

Ingrid Y. Lin, Ph.D.

ilin@hawaii.edu

Curriculum Vitae

EDUCATION

Pennsylvania State University	Hotel, Restaurant & Institutional Mgmt.	Ph.D.
New York University	Hospitality Industry Studies	M.S.
Boston University	Hospitality Administration	B.S.

ACADEMIC ROLES

School of Travel Industry Management | Shidler College of Business | University of Hawaii at Manoa

Professor of Travel Industry Management	2022 - Present
Associate Professor of Travel Industry Management	2012 - 2021
Assistant Professor of Travel Industry Management	2007 - 2012

Graham School of Management | Saint Xavier University | Chicago, IL USA

Assistant Professor of Hospitality Management	2006 - 2007
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Hospitality Management Department | Tunghai University | Taichung | Taiwan

Assistant Professor of Hospitality Management	2004 - 2006
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Tourism Management Department | Providence University | Taichung | Taiwan

Assistant Professor (Part-time, Adjunct)	2004 - 2006
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School of Hospitality Management | Penn State University | State College, PA | USA

Instructor (Part-time)	2002 - 2003
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Tourism Management Department | Ling Tung University | Taichung, Taiwan

Instructor (Full-time)	1997 - 2000
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ADMINISTRATIVE ROLES

School of Travel Industry Management | Shidler College of Business | University of Hawaii at Manoa

Interim Director	2020 - 2022
Department Chair	2019 - 2020

EDITORIAL ROLES

Co-editor, <i>Journal of Hospitality and Tourism Education</i>	2022 - Present
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Editorial Board Member (Current and Prior):

International Journal of Hospitality Management

Journal of Hospitality and Tourism Research

Journal of Hospitality and Tourism Education

Journal of Tourism and Sports Management

International Journal of Tourism and Hospitality Management in the Digital Age

Ad Hoc Reviewer

International Journal of Hospitality Management
Journal of Hospitality and Tourism Research
Journal of Hospitality Marketing and Management
International Journal of Contemporary Hospitality Management
Journal of Hospitality and Tourism Education
Journal of Travel and Tourism Marketing
Cornell Hospitality Quarterly
Journal of Services Marketing
International Journal of Spa and Wellness
Journal of Service Research
Journal of Sustainable Tourism
Tourism Management

ADVISORY COUNCIL MEMBER

Harvard Business Review

AWARDS & HONORS

Johnson & Wales Case Study Competition Award (2022): I-CHRIE, *Journal of Hospitality and Tourism Cases*, Sage Publishing Co.

Professor of the Semester in M.S. Travel Industry Management (Fall 2022): Shidler College of Business, University of Hawaii at Manoa

Kaizen Service Award (2019-2020): Shidler College of Business, University of Hawaii at Manoa

Highly Commended Paper Award (2015): *International Journal of Culture, Tourism, and Hospitality Research*. Emerald Group Publishing Limited.

Reviewer Award (2014): In recognition of the review made for the journal. *International Journal of Hospitality Management*, Elsevier Publishing Co.

Excellence in Teaching Award (2013): School of Travel Industry Management, University of Hawaii at Manoa.

Excellence in Teaching Award (2011): School of Travel Industry Management, University of Hawaii at Manoa.

Faculty Recognition of Excellence in Scholarship Award (2007): Graham School of Management, Saint Xavier University.

Grace M. Henderson Award (2003): High academic achievement and demonstrated professional development: The Pennsylvania State University.

PUBLICATIONS**Refereed Journal Publications**

Berbekova, A. and Lin, I.Y. (2024). Exploring the connection between mental health and well-being for faculty in hospitality and tourism education: A thematic analysis. *Journal of Hospitality and Tourism Education*, 36(3). DOI: <https://doi.org/10.1080/10963758.2024.2369134>.

Sakamoto, C. and Lin, I.Y. (2024). Outrigger Hotels and Resorts brand portfolio and brand extension. *Journal of Hospitality and Tourism Cases*, DOI: <https://doi.org/10.1177/21649987241259258>.

Zeng, Z., Shen, C., Wang, H., and Lin, I.Y. (2024). Luckin Coffee in China: An innovative coffee brand dominating the Chinese market amid the Covid-19 pandemic. *Journal of Hospitality and Tourism Cases*, 12(1), DOI: <https://doi.org/10.1177/21649987241241913>. (I-CHRIE 2022 Journal of Hospitality and Tourism Case Studies Competition; Award-winning case study).

