

## **Yeh, Chia-Sheng (葉佳聖)**

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### **Education**

- PhD, Food Science, National Chung Hsing University, 1997/7
- Master, Department of Food Science, TungHai University, 1993/7

### **Area of Specialty**

Food Safety and Sanitation, Purchasing Management for the Hospitality Industry, Food and Beverage Purchasing, Food Principle, HACCP, Food Nutrition

### **Academic Experience**

- Associate Professor, Department of Hospitality Management, Southern Taiwan University, 2008/8 to present
- Associate Professor, Department of Hospitality Management, Chung Hwa University of Medical Technology, 2003/8 to 2008/7
- Chairman of Department of Hospitality Management, Chung Hwa University of Medical Technology, 2003/2 to 2004/7

### **Publications**

#### **Journal Papers:**

1. Ker, Jung-Kuei, Wang, Wan-Chia, Chen, Shih-Wen, Yeh, Chia-Sheng, (2016) "Brand Awareness and Price Perception on Consumers Purchase Intention-Evidence from Chocolate" *Journal of Tungkang University*, 41, 121-130. (in Chinese)
2. Lu, Yen-Cheng, Yeh, Chia-Sheng, Lin, Yuan-Hui (2015) "Explore Tourists' Revisit Intention of a Small Island in Taiwan- A Case Study of Lanyu Tourism" *Hua-Yi Journal of the Social Sciences and The Humanities*, 43, 38-46. (in Chinese)
3. Lin, Yuan-Hui, Lu, Yen-Cheng, Liu, Kuang-Liang, Yeh, Chia-Sheng (2015) "Square-Style Night Market Service and Product Quality, Perceived Value and Tourists then Travel Willingness-to Tainan Garden Night Market Case" *Hua-Yi Journal of the Social Sciences and The Humanities*, 32, 1-9. (in Chinese)
4. Yeh, Chia-Sheng, Ker, Jung-Kuei, Wang, Wan-Chia, Sue, Li-Shang (2015) "A Study on

- Learning Satisfaction for Students of the Professional Hospitality Students at Senior High and Vocational High Schools in Chiayi Area” *Journal of Tungnan Unersivity*, 40, 195-204. (in Chinese)
5. Ker, Jung-Kuei, Wang, Wan-Chia, Yeh, Chia-Sheng, Hsiung, Ming-Lee (2015) “The Culture and Creative of Catering-Deliberating about the Research Trends of Banquets (pan-toh) Industries in Taiwan” *Journal of Lan-Yang Institute of Technology*, 14, 1-8. (in Chinese)
  6. Liang, Jong-Jeng, Lin, Yuan-Hui, Yeh, Chia-Sheng (2014) “Study of the Chef’s Turnover Factors of Tainan Tourist Hotels” *Hua-Yi Journal of the Social Sciences and The Humanities*, 30, 87-110. (in Chinese)
  7. Yeh, Chia-Sheng, Wang, Wan-Chia, Ker, Jung-Kuei (2014) “The Innovation of Food Culture in Taiwan about the Quality and Its Evaluation of Rosemary Milkfish Balls” *Journal of Lan-Yang Institute of Technology*, 13, 44-54. (in Chinese)
  8. Chang, Ming-Lan, Yeh, Chia-Sheng, Lin, Yuan-Hui (2014) “An Impact Study of Cinema Consumer’s Satisfaction and Re-visiting Willingness toward Hardware Facilities, Services and Catering” *Hua-Yi Journal of the Social Sciences and The Humanities*, 29, 93-102. (in Chinese)
  9. Yeh, Chia-Sheng, Lin, Yuan-Hui, Lin, Li-Xin, Chi, Suey-Ping (2013) “The Development of mango Cakes and Analysis of Consumer Testing” *Hua-Yi Journal*, 39, 113-122. (in Chinese)
  10. Yeh, Chia-Sheng, Lin, Yuan-Hui, Lin, Yu-Qiao (2013) “Internet Shopping Crisis-Fickle Consumers” *Hua-Yi Journal of the Social Sciences and The Humanities*, 28, 61-73. (in Chinese)
  11. Yeh, Chia-Sheng, Lin, Yuan-Hui, Chen, Chun-An (2013) “Dietary Habits Effect on the Body Mass Index Trends of College Students” *Mackay Journal*, 11, 51-70. (in Chinese)
  12. Chang, Ming-Lan, Yeh, Chia-Sheng, Lin, Yuan-Hui (2013) “Impact o f the Operating Characteristics on Consumer Purchase Intention-A Case Study of Tea Shop Chains” *Hua-Yi Journal of the Social Sciences and The Humanities*, 27, 83-91. (in Chinese)
  13. Yeh, Chia-Sheng, Lin, Yuan-Hui, Chang, Ming-Lan (2012) “A Study of Consumer’s Attitude, Cognitive and Healthy Living Behaviors on Organic Food” *Hua-Yi Journal of the Social Sciences and The Humanities*, 26, 99-106. (in Chinese)
  14. Yeh, Chia-Sheng, Lin, Yuan-Hui, Cheng, Hao and Chi, Suey-Ping (2012) “The Effect of Food and Beverage Sanitation Education on Sanitation Cognition and Behavior” *Hua-Yi Journal of the Social Sciences and The Humanities*, 25, 69-82. (in Chinese)
  15. Chang, Ming-Lan, Yeh, Chia-Sheng, Lin, Yuan-Hui (2011) “An Analysis of Film Viewing Behavior of Student Types of Consumers Upon Chinese Medical University” *Hua-Yi Journal of the Social Sciences and The Humanities*, 24, 125-134. (in Chinese)
  16. Yeh, Chia-Sheng, Tsai, Hung-Ju, Lin, Yuan-Hui, Liang, Jing-Mei, Hsieh, Man-Jun (2011)

