



南臺科技大學

Southern Taiwan University of
Science and Technology

Academic Curriculum Vitae

I. BIOGRAPHICAL

Clark Hu, Ph.D.

Professor of Hospitality Management



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II. EDUCATION, COLLEGE LEVEL

A. Institutions

1. Doctor of Philosophy (Ph.D.), Hospitality & Tourism Management with emphasis on hospitality and tourism marketing, Purdue University, West Lafayette, IN, USA. 12/2002. (Doctoral dissertation – *Advanced tourism demand forecasting: Artificial neural network and Box-Jenkins modeling*, 510ps.)
2. Completion of the Applied Management Principle Program (Mini-MBA, 6 weeks), Krannert Graduate School of Management and School of Science, Purdue University, West Lafayette, IN, USA. 05~06/1998.
3. Ace Dencan Fellow doctoral study in Hotel Administration at the William F. Harrah College of Hotel Administration, University of Nevada at Las Vegas (UNLV), Las Vegas, NV, USA. 09/1995~05/1997.
4. Master of Science (MSc), in Restaurant, Hotel & Institutional Management, Purdue University, West Lafayette, IN, USA. 12/1994. (Master's thesis – *Measuring meeting planner's preferences of hotel site selection: A hybrid conjoint analysis*, 279ps).
5. Hospitality Management Diploma, the Educational Institute of the American Hotel & Motel Association (EI of AH&MA), Asian Hospitality Institute, Taipei, TAIWAN. 12/1991.
6. Bachelor of Science (BSc) in Life Science (formerly, Biology), Tunghai University, Taichung, TAIWAN. 06/1987.

B. Academic Awards, scholarships, fellowships or grants obtained while as a student

1. The Outstanding Graduate Student Teaching Award winner, Purdue University, West Lafayette, IN, USA. Recognized at the university level. 02/2000.
2. The Ace Dencan Fellowship Award Recipient (2 terms), William F. Harrah College of Hotel Administration, University of Nevada at Las Vegas, Las Vegas, NV, USA. 1995~1996; 1996~1997.

3. The Outstanding Student of the Academic Year, Tunghai University, Taichung, TAIWAN. Recognized at the university level. 1987.

III. EMPLOYMENT

A. Academic

1. Institution's position, rank, dates.

09/2012~Present	Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology (STUST), Tainan, TAIWAN.
05/2012~Present	Visiting Professor, Tourism College, Beijing Union University, Beijing, CHINA.
06/2012	Visiting Professor, Department of Tourism & Hospitality Management, Tamkang University, Lanyang Campus, TAIWAN.
07/2006~08/2012	Associate Professor (tenured), School of Tourism & Hospitality Management, Temple University, Philadelphia, PA, USA.
05/2010~06/2010	Visiting Professor, Department of Tourism & Hospitality Management, Tamkang University, Lanyang Campus, TAIWAN.
03/2008~05/2008	Visiting Associate Professor, School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hong Kong, SAR, CHINA.
05/2007~08/2007	Visiting Associate Professor, Tourism & Hospitality Management Program, Temple University Japan (TUJ), Tokyo, JAPAN.
08/2000~06/2006	Assistant Professor, School of Tourism & Hospitality Management, Temple University, Philadelphia, PA, USA.
01/1998~05/2000	Instructor (functioned with full responsibilities for course teaching), Department of Restaurant, Hotel, Institutional & Tourism Management, Purdue University, West Lafayette, IN, USA.
08/1997~12/1997	Doctoral Student and Teaching Assistant, Department of Restaurant, Hotel, Institutional & Tourism Management, Purdue University, West Lafayette, IN, USA.
06/1995~05/1997	Ace Dencan Fellow (Doctoral Student) and Research Assistant, Hospitality Administration Program, University of Nevada at Las Vegas, Las Vegas, NV, USA.

2. Academic Administration positions.

01/1996~05/1997	Research Manager, USA Center of the WHATT (Worldwide Hospitality and Tourism Trends) Project, commissioned by the HCIMA (Hotel Catering & Institutional Management Association, UK.), Supervised by Dr. John T. Bowen, University of Nevada at Las Vegas, NV, USA.
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B. Non-Academic (all positions held, both concurrently and non-currently with academic position, including major or regular consultancies.)

03/1991~03/1992	Special Assistant to Chairman, responsible for handling Chairman's private matters, Asian Hotel Management (AHM) Consulting Company, Taipei, TAIWAN.
07/1990~02/1991	Foreign Account Representative, responsible for handling corporate contracts with Western Companies at Taipei, Sales & Marketing Department, The Ambassador Hotel, Taipei, TAIWAN.

08/1989~07/1990 Research Assistant of the National Science Council, Taiwan, Laboratory of Virology, Department of Medical Research and Education, The Veterans General Hospital, Taipei, TAIWAN. Supervised by Dr. Chi-Kuan "Albert" Ho.

IV. AWARDS, FELLOWSHIPS, GRANTS

A. Awards

11/2009 Dean's Honor Research Roll 2007-2008, Fox School of Business and Management and School of Tourism & Hospitality management, Temple University, Philadelphia, PA, USA.

10/2008 Dean's Honor Research Roll 2006-2007, Fox School of Business and Management and School of Tourism & Hospitality management, Temple University, Philadelphia, PA, USA.

07/2007 The 2007 Annual International CHRIE Best Paper Award (in Information Technology track, originally submitted to Tourism track), Dallas, TX, USA. Paper Title: *Examining the determinants of knowledge sharing in tourism online communities of practice.*

08/1996 The 1996 Annual International CHRIE Best Paper Award (in Technology track), Washington, DC, USA. Paper Title: *From expert systems to artificial neural networks: A new technology for the hospitality industry.*

08/1995 The 1995 Annual International CHRIE Best Paper Award (in Marketing track), Nashville, TN, USA. Paper Title: *Applications of conjoint analysis to hotel marketing: Product development and price elasticity.*

B. Fellowships

1995 & 1996 Ace Denken Fellowship Award for Doctoral Study at University of Nevada at Las Vegas, NV, USA.

C. Grants (including purpose, funding agency, amount, duration, and nature.)

02/2011 Co-Principal Investigator (with Dr. Chih-Chien Chen). Grant project: *"How social is your hotel?"* Purpose of grant: This proposed study not only helps to understand the most pressing issues of U.S. lodging industry's practices in online marketing but also attempts to identify the best practices with strategies to cope with emerging industry challenges in the social media era. This study was specifically designed to take on the challenges and identify the best practice for the U.S. lodging industry. The findings of this project will be of value to the industry, particularly hotel operators. This, in turn, will result in the development of useful strategies to engage online customers for long-term loyal relationships. Funding Agency: American Hotel & Lodging Educational Foundation, Washington, DC, USA. Proposed project funding: \$28,100. 6 months. (Applied, External)

10/2010 Co-Principal Investigator (with Dr. Chih-Chien Chen). Grant project: *"Hotel Customer Retention in Loyalty Programs"* Purpose of grant: 1) To examine the customer acquisition, upgrade intention, and retention with respect to loyalty programs, 2) To improve interactions and communication between customers and hotels, and 3) To provide information to hospitality industry on how to optimally provide loyalty program services to customers. Specially, its goal will be determining the relationship of perceived quality and switching costs for customers to retain in the loyalty program. Funding Agency: Temple University,

- Philadelphia, PA, USA. Proposed project funding: \$7,500 (for Summer Research Fellowship). Summer 2011. (Awarded \$7,000, Temple University Internal)
- 03/2010 Co-Principal Investigator (with Dr. Chih-Chien Chen). Grant project: "Experience-Based CRM Strategies in Managing Social Media for Hospitality Industry." Purpose of grant: To explore the impact of social media and most importantly, propose effective strategies to react to the ever-changing online communities where hotel customers and restaurant diners exchange feedback instantly and consistently. The hospitality industry will benefit from this research and improve its revenue generating performance. Funding Agency: Harrah Hospitality Research Center Grant Award Program, the Harrah Hospitality Research Center (HHRC), William F. Harrah College of Hotel Administration, UNLV, Las Vegas, NV, USA. Proposed project funding: \$20,295. 1 year. (Applied, External)
- 10/2009 Principal Investigator. Grant project: "*Online BEST Knowledge Base and Best Practices Accreditation Program for Tour Operators*" Purpose of grant: To develop and identify the "best practices" framework for elevating the level of quality for tour operators. In addition, the NTA will launch an accreditation program to allow further recognition for NTA members who successfully implement the best practices framework. Funding Agency: National Tour Association (NTA, Lexington, KY, USA) and School of Tourism & Hospitality Management. Proposed project funding: \$9,000 (Design) + \$45,000/year (Best Practices Accreditation Program). 2 years and extendable. (Applied, External)
- 01/2009 Principal Investigator. Grant project: "*Enhancing Online Knowledge-Based System for Safe Festivals & Events (eSAFE version 2.0)*." Purpose of grant: Built upon the eSAFE online knowledge system version 1.0, the next generation of eSAFE is designed to enhance capabilities of the earlier version system that promotes advanced event planning, promote safe event planning among professionals through expert-driven communities of practices for future event planning. Funding Agency: International Festivals and Events Association (IFEA) members and School of Tourism & Hospitality Management. Proposed project funding: \$35,000. 1 year. (Applied, External)
- 03/2007 Co-Principal Investigator (with Ms. Julie Fesenmaier). Grant project: "*King Tut in Philadelphia: Evaluating the Visitor Experience*." Purpose of grant: Evaluate the visitors experience from the Tutankhamun exhibit and to measure impact of the exhibit on the local and regional business environment. Funding Agency: The Franklin Institute, Philadelphia, PA, USA. Proposed project funding: \$17,250. 8 months. (Awarded, External)
- 09/2005 Co-Principal Investigator (with Drs. Daniel R. Fesenmaier and Michael R. Powers). Grant project: "*Exploring New Lessons from Hurricane Katrina: Managing the Risks of Social-Contract Failure through Scenario Planning by Tourism Decision Agents*." Purpose of grant: In response to the call for proposal for the Small Grants for Exploratory Research (SGER) to study the human aspects of Hurricane Katrina by the Directorate for Social, Behavioral, and Economic Sciences (SBE), National Science Foundation. The goal of this study is to develop a new approach to estimating the risks (and costs) associated with large natural disasters such as Hurricane Katrina by modeling the nature and sensitivity of the social contract among key decision agents in the tourism industry. It is envisioned that the findings of the study will merge the taxonomy and stochastic-payoff literatures of game theory with the theoretical analysis of public-policy/risk-management implications. In addition, the scenario planning model will be integrated into online computer systems that are under development by the project directors. Funding Agency: National Science Foundation, Arlington, VA, USA. Total Project funding: \$93,030. 1 year. (Applied, External)

- 03/2005 Co-Principal Investigator (with Dr. Alice Hausman, Public Health). Grant project: *"Homeland Security, Disaster Response, and Public Safety: Assessing Corporate Readiness."* Purpose of grant: In response to the Office of Vice President for Research and Graduate Studies initiative to collaborate with other research units within the university. The goal is to evaluate how corporations have prepared to respond to both security threats and natural disasters and gain insight on how well American corporate interests can withstand security breaches and natural disasters. An online system will be designed to facilitate knowledge sharing by mapping a useful knowledge distribution network for disseminating research knowledge and best practices. Project partners including Public Health, Tourism and Hospitality Management, Institute for Survey Research, and Department of Risk Management (Fox School of Business & Management). Funding Agency: Office of Vice President for Research and Graduate Studies, Temple University, Philadelphia, PA, USA. Total Project funding: \$55,854. 1.5 years. (Awarded, Internal)
- 02/2005 Co-Principal Investigator (with Drs. Joe Jeff Goldblatt and Daniel R. Fesenmaier). Grant project: *"Developing an Online Knowledge-Based System for Safe Festivals & Events (eSAFE)."* Purpose of grant: The eSAFE online knowledge system is designed to address many aspects that remain extremely challenging to event professionals. The project is developed to disseminate domain-specific knowledge through an integrated online system that promotes advanced event planning, promote safe event planning among professionals and amateurs through an accessible, transparent knowledge system, and continually improve, expand, and strengthen the knowledge platform for festival/event safety and security through an expert-driven communities of practices for future event planning. Funding Agency: International Festivals and Events Association (IFEA), Boise, ID, USA. Project funding: \$30,000. 1 year. (Awarded, External)
- 10/2004 Co-Principal Investigator (with Drs. Mitch Nichols, Daniel R. Fesenmaier, Karl Wöber). Grant project: *Benchmarking CVB Performance: Developing an online system for the IACVB.* Purpose of grant: To develop an industry-specific online benchmarking system for secure future continuing funding from IACVB at the national level. Funding Agency: Destination Marketing Association International (DMAI), formerly International Association of Convention and Visitor Bureaus (IACVB), Washington, DC, USA. Projected funding: \$30,000-\$50,000. (Applied, External)
- 08/2004 Co-Principal Investigator (with Dr. Daniel R. Fesenmaier) at National Laboratory for Tourism & eCommerce, School of Tourism and Hospitality Management, Temple University, Philadelphia, PA, USA. Grant project: *"Developing an Online Restaurant Recommendation System (Taste IT) for Philadelphia."* Purpose of grant: To start researching on the language incongruence between consumers and restaurant's individual websites and focus on developing an online tool for recommending restaurants in the Greater Philadelphia Area. \$3,600. Developmental. (Awarded, National Laboratory for Tourism & eCommerce, Temple University Internal)
- 06/2004 Co-Principal Investigator (with Drs. Joe Jeff Goldblatt and Daniel R. Fesenmaier) at National Laboratory for Tourism & eCommerce, School of Tourism and Hospitality Management, Temple University, Philadelphia, PA. Grant project: *"Developing an Online Knowledge Planning System for Destination Marketing (eKNOW-PSDM) of the Olympic Games."* Purpose of grant: To lead three "Morton Scholar" students to Athens (Greece) and collect interview data from Greek National Tourism organization (GNTO), General Secretariat for the Olympic Games, and the Ministry of Sport and Culture. Funding Agency: Jack Morton Worldwide, Inc., Trenton, NJ, USA. Official research facilitator: International Olympic Committee (IOC), Lausanne, Switzerland. Project funding for student travel and data collection: \$5,000. 1 year. (Awarded, External)