Chen, Q., Hu, M., He, Y., Lin, I.Y., and Mattila, A.S. (2022). Understanding guests' evaluation of green hotels: The interplay between willingness to sacrifice for the environment and intent vs. quality-based market signals. *International Journal of Hospitality Management*, 104, 103229. DOI: <https://doi.org/10.1016/j.ijhm.2022.103229>.

Lin, I.Y. and Mattila, A.S. (2022). Choreograph postpartum care experiencescapes in a resort setting. *International Journal of Contemporary Hospitality Management*, 34(8), 2953-2970. <https://doi.org/10.1108/IJCHM-08-2021-1015>

Lin, I.Y. and Mattila, A.S. (2021). The value of service robots from the hotel guest's perspective: A mixed-method approach. *International Journal of Hospitality Management*, 94, 102876. DOI: <https://doi.org/10.1016/j.ijhm.2021.102876>.

Lin, I.Y. (2019). What makes a hotelscape beautiful? Antecedent and consequent behaviors of perceived aesthetic value and aesthetic judgment in the customer-hotelscape relationship. *International Journal of Hospitality and Tourism Administration*, 23, 34-61. <https://doi.org/10.1080/15256480.2019.1692754>

Lin, I.Y. and Mattila, A.S. (2018). A conceptual model of co-creating an authentic luxury spa experience. *International Journal of Spa and Wellness*, 1(1), 1-15.

Lin, I.Y. (2017). A place for everything and everything in its place: The application of Feng Shui to hotels. *Boston Hospitality Review*, 5(3), 1-15.

Lin, I.Y. (2016). Effects of visual servicescape aesthetics comprehension and appreciation on consumer experience. *Journal of Services Marketing*, 30(7), 692-712.

Zhao, D.F. and Lin, I.Y. (2014). Understanding tourists' perception and evaluation of inter-cultural service encounters: A holistic mental model process. *International Journal of Culture, Tourism, and Hospitality Research*, 8(3), 290-309.

Lin, I.Y. (2014). Restaurant employees' perception of different tipping systems across country differences. *Journal of Foodservice Business Research*, 17(3), 198-214.

- Lin, I.Y. and Worthley, R. (2012). Servicescape moderation on personality traits, emotions, satisfaction, and behaviors. *International Journal of Hospitality Management*, 31(1), 31-42.
- Lin, I.Y. and Namasivayam, K. (2011). Understanding restaurant tipping systems: A human resources perspective. *International Journal of Contemporary Hospitality Management*, 23(7), 923-940.
- Lin, I.Y. and Mattila, A.S. (2010). Restaurant servicescape, service encounter, and perceived congruency on customers' emotions and satisfaction. *Journal of Hospitality Marketing and Management*, 19(8), 819-841.
- Lin, I.Y. (2010). The interactive effect of Gestalt situations and arousal-seeking tendency on customers' emotional responses: Matching color and music to specific servicescapes. *Journal of Services Marketing*, 24(4), 294-304.
- Lin, I.Y. (2010). The combined effect of color and music on customer satisfaction in hotel bars. *Journal of Hospitality Marketing and Management*, 19(1), 22-37.
- Namasivayam, K. and Lin, I.Y. (2006). Linking employee misbehavior to consumer satisfaction. *Journal of Foodservice Business Research*, 8(3), 23-34.
- Lin, I.Y. and Mattila, A.S. (2006). Understanding restaurant switching behavior from a cultural perspective. *Journal of Hospitality and Tourism Research*, 30(1), 3-15.
- Namasivayam, K. and Lin, I.Y. (2005). Accounting for temporality in servicescape effects on consumers' service evaluations. *Journal of Foodservice Business Research*, 7(1), 5-22.
- Lin, I.Y. (2004). Evaluating a servicescape: the effect of cognition and emotion. *International Journal of Hospitality Management*, 23(2), 163-178.
- Lin, I.Y. (2001). The impact of complex hotel physical environment on guests' perception: From the Gestalt Psychology perspective. *The Ling Tung College Journal*, 12, 129-149.

Book Chapters

- Lin, I.Y. & Sheldon, P. (Accepted). Designing wellness hotels of the future. In H. Assen, E. Cavagnaro, E.Losekoot, & I.Yeoman (Eds.), *The Future of Hotels*.
- Lin, I.Y. (2015). Marketing global luxury spa and wellness trends, challenges and experiences. In A. Camillo. *Handbook of Research on Global Hospitality and Tourism Management*.
- Namasivayam, K. and Lin, I.Y. (2008). The servicescape. In A. Pizam & P. Jones (Eds.), *Handbook of Hospitality Operations and IT Management* (pp. 43-62). Butterworth-Heinemann.

