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Education

- Doctor of Hotel and Tourism Management, School of Hotel and Tourism Management. The Hong Kong Polytechnic University, Hong Kong, 2019/09
- Master of Science, Rosen College of Hospitality Management, University of Central Florida, Florida, USA 2006
- Bachelor of Professional Studies, Culinary Arts, The Culinary Institute of American, New York. USA 2004

Area of Specialty

- Undergrade: Cooking Practical, Food and Beverage Management, Food Safety, Food and Culture
- Graduate program: Business Ethic

Academic Experience

- Assistant Professor, Department of Hospitality Management, Southern Taiwan University of Science and Technology, 2020/7 to present
- Lecturer of Professional Technician, Department of Hospitality Management, Southern Taiwan University, 2008/9-2020/6 (remain position leave 2015 - 2019)
- Instructor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University 2016- 2019
- Visiting Lecturer, School of Hotel and Tourism Management, The Hong Kong Polytechnic University 2015- 2016
- Teaching Assistant (Sous Chef). The Culinary Institute of American, New York. 2004/3-9

Publications

1. Sun, J., Chen, P. J., Ren, L., Shih, E. H. W., Ma, C., Wang, H., & Ha, N. H. (2021). Place attachment to pseudo establishments: An application of the stimulus-organism-response paradigm to themed hotels. *Journal of Business Research*. 129, 484-494.(SSCI)
<https://doi.org/10.1016/j.jbusres.2020.10.005>
2. Lee, D., Baldwin, W., Chan, W., & Shih, E. H. W. (2021). Culture and Motives of Tourists on Food Consumption in Hong Kong. *Tourism Culture & Communication*, 21(1), 25-37.
<https://doi.org/10.3727/109830421X16135685359938>
3. Shih, H.W. and Chen, P. J. (2018). Don't Bug Me! Service Recovery for Cockroach Sighting in Hotel Food Services. *International Journal of Business & Economics*, 16(3).

Conference Papers

1. *Shih, H.W., Peng, C.J., Liu, M.Y.(2021). Develop commercial formula of product recipes and elderly nutritious snacks characteristics on the acceptance the snack food. Southern Taiwan University of Science and Technology, Taiwan
2. *Shih, H.W., Sheen, S.Y., Yu, P.L, Doan, T.T. (2020). Consumer behavioural intention in green hotel development: Tainan City. 2020 APacCHRIE Conference, Hong Kong
3. *Shih, H.W., Chen, P. J., Chan, W., Au, N., (2019). Measurement of Barriers in Hazard Analysis Critical Control Point Compliance with Technology in Full Service Restaurant. 2019 Asia Pacific Forum for Graduate Students Research in Tourism, Daejeon, Korea

4. Sun, J., *Shih, H.W., Chen, P. J. (2019). Place attachment of stimulus-organism-response paradigm on to service escape. APacCHRIE & EuroCHRIE Joint Conference, Hong Kong
5. *Shih, H.W., Chen, P. J., Chan, W. (2018). Developing the Cost of Food Safety of Catering Kitchen in Tourism Destination. Tourism and Retail Management Conference, Macao
6. *Shih, H.W. (2018). Food safety emerge trend of food and restaurant in Asia. The 8th Asian Food Study Conference. Beijing, China.
7. *Shih, H.W., Yan, Z.M. and Chon, K., (2017). What is the word “hotel” in the Chinese Language- Historical. and Cultural perspectives. 2nd USA-China Tourism Research summit and industry dialogue. Orlando Florida. USA
8. *Shih, H.W., Chen, P. J., Chan, W. (2017). Food safety cost in catering kitchen. 4th World Research Summit for Tourism and Hospitality. Orlando, Florida USA
9. Baldwin, W., *Shih, H.W., Lee, D. (2017). Toward convergence of culture and technology in Asian food. The 7th Asian Food Study Conference and the Korean Society of Food Culture. Seoul, Korea.
10. *Shih, H.W., Zhang, R., Au, N. (2016). The Effect of Organizational Cultures on Positive Spill Over from Work to Life in Hospitality Industry: Within East Asian Contest. 2nd Global Tourism & Hospitality Conference and 15th Asia Pacific Forum for Graduate Students Research in Tourism Innovation, Education, Research. Hong Kong.

Dissertation

- Developing a Health and Safety Cost Framework for Restaurant Kitchens – A Case Study of Bistro Restaurant

Books

- Shih, H. W. et al. (2011). Dietary Culture: North America (Chapter 3), Taichung City, Taiwan: Wagner Publishing Co. ISBN: 978-956-362-183-6 Second Edition

Professional Certifications

1. American Hotel & Lodging Association: Certified Hospitality Educator
2. American Hotel & Lodging Association: Certified Hospitality Supervisor
3. American Hotel & Lodging Association: Certificate in Hotel Industry Analytics
4. American Hotel & Lodging Association: Level 2 Award in Professional Bartending
5. Conflict Handling, Guest Service, and Selling/ City & Guilds of London Institute
6. Certified Star Trainer/ Hard Rock Hotel Orlando, Florida USA
7. Western Culinary Certification, Baking and Pastry Certification, Chinese Culinary Certification, Chinese Style Wheat Flour Processing, Bartender Certification, Taiwan

Professional Experience

1. Chief Expert, Pâtisserie and Confectionery WorldSkills Competition (2020-Present)
2. Advisor, “WorldSkills Competitions”, Confectioner/Pastry Cook Taiwan (2011-Present)
3. Developed new recipes for elderly, ChiMei Hospital, grants of Ministry of Education, Taiwan (2021-Present)
4. Tainan City government Food Hygiene Assessment, Tainan City, Taiwan (2019-Present)
5. U.S. Consulate General (ATO, USDA) Hong Kong and Macau (2017-2018)
6. USDA Demo, HOFEX Asia’s Leading Food & Hospitality Tradeshow, (2017-2018)
7. Hydroponics cultivation project with “Urban Grow” Hong Kong (2019)
8. Dim Sum Workshop in Hong Kong. Led and arranged the workshop for the team (2018)
9. Sake Bar Ginn Hong Kong, assisted operation service overlook food and beverage operation (2016)

Grants

1. Industry Projects, grants of Ministry of Education, Taiwan. US\$11,500(2020-2021)

2. Food Safety and hygiene management project, City Government funds, Taiwan(2019-Present)

Entrusted Practical Projects

1. Developed Elderly meal, city government, Taiwan. (2021)
2. U.S. Consulate General (ATO, USDA) Hong Kong and Macau (2017-2018)
3. USDA Demo, HOFEX Asia's Leading Food & Hospitality Tradeshow, (2017-2018)
4. Hydroponics cultivation project with "Urban Grow" Hong Kong (2018)

Honors and Awards

1. Member, The Council on Hotel, Restaurant and Institutional Education 2014-Present (ICHRIE)
2. Best Student Advisor, Southern Taiwan University of Science and Technology (2020)
3. Best Teaching Awards nominee, Southern Taiwan University of Science and Technology (2021)
4. Outstanding Reviewer Award, Journal of Hospitality and Tourism Cases (2019)