11/2003~09/2007 Co-Recipient (with Dr. Sandro Formica) of a software grant from the WebSurveyor Academic Grant Program in which WebSurveyor Server version software has been granted to install on the academic institution's computer resources for educational support. Purpose of grant: To increase the use of online surveys in teaching students' learning hands-on experience and for academic research. Funding Agency: WebSurveyor, Inc., Herndon, VA, USA. The commercial value of the software provided by WebSurveyor, Inc. was estimated in 2003 at \$250,000/Server license per year. 2 years extended once. (Awarded, External)

V. TEACHING

A. List and provide a short description of courses taught.

Temple University (Courses taught in the Main campus, Philadelphia, PA if not specified)

2012 Spring	THM 2112 (Sophomore Research Seminar), one section. THM 3311 (Organization Management in Tourism and Hospitality – Undergraduate), one section. THM 3323 (International Tourism), one section.
2011 Fall	THM 2112 (Sophomore Research Seminar), one section. THM 3311 (Organization Management in Tourism and Hospitality – Undergraduate), one section. THM 4396 (Hospitality Management Systems – Undergraduate), a Writing-Intensive course re-designed from the previous year's course to emphasize various management systems and revenue management used in the hospitality industry.
2011 Spring	THM 2112 (Sophomore Research Seminar), two sections, course re-designed to provide a basic introduction to research principles and design for hospitality, recreation, sport and tourism research. THM 5327 (Customer Relationship Management in Tourism and Hospitality – Graduate), one section. A new course preparation focusing on CRM principles and its use of data mining.
2010 Fall	THM 4321 (Hospitality Management Systems – Undergraduate), a course re-designed to emphasize various management systems and revenue management used in the hospitality industry. THM 3311 (Organization Management in Tourism and Hospitality – Undergraduate), one section.
2010 Summer	Organization Management Module, Temple GAC (Global Ambassador Concierge) Certificate Program, Philadelphia, PA, a course designed to emphasize the organization management concepts used in the hospitality industry and to teach middle-high level managers from the Beijing Tourism Group, Beijing, China.
2010 Spring	THM 2112 (Sophomore Research Seminar), two sections, a new course designed to provide a basic introduction to research design and analysis for hospitality, recreation, sport and tourism research. THM 3314 (Marketing in Tourism and Hospitality – Undergraduate), one section. Mentoring a doctoral student for teaching this course as well.

	THM 5483 (Readings and Conference; Independent Study – Graduate level), a scientific inquiry into the field of strategic management, with an emphasis in “Strategic Expansion of International Hotel Chains.”
2009 Fall	THM 4321 (Hospitality Management Systems – Undergraduate), a new course designed to emphasize various management systems used in the hospitality industry. THM 3311 (Organization Management in Tourism and Hospitality – Undergraduate), one section. THM 5483 (Readings and Conference; Independent Study – Graduate level), a scientific inquiry into the field of project management, with an emphasis in “Professional Event Planning and Project Management.” THM 3485 (Diamond Peer-Teacher Intern I) – Mentoring an undergraduate Diamond Scholar for teaching the THM 3311 course.
2009 Summer	THM 3311 (Organization Management in Tourism and Hospitality – Undergraduate), one section.
2009 Spring	THM 3314 (Marketing in Tourism and Hospitality – Undergraduate). THM 5311 (Management of Organizations in Tourism and Hospitality – Graduate).
2008 Fall	THM 3311 (Organization Management in Tourism and Hospitality – Undergraduate), two sections.
2008 Spring	Leave of Absence
2007 Fall	THM 3311 (Organization Management in Tourism and Hospitality – Undergraduate), two sections.
2007 Summer	THM 1311 (Introduction to Tourism & Hospitality Management – Undergraduate) – Taught in Tokyo, Temple University Japan. The course and syllabus were re-designed to emphasize the needs for Japanese students. THM 3111 (Program and Special Event Planning – Undergraduate) – Taught in Tokyo, Temple University Japan. The course and syllabus were re-designed to emphasize the needs for Japanese students.
2007 Spring	THM 324 (Marketing in Tourism and Hospitality – Undergraduate). THM 529 (Marketing in Tourism and Hospitality – Graduate).
2006 Fall	THM 321 (Management in Tourism and Hospitality – Undergraduate), two sections.
2006 Spring	THM 324 (Marketing in Tourism and Hospitality – Undergraduate). THM 333 (Case Studies in Tourism and Hospitality eCommerce – Undergraduate).
2005 Fall	THM 321 (Management in Tourism and Hospitality – Undergraduate), two sections. The course and syllabi were re-designed to include new course materials from various textbooks. THM 602 (Independent Study – Graduate), 1 doctoral student. The course syllabus was developed to focus on contemporary debates and ideas about the development of knowledge management and its applications including knowledge management systems (KMS) in the area of tourism-related businesses and management. The student’s term paper was developed into a referred conference proceeding paper.

2005 Spring	<p>THM 333 (Case Studies in Tourism and Hospitality eCommerce – Undergraduate). The course was re-designed to focus on “innovation and design” in tourism/hospitality eCommerce.</p> <p>THM 529 (Marketing in Tourism and Hospitality – Graduate). The “Questionnaire Design” requirement was strengthened.</p> <p>THM 533 (Seminar in Tourism/Hospitality Information Technology – Graduate). New course development.</p>
2004 Fall	THM 321 (Management in Tourism and Hospitality – Undergraduate), two sections.
2004 Summer	THM 321 (Management in Tourism and Hospitality – Undergraduate), one section.
2004 Spring	THM 529 (Marketing in Tourism and Hospitality – Graduate). The course was re-designed to include a new component – “Online Marketing Survey Design & Implementation” using the WebSurveyor software.
2003 Fall	<p>THM 100 (Career Orientation in SRTH – Undergraduate), Team-taught the course (Hospitality component) with a doctoral Teaching Assistant (Mr. Louie Pranic) who was supervised/mentored by me.</p> <p>THM 321 (Management in Tourism and Hospitality – Undergraduate), two sections.</p>
2003 Summer	THM 321 (Management in Tourism and Hospitality – Undergraduate), one section.
2003 Spring	<p>THM 100 (Career Orientation in SRTH – Undergraduate), Team-taught the course with three other instructors, four rotated sections. A new component on “Timeshare/Vacation Ownership” was added to broaden students’ career options. The course (Hospitality component) was an original development.</p> <p>THM 529 (Marketing in Tourism and Hospitality – Graduate).</p>
2002 Fall	<p>THM 321 (Management in Tourism and Hospitality – Undergraduate), one section.</p> <p>THM 333 (Case Studies in Tourism and Hospitality eCommerce – Undergraduate). New course development.</p> <p>THM 543 (Consumer Behavior in Tourism and Hospitality – Graduate). The course was re-designed to include a new component “Media Analysis and Report” for analyzing various forms of tourism/hospitality firm’s advertising strategies.</p>
2002 Summer	THM 321 (Management in Tourism and Hospitality – Undergraduate), one section. The course was re-designed to shorten its duration and covered most essential chapters from my regular THM 321 course.
2002 Spring	<p>THM 100 (Career Orientation in SRTH – Undergraduate), Team-taught the course with three other instructors, four rotated sections. The course (Hospitality component) was <u>originally developed</u> by me.</p> <p>THM 529 (Marketing in Tourism and Hospitality – Graduate). The course was re-designed to include four new components – “The APA (American Psychological Association) editorial style, Questionnaire Design, Marketing Survey, Marketing Research Proposal” for enhancing students’ research skills and experience.</p>
2001 Fall	<p>THM 321 (Management in Tourism and Hospitality – Undergraduate), one section. The course was re-designed to adopt a different new textbook.</p> <p>THM 364 (International Tourism – Undergraduate). New course development with strong emphases on tourism economics and marketing.</p>

- THM 546 (International Tourism – Graduate). New course development with a strong emphasis on the nature of international tourism.
- 2001 Spring THM 252 (Careers II in Tourism and Hospitality – Undergraduate). New course development (hospitality component) for those students to enter a career in tourism, hospitality, and commercial recreation (THCR) fields. Students were exposed to various professional associations.
- THM 529 (Marketing in Tourism and Hospitality – Graduate). New course development with a strong emphasis on understanding practical businesses of tourism/hospitality marketing.
- 2000 Fall THM 321 (Management in Tourism and Hospitality – Undergraduate). New course development with major focuses on human resource management (HRM) and customer service in the tourism/hospitality industry.
- THM 543 (Consumer Behavior in Tourism and Hospitality – Graduate). New course development with a main emphasis on understanding practical consumer behavior research in the tourism/hospitality industry. It also introduced both qualitative and quantitative tools in tourism/hospitality consumer behavior research.

(Instructor evaluation results are available upon request.)

Beijing Union University (Advanced International Seminar, a doctoral-level course taught in Beijing for the Tourism College, Beijing Union University, China)

- 2012 May Advanced Research Seminar, Visiting Professor for a two-day doctoral-level course with full Responsibility for designing course material, instructing around 100 Chinese tourism professors and doctoral students, lecturing subject matters.

Tamkang University (Short-term course taught in I-Lan, Taiwan for the Lanyang Campus, Tamkang University, Taiwan)

- 2012 June Casino Management, Visiting Professor for 1 undergraduate class with full Responsibility for designing course, instructing 35 international tourism students, lecturing subject matters and evaluating student performance.
- 2010 May ~ June Casino Management, Visiting Professor for 1 undergraduate class with full Responsibility for designing the course, instructing 55 international tourism students, lecturing subject matters and evaluating student performance.

Hong Kong Polytechnic University (Short-term courses taught in Hangzhou, China for the School of Hotel & Tourism Management, Hong Kong Polytechnic University)

- 2008 March ~ May HTM 502 (Hotel and Tourism Information Management), Instructor for 1 graduate class with full Responsibility for designing the course, instructing 18 Master's degree students, facilitating positive learning environment and evaluating student performance.

Southern Taiwan University of Technology (Short-term courses taught in Taiwan for the Department of Hospitality Management, Southern Taiwan University of Technology)

- 2008 February Case Studies in Hospitality/Tourism e-Commerce, Instructor for 1 class with full Responsibility for designing the course, instructing 28 undergraduate students, facilitating positive learning environment and evaluating student performance.

Purdue University (Courses taught in the Department of Hospitality & Tourism Management, Purdue University, West Lafayette, IN)

2000 Spring	RHIT 212 (RHIT Organization and Management), Instructor for 1 class with full Responsibility for course designing, instructing undergraduate students, facilitating positive learning environment and evaluating student performance.
1999 Fall	RHIT 371 (Introduction to Tourism), Instructor for 1 class with full Responsibility for course designing, instructing undergraduate students, facilitating positive learning environment and evaluating student performance.
1999 Spring	RHIT 371 (Introduction to Tourism), Instructor for 2 classes with full Responsibility for course designing, instructing undergraduate students, facilitating positive learning environment and evaluating student performance.
1998 Fall	RHIT 371 (Introduction to Tourism), Instructor for 2 classes with full Responsibility for course designing, instructing undergraduate students, facilitating positive learning environment and evaluating student performance.
1998 Spring	RHIT 212 (RHIT Organization and Management), Instructor for 1 class with full Responsibility for course designing, instructing undergraduate students, facilitating positive learning environment and evaluating student performance.
1997 Fall	RHIT 212 (RHIT Organization and Management), Teaching Assistant for 2 classes. Responsible for assisting a professor in lecturing on several chapters of the textbook, preparing teaching materials, and facilitating student activities.

(Instructor evaluation results if available are upon request.)

Undergraduate THM380/381 – Senior Internship; THM 280 – Junior Internship

Since 2001 Fall semester, a total of 42 junior, senior, and Master's degree students have been under Dr. Hu's direct supervision to complete their internship experiences and required final projects.

(List of advisees and their Final Project titles are available upon request)

B. Cite reference to any teaching evaluations or other evidence of teaching quality

- Fall 2008 Peer Evaluation for THM 3311 conducted by Dr. Ira Shapiro.
- Spring 2005 Peer Evaluation for THM 529 conducted by Dr. Wes Roehl.
- Fall 2004 Peer Evaluation for THM 321 conducted by Dr. Daniel Fesenmaier.
- Fall 2003 Peer Evaluation for THM 321 conducted by Dr. Charles Lee.
- Fall 2001 Peer Evaluation for THM 321 conducted by Professor Delores Andy.
- Fall 2000 Peer Evaluation for THM321 conducted by Dr. Michael Jackson.

(Peer evaluation forms are available upon request.)

VI. SERVICE CONTRIBUTIONS

For all Temple University service contributions, descriptions of the activities should be included such as purpose of the activity, frequency of meetings, results of the efforts of the activities, etc.

A. At Temple University

1. Department level

- 08/2007~08/2012 Faculty Advisor for the “Temple University Collegiate Chapter (TUCC)” of Hospitality Sales and Marketing Association International (HSMIAI), Temple University, Philadelphia, PA. The strongest and most active student chapter in the region. The student membership number has been consistently ranked in top three among all collegiate chapters in the United States.
- 09/2005~08/2006 Faculty Advisor for the Student Chapter of Hospitality Financial & Technology Professionals (HFTP), Temple University, Philadelphia, PA. Objective: Re-build the Student Chapter and engage in HFTP professional activities. Maintained professional contacts with HFTP.
- 02/2004~08/2005 Faculty Advisor for the Student Club of Hospitality Sales and Marketing Association International (HSMIAI), Temple University, Philadelphia, PA. Objective: Increase student member recruitment and prepare for the launching the Student Club. Result: 04/2005 – National “Top Recruiter” – Winner of the 2004 Member-Get-A-Member Campaign of the HSMIAI (Hospitality Sales and Marketing Association International), Washington, DC.

