

## ShuYun Cheng (鄭淑勻)

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### Education

- \* Ph. D., Family Consumer Sciences and Education, Major: Hospitality Management, Texas Tech University, Lubbock, Texas, 2005/5
- \* Master, Department of Hospitality Management, Florida International University, Miami, Florida, 1999/12

### Area of Specialty

- Hospitality Education, Consumer Behavior, Hospitality Marketing, Human Resource Development, Heritage Tourism

### Academic Experience

- \* Associate Professor, Department of Hospitality Management, Southern Taiwan University, 2014/9-Current
- \* Assistant Professor, Department of Hospitality Management, Southern Taiwan University, 2008/8-2014/8
- \* Assistant Professor, Department of Tourism and Hotel Management, Kang-Ning University, 2005/8-2008/7
- \* Teaching Assistant, Department of Education, Nutrition Restaurant/Hotel Management, Texas Tech University, 2002/8-2003/7

### Conference Papers

1. Cheng, S. Y., Yang, T. C., Lin, Y. C., Lin, C. Y., Shan, C. (2018). Exploring the old houses success of critical key factors. 15th Service Management and Innovation Conference, May 17, Tainan, Taiwan.
2. Tung, T. S., Cheng, S. Y. (2018). Exploring the relationship among resilience, transformational leadership, and burnout for hospitality employees. 15th Service Management and Innovation Conference, May 17, Tainan, Taiwan.
3. Cheng, S. Y., Chen, T. S. (2018). The earth doesn't cry: the effect of green advertisement to purchase intention. The Southern University of Science and Technology's Leisure Department Conference, May 26, Tainan, Taiwan.
4. Cheng, S. Y., Yu, P. S., Lee, M. O. (2018). The effect of sanitation recognition and perceived value toward special designed drink's purchase intention: The viewpoint of college Students. 15th Service Management and Innovation Conference, May 17, Tainan, Taiwan.
5. Cheng, S. Y., Chen, T. S., Wu, T. Y., Chen, T. Y., Wang, C. H., Lai, P. S. (2017). Investigating the effects of conformity characteristics on green recognition. 2017 Tourism and Leisure Management Conference. May 03, Taichung, Taiwan.
6. Cheng, S. Y., Chien, G. C. L. (2017). The study of the relationship between experiential marketing, brand, and brand loyalty. 2017 Culture and Leisure Conference, May 15, Tai-Tung, Taiwan.
7. Cheng, S. Y., Chien, G. C., Chen, N. Y. (2016). The relationship between work satisfaction and expatriate willingness in the hospitality Industry: The mediating effect of organizational commitment. 2016 Hospitality and Culinary Innovation Conference, June 4, Taipei, Taiwan.

### **Dissertation**

- \* Doctor of Philosophy (Ph.D. Dissertation): An evaluation of heritage tourism interpretation services in Taiwan.

### **Books**

1. Cheng, S. Y. et al. (2011). Hospitality Human Resource Management: Compensation Management (Chapter 8), Taichung City, Taiwan: Wagner Publishing Co. ISBN: 978-986-6155-06-6
2. Chien, G., and Cheng, S. Y. (2009). Lodging Management Program (Year 2), Taichung City, Taiwan: Chi-Kuo Innovation Intl' Co. ISBN: 9789868326156
3. Chien, G., and Cheng, S. Y. (2007). Lodging Management Program (Year 1), Taichung City, Taiwan: Chi-Kuo Innovation Intl' Co. ISBN: 978-986-84229-1-9

### **Professional Certifications**

1. WSET Level 2 in Wines and Spirits, November, 2018.
2. WSET Level 1 in Wines and Spirits, November, 2017.

### **Entrusted Practical Projects**

1. Cheng, Shu-Yun (2018). Restaurant Operation, Marketing, and Japanese Training Session 37001070067
2. Cheng, Shu-Yun (2019). Restaurant Operation Counseling, Service Quality Improvement, and Hospitality Japanese Training Project 37001080085
3. Cheng, Shu-Yun (2020). Restaurant Trends and Case study, Service quality and Japanese 37001090062