

Academic Curriculum Vita

Hsing Ivan Wen, Ph.D.
Associate Professor of Hospitality Management

ADDRESS:

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EDUCATION:

05/2006	Ph.D. of Hospitality Administration with emphasis on information technology and Lodging management, University of Nevada, Las Vegas, NV. (Ph.D. dissertation title: A comprehensive structural model of factors affecting online consumer travel purchasing)
05/2002	Master of Business Administration, University of San Diego, San Diego, CA.
12/1999	Bachelor of Art with minor in Hotel Management, Fairleigh Dickinson University, Teaneck, NJ.
05/1993	College Diploma, Tamsui Oxford College, Taipei, Taiwan

SPECIAL AWARDS, FELLOWSHIPS, AND HONORS:

03/2023	Travel grant in the amount of \$1,000 award from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2022-2023
01/2022	Grant of \$ 35,382 award from NaHHA/HTA, Fiscal year 2022
05/2019	Travel grant in the amount of \$1,000 award from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2018-2019
05/2018	Travel grant in the amount of \$1,000 award from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2017-2018
03/2018	Teaching excellence award, School of Travel Industry Management, University of Hawai'i at Mānoa
04/2017	Travel grant in the amount of \$1,000 award from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2016-2017
06/2016	Travel grant in the amount of \$1,000 award from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2015-2016
12/2015	One-off Special Fund Research Grant of \$49,000 award from School of Hospitality and Tourism Management, Hong Kong Polytechnic University, Fiscal year 2016-2017
05/2015	Travel grant in the amount of \$1,000 award from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2014-2015

05/2014 Travel grant in the amount of \$1,200 award from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2013-2014

05/2013 Travel grant in the amount of \$1,500 award from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2012-2013

05/2012 Travel grant in the amount of \$1,300 award from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2011-2012

04/2011 Travel grant in the amount of \$1,200 award from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2010-2011

03/2010 Teaching excellence award, School of Travel Industry Management, University of Hawai'i at Mānoa

03/2009 Travel grant in the amount of \$2,000 award from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2008-2009

03/2008 Travel grant in the amount of \$1,400 award from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2007-2008

03/2008 Member of Honorary Society (Alpha Iota Delta), international honorary for the decision sciences and information system.

03/2008 Best Application Paper awarded by Western Decision Science Institution.

05/2007 Travel grant in the amount of \$2,000 from University Research Council, University of Hawai'i at Mānoa, Fiscal year 2006-2007

2003 ~ Nominee of the National Dean's List.

2001 ~ Dean's List, University of San Diego, San Diego, CA.

1999 ~ Dean's List, Fairleigh Dickinson University, Teaneck, NJ.

1998 ~ Dean's List, Fairleigh Dickinson University, Teaneck, NJ.

1993 ~ The Employee of the Year, Four Season Hotel, Taipei, Taiwan.

PROFESSIONAL ASSOCIATIONS:

- Full member of Center of Chinese Study in University of Hawaii at Manoa since December, 2019.
- International Society of Travel and Tourism Educators since October, 2016
- Decision Science Institution. Member since January, 2008.
- Asia Council on Hotel, Restaurant, and Institutional Education (Asia CHRIE). Member since August 2006.
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE). Member since August 2006
- American Hotel and Lodging Association (AH&LA). Member since August 2006
- International Federation of IT in Travel & Tourism (IFITT). Member since May 2007

ACADEMIC POSITIONS:

08/2012~ Associate Professor of Hospitality Administration, University of Hawai'i at Mānoa

08/2006~07/2012	Assistant Professor of Hospitality Administration, University of Hawai'i at Mānoa
07/2004 ~ 07/2006	Adjunct Professor, Department of Hotel Management, University of Nevada, Las Vegas, NV.
08/2003 ~ 05/2004	Instructor, Department of Hotel Management, University of Nevada, Las Vegas, NV.
08/2002 ~ 06/2003	Research Assistant, Department of Hotel Management, University of Nevada, Las Vegas, NV.
08/2001 ~ 05/2002	Teaching Assistant (Accounting and Finance), Business School, University of San Diego, San Diego, CA.
01/2000 ~ 05/2001	IT Specialist, University of San Diego, San Diego, CA.

PUBLICATIONS

Blind referred journal articles:

1. Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 27(3), 391-402.
2. Wen, H. I. (2009) Factors affecting online consumer travel purchasing: A review. *International Journal of Contemporary Hospitality Management*, 21(6), 752-765.
3. Wen, H. I. (2010) Online travelers' decision makings: A new equation model to evaluate impacts of Web sites, search intention, and trust. *Journal of Information Technology and Tourism*, 12(2), 153-173.
4. Assante, L., Wen, H. I. & Lottig, K. (2010) An empirical assessment of residents' attitudes for sustainable tourism development: a case study of Oahu, Hawaii. *Journal of Sustainability and Green Business*, 1(1) (Online version).
5. Wen, H. I. (2012) An empirical study of online travel purchase intention model. *Journal of Travel & Tourism Marketing*, 29(1), 18-39.
6. Assante, L., Wen, H. I. & Lottig, K. (2012) Pioneering a rural hospitality research center: Examining best practices and stakeholder perceptions, *Journal of Tourism and Hospitality Planning & Development*, 1-18.
7. Wen, H. I. (2013) Online shopping of travel products: A structural equation of travelers' attitude, experience, perceptions toward different types of agencies, and the impacts on purchase intention. *International Journal of Hospitality and Tourism Administration*, 14(3), 203-232.
8. Assante, L., Sukalakamala, S., Wen, H. I. & Knudson, D. (2013) Identifying optimal communication mix for strategic destination image formation: a case study of Austria, *Journal of Management and Marketing Research*, (14) *In print*.
9. Wang, W., & Wen, H. I. (2017). Exploring the Impacts of Push Theory on Travel Motivations of Chinese Outbound Tourists: A Case Study in

Hawaii, *Journal of Global Review of Research in Tourism, Hospitality and Leisure Management.*, 4(1).