Other Publication

- Lin, I.Y. (2007). [Review of the book Marketing to women: How to understand, reach, and increase your share of the world's largest market segment]. *Journal of Travel and Tourism Marketing*, 21, 139-143.

CONFERENCES**Paper Presentations**

- Shulga, L., Berbekova, A., Seo, K., & Lin, I.Y. (2024). Assessing competencies required for master students in hospitality and tourism: A comparative study. *I-CHRIE* (July 24th- July 26th). Montreal, Canada.
- Lin, I.Y., Berbekova, A., & Shulga, L. (2024). Exploring spa careers and education in the luxury hotel/resort spas. *Western Division Science Institute 52nd Annual Meeting (April 2nd – 6th)*. Sonoma County, CA, USA.
- Lin, I.Y. (2023). Welcome to the new parenthood: Rethink and transform the postpartum care culture in the U.S. *Thirteenth International Conference on Health, Wellness & Society—Innovation Showcase: Health Promotion and Education*. (Sep. 14th- Sep. 15th) at UBC Robson Square, Vancouver, Canada.
- Coppedge, P. and Lin, I.Y. (2023). Utilizing the servicescape to guide human-wildlife interactions in a hospitality setting. *Asia Pacific Tourism Association Annual Conference 2023 (July 5th – July 7th)* in Chiang Mai, Thailand.
- Zeng, Z., Shen, C., Wang, H., and Lin, I.Y. (2022). Luckin Coffee in China: An innovative coffee brand dominating the Chinese market amid the Covid-19 pandemic. *Presented at the International CHRIE 2022 Annual Summer Conference (Aug. 3rd -6th)*. Washington, DC, USA.
- Lin, I.Y. and Shulga, L. (2022). Online customer review of hotel and resort spas. *Western Division Science Institute 50th Annual Meeting (April 4th - 8th)*. Big Island, Hawaii, USA.
- Lin, I.Y. (2021). Designing and transforming postpartum care into a rejuvenating resort retreat for women's health and wellbeing. *Eleventh International Conference on Health, Wellness & Society*. (Sep. 2nd - Sep. 4th) at Sorbonne Universite, Paris, France (Online due to the Covid-19 pandemic).
- Yu, Y.T. and Lin, I.Y. (2020). Why Chinese tourists shop and what makes them shop more. *Asia CHRIE Conference (May, 2020)*, Kaohsiung, Taiwan. (Cancelled due to the Covid-19 pandemic).
- Lan, X.Y. and Lin, I.Y. (2019). Functional robot adoption on the hotel service delivery process and employee job satisfaction. *Asia Pacific Tourism Association (APTA) Conference (July 1st-4th)*, Danang, Vietnam.
- Lin, I.Y. (2018). Exploring drivers and values contributing to luxury spa authenticity and experiences. *Western Division Science Institute 47th Annual Meeting (April 3rd-6th)*. Kauai, USA.
- Lin, I.Y. (2014). An exploratory study of hotel design style and green hotel practices cues on emotions. *The 7th World Conference for Graduate Research in Tourism, Hospitality, and Leisure*. (June 3rd-8th). Istanbul, Turkey.
- Lin, I.Y. (2013). Evaluating a luxury hotel/resort spa experience. *Presented at the Third Advances in Hospitality, Tourism Marketing and Management*. (June 24th-30th). Taipei, Taiwan.
- Lin, I.Y. (2008). Understanding gender differences: Consumers' purchase decision making and shopping behavior in tourism services. *Consumer Behavior in Tourism Symposium 2008 (December 11th-13th)*. Bruneck/Brunico, South Tyrol, Italy.

Lin, I.Y. (2008). A cross-cultural study in understanding restaurant servers' preference to different tipping systems. *Presented at EuroCHRIE Dubai 2008 Conference* (Oct. 11th -14th). Dubai, United Arab Emirates.

Lin, I.Y. and Namasivayam, K. (2006). An exploratory study of understanding customers' evaluation process in a non-Gestalt restaurant servicescape. *Presented at I-CHRIE 2006 Conference* (July 25th-29th). Crystal City, Virginia, U.S.A.

Lin, I.Y. and Namasivayam, K. (2005). A field study of the influence of a restaurant servicescape on consumers' perception, evaluation, and behaviors. *Presented at the First Hospitality and Tourism Driving National and International Development Conference*. Montego Bay, Jamaica.

