

## MGPO4110 - 畢業報告II Graduation Report II

標題 Title	索書號 Call No
<p><b>1. The Power Of Words In Communication A Discourse Analysis Of Skin- Care Product Advertisements</b></p> <p>學生 Student(s): Wong Hio Fan (P-10-0341-3); Hong Lai Ha (P-09-0312-5); Pun Man Leng (P-10-0375-5); Wong Wai Chan (P-97-0173-5); Loi Man Ieng (P-10-0353-2)</p> <p>導師 Advisor(s): Jane Lung</p> <p>學年 Academic Year: 2013/2014</p>	ESCE-4LPR-001
<p><b>2. The English Language And Communication Skills For Public Relations Practitioners' Viewed By Hotel And MICE Industries</b></p> <p>學生 Student(s): Chan Ka Io (P-10-0370-1); Chang Choi Peng (P-10-0366-1); Cheang Sio Chu (P-10-0352-6), Lou Lok Teng (P-10-0340-0); Wong Si Nga (P-10-0368-3)</p> <p>導師 Advisor(s): Jane Lung</p> <p>學年 Academic Year: 2013/2014</p>	ESCE-4LPR-002
<p><b>3. Ten Years Of Public Relations Practice (2003-2013): Impact Of Socioeconomic Development On The Demand And Importance Of Public Relations In Macao</b></p> <p>學生 Student(s): Kuok Weng Si (P-10-0342-9); Loi Ieng (P-10-0376-1); Wan In Hong (P-09-0315-0)</p> <p>導師 Advisor(s): Vanessa Amaro</p> <p>學年 Academic Year: 2013/2014</p>	ESCE-4LPR-003
<p><b>4. Is Macao Aware Of The Importance Of Public Relations? A Content Analysis Of Job Advertisements And Requirements For The Practice In Macao</b></p> <p>學生 Student(s): 陳志恒 (P-10-0361-0); VERA CHAN (P-10-0363-9); 徐鎂婷 (P-10-0339-2); 陸寶珠 (P-10-0373-6)</p> <p>導師 Advisor(s): Vanessa Amaro</p> <p>學年 Academic Year: 2013/2014</p>	ESCE-4LPR-005
<p><b>5. The Communication Of Social Media Among Young People In Macao</b></p> <p>學生 Student(s): Un Ka man; Un Teng; Vong Hio Tong; Wong Wai San</p> <p>導師 Advisor(s): 彭詠璇 Pang Weng Sun</p> <p>學年 Academic Year: 2013/2014</p>	ESCE-4LPR-006
<p><b>6. Gastronomy Tourism: A Study Of Future Bright Group</b></p> <p>學生 Student(s): Lin Jia Yin (P-10-0371-7); Chan Weng Si (P-10-0377-4); Chan Chi Kin (P-10-0358-3)</p> <p>導師 Advisor(s): Ken Im</p> <p>學年 Academic Year: 2013/2014</p>	ESCE-4LPR-007
<p><b>7. The Review Of The PR Efforts By The Macau SAR Government To Promote SMEs</b></p> <p>學生 Student(s): Cheong Weng Ian (P-10-0564-3); Cheong Nga Man (P-10-0365-8); Wong Huang Jiaxin (P-10-0345-1); Lao Si Nga (P-10-0367-7)</p> <p>導師 Advisor(s): Ken Yan</p> <p>學年 Academic Year: 2013/2014</p>	ESCE-4LPR-008
<p><b>8. Investigation Of Crisis Management Affected By Public Relations</b></p> <p>學生 Student(s): Leong Lai Nga (P-11-0380-8); Chu Sok I (P-11-0384-6); Ng Mei Pou (P-11-0364-2); Kuan Cheng Kei (P-10-0349-2)</p> <p>導師 Advisor(s): 黎子明 Lai Tsz Ming</p> <p>學年 Academic Year: 2014/2015</p>	ESCE-4LPR-009
<p><b>9. Online Tourism Promotion Using Social Media Communication</b></p> <p>學生 Student(s): Chan Ka Lam (P-11-0376-8); Lin Yan Shan (P-11-0372-0); Lam Weng I (P-11-0370-1); Wong Oi Kuan (P-11-0368-0)</p> <p>導師 Advisor(s): 黎子明 Lai Tsz Ming</p> <p>學年 Academic Year: 2014/2015</p>	ESCE-4LPR-010