10. Wang, W., & Wen, H. I. (2018). Impacts of External Driving Forces on Travel Motivations: A Case Study of Chinese Tourists to Hawaii, *International Journal of Social Science and Economic Research.*, 3(11).
11. Song, J. Y. & Wen, H. I. (2021). Factors Affecting DMO's Website Use Intention and Visiting Intention: A SEM Model on the Impact of E-Destination Image and DMO's Website Design, *Journal of Tourism and Hospitality Management.*, 9(4), 183-203.
12. Tsai, Henry & Nam, Hyemin & Wen, Ivan. (2022). Impact of Internal and Customer Sexual Harassment on Job-related Outcomes: The Case of Female Casino Employees. *International Journal of Hospitality & Tourism Administration.* 1-25. 10.1080/15256480.2021.2025190.
13. Jeong, M. & Wen, H. I. (2022). Customer-value Creation in Self-service Technologies (SSTs) in the Tourism Industry, *Journal of Tourism and Hospitality Management.*, in print.

Blind referred journal articles under review process:

Manuscripts in the developing processes:

1. Wen, H. I., Tsai, H. & Bai, B. (2024). The impact of information overload and information confusion on travelers decision making: A comparison study between Chinese travelers and American travelers.
2. Wen, H. I., Tsai, H. & Bai, B. (2024). The impact of information overload and information confusion on theory of planned behavior: Evidence from Chinese Travelers and American travelers.
3. Wen, H. I. (In progress). Impact of social bond, diversified customer loyalty on consumers' repurchase intention of travel products (Hotel room, airline ticket, and rental car)
4. Wen, H. I., Bai, B, & Rob Law. The development of consumer relationship model. (Waiting to finalize the model with co-authors)
5. Wen, H. I. Information system success model in the restaurant industry.
6. Wen, H. I. The effectiveness of different knowledge management system in the travel industry: A case study on employees of generation Y.

Conference proceedings:

1. Wen, H. I., Brewer, P. & Bai, B. (2006). Factors that affect consumer's online purchase intentions of travel product: Structural equation modeling. [Abstract] *e-Review of Tourism Research*, Texas A&M University.

INSTRUCTIONAL DEVELOPMENT:

BOOKS:

1. Inge, J., & Wen, H. I. (2006). *An introduction to hotel systems: Fundamentals & glossary* (2nd edition). Washington D.C.: American Hotel & Lodging Association.

ACADEMIC CONFERENCE PRESENTATIONS:

1. Zheng, C, Wu, J. S., Tsai, H., and Wen, H. I. (2023). The impact of furlough on hospitality and tourism employees' job turnover intention: A relative deprivation perspective
2. Jeong, M., Wen, H. I., and Tsai, H. (2019). Customer-value creation in self-service technologies (SSTs) in the Hospitality industry. Proceeding for 2019 *Asia Pacific Tourism Association (APTA) conference* in Da Nang, Vietnam, July 1-5, 2019.
3. Wang, F., Tsai, H, Wen, H. I., and Wong, A. (2018). The relationship between perceived service quality, satisfaction and repurchase intention in China's bed and breakfast industry. Proceeding for 2018 *Global Marketing Conference*, Tokyo, Japan, July 26-29, 2018.
4. Wang, W., & Wen, H. I. (2017). Exploring the Impacts of Push Theory on Travel Motivations of Chinese Outbound Tourists: A Case Study in Hawaii. *Proceedings of 2017 International Conference on Multiple Academic Disciplines*, Taipei, Taiwan, December 21-22.
5. Wen, H. I., & Tsai, H. (2017). The impact of information overload and information confusion on theory of planned behavior. *Proceedings of 2017 International Conference on Information and Social Science*, Kyoto, Japan, June 27-29.
6. Kang, Y., Tsai, H., & Wen, H. I. (2017). The impacts of sharing economy on the lodging industry: A case study of Airbnb in Taiwan. *Proceedings of 15th Asia-Pacific CHRIE Conference*, Bali, Indonesia, May 31-June 3.
7. Cheng, T. Y., Tsai, H., & Wen, H. I. (2016). Travel information seeking on TripAdvisor: A case of Hong Kong. *Proceedings of 2016 International Society of Travel and Tourism Educators*, Hangzhou, China, October 12 to October 14.
8. Huang, P., Wen, H. I., & Tsai, H. (2016). Strategic analyses for Macau as a gaming tourism destination. *Proceedings of 12th Annual International Conference on Tourism (2016)*, Athens, Greece, May 30 to June 2.
9. Wen, H. I., Tsai, H., & Bai, B. (2016). Examining the Impact of Information Overload and Consumer Confusion on Communication and Decision-Making in the Travel Industry. *Proceedings of 2ND Global Tourism & Hospitality Conference/15th Asia Pacific Forum for Graduate Students Research Tourisms (2016)*, Hong Kong, May 16-18.
10. Wang, W., Wen, H. I., Tsai, H., & Wong, A. (2015). Understanding Chinese Outbound Travelers' Motivations: A Study on Chinese Visitors to Hawaii. *Proceedings of 5th Advances in Hospitality and Tourism Marketing and Management Conference (2015)*, Beppu, Japan, June 18-21.
11. Nam, V., Tsai, H. & Wen, H. I. (2015). Comparative Study on the Effect of Internal and Customer Sexual Harassment on Female Frontline Employees in Macao Casinos. *Proceedings of World Convention on Hospitality, Tourism &*

