress reports and presentation - Followed up with subjects; managed long-term subjects' profile database
Oct 2015 – May 2016	<i>Student Trainee (part-time)</i> Institute for the Study of Commercial Gaming, University of Macau Carried out face-to-face interviews with subjects for Visitor Profile Study at field sites
Aug 2015 – May 2016	<i>Residential Assistant (part-time)</i> University of Macau Shiu Pong College Organized regular college activities, assisted in residential college administrative works

INDUSTRY EXPERIENCES

Mar 2023 – July 2023	<i>Research Officer (part-time)</i> Business Improvement Project in a local Chinese restaurant (name is not disclosed due to confidentiality) Led field data collection, data coding, coordinated data collection helpers
Apr 2022 – Dec 2022	<i>Research Assistant (part-time)</i> NOVA Mall Macau Consultancy Project - Conducted face-to-face interviews for qualitative study, prepared transcripts - Coordinated large volume questionnaire interviews, analyzed data, prepared project report
Mar 2017 – Jun 2017	<i>Business Consultant (Industry-based learning placement)</i> Australian Trade and Investment Commission Investigated the business opportunity of Australia Chinese-speaking tour guide service
Dec 2016 – May 2017	<i>Event Planner/ Sales (part-time)</i> Bella Play of Bella Jones - Identified new opportunities for bringing innovation into tour and event packages - Coordinated marketing and sales with experience in social media promotion
Jun 2015 – Aug 2015	<i>Gaming Strategic Marketing Intern (full-time)</i> Melco Resorts & Entertainment Carried out floor operation, customer service, field investigation, and data analysis

SELECTED PUBLICATIONS

- ❖ Chan, J., Cao, K., Fong, L.H.N., **Nong, S.Z.** (2025), Predicting food leftovers in shared dining: a machine learning approach. *International Journal of Contemporary Hospitality Management*, Vol. 37 No. 10 pp. 3304–3326. [SSCI]
- ❖ **Nong, S. Z.**, Fong, L. H. N., Albayrak, T., & Caber, M. (2025). Generation of customer engagement by hotel service atmosphere: The mediating role of flow experience. *Tourism and Hospitality Research*, 0(0). [ESCI]
- ❖ Fong, L.H.N., **Nong, S.Z.**, Wu, A.M.S., Fong, D. K. C. (2024), Scent-driven Selective Attention on Gambling Outcome: Implications for Responsible Gambling. *Journal of Gambling Studies* (2024). [SSCI]
- ❖ **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 [SSCI]
- ❖ 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.
- ❖ 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.
- ❖ 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., Blaszczyński, 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]

JOURNAL REVIEW

- ♦ Editorial Review Board member of Human Behavior & Emerging Technologies
- ♦ Other ad hoc review:
 - Annals of Tourism Research
 - International Gambling Studies
 - Journal of Hospitality and Tourism Management
 - Tourism Recreation Research
 - Journal of Hospitality and Tourism Technology
 - Journal of Hospitality & Tourism Research
 - International Journal of Tourism Policy