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### Education

- \* PhD, Food Science, National Chung Hsing University, 1997/7
- \* Master, Department of Food Science, TungHai University, 1993/7

### Area of Specialty

- Food Safety and Sanitation, Purchasing Management for the Hospitality Industry, Food and Beverage Purchasing, Food Principle, HACCP, Food Nutrition

### Academic Experience

- \* Associate Professor, Department of Hospitality Management, Southern Taiwan University, 2008/8 to present
- \* Associate Professor, Department of Hospitality Management, Chung Hwa University of Medical Technology, 2003/8 to 2008/7
- \* Chairman of Department of Hospitality Management, Chung Hwa University of Medical Technology, 2003/2 to 2004/7

### Journal Papers

1. Yeh, Chia-Sheng, Ker Jung Kuei, Wang Wan Chia(2018)"Coffee ground macaron research and development trial production and consumer sensory evaluation analysis"Tourism and Leisure Management Journal 2(6): 159-175.
2. Yeh, Chia-Sheng, Yen-Cheng Lu, Lin, Yuan-Hui, Kuang-Liang Liu (2017) "The application of experience activities: new opportunities for the leisure farms" Hua-Yi Journal, 46, 108-118. (in Chinese)
3. Ker, Jung-Kuei, Wang, Wan-Chia, Chen, Shih-Wen, Yeh, Chia-Sheng, (2016) "Brand Awareness and Price Perception on Consumers Purchase Intention-Evidence from Chocolate" Journal of Tungkang University, 41, 121-130. (in Chinese)
4. Lu, Yen-Cheng, Yeh, Chia-Sheng, Lin, Yuan-Hui (2015) "Explore Tourists' Revisit Intention of a Small Island in Taiwan- A Case Study of Lanyu Tourism" Hua-Yi Journal of the Social Sciences and The Humanities, 43, 38-46. (in Chinese)
5. Lin, Yuan-Hui, Lu, Yen-Cheng, Liu, Kuang-Liang, Yeh, Chia-Sheng (2015) "Square-Style Night Market Service and Product Quality, Perceived Value and Tourists then Travel Willingness-to Tainan Garden Night Market Case" Hua-Yi Journal of the Social Sciences and The Humanities, 32, 1-9. (in Chinese)
6. Yeh, Chia-Sheng, Ker, Jung-Kuei, Wang, Wan-Chia, Sue, Li-Shang (2015) "A Study on Learning Satisfaction for Students of the Professional Hospitality Students at Senior High and Vocational High Schools in Chiayi Area" Journal of Tungkang University, 40, 195-204. (in Chinese)
7. Ker, Jung-Kuei, Wang, Wan-Chia, Yeh, Chia-Sheng, Hsiung, Ming-Lee (2015) "The Culture and Creative of Catering-Deliberating about the Research Trends of Banquets (pan-toh) Industries in Taiwan" Journal of Lan-Yang Institute of Technology, 14, 1-8. (in Chinese)
8. Liang, Jong-Jeng, Lin, Yuan-Hui, Yeh, Chia-Sheng (2014) "Study of the Chef's Turnover Factors of Tainan Tourist Hotels" Hua-Yi Journal of the Social Sciences and The Humanities, 30, 87-110. (in Chinese)
9. Yeh, Chia-Sheng, Wang, Wan-Chia, Ker, Jung-Kuei (2014) "The Innovation of Food Culture in

