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Education

- PhD, Educational Administration, University of South Dakota, USA, 2002/05.
- Master, Hospitality Administration, Johnson & Wales University, U.S.A, 1993/05.
- Bachelor, International Trade, Chinese Culture University, Taiwan, 1988/06.

Area of Specialty

Hospitality Management, Hospitality Education, Marketing, Human Resource Management, Adult Education

Academic Experience

- Associate Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, Taiwan, 2005/02 to present.
- Assistant Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, Taiwan, 2004/08 to 2005/01.
- Assistant Professor, Department of Tourism, Tung-Fang Institute of Technology, Taiwan, 2002/08 to 2004/07.
- Instructor, Department of Tourism, Tung-Fang Junior College of Technology, Taiwan, 1994/08 to 2000/01.

Publications

Journal Papers

1. **Lin, S. C.**, Chang, W. H., Yu, M. H., & Tsai, C. Y. (2015). What environmental management practices appeal B&B consumers most? *Journal of Rural Tourism Research*, 6(1), 57-70.
2. Yin, M. C., **Lin, S. C.**, Su, C. K., & Yu, M. H. (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, S. C.**, Yu, M. H., & Tsai, C. Y. (2012). The relationship between specialization and behavioral choices among cyclists-The moderating effect of place attachment, *Journal of Hsing Kuo University*, 13, 27-38.
4. Dai, K. X., Chang, W. H., Lin, Y. T., & **Lin, S. C.** (2009). Exploring the training

evaluation model construction of International tourist hotels, *Journal of Sport , Health, and Leisure*,13, 121-142.

5. Lin, Z. Y., Chang, W. H., **Lin, S. C.**, & Lin, Y. T. (2009). The strategic management of business hotels - a case of urban hotel, *Journal of Sport, Health, and Leisure*, 12, 115-127.
6. Chang, W. H, **Lin, S. C.**, & Lin, Y. T. (2008). The study of hospitality English teaching process-from the perspective of whole language approach, *Journal of Sport ,Health, and Leisure*,10, 52-58.
7. **Lin, S. C.**, Tsai, C. Y., and Chiou, L. W. (2007). Improving guests' behavioral intentions based on lodging experiences - using Hualien Bed & Breakfast as an example, *Journal of Tourism and Travel Research*, 2, 73-92.
8. **Lin, S. C.**, Tsai, C. Y., & Chiou, L. W. (2007). The significance of perceived value for a service-an example of visitors in Hualien Bed & Breakfast, *Tourism Management Research*, 7(2), 145-164.
9. Chang, W. H., Wu, H. C., **Lin, S. C.**, & Lin, Z. Y. (2006). The study of employees' orientation, on-the-job training service: training and customer satisfaction in the hotel industry, *Journal of Sport , Health, and Leisure*, 5, 1-8.
10. **Lin, S. C.**, Chang, W. H., & Chiou, L. W. (2005). A framework of designing hotel management program for adult students: planning process, delivery, assessment, and program review, *Journal of Sport, Health and Leisure*, 3, 29-37.
11. Su, H. W., Chang, K. Y., & **Lin, S. C.** (2004). A study of leisure preference and leisure activity planning for Tung-Fang community residents, *Journal of Tung Fang Institute of Technology*, 24, 79-114.
12. **Lin, S. C.** (2002). Exploring the relationships between hotel management courses and industry required competencies, *Journal of Teaching in Travel and Tourism*, 2(3), 81-101.

Conference Papers:

1. **Lin, S. C.**, Chang, T. Y., & Pu, Y .F. (2016). Constructing a questionnaire on Taiwan Generation Y consumers' selection concerning hotels. *2016 Conference on Tourism, Leisure, and Recreation Management*, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
2. **Lin, S. C.**, Yu, M. H., & Pu, Y. F. (2016). What Taiwan Generation Y undergraduate students want? *2016 Conference on Tourism, Leisure, and Recreation Management*, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
3. **Lin, S. C.**, Tsai, C. Y., Su, C. K., & Yu, M. H. (2015). Attractions of Kending- the perspectives of backpackers. *2015 Conference on Tourism, Leisure, and Recreation Management*, Southern Taiwan University of Science and Technology, Tainan, Taiwan.

