

Erin Hui-Wen Shih (施慧雯)

Assistant Professor

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

Office: T1023
TEL: 886-6-2533131 ext.8223
FAX: 886-6-3010978
EMAIL: erin@stust.edu.tw

Education

- Doctor of Hotel and Tourism Management, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, 2019/9
- Master, Hospitality and Tourism Management, University of Central Florida, 2006/6
- Bachelor, Culinary Arts, The Culinary Institute of American, 2004/2.

Area of Specialty

Western and International Cooking Practical, Food safety, Food and Culture, Baking and Pastry, Restaurant Management.

Academic Experience

- Assistant Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology, 2020/7 to present
- Instructor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, 2017/7 to 2019/6
- Visiting Lecturer, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, 2016/8 to 2017/6
- Lecturer of Professional Technician, Department of Hospitality Management, Southern Taiwan University of Science and Technology, 2008/08 to 2020/6
- Chef Instructor, Continuing Education, Southern Taiwan University of Science and Technology, 2010 to present
- Sous Chef/ Teaching Assistant, St. Andrew's Cafe, The Culinary Institute of American, 2004/03 to 2004/09.
- Teaching Assistant, Continuing Education, The Culinary Institute of American, 2003/10 to 2004/06.

Grants

1. Ministry of Education, Student Intern Abord Program, 2014/01-2014/09
2. Ministry of Education, Student Intern Abord Program, 2013/01-2013/02.
3. Ministry of Education, Student Intern Abord Program, 2012/01-2012/02.
4. Ministry of Education, Student Intern Abord Program, 2011/01-2011/02.
5. Western cooking class. City government funds, 2010
6. Ministry of Education, Student Intern Abord Program, 2009/06-2009/09.
7. Harris and Trisha Rosen Graduate Scholarship, Florida, 2005
8. The Culinary Institute of America Merit Grant, New York, 2000-2004
9. Monetary award/ scholarship. The Regency Institute of Hotel School. Adelaide, Australia, valued at US \$3,500, 1999.

Publications

Journal Papers:

1. Sun J., Chen, P.J., Ren, L., ***Shih, H.W.** & Ma, C. (2021). Place Attachment to Pseudo Establishments: An Application of Stimulus–Organism–Response Paradigm to Themed Hotels (accepted).
2. Derrick Lee, ***Erin Hui Wen Shih**, Wilco Chan & Watson Baldwin (2021). Culture and Motives of Tourists on Food Consumption in Hong Kong. Special issue of Tourism Culture and Communication (accepted).
3. **Shih, H.W.**, & Chen, P. J. (2018). Don't Bug Me! Service Recovery for Cockroach Sighting in Hotel Food Services. *International Journal of Business & Economics*, 16(3).

Conference Papers:

1. *Erin Hui-Wen Shih, Pei-Lin Yu, Shao-Yi Sheen and Thi Thao Doan (2020). Consumer recognition and behavior on green hotel implementation: Tainan City. 2020 APacCHRIE Conference, Hong Kong.
2. Wilco Chan, *Erin Hui-Wen Shih (2019). Toward the Gourmet Food Truck under Outline Development Plan of the Greater Bay Area. Tourism and Retail Management Conference, Tianjin, China.
3. *Erin Hui-Wen Shih, Po-ju Chen, Wilco Chan, Norman Au (2019). Measurement of Barriers in Hazard Analysis Critical Control Point Compliance with Technology in Full Service Restaurant. 2019 Asia Pacific Forum (APF) for Graduate Students Research in Tourism, Daejeon, Korea.
4. Jia Sun, Po-ju Chen, Han Wang *Erin Hui-Wen Shih, Hong Wang, Caiwei Ma (2019). Air Quality and Hotel Product Innovation: A Case Study of First-Tier City Hotel CompetitivenessPlace attachment of stimulus-organism-response paradigm on to service escape. 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.
5. Jia Sun, *Erin Hui-Wen Shih, Po-ju Chen (2019). Place attachment of stimulus-organism-response paradigm on to service escape. 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.
6. *Erin Hui-Wen Shih, Po-ju Chen & Wilco Chan (2018). Developing the Cost of Food Safety of Catering Kitchen in Tourism Destination. Tourism and Retail Management Conference, Macao.
7. Wilco Chan, Carol Zhang, Leon Liu, Chantel Chan, Wing Kein Joe Chan and *Erin Shih (2018). Social Responsibility Reporting on Casino: Adapted ISO 26000 Perspectives. Tourism and Retail Management Conference, Macao.
8. *Erin Hui-Wen Shih (2018). Food safety emerge trend of food and restaurant industry in Asia. The 8th Asian Food Study Conference. Beijing, China.
9. *Erin Hui-Wen Shih, Zhuming Yan, & Kaye Chon (2017). What is the word “hotel” in the Chinese Language-Historical and Cultural perspectives.2nd USA-China Tourism Research summit and industry dialogue. Orland, Florida USA.
10. *Erin Hui-Wen Shih, Wilco Chan & Po-Ju Chen. (2017). Food safety cost in catering

kitchen. 4th World Research Summit for Tourism and Hospitality. Orlando, Florida USA.