- Taiwan about the Quality and Its Evaluation of Rosemary Milkfish Balls" Journal of Lan-Yang Institute of Technology, 13, 44-54. (in Chinese)
10. Chang, Ming-Lan, Yeh, Chia-Sheng, Lin, Yuan-Hui (2014) "An Impact Study of Cinema Consumer's Satisfaction and Re-visiting Willingness toward Hardware Facilities, Services and Catering" Hua-Yi Journal of the Social Sciences and The Humanities, 29, 93-102. (in Chinese)
  11. Yeh, Chia-Sheng, Lin, Yuan-Hui, Lin, Li-Xin, Chi, Suey-Ping (2013) "The Development of mango Cakes and Analysis of Consumer Testing" Hua-Yi Journal, 39, 113-122. (in Chinese)
  12. 11. Yeh, Chia-Sheng, Lin, Yuan-Hui, Lin, Yu-Qiao (2013) "Internet Shopping Crisis-Fickle Consumers" Hua-Yi Journal of the Social Sciences and The Humanities, 28, 61-73. (in Chinese)
  13. 12. Yeh, Chia-Sheng, Lin, Yuan-Hui, Chen, Chun-An (2013) "Dietary Habits Effect on the Body Mass Index Trends of College Students" Mackay Journal, 11, 51-70. (in Chinese)
  14. 13. Chang, Ming-Lan, Yeh, Chia-Sheng, Lin, Yuan-Hui (2013) "Impact of the Operating Characteristics on Consumer Purchase Intention-A Case Study of Tea Shop Chains" Hua-Yi Journal of the Social Sciences and The Humanities, 27, 83-91. (in Chinese)
  15. 14. Yeh, Chia-Sheng, Lin, Yuan-Hui, Chang, Ming-Lan (2012) "A Study of Consumer's Attitude, Cognitive and Healthy Living Behaviors on Organic Food" Hua-Yi Journal of the Social Sciences and The Humanities, 26, 99-106. (in Chinese)
  16. 15. Yeh, Chia-Sheng, Lin, Yuan-Hui, Cheng, Hao and Chi, Suey-Ping (2012) "The Effect of Food and Beverage Sanitation Education on Sanitation Cognition and Behavior" Hua-Yi Journal of the Social Sciences and The Humanities, 25, 69-82. (in Chinese)

#### Conference Papers

1. 李順進、林苑暉、葉佳聖(2020)消費者食品安全認知與態度、企業品牌形象對食品購買意願影響之研究。社團法人中華食品安全管制系統發展協會第九屆第二次論文發表會。
2. 柯榮貴、王皖佳、林苑暉、葉佳聖(2020)探討大學生對食品安全規範準則之認知及其就業意向。社團法人中華食品安全管制系統發展協會第九屆第二次論文發表會。
3. 王皖佳、柯榮貴、林苑暉、葉佳聖(2020)食物相剋之認知、主觀規範對於民眾就食意願影響。社團法人中華食品安全管制系統發展協會第九屆第二次論文發表會。
4. 柯榮貴、王皖佳、葉佳聖(2020)老屋餐廳之懷舊情緒、地方依附、幸福感與再購意願研究。2020餐旅觀光行銷與產業創新研討會。
5. 王皖佳、柯榮貴、葉佳聖、王為平(2020)遊客對於住宿選擇的考量-以服務品質、住宿動機、感官感受之探討。2020銘傳觀光「AI創新餐旅、觀光、休閒產業大未來」。
6. 蔡金滿、葉佳聖(2019)產婦對母嬰月子專業人員到府坐月子之工作認知、態度與滿意度。第七屆全國餐旅創新研發產學應用研討會。
7. 柯榮貴、王皖佳、王為平、葉佳聖(2019)應用計畫行為理論探討消費者購買意願—以產銷履歷農產品為例。2019 國際餐旅觀光管理暨產業發展學術研討會。
8. 李先麗、葉佳聖(2018)香氛精油對消費者品茗喜好性之影響。2018南臺科技大學休閒事業管理系學術研討會。

#### Dissertation

- Yeh, Chia-Sheng (1997) "Antimutagenic Compounds of Psoralea Fruit (Psoralea corylifolia L.) and Their Protection against Oxidative Damage to Primary Rat Hepatocytes," Ph.D. Dissertation, National Chung Hsing University.
- Yeh, Chia-Sheng (1993) "Studies on antioxidative components of Chinese crude drugs of fruits or seeds," Master Dissertation, TungHai University.
- Entrusted Practical Research
- 1. Yeh, Chia. Sheng. 2016. Advanced Catering Food Safety Training -10512 HACCP Advanced Class Counseling Program.361050458
- 2. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10511 HACCP Foundation Class Counseling Program.361050417
- 3. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10509 HACCP Foundation Class Counseling Program.361050384

