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Education

- PhD, Educational Entrepreneurship and Management, National University of Tainan, 2012/ 7
- Master, School of Food, Hotel and Travel Management, Rochester Institute of Technology, 1995/ 9
- BA, Department of English Literature, Fu-Jen Catholic University, 1991/ 6

Area of Specialty

Hotel Management, Human Resource Management, Service Quality Management

Academic Experience

- Lecturer, Department of Hospitality Management, Southern Taiwan University, 2006/ 8 to present
- Lecturer, Department of Leisure, Recreation and Tourism Management, Southern Taiwan University, 1997/ 8 to 2006/ 7

Publications

Journal Papers:

1. **Yu, Mei-Hsiang**, Yin, Mei-Chun (2015). Developing organizational socialization model for hospitality internship. *Journal of Education Studies*, 49(1), 1-28.
2. Yin, Mei-Chun, Lin, Shun-Chuan, Su, Chia-Kai and **Yu, Mei-Hsiang** (2013). Hospitality internship as a learning process: effects of proactive behaviors on socialization learning. *International Journal of Business and Management Studies*, 2(3), 209-222.
3. Lin, Shun-Chuan, Chang, Wei-Hsiung, **Yu, Mei-Hsiang** and Tsai, Chia-Yen (2012). What environmental management practices appeal B & B consumers most? *Journal of Rural Tourism Research*, 6(1), 57-70.

Conference Papers:

1. **Mei-Hsiang Yu**, Kuan-Yo Lee (2015). Applying Gourmet Blogs Marketing Strategy in Experiential Marketing, Perceived Value, Trust and Purchase Intention. 2015 Leisure

and Tourism Conference in STUST, Tainan, Taiwan.

2. **Mei-Hsiang Yu**, Shun-Chuan Lin, Chia-kai Su, and Rai-Hsian Lin(20 15). Analyzing How Service Quality Affect Experiential Value and Revisit Intention. 2015 Leisure and Tourism Conference in STUST, Tainan, Taiwan.
3. Shun-Chuan Lin, **Mei-Hsiang Yu**, Hui-Ling Chen, Chia-Kai Su (2013). "What B&B can do to take environmental responsibilities?," 2013 IJAS Conference for academic disciplines, Prague, Czech Republic.

Book

1. **Yu, M. H. et al.** (2014). Practices for tour guides and tour managers : Book I. (*Chapter 7*), New Taipei City, Taiwan: CHWA Publishing Co. ISBN: 978-957-21-9710-3

Dissertation

- Organizational Socialization Model of Hospitality Internship: Effects of institutionalized socialization tactics and proactivity on interns' job satisfaction and vocational identity, July 2012.

Entrusted Practice Research

1. **Yu, M. H.** Feasibility Study of Pets hotel for Kuawn Zi Animal Hospital. 361020154

Professional Certifications

- **CHDT** -- Certified Hospitality Department Trainer, AH&LA
- **CHT** -- Certified Hospitality Trainer, AH&LA
- **Certified Planner of Meetings and Exhibitions**, Ministry of Economics, Taiwan

Professional Experience

- Hotel National, Nikko Hotels International, 1996/5 to 1997/6
- EVA Airways, 1991/ 7 to 1994/ 1

Professional Service

- Invigilator for Field tests of Skills Certification, Restaurant Service Classes C Certified Technician, 2016/ 7
- Invigilator for Field tests of Skills Certification, Hotel & Restaurant Service Classes C Certified Technician, 2010/ 7