2. Collegial level – Collegial Assembly of the School of Tourism and Hospitality Management (CASTHM)

- 08/2009~08/2012 Graduate Committee: Every semester.
- 08/2007~08/2012 Promotion and Tenure Committee Member, CASTHM. Frequency of meetings: Every year.
- 08/2007~05/2010 Merit Committee Member, CASTHM. Frequency of meetings: Every year.
- 09/2007~12/2007 Faculty Search Committee Member, School of Tourism & Hospitality Management, Temple University, Philadelphia, PA. Frequency of meetings: Monthly until position is filled.
- 08/2007~12/2007 Master’s Program Committee Member, CASTHM. Frequency of meetings: Every semester.
- 08/2006~05/2007 Chairperson, CASTHM. Frequency of meetings: Every month.
- 08/2005~07/2006 Chairperson-Elect (for 2006-2007 academic year), CASTHM.
- 09/2003~12/2008 Chair in the Computer and Information Technology Committee, CASTHM. Frequency of meetings: Every semester. (2008 spring semester – Absence leave)
- 09/2003~08/2005 Member of the Faculty Responsibility and Student Grievance Committee, CASTHM. Frequency of meetings: Every semester.
- 09/2003~08/2005 Member of the Faculty Development Committee, CASTHM. Frequency of meetings: Every semester.
- 09/2003~08/2004 Member of the Graduate Committee, CASTHM. Frequency of meetings: Every semester.
- 05/2002~08/2003 Master’s Program Committee Member, School of Tourism & Hospitality Management, Temple University, Philadelphia, PA. Frequency of meetings: Every semester.
- 08/2000~08/2003 Technology Committee Member, School of Tourism & Hospitality Management, Temple University, Philadelphia, PA. Frequency of meetings: Every semester.

3. Other collegial level – Other Schools or Colleges

- 09/2008~12/2009 Interim Member of Committee of Information Technology (CIT), Fox School of Business & Management, Temple University, Philadelphia, PA. Frequency of meetings: Monthly.

- 10/2007~12/2007 Member of the AACSB Reaccreditation Review Task Force (RRTF), Fox School of Business & Management, Temple University, Philadelphia, PA.
- 09/2007~12/2007 Faculty Search Committee Member, Human Resources Department, Fox School of Business & Management, Temple University, Philadelphia, PA. Frequency of meetings: Monthly.

4. University level

- 10/2010~08/2012 Representative of the School of Tourism and Hospitality Management to the Faculty Senate, Temple University, Philadelphia, PA. Frequency of meetings: Every month.
- 03/2010~03/2012 International Advisory Council Member, Temple University, Philadelphia, PA. Frequency of meetings: Every month during semester. Invited by the Provost and Executive Vice President for Academic Affairs to form a university-level 16-member Strategic group, which offers important advice related to international affairs to the President. Actively involved in DBMD (Dual Bachelor's Master's Degrees) program promotion with partner universities.
- 07/2009~08/2012 Faculty advisor of the Taiwanese Student Association, Temple University, Philadelphia, PA. Frequency of meetings: Every month.
- 09/2005~12/2007 Faculty Senate Library Committee Member, Temple University, Philadelphia, PA. Frequency of meetings: Every month during semester.
- 10/2007~11/2007 Academic Roundtable for the university-wide academic and strategic planning process, organized by the Provost and Senior Vice President for Academic Affairs.
- 08/2005~09/2006 Representative of the School of Tourism and Hospitality Management to the Faculty Senate, Temple University, Philadelphia, PA. Frequency of meetings: Every month.
- 08/2001~08/2003 Representative of the School of Tourism and Hospitality Management to the Faculty Senate, Temple University, Philadelphia, PA. Frequency of meetings: Every month.

B. Outside the University Community

1. Academic or professional organizations

- 01/2009~07/2009 Coordinator, STR Alliance Doctoral Colloquium 2009 Spring Semester. The STR Alliance Doctoral Colloquium is an academic initiative that delivers colloquia via videoconferencing among partners. It involves six universities [Florida State University, Temple University, University of Massachusetts at Amherst, University of Surrey (UK), Virginia Polytechnic Institute and State University, and Washington State University]. Each alliance partner has a Ph.D. Program in Hospitality/Tourism Management either in or affiliated with the business school in the university.
- 02/2006~03/2007 Co-chair of the Marketing Committee for HEMAR (Hospitality Educators of the Mid-Atlantic Region) Chapter of International CHRIE.
- 10/2005~10/2008 Elected Board Member At-Large (3-year term) for the International Society of Travel & Tourism Educators (ISTTE), St Clair Shores, MI. Frequency of meetings:

- twice per year. Chair and responsible for Review Committee for the Academic and Research Papers in the Annual Conferences.
- 09/2005~11/2007 Advisory Board member for the HSMAI SIG (Special Interest Group) of faculty members of the Hospitality Sales & Marketing Association International (HSMAI), Washington, DC. Frequency of meetings: twice per year.
- 06/2004~08/2005 Secretary for the Northeast TTRA (Travel & Tourism Research Association) Chapter.

2. Other

- 02/2006~01/2007 Founding Member in the Marketing & Website Committee, Harmonisation Network for the Exchange of Travel and Tourism Information (HarmoNET), a non-profit association established from the Harmo-TEN project, which was funded by the European Commission's eTEN Programme (eTEN C510828).

VII. RESEARCH CONTRIBUTIONS

Research Recognition Internationally:

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>)

Research Interests

- **Customer relationship marketing/management:** To investigate the use of CRM in new technological platform and social media for enhancing customer engagement and loyalty in hospitality industry.
- **Knowledge management in managing risk/security:** To study and develop systems for knowledge creation, transfer, sharing, and coordination that will enhance safety/security/risk management in hospitality and tourism industries.
- **Tourism intelligence forecasting and visualization:** To explore and develop techniques for forecasting/visualizing tourism intelligence that will lead to meaningful marketing strategies.
- **Mobile tourism and interpretive systems:** To examine mobile applications/technologies for tourism marketing and develop interpretive systems that will enhance unique travel experiences for tourists from a socio-technical perspective.

A. Publications of research completed, forthcoming, or accepted (in chronological order)

1. Books or monographs, as editor or co-editor

- Hu, C. (Ed.). (2008). Proceedings of the 2008 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, September 30 - October 2, 2008, in Dublin, Ireland (Vol. 20). St Clair Shores, MI: International Society of Travel and Tourism Educators.

Hu, C. (Ed.). (2007). Proceedings of the 2007 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 4-6, Charleston, SC (Vol. 19). St Clair Shores, MI: International Society of Travel and Tourism Educators.

Hu, C. (Ed.). (2006). Proceedings of 2006 Annual International Society of Travel & Tourism Educators (ISTTE) Conference Research and Academic Papers, October 12-14, Las Vegas, NV (Vol. 18). St Clair Shores, MI: International Society of Travel & Tourism Educators.

2. Articles

a. Articles and review – Articles in regularly-appearing, refereed academic journals or professional publications

Liu, A., Hu, C., Liu, M., Deng, Z., & Yao, C. (2013). Soundscape and its application in research of tourism geography: A new perspective (聲景學及其在旅遊地理研究中的應用). *Geographical Research (地理研究)*, 32(6), 1132-1142. doi: 10.11821/yj2013060017 【中國科學引文資料庫(CSCD - 2008)】

Heo, C. Y., Lee, S., Mattila, A. S., & Hu, C. (2013). Restaurant Revenue Management: Do perceived capacity scarcity and price differences matter? *International Journal of Hospitality Management*, 35(4), 316-326. 【SSCI】

Lee, W., Xiong, L., & Hu, C. (2012). The effect of Facebook users' arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model. *International Journal of Hospitality Management*, 31(3), 819-827. doi: 10.1016/j.ijhm.2011.09.018 【SSCI】

Singh, N., & Hu, C. (2012). The role of incongruity and involvement in destination print advertising. *Asia Pacific Journal of Tourism Research*, 17(4), 432-450. doi: 10.1080/10941665.2011.627351 【SSCI】

Racherla, P., & Hu, C. (2010). A social network perspective of tourism research collaborations. *Annals of Tourism Research*, 37(4), 1012-1034. doi: 10.1016/j.annals.2010.03.008 【SSCI】

Xiong, L., & Hu, C. (2010). Harness the power of viral marketing in hotel industry: A network discount strategy. *Journal of Hospitality and Tourism Technology*, 1(3), 234-244. doi: 10.1108/17579881011078368

Racherla, P., & Hu, C. (2009). A framework for knowledge-based crisis management in the hospitality and tourism industry. *Cornell Hospitality Quarterly (Formerly Cornell Hotel and Restaurant Administration Quarterly)*, 50(4), 561-577. doi: 10.1177/1938965509341633 【SSCI】

Hyun, M. Y., Lee, S., Hu, C., & Han, S.-I. (2009). Mobile value proposition development for M-tourism. *Korean Journal of Hospitality Administration*, 18(5), 185-201. (Published in English)

Hyun, M. Y., Lee, S., & Hu, C. (2009). Mobile-mediated virtual experience in tourism: Concept, typology and applications. *Journal of Vacation Marketing*, 15(2), 149-164. doi: 10.1177/1356766708100904

Jang, S. S., Bai, B., Hu, C., & Wu, C.-M. E. (2009). Affect, travel motivation, and travel intention: A senior market. *Journal of Hospitality & Tourism Research*, 33(1), 51-73. doi: 10.1177/1096348008329666 【SSCI】

Racherla, P., Hu, C., & Hyun, M. Y. (2008). Exploring the role of innovative technologies in building a knowledge-based destination. *Current Issues in Tourism*, 11(5), 407-428. doi: 10.1080/13683500802316022 【SSCI】

Singh, N., & Hu, C. (2008). Understanding strategic alignment for destination marketing and the 2004 Athens Olympic Games: Implications from extracted tacit knowledge. *Tourism*

- Management*, 29(5), 929-939. doi: 10.1016/j.tourman.2007.11.005 【SSCI】
- Racherla, P., & Hu, C. (2008). eCRM system adoption by hospitality organizations: A Technology-Organization-Environment (TOE) framework. *Journal of Hospitality & Leisure Marketing* (formerly *Journal of Hospitality & Leisure Marketing*), 17(1-2), 30-58. doi: 10.1080/10507050801978372
- Hu, C., & Racherla, P. (2008). Visual representation of knowledge networks: A social network analysis of hospitality research domain. *International Journal of Hospitality Management*, 27(2), 302-312. doi: 10.1016/j.ijhm.2007.01.002 【SSCI】
- Singh, N., Racherla, P., & Hu, C. (2008). Knowledge mapping for safe festivals and events: An ontological approach. *Event Management: An International Journal* (Formerly *Festival Management & Event Tourism*), 11(1-2), 71-80. doi: 10.3727/152599508783943264
- Kothari, T., Hu, C., & Roehl, W. S. (2007). An exploratory investigation of e-procurement in a chain hotel: A case study. *International Journal of Hospitality Management*, 26(4), 886-898. doi: 10.1016/j.ijhm.2006.01.005 【SSCI】
- Xiang, Z., Kim, S.-E., Hu, C., & Fesenmaier, D. R. (2007). Language representation of restaurants: Implications for developing online recommender systems. *International Journal of Hospitality Management*, 26(4), 1005-1018. doi: 10.1016/j.ijhm.2006.12.007 【SSCI】
- Xiang, Z., Kothari, T., Hu, C., & Fesenmaier, D. R. (2007). Benchmarking as a strategic tool for destination management organizations: A proposed framework. *Journal of Travel & Tourism Marketing*, 22(1), 81-93. doi: 10.1300/J073v22n01_06 【SSCI】
- Jang, S. S., Hu, C., Morrison, A. M., & O'Leary, J. T. (2007). Demonstrating an exploratory-confirmatory factor approach to travel activity patterns: A study of French pleasure travelers to North America. *Tourism Analysis*, 12(3), 149-164. doi: 10.3727/108354207781626794
- Singh, N., Hu, C., & Roehl, W. S. (2007). Text mining a decade of progress in hospitality human resource management research: Identifying emerging thematic development. *International Journal of Hospitality Management*, 26(1), 131-147. doi: 10.1016/j.ijhm.2005.10.002 【SSCI】
- Bai, B., Hu, C., & Jang, S. S. (2007). Examining e-relationship marketing features on hotel websites. *Journal of Travel & Tourism Marketing*, 21(2-3), 33-48. doi: 10.1300/J073v21n02_03 【SSCI】
- Nanda, D., Hu, C., & Bai, B. (2006). Exploring family roles in purchasing decisions during vacation planning: Review and discussions for future research. *Journal of Travel & Tourism Marketing*, 20(3-4), 107-125. doi: 10.1300/J073v20n03_08 【SSCI】
- Jang, S. S., Hu, C., & Bai, B. (2006). A canonical correlation analysis of e-relationship marketing and hotel financial performance. *Tourism and Hospitality Research - The Surrey Quarterly Review*, 6(4), 241-250. doi: 10.1057/palgrave.thr.6050024
- McCain, S.-L. C., Hu, C., & Woods, R. H. (2006). Examining job-related factors perceived by salespersons in the U.S. timeshare industry: A path analysis. *Journal of Travel & Tourism Marketing*, 19(1), 29-38. doi: 10.1300/J073v19n01_03 【SSCI】
- Hu, C., Han, Y. T., Jang, S. S., & Bai, B. (2005). e-Relational characteristics on hospitality and tourism program websites. *Journal of Hospitality & Tourism Research*, 29(4), 508-522. doi: 10.1177/1096348005276496 【SSCI】
- McCain, S.-L. C., Jang, S. S., & Hu, C. (2005). Service quality gap analysis toward customer loyalty: Practical guidelines for casino hotels. *International Journal of Hospitality Management*, 24(3), 465-472. doi: 10.1016/j.ijhm.2004.09.005 【SSCI】
- Kothari, T., Hu, C., & Roehl, W. S. (2005). e-Procurement: An emerging tool for the hotel supply chain management. *International Journal of Hospitality Management*, 24(3), 369-389. doi: 10.1016/j.ijhm.2004.09.004 【SSCI】