- 10. Community Relations For Security Departments To Implement Community Policing In Macao** ESCE-4LPR-011  
 學生 Student(s): Wong Wai Si (P-04-0634-0); Wan Chi Meng (P-11-0382-7); Kuok Im Leng (P-11-0386-5); Leong Lai San (P-11-0387-1); Iong Kam Pui (P-11-0388-4)  
 導師 Advisor(s): 龍穎兒 Lung Wing Yi  
 學年 Academic Year: 2014/2015
- 11. The Role Of Public Relations In Promoting Tourism In Macau** ESCE-4LPR-012  
 學生 Student(s): Lei Ngai Kio (P-11-0363-6); Choi Sin I (P-11-0367-4); Lok Hoi Wun (P-11-0365-5)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
 學年 Academic Year: 2014/2015
- 12. The Role Of Public Relations In Crisis Management - A Study Of McDonald's** ESCE-4LPR-013  
 學生 Student(s): Chu Weng Pek (P-11-0377-1); Loi Chon Tat (P-10-0360-4)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
 學年 Academic Year: 2014/2015
- 13. The Digital Youth : An Analysis Of Media Habits Of Macau High School Students** ESCE-4LPR-014  
 學生 Student(s): Chan Weng Si (P-11-0383-3); Kwan Lai Ieng (P-11-0381-1); Kuok Mei Ian (P-11-0369-3)  
 導師 Advisor(s): Vanessa Fernandes Amaro  
 學年 Academic Year: 2014/2015
- 14. Past, Present, Future MICE Industry In Macau: In The Practitioner Perspective** ESCE-4LPR-015  
 學生 Student(s): Ao Pou Ian (P-12-0375-2); Lao Ka Man (P-12-0399-4); Leong I Cheng (P-12-0391-8); Wong Ka Man (p-12-0396-2)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
 學年 Academic Year: 2015/2016
- 15. Utilizing The Power Of Social Media To Promote Macau Cultural Heritage** ESCE-4LPR-016  
 學生 Student(s): Kuok Si Man (P-03-0470-5); Sin Iok I(P-12-0372-7); Lei Chio Ieng (P-12-0373-3); Mak Chao In (P-12-0384-3)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
 學年 Academic Year: 2015/2016
- 16. The Role Of Public Relations In Macau Tourism** ESCE-4LPR-017  
 學生 Student(s): Lei Ian Ieng (P-12-0374-6); Ho Ka Kei (P-12-0382-4); Pang Mei Ian (P-12-0386-2); Lo Ka Na (P-12-0380-5)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi ; 彭瑞明 Pang Soi Meng  
 學年 Academic Year: 2015/2016
- 17. The Relationship Between Complaining Intentions And Complaining Channels: A Study Of Macao Bus Services Providers** ESCE-4LPR-018  
 學生 Student(s): Hoi Chi Hou (P-12-0393-7); Vong Weng Si (P-11-0375-2)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
 學年 Academic Year: 2015/2016
- 18. The Role Of Public Relations In Building Brand Identity In Macau: A Case Study Of Airline Company In Development Of A Frequent Flyer Program** ESCE-4LPR-019  
 學生 Student(s): Chan Man Lok (P-12-0371-1); Cheng Kin Hong (P-12-0387-8); Zhang Chao Jie (P-12-0719-1)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
 學年 Academic Year: 2015/2016
- 19. Usage Of Social Media: A Study Of Government Public Relations In Macao** ESCE-4LPR-021  
 學生 Student(s): Chio In Cheng (P-13-0370-5) ; Lok I Kuan (P-13-0371-1) ; Chan In Fong (P-03-0625-9)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
 學年 Academic Year: 2016/2017
- 20. Public Relations For Crisis Management** ESCE-4LPR-023  
 學生 Student(s): Lau Si Nga (P-13-0377-8) ; Chao I Mei (P-13-0378-1)  
 導師 Advisor(s): 黎子明 Lai Tsz Ming  
 學年 Academic Year: 2016/2017

