

Professor Rob Law

Professor
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Areas of Research Expertise

- Information Technology
- Internet and E-Commerce
- Modelling and Forecasting
- Artificial Intelligence
- Software Engineering
- Computer Assisted Education

Areas of Teaching Expertise

- Hotel and Tourism Management Information Systems
- Tourism Information Systems
- Hotel and Catering Information Systems
- Hospitality Software
- Information Technology

Personal Introduction

Prof. Rob Law has worked in Canada and Hong Kong in both industry and academia. Prior to joining The Hong Kong Polytechnic University in 1995, he worked in the Saskatchewan Institute of Applied Science and Technology, University of Regina, and Bell Northern Research/Northern Telecom in Canada.

Prof. Law is an active researcher. He has received many research related awards and honors, as well as millions of USD external and internal research grants. He has edited four books and published hundreds of research articles in first-tier academic journals. His publications have received 22,000+ citations, with h-index/i 10-index = 71/264 (<http://scholar.google.com.hk/>, accessed on Feb. 6, 2018). In addition, Prof. Law serves in different roles for 160+ research journals, and is a chair/committee member of more than 140 international conferences.

Qualifications

[Academic qualifications]

- Ph.D. (1994) University of Regina – Computer Science
- MSc. (1990) University of Regina – Computer Science
- B.A.Sc. (1988) University of Lethbridge – Computing Science and Economics

[Professional Affiliations]

- Honorary Advisor of Information Technology Division of Beijing Tourism Industry Association
- Professional Full Member of Hong Kong Computer Society (HKCS)
- Member of the Board of Directors of the Hong Kong Association of Tourism Technology
- Member of International Federation of Information Technology and Tourism (IFITT) [IFITT's official journal is Information Technology & Tourism (JITT)]
- Member of International Association for Computer Information Systems (IACIS)
- Member of Hong Kong Professional Teachers' Union
- Certified Hospitality Educator (CHE)

[Selected Research Projects]

- Evaluating Reservation Facilities: A Study of Travel Web Sites
- Towards an Artificial Neural Networks Based Tourism Demand Forecasting Approach for the Hong Kong Tourism Industry
- A Decision Rules Based Forecasting Model for Tourism Demand in Hong Kong
- Integrating Artificial Neural Systems and Tourist Expenditures to Forecast International Tourism Demand for Travel to Hong Kong
- A Computer Based Accommodation Advisor

Publications

[Scholarship and Publications]

- Selected Journal Articles:

- Wu, Q., Law, R., Wu, E., and Lin, J. (2013). A hybrid-forecasting model reducing Gaussian noise based on Gaussian support vector regression machine and chaotic particle swarm optimization. *Information Sciences*, 238, 96-110.
- Li, G., Law, R., Vu, H.Q., and Rong, J. (2013). Discovering the hotel selection preferences of Hong Kong inbound travelers using the Choquet Integral. *Tourism Management*, 36, 321-330.
- Wu, Q., Law, R., and Xu, X. (2012). A Sparse Gaussian Process Regression Model for Tourism Demand Forecasting in Hong Kong. *Expert Systems with Applications*, 39(5), 769-4774.
- Xu, X., Law, R., and Wu, T. (2009). Support Vector Machines with Manifold Learning and Probabilistic Space Projection for Tourist Expenditure Analysis. *International Journal of Computational Intelligence Systems*, 2(1), 17-26.
- Law, R. (2007). A Fuzzy Multiple Criteria Decision Making Model for Evaluating Travel Websites. *Asia Pacific Journal of Tourism Research*, 12(2), 147-159.
- Law, R.C.H., Mohamed, A.S.A., and Maguire, R.B. (1992) Treatment Times for Amersham Caesium-137 Manual After loading System. *Journal of Computers in Biology and Medicine*, 22(5), 337-349.
- Law, R.C.H., Maguire, R.B., and Mohamed, A.S.A. (1992) An Expert System for Determining Treatment Times for the Amersham Caesium 137 Treatment for Uterine Tumors. *Congressus Numerantium*, 87, 97-105.

- Selected Book Chapters:

- Chan, A. and Law, R. (2006). Hotel Website Optimization: The Case of Hong Kong. In Hitz, M., Sigala, M., & Murphy, J. (Eds). *Information and Communication Technologies in Tourism 2006*. New York: Springer-Verlag, Wien. pp. 60-73.
- R.C.H. Law (1997) Differential Polylines in Multi-Image Transmission, *Multimedia Technology and Applications* {V.W.S. Chow, Ed}, Singapore: Springer-Verlag, pp. 122-126.
- R.C.H. Law and R.B. Maguire(1990) An Expert System for Solving Retrograde Analysis Chess Problems, *Computational Intelligence III*, N. Cercone and F. Gardin (Eds), Elsevier Science Publishers B.V. (North-Holland), pp. 229-236.

- Selected Conference Papers:

- Woo, F., Mikusauskas, R., Bartlett, D., and Law, R. (2006). A Framework for the Effective Adoption of Software Development Methodologies. *Proceedings of ACM SE'06 Conference*, March, Melbourne, Florida, USA. pp. 198-203.
- Chien, G.C.L., Hsu, C.H.C., and Law, R. (2005) The Effect of Market Orientation on Hotel Performance. pp. 725-730. *Proceedings of the Third Asia Pacific CHRIE (APacCHRIE) Conference*. Kuala Lumpur, Malaysia, May.
- C. Fong and R. Law (2002). A Study of Hong Kong Travel Agencies' Perception of Disintermediation, *Proceedings of the 8th Joint International Computer Conference*, pp. 691-697.
- M. Lau and R. Law (1999), A Study of the Y2K's Impact on the Kowloon Hotel, *Proceedings of the Asia Pacific Tourism Association Fifth Annual Conference*, Hong Kong, August, Vol. 1, pp. 86-93
- R.C.H. Law and R.B. Maguire (1996) Debugging of Object-Oriented Software, *Proceedings of the 8th Conference on Software Engineering and Knowledge Engineering*, Lake Tahoe, Nevada, U.S.A., June, pp. 77-84

- Selected Trade Journal Articles:

- Law, R. and Huang, T. (2005). A Study of Travel Website Optimization. *The Voice of TIC*. 1, 21-24.
- R. Law and C. Cheung (2003). Application of Yield Management in Hong Kong Hotels, *Asian Hotel and Catering Time*, 28, March, pp.18-19.
- R. Law (1998) Generalization of Leaner Object-Oriented Slicing, *Software Engineering Notes*, 23(1), January, pp. 59-61.
- T. Choi, R. Law, and N. Au (1996) Techno Bytes - Hotels slow to adopt IT, *Asian Hotel and Catering Times*, July, pp. 10-14.
- R.C.H. Law (1993) Evaluating the Program Slicing Technique, *SIAST TODAY*, 4(6), June, p.6

Consultancies

[Consultancies and Professional Practice]

- Offer training courses to hospitality/tourism practitioners and educators.
- Successfully lead the project of developing a customer database using INGRES in Bell Northern Research/Northern Telecom, Ottawa, Canada

Additional Information

[Summary of Supervision of Higher Degrees]

- Prof. Law has supervised 100+ postdoctoral fellows and graduate students.