- 4. Yeh, Chia. Sheng. 2016. Advanced Catering Food Safety Training -10508 HACCP Advanced Class Counseling Program. 361050285.
- 5. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10505 HACCP Foundation Class Counseling Program. 361050146.
- 6. Yeh, Chia. Sheng. 2016. Advanced Catering Food Safety Training -10504 HACCP Advanced Class Counseling Program. 361050081.
- 7. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10503 HACCP Foundation Class Counseling Program. 361050045.
- 8. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10501 HACCP Foundation Class Counseling Program. 361050006.
- 9. Yeh, Chia. Sheng. 2015. Advanced Catering Food Safety Training -10412 HACCP Advanced Class Counseling Program. 361040510.
- 10. Yeh, Chia. Sheng. 2015. Catering Food Safety Training -10410 HACCP Foundation Class Counseling Program. 361040466.
- 11. Yeh, Chia. Sheng. 2015. Advanced Catering Food Safety Training -10409 HACCP Advanced Class Counseling Program. 361040367.
- 12. Yeh, Chia. Sheng. 2015. Advanced Catering Food Safety Training -10405 HACCP Advanced Class Counseling Program. 361040135.
- 13. Yeh, Chia. Sheng. 2015. Catering Food Safety Training -10403 HACCP Foundation Class Counseling Program. 361040043.
- 14. Yeh, Chia. Sheng. 2015. Advanced Catering Food Safety Training -10401 HACCP Advanced Class Counseling Program. 361040007.
- 15. Yeh, Chia. Sheng. 2014. Catering Food Safety Training -10310 HACCP Foundation Class Counseling Program. 361030427.
- 16. Yeh, Chia. Sheng. 2014. Advanced Catering Food Safety Training -10308 HACCP Advanced Class Counseling Program. 361030238.
- 17. Yeh, Chia. Sheng. 2014. Catering Food Safety Training -10307 HACCP Foundation Class Counseling Program. 361030307.
- 18. Yeh, Chia. Sheng. 2014. Advanced Catering Food Safety Training - HACCP-0322 Advanced Class Counseling Program. 361030054.
- 19. Yeh, Chia. Sheng. 2014. Catering Food Safety Training -10302 HACCP Foundation Class Counseling Program. 361030030.
- 20. Yeh, Chia. Sheng. 2014. Catering Food Safety Training -HACCP Foundation Class Counseling Program. 361030005.
- 21. Yeh, Chia. Sheng. 2013. Advanced Catering Food Safety Training - HACCP Advanced Class Counseling Program. 361020261.
- 22. Yeh, Chia. Sheng. 2013. Catering Food Safety Training -HACCP Foundation Class Counseling Program. 361020256.
- 23. Yeh, Chia. Sheng. 2013. Advanced Catering Food Safety Training - HACCP Advanced Class Counseling Program. 361020010.
- 24. Yeh, Chia. Sheng. 2013. Plant planning and counseling on education training. 361020021.
- 25. Yeh, Chia. Sheng. 2012. Catering Food Safety Training -HACCP Foundation Class Counseling Program. 361010616.
- 26. Yeh, Chia. Sheng. 2012. Three Diners Restaurant Operation Planning and Education Training Program. 361010490
- 27. Yeh, Chia. Sheng. 2012. Market research on environmental package of Liquid soaps, solid soap and environmental soap acceptance test. 361000166.
- 28. Yeh, Chia. Sheng. 2011. Analysis of sensory evaluation of Café latte. 361000116
- Grants
- 1. Southern Taiwan University, "The Development of Traditional Chinese Medicine kimchi and Antioxidative Activity," 2010/1-2010/10.
- 2. National Science Council plans to college students, No: 98-2815-C-218-035-E, "The

Development of Healthy Pumpkin Cake and Consumer Behavior ," 2009/7 - 2010/2.

- 3. Chinese Management Association, No: 320970197, "Effect of Soaking Time on the Functional Impact of Plum Vinegar" 98/5-98/8.
- 4. National Animal Industry Foundation, No: NAIF097050289, "Taiwan's duck export target market and the related study of marketing strategies" 97/7-97/12.
- 5. Ministry of Education, No: F-17-012, "To Improve the Quality Control of Meat Product Manufacturing" 97/6-98/1.
- 6. Chinese Management Association, "Plan of Coaching Coffee Shop Supervisor in DongShan to Manage a Restaurant" 97/5-97/5.

### **Books**

1. 1. Food Supply Chain and Logistics Management, Future Career Publishing Corporation, 2016, ISBN 978-986-5774-63-9.
2. 2. Food & beverage purchasing and supply management, Future Career Publishing Corporation, 2015, ISBN 978-986-5774-49-3.
3. 3. Practical food additive, Wagner Enterprises Ltd., 2014, ISBN 978-986-5828-68-4.
4. 4. The hygiene and safety of food and beverage, Fifth ed., Wagner Enterprises Ltd., 2017, ISBN 978-986-362-230-7.
5. Food hygiene and safety, Wagner Enterprises Ltd., 2010, ISBN978-986-6335-29-7.5.