Namasivayam, K. and Lin, I.Y. (2005). Linking employee misbehavior to consumer satisfaction. *Presented in October at the First Hospitality and Tourism Driving National and International Development Conference*. Montego Bay, Jamaica.

Lin, I.Y. (2005). The impact of hotel servicescape on customers' impression formation: cognitive styles and cultural orientations as moderators. *Presented at I-CHRIE 2005 Conference*. Las Vegas, U.S.A.

Namasivayam, K. and Lin, I.Y. (2003). The influence of servicescapes on consumers' service evaluations. *Presented at Southern Management Association*.

Lin, I.Y. (2003). Evaluating hospitality advertising: Do consumers use a central route or a peripheral route? *Presented at the 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Las Vegas, NV, U.S.A.

Lin, I.Y. (2003). The mystery of darkness in bars. *Presented at the 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*: Las Vegas, NV, U.S.A.

Lin, I.Y. (2002). The impact of luxury servicescape on guests' perception: From multi-perspectives of design style. *The Seventeenth Annual Graduate Exhibition Poster Session and Visual Arts Exhibits at the Pennsylvania State University*: State College, PA, U.S.A.

Lin, I.Y. (2002). The advertising information of guest room's servicescape and customers' attitude: cognitive styles and cultural specificity play as moderators in the Elaboration Likelihood Model. *The Second Annual Hospitality and Tourism Conference at National Kao-Shung University*: Kaoshung, Taiwan, R.O.C.

Lin, I.Y. (2002). The impact of attractive and unattractive common features canceled on consumer preferences: The generalization and validation of confirmation reasoning. *The Second Annual Hospitality and Tourism Conference at National Kaoshung University*: Kaoshung, Taiwan, R.O.C.

Poster Presentation

Lin, I.Y. (2014). The impact of hotel design on customers' emotions, evaluation, and willingness to act environmentally friendly. *I-CHRIE* (July 29th-August 1st). San Diego, CA, U.S.A.

INVITED CONFERENCE PARTICIPATION

Lin, I.Y. (2023). Western Federation CHRIE 2023. Invited as one of the judges for the Research Hackathon (Feb. 16th), Las Vegas, NV.

Lin, I.Y. (2022). As the co-editor of the Journal of Hospitality and Tourism Education, leading the JHTE editorial board meeting (Aug. 5th) and as an award recipient of the case study competition at the International CHRIE 2022 Annual Summer Conference, Washington, DC.

Lin, I.Y. (2022). Western Federation CHRIE 2022. Invited as one of the judges for the Research Hackathon (Feb. 10th) via Zoom.

COURSES TAUGHT

Course No.	Course Title	Enrolled	Term
TIM 304	Principles of Travel Industry Marketing	6	Fall 2024
TIM 602	Strategic Travel Marketing	37	Fall 2024
TIM 304	Principles of Travel Industry Marketing	22	Fall 2023
TIM 401	Resort, Spa and Wellness Management	7	Fall 2023
TIM 304	Principles of Travel Industry Marketing	33	Spring 2023
TIM 602	Strategic Travel Marketing	10	Fall 2022
TIM 304	Principles of Travel Industry Marketing	15	Fall 2022
TIM 605	Hospitality Management	6	Spring 2022
TIM 304	Principles of Travel Industry Marketing	33	Spring 2022
TIM 304	Principles of Travel Industry Marketing	40	Spring 2021
TIM 602	Strategic Travel Marketing	5	Fall 2020
TIM 304	Principles of Travel Industry Marketing	49	Fall 2020
TIM 304	Principles of Travel Industry Marketing	23	Summer 2020
TIM 304	Principles of Travel Industry Marketing	37	Spring 2020
TIM 602	Strategic Travel Marketing	6	Fall 2019
TIM 304	Principles of Travel Industry Marketing	48	Fall 2019
TIM 304	Principles of Travel Industry Marketing	31	Summer 2019
TIM 304	Principles of Travel Industry Marketing	39	Spring 2019
TIM 605	Hospitality Management	2	Spring 2019
TIM 304	Principles of Travel Industry Marketing	48	Fall 2018
TIM 602	Strategic Travel Marketing	6	Fall 2018
TIM 304	Principles of Travel Industry Marketing	20	Summer 2018
TIM 304	Principles of Travel Industry Marketing	42	Spring 2018
TIM 605	Hospitality Management	4	Spring 2018
TIM 304	Principles of Travel Industry Marketing	49	Fall 2017
TIM 602	Strategic Travel Marketing	7	Fall 2017
TIM 304	Principles of Travel Industry Marketing	19	Summer 2017
TIM 304	Principles of Travel Industry Marketing	57	Spring 2017
TIM 431	Strategic Management	22	Spring 2017
TIM 304	Principles of Travel Industry Marketing	11	Summer 2016
TIM 304	Principles of Travel Industry Marketing	10	Summer 2015
TIM 304	Principles of Travel Industry Marketing	48	Spring 2015
TIM 401	Resort Development & Management	8	Spring 2015
TIM 304	Principles of Travel Industry Marketing	39	Fall 2014
TIM 602	Strategic Travel Marketing	4	Fall 2014
TIM 304	Principles of Travel Industry Marketing	30	Summer 2014
TIM 304	Principles of Travel Industry Marketing	50	Spring 2014
TIM 401	Resort Development & Management	15	Spring 2014
TIM 304	Principles of Travel Industry Marketing	53	Fall 2013
TIM 602	Strategic Travel Marketing	2	Fall 2013