- Han, Y. T., Hu, C., Bai, B., & Jang, S. S. (2005). Marketing hospitality and tourism education on the Internet: An analysis of e-relationship marketing features. *Journal of Hospitality and Tourism Education*, 17(1), 11-21.
- Bai, B., Hu, C., Elsworth, J. D., & Countryman, C. C. (2005). Online travel planning and college students: The spring break experience. *Journal of Travel & Tourism Marketing*, 17(2-3), 79-91. doi: 10.1300/J073v17n02_07 【SSCI】
- Hu, C., Jang, S. S., & Bai, B. (2004). Considering specializations: An alternative for ranking hospitality and tourism graduate programs. *Journal of Hospitality and Tourism Education*, 16(3), 18-24.
- Tsai, H., McCain, S.-L. C., & Hu, C. (2004). Academia meets industry: A need analysis of course contents in U.S. gaming education. *Journal of Hospitality and Tourism Education*, 16(3), 32-39.
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- Hu, C., Chen, M., & McCain, S.-L. C. (2004). Forecasting in short-term planning and management for a casino buffet restaurant. *Journal of Travel & Tourism Marketing*, 16(2-3), 79-98. doi: 10.1300/J073v16n02_07 【SSCI】
- Hu, C., Woods, R. H., McCain, S.-L. C., & Brandmeir, K. D. (2003). Perceptions of job satisfaction and job performance in the timeshare industry. *Journal of Human Resources in Hospitality & Tourism*, 2(1), 53-67. doi: 10.1300/J171v02n01_04
- Woods, R. H., & Hu, C. (2002). Opinions of timeshare sales and marketing executives about needs in their field of expertise. *International Journal of Hospitality Management*, 21(3), 239-244. doi: 10.1016/S0278-4319(02)00020-8 【SSCI】
- LaLopa, J. M., Jacobs, J. W. J., & Hu, C. (1999). Evolving learning environments: Another team-based example. *Journal of Hospitality and Tourism Education*, 10(4), 30-37.
- Mayer, K. J., Johnson, L., Hu, C., & Chen, S. (1998). Gaming customer satisfaction: An exploratory study. *Journal of Travel Research*, 37(2), 178-183. doi: 10.1177/004728759803700210 【SSCI】
- Hu, C., & Bosselman, R. H. (1997). Validating teaching competencies in hospitality education: Faculty members' perspective. *Journal of Hospitality and Tourism Education*, 9(3), 39-46.
- Hu, C. (1996). Diverse developments in travel and tourism marketing: A thematic approach. *International Journal of Contemporary Hospitality Management*, 8(7), 33-43. doi: 10.1108/09596119610152032 【SSCI】
- Hu, C., & Hiemstra, S. J. (1996). Hybrid conjoint analysis as a research technique to measure meeting planners' preferences in hotel selection. *Journal of Travel Research*, 35(2), 62-69. doi: 10.1177/004728759603500211 【SSCI】

3. Articles or other material (specify type) in media where entry is not refereed

- Goldblatt, J. J., & Hu, C. (2005). Tourism, terrorism, and the new world for event leaders. *e-Review of Tourism Research (eRTR)*, 3(6), 139-144.
- Hu, C. (2002). *Advanced tourism demand forecasting: Artificial neural network and Box-Jenkins modeling*. Unpublished Ph.D. Dissertation, Purdue University, West Lafayette, IN. 510ps.
- Woods, R. H., & Hu, C. (2002, July-September). A profile of U.S. timeshare salespeople: Part II. *Vacation Industry Review*, 44-45.

- Woods, R. H., & Hu, C. (2002, April-June). A profile of U.S. timeshare salespeople: Part I. *Vacation Industry Review*, 30-32.
- Hu, C. (1995-1997). *Conjoint Analysis Library (CAL)*. Retrieved May 25, 1997, from <http://www.nevada.edu/~huc/html/cal.html> as cited in Curry, J. (1997). Marketing research forum: After the basics - Keeping key issues in mind makes conjoint analysis easier to apply. *Marketing Research*, 9(1), 6-11.
- Hu, C. (1994). *Measuring meeting planner's preferences of hotel site selection: A hybrid conjoint analysis*. Unpublished M.S. Thesis, Purdue University, West Lafayette, IN. 279ps.

4. Contributions to edited books, monographs or collections

- Hu, C., & Racherla, P. (2008). eSAFE: The knowledge management system for safe festivals and events. In J. Pinkowski (Ed.), *Homeland security handbook* (pp. 271-283). Boca Raton, FL: Auerbach Publications (CRC Press).
- Bai, B., Hu, C., Elsworth, J. D., & Countryman, C. C. (2005). Online travel planning and college students: The spring break experience. In J. E. Mills & R. Law (Eds.), *Handbook of consumer behavior, tourism, and the Internet* (pp. 79-91). Binghamton, NY: Haworth Hospitality Press.
- Lee, C. C., & Hu, C. (2005). Analyzing hotel customers' e-complaints from an Internet complaint forum. In J. E. Mills & R. Law (Eds.), *Handbook of consumer behavior, tourism, and the Internet* (pp. 167-181). Binghamton, New York: Haworth Hospitality Press.
- Hu, C., Chen, M., & McCain, S.-L. C. (2004). Forecasting in short-term planning and management for a casino buffet restaurant. In Z. Gu (Ed.), *Management science applications in tourism and hospitality* (pp. 79-98). Binghamton, New York: Haworth Hospitality Press.
- Hu, C., & West, D. B. (2004). Chapter 24: Distribution services - Servicing the hospitality and tourism industries. In R. A. Brymer (Ed.), *Hospitality & Tourism* (11th ed., pp. 231-238). Dubuque, IA: Kendall/Hunt Publishing Company.

5. Publication of proceedings of conferences, meeting, etc.

a. National or International level

1. Refereed

- Xiong, L., & Hu, C. (2012). Who broke the loyalty reward promise? Investigating members' reward redemption behaviors in hotel loyalty programs. In J. Beck (Ed.), *Proceedings of the Annual I-CHRIE Summer Conference & Marketplace, August 1-4, Providence, RI, USA* (Accepted). Richmond, VA: International CHRIE. (International)
- Xiong, L., Zhang, X., & Hu, C. (2012). Sustainable development for Chinese urban heritage tourism: Insights from travelers in Shanghai. In L. Xiang (Ed.), *Proceedings of the 43rd Annual International Conference of the Travel and Tourism Research Association*, June 17-19, Virginia Beach, VA (Accepted). Whitehall, MI: Travel and Tourism Research Association (TTRA). (International)
- Xiong, L., Zhang, X., & Hu, C. (2012). Harmonizing heritage preservation and tourism development: Travelers' perspectives on Chinese urban heritage tourism. In B. Ayoun (Ed.), *Proceedings of the 17th Annual Graduate Student Research Conference in Hospitality and Tourism*, January 5-7, Auburn, AL. Auburn, AL: Auburn University. (International)

- Xie, K., Xiong, L., Chen, C.-C., & Hu, C. (2011). Understanding active loyalty in hotel reward programs through customers' switching costs and perceived program value. In E. Christou & J. Beck (Eds.), *Proceedings of the Annual I-CHRIE Summer Conference & Marketplace*, July 27-30, Denver, CO, USA. Richmond, VA: International CHRIE. (International)
- Xiong, L., & Hu, C. (2011). Examining loyalty behaviors by membership status in hotel loyalty programs. In Y.-H. Hwang (Ed.), *Proceedings of the 17th Asia Pacific Tourism Association Conference*, Seoul, South Korea, July 3-6. Busan, South Korea: Dong-A University. (International)
- Hu, C., & Xiong, L. (2011). Loyalty programs are not enough: Active loyalty from hotel customers' perspectives. In C. H. C. Hsu (Ed.), *Proceedings of the 9th Asia-Pacific CHRIE (APacCHRIE) Conference*, June 2-5, Hong Kong, SAR, China. Hong Kong, China: The Hong Kong Polytechnic University. (International)
- Xiong, L., & Hu, C. (2011). A strategic pricing lesson from group buying in hotel viral marketing via social networks. In C. H. C. Hsu (Ed.), *Proceedings of the 16th Graduate Student Research Conference in Hospitality and Tourism*, January 6-8, Houston, TX. Hong Kong, China: The Hong Kong Polytechnic University. (International)
- Heo, C. Y., Lee, S., Mattila, A., & Hu, C. (2011). Restaurant revenue management: Do perceived scarcity of space in a restaurant and the price difference matter? In C. H. C. Hsu (Ed.), *Proceedings of the 16th Graduate Student Research Conference in Hospitality and Tourism*, January 6-8, Houston, TX. Hong Kong, China: The Hong Kong Polytechnic University. (International)
- Xiong, L., & Hu, C. (2010). Elements of online hotel reviews for spring break vacations: An experimental design study. In Y.-H. Hwang (Ed.), *Proceedings of the 16th Asia Pacific Tourism Association Conference*, Macau, China, July 13-16. Busan, South Korea: Dong-A University. (International)
- Xiong, L., & Hu, C. (2010). A stakeholder analysis on sustainable heritage tourism development in China. *Proceedings of the Sino-French Tourism Forum*, June 30-July 2, Shanghai, China. Shanghai, China: East China Normal University. (International)
- Xiong, L., & Hu, C. (2010). Harness the power of viral marketing in hotel industry: A network discount strategy. In K. Nusair & M. Erdem (Eds.), *Proceedings of the 17th Annual International Hospitality Information Technology Association (iHITA) Research Conference*, June 20, Orlando, FL. Mesa, AZ: International Hospitality Information Technology Association (iHITA). (International)
- Xiong, L., & Hu, C. (2010). Academic performance in hospitality management education: Do personality and leadership matter? In A. Mattila (Ed.), *Proceedings of the 15th Graduate Student Research Conference in Hospitality and Tourism, January 7-9, Chantilly, VA* (Vol. 15). University Park, PA: Pennsylvania State University. (International)
- Heo, C. Y., Lee, S., & Hu, C. (2010). Rethinking pricing policies in the hospitality industry. In A. Mattila (Ed.), *Proceedings of the 15th Graduate Student Research Conference in Hospitality and Tourism, January 7-9, Chantilly, VA* (Vol. 15). University Park, PA: Pennsylvania State University. (International)
- Hu, C., & Heo, C. Y. (2009). Capture the long tail: Exploring theoretical foundation for a novel pricing strategy in social network marketing. In A. Milman & L. Lowry (Eds.), *Proceedings of the 2009 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 15-17, 2009, in San Antonio, TX* (Vol. 21). St Clair Shores, MI: International Society of Travel and Tourism Educators. (International)
- Hu, C., & Meng, F. (2008). A trend visualization analysis of bilateral international tourism development. In C. Hu (Ed.), *Proceedings of the 2008 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, September 30 - October 2, 2008, in*

