

Pei-Chuan Mao (毛佩娟)

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

Office 886-6-2533131 ext. 8245
☎ 886-6-2533131 ext. 8245
☎ 886-9-3320-7806
✉
peggy-mao0519@mail.stust.edu.tw



Education

- Ph. D in Postgraduate Programs in Management, 2015 I-Shou University, Taiwan
- Master of Hospitality Administration, 2000 Johnson & Wales University, USA
- Bachelor of International Business, 1998 Chung Yuan Christian University, Taiwan

Area of Specialty

- Hospitality Management

Academic Experience

- Adjunct Lecturer, Department of Hospitality Management, Southern Taiwan University of Science and Technology, 2010/8/1-
- Adjunct Lecture, Department of Tourism/Culinary Art, I-Shou University, 2010/8/1-2015/1/31
- Adjunct Lecturer, Department of Applied English, National Kaohsiung University of Hospitality and Tourism, 2005/2/1-2015/1/31
- Adjunct Lecturer, Department of Tourism, Shih Chien University, 2006/2/1-2015/1/31
- Working Experience
- Trainee of Assistant Manager, Johnson & Wales Inn and Radisson Airport Hotel, Rhode Island, USA 2000/3-2000/8
- Receptionist, Grand Hi-Lai Hotel, Kaohsiung, Taiwan 1998/8/10-1998/10/20
- Customer Service, Customer Service Department, Dollars Outlet Mall, Kaohsiung, Taiwan 1996/7-1996/9
- Waitress, Sugar Restaurant, Chungli, Taiwan 1996/10-1997/6

Journal Papers

1. Lin Lin, Pei-Chuan Mao & Tuan-Liang Hong. "Kitchen Violence and Harassment: Perspectives and Reflection from Student Interns". *Journal of Hospitality & Tourism Education*, 2021.
2. Lin Lin, Shih-Feng Hung, Pei-Chuan Mao. "Food-Gift Giving in the Chinese Culture - A Perspective from Consumption Values". *Journal of Tourism and Leisure studies*. 2020. 26(3), p.283-306.
3. Pei-Chuan Mao, Liang-Yi, Lin, Ping-Chuan Wu, Wan-Jung Li, Wen-Tung Wu. "Investigating Tourists' Food Souvenir Purchasing Behavior: The Antecedents and the Mediating Factor". *Journal of Meiho University*. 2020, 38(2). P1-20.
4. Pei-Chuan Mao, Rui-Kie Kong, Han-Hsiao Hsu, Wen-Tung Wu. "Does Restaurant Atmosphere Matter? Investigating the Relationship among Restaurant Atmosphere, Customer Satisfaction, Customer loyalty: The Moderating Role of Customers' Big Five Personality Traits". *Journal of Tourism Travel Research*. 2019, 15(1). p 1-20.
5. Pei-Chuan Mao, Han-Hsiao Hsu, Wen-Tung Wu, Ya-Hsun Shih, Fang-Yu Jian, Sing-Yi Wu, Chia-Chi Kang, "Examining College Students' Green Tableware Carrying Behavior-From the Theory of Planned Behavior Perspective". *Journal of Hospitality and Tourism*, 2019,16(1) ,p1-26.

Conference Papers

1. Pei-Chun Mao, Wen-Tung Wu. Investigating the relationship among the awareness of food safety ethics, decision making, and ethic behavior in the food industry. 2018, The 14th

- International Conference on Knowledge-Based Economy and Global Management.
2. Pei-Chuan Mao, Tai-Kuang Peng, Cheng-Chen Lin. In the eye of the supervisor: How does supervisor attribution influence the effectiveness of employee impression management tactics? 2017, 10th Asia Academy of Management and 10th Taiwan Academy of Management Conference.
 3. Pei-Chuan Mao, Does Relationship Matter? Exploring the Role of Leader-Member Exchange (LMX) in the Relationship between Employees' Trust and Work-Related Outcomes in the Service Industry. 2017 International Conference on Hospitality, Tourism and Leisure ICHTL, Taiwan, 2016.
 4. Pei-Chuan Mao, The role of Customers' Interpersonal Trust in the Hospitality Industry 2016 International Conference on Hospitality, Tourism and Leisure ICHTL, Taiwan, 2016.

Dissertation

- Pei-Chuan Mao (2015) "In the eyes of the supervisors: How does attribution influence the effectiveness of employee impression management tactic?" Ph.D. Dissertation, I-Shou University

Professional Certifications

1. Certificate of West Level 1 Award in Wines
2. Certificate of Restaurant Entrepreneurship Analyst, Applied Business Association
3. Certificate of Micro-Enterprise Start-up Consultant, Applied Business Management Association
4. Certificate of Sales Management Level A, Applied Business Management Association
5. Certificate of Business District Management Level A, Applied Business Management Association
6. Certified Hospitality Supervisor (CHS), American Hotel & Lodging Association AH&LA.
7. Certified Hospitality Trainer (CHT), American Hotel & Lodging Association AH&LA.
8. Certified Front Desk Representative (CFDR), American Hotel & Lodging Association AH&LA.
9. Tourist leader of general examination (English), The Examination Yuan of ROC
10. Tourist guide of general examination (English), The Examination Yuan of ROC
11. Chain Store Service, Technician Certificate, Republic of China
12. Certificate of Certified MICE Professional Taiwan External Trade Development Council
13. Microanalysis Certification CRM & Merchandise Analyst
14. International Introductory Award in Selling, City Guilds of London Institute
15. Certification in MICE Reception Etiquette, Applied Business Management Association

Grants

1. When the Management "Theory" Joins the Management "Practice"-Let's Make Management Active! Ministry of Education PHE1080034
2. The Re-building of Hospitality Education- An analysis of Hospitality Ethics Ministry of Science and Technology 107-2511-218-004-

Entrusted Practical Projects

1. Mao, P.C. Consumer loyalty and Marketing Plan. 18SG00314H
2. Mao, P.C. The survey of cosmetic purchase for female. 17SG00768X
3. Mao, P.C. On the Job training for the first-line service provider. 18SG00656B