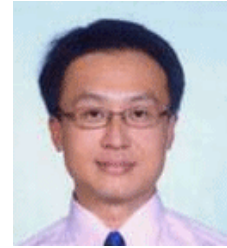


## **Jong-Jeng Liang (梁仲正)**

Department of Hospitality Management  
Southern Taiwan University of Science  
and Technology  
No. 1, Nan-Tai Street, Yongkang Dist.,  
Tainan 71005, Taiwan

Office: T1206  
TEL: 886-6-2533131 ext. 8406  
FAX: 886-6-301-0978  
EMAIL: [liangj@stust.edu.tw](mailto:liangj@stust.edu.tw)



### **Education**

- Ed.D. Doctoral of Educational Leadership, Human Resource Development Major, Idaho State University, 2003/8
- Master, Department of Hospitality Management, University of Nevada, Las Vegas, 1992 /7

### **Area of Specialty**

Hospitality Management, Marketing, Human Resource Development

### **Academic Experience**

- Chairman of Department of Tourism Management, Tajen University, 2006-2009/8
- Assistant Professor, Department of Hospitality Management, Tajen University, 2005-2006/8
- Chairman of Department of Tourism Management, Fu-Hwa Vocational High School 1994

### **Publications**

#### **Journal Papers:**

Liang, J. J., Chen, C. M. (2016). A study of chefs' work perception of Kaoshiung hotels. *Journal of Sport Leisure Hospitality*, 11(1), 55-76.

Liang, J. J., Lin, Y. H., & Yeh, C. S. (2014). A study of chefs' job leaving intention of Tainan hotels. *The Chinese Journal of Medical Humanities and Social*, 30, 87-110, Dec.

Liang, J. J., Chen, C. M. (2011). A study of local festival tourists' motivation , attractiveness and satisfaction upon mode construction and validation: A case of 2010 Austronesian wedding activities. *Journal of Sport Leisure Hospitality*, 4(5), 50-65.

Liang, J. J., Huang, Y. C., & Lin, S. C. (2011). A study of employee personality on customer satisfaction. *Management FORUM*, 2011, Dec, 113-125.

## **Conference Papers:**

Liang, J. J., Shu, J. W. ,& Chou, S. W. (2015). A qualitative study chef job satisfaction in Tainan restaurants. 2015 National Computer Symposium, Tajen University, 2015, Dec.

Liang, J. J., Shu, J. W. ,& Chou, S. W. (2015). A study of perception difference on marketing event participants and practitioners. 2015 National Computer Symposium, Tajen University, 2015, Dec.

Wu, C. C., & Liang, J. J. (2015). A study of front office manager's core competence development of Taiwan tourist hotels. 2015 International Conference on hospitality tourism and leisure. Shin Chien University, Taipei. 2015, May.

Liang, J. J., Hu, Y. H., Shu, Y. (2015). A study of Tainan consumer paying willingness for organic foods at restaurants . International Symposium on intercultural communication. 2015, Mar.

Lin, Y. H., Yeh, C. S., & Liang, J. J. (2014). A study of Tainan historical image and culture innovation of Neiter land. 2014 CrossStrait Chinese traditional culture and modernization workshop. Henan Province, Xinxiang City. China. 2014, Sep.

Chang, T. C., Liang, J. J., Tsai, H. J. (2013). A study of different varieties of ingredients for making pineapple cake. 2013 Cross Strait tourism seminar Nantou, Aug.

Liang, J. J., & Lin, S. C. (2012). A study of tourism effect of the free exercise of mainland tourists at Tainan hotels. 2012 Leisure , Hospitality , Tourism Health Management International Symposium Pingtung. 2012, Oct.

## **Books**

Liang, J. J. (2008). *Hospitality Human Resource Management*. Taipei, Hwa\_Du Publisher. ISBN 978-986-6860-21-8

## **Dissertation**

Liang, J. J. (2003). An Analysis of Training Systems Evaluation in the Hospitality Industry in southeastern Idaho. Unpublished doctoral dissertation, Idaho State University, Pocatello, Idaho.

## **Academic Service**

- Advisory Committee of Master Thesis, National Kaoshiung University of Science & Technology, 2009-2011
- Advisory Committee of Master Thesis, Tajen University, 2006-2009

### **Professional Certifications**

- Category C of Bartending, Bureau of Labor, 150095383, 2009 11
- International Introductory Award in Conflict Handle, City & Guilds Association, London, UK, 606011736/240, 201007
- International Introductory Award in Customer Service , City & Guilds Association, London, UK, 606011736/1690, 201007
- International Introductory Award in Selling , City & Guilds Association, London, UK, , 606011736/1140, 201007

### **Professional Experience**

- Kaoshiung Hotel Association, Supervisor ,1997/8 to 1999/7

### **Professional Service**

- Kaoshiung E-Commerce Association, Supervisor, 2009 to 2011
- Kaoshiung Tourism, Leisure Development Association, Supervisor, 2010 to 2012