- Events Research International Convention and Expo Summit (2015)*, Seoul, Korea, May 19-22.
12. Wen, H. I., Song, J. Y., & Tsai, H. (2014). A Structural Equation Model of Electronic Destination Marketing. *Proceedings of 7th World Conference for Graduate Research in Tourism, Hospitality, and Leisure*, Istanbul, Turkey, June 3-8.
 13. Song, J. Y., Wen, H. I., & Tsai, H. (2013). Factors Affecting Destination Image, Travel Motivation, and Visiting Intention: An Exploratory Study on Impacts of DMO Website Design. *Proceedings of World Convention on Hospitality, Tourism & Events Research International Convention and Expo Summit (2013)*, Bangkok, Thailand, May 25-28.
 14. Song, J. Y. & Wen, H. I. (2012). An online travel motivation model: Strategic management of destination website. *Proceedings of 18th Asia-Pacific Tourism Association Conference*, Taipei, June 26-29.
 15. Assante, L. M., Sukalakamala, S., Knudson, D. A., & Wen, I. (2011). Identifying optimal communication mix for strategic destination image formation: A case study of Austria. *Proceedings of the 2011 Annual ICHRIE Conference*, Denver, July 27-30.
 16. Wen, H. I., Assante, L. M., Sukalakamala, S., & Knudson, D. A. (2011). A structural equation model of effects of information sources, socio-cultural preferences, and travel motive on destination image and visiting intent: A case study of Austria. *Proceedings of 9th Asia-Pacific CHRIE Conference*, Hong Kong, June 1-5.
 17. Wen, H. I. (2009). Travelers' attitudes toward online shopping & the impact on purchase intention. *Proceedings of 7th Asia-Pacific CHRIE Conference*, Singapore, May 28-31.
 18. Lottig, K., Assante, L. M., & Wen, H. I. (2008). An empirical assessment of a structural equation model of residents' attitude for sustainable tourism development: A case study of O'ahu, Hawai'i. *Proceedings of 37th Annual Meeting of the Western Decision Science Institute*, San Diego, CA, March 18-22.
 19. Wen, H. I., Zheng, T. S., & Lee, M. L. (2007). An exploratory study on the effectiveness of websites design in secondary Timeshare market in the United States. *Proceedings of 5th APac-CHRIE & 13th APTA Joint Conference*, Beijing, China, May 24-27.
 20. Wen, H. I., Lee, M. L., & Bergamen, C. (2007). A conceptual model of factors affecting adoption of organic food in the restaurant industry. *Proceedings of the Twelfth Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, TX., Jan 5-7.
 21. Wen, H. I., Brewer, P. & Bai, B. (2007). A comprehensive structural model of factors affecting online consumer travel purchasing. *Proceedings of the Twelfth Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, TX., Jan 5-7.
 22. Wen, H. I., Brewer, P. & Bai, B. (2006). Factors that affect consumer's online purchase intentions of travel product: Structural equation modeling.

- Proceedings of the Eleventh Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Seattle, WA., Jan 5-7.
23. Wen, H. I., Dunn, G., Brewer, P. and Baloglu, S. (2005). The state of research in hospitality technology: Content analysis revised. *Proceedings of the Tenth Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Myrtle Beach, SC., Jan 5-7.
 24. Wang, Z., Wen, H. I., Li, H., McCool, A. & Nazarechuk, A. (2004) Hospitality students' perception of the value of experiential learning. *Proceedings of Ninth Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, TX., Jan 5-7, 796-798.

PRESENTATIONS:

1. Bunkyo University Study Group: Introduction to Tourism Industry, (February 4, 2019), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
2. The Research & Development Institute of Vocation Training R.O.C. and Tourism Bureau R.O.C: The Role and Application of E-Commerce in Business, Digital Business Model, Marketing Decisions in the Digital Business Model, and Value Communications in the Digital Business Model, (August 20 to August 27), International Convention Center of Chang Yung-Fa Foundation, Taipei, Taiwan.
3. Keynote Speaker: E-Commerce X.0 in Tourism Destinations & Hospitality Industry: Current Trends, Opportunities, Challenges, & Future Prospects in 2018 Annual Meeting of Tourism Education Association of China Tourism Association on December 1, 2018 at Yunnan University, China.
4. EDIT group: Strategic Tourism Management (April 23-May 4, 2018), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
5. Bunkyo University Study Group: Introduction to Tourism Industry, (February 5, 2018), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
6. Meikai University Study Group: Strategic Tourism Management, (August 30, 2017), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa
7. Keynote Speaker: Travel and Tourism Development Trends in 2016 Taiwan Tourism Master Talk on October 28th, 2016 in 2016 Taiwan Tourism Forum on October 26th, 2016 at International Convention Center of National Central Library in Taiwan.
8. Keynote Speaker: E-Commerce X.0 in Tourism and Hospitality Industry: Current Trends, Opportunities, Challenges, and Future Prospects in 2016 Taiwan Tourism Forum on October 26th, 2016 at International Convention Center of National Central Library in Taiwan.
9. Hong Kong Polytechnic University D.HTM class -HTM6008 Hotel & Tourism Management Research Seminar in Hangzhou via Skype: How to