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- Hu, C., & Meng, F. (2008). New contributions to analyzing tourism market intelligence and trend visualization. In Y.-H. Hwang (Ed.), *Proceedings of the 14th Asia Pacific Tourism Association Conference, Bangkok, Thailand, July 10-12* (pp. 835-844). Busan, South Korea: Dong-A University. (International)
- Hu, C., & Meng, F. (2008). Olympics tourism, destination image and competitiveness: A conceptual investigation for the 2008 Beijing Olympic Games. In K. L. Andereck (Ed.), *Proceedings of the 39th Annual TTRA Conference, June 15-17, Philadelphia, PA* (pp. 319-325). Boise, ID: Travel and Tourism Research Association. (International)
- Taylor, T., Racherla, P., & Hu, C. (2008). Elements of visitor experience: Lessons from a museum visit and implications for design. In K. L. Andereck (Ed.), *Proceedings of the 39th Annual TTRA Conference, June 15-17, Philadelphia, PA* (pp. 361-365). Boise, ID: Travel and Tourism Research Association. (International)
- Racherla, P., & Hu, C. (2008). Multi-channel interactions and relationship management in the service firms. In D. Cranage & A. Upneja (Eds.), *Proceedings of the Third International Conference on Services Management, May 9-10, University Park, PA* (Accepted). University Park, PA: Pennsylvania State University. (International)
- Racherla, P., & Hu, C. (2008). The S-O-R Model of customer experiential value: An empirical test and consumer typology. In T. Hara (Ed.), *Proceedings of the 13th Conference on Graduate Education and Research in Hospitality and Tourism, January 4-7, Orlando, FL* (Vol. 13, pp. 1379-1392). Orlando, FL: University of Central Florida. (International)
- Hyun, M. Y., Lee, S., Hu, C., & Fesenmaier, D. R. (2007). Mobile-mediated virtual tourism: Concept, typology and applications. In C. Hu (Ed.), *Proceedings of the 2007 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 4-6, Charleston, SC* (pp. 120-133). St Clair Shores, MI: International Society of Travel and Tourism Educators. (International)
- Racherla, P., & Hu, C. (2007). Examining the determinants of knowledge sharing in tourism online communities of practice. In E. Christou & M. Sigala (Eds.), *Proceedings of the 2007 Annual International CHRIE Conference, July 25-29, Dallas, TX* (Best Paper Award; pp. 345-356). Richmond, VA: International Council on Hotel, Restaurant & Institutional Education. (International)
- Reohl, W. A., Hu, C., & Singh, N. (2007). Using response styles to natural hazards as a framework for understanding travel and terrorism. In E. Christou & M. Sigala (Eds.), *Proceedings of the 2007 Annual International CHRIE Conference, July 25-29, Dallas, TX* (pp. 373-381). Richmond, VA: International Council on Hotel, Restaurant & Institutional Education. (International)
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- Wang, C.-Y., Racherla, P., & Hu, C. (2007). Mapping emerging issues of crisis management in the travel industry: A media perspective. In C. H. C. Hsu & H. Tsai (Eds.), *Proceedings of the 12th Conference on Graduate Education and Research in Hospitality and Tourism, January 4-7, Houston, TX* (Vol. 12, pp. 1060-1069). Hong Kong, SAR, China: The Hong Kong Polytechnic University. (International)
- Racherla, P., & Hu, C. (2007). Understanding community-based wireless networks in tourism: Towards building a knowledge city. In M. Sigala, J. Murphy & L. Mich (Eds.), *Proceedings of the 14th International Conference on Information Technology and Travel & Tourism, January 24-26, Ljubljana, Slovenia (ENTER07)* (Accepted but withdrawn). Innsbruck, Austria: IFITT (International Federation for IT and Travel & Tourism). (International)
- Hu, C., & Racherla, P. (2006). A knowledge-based crisis management framework for the tourism industry. In C. Hu (Ed.), *Proceedings of 2006 ISTTE Annual Conference Research and Academic Papers, October 12-14, Las Vegas, NV* (Vol. XVIII, pp. 72-89). St Clair Shores, MI: International Society of Travel & Tourism Educators (ISTTE). (International)
- Xiang, Z., Kothari, T., Hu, C., & Fesenmaier, D. R. (2006). Benchmarking in tourism: A strategic tool for building learning organizations. In D. Mount (Ed.), *Proceedings of the 60th International CHRIE Conference, July 26-30, Crystal City, VA* (p. 166). Richmond, VA: International Council on Hotel, Restaurant & Institutional Education. (International)
- Hu, C., & Racherla, P. (2006). Mapping knowledge networks through social network analysis: Evidence from hospitality research collaboration. In C. H. Chen (Ed.), *Proceedings of the 12th Asia Pacific Tourism Association and the 4th APacCHRIE Joint Conference, June 26-29, Hualien, Taiwan* (pp. 1188-1200). Hualien, Taiwan: Taiwan Hospitality & Tourism College. (International)
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- Hu, C., Racherla, P., Xiang, Z., & Fesenmaier, D. R. (2006). Tourism knowledge management (TKM): Where the academics meet the practitioners – Developing an online knowledge system for marketing destinations of the Olympic Games. In L. Ruhanen (Ed.), *Proceedings of the UNWTO Ulysses Conference 2006: Governance for Excellence in Tourism Destinations, June 1-2, Madrid, Spain* (pp. 49-55). Madrid, Spain: United Nations World Tourism Organization (UNWTO) Education Council, and Education and Knowledge Management Department. (International)
- Singh, N., Racherla, P., & Hu, C. (2006). Ontology-driven knowledge mapping for safe and secure events. In D. Gürsoy (Ed.), *Proceedings of the Eleventh Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Seattle, WA* (pp. IT 26-32). Pullman, WA: Washington State University. (International)

- Racherla, P., & Hu, C. (2006). Knowledge management for an effective CRM system. Paper presented at the *Ph.D. Research Workshop for the 13th International Conference (ENTER 2006 - Information and communication technologies in tourism 2006) on Information Technology and Travel & Tourism, January 17, Lausanne, Switzerland*. Innsbruck, Austria: IFITT (International Federation for IT and Travel & Tourism). (International)
- Hu, C., Racherla, P., & Singh, N. (2006). Developing a knowledge-based system using domain-specific ontologies and experts: The eSAFE case study for the event management. In M. Hitz, J. Murphy, M. Sigala & A. J. Frew (Eds.), *Proceedings of the 13th International Conference on Information Technology and Travel & Tourism, January 18-20, Lausanne, Switzerland (ENTER 2006 - Information and communication technologies in tourism 2006)* (pp. 273-284). Vienna, Austria: Springer-Verlag. (International)
- Hu, C. (2005). Tourism demand determinants: A review for international tourism demand forecasting. In H. Qu (Ed.), *Proceedings of the 2005 Annual International CHRIE Conference, July 27-31, Las Vegas, NV* (pp. 172-178). Richmond, VA: International Council on Hotel, Restaurant & Institutional Education. (International)
- Xiang, Z., Kothari, T., Formica, S., Hu, C., Roehl, W. S., & Fesenmaier, D. R. (2005). SMART: A strategic marketing decision support system for destination marketing organizations. In N. P. Nickerson, R. N. Moisey, K. L. Andereck & N. G. McGehee (Eds.), *Proceedings of the 36th Annual TTRA Conference, June 12-15, New Orleans, LA* (pp. 433-438). Boise, ID: Travel and Tourism Research Association. (International)
- Singh, N., & Hu, C. (2005). Strategic alignment for Olympics in destination marketing: Extracting tacit knowledge from the Athens 2004 Olympic Games. In N. P. Nickerson, R. N. Moisey, K. L. Andereck & N. G. McGehee (Eds.), *Proceedings of the 36th Annual TTRA Conference, June 12-15, New Orleans, LA* (pp. 347-356). Boise, ID: Travel and Tourism Research Association. (International)
- Kim, S.-E., Xiang, Z., Hu, C., & Fesenmaier, D. R. (2005). The degree of language congruence between consumer and restaurant websites: Implications for developing online restaurant recommendation systems. In J. E. Mills, M. Lalopa & S. F. Kline (Eds.), *Proceedings of the Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Myrtle Beach, SC* (pp. 463-471). West Lafayette, IN: Purdue University. (International)
- Singh, N., & Hu, C. (2005). Text-mining a decade of progress in hospitality human resource management research: Identifying emerging research streams. In J. E. Mills, M. Lalopa & S. F. Kline (Eds.), *Proceedings of the Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Myrtle Beach, SC* (pp. 893-901). West Lafayette, IN: Purdue University. (International)
- Hu, C., Han, Y. T., Bai, B., & Jang, S. S. (2004). Marketing hospitality and tourism educational programs: An e-Relational perspective. In H. Qu (Ed.), *Proceedings of the 2004 Annual International CHRIE Conference, July 28-31, Philadelphia, PA* (pp. 135-138). Richmond, VA: International Council on Hotel, Restaurant & Institutional Education. (International)
- Jang, S. S., Bai, B., Hu, C., & Wu, C.-M. E. (2004). The effect of psychological well-being on travel motivation and travel intention: A structural analysis of Taiwanese senior market. In K. Chon (Ed.), *Proceedings of the Second Asia-Pacific CHRIE Conference & the Sixth Biennial Conference on Tourism in Asia, May 27-29, Phuket, Thailand* (pp. 640-653). Hong Kong, SAR, China: Hong Kong Polytechnic University. (International)
- Han, Y. T., Hu, C., Bai, B., & Jang, S. S. (2004). e-Relationship marketing and institutional website development. In J. A. Abbott (Ed.), *Proceedings of the 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6-8, Houston, TX* (pp. 253-266). Houston, TX: University of Houston. (International)
- Kothari, T., & Hu, C. (2004). Investigating e-procurement in a chain hotel: An exploratory

- analysis using case study methodology. In J. A. Abbott (Ed.), *Proceedings of the 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6-8, Houston, TX* (pp. 390-400). Houston, TX: University of Houston. (International)
- Tsai, H., McCain, S.-L. C., & Hu, C. (2004). A gap analysis of current gaming education in the U.S. In J. A. Abbott (Ed.), *Proceedings of the 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6-8, Houston, TX* (pp. 782-790). Houston, TX: University of Houston. (International)
- Jang, S. S., Hu, C., & Bai, B. (2003). e-Relationship marketing and hotel financial performance: A canonical correlation analysis. In G. R. Jennings (Ed.), *Proceedings of the 2003 Annual ISTTE Conference, October 16-18, Providence, RI* (pp. 68-81). St Clair Shores, MI: International Society of Travel and Tourism Educators. (International)
- Bai, B., Jang, S. S., & Hu, C. (2003). e-Relationship marketing: An application to hotel website development. In H. Qu (Ed.), *Proceedings of the Annual International CHRIE Conference, August 6-9, Palm Spring, CA* (pp. 8-12). Richmond, VA: International Council on Hotel, Restaurant & Institutional Education. (International)
- Bai, B., Hu, C., Countryman, C. C., & Elsworth, J. D. (2003). Understanding consumer behavior through online vacation planning. In N. Moisey (Ed.), *Proceedings of the 34th Annual TTRA Conference, June 15-18, St. Louis, MO*. (Paper No. 036, 9ps). Boise, ID: Travel and Tourism Research Association. (International)
- Hu, C., & Lee, C. C. (2003). The strategic use of electronic word of mouth (eWOM): A text-mining application to online complaints of travel services. In N. Moisey (Ed.), *Proceedings of the 34th Annual TTRA Conference, June 15-18, St. Louis, MO*. (Paper No. 013, 10ps). Boise, ID: Travel and Tourism Research Association. (International)
- Jang, S. S., & Hu, C. (2003). An exploratory-confirmatory factor approach to travel activity patterns: A study of French outbound pleasure market. In N. Moisey (Ed.), *Proceedings of the 34th Annual TTRA Conference, June 15-18, St. Louis, MO*. (Paper No. 053, 9ps). Boise, ID: Travel and Tourism Research Association. (International)
- Kothari, T., & Hu, C. (2003). eProcurement - The future of hospitality industry: Based on a research study conducted in the Philadelphia hotels. In H. Qu (Ed.), *Proceedings of the Eighth Conference on Graduate Education and Research in Hospitality and Tourism, January 5-7, Las Vegas, NV* (Vol. 8, pp. 319-323). Stillwater, OK: Oklahoma State University. (International)
- Hu, C., Bai, B., & Jang, S. S. (2003). Hospitality and tourism graduate programs: Stop ranking, start classifying! In H. Qu (Ed.), *Proceedings of the Eighth Conference on Graduate Education and Research in Hospitality and Tourism, January 5-7, Las Vegas, NV* (Vol. 8, pp. 202-206). Stillwater, OK: Oklahoma State University. (International)
- Hu, C., Bai, B., Elsworth, J. D., & Countryman, C. C. (2002). Applying protocol analysis and correspondence analysis to online vacation planning: Are web travel portals created equal? In G. R. Jennings (Ed.), *Proceedings of the 2002 Annual ISTTE Conference, October 10-12, Salt Lake City, UT* (pp. 154-170). St Clair Shores, MI: International Society of Travel and Tourism Educators. (International)
- Lee, C. C., & Hu, C. (2002). Hotel customers' complaint behavior on www.ecomplaints.com. In G. R. Jennings (Ed.), *Proceedings of the 2002 Annual ISTTE Conference, October 10-12, Salt Lake City, UT* (pp. 193-197). St Clair Shores, MI: International Society of Travel and Tourism Educators. (International)
- Chen, S.-L., Woods, R. H., & Hu, C. (2002). The antecedents of salespeople's job satisfaction and sales performance in the U.S. timeshare industry. In A. DeFranco & K. Chon (Eds.), *Proceedings of the Seventh Conference on Graduate Education and Research in Hospitality and Tourism, January 3-5, Houston, TX* (Vol. 7, pp. 100-108). Houston, TX: University of Houston. (International)

- Hu, C., Woods, R. H., & Chen, S.-L. (2002). Investigating how salespeople perceive customer orientation and job satisfaction in the U.S. vacation ownership industry. In A. DeFranco & K. Chon (Eds.), *Proceedings of the Seventh Conference on Graduate Education and Research in Hospitality and Tourism, January 3-5, Houston, TX* (Vol. 7, pp. 265-276). Houston, TX: University of Houston. (International)
- Nanda, D., & Hu, C. (2002). Internet-based customer relationship marketing (CRM) in the tourism and hospitality industry. In A. DeFranco & K. Chon (Eds.), *Proceedings of the Seventh Conference on Graduate Education and Research in Hospitality and Tourism, January 3-5, Houston, TX* (Vol. 7, pp. 446-448). Houston, TX: University of Houston. (International)
- Hu, C. (2000). An investigation of sales professionals in the U.S. timeshare industry using structural equation modeling: A proposal. In K. Chon (Ed.), *Proceedings of the Fifth Conference on Graduate Education and Research in Hospitality and Tourism* (Vol. 5, pp. 369-371). Houston, TX: University of Houston. (International)
- Hu, C., & Cai, L. A. (2000). An integrated system of brand management in hospitality marketing. In K. Chon (Ed.), *Proceedings of the Fifth Conference on Graduate Education and Research in Hospitality and Tourism, January 6-8, Houston, TX*. (Vol. 5, pp. 245-247). Houston, TX: University of Houston. (International)
- Hu, C. (1999). A Tobit analysis on the U.S. travel market based on consumer expenditure data. In J. Miller (Ed.), *Proceedings of the Fourth Conference on Graduate Education and Research in Hospitality and Tourism, January 4-6, Las Vegas, NV*. (Vol. 4, pp. 317-326). Manhattan, KS: Kansas State University. (International)
- Hu, C., & Hiemstra, S. J. (1999). Cobb-Douglas cost function analysis: Economies of scale in the U.S. hotel/motel industry. In J. Miller (Ed.), *Proceedings of the Fourth Conference on Graduate Education and Research in Hospitality and Tourism, January 4-6, Las Vegas, NV*. (Vol. 4, pp. 327-336). Manhattan, KS: Kansas State University. (International)
- Hu, C., & Shoemaker, S. (1997). Conducting survey research on the Internet. In R. H. Bosselman, J. Bowen & W. S. Roehl (Eds.), *Proceedings of the Second Conference on Graduate Education and Research in Hospitality and Tourism, January 6-8, Las Vegas, NV*. (Vol. 2, pp. 257-262). Las Vegas, NV: University of Nevada at Las Vegas. (International)
- Hu, C. (1997). Perceptions of teaching competencies from hospitality educators in the United States. In R. H. Bosselman, J. Bowen & W. S. Roehl (Eds.), *Proceedings of the Second Conference on Graduate Education and Research in Hospitality and Tourism, January 6-8, Las Vegas, NV*. (Vol. 2, pp. 473-476). Las Vegas, NV: University of Nevada at Las Vegas. (International)
- Hu, C., & Hiemstra, S. J. (1996). Conjoint analysis made simple. In K. Chon (Ed.), *Proceedings of the First Conference on Graduate Education and Graduate Students Research in Hospitality and Tourism, January 11-13, Houston, TX*. (Vol. 1, pp. 57-68). Houston, TX: University of Houston. (International)
- Hu, C. (1996). The 1996 Annual CHRIE Best Paper Award presentation "From expert system to artificial neural networks: A new technology for the hospitality industry." Paper presented at the 1996 International CHRIE Annual Conference, August 7-10, Washington, DC. (International)
- Hu, C., & Hiemstra, S. J. (1995). The 1995 Annual CHRIE Best Paper Award "Conjoint applications to hotel marketing: Market simulation and price elasticity." Paper presented at the 1995 International CHRIE Annual Conference, August 2-5, Nashville, TN. (International)
- Hu, C., & Hiemstra, S. J. (1995). *Measuring meeting planner's preferences in hotel selection: A hybrid conjoint analysis*. Poster presented at the 1995 International CHRIE Annual Conference, August 2-5, Nashville, TN. (International)

