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### 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

### Publications

#### Journal Papers

1. Li, Y., Hu, C., Huang, C., & Duan, L. (2017). The concept of smart tourism in the context of tourism information services. *Tourism Management*, 58(2), 293-300. doi:

- 10.1016/j.tourman.2016.03.014 【SSCI】
2. 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】
  3. Li, Y., Hu, C., Huang, C., & Duan, L. (2014). 旅遊資訊服務視閾下的智慧旅遊概念探討 (in Chinese). *Tourism Tribune 旅遊學刊*, 29(5), 106-115. doi: 10.3969/j.issn.1002-5006.2014.05.0111 【Chinese Social Science Citation Index (CSSCI) 中文社會科學引文索引】
  4. 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)
  5. Liu, M., Liu, C., & Hu, C. (2013). Tourism ecological compensation: Connotation and related scientific issues. (旅遊生態補償：內涵探討與科學問題 in Chinese). *Tourism Tribune 旅遊學刊*, 28(2), 52-59. doi: 10.3969/j.issn.1002-5006.2013.02.005 【Chinese Social Science Citation Index (CSSCI) 中文社會科學引文索引】
  6. 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】
  7. Liu, A., Hu, C., Liu, M., Deng, Z., & Yao, C. (2013). Soundscape and its application in research of tourism geography: A new perspective. (聲景學及其在旅遊地理研究中的應用 in Chinese). *Geographical Research 地理研究*, 32(6), 1132-1142. doi: 10.11821/yj2013060017 【Chinese Science Citation Database 中國科學引文資料庫 (CSCD - 2008)】

#### Conference Papers

1. 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)
2. 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)
3. 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)
4. 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)
5. 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)
6. Paradzik, A., & Hu, C. (2016). R&D Intensity as a Building Block of Economic Complexity Index. Presented in the 12th International Conference on Knowledge-Based Economy and Global Management, November 17-18, held in the Southern Taiwan University of Science and Technology, Tainan, Taiwan. (International)
7. 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)

8. 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)

#### **Dissertation**

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

#### **Books**

#### **Professional Certifications**

#### **Professional Experience**

#### **Grants**

#### **Entrusted Practical Projects**

#### **Honors and Awards**

- 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.