

## HSU-I HUANG (黃旭怡)

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

Office T605-9  
☎ 886-6-2533131 ext.4929  
📠 886-6-301-0978  
✉  
sunny@mail.stust.edu.tw 、  
888sunny@gmail.com



### Education

- Ed.D, Educational Leadership in Human Resource Training & Development, Idaho State University. Pocatello, ID, 2005/05.
- Master, Department of Hospitality Administration, Johnson & Wales University, Providence, R.I., 1995/05.
- A.S. Culinary Arts, Johnson & Wales University, Providence, R.I., 1995/05.
- Bachelor, Applied Life Science, Fu Jen Catholic University, 1992/06.

### Area of Specialty

- Restaurant Management, Hotel Management, Culinary Arts, Food and Culture, Western and Chinese Cuisine, Baking and Pastry, Restaurant Marketing, Hospitality Human Resource Management, Mixology, Food Product development, Restaurant Planning and development.....

### Academic Experience

- Department Chairperson, Department of Hospitality Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan, Sept. 2007- July 2018
- Full Time Associate Professor, Department of Hospitality Management. Sept. 2007- Present.
- Full Time Assistant Professor, Department of Leisure, Recreation, & Tourism Management & Graduate Institute of Leisure, Recreation, and Tourism Management, School of Management. Southern Taiwan University of Science and Technology, Tainan, Taiwan. Aug. 2005-Jan. 2006
- Full Time Instructor, Department of Leisure, Recreation, & Tourism Management, School of Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan. Aug. 2000-July 2005.
- Full Time Instructor, Department of Home Economics, Tainan Woman's college of Technology (updated name is Tainan University of Technology), Tainan, Taiwan. Aug. 1995-July 2000.
- Part Time Instructor, Department of Hotel and Restaurant Management in Chun Hua University, Taiwan. Courses taught: Banquet Management, Hospitality Management, and Marketing in Hospitality Industry. Aug. 1998-Aug. 1999
- Part Time Instructor, Department of Nursing, I-Su University, Taiwan Courses taught: Business Etiquette. Sept.1998- Jan. 1999.

### Publications

1. Refereed Journal Papers:
2. 林美蘭,陳欣憲,陳淑玲,黃旭怡 (2019)線上訂餐系統之服務品質對消費者滿意度、忠誠度之影響-以使用經驗為干擾變數, 南臺學報社會科學類 (June,2019).
3. Shy-Jen Guo, Chung-Hsien Tsai, Francis Mou-Te Chang, Hsu-I Huang, (2008) ,The Study of Questioning Skills on Teaching Improvement, The International Journal of Learning, Volume 14, Issue 8, pp.141-146.
4. Sheely, A., Chen McCain, S. L. ,Huang, H. I., (2007). Retirement Resorts: Service Quality and its Effects on Satisfaction and Word-Of-Mouth Behavior. The Consortium Journal of Hospitality and Tourism, Volume 12, Issue 1, 2007. Hospitality Management Consortium, Glen Allen, Virginia, U.S.A.
5. Huang, Hsu-I, (2006). Personality Traits Reflects Employee Job Attitudes at Workplace.

Accepted by the Consortium Journal of Hospitality and Tourism, Volume 10, Issue 1, 2006.  
Hospitality Management Consortium, Glen Allen, Virginia, U.S.A.

6. Huang, Hsu-I, (2006). Understanding culinary arts workers: Locus of control, job satisfaction, work stress and turnover intention. Journal of Foodservice Business Research. Haworth Press.
7. Huang, Hsu-I, (2005). Does personality predict employee job satisfaction, work stress, turnover intention and preferred motivators? Evidence from employees in international tourist hotels in Taiwan. Accepted by International Journal of Knowledge, Culture and Change in Organizations. Common Ground
8. Publication, (5), Melbourne, Australia.
9. Huang, Hsu-I, Mathews, J. G. (2005). Investigation of the relationship between employee personality traits and preferred organizational cultures in the hospitality industry in Taiwan. Accepted by International Journal of knowledge, Culture and Change in Organizations. Common Ground Publication, (5), Melbourne, Australia.
10. Huang, Hsu-I, Kolody, R. C. (2005). How personality reflects employee preferred learning strategies and preferred motivators? A study of employees in international tourist hotels in Taiwan. Accepted by the 12th International Journal of Learning, Common Ground Publication, Melbourne, Australia.

