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Education

- Ph. D in Postgraduate Programs in Management, 2015
I-Shou University, Taiwan
- Master of Hospitality Administration, 2000
Johnson & Wales University, USA
- Bachelor of International Business, 1998
Chung Yuan Christian University, Taiwan

Area of Specialty

Management, Human Resource Management, Hotel Management, Hospitality
Management

Academic Experience

- Adjunct Lecturer, Department of Hospitality Management, Southern Taiwan
University of Science and Technology, 2010/8/1-
- Adjunct Lecture, Department of Tourism/Culinary Art, I-Shou University, 2010/8/1-
2015/1/31
- Adjunct Lecturer, Department of Applied English, National Kaohsiung University of
Hospitality and Tourism, 2005/2/1-2015/1/31
- Adjunct Lecturer, Department of Tourism, Shih Chien University, 2006/2/1-2015/1/31

Working Experience

- Trainee of Assistant Manager, Johnson & Wales Inn and Radisson Airport Hotel,
Rhode Island, USA 2000/3-2000/8
- Receptionist, Grand Hi-Lai Hotel, Kaohsiung, Taiwan 1998/8/10-1998/10/20
- Customer Service, Customer Service Department, Dollars Outlet Mall, Kaohsiung,
Taiwan 1996/7-1996/9
- Waitress, Sugar Restaurant, Chungli, Taiwan 1996/10-1997/6

Publications

Journal Paper

1. Lin Lin, **Pei-Chuan Mao**, "Food for Memories and Culture -A Content Analysis Study of Food Specialties and Souvenirs". Journal of Hospitality and Tourism Management January, March, 2015.

Conference Papers

1. **Pei-Chuan Mao**, The role of Customers' Interpersonal Trust in the Hospitality Industry 2016 International Conference on Hospitality, Tourism and Leisure ICHTL, Taiwan, 2016.
2. **Pei-Chuan Mao**, Wen-Tung Wu, Jun-Zhi Chiu. "How does customers attribution influence the effectiveness of service providers' impression management in hospitality industry", The 6th Asia Pacific Alliance on Tourism and Hospitality Education & The 14th Annual Conference in Hospitality & Tourism, Taiwan, 2014.
3. Jun-Zhi Chiu, Chao-Chen Hsien, **Pei-Chuan Mao**, An examination of the franchisee relationship governance in the food and beverage industry The 6th Asia Pacific Alliance on Tourism and Hospitality Education & The 14th Annual Conference in Hospitality & Tourism, Taiwan, 2014.
4. Lin, Lin, Tseng, S. P, **Mao, P.C.**, "Tourists Food Specialties Purchase Behavior: The moderator effects of cultural differences", International Conference on Information, Hospitality and Tourism, Oslo, Norway, 2013
5. Lin Lin, Jeou-Shyan Horng, Meng-Lei Monica Hu, Chih-Ching Chris Teng, **Pei-Chuan Mao**, "Food with Memory and Culture - A Content Analysis Study of Tourism Food Specialty", 2013 Asia Pacific Tourism Association (APTA) Annual Conference, Bangkok, Thailand, 2013.
6. **Pei-Chuan Mao**, Cheng-Chen Lin, A moderated mediation model of the relationship between Impression Management and its effectiveness, Taiwan Academy of Management (TAoM)Annual Conference, Taiwan, 2013
7. **Pei-Chuan Mao** "When and why Impression management facilitates desired outcomes? 26th Annual Australian and New Zealand Academy of Management Conference, Perth, Australia 2012
8. **Pei-Chuan Mao**, "Does Culture Matter? Investigating the Dynamics of Impression Management (IM) in Chinese Society" Academy of Human Resource Development (AHRD), Kuala Lumpur, Malaysia, 2011.
9. **Pei-Chuan Mao**, "The Impact of Gender on Impression Management" Academy of Human Resource Development (AHRD), Kuala Lumpur, Malaysia, 2011.

Dissertation

- Pei-Chuan Mao (2015) "In the eyes of the supervisors: How does attribution influence the effectiveness of employee impression management tactic?" Ph.D. Dissertation, I-Shou University

Entrusted Practical Projects

Mao, P.C. 2016. The Impact of Advertisements on Customer Behavior. 16SG00481T

Professional Certifications

1. Certificate of Wset Level 1 Award in Wines
2. Certificate of Restaurant Entrepreneurship Analyst, Applied Business Management Association
3. Certificate of Micro-Enterprise Start- up Consultant, Applied Business Management Association
4. Certificate of Sales Management Level A, Applied Business Management Association
5. Certificate of Business District Management Level A , Applied Business Management Association
6. Certified Hospitality Supervisor (CHS), American Hotel & Lodging Association AH&LA.
7. Certified Hospitality Trainer (CHT), American Hotel & Lodging Association AH&LA.
8. Certified Front Desk Representative (CFDR), American Hotel & Lodging Association AH&LA.
9. Tourist leader of general examination (English), The Examination Yuan of ROC
10. Tourist guide of general examination (English), The Examination Yuan of ROC
11. Chain Store Service, Technician Certificate, Republic of China
12. Certificate of Certified MICE Professional Taiwan External Trade Development Council
13. Microanalysis Certification CRM & Merchandise Analyst
14. International Introductory Award in Selling, City Guilds of London Institute
15. Certification in MICE Reception Etiquette, Applied Business Management Association

Academic and Professional Service

1. The tutor of internship students in the Department of Hospitality Management, Southern Taiwan University of Science and Technology February 2016-
2. The judge of Campus-Cleaness Contest in Southern Taiwan University of Science and Technology, February 2016-
3. The faculty member the College Meeting in Southern Taiwan University of Science and Technology, February 2016-
4. The faculty member of Student Recruitment in Southern Taiwan University of Science and Technology, February 2016-