- write an academic conceptual paper: Developing a conceptual model, (Nov 25, 2015 China time).
10. Rikkyo University Study Group: Strategic Tourism Management, (September 8, 2015), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
 11. Meikai University Study Group: Strategic Tourism Management, (August 28, 2015), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa
 12. Rikkyo University Study Group: Resort and Hotel Management, (September 5, 2014), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
 13. Meikai University Study Group: Hotel and Resort Management, (August 29, 2014), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
 14. Ryukyus University Study Group: Hotel and Resort Management, (August 27, 2014), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
 15. EDIT group: Strategic Tourism Management (May 20-21, 2014), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
 16. Bunkyo University Study Group: Resort and Hotel Management, (February 26, 2014), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
 17. Meikai University Study Group: Hotel and Resort Management, (August 30th, 2013), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
 18. Ryukyus University Study Group: Hotel and Resort Management, (August 28, 2013), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
 19. EDIT group: Strategic Tourism Management (July 16-18, 2013), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
 20. Bunkyo University Study Group: Resort and Hotel Management, (February 27, 2013), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
 21. Meikai University and Rikkyo University Study Group: Hotel and Resort Management, (September 7, 2012), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
 22. University of Ryukyus Okinawa Study Group: Hotel and Resort Management, (August 22, 2012), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
 23. Seminar Speaker: Study abroad in the United States for National Dong Hwa University in Taiwan in June 12, 2012.
 24. Guest Speaker: Strategic analysis of gaming industry in Asia for Tam Kang University in Taiwan in June 5, 2012.

25. Keynote Speaker: Gaining competitive advantage in E-Commerce Era in 4th Asia Pacific Alliance on Tourism & Hospitality Education & the 12th Annual Conference in Hospitality & Tourism on May 17th to 18th, 2012 at National Kaohsiung University of Hospitality and Tourism in Taiwan.
26. Bunkyo University Study Group: Resort and Hotel Management, (February 29, 2012), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
27. Taiwan Commerce Development Institute: Tourism Product Development, (September 27, 2011), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
28. Rikkyo University Study Group: Resort and Hotel Management, (September 4 – September 15, 2011), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
29. Meikai University Study Group: Resort and Hotel Management, (August 22 – September 12, 2011), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
30. Executive Development Institute for Tourism: Strategic management in a Tourism Destination, (July 11 - July 22, 2011), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
31. Executive Development Institute for Tourism: Strategic management in a Tourism Destination, (July 10 - July 12, 2010), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
32. Speaker: Strategic analysis of gaming industry in Taiwan for Tam Kang University in Taiwan in May 2010.
33. Shanghai tourism administration seminar: Strategic tourism management (Cruise ship industry case study). (Dec 7 - Dec 11, 2009), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
34. Executive Development Institute for Tourism: Strategic management in a Tourism Destination, (July 10 - July 14, 2009), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
35. Executive Development Institute for Tourism: Strategic management in a Tourism Destination, (July 10 - July 25, 2008), School of Travel Industry Management Professional Programs, University of Hawai'i at Mānoa.
36. The Hailongjiang Tourism Center Seminar: The Application of Information Technology on the Development of Tourism in China. School of Travel Industry Management Professional Programs, (September, 2006) University of Hawai'i at Mānoa

CONSULTING PROJECTS:

1. Consulting project with SMI (Operation process innovation project), San Diego, CA, July 2001.

PROFESSIONAL SERVICES:

1. Organizer and moderator of webinar of “The Future of the Visitor Industry in the State of Hawaii: Opportunities and Challenges Associated with China and Other Markets after the COVID-19 Pandemic”, March 9, 2023, Co-sponsors: UHM TIM School, Native Hawaiian Hospitality Association and the Hawai‘i Tourism Authority.
2. Chairman of board member of Hawaii Taiwan Education & Cultural Organization (HTECO) (Since October 2020)
3. Acting Chairman of board member/Vice Chairman of board member of Hawaii Taiwan Educational & Cultural Organization (HTECO) (December 2019~September 2020)
4. Ad Hoc Reviewer for manuscript evaluation (Expertise: Information Technology, E-Commerce, Marketing, E-Consumer behavior, and Hospitality Education) for Frontier in Psychology (Since 2020).
5. Vice Chairman of board member of Hawaii Taiwan Educational & Cultural Organization (HTECO) (August 2019~September 2020)
6. Board member of Hawaii Taiwan Educational & Cultural Organization (HTECO) (Since August 2018)
7. Vice president of American Chinese Scholar Hawaii (Since August 2017 to July 2018)
8. Board member of American Chinese Scholar Hawaii (February 2017 to July 2017)
9. Invited reviewer for conference papers for 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism (Jan 8-10, 2015).
10. Ad Hoc Reviewer for manuscript evaluation (Expertise: Information Technology, E-Commerce, Marketing, E-Consumer behavior, and Hospitality Education) for Journal of Tourism Management (Since 2014).
11. Ad Hoc Reviewer for manuscript evaluation (Expertise: Information Technology, E-Commerce, Marketing, E-Consumer behavior, and Hospitality Education) for Asia Pacific Journal of Tourism Research (Since 2014).
12. Invite external assessor for application of Dr. Au Norman’s tenure and promotion in the School of Hotel and Tourism Management of Hong Kong Polytechnic University (January 2014).
13. Reviewer for manuscript evaluation (Expertise: Information Technology, E-Commerce, Marketing, E-Consumer behavior, and Hospitality Education) for International Journal of Tourism Research (Since 2013).
14. Invited reviewer for conference papers for 2013 World Convention on Hospitality, Tourism & Events Research International Convention and Expo Summit being held in Bangkok, Thailand, In May 2013.
15. Ad Hoc Reviewer for manuscript evaluation (Expertise: Information Technology, E-Commerce, Marketing, E-Consumer behavior, and Hospitality Education) for International Journal of Hospitality Management (Since 2012).
16. Invited reviewer for conference papers for 2012 Tourism Sciences Society of Korea International Tourism Conference (TOSOK) Conference being held in Ulsan, South Korea, In July 2012.
17. Invited reviewer for conference papers (Expertise: Information Technology) for 2012 International Council on Hotel, Restaurant, and Institutional Education Annual Conference being held in Providence, Rhode Island, In August 2012.