“Development and Analysis of No Cholesterol Egg York Cake and Consumer Acceptance Factors” *Hua-Yi Journal of the Social Sciences and The Humanities*, 23, 1-12. (in Chinese)

17. Lu, Yen-Cheng, Shi, Guang-Long, Yeh, Chia-Sheng, (2011) “The Cause of Exercise Albuminuria and Its Influence” *Hua-Yi Journal of the Social Sciences and The Humanities*, 24, 65-73. (in Chinese)

## **Books**

1. Food Supply Chain and Logistics Management, Future Career Publishing Corporation, 2016, ISBN 978-986-5774-63-9.
2. Food & beverage purchasing and supply management, Future Career Publishing Corporation, 2015, ISBN 978-986-5774-49-3.
3. Practical food additive, Wagner Enterprises Ltd., 2014, ISBN 978-986-5828-68-4.
4. The *hygiene and safety of food and beverage, fourth ed.*, Wagner Enterprises Ltd., 2015, ISBN 978-986-362-143-0.
5. *Food hygiene and safety*, Wagner Enterprises Ltd., 2010, ISBN978-986-6335-29-7.

## **Dissertation**

Yeh, Chia-Sheng (1997) “*Antimutagenic Compounds of Psoralea Fruit (Psoralea corylifolia L.) and Their Protection against Oxidative Damage to Primary Rat Hepatocytes,*” Ph.D. Dissertation, National Chung Hsing University.

## **Entrusted Practical Research**

1. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10505 HACCP Foundation Class Counseling Program. 361050146.
2. Yeh, Chia. Sheng. 2016. Advanced Catering Food Safety Training -10504 HACCP Advanced Class Counseling Program. 361050081.
3. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10503 HACCP Foundation Class Counseling Program. 361050045.
4. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10501 HACCP Foundation Class Counseling Program. 361050006.
5. Yeh, Chia. Sheng. 2015. Advanced Catering Food Safety Training -10412 HACCP Advanced Class Counseling Program. 361040510.
6. Yeh, Chia. Sheng. 2015. Catering Food Safety Training -10410 HACCP Foundation Class Counseling Program. 361040466.
7. Yeh, Chia. Sheng. 2015. Advanced Catering Food Safety Training -10409 HACCP Advanced Class Counseling Program. 361040367.
8. Yeh, Chia. Sheng. 2015. Advanced Catering Food Safety Training -10405 HACCP Advanced Class Counseling Program. 361040135.