4. Yu, M. H., **Lin, S. C.**, Su, C. K., Ling, J. H., & Tsai, C. Y. (2015). Determinants of guests' satisfaction and repeat patronage. *2015 Conference on Tourism, Leisure, and Recreation Management*, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
5. Chang, T. Y., Ceng, L. C., & **Lin, S. C.** (2015). The study of brand equity and brand Experience on e-channel brand – An example of Books on-line bookstore. *2015 Conference on Tourism, Leisure, and Recreation Management*, Southern Taiwan University of Science and Technology, Tainan, Taiwan. (Corresponding Author)
6. Chang, T. Y., Chen, H. L., **Lin, S. C.** & Chen, S. Y. (2014). The brand emotion, brand image and brand loyalty on on-line bookstores. Joint Conference 2014 - Department of Tourism, leisure, and Recreation of Southern Taiwan University of Science and Technology and Taiwan Leisure and Recreation Association, Tainan, Taiwan.
7. Yu, M. H., **Lin, S. C.**, & Tsai, C. Y. (2014). The attractions of exhibition of Julius Mannich Merchant House - from the observation of visitors' behaviors. *Joint Conference 2014 - Department of Tourism, leisure, and Recreation of Southern Taiwan University of Science and Technology and Taiwan Leisure and Recreation Association*, Tainan, Taiwan.
8. **Lin, S. C.**, Yu, M. H., Chen, H. L., Su, C. K., & Chang, T. Y. (2012). What B&B can do to take environmental responsibilities? *International Journal of Arts and Sciences Conference*, Prague, Czech Republic.
9. Chen, H. L., Su, C. K., & **Lin, S. C.** (2012). Factors Influencing destination loyalty? *IAM2012-international conference on innovation and management*, Republic of Palau.
10. Yu, M. H., **Lin, S. C.**, Chen, H. L., & Su, C. K. (2012). Effects of message framing on advertising effectiveness of low sugar food - gender as the moderate variable. *IAM2012-international conference on innovation and management*, Republic of Palau.
11. **Lin, S. C.**, Su, C. K., Chang, W. H., Chen, H. L., & Yu, M. H. (2012). What are Mature Travelers Looking for in Hotel Establishments? *IAM2012-international conference on innovation and management*, Republic of Palau..
12. **Lin, S. C.**, Tsai, C. Y., & Chen, C. W. (2011). The importance of affective quality on people's intentions to stay in B&B establishments. *2011 International Conference on Hospitality Management and Industry Development*, Fu Jen Catholic University, Taipei.
13. **Lin, S. C.**, & Wu, H. Y. (2011). The importance of personality factors and background characteristics on people's responsible environmental behaviors, *2011 the 5th Environment Symposium, Taiwan Academy of Ecology*, Taichung, Taiwan.

14. **Lin, S. C.**, Wu, H. Y., Tsai, C. Y., & Chen, C. W. (2011). Environmental management practices among B & B in the Tsing-Ching area. *2011 The 1st Conference on Tourism, leisure, and Recreation Sources Sustainable Management, Southern Taiwan University, Tainan, Taiwan* .
15. **Lin, S. C.**, Chiou, L. W., Chen, C. Y., & Tsai, C. Y. (2009). Factors that entice consumers to purchase package tours offered by a resort hotel, *The 9th Conference on Tourism, Recreation, and Hospitality industries Management, Southern Taiwan University, Tainan, Taiwan*.
16. **Lin, S. C.**, Su, C. K., & Tsai, C. Y. (2009). The guest characteristics of B & B accommodations at HUALIEN, *The 9th Conference on Tourism, Recreation, and Hospitality industries Management, Southern Taiwan University, Tainan, Taiwan*.
17. **Lin, S. C.**, Chen, W. T., Liu, H. C., & Tsai, C. F. (2009). Another lodging experience: tent accommodation. *2009 Conference on Leisure, Recreation, and Tourism Management, Shu-Te University, Kaohsiung, Taiwan*.
18. **Lin, S. C.**, Jin, Y. R., & Wu, F. Y. (2009). Customers' satisfaction of a fortune-telling restaurant. *2009 Conference on Leisure, Recreation, and Tourism Management, Shu-Te University, Kaohsiung, Taiwan*.
19. **Lin, S. C.** & Tsai, C. Y. (2008). The relationship between lodging experience and behavior intentions of visitors in bed & breakfast accommodations – The mediating effect of perceived value of a service. *The 5th Conference on Taiwan tourism industries development and the future, Jinwen University of Science and technology, Taipei*.
20. Liu, F. Y., Chang, W. H., & **Lin, S. C.** (2008). The empirical study of brilliant quotient(BQ) and work performance in travel industry- an illustration of travel agencies in Tainan city. *Joint Conference 2008 - Chinese Tourism and Management Association and Taiwan Leisure and Recreation Association, Aletheia University, Tainan, Taiwan*.
21. **Lin, S. C.**, Kuo, Z. C., and Tsai, C. Y. (2007). The influence of TV advertising endorsers on the consumers coupon usage and purchasing intention – McDonalds as an example. *The 2007 Conference on Business and Operations Management, Chang Jung Christian University, Tainan*.
22. Chang, W. H., Hsien, S. H. & **Lin, S. C.** (2007). The study of the applications of whole language approach on hospitality English teaching. *The 2007 Sport, Health , and Leisure Conference, Cheng Shiu University, Kaohsiung*.
23. **Lin, S. C.**, Tsai, C. Y. & Kuo, Z. C. (2007). The relationships between Bed & Breakfast visitors' lodging experience and behavior intention – The case of Hualien area, *The 2007 Conference on Business and Operations Management, Chang Jung Christian University, Tainan*.