#### Journal Papers

1. The impact of the service quality of the online ordering system on consumer satisfaction and loyalty-using experience as an interference variable, Southern Taiwan University of Science and Technology Academic Journal
2. The relationship of service quality, customer satisfaction and loyalty through on-line reservation, (June, 2019)
- 3.
- 4.

#### Conference Papers

1. 黃旭怡、林鷹品、蕭敬恩、黃政亮、梁俊賢、黃川庭 (2021) 消費者選購雞尾酒 之消費行為探討，「2021旅樂食藝博覽暨國際研討會」，高雄，台灣
2. 梁瑋倫,黃旭怡 (2019) 影響消費者參與餐飲推廣教育之因素分析, 2019南臺科技大學休閒事業管理系學術研討會「旅遊政策與產業觀光發展」
3. Huang, Hsu-I (May, 2019) Analysis of factors affecting consumers' participation in hospitality continuing programs,"Tourism Policy and Industrial Tourism Development",2019 Southern Taiwan University of Science and Technology, Leisure Business Management Department Academic Seminar
4. Understanding Hospitality employee personality traits and job attitude (2012),The 2nd International Conference on Business & Communication (ICBC),Sept, 2012, Jakarta
5. Investigation of the trends and impact factors in traditional catering business in Taiwan (2014), 台灣傳統外燴產業傳承與衝擊之探討, 2014, 僑光科技大學2014 第二屆觀光餐旅暨語言文化趨勢研討會
6. Investigation of the factors affecting customer participating continuing education programs, 2019南臺科技大學休閒事業管理系學術研討會「旅遊政策與產業觀光發展」消費者參與餐飲推廣教育之因素分析
7. Hsu-I Huang, Shiang-Lih, Chen McCain & Brain Tie, (2008) , The effectiveness of loyalty program in the casino industry , EUROCHRIE 2008, Dubi.
8. Chen McCain , S. L. , Huang, H. I. , Sheely, A. , & Lolli, J., (2007). Retirement Resorts: Service Quality and its Effects on Satisfaction And Word-Of-Mouth Behavior. The 13th Asia Pacific Tourism Association and The5th Apac-CHRIE Joint Conference Proceedings, Beijin, China.
9. Fantini, D., Huang, H. I. & Chen McCain , S. L. (2007). Healthy Eating: Current among Fast Food Restaurants. The 13th Asia Pacific Tourism Association and The5th Apac-CHRIE Joint Conference Proceedings, Beijin, China.