9. Yeh, Chia. Sheng. 2015. Catering Food Safety Training -10403 HACCP Foundation Class Counseling Program. [361040043](#).
10. Yeh, Chia. Sheng. 2015. Advanced Catering Food Safety Training -10401 HACCP Advanced Class Counseling Program. [361040007](#).
11. Yeh, Chia. Sheng. 2014. Catering Food Safety Training -10310 HACCP Foundation Class Counseling Program. [361030427](#).
12. Yeh, Chia. Sheng. 2014. Advanced Catering Food Safety Training -10308 HACCP Advanced Class Counseling Program. [361030238](#).
13. Yeh, Chia. Sheng. 2014. Catering Food Safety Training -10307 HACCP Foundation Class Counseling Program. [361030307](#).
14. Yeh, Chia. Sheng. 2014. Advanced Catering Food Safety Training – HACCP-0322 Advanced Class Counseling Program. [361030054](#).
15. Yeh, Chia. Sheng. 2014. Catering Food Safety Training -10302 HACCP Foundation Class Counseling Program. [361030030](#).
16. Yeh, Chia. Sheng. 2014. Catering Food Safety Training -HACCP Foundation Class Counseling Program. [361030005](#).
17. Yeh, Chia. Sheng. 2013. Advanced Catering Food Safety Training – HACCP Advanced Class Counseling Program. [361020261](#).
18. Yeh, Chia. Sheng. 2013. Catering Food Safety Training -HACCP Foundation Class Counseling Program. [361020256](#).
19. Yeh, Chia. Sheng. 2013. Advanced Catering Food Safety Training – HACCP Advanced Class Counseling Program. [361020010](#).
20. Yeh, Chia. Sheng. 2013. Plant planning and counseling on education training. [361020021](#).
21. Yeh, Chia. Sheng. 2012. Catering Food Safety Training -HACCP Foundation Class Counseling Program. [361010616](#).
22. Yeh, Chia. Sheng. 2012. Three Diners Restaurant Operation Planning and Education Training Program. [361010490](#)
23. Yeh, Chia. Sheng. 2012. Market research on environmental package of Liquid soaps, solid soap and environmental soap acceptance test. [361000166](#).
24. Yeh, Chia. Sheng. 2011. Analysis of sensory evaluation of Café latte. [361000116](#)

## **Grants**

1. Southern Taiwan University, “The Development of Traditional Chinese Medicine kimchi and Antioxidative Activity,” 2010/1-2010/10.
2. National Science Council plans to college students, No: 98-2815-C-218-035-E, “The Development of Healthy Pumpkin Cake and Consumer Behavior ,” 2009/7 - 2010/2.

3. Chinese Management Association, No: 320970197, "Effect of Soaking Time on the Functional Impact of Plum Vinegar" 98/5-98/8.
4. National Animal Industry Foundation, No: NAIF097050289, "Taiwan's duck export target market and the related study of marketing strategies" 97/7-97/12.
5. Ministry of Education, No: F-17-012, "To Improve the Quality Control of Meat Product Manufacturing" 97/6-98/1.
6. Chinese Management Association, "Plan of Coaching Coffee Shop Supervisor in DongShan to Manage a Restaurant" 97/5-97/5.

### **Honors and Awards**

- *Excellent paper*, Effects of Sports Drinks Supplemented by Different Strength Training on Serum Biochemical and Uric Acid Changes of Judo Athletes, 2016 Health and Management Symposium: Health Services, 2016.
- *Excellent paper*, Study on the correlation between serum biochemical testosterone levels and exercise capacity in competitive judo athletes" International Symposium on Health and Management, Tainan, 2015.
- *Excellent paper*, Reflecting on Oil Storm - Development of Duck Oil, Technical College Student Practice Special Topic Competition and Exhibition, 2015
- *Excellent paper*, Information design application and Sightseeing Sports and Leisure Practice Theme Competition, 2014
- *Second place of Excellent paper*, CIIP International Certification Center, 2014.
- *Excellent paper*, The product of the escape frame - a new type of mango crisp, 2012 The 15th National Business Management Practice Contest, 2012
- *Excellent paper*, Hospitality Group of Students of Vocational Learning Satisfaction Study - Chiayi Area as an Example, The second session of the Hospitality Management academic and practical workshops, 2011.
- *Service-learning Outstanding Teachers*, Southern Taiwan University, 2010.
- *Outstanding Instructor*, Southern Taiwan University, 2010.

### **Professional Certifications**

- Food technician, (2012)(1) No000085, *The Examination Yuan of ROC*.
- *Category C of Bartending*, No: 003928, *Bureau of Labor*, 2002/8.
- *International Introductory Award in Conflict Handle*, No: 606011736/260, City & Guilds Association, London, UK, 2010/7.
- *International Introductory Award in Customer Service*, No: 606011736/1710, City & Guilds Association, London, UK, 2010/7.
- *International Introductory Award in Selling*, No: 606011736/1160, City & Guilds Association, London, UK, 2010/7.