24. **Lin, S. C.** & Tsai, C. Y. (2007). The relationships between Bed & Breakfast visitors' perceived value of a service and behavior intention. *The 5th International Conference on Business Management (ICBM-5)*, National Kaohsiung University of Applied Science, Kaohsiung.
25. **Lin, S. C.**, Tsai, C. Y. & Kuo, Z. C. (2006). Application of importance-performance model in examining business travelers' quality requirements. *The fifth Cross-Strait Industry Management Conference*, Hainan University, China.
26. **Lin, S. C.** & Chang, W. H. (2003). Curriculum review: The impacts of undergraduate hotel management programs on career development in the industry. *Proceedings of the twelfth conference on management education (ME2003)*. National Taipei University, Taiwan.
27. **Lin, S. C.** (2002). Perceptions of educators and practitioners toward competencies that influence career success in the hotel industry, *The sixth Cross-Strait Chinese Culture and Management Conference*, Wuhan University, China.
28. **Lin, S. C.** & Pan, H. H. (2002). Educators and industry professionals perspectives of undergraduate hotel management curricula in Taiwan. *2002 Conference on tourism industry of southern Taiwan*, Aletheia University, Tainan, Taiwan.

Dissertation:

Lin, S. C. (2002). "Required Competencies in the Hotel Industry in Relation to Hotel Management Courses in Taiwanese Universities", Ph.D. Dissertation, University of South Dakota.

Entrusted Practical Projects

1. **Lin, S. C.** 2016. Feasibility Assessment of Fusion Coffee House in a fashion store. 351050424.
2. **Lin, S. C.** 2015. Consultation of Clothing industry services and sales – Fusion Coffee House. 351040523.
3. **Lin, S. C.** 2013. The Study of Tourists' Satisfaction to Julius Mannich Merchant House. 351020045.
4. **Lin, S. C.** 2012. English interpreter training Camp of 2012 Lugang Lantern Festival. 351000179.

Professional Experience

- Management Trainee, Evergreen Laurel Hotel, Taichung, 1993/07 to 1994/07.
- Secretary, OEM/Logistics Division, Philips Lighting Taiwan, 1990/02 to 1991/02.
- Chief register, ELSI (English Language School International), Taiwan, 1988/07 to 1989/08.

Academic Professional Service

- Referee, Yu Da Academic Journal, 2009.
- Examiner, textbooks of Hospitality English and Conversation for vocational schools in National Institute for Compilation and Translation, 2009 to 2010.
- Referee, Industry Management Review, 2008.
- Session chair, The 2007 Conference of Sports, Health, and Leisure in Cheng Shiu University, Kaohsiung, 2007.
- Referee, Journal of Sport, Health, and Leisure, 2007.
- Referee, Journal of Southern Taiwan University, 2005.
- Instructor, “Service & Manners” in the Tainan Airport, 2005.