2. Non-refereed

- Goldblatt, J. J., & Hu, C. (2007, July 11-13). Securing future events: The eSAFE knowledge transfer project. Paper presented at the Fourth International Event Research Conference & Second Event Education and Research Network Australasia Symposium, Melbourne, Australia. (International)
- Hu, C., & Goldblatt, J. J. (2006, September 18-22). *eSAFE – A new tool for safe & secure event planning*. Professional presentation at the 51st International Festivals & Events Association Annual Convention & Expo, Ottawa, Ontario, Canada. (International)
- Hu, C., & Goldblatt, J. J. (2005, September 14). *Toward a safer and more secure future: The eSAFE opportunity*. Professional presentation at the IFEA 50th Anniversary Reunion Convention & Expo, San Antonio, TX. (International)
- Hu, C., & Hiemstra, S. J. (1995). *Panel discussion: State-of-the-art research techniques*. Paper "Conjoint analysis made simple" presented at the 1995 Annual International CHRIE Conference, Nashville, TN. (International)

b. Local or regional level

1. Refereed

- Hu, C., & Kothari, T. (2004, April 13). *A national survey study to assess the current state of e-procurement adoption in the U.S. lodging business*. Paper presented at the Smart eBusiness Workshop "Integrating Technology to Create Value" sponsored by Irwin L. Gross eBusiness Institute (eBI), Fox School of Business and Management, Temple University, Philadelphia, PA. (Local)

2. Non-refereed

- Goldblatt, J. J., & Hu, C. (2005, March 3). *Doing the right thing: The legal, ethical and risk management challenges and the future role of eSAFE for event leaders*. Professional presentation at the 2005 IFEA (International Festivals and Events Association) Northeast Regional Conference, Philadelphia, PA. (Regional)

8. Other publications (Specify type and refereeing process, if any)

- Hu, C. (1997). Testbank (Computerized online test) for the book "New perspectives on Microsoft Visual Basic 4.0 for Windows: A data-driven approach." by Ekedahl, M.V. and Newman, W.A. Cambridge, MA: Course Technology, Inc.

9. Papers or speeches delivered (specify if published in any form)

- Hu, C. (2007, July 12). *Perspectives of sustainable tourism creation in the Chiba Prefecture*. Keynote speech delivered at the First Forum of the Center for Sustainable Tourism Creation, Chiba University, Chiba, Japan.

10. Research-related activities, such as editorships, member of boards of editors, refereeing, chairperson or membership in academic or professional symposia

a. Serving in Editorial Review Boards/Committees

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| 05/2012~ | Editorial Board Member (Academic Committee) of the <i>Tourism Tribune</i> 《旅遊學刊》, a core journal supported by the National Social Science Foundation of China (NSSFC), Editor-in-Chief: Dr. Huang Xiankai, Beijing Union University, Beijing, CHINA. ISSN: 1002-5006. 【CSSCI】 |
| 03/2011~ | Editorial Review Board Member (Specialty: Hospitality and Tourism Marketing) of the <i>Journal of Global Academy of Marketing Science (JGAMS)</i> , the official journal of the Korean Academy of Marketing |

- Science (KAMS), Editor-in-Chief: Dr. Junyeon Moon, Hanyang University, Seoul, SOUTH KOREA. ISSN: 1229-7119.
- 09/2009~ Editorial Review Committee Member of the *Journal of Hospitality and Tourism Education*, Executive Co-Editors: Dr. Misty Johanson, DePaul University, Chicago, IL, USA, Dr. Sandra Watson, Napier University, Dr. Hanqin Qui Zhang, The Hong Kong Polytechnic University. ISSN: 1096-3758.
- 10/2008~09/2009 Guest Editor, Special Issue "Contribution from the Travel and Tourism Educators" of the *Journal of Teaching in Travel and Tourism (JTTE)*: The Official Journal of the International Society of Travel & Tourism Educators (ISTTE). Editor-in-Chief: Dr. Cathy Hsu, the Hong Kong Polytechnic University, Hong Kong SAR, CHINA. ISSN: 1531-3220.
- 09/2008~ Editorial Advisory Board Member of the *Journal of Hospitality and Tourism Technology (JHTT)*, Bingley, United Kingdom: Emerald Group Publishing Limited. Editor-In-Chief: Dr. Cihan Cobanoglu, University of South Florida, Tampa, FL, USA. ISSN: 1757-9880.
- 01/2008~10/2011 Editorial Review Board Member of the *Journal of Hospitality Marketing and Management* (formerly *Journal of Hospitality and Leisure Marketing*), Binghamton, NY: Haworth Hospitality Press. Editor: Dr. Doğan Gürsoy, Washington State University, Pullman, WA, USA. ISSN: 1936-8623.
- 11/2007~3/2008 Editorial Advisory Board Member of the *International Journal of Contemporary Hospitality Management*, Bingley, United Kingdom: Emerald Group Publishing Limited. Editor: Dr. Fevzi Okumus, University of Central Florida, Orlando, FL, USA. ISSN: 0959-6119 【SSCI】
- 08/2004~ Editorial Review Committee Member of the *Journal of China Tourism Research* 《中国旅游研究》, formerly *China Tourism Research*, Binghamton, NY: Haworth Hospitality Press, an Imprint of Taylor and Francis. Editor-in-Chief: Dr. Haiyan Song, The Hong Kong Polytechnic University, Hong Kong, SAR, CHINA. ISSN: 1938-8160 (Print), 1938-8179 (Online).
- 02/2004~06/2011 Editorial Board Member of the *Asia Pacific Journal of Tourism Research*, the official publication of the Asia Pacific Tourism Association (APTA). Editor-in-Chief: Dr. Kaye Chon, The Hong Kong Polytechnic University, Hong Kong, SAR, CHINA. ISSN: 1094-1665. 【SSCI】
- 06/2003 Recommended Editorial Review Board Member for the *Journal of Lifestyle, Leisure, and Travel Research*, the official journal of the Society of Lifestyle, Leisure, and Tourism Science (SLLTS). Editor-in-Chief: Dr. Arch G. Woodside, Boston College, Boston, MA, USA.
- 05/2002~ Editorial Review Board member of the *Journal of Hospitality, Tourism, & Leisure Science*, University of Nevada, Las Vegas, NV, USA. Editor: Dr. Zheng Gu, UNLV, Las Vegas, NV, USA. ISSN: 1546-3273.
- 02/2002~ Editorial Review Board member of the *Journal of Human Resources in Hospitality and Tourism*, Binghamton, NY: Haworth Hospitality Press. Editor: Howard Adler, Ed.D., Purdue University, West Lafayette, IN, USA. ISSN: 1533-2845.

b. Serving as an External Reviewer (for individual tenure & promotion cases) or Appraisal Consultant (for institution accreditation or program evaluation)

04/2011	External reviewer for evaluating two promotion cases at the associate professor level at the Faculty of Business Administration, University of Macau, Taipa, Macau, SAR, CHINA.
07/2008	Appraisal consultant for evaluating the MSc in Hospitality and Tourism and the Type 4 Diploma in Research Methodologies in Hospitality and Tourism at the University of Guelph in Guelph, ON, Canada for the Ontario Council on Graduate Studies (OCGS), ON, CANADA.
11/2007	External reviewer for evaluating a tenure & promotion case for the associate professor position at the School of Hospitality Management, Widener University, Chester, PA, USA.
08/2007	External reviewer for evaluating a tenure & promotion case for the associate professor position at the Rosen College of Hospitality Management, University of Central Florida, Orlando, FL, USA.

c. Peer Refereeing Efforts (for research journals or conferences)

[Journal manuscript reviews have become routine activities. Non-journal review efforts after 2009 are reported here.]

10/2011	Paper Reviewer for the 17 th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism held at Auburn, AL in January 2012.
04/2011	Member of Conference Paper Review Panel for the 17th Asia Pacific Tourism Association Conference, Seoul, South Korea, July 3-6. Busan, South Korea.
03/2011	Member of the Paper Review Committee for the Great Lakes Hospitality & Tourism Educators Conference, April 15-16, 2011, Grand Valley State University – Pew Campus, Grand Rapids, MI.
02/2011	Member of the Research Programme Review Committee for the 19th International Conference on Information Technology and Travel & Tourism (ENTER2012), January 24-27, 2012, Helsingborg, Sweden.
09/2010	Member of the Research Programme Review Committee for the 18th International Conference on Information Technology and Travel & Tourism (ENTER2011), and IFITT's Global Travel & Tourism Technology and eBusiness Forum, January 26-28, 2011, Innsbruck, Austria.
04/2010	Member of the Paper Review Committee for the 16th Asia Pacific Tourism Association Annual Conference, July 13-16, 2011, Macao, SAR, China.
10/2009	Track Chair (Information Technology) for the 15 th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism held at Chantilly, VA in January 2010.
09/2009	Member of the Research Programme Review Committee for the 17th International Conference on Information Technology and Travel & Tourism (ENTER2010), and IFITT's Global Travel & Tourism Technology and eBusiness Forum, February 10-12, 2010, Università della Svizzera Italiana, Lugano Switzerland.
09/2009	Referee of one manuscripts for the <i>Asia Pacific Journal of Tourism Research</i> .
02/2009	Invited referee for one manuscript in the <i>Annals of Tourism Research</i> .
01/2009	Invited referee for one manuscript in the <i>Cornell Hotel and Restaurant Administration Quarterly</i> .

- 10/2008 Invited referee for the Fifth China Tourism Forum held at Huangshan, Anhui Province, China; co-hosted by World Tourism Organisation (UNWTO), School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) and Tourism College Huangshan University in December 2008.
- 10/2008 Invited referee for the 14th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism held at Las Vegas, NV in January 2009.
- 08,09/2008 Invited referee for two manuscript in the *Tourism Review International*.
- 07/2008 Invited referee for one manuscript for the *Asia Pacific Management Review*.
- 06/2008 Member of the Research Programme Review Committee for the 16th Global Travel & Tourism Technology and eBusiness Forum (ENTER2009), Amsterdam, the Netherlands.
- 06/2008 Referee of two manuscripts for the *Asia Pacific Journal of Tourism Research*.
- 04/2008 Invited referee for one manuscript in the Special Issue on "The Impact of Consumer Generated Media and Social Networking in Hospitality: The Implications for Consumers and Hospitality Managers" for *Journal of Hospitality Marketing & Management*.
- 04/2008 Invited referee for one manuscript in the Special Issue on "e-Business and Hospitality Management" for *Journal of Hospitality Marketing & Management*.
- 01/2008 Invited referee for one manuscript in the *Cornell Hotel and Restaurant Administration Quarterly*.
- 10/2007 Invited referee for one manuscript in the *Cornell Hotel and Restaurant Administration Quarterly*.
- 10/2007 Member of the Scientific Committee for the First International Meeting on Tourism Management (EIGTUR2008) to be held March 25-29, 2008 in Ouro Preto, Minas Gerais, Brazil.
- 10/2007 Invited referee for three submissions in the First International Forum on Tourism Education to be held December 12-13 2007 in Guilin, China.
- 09/2007 Member of the Scientific Committee of the Second International Scientific Conference of The E-Business Forum: *E-Business in Travel, Tourism and Hospitality*, sponsored by the Ministry of Development, Greece, to be hosted in Athens, Greece, 14 March 2008.
- 09/2007 Executive Paper Review Committee Member for the 2008 APacCHRIE Conference and THE-ICE International Panel of Experts Forum hosted by the Australian School of Tourism & Hotel Management, Perth, Western Australia, to be held at the Sheraton Perth May 21 – 25, 2008.
- 08/2007 Invited referee for one manuscript in the *Tourism Review International*.
- 08/2007 Invited referee for one manuscript in the *International Journal of Contemporary Hospitality Management*.
- 08/2007 Referee of one manuscript for the *Asia Pacific Journal of Tourism Research*.
- 06/2007 Member of the Research Programme Review Committee for the 15th Global Travel & Tourism Technology and eBusiness Forum (ENTER2008), Innsbruck, Austria.