18. Ad Hoc Reviewer for manuscript evaluation (Expertise: Information Technology, E-Commerce, Marketing, E-Consumer behavior, and Hospitality Education) for Journal of Hospitality and Tourism Research (Since 2011).
19. Ad Hoc Reviewer for manuscript evaluation (Expertise: Information Technology, E-Commerce, Marketing, E-Consumer behavior, and Hospitality Education) for Journal of Hospitality and Tourism Technology (Since 2010).
20. Ad Hoc Reviewer for manuscript evaluation (Expertise: Information Technology, E-Commerce, Marketing, E-Consumer behavior, and Hospitality Education) for Journal of Hospitality Marketing and Management (Since 2010).
21. Ad Hoc Reviewer for manuscript evaluation (Hospitality education) for Journal of Teaching in Travel and Tourism (Since 2010).
22. Invited reviewer for manuscript evaluations (Expertise: Information Technology) for 2011 Annual Graduate Conference being held in Houston, TX In January 2011.
23. Invited reviewer for manuscript evaluations (Expertise: Information Technology) for 2010 Annual Graduate Conference being held in Washington D.C. In January 2010.
24. Invited reviewer for manuscript evaluations (Expertise: Marketing) for the 2010 Annual Graduate Conference being held in Washington D.C. In January 2010.
25. Ad Hoc Reviewer for manuscript evaluation (Expertise: Information Technology, E-Commerce, Marketing, E-Consumer behavior, and Hospitality Education) for International Journal of Contemporary Hospitality Management (Since 2008).
26. Invited reviewer for manuscript evaluations (Expertise: Travel/tourism) for the 2009 Annual Graduate Conference being held in Las Vegas, NV. In January 2009
27. Invited reviewer for manuscript evaluations (Expertise: Hospitality/tourism marketing) for the 2009 Annual Graduate Conference being held in Las Vegas, NV. In January, 2009.
28. Invited reviewer for manuscript evaluations (Expertise: Hospitality/tourism information technology) for the 2009 Annual Graduate Conference being held in Las Vegas, NV. In January, 2009.
29. Ad Hoc Reviewer for manuscript evaluation (Expertise: Information Technology) for Journal of Travel Research.
30. Invited reviewer for manuscript evaluations (Expertise: Travel/tourism) for the 2008 Annual Graduate Conference being held in Orlando, FL. In January 2008.
31. Invited reviewer for manuscript evaluations (Expertise: Hospitality/tourism marketing) for the 2008 Annual Graduate Conference being held in Orlando, FL. In January, 2008.
32. Invited reviewer for manuscript evaluations (Expertise: Hospitality/tourism information technology) for the 2008 Annual Graduate Conference being held in Orlando, FL. In January, 2008.

33. Invited reviewer for manuscript evaluations (Expertise: Hospitality/tourism information technology) for International Society of Travel and Tourism Educator (ISTTE) Conference being held in Charleston, SC. In October, 2007.
34. Invited reviewer for manuscript evaluations (Track: hospitality/tourism information technology) for International Council on Hotel, Restaurant and Institutional Education Conference being held in Dallas, TX. In July, 2007.
35. Invited section facilitator (Track: Hospitality/tourism technology) for the 2007 Annual Graduate Conference being held in Houston, TX. In January, 2007.
36. Invited reviewer for manuscript evaluations (expertise: hospitality/tourism marketing) for the 2007 Annual Graduate Conference being held in Houston, TX. In January, 2007.
37. Invited reviewer for manuscript evaluations (expertise: hospitality/tourism technology) for the 2007 Annual Graduate Conference being held in Houston, TX. In January, 2007.
38. Invited reviewer for manuscript evaluations (expertise: hospitality/tourism technology) for the 2006 Annual Graduate Conference being held in Seattle, WA. In January, 2006.
39. Assistant Coordinator, Third Think Tank Conference on Electronic Channel Distribution, Las Vegas, NV, April, 2005.
40. Invite panel speaker of Distant Seminars with the students of University of Hawai‘I, March, 2005.
41. Assistant Facilitator, Second Think Tank Conference on Electronic Channel Distribution, Washington D.C., March, 2003.
42. Assistant Facilitator, First Think Tank Conference on Electronic Channel Distribution, Las Vegas, NV, January, 2003.

