

Liu, Kuo-Ning (劉國寧)

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

Office T1245-2
☎ 886-6-2533131 ext. 8494
🏠
✉ kenliu55@stust.edu.tw

Education

- Doctor of Hotel and Tourism Management (D.HTM), The Hong Kong Polytechnic University, Hong Kong
- Master of Science (MSc) in Technology Management, University of South Australia, Australia
- DIPLOMA in Hotel Management, Cesar Ritz Hotel School, Switzerland

Area of Specialty

- Hotel & Restaurant Design & Development
- Hotel Service Innovation
- Hotel Brand experience Management
- Academic Experience
- Assistant Professor, Department of Hospitality Management, Southern Taiwan University of Science & Technology , 2014 / 8 to present.
- Publications
- Journal Paper:
 1. Song, H., Liu, K.N., Huang, Y.T. (2016). Understanding Mainland Chinese Tourists' Motivation and Constraints of Visiting Taiwan. *Journal of China Tourism Research*, 12(3-4), 394-413.

Academic Experience

- Assistant Professor, Department of Hospitality Management, Southern Taiwan University of Science & Technology , 2014 / 8 to present.

Journal Papers

1. Liu, KN., & 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.
2. Liu, KN., Hu, C., Lin, Mc., Tsai, T.I., Xiao, Q. (2020). Brand knowledge and non-financial brand performance in the green restaurants: Mediating effect of brand attitude. *International Journal of Hospitality Management*
3. 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*.
4. Song, H., Liu, K.N., Huang, Y.T. (2016). Understanding Mainland Chinese Tourists' Motivation and Constraints of Visiting Taiwan. *Journal of China Tourism Research*,

Conference Papers

1. Liu, K.N. (2019). The study on the relationship between store background music, customer affect and customer satisfaction -case study in coffee shop
2. Liu, K.N. (2018). The study of the relationship between brand attitude and non-financial brand performance in the green restaurants
3. Liu, K.N. (2018). The mediating Effect of the Customer Affect on the Relationship between Restaurant Physical Environment and Customer Satisfaction-Case Study in Casual Restaurants. APacCHRIE Conference May 31-June 2, Guangzhou, China.
4. Liu, K.N. (2017). The mediating effect of brand attitude on the relationship between brand image and non-financial brand performance. APacCHRIE Conference, May 31-June 2, Bali,

Indonesia.

5. Liu, K.N. (2016). The Moderating Role of Waiting Time on the Impact of Customer Emotion on Customer Satisfaction in the Casual Restaurants. APacCHRIE Conference, May 11-13, Bangkok, Thailand.

Dissertation

- The moderating role of brand experience on the relationship between hotel brand positioning and brand performance (D.HTM)

Professional Certifications

1. International Certification Center: Meeting and Exhibition Event Management Supervisor (2018)
2. City & Guilds: International Introductory Award in Selling (2017)
3. Chinese HACCP Association: Food & Beverage Purchasing Management Supervisor (2015)
4. ICPCO: International Conference Organizer (2006)
5. Chinese Industry Safe & Hygiene Association: Safety and Hygiene Management Supervisor (2000)
6. City & Guilds: Food & Beverage Service (1996)
7. Institution Hotelier" Cesar Ritz": Tableside Cooking & Carving Course (1995)

Professional Experience

1. 2013-2014 Executive Vice President, Royal Leo Hotel & Restaurant Management, Shanghai, China
2. 2012-2013 Project Assistant General Manager, Inno Hospitality Consultant Group, Taipei, Taiwan
3. 2011-2011 Assistant Food & Beverage Director, Crowne Plaza Hotel E-Da World, Kaohsiung, Taiwan
4. 2008-2009 Resident Manager, Wei Yet Grand Hotel, Tainan, Taiwan
5. 2007-2008 Resident Manager, Wei Yet Grand Hotel, Tainan, Taiwan
6. 2004-2007 Restaurant Manager, Ambassador Hotel, Kaohsiung, Taiwan
7. 2001-2004 Banquet Manager, Landis Yoho Beach Resort, Kenting, Taiwan
8. 2000-2001 Banquet Manager, Landis Yoho Beach Resort, Kenting, Taiwan
9. 1996-1999 Management Trainee & Restaurant Manager, Howard Plaza Hotel, Taipei & Kaohsiung, Taiwan
10. 1999-2000 Restaurant Manager, Splendor Hotel , Kaohsiung, Taiwan

Entrusted Practical Projects

1. Liu, K.N. 2019. Restaurant Management Strategy. 37001080019
2. Liu, K.N. 2017. Restaurant Branding Analysis. 361060485
3. Liu, K.N. 2016. Restaurant Operation and Service Quality Improvement Program-1. 361050331
4. Liu, K.N. 2016. Restaurant Operation and Service Quality Improvement Program-2. 361050409