11. Watson Baldwin, *Erin Hui-Wen Shih & Derrick Lee (2017). Toward convergence of culture and technology in Asian food. The 7th Asian Food Study Conference (AFSC) and the Korean Society of Food Culture. Seoul, Korea.
12. Hao-Chiang Chia & *Erin Hui-Wen Shih. (2017). Developing Hotel IT Applications: Intellectual Capital Perspective. 3rd Global Tourism & Hospitality Conference. The Hong Kong Polytechnic University. Hong Kong.
13. *Erin Hui-Wen Shih, Ran Zhang, Renee & Norman Au. (2016). The Effect of Organizational Cultures on Positive Spill Over from Work to Life in Hospitality Industry: Within East Asian Contest. 2nd Global Tourism & Hospitality Conference and 15th Asia Pacific Forum for Graduate Students Research in Tourism Innovation, Education, Research. The Hong Kong Polytechnic University. Hong Kong.

Books:

1. Erin Hui-Wen Shih (2018). Dietary Culture, Chapter 3, pp. 3-2-3-36, Wagner Co. Ltd. ISBN 978-956-362-183-6. Second Edition.

Honors and Awards

- *Best Student Advisor Award*, Southern Taiwan University of Science and Technology, 2020.
- *Faculty Excellent Service Award*, Southern Taiwan University of Science and Technology, 2013/2012/2010.
- *Excellent Award*, Chinese Bun Competition, China Grain Products Research & Development Institute, 2010.
- *Employee of the Month*, Hard Rock Hotel, Florida, 2007.
- *1st place*, National Western Cuisine Competition, Taiwan, 1998.
- *1st place*, Grill Kitchen cooking competition, Sherwood Hotel, Taiwan, 1997.
- *1st place*, Regional Chinese Cuisine Competition, Taiwan, 1996.

Academic Service

- Editorial board member in Journal of Hospitality and Tourism Cases 2019- Present
- Hospitality Journal reviews 2020 to present
- Member, The Council on Hotel, Restaurant and Institutional Education (CHRIE)

Professional Certifications

- Certified of Hospitality Educator AH&LA, American Hotel & Lodging Association, 2012 to 2022.
- *Chinese Style Wheat Flour Processing- Chinese Style Wheat Flour Processing*, class B, No: 096-001574, Technician Certificate, Republic of China, 2012.
- *Western Culinary*, class C, No: 140-002995, Technician Certificate, Republic of China, 2009.
- *Bartender*, class C, No: 150-096030, Technician Certificate, Republic of China, 2009.
- *Food Baking-Cookies*, class C, No: 077-135297, Technician Certificate, Republic of China,

2011.

- *Food Baking-bread*, class C, No: 077-008449, Technician Certificate, Republic of China, 1999.
- Certified Hospitality Supervisor (CHS), America Hotel & Lodging Association, AH&LA, 2010.
- International Introductory Award in Guest Service, City & Guilds of London Institutes, 606011736/1600, 2010/07.
- International Introductory Award in Conflict Handling, City & Guilds Association, London, UK, 606011736/150, 2010/07.
- International Introductory Award in Selling, City & Guilds Association, London, UK, 606011736/1050, 2010/07.

Professional Experience

- Supervisor, Guest Service, Hard Rock Hotel, Florida 2007-2008.
- Cook, Culinary, Hard Rock Hotel, Florida 2004-2007.
- Executive Chef, Executive Wine Callers, Florida 2004-2008.
- Sous Chef. St. Andrew's Café. The Culinary Institute of America New York 2003-2004
- Teaching Assistant. Andrew's Café. The Culinary Institute of America New York 2002-3
- Cook, Pantry, The Ritz Carlton Hotel, Chicago 2001-2001.
- Cook, Chocolate Room, Hilton Hotel, Taipei 1999-1999.
- Cook, Culinary, Hilton Hotel, Taipei 1998-1999.
- Cook, Pantry, Sherwood Hotel, Taipei 1997-1997.

Professional Service

- Expert Taiwan, Pâtisserie and Confectionery, WorldSkills 2020/4 to present.
- Judge, Confectioner/ Pastry Cook, Taiwan National Skill Competition, Council of Labor Affairs, Executive Yuan, Taiwan.2009-present.
- Interpreter, Confectioner/Pastry Cook, Chinese Taipei, WorldSkills Competitions, 2009 to 2011.
- Beverages preparation, Invigilator for Field Tests of Skills Certification, Taiwan 2009/11 to present.
- Chef Consulting, Teak Restaurant cooperation, Florida, 2010/06 to present.
- Judge, CAS meat cooking competition 2020
- National Certified Technician of Beverages invigilator, Taiwan 2009 - Present
- U.S. Consulate General Hong Kong and Macau (ATO, USDA) 2018-2019
- Hydroponics cultivation project with "Urban Grow" Hong Kong 2017-2018
- Hong Kong Food Truck Scheme interview with RTHK English TV 2018
- Restaurant Operation consultancy. RusTeak restaurant, Taiwan 2016
- STUST Lion Bakery, co-operation faculty 2013-2015
- Bakery Operation consultancy. Da-chia bakery shop, Taiwan 2015