### **Professional Certifications**

1. \* Food technician, (2012)(1) No000085, The Examination Yuan of ROC.
2. \* Category C of Bartending, No: 003928, Bureau of Labor, 2002/8.
3. \* International Introductory Award in Conflict Handle, No: 606011736/260, City & Guilds Association, London, UK, 2010/7.
4. \* International Introductory Award in Customer Service, No: 606011736/1710, City & Guilds Association, London, UK, 2010/7.
5. \* International Introductory Award in Selling, No: 606011736/1160, City & Guilds Association, London, UK, 2010/7.

### **Professional Experience**

- Chairman of Chinese HACCP Development Association.(2020-2022)

### **Grants**

1. 1. Southern Taiwan University, "The Development of Traditional Chinese Medicine kimchi and Antioxidative Activity," 2010/1-2010/10.
2. 2. National Science Council plans to college students, No: 98-2815-C-218-035-E, "The Development of Healthy Pumpkin Cake and Consumer Behavior ," 2009/7 - 2010/2.
3. 3. Chinese Management Association, No: 320970197, "Effect of Soaking Time on the Functional Impact of Plum Vinegar" 98/5-98/8.
4. 4. National Animal Industry Foundation, No: NAIF097050289, "Taiwan's duck export target market and the related study of marketing strategies" 97/7-97/12.
5. 5. Ministry of Education, No: F-17-012, "To Improve the Quality Control of Meat Product Manufacturing" 97/6-98/1.
6. 6. Chinese Management Association, "Plan of Coaching Coffee Shop Supervisor in DongShan to Manage a Restaurant" 97/5-97/5.

### **Entrusted Practical Projects**

1. 1. Yeh, Chia. Sheng. 2016. Advanced Catering Food Safety Training -10512 HACCP Advanced Class Counseling Program.361050458
2. 2. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10511 HACCP Foundation Class Counseling Program.361050417

3. 3. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10509 HACCP Foundation Class Counseling Program.361050384
4. 4. Yeh, Chia. Sheng. 2016. Advanced Catering Food Safety Training -10508 HACCP Advanced Class Counseling Program. 361050285.
5. 5. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10505 HACCP Foundation Class Counseling Program. 361050146.
6. 6. Yeh, Chia. Sheng. 2016. Advanced Catering Food Safety Training -10504 HACCP Advanced Class Counseling Program. 361050081.
7. 7. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10503 HACCP Foundation Class Counseling Program. 361050045.
8. 8. Yeh, Chia. Sheng. 2016. Catering Food Safety Training -10501 HACCP Foundation Class Counseling Program. 361050006.
9. 9. Yeh, Chia. Sheng. 2015. Advanced Catering Food Safety Training -10412 HACCP Advanced Class Counseling Program. 361040510.
10. 10. Yeh, Chia. Sheng. 2015. Catering Food Safety Training -10410 HACCP Foundation Class Counseling Program. 361040466.

## Honors and Awards

1. \* Excellent paper, Effects of Sports Drinks Supplemented by Different Strength Training on Serum Biochemical and Uric Acid Changes of Judo Athletes, 2016 Health and Management Symposium: Health Services, 2016.
2. \* Excellent paper, Study on the correlation between serum biochemical testosterone levels and exercise capacity in competitive judo athletes" International Symposium on Health and Management, Tainan, 2015.
3. \* Excellent paper, Reflecting on Oil Storm - Development of Duck Oil, Technical College Student Practice Special Topic Competition and Exhibition, 2015
4. \* Excellent paper, Information design application and Sightseeing Sports and Leisure Practice Theme Competition, 2014
5. \* Second place of Excellent paper, CIIP International Certification Center, 2014.
6. \* Excellent paper, The product of the escape frame - a new type of mango crisp, 2012 The 15th National Business Management Practice Contest, 2012
7. \* Excellent paper, Hospitality Group of Students of Vocational Learning Satisfaction Study - Chiayi Area as an Example, The second session of the Hospitality Management academic and practical workshops, 2011.
8. \* Service-learning Outstanding Teachers, Southern Taiwan University, 2010.
9. \* Outstanding Instructor, Southern Taiwan University, 2010.