10. Huang, Hsu-I, Guo, Shy-Jen, Venezia, Gerald, (May,2006), Linking Personality Traits to Perceptions of Work Stress and Preferred Motivators: A Study of Hospitality Employees, the 12th Asia Pacific Tourism Association and The 4th Apac-CHRIE Joint Conference, Hualien, Taiwan.
11. Huang, Hsu-I, (July, 2006), Exploring the typology of Hospitality Employees, the 2005International council on hotel, restaurant and institutional education(I-CHRIE) conference, PA. U.S.A.
12. Huang, Hsu-I, (Feb.2006) The Congruence between Personality Traits and Organizational Culture Preference: A Cluster Analysis. 2006 Council for Australian University Tourism and Hospitality Education (CAUTHE) 2006 Annual Conference Melbourne, Australia.
13. Huang, Hsu-I, (July, 2005). Investigation of the relationship between employee personality traits and preferred organizational cultures in the hospitality industry in Taiwan. Conference paper accepted by the5th International conference on Knowledge, Culture and Change in Organizations, Rhode, Greece.
14. Huang, Hsu-I, (July, 2005). Does personality predict employee job satisfaction, work stress, turnover intention and preferred motivators? Evidence from employees in international tourist hotels in Taiwan. Conference paper accepted by the 5th International conference on Knowledge, Culture and Change in Organizations, Rhode, Greece.
15. Huang, Hsu-I, (July, 2005). How personality reflects employee preferred learning strategies and preferred motivators? A study of employees in international tourist hotels in Taiwan. Conference paper accepted by the 12th International Conference on Learning University of Granada, Spain.
16. Huang, Hsu-I, (July, 2005). The comparison of employee job satisfaction, job involvement, work stress and turnover intention under different types of organizational cultures: A study of employees in international tourist hotels in Taiwan. Conference paper accepted by the 2005International council on hotel, restaurant and institutional education(I-CHRIE) conference, Las Vegas, U. S. A.
17. Huang, Hsu-I, Jerry G. Mathews (July, 2005). How personality reflects employee job satisfaction, work stress, turnover intention and preferred motivators: A study of employees in international tourist hotels in Taiwan. Conference paper accepted by the 2005International council on hotel, restaurant and institutional education(I-CHRIE) conference, Las Vegas, U. S. A.
18. Huang, Hsu-I, (May 1, 2004). Investigation of the relationship of organizational culture and employee job attitudes in international tourist hotels in Taiwan. Paper presented at the 4th Annual Tourism, Leisure, and Hospitality Management Conference, Kaohsiung, Taiwan.
19. Huang, Hsu-I, (April 21, 2003). Investigation of the relationships of employee locus of control, job satisfaction, work stress and turnover intention. A study of culinary arts workers in international tourist hotels in Taiwan. Paper presented at the 3rd Annual Tourism, Leisure and Hospitality Management Conference, Kaohsiung, Taiwan.
20. Huang, Hsu-I, (April, 27, 2002). Comparison of student achievement and learning satisfaction in traditional teaching method and distance teaching method in beverage management course. Paper posted at the 2nd Annual Tourism, Leisure and Hospitality

#### **Dissertation**

- Huang, Hsu-I (2005) "Investigation of the fit among current and preferred organizational cultures, personality styles, and job attitudes in employees of international tourist hotels in Taiwan.," Ed.D. Dissertation, Idaho State University, U.S.A.

#### **Professional Certifications**

1. Certified of Hospitality Educator (CHE), American Hotel & Lodging Association AH& LA.
2. Certified Hospitality Department Trainer (CHDT), American Hotel & Lodging Association AH&LA.
3. Certified Hospitality Trainer (CHT), American Hotel & Lodging Association AH&LA.
4. Certified Hospitality Supervisor (CHS), American Hotel & Lodging Association AH&LA.
5. Certified Bartender, License Issued by Washington State, U.S.A.

6. Western cookery judge license, issued from government of Taiwan labor department.
7. Chinese cookery license, issued from government of Taiwan labor department.
8. Advanced Baking and Pastries license, issued from government of Taiwan labor department.

## **Grants**

1. Ministry of Education, Industry-academic Cooperation plan 2010/1/1-12/31.
2. Ministry of Education, Industry-academic Cooperation plan 2008/6/-12/31.
3. Ministry of Education, Industry-academic Cooperation plan 2009/1/1-12/31.
4. Ministry of Education, Students Internship abroad plan, 2008.
5. Ministry of Education, Students Internship abroad plan, 2011.
6. Ministry of Education, Students Internship abroad plan, 2009.

## **Entrusted Practical Projects**

1. 2016 International Hospitality Internship project
2. 2017 Happy dessert Competition project
3. 2017 Korean Chocolate Craftsman Certificate Teacher Training project
4. 2016 Industry-University Cooperation Program for Baking Technology Training
5. 2016 Happy dessert Competition project
6. 2015 Happy dessert Competition project
7. Pre-employment training program-baking and beverage production
8. The 45th International Skills Competition confection and patisserie Category National Players Strengthening Training Plan
9. The 45th International Skills Competition National Team Strengthening Training Plan
10. 2020 project of enhancing international skills competitor's study and employment ability