TIM 304	Principles of Travel Industry Marketing	31	Summer 2013
TIM 304	Principles of Travel Industry Marketing	46	Spring 2013
TIM 605	Hospitality Management	3	Spring 2013
TIM 401	Resort Development & Management	3	Fall 2012
TIM 304	Principles of Travel Industry Marketing	44	Fall 2012
TIM 304	Principles of Travel Industry Marketing	27	Summer 2012
TIM 605	Hospitality Management	6	Spring 2012
TIM 304	Principles of Travel Industry Marketing	45	Spring 2012
TIM 431	Strategic Management	16	Fall 2011
TIM 304	Principles of Travel Industry Marketing	33	Fall 2011
TIM 304	Principles of Travel Industry Marketing	19	Summer 2011
TIM 304	Principles of Travel Industry Marketing	30	Spring 2011
TIM 605	Hospitality Management	9	Spring 2011
TIM 304	Principles of Travel Industry Marketing	34	Fall 2010
TIM 602	Strategic Travel Marketing	4	Fall 2010
TIM 304	Principles of Travel Industry Marketing	9	Summer 2010
TIM 304	Principles of Travel Industry Marketing	19	Spring 2010
TIM 605	Hospitality Management	8	Spring 2010
TIM 304	Principles of Travel Industry Marketing	43	Fall 2009
TIM 401	Resort Development & Management	34	Fall 2009
TIM 304	Principles of Travel Industry Marketing	48	Spring 2009
TIM 303	Management of Service Enterprises	50	Spring 2009
TIM 304	Principles of Travel Industry Marketing	45	Fall 2008
TIM 306	Human Resource Management	36	Fall 2008
TIM 304	Principles of Travel Industry Marketing	45	Spring 2008
TIM 605	Hospitality Management	11	Spring 2008
TIM 431	Strategic Management	13	Fall 2007
TIM 316	Events Planning	16	Fall 2007

Professional Presentations (Invited Seminars)

Chinese Cultural Center, University of Hawaii at Manoa, Honolulu, HI

Topic: Sustainability awareness and practices: Drivers & barriers, and the future of hotel/resort design. 3-hr seminar-presentation for the Hainan Tropical Ocean University faculty (Jan. 6th, 2020).

Chateau de Chine Hotel, Hua-Lien, Taiwan, R.O.C.

Topic: Marketing strategies for hotel transformation
3-hr seminar-presentation (July 5th, 2010).

Fleur de Chine Resort, Taichung, Taiwan, R.O.C.

Topic: Current trends in hotel and resort management
3-hr seminar-presentation (June 23rd, 2010).

Professional Presentations (Invited Lectures)

Hainan University. Travel Industry Marketing.

School of Travel Industry Management Professional Programs (Jan. 16th, 2015).

Bunkyo University. Resort management and development.

School of Travel Industry Management Professional Programs (Feb. 11th, 2015).

Meikai University. Hospitality Marketing.

School of Travel Industry Management Professional Programs (August 30th, 2019).

Rikkyo University. Hospitality Marketing.

School of Travel Industry Management Professional Programs (September 13th, 2019).

STUDENT ADVISING COMMITTEES

Doctorate of Architecture Dissertation Committee Member

Ryes, Alena (2012-2013). Architecture and culture at Borocay. School of Architecture, University of Hawaii at Manoa, Hawaii, U.S.A.

Hui, Yu-Fung (2009-2010). Building a green hotel in Waikiki. School of Architecture, University of