- 21. Public Relations And Branding In Life Insurance Industry: A Case Study Of Vitality Campaign In Macau** ESCE-4LPR-028  
 學生 Student(s): 梁淑兒 LEONG SOK I (P-14-0400-9); 施穎虹 SI WENG HONG (P-14-0403-1); 劉健華 LAO KIN WA (P-13-0376-2)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
 學年 Academic Year: 2017/2018
- 22. Cultural Values Impact On Corporate Social Responsibility: A Study Of Public Relations Practitioners In Macao** ESCE-4LPR-030  
 學生 Student(s): 黃錦毅 WONG KAM NGAI (P-14-0397-2); 吳嘉麗 NG KA LAI (P-14-0389-1)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
 學年 Academic Year: 2017/2018
- 23. Rebuilding Brand Name After Crisis** ESCE-4LPR-031  
 學生 Student(s): 梁泳儀 LEONG WENG I (P-14-0388-8); 陸米賢 LOK MAI IN (P-14-0396-6); 李翠葵 LEI CHOI KUAI (P-14-0402-8)  
 導師 Advisor(s): 黎子明 Lai Tsz Ming  
 學年 Academic Year: 2017/2018
- 24. Public Relations In Insurance Industry** ESCE-4LPR-032  
 學生 Student(s): 趙善杰 CHIO SIN KIT (P-14-0410-6); 朱啓良 CHU KAI LEONG (P-14-0390-9); 龍欣兒 LUNG IAN I (P-14-0394-7)  
 導師 Advisor(s): 黎子明 Lai Tsz Ming  
 學年 Academic Year: 2017/2018
- 25. The Role Of Public Relations In Election** ESCE-4LPR-034  
 學生 Student(s): 麥麗欣 MAK LAI IAN (P-14-0406-6); 李俊穎 LI JUNYING (P-14-0384-0); 林兆茵 LAM SIO IAN (P-14-0391-2)  
 導師 Advisor(s): 黎子明 Lai Tsz Ming  
 學年 Academic Year: 2017/2018
- 26. How Public Professionals Handle Crisis: A Study Of Galaxy Macau** ESCE-4LPR-035  
 學生 Student(s): 卓美娜 CHEOK MEI NA (P-14-0401-2); 梁俊儀 LEONG CHON I (P-14-0387-2); 黃苑靖 VONG UN CHENG (P-14-0393-1)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
 學年 Academic Year: 2017/2018
- 27. The Influence Of Public Relations In Event Management** ESCE-4LPR-038  
 學生 Student(s): 梁健峯 LEONG KIN FONG (P-15-0366-2); 梁樂兒 LEONG LOK I (P-15-0349-0); 林劍寶 LIN JIANBAO (P-15-0350-5)  
 導師 Advisor(s): 黎子明 Lai Tsz Ming  
 學年 Academic Year: 2018/2019
- 28. The Role Of Public Relations In Promoting The Participation Of Cultural Activities In Macao** ESCE-4LPR-040  
 學生 Student(s): 陳倩婷 CHAN SIN TENG (P-15-0367-5); 江雪儀 KONG SUT I (P15-0363-7); 鮑嘉欣 PAO KA IAN (P-15-0344-6)  
 導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
 學年 Academic Year: 2018/2019
- 29. The Analysis Of Human And AI Interaction In Hospitality And Tourism Industries** ESCE-4LPR-042  
 學生 Student(s): Chan Cheng Tong, Emily (P-16-0417-3); Chio Meng Chu, Michelle (P-16-0408-2); Chan Kin Wai, Jason (P-16-0430-7)  
 導師 Advisor(s): 黎子明 Lai Tsz Ming, Terence  
 學年 Academic Year: 2019/2020
- 30. The Effects Of Public Relations In Establishing Association Brand Equity** ESCE-4LPR-043  
 學生 Student(s): Sio Sio Ha, Carol (P-16-0415-4); Lei Sin Leng, Angie (P-16-0422-9); Ho Kam I, Yvonne (P-16-0423-2)  
 導師 Advisor(s): 黎子明 Lai Tsz Ming, Terence  
 學年 Academic Year: 2019/2020

- 31. Analyzing The Cultural Difference Affecting Public Relations Strategies: A Cross-National Comparison** **ESCE-4LPR-044**  
學生 Student(s): Leong Son In, Nick (P-16-0429-2); Eng Un Teng, Freda (P-16-0426-7)  
導師 Advisor(s): 黎子明 Lai Tsz Ming, Terence  
學年 Academic Year: 2019/2020
- 32. The Impact Of Recession On The Uses Of Public Relations Tools In Macau** **ESCE-4LPR-045**  
學生 Student(s): Ip Ka Weng, Katrina (P-16-0425-1); Ip Chi Leong, Felix (P-15-0360-2); Zhao Man Cheng, Chloe (P-16-0427-3)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
學年 Academic Year: 2019/2020
- 33. Use Public Relations To Promote E-Sport In Macau** **ESCE-4LPR-046**  
學生 Student(s): Philip Ho (P-16-0416-0); Vardy Wu (P-16-0420-0); Sam Lam (P-16-0424-8)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
學年 Academic Year: 2019/2020
- 34. A Study Of Public Relations To Promote Mobile Payment In Macau** **ESCE-4LPR-047**  
學生 Student(s): Iao Chon Hou, Hugo (P-16-0409-5); Chong Nga Lai, Kathy (P-16-0412-2); Mak Iok Keng, Yuki (P-16-0411-6)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi, Joyce  
學年 Academic Year: 2019/2020