

姓名/職稱	
胡中州/教授	
教學科目&主要專長研究領域與產學領域	
知識管理 (英語授課)、策略管理 (英語授課)、人力資源管理、網路行銷、國際禮儀、統計學、研究方法	
教育程度	
學歷	學校/系/所
哲學博士	美國普渡 (Purdue) 大學西拉法葉主校區 餐旅與觀光管理學研究所
科學碩士	美國普渡 (Purdue) 大學西拉法葉主校區 餐飲、酒店、機構與觀光管理學研究所
理學士	臺灣東海大學 生物學系
餐旅管理文憑 (Hospitality Management Diploma)	美國酒店與汽車旅館協會教育學院 (EI of AH&MA)
學校經歷	
服務單位	擔任職位
臺灣南臺科技大學 商管學院餐旅管理系	教授 (專任)
美國天普 (Temple) 大學 觀光與餐旅管理學院	副教授、助理教授 (專任)
臺灣淡江大學蘭陽校園 國際觀光學系	
中國北京聯合大學 旅遊學院	講座教授 (兼任)
中國香港理工大學 酒店及旅遊管理學院	名譽客座教授 (兼任)
美國天普 (Temple) 大學 日本東京分校	客座副教授 (兼任)
美國普渡 (Purdue) 大學 餐飲、酒店與機構管理學系	客座副教授 (兼任) 講師 (兼任)
美國內華達大學拉斯維加斯分校 (UNLV) 酒店行政管理學院	鄧肯學者 (Dencan Fellowship Recipient)
餐旅相關工作經驗&餐旅相關服務	
Journal of Hospitality and Tourism Technology 【SSCI, ISSN 1757-9880】	編委會委員
美國內華達大學拉斯維加斯分校 (UNLV) 酒店行政管理學院	HCIMA (英國酒店餐飲和機構管理協會) 委託研究專案經理
臺灣亞洲酒店管理顧問公司(臺北市)	董事長特助
臺灣臺北國賓大飯店業務部	外國客戶銷售代表
餐旅相關專業證照	
 中華民國外語領隊人員 (英語) 考試院考試及格 	

研究計畫案/產學合作計劃案/其他計劃案

✚ 長春健康素食自助餐管理手冊 產學合作案 37001080378

餐旅相關著作/專利

著作

期刊論文

- ✚ 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>
- ✚ Liu, K.-N., & Hu, C. (2021). The incorporation of Mainland Chinese tourists' experiences into the Taiwan hotel branding process. *Asia Pacific Journal of Marketing and Logistics*, In press. <https://doi.org/https://doi.org/10.1108/APJML-01-2021-0059>
- ✚ 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>
- ✚ 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
- ✚ Prompreing, K., & Hu, C. (2021, April 15, 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. <https://www.business-and-management.org/papers/the-role-of-knowledge-sharing-behaviour-in-the-relationship-between-the-knowledge-creation-process-and-employee-goal-orientation/148/>
- ✚ 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>
- ✚ 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 [Research Article]. *Journal of China Tourism Research*, 16(4), 1-20. <https://doi.org/10.1080/19388160.2020.1777238>
- ✚ Li, Y., Hu, C., Huang, C., & Duan, L. (2017, February). The concept of smart tourism in the context of tourism information services. *Tourism Management*, 58(2), 293-300. <https://doi.org/10.1016/j.tourman.2016.03.014>
- ✚ 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. <https://doi.org/10.1080/10548408.2014.896767>
- ✚ 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. <https://doi.org/10.1108/IJCHM-03-2013-0141>

研討會論文

- ✚ Prompreing, K., & Hu, C. (2020, November 21). The regional perceptions of impacts for Thai domestic tourism during COVID-19 outbreak in terms of general impact, attitude and preference, hygiene, and safety. [Full-study Competition Best Paper Award]. the International Postgraduate Symposium in Tourism and Hospitality (IPSTH 2020) co-organized by the National Kaohsiung University of Hospitality & Tourism, Kaohsiung, Taiwan, and the UCSI University, Kuala Lumpur, Malaysia. (International)
- ✚ Prompreing, K., & Hu, C. (2018). Influences of Thai Tourists' Motivation on Their Travelling at the Rim Moei Market, Tak Province, Thailand. Presented in the 2018 TRMC (Tourism and Retail Management Conference), December 3-4, held in the Institute for Tourism Studies (IFT), Macao, SAR, China. (International)
- ✚ 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)
- ✚ Wu, A., & Hu, C. (2018). Examining the Effects of Interactions between Customers and Service Staff on Repurchase Intention at Bistros in Southern Taiwan. Presented in the 2018 Academic Conference of STUST Department of Leisure, Recreation, and Tourism Management, May 26, held in the Southern Taiwan University of Science and Technology, Tainan, Taiwan. (Domestic)
- ✚ Yan, E., & Hu, C. (2018). Studying Employee Turnover Intention in the Chain Beverage Industry in Tainan, Taiwan. Presented in the 2018 Academic Conference of STUST Department of Leisure, Recreation, and Tourism Management, May 26, held in the Southern Taiwan University of Science and Technology, Tainan, Taiwan. (Domestic)
- ✚ 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)
- ✚ 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)

榮耀事蹟

- ✚ 除了在許多國際學術會議上發表其研究成果的論文，在最具權威的國際酒店、餐飲機構教育理事會 (International Council on Hotel, Restaurant & Institutional Education, I-CHRIE) 的年度會議上,他曾三度獲得市場行銷和科技領域的“最佳論文獎”。

- ✚ 曾任國際旅行與旅遊教育家學會（International Society of Travel and Tourism Educator, ISTTE）的理事成員與 I-CHRIE 亞太分會（APac-CHRIE）的理事成員。
- ✚ Dr. Hu has been ranked TOP 50 in Hospitality Research category and TOP 100 in Hospitality & Tourism Combined Research category in the world. See Park, K., Phillips, W. J., Canter, D. D., & Abbott, J. (2011). Hospitality and tourism research rankings by author, university, and country using six major journals: The first decade of the new millennium. *Journal of Hospitality & Tourism Research*, 35(3), 381-416. doi: 10.1177/1096348011400743. (Available <http://jht.sagepub.com/content/early/2011/03/12/1096348011400743>)
- ✚ 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.