TEACHING AND INSTRUCTIONAL ACTIVITIES

COURSES TAUGHT:

Term	Course Number	Course Title	Section	Number Enrolled
Spring 2004	HMD 101	Introduction of Hospitality Industry (Teaching assistant in UNLV)	1	65
Summer 2004	HMD 101	Introduction of Hospitality Industry (Instructor in UNLV)	1	60
Fall 2004	HMD 225	Basic computer applications for Hospitality Managers (Instructor in UNLV)	2	40
Fall 2004	HMD 725	Information technology in the Hospitality industry, graduate course (Teaching assistant in UNLV)	1	15
Spring 2005	HMD 103	Lodging management (Teaching assistant in UNLV)	2	120

Term	Course Number	Course Title	Section	Number Enrolled
Spring 2005	HMD 225	Basic computer applications for Hospitality Managers (Instructor in UNLV)	2	40
Summer 2005	HMD 225	Basic computer applications for Hospitality Managers (Instructor in UNLV)	2	20
Fall 2005	HMD 103	Lodging management (Instructor in UNLV)	3	92
Fall 2005	HMD 225	Basic computer applications for Hospitality Managers (Instructor in UNLV)	2	40
Spring 2006	HMD 103	Lodging management (Instructor in UNLV)	3	101
Spring 2006	HMD 225	Basic computer applications for Hospitality Managers (Instructor in UNLV)	2	36
Fall 2006	TIM 302	Information Systems Technology	2	23
Fall 2006	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	2	27
Spring 2007	TIM 431 (W)	Strategic management in the Travel/Hospitality industry	1	23
Spring 2007	TIM 603	Information technology, E-Commerce, and Travel Industry	1	9
Fall 2007	TIM 302	Information Systems Technology	2	29
Fall 2007	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	2	20
Spring 2008	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	3	20
Spring 2008	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	4	20
Fall 2008	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	2	20
Fall 2008	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	3	20
Fall 2008	TIM 401	Resort Development & Real Estate	1	55
Spring 2009	TIM 314	Hotel Management	1	39
Spring 2009	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	1	13
Fall 2009	TIM 314	Hotel Management	1	46
Fall 2009	TIM 603	Information technology, E-Commerce, and Travel Industry	1	5
Spring 2010	TIM 302	Information system technology	1	19
Spring 2010	TIM 314	Hotel Management	1	36

Term	Course Number	Course Title	Section	Number Enrolld
Fall 2010	TIM 314	Hotel Management	1	40
Fall 2010	TIM 603	Information technology, E-Commerce, and Travel Industry	1	6
Spring 2011	TIM 314	Hotel Management	1	36
Spring 2011	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	1	24
Fall 2011	TIM 314	Hotel Management	1	27
Fall 2011	TIM 603	Information technology, E-Commerce, and Travel Industry	1	6
Spring 2012	TIM 314	Hotel Management	1	33
Spring 2012	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	1	11
Fall 2012	TIM 314	Hotel Management	1	38
Fall 2012	TIM 603	Information technology, E-Commerce, and Travel Industry	1	2
Spring 2013	TIM 314	Hotel Management	1	35
Spring 2013	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	1	19
Fall 2013	TIM 603	Information technology, E-Commerce, and Travel Industry	1	1
Fall 2013	TIM 314	Hotel Management	1	51
Spring 2014	TIM 314	Hotel Management	1	23
Spring 2014	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	1	15
Summer 2014	TIM 314	Hotel Management	1	10
Fall 2014	TIM 314	Hotel Management	1	31
Fall 2014	TIM 603	Information technology, E-Commerce, and Travel Industry	1	6
Fall 2015	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	2	12
Fall 2015	TIM 603	Information technology, E-Commerce, and Travel Industry	1	5
Spring 2016	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	1	24
Spring 2016	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	2	21
Spring 2016	TIM 605	Hospitality Management	1	4
Fall 2016	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	1	12
Fall 2016	TIM 603	Information technology, E-Commerce, and Travel Industry	1	10
Spring 2017	TIM 303	Management of Service Enterprise	1	58

Term	Course Number	Course Title	Section	Number Enrolld
Spring 2017	TIM 314	Hotel Management	1	27
Spring 2017	TIM 605	Hospitality Management	1	4
Summer 2017	TIM 303 (Online)	Management of Service Enterprise	1	8
Fall 2017	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	1	19
Fall 2017	TIM 603	Information technology, E-Commerce, and Travel Industry	1	5
Spring 2018	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	1	20
Spring 2018	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	2	17
Spring 2018	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	3	14
Summer 2018	TIM 303 (Online)	Management of Service Enterprise	1	7
Fall 2018	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	1	16
Fall 2018	TIM 603	Information technology, E-Commerce, and Travel Industry	1	10
Spring 2019	TIM 314	Hotel Management	1	27
Spring 2019	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	3	20
Spring 2019	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	2	12
Fall 2019	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	1	18
Fall 2019	TIM 603	Information technology, E-Commerce, and Travel Industry	1	5
Spring 2020	TIM 314	Hotel Management	1	19
Spring 2020	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	2	18
Fall 2020	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	1	12
Fall 2020	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	3	17
Fall 2020	TIM 603	Information technology, E-Commerce, and Travel Industry	1	6
Spring 2021	TIM 605	Hospitality Management	1	5
Spring 2021	TIM 431 (W)	Strategic Management in the Travel/Hospitality Industry	2	15
Fall 2021	TIM 302	Information system technology	1	24
Fall 2021	TIM 314	Hotel Management	1	23
Fall 2022	TIM 302	Information system technology	2	20
Fall 2022	TIM 314	Hotel Management	1	30
Spring 2023	TIM 302	Information system technology	1	35

Term	Course Number	Course Title	Section	Number Enrolld
Spring 2023	TIM 603	Information technology, E-Commerce, and Travel Industry	1	10
Fall 2023	TIM 302	Information system technology	2	13
Fall 2023	TIM 314	Hotel Management	1	16
Spring 2024	TIM 314	Hotel Management	1	26
Spring 2024	TIM 603	Information technology, E-Commerce, and Travel Industry	1	13

