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Education

- Doctor of Philosophy (Ph.D.), Hospitality & Tourism Management with emphasis on hospitality and tourism marketing, 2002
Purdue University, West Lafayette, IN, USA.
- Master of Science (MSc), in Restaurant, Hotel & Institutional Management, 1994
Purdue University, West Lafayette, IN, USA.
- Hospitality Management Diploma, the Educational Institute of the American Hotel & Motel Association (EI of AH&MA), 1991
Asian Hospitality Institute, Taipei, TAIWAN.
- Bachelor of Science (BSc) in Life Science (formerly, Biology), 1987
Tunghai University, Taichung, TAIWAN.

Area of Specialty

Restaurant & Hotel Management, Hospitality Management, Tourism Management

Academic Experience

- Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology (STUST), Tainan, TAIWAN, 09/2012~Present
- Visiting Professor, Tourism College, Beijing Union University, Beijing, CHINA, 05/2012~08/2012
- Visiting Chair Professor, Department of Tourism & Hospitality Management, Tamkang University, Lanyang Campus, TAIWAN, 06/2012
- Associate Professor (tenured), School of Tourism & Hospitality Management, Temple University, Philadelphia, PA, USA., 07/2006~08/2012
- Visiting Professor, Department of Tourism & Hospitality Management, Tamkang University, Lanyang Campus, TAIWAN, 05/2010~06/2010
- Visiting Associate Professor, School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hong Kong, SAR, CHINA, 03/2008~05/2008
- Visiting Associate Professor, Tourism & Hospitality Management Program, Temple University Japan (TUJ), Tokyo, JAPAN, 05/2007~08/2007

- Assistant Professor, School of Tourism & Hospitality Management, Temple University, Philadelphia, PA, USA., 08/2000~06/2006
- Instructor (functioned with full responsibilities for course teaching), Department of Restaurant, Hotel, Institutional & Tourism Management, Purdue University, West Lafayette, IN, USA., 01/1998~05/2000
- Doctoral Student and Teaching Assistant, Department of Restaurant, Hotel, Institutional & Tourism Management, Purdue University, West Lafayette, IN, USA., 08/1997~12/1997
- Ace Dencan Fellow (Doctoral Student) and Research Assistant, Hospitality Administration Program, University of Nevada at Las Vegas, Las Vegas, NV, USA., 06/1995~05/1997

Working Experience

- Research Manager, USA Center of the WHATT (Worldwide Hospitality and Tourism Trends) Project, commissioned by the HCIMA (Hotel Catering & Institutional Management Association, UK.), Supervised by Dr. John T. Bowen, University of Nevada at Las Vegas, NV, USA., 01/1996~05/1997
- Special Assistant to Chairman, responsible for handling Chairman's private matters, Asian Hotel Management (AHM) Consulting Company, Taipei, TAIWAN, 03/1991~03/1992
- Foreign Account Representative, responsible for handling corporate contracts with Western Companies at Taipei, Sales & Marketing Department, The Ambassador Hotel, Taipei, TAIWAN, 07/1990~02/1991
- Research Assistant of the National Science Council, Taiwan, Laboratory of Virology, Department of Medical Research and Education, The Veterans General Hospital, Taipei, TAIWAN. Supervised by Dr. Chi-Kuan "Albert" Ho., 08/1989~07/1990

Publications

Journal Articles (in refereed academic journals):

1. Xie, K., Xiong, L., Chen, C. C., & Hu, C. (2015). Understanding active loyalty behavior in hotel reward programs through customers' switching costs and perceived program value. *Journal of Travel & Tourism Marketing*, 32(3), 308-324. doi: 10.1080/10548408.2014.896767 【SSCI】.
2. Li, Y., Hu, C., Huang, C., & Duan, L. (2014). The concept of smart tourism under the context of tourism information service (in Chinese). *Tourism Tribune*, 29(5), 106-115. doi: 10.3969/j.issn.1002-5006.2014.05.0111 【中文社會科學引文索引(CSSCI)】
3. Xiong, L., King, C., & Hu, C. (2014). Where is the love? Investigating multiple membership and hotel customer loyalty. *International Journal of Contemporary Hospitality*

Management, 26(4), 572-592. doi: 10.1108/IJCHM-03-2013-0141 【SSCI】 2015
Emerald Literati Awards for Excellence Winners (Outstanding Paper Award)

4. Liu, M., Liu, C., & Hu, C. (2013). Tourism ecological compensation: Connotation and related scientific issues. *Tourism Tribune*, 28(2), 52-59. doi: 10.3969/j.issn.1002-5006.2013.02.005 【中文社會科學引文索引(CSSCI)】
5. Heo, C. Y., Lee, S., Mattila, A. S., & Hu, C. (2013). Restaurant Revenue Management: Do perceived capacity scarcity and price differences matter? *International Journal of Hospitality Management*, 35(4), 316-326. doi: 10.1016/j.ijhm.2013.05.007 【SSCI】
6. Liu, A., Hu, C., Liu, M., Deng, Z., & Yao, C. (2013). Soundscape and its application in research of tourism geography: A new perspective. *Geographical Research*, 32(6), 1132-1142. doi: 10.11821/yj2013060017 【中國科學引文資料庫(CSCD - 2008)】
7. Lee, W., Xiong, L., & Hu, C. (2012). The effect of Facebook users' arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model. *International Journal of Hospitality Management*, 31(3), 819-827. doi: 10.1016/j.ijhm.2011.09.018 【SSCI】
8. Singh, N., & Hu, C. (2012). The role of incongruity and involvement in destination print advertising. *Asia Pacific Journal of Tourism Research*, 17(4), 432-450. doi: 10.1080/10941665.2011.627351 【SSCI】

Conference Papers (Peer-Reviewed):

1. Hsieh, C. H., & Hu, C. (2016). Consumer environmental perception value, feeling close to nature, behavior and awareness affect the willingness to stay in green hotels. Article #: 05-03-23-19-27-76 presented in the 2016 Conference on Health and Management: Health Services, May 12, held in the Chung Hwa University of Medical Technology, Tainan City, Taiwan. (Domestic)
2. Hsu, C. R., & Hu, C. (2014). Investigating online consumers' understanding of green concepts and their willingness to patron green restaurants. Presented in the 2014 Conference on Innovation in Hospitality, Tourism Services and Management, December 11, held in the Taoyuan Innovation Institute of Technology, Taoyuan City, Taiwan. (Domestic)
3. Xiong, L., & Hu, C. (2012). Who broke the loyalty reward promise? Investigating members' reward redemption behaviors in hotel loyalty programs. In J. Beck (Ed.), *Proceedings of the Annual I-CHRIE Summer Conference & Marketplace*, August 1-4, Providence, RI, USA. Richmond, VA: International CHRIE. (International)
4. Xiong, L., Zhang, X., & Hu, C. (2012). Sustainable development for Chinese urban heritage

tourism: Insights from travelers in Shanghai. In L. Xiang (Ed.), *Proceedings of the 43rd Annual International Conference of the Travel and Tourism Research Association*, June 17-19, Virginia Beach, VA. Whitehall, MI: Travel and Tourism Research Association (TTRA). (International)

5. Xiong, L., Zhang, X., & Hu, C. (2012). Harmonizing heritage preservation and tourism development: Travelers' perspectives on Chinese urban heritage tourism. In B. Ayoun (Ed.), *Proceedings of the 17th Annual Graduate Student Research Conference in Hospitality and Tourism*, January 5-7, Auburn, AL. Auburn, AL: Auburn University. (International)

Dissertation:

- Doctor of Philosophy (Ph.D. Dissertation): Advanced tourism demand forecasting: Artificial neural network and Box-Jenkins modeling, 510ps.

Honors and Awards

1. 2015 Emerald Literati Awards for Excellence Winners 【Outstanding Paper Award: Where is the love? Investigating multiple membership and hotel customer loyalty. *International Journal of Contemporary Hospitality Management*, 26(4), 572-592.】 Emerald Group Publishing Limited, Bingley, United Kingdom.

Academic and Professional Service

1. 05/2014~04/2017 Board Member of Asia-Pacific CHRIE (Council on Hotel, Restaurant, and Institutional Education).
2. 11/2016~ Expert Committee Member of the Yunlin-Chiayi-Tainan Regional Branch, Consumers' Foundation, Chinese Taipei, Taiwan.
3. 03/2014~ Expert participation, Committee Meeting on Professional Career Choice Selection, Yunlin-Chiayi-Tainan Regional Branch, Workforce Development Agency, Ministry of Labor, Tainan City, Taiwan.