05/2007 Invited referee for one manuscript in the *Annals of Tourism Research*.

05/2007 Member of the Review Committee for the 2007 Mediterranean Conference on Information Systems (MCIS'07) to be held at San Servolo, Venice, Italy, October 4-8, 2007 and sponsored by AIS (Association for Information Systems).

03/2007 The Track Chair of Information Technology for the Paper Review Committee of the Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. (3-year term; 2008-2010).

01/2007 Associate Editor (Information Communication Technology and Information Systems Track; 3-year term: 2006~2008) and reviewer for Service Marketing & Management Track for the 2007 Annual International CHRIE Conference held in Dallas, TX.

01/2007 Reviewer for the 15th European Conference on Information Systems (ECIS2007) held in St. Gallen, Switzerland in June 2007.

01/2007 Member of the Review Committee for the Annual Conference on Information Technology in the Hospitality Industry (HITA 2007) held at Orlando, FL in June 2007.

01/2007 Invited referee for one manuscript in the *Annals of Tourism Research*.

01/2007 Invited referee for one manuscript in the *Information Technology in Tourism*.

10/2006 Referee of three manuscripts for the *Asia Pacific Journal of Tourism Research*.

10/2006 Review Committee Chair of the Academic and Research Papers, and the editor of the conference proceedings for the 2006 International Society of Travel & Tourism Educators (ISTTE) Annual Conference, Las Vegas, NV.

09/2006 Reviewer for five full manuscripts for the 14th International Conference on Information Technology and Travel & Tourism (ENTER2007), Ljubljana, Slovenia.

06, 07/2006 Invited referee for two manuscripts in the *International Journal of Hospitality Management*.

04/2006 The Information Technology Paper Review Track Chair and Reviewer (in Marketing Track) for the 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism at Houston, TX in January 2007.

02/2006 Member of the Review Committee for the Annual Conference on Information Technology in the Hospitality Industry (HITA 2006) held at Minneapolis, MN in June 2006.

12/2005 Invited referee for the *Tourism Management*.

11/2005~ Chair of the Research Paper Review Committee (3-year term: 2006~2008) for 2006 Annual International Society of Travel & Tourism Educators (ISTTE) Conference held at Las Vegas, NV in October 2006.

10/2005~ Associate Editor (Technology and Information Systems Track; 3-year term: 2006~2008) for the 2006 Annual International CHRIE Conference held in Washington, DC.

10/2005 Invited referee for the *Journal of Hospitality & Tourism Research*.

09/2005 The Information Technology Paper Review Track Chair for the 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism at Seattle, WA in January 2006.

04/2005 Invited referee for the *Journal of Foodservice Business Research*, the Special Issue on Information Technology.

01/2005 Invited referee for manuscript evaluations (Expertise: marketing and gaming) for the 2005 Annual International CHRIE Conference at New Orleans, LA in July 2005.

10/2004 Invited referee for the Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Myrtle Beach, SC. in January 2005.

04/2004 Referee for the *Asia Pacific Journal of Tourism Research*.

03/2004 Invited referee for a manuscript evaluation for the Las Vegas International Hospitality & Convention Summit I at Las Vegas, NV in June 2004.

01/2004 Invited referee for manuscript evaluations (Expertise: marketing) for the 2004 Annual International CHRIE Conference at Philadelphia, PA in July 2004.

03, 09, 10/2003 Referee for the *UNLV Journal of Hospitality, Tourism & Leisure Science (HTL Science)*.

02/2003 Invited Review Panel member for the First Asia Pacific CHRIE Conference at Seoul, South Korea in May 2003.

01/2003 Invited referee for manuscript evaluations (Expertise: marketing) for the 2003 Annual International CHRIE Conference at Palm Spring, CA in July 2003.

01/2003 Invited referee for the special issue on e-Satisfaction of the *Journal of Travel and Tourism Marketing*.

12/2002 Invited referee for the special issue on Revenue/Yield Management of the *Journal of Travel and Tourism Marketing*.

02/2002 Invited referee for manuscript evaluations (Expertise: marketing and technology) for the 2002 Annual International CHRIE Conference at Orlando, FL in July 2002.

02/2002 Invited referee for the special issue on management science of the *Journal of Travel and Tourism Marketing*.

10/2001 Invited referee for the *UNLV Journal of Hospitality, Tourism & Leisure Science*.

02/2001 Invited referee for manuscript evaluations (Expertise: tourism marketing and technology) for the 2001 Annual International CHRIE Conference at Toronto, Canada in July 2001.

02/2000 Invited referee for manuscript evaluations (Expertise: tourism marketing and technology) for the 2000 Annual International CHRIE Conference at New Orleans, LA in July 2000.

01/2000 Invited referee for the *International Journal of Hospitality Management*.

08/1999 Invited referee for the *Journal of Hospitality & Tourism Education*.

08/1998 Invited referee for the *Journal of Hospitality & Tourism Education*.

B. Research completed and ready to be submitted for publication (specify medium and whether refereed)

- Xie, K., Xiong, L., Chen, C. C., & Hu, C. (2012). Understanding active loyalty behavior in hotel reward programs through switching costs and customers' perceived program value. *International Journal of Hospitality Management*, First review.
- Xie, K., & Hu, C. (2012). Toward a systematic framework of loyalty program research. *Cornell Hospitality Quarterly*, First review
- Xiong, L., Hu, C., & Zhang, X. (2012). Urban heritage tourism in China: Towards a sustainable development framework. *Asia Pacific Journal of Tourism Research*, First review.

C. Other research completed (internal publications)

- Huyn, M. Y., Hu, C., Lee, S., & Fesenmaier, D. R. (2007, February). M-Tourism: Mobile technologies and applications for the tourism development (*Perspectives on Tourism & Technology*, No. 5). Philadelphia, PA: National Laboratory for Tourism & eCommerce, School of Tourism and Hospitality Management, Temple University.
- Hu, C., Racherla, P., & Singh, N. (2005, September). Developing an ontology for knowledge management in event safety and security (*Perspectives on Tourism & Technology*, No. 4). Philadelphia, PA: National Laboratory for Tourism & eCommerce, School of Tourism and Hospitality Management, Temple University.
- Hu, C., & Racherla, P. (2005, July). eSAFE: An online knowledge based system for safe festivals & events (*Perspectives on Tourism & Technology*, No. 3). Philadelphia, PA: National Laboratory for Tourism & eCommerce, School of Tourism and Hospitality Management, Temple University.

D. Research currently in progress (Possible outlet for submission to publish)

- Hu, C. "The conceptualization of the induced network discounting (IND) practice in hospitality social network marketing." (*Journal of Travel and Tourism Marketing*)
- Hu, C., & Meng, F. "Visualizing the international tourism intelligence: The U.S. and its four Asia-Pacific partners." (*Tourism Management*)
- Hu, C. "Dynamic relationships of determinants in international tourism demand modeling." (*Asia Pacific Journal of Tourism Research*)
- Xiong, L., & Hu, C. "The pricing practice via social network marketing in tourism and hospitality industry." (*Journal of Travel and Tourism Marketing*)
- Hu, C. "Sociotechnical perspectives of interpretive systems in tourism ontology." (*Annals of Tourism Research*)
- Hu, C. "Tourism knowledge management (TKM): The state of the art." (*Annals of Tourism Research*)

VIII. OTHER (Any information that deems relevant)

Honors & Certifications

- | | |
|---------|--|
| 01/2011 | Temple University 10-year Service Award, Temple University, Philadelphia, PA, USA. |
| 10/2009 | Invitee and nominated for the 2010 Inspire Integrity Awards by the National Society of Collegiate Scholars (NSCS, Washington, DC) for full-time university faculty who have, through their lessons and actions, made a significant impact on the lives of their students and instilled a high degree of personal and academic integrity. |

09/2007	Temple University 5-year Service Award, Temple University, Philadelphia, PA.
06/2007	Honored and listed in the 2006-2007 Edition of <i>Who's Who Among American Teachers & Educators™</i> , Educational Communications, Inc., Austin, TX.
08/2004	Successfully passed the written CHE (Certified Hospitality Educator) examination administered by qualified CHE Workshop instructors from the Educational Institute of American Hotel & Lodging Association (AH&LA).
04/2000	Nominee for the competition of the Outstanding Ph.D. Student of the School of Consumer and Family Sciences, Purdue University, West Lafayette, IN. (Competing at the CFS School level)
1997~2002	Dean's List, Purdue University, West Lafayette, IN, USA.
09/1994	Nominee for the competition of the Outstanding Master's Degree Student of the School of Consumer and Family Sciences, Purdue University, West Lafayette, IN, USA. (Competing at the CFS School level)
1994~1998	Member of Kappa Omicron Nu Honor Society (Human Sciences), East Lansing, MI, USA.
1993~1994	Dean's List, Purdue University, West Lafayette, IN, USA.

Committee Service in Graduate Studies at Temple University

2012	Ms. Grace Jing-Hsuan Chiao (MTHM Degree Project) – <i>The importance-performance analysis of Chinese visitors' travel behavior to the United States.</i> (Committee Member)
2011	Ms. Jamie Cooperstein (MTHM Degree Project) – <i>Implementing a concierge desk rating scheme for Philadelphia luxury condominiums: What level of service is actually being provided?</i> (Committee Member)
2011	Ms. Jennifer Juei-Chen Tang (MTHM Degree Project) – <i>The role of mobile social networking in engaging travel consumers.</i> (Committee Member)
2011	Ms. Lindsay Mack (MTHM Degree Project) – <i>An in-depth investigation into major hotel loyalty programs.</i> (Committee Chairperson)
2011	Ms. Megan Mahoney (MTHM Degree Project) – <i>Estimating the value of free, non-market festival events using the travel cost method: Case of the Global Fusion Festival.</i> (Committee Member)
2010	Ms. Angela Peng-wen Liu (MTHM Degree Project) – <i>Strategic management of international hotel expansion: Marriott International into Taiwan market.</i> (Committee Chairperson)
2009	Ms. Cindy Yoonjoung Heo (Ph.D. Degree Dissertation, Business Administration/ Tourism and Sport Concentration) – <i>Customer oriented restaurant revenue management: Effects of perceived scarcity of capacity and perceived control.</i> (Dissertation Committee Member)
2009	Ms. Beza Cottrell (MTHM Degree Project) – <i>Serendipity Café: A Feasibility Study.</i> (Committee Member)
2009	Ms. Beatrice Dorcena (MTHM Degree Project) – <i>Saphire Resort, a new hope for the hospitality industry in Haiti.</i> (Committee Chairperson)
2007	Mr. Pradeep Racherla (Ph.D. Degree Dissertation, Business Administration/ Tourism Concentration) – <i>Factors influencing consumer's trust perceptions of online product reviews: A study of the tourism & travel online peer recommender systems.</i> (Dissertation Committee Chairperson)
2007	Mr. Ljudevit Pranic (Ph.D. Degree Dissertation, Business Administration/ Tourism Concentration) – <i>Service recovery from the customer's perspective: Extending the consumer-directed theory of empowerment (CDTE).</i> (Dissertation Committee Member)
2007	Ms. Shraddha Kohli (MTHM Degree Project) – <i>Awareness and responsiveness of Philadelphia hotel employees for managing with major crisis and disasters.</i> (Committee Member)

- 2007 Dr. Zheng Xiang (Ph.D. Degree Dissertation, Business Administration/ Tourism Concentration) – *Assessing the online tourism domain from an information search perspective.* (Dissertation Committee Member)
- 2007 Dr. Neha Singh (Ph.D. Degree Dissertation, Business Administration/ Tourism Concentration) – *The role of incongruity between the theme and pictures of tourism print ads in attitude.* (Dissertation Committee Chairperson)
- 2007 Dr. Rickie Brawer (Ph.D. Degree Dissertation, Public Health) – *Implementation of the Value Template Process in a Coalition and Its Implications for Social Capital.* (Dissertation Committee member)
- 2006 Ms. Afsaneh Ebrahimi (MTHM Degree Project) – *Study of Economic Diversification through Tourism in Dubai.* (Chairperson)
- 2006 Ms. Stephanie Ritter (MTHM Degree Thesis) – *Philadelphia’s Brand Image: An Analysis of National Print Media Coverage of Philadelphia’s Annual Army Navy Football Game.* (Committee member)
- 2005 Mr. Dimitrios Lambris (MTHM Degree Project) – *Terrorism and Crisis Management: The Real Effect on International Travelers.* (Committee member)
- 2005 Mr. Dmitri Lebedev (MTHM Degree Project) – *Hotel Budget Forecasting.* (Committee member)
- 2004 Ms. Ridhima Gupta (MTHM Degree Project) – *Online marketing: The case of hotels in Philadelphia.* (Chairperson)
- 2004 Ms. Nandita Mahadevan (MTHM Degree Project) - *Identifying an emerging spa business category in the hospitality industry: A business plan for the Spa Property Development Corporation (SPDC).* (Chairperson)
- 2004 Ms. Shelly-Ann Buchanan-Parkinson (MTHM Degree Project) - *Organizing Special Fundraising Events for Non-Profit Groups.* (Committee member)
- 2004 Ms. Kimberly Leacock (MTHM Degree Project) - *Strategic tourism marketing plan: 2005-2008 for the Penn’s Landing Corporation PECO Energy Multicultural Series.* (Committee member)
- 2004 Ms. Sarah Goulart Nathe (MTHM Degree Project) - *Planning an off-premise event in Philadelphia.* (Committee member)
- 2004 Ms. Jill Eaton (MTHM Degree Project) - *A business plan for the reopening of the Perkiomen Bridge Hotel.* (Committee member)
- 2004 Ms. Michelle Jennings (MTHM Degree Project) - *Heritage and Cultural Tourism Strategies for Philadelphia.* (Committee member)
- 2003 Ms. Tanvi Kothari (MTHM Degree Thesis) - *e-Procurement the future of hotel industry: An Exploratory Case Study.* (Committee member)
- 2003 Ms. Jill Basso (MTHM Degree Project) - *Working as an Independent Contractor for Grand Central Marketing.* (Committee member)
- 2003 Mr. Anthony Condo (MTHM Degree Project) - *Training Manual for the Position of Catering Supervisor for ARAMARK at the First Union Center.* (Committee member)
- 2003 Mr. Ljudevit Pranic (MTHM Degree Thesis) - *Travelers’ Perception of Biometric Use in Airport Security: An Exploratory Study.* (Committee member)
- 2002 Ms. Michelle Millar (MTHM Degree Project) - *An Exploratory Study of Travel Agent’s Feelings and Expectations Concerning E-Commerce.* (Committee member)
- 2002 Ms. Loán C. Sewer (MTHM Degree Project) - *Promoting “America’s Caribbean”: An Examination of the Effectiveness of Branding Methods Used in Print Advertising for the United States Virgin Islands.* (Committee member)
- 2002 Ms. Polly Wolf (MTHM Degree Project) - *Developing Conroy Catering Employee Handbook.* (Committee member)