Ph. D. DISSERTATIONS/MASTER THESIS
COMMITTEE/PROFESSIONAL PAPER ADVISOR ACTIVITIES:

1. Au Wai Ching, April 2023~July 2023, “Development of a smartness scale in tourism and assessment of tourists perceived values in smart travel experiences”, Doctoral student in the School of Hotel and Tourism Management of Hong Kong Polytechnic University.
2. Jin Kong, 2021~2022, “How to improve ranking in online platform: A case study on Mu Xing restaurant in Nanjing”, Doctoral student in the School of Hotel and Tourism Management of Hong Kong Polytechnic University.
3. Lingling Xu, 2020~2021 “Influence of traveling emotions toward seniors’ life quality”, Doctoral student in the School of Hotel and Tourism Management of Hong Kong Polytechnic University.
4. Chen-Ling Shen, Since 2020 “Measuring the use of experience economy from tourism applications in analyzing family travel stay at B&B”, Doctoral student in the School of Hotel and Tourism Management of Hong Kong Polytechnic University.
5. Zhaohao Liang, Since 2019 “Factors affecting tourist’s perceived destination image and behavioral intention: A Study on the Influence of Digital Marketing”, Master student in the School of Travel Industry Management of University of Hawai‘i at Mānoa.
6. An Yu Wang, 2019~ August, 2021 “Event planning and destination management”, Master student in the School of Travel Industry Management of University of Hawai‘i at Mānoa.
7. Moonah Jeong, 2019~2020 “Customer-value creation in self-service technologies (SSTs) in the Hospitality industry”, Master student in the School of Travel Industry Management of University of Hawai‘i at Mānoa.
8. Natetra Dhevabanchachai, 2018 “Comparison of Challenges and Resolution Planning of Product/Service Innovation Implementations in 5-Star International Hotel Chains and Independent Hotels in Thailand”, Doctoral student in the School of Hotel and Tourism Management of Hong Kong Polytechnic University.
9. Zhuoling Fang, 2017 “Customer relationship management in e-commerce era: A literature review”, Master student in the School of Travel Industry Management of University of Hawai‘i at Mānoa.
10. Ophelia Wong Pui Yan, 2016 “Investigating the use and effectiveness of travel advisory system: A case of Hong Kong’s Outbound Travel Alert System, Master Student in in the School of Hotel and Tourism

Management of Hong Kong Polytechnic University.

11. Jocelyn Moore, 2014 to 2015 “Factors affecting guest’s perceived usefulness of online reviews and their impact on guest’s impression on hotel brand and booking intention: A literature review”, Master student in the School of Travel Industry Management of University of Hawai‘i at Mānoa.
12. Tong Kobkitpanichpol, 2013 to 2017, Doctoral student in the School of Hotel and Tourism Management of Hong Kong Polytechnic University.
13. Peiqui (Jill) Huang, 2013 to 2015 “The Timeshare Development in China”, Master student in the School of Travel Industry Management of University of Hawai‘i at Mānoa.
14. Walter Wang, 2011 to 2013 “The Tourism Development in China”, Master student in the School of Travel Industry Management of University of Hawai‘i at Mānoa.
15. Joo Yeon Song, 2009 to 2011 “The effectiveness and marketing functions of destination organizations’ Web sites”, Master student in the School of Travel Industry Management of University of Hawai‘i at Mānoa.
16. Dorothy A. Knudson, 2010 “Tourism stakeholder perceptions of Austria: Strategic implementation of the communication mix in the destination image-creation process”, Master Student in Southern Utah University.
17. Kim Lottig, 2007 “Modeling Resident Attitude on the Environmental Impacts of Tourism”, Master student in the School of Travel Industry Management of University of Hawai‘i at Mānoa.

OTHER INSTRUCTIONAL ACTIVITIES:

1. Guest speaker (Topic: Information technology and innovation) for TIM 431, October 2006.
2. Guest speaker (Topic: Global Distribution Channel) for TIM 302, March 2007
3. Guest speaker (Topic: Information technology and innovation) for TIM 431, April 2007
4. Guest speaker (Topic: Information technology and innovation) for TIM 431, October 2007
5. Guest speaker (Topic: Information technology and innovation) for TIM 431, April 2008
6. Guest speaker (Topic: Information technology and innovation) for TIM 431, October 2008
7. Guest speaker (Topic: How to write an academic conceptual paper) for TIM 610, September 2009
8. Guest speaker (Topic: How to write an academic conceptual paper) for TIM 610, September 2010

INTERNAL SERVICE

SCHOOL:

