

Clark Hu (胡中州)

Department of Hospitality Management
Southern Taiwan University of Science and
Technology
No. 1, Nan-Tai Street, Yung Kang Dist., Tainan City
71005, Taiwan

Office T1234
☎ +886-6-2533131 ext.
8434
📠 +886-6-3010978
✉ clarkhu@stust.edu.tw



Education

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

Area of Specialty

- Hospitality Management
- Tourism Management
- Knowledge Management

Academic Experience

- Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology (STUST), Tainan, TAIWAN, 09/2013~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

Journal Papers

1. Liu, K.-N., & Hu, C. (2022). Critical success factors of green hotel investment in Taiwan. *International Journal of Contemporary Hospitality Management*, 34(3), 951-971. <https://doi.org/https://doi.org/10.1108/IJCHM-03-2021-0368> 【SSCI】

2. Liu, K.-N., & Hu, C. (2022). The incorporation of Mainland Chinese tourists' experiences into the Taiwan hotel branding process. *Asia Pacific Journal of Marketing and Logistics*, 34(7), 1368-1391. <https://doi.org/10.1108/APJML-01-2021-0059> 【SSCI】
3. Liu, K.-N., & Hu, C. (2021). Investigating the Impacts of Hotel Brand Experience on Brand Loyalty: The Mediating Role of Brand Positioning. *International Journal of Hospitality & Tourism Administration*, In press. <https://doi.org/10.1080/15256480.2021.1905585> 【ESCI】
4. Prompreing, K., & Hu, C. (2021). The role of knowledge-sharing behaviour in the relationship between the knowledge creation process and employee goal orientation. *International Journal of Business Science and Applied Management*, 16(2), 46-63.
5. Prompreing, K., & Hu, C. (2021). Knowledge management in hospitality business in terms of entrepreneur goal orientation. *Review of Integrative Business and Economics Research*, 10(3), 18-38. http://buscompress.com/uploads/3/4/9/8/34980536/riber_10-3_02_m20-301_18-38.pdf
6. Liu, K.-N., Tsai, T.-I., Xiao, Q., & Hu, C. (2020). The impact of experience on brand loyalty: Mediating effect of images of Taiwan hotels. *Journal of China Tourism Research*, 16(4), 1-20. <https://doi.org/10.1080/19388160.2020.1777238> 【ESCI】
7. Liu, K.-N., Tsai, T.-I., Xiao, Q., & Hu, C. (2020). Brand knowledge and non-financial brand performance in the green restaurants: Mediating effect of brand attitude. *International Journal of Hospitality Management*, 89, 102566. <https://doi.org/10.1016/j.ijhm.2020.102566> 【SSCI】

Conference Papers

1. Prompreing, K., & Hu, C. (2020). The regional perceptions of impacts for Thai domestic tourism during COVID-19 outbreak in terms of general impact, attitude and preference, hygiene, and safety. Presented in the International Postgraduate Symposium in Tourism and Hospitality (IPSTH 2020), November 21, co-organized by the National Kaohsiung University of Hospitality & Tourism, Kaohsiung, Taiwan, and the UCSI University, Kuala Lumpur, Malaysia. (International)
2. Prompreing, K., & Hu, C. (2018). Thai tourists' travel motivation at the Rim Moei Market, Tak Province, Thailand. Presented in the TRMC 2018: Tourism and Retail Management Conference, December 3-4, held in the Institute for Tourism Studies, Macao, China. (International)
3. Prompreing, K., & Hu, C. (2018). Knowledge management of small and medium enterprises: Focusing on hospitality business industry to become sustainable. Presented in the 14th International Conference on Knowledge-Based Economy and Global Management, November 8-9, held in the Southern Taiwan University of Science and Technology, Tainan, Taiwan. (International)
4. Wu, H. C., & Hu, C. (2018). Examining the effects of interactions between customers and service staff on repurchase intention at Bistros in Southern Taiwan. (探討服務人員與顧客互動對再購意願之影響—以台南、高雄餐酒館為例 in Chinese). Presented in the 2018 Symposium of the Department of Leisure, Recreation, and Tourism Management at the Southern Taiwan University of Science and Technology (STUST), May 26, held in STUST, Tainan, Taiwan. (Domestic)
5. Yen, C. Y., & Hu, C. (2018). Studying employee turnover intention in the chain beverage industry in Tainan, Taiwan. (台南地區連鎖飲料業從業人員離職傾向之研究 in Chinese). Presented in the 2018 Symposium of the Department of Leisure, Recreation, and Tourism Management at the Southern Taiwan University of Science and Technology (STUST), May 26, held in STUST, Tainan, Taiwan. (Domestic)
6. Paradzik, A., & Hu, C. (2017). Conceptualization of gastronomical multisensory human-food interaction. Presented in the First Global Congress on Special Interest Tourism & Hospitality, June 24-26, held in the Ritsumeikan Asia Pacific University (APU), Beppu, Japan. (International)

Dissertation

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

Professional Certifications

- R.O.C Foreign Language Tour Guide Certificate (2019), Certificate (108)專普領字 No.003667.

Professional Experience

1. 01/1996~05/1997 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.
2. 03/1991~03/1992 Special Assistant to Chairman, responsible for handling Chairman's private matters, Asian Hotel Management (AHM) Consulting Company, Taipei, TAIWAN.
3. 07/1990~02/1991 Foreign Account Representative, responsible for handling corporate contracts with Western Companies at Taipei, Sales & Marketing Department, The Ambassador Hotel, Taipei, TAIWAN.
4. 08/1989~07/1990 Research Assistant of the National Science Council, Taiwan, Laboratory of Virology, Department of Medical Research and Education, The Veterans General Hospital, Taipei, TAIWAN.

Entrusted Practical Projects

- Hu, C. 2019. Consultation for Preparing the Changchun Healthy Vegetarian Restaurant Management Manual. 37001080378.

Honors and Awards

- 【IPSTH 2020 Full-study Best Paper Award】 Prompreing, K., & Hu, C. (2020). The regional perceptions of impacts for Thai domestic tourism during COVID-19 outbreak in terms of general impact, attitude and preference, hygiene, and safety. Presented in the International Postgraduate Symposium in Tourism and Hospitality (IPSTH 2020), November 21, co-organized by the National Kaohsiung University of Hospitality & Tourism, Kaohsiung, Taiwan, and the UCSI University, Kuala Lumpur, Malaysia.