- 2002 Mr. Edward Hill Spotts, III. (MTHM Degree Thesis) - *Consumer Expectations of Waiting for Hotel and Casino Services*. (Committee member)
- 2002 Ms. Tao Zhou (MTHM Degree Project) - *Assessing Customers' Service Quality at SuTao Café in Malvern, PA*. (Committee member)

Professional Memberships/Affiliations

- 05/2007~07/2012 Member of the Asia Pacific Tourism Association (APTA), Busan, South Korea.
- 12/2005~12/2006 Member of the Hospitality Financial & Technology Professionals (HFTP), Austin, TX.
- 02/2004~02/2005 Member of the Asia Pacific Tourism Association (APTA), Busan, South Korea.
- 01/2004~01/2008 Member of the International Federation for IT and Travel Tourism (IFITT), Innsbruck, Austria.
- 06/2003~ Global Partner of the Purdue Tourism & Hospitality Research Center, West Lafayette, IN.
- 02/2003~ Direct National Member of the Institute for Supply Management (ISM), Tempe, AZ.
- 05/2001~ Faculty member of American Hotel and Lodging Association (AH&LA), Washington, DC.
- 11/2000~12/2012 Faculty member of Hospitality Sales & Marketing Association International (HSMAI), Washington, DC.
- 10/2000~09/2001 Member of Hospitality Financial & Technology Professionals (HFTP), Austin, TX.
- 01/2000~12/2010 Member of the International Society of Travel & Tourism Educators (ISTTE), St Clair Shores, MI.
- 04/2000~05/2002 Member of the American Resort Development Association (ARDA), Washington, DC.
- 11/1999~ Registered researcher of C.I.R.E.T., Centre International de Recherches et d'Etudes Touristiques (International Center for Research and Study on Tourism), Aix En Provence, France.
- 11/1996~ Member of the Literati Club, MCB University Press, West Yorkshire, England, UK.
- 1995~2003 Member of the American Marketing Association (AMA), Chicago, IL.
- 1994~ 2010 Member of the Travel & Tourism Research Association (TTRA), Boise, ID.
- 1994~ Member of the International Council on Hotel, Restaurant & Institutional Education (I-CHRIE), Richmond, VA.

Professional Development & Community Services

- 06/2013 Attended the 18th Asia Pacific Tourism Association (APTA) International Conference in Taipei, Taiwan.
- 06/2013 Delivered a keynote speech (Smart tourism and the government: Just how smart is smart enough to compete) in the Nankai University Second International Conference, College of Tourism and Service Management, Nankai University, Tianjin, China.
- 06/2013 Lectured as a guest speaker and developed international relationships with the Xiamen University, Xiamen, Fujian, China.
- 06/2012 Lectured as a guest speaker and developed international relationships with the Department of Tourism, Leisure, and Recreation Studies, National Dong Hua University, Hualien, Taiwan.
- 03/2012 Delivered a speech and seminar (in College of Tourism & Service Management) as well as developed international relationships with the Nankai University, Tianjin, China.
- 03/2012 Lectured as a guest speaker and developed international relationships with the Shandong University of Finance & Economics, Jinan, Shandong, China.

- 03/2012 Lectured as a guest speaker and developed international relationships with the Shandong University, Jinan, Shandong, China.
- 12/2011 Lectured as a guest speaker at the Asia University, Taichung City, Taiwan.
- 12/2011 Developed international relationships with Tunghai University, Taichung, Taiwan.
- 10/2011 Lectured as a guest speaker at the Shenzhen Tourism College, Jinan University, Shenzhen, China.
- 06/2011 Lectured as a guest speaker at the De Lin Institute of Technology, New Taipei City, Taiwan.
- 06/2011 Developed international relationships with Tunghai University, Taichung, Taiwan, National Chi Nan International University, Puli, Taiwan, Min Dao University, Changhua, Taiwan, and National Taiwan Normal University, Taipei, Taiwan.
- 05/2011 Lectured as a guest speaker at the Department of Tourism Management, College of Resources, Environment, and Tourism, Capital Normal University, Beijing, China.
- 05/2011 Developed international relationships with Beijing Union University, Beijing, China.
- 07/2010 Lectured as a guest speaker at the Shenzhen Tourism College, Jinan University, Shenzhen, China.
- 07/2010 Developed international relationships with Tourism Department, School of Management, Xiamen University, Xiamen, China and Xiamen University Tan Kah Kee College, Zhangzhou, China
- 07/2010 Engaged in academic and career group conversation with Master's degree students at the Tourism Department, Business School, East China Normal University, Shanghai, China.
- 07/2010 Lectured as a guest speaker at the Department of Tourism, Fudan University, Shanghai, China.
- 06/2010 Lectured as a guest speaker at the Business College and College of Tourism, Beijing Union University, Beijing, China.
- 06/2010 Lectured as a guest speaker at the Department of Tourism Management, College of Natural Resources & Environment, Beijing Forestry University, Beijing, China.
- 06/2010 Lectured as a guest speaker at the Center for Recreation and Tourism Research (CRTR), College of Urban and Environmental Sciences, Peking University, Beijing, China.
- 06/2010 Developed international relationship with School of Tourism Management, Beijing International Studies University, Beijing, China
- 06/2010 Lectured as a guest speaker at the Department of Tourism Management, School of Management, Zhejiang University, Hangzhou, China.
- 06/2010 Lectured as a guest speaker at the Department of Tourism, School of Humanity, Southeast University, Nanjing, China.
- 06/2010 Lectured as a guest speaker at the Department of Restaurant, Hotel and Institutional Mgmt. Human Ecology College, Fu Jen Catholic University Hsinchuang, Taipei County, Taiwan.
- 06/2010 Lectured as a guest speaker at the Graduate Institute of Hospitality Management and Education, College of Business, National Taiwan Normal University, Taipei, Taiwan.
- 06/2010 Lectured as a guest speaker at the Graduate Institute of Sustainable Tourism and Recreation Management, National Taichung University, Taichung, Taiwan.
- 06/2010 Lectured as a guest speaker at the National Kaohsiung Hospitality University (formerly National Kaohsiung Hospitality College), Kaohsiung, Taiwan.

- 05/2010 Lectured as a guest speaker at the Department of Recreational Sport, College of Business, National Taipei University, New Taipei City, Taiwan
- 05/2010 Lectured as a guest speaker at the Graduate Institute of Tourism and Recreation Management, National Dong Hwa University, Hualien, Taiwan.
- 07/2009 Certificate awardee of the Research Consortium of the 2009 Career Advancement Academy at the 2009 International CHRIE Annual Conference, San Francisco, CA.
- 03/2008 Lectured as a guest speaker at the College of Tourism & Hospitality, Jinwen University of Science and Technology, Hsin-Tien, Taipei, Taiwan.
- 03/2008 Lectured as a guest speaker at the Department of Hospitality Management, College of Agriculture, and the Department of Life Science, College of Science, Tunghai University, Taichung, Taiwan.
- 02/2008 Lectured as a guest speaker at the Department & Graduate Institute of Tourism Management, College of Business, Chinese Culture University, Yang-Ming-Shan, Taipei, Taiwan.
- 02/2008 Lectured as a guest speaker at the Department of Hospitality Management, Southern Taiwan University of Technology, Yung-Kang City, Tainan, Taiwan.
- 02/2008 Lectured as a guest speaker at the College of Management and the Department of Food & Beverage Management, College of Living Technology, Tainan University of Technology, Yung-Kang City, Tainan, Taiwan.
- 02/2008 Sole Instructor planned and lectured for a 2-day workshop "Promoting teaching and research quality in Taiwan" at the Department of Tourism and Hospitality Management, School of Transportation and Tourism, Kainan University, Taoyuan, Taiwan.
- 01/2008 Lectured as a guest speaker at the Department of Restaurant, Hotel and Institutional Management, Human Ecology College, Fu Jen Catholic University, Hsinchuang, Taipei, Taiwan.
- 01/2008 Lectured as a guest speaker at the Division of Hospitality Management & Education, Department of Human Development & Family Studies, College of Education, National Taiwan Normal University, Taipei, Taiwan.
- 01/2008 Lectured as a guest speaker at the Department of Hospitality Management, College of Agriculture, Tunghai University, Taichung, Taiwan.
- 01/2008 Attended the International Casino Development Symposium, National Kaohsiung Hospitality College, Kaohsiung, Taiwan.
- 10/2007 Received invitation to speak at the Wharton School's 6th annual Wharton China Business Forum (WCBF), Wharton Business School, University of Pennsylvania, Philadelphia, PA, USA.
- 07/2007 Keynote Speaker of the First Forum of the Center for Sustainable Tourism Creation, sponsored by Chiba University Center for Sustainable Tourism Creation and the Chiba Prefecture Chamber of Commerce Joint Association, Chiba, JAPAN.
- 05/2007 Keynote Panelist for the general plenary session "New Asia Tourism in Research and Industry Practices" in the 5th APac-CHRIE and the 13th Asia Pacific Tourism Association Joint Conference held in Beijing, China during May 24-27, 2007.
- 01/2007 Moderator of the 12th Conference on Graduate Education and Research in Hospitality and Tourism, Houston, TX.
- 07/2006 Certificate awardee of the Teaching Consortium of the 2006 Career Advancement Academy at the 2006 International CHRIE Annual Conference, Washington, DC.
- 11/2005 Moderator of the First Undergraduate Research Forum, Javits Convention Center, New York, NY., sponsored by HEMAR (Hospitality Educators of the Mid-Atlantic Region)

Chapter of I-CHRIE and NETTRA (Northeast Chapter of Travel and Tourism Research Association).

11/2005 Attended the Annual International Hotel/Motel & Restaurant Show, New York, NY.

09/2005 Attended the Qualitative Data Analysis Software Conference, Social Science Data Library, Temple University, Philadelphia, PA.

07/2005 Certificate awardee of the Research Consortium of the 2005 Career Advancement Academy at the 2005 International CHRIE Annual Conference, Las Vegas, NV.

03/2005 Invited Discussant of the First Forum for the Future of Tourism in the Greater Philadelphia Region, Temple University, Philadelphia, PA.

08/2004 Attended CHE (Certified Hospitality Educator) Workshop at Widener University, Chester, PA, administered by the Educational Institute of American Hotel & Lodging Association (AH&LA), Washington, DC.

07/2004 Attended the 35th Annual TTRA Conference held in Montréal, Québec, Canada.

06/2004 Moderator for the first Las Vegas Hospitality & Convention Summit, William F. Harrah College of Hotel Administration, University of Nevada at Las Vegas, Las Vegas, NV.

03/2004 Invited Discussant in the Session V "Online benchmarking decision support systems for monitoring real time business" for the First Tourism Benchmarking Forum, Texas A&M University, College Station, TX.

02/2004 Attended the 8th Annual Wharton Technology Conference, Wharton School, University of Pennsylvania, Philadelphia, PA.

01/2004 Attended the Second Temple University Faculty Teaching and Learning Conference, Temple University, Philadelphia, PA.

01/2004 Attended the 11th International Conference on Information Technology & Tourism (ENTER 2004) and the Fifth Annual Ph.D. Research Workshop, Cairo, Egypt.

01/2004 Session moderator (marketing), the 9th Conference on Graduate Education and Research in Hospitality and Tourism, Houston, TX.

11/2000~2003 Attended the Annual International Hotel/Motel & Restaurant Show, New York, NY.

11/2003 Attended the Northeast TTRA (Travel & Tourism Research Association) Chapter Conference, New Haven, CT.

08/2003 Attended the Workshop for "Teaching Quantitative Courses: Problems & Solutions," Center for Innovation in Teaching and Learning, Fox School of Business and Management, Temple University, Philadelphia, PA.

01/2003 Attended the First Temple University Faculty Teaching and Learning Conference, Temple University, Philadelphia, PA.

01/2003 Session moderator (marketing), the Eighth Conference on Graduate Education and Research in Hospitality and Tourism, Las Vegas, NV.

04/2001 Attended the Statistical Methodologies in Business Research Conference sponsored by the Fox School of Business and Management, Temple University, Philadelphia, PA.

01/2001 Attended the sixth Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism at Georgia State University, Atlanta, GA.

04/1999 Attended the American Resort Development Association (ARDA) 1999 International Resort Development Convention & Exposition, Orlando, FL.

10/1997 Completed College Teaching Workshop sponsored by the Department of Instructional Development, Purdue University, West Lafayette, IN.

01/1997 Session Moderator, the Second Conference on Graduate Education and Research in Hospitality and Tourism, Las Vegas, NV.

05/1994 & 1995 Attended the Annual National Restaurant Show, Chicago, IL