1. Member of TIM School Faculty Search Committee (Position: Assistant Professor), 3/2023~05/2023
2. Graduate Chair of TIM School, 09/2019~07/2021
3. Chair of Undergraduate Curriculum and Student Affairs Committee, 09/2019~07/2020
4. Chair of TIM School Faculty Senate, 08/2017~07/2018
5. Member of TIM School Faculty Search Committee (Position: Assistant Professor), 8/2019~05/2020
6. Chair of Workgroup on merger with Shidler College of Business, 08/2018~08/2019
7. Member of TIM School Faculty Search Committee (Position: Assistant Professor), 9/2018~05/2019
8. Chair of TIM School Faculty Search Committee (Position: Assistant Professor), 9/2016~05/2017
9. Chair of Undergraduate Curriculum and Student Affairs Committee, 08/2016~07/2017
10. Chair of Undergraduate Curriculum and Student Affairs Committee, 08/2015~07/2016
11. Chair of TIM School Faculty Search Committee (Position: Instructor), 9/2015~05/2016
12. Chair of TIM School Faculty Search Committee (Position: Assistant Professor), 9/2015~05/2016
13. Curriculum Assessment Coordinator, 08/2015~07/2016
14. 3+2 Coordinator with higher educations in China, since 09/2014
15. Member of Tenure and Promotion Review Committee of School of Travel Industry Management, since 09/2014.
16. Member of Departmental Personnel Committee of School of Travel Industry Management, 08/2014~07/2015.
17. Member of TIM School Teaching Excellence Award Review Committee, 03/2014
18. Member of TIM School Award and Scholarship Committee, 03/2014
19. Member of Research Committee, 08/2013~07/2014
20. Faculty advisor of the student chapter of the American Hotel & Lodging Association, 08/2011~10/2023
21. Chair of TIM School Award and Scholarship Committee, 03/2013
22. TIM Honors advisor for undergraduate honor students, since 09/2009
23. Member of Departmental Personnel Committee, since 08/2013
24. Member of TIM School Faculty Search Committee (Position: Assistant Professor), since 08/2013
25. Chair of Personnel Committee, 08/2012~07/2013
26. Vice Chair of TIM Faculty Senate, 08/2012~07/2013
27. Chair of Research Committee, 08/2011~07/2012
28. Chair of TIM School Faculty Search Committee (Position: Assistant Professor), 11/2011~05/2012
29. Founding advisor of the student chapter of the American Hotel & Lodging Association, 08/2011~
30. Member of TIM School Award and Scholarship Committee, 02/2012
31. Chair of Undergraduate Curriculum and Student Affairs Committee, 08/2010~07/2011

32. Chair of TIM School Award and Scholarship Committee, 03/2011
33. Member of TIM School Faculty Search Committee (Position: Associate/Assistant Professor), 02/2011~05/2011
34. Vice Chair of TIM School Faculty Senator Council, 08/2010~07/2011
35. Member of TIM School Faculty Search Committee (Position: Instructor), 06/2010~07/2010
36. Chair of Thesis Committee, since 09/2009
37. TIM Honors advisor for undergraduate honor students, since 09/2009
38. Chair of Ad Hoc committee (School Web site development), since 08/2009
39. Member of TIM School Award and Scholarship Committee, 03/2010
40. Chair of Personnel Committee, 08/2009~07/2010
41. Member of Ad Hoc committee (Curriculum assessment and development), since 01/2009
42. Chair of Personnel Committee, 01/2009~07/2009
43. Member of Graduate Admission Committee, 08/2008~07/2009
44. Member of Undergraduate Curriculum and Student Affair Committee, 08/2008~07/2009
45. Chair of TIM faculty search committee (Position: Assistant Professor), 10/2007~04/2008
46. Member of Ad Hoc Committee (Hospitality emphasis courses in Graduate Curriculum), 11/2007~07/2008
47. Member of Master of Science Admission Committee, 07/2007~08/2009
48. Chair of Undergraduate Curriculum and Student Affair Committee, 09/2007~07/2008
49. Chair of TIM School Award and Scholarship Committee, 03/2008
50. Vice Chair of TIM School Faculty Senator Council, 07/2007~07/2008
51. Member of TIM School Personnel Committee, 08/2006~02/2007
52. Member of TIM School Faculty Search Committee (Position: Assistant Professor), 01/2007~07/2007
53. Member of Two separate TIM School Faculty Search Committees (Position: Assistant Professors), 08/2006~12/2006
54. Chair of TIM School Personal Committee, 02/2007~07/2007
55. Member of Thesis Committee, 09/2006~07/2007
56. Member of TIM School Technology Committee, 08/2006~07/2007
57. Member of Ad Hoc Committee of PhD and Master Planning Task Force, 08/2006~12/2006
58. Member of Graduate Faculty Committee of School of Travel Industry Management, Since 08/2006~

UNIVERSITY:

1. Co-Chair of committee of scholarships and awards of Center of Chinese Study of University of Hawai'i at Mānoa, Since 09/2022
2. Executive member of Center of Chinese Study of University of Hawai'i at Mānoa, Since 05/2022
3. Track Chair of Travel Industry Management for 2021 Hawai'i International Conference on Chinese Studies (HICCS).

4. Track Chair of Travel Industry Management for 2020 Hawai'i International Conference on Chinese Studies (HICCS).
5. Member of Center of Chinese Study of University of Hawai'i at Mānoa, Since 12/2019
6. Member of Tenure and Promotion Review Committee of University of Hawai'i at Mānoa, Since 11/2013
7. Member of International Education Committee of University of Hawai'i at Mānoa, 08/2012~09/2013
8. Member of Research Committee of University of Hawai'i at Mānoa, 09/2009~07/2011
9. Faculty Senator of University of Hawai'i at Mānoa, 05/2009~07/2011

PROFESSIONAL DEVELOPMENT ACTIVITIES:

1. Datacamp training, February 1, 2022~
2. Self-study on Big Data and Artificial intelligence, December 20, 2020~
3. Business Data Analytic, October 17-18 & October 24-25, 2020, Honolulu, Hawaii.
4. Mplus Short Course and Latent Variable Symposium, Taiwan, January 9-11, 2011
5. WASC educational seminar on student learning and assessment, level I, January 29-31, 2009, Honolulu, Hawaii.
6. 2nd Tourism Education Future Initiative Conference, April 2008, Honolulu, Hawaii.

PROFESSIONAL DEVELOPMENT PLANS:

1. Certificated Hospitality Educator by American Hotel and Lodging Association
2. Statistical training on program of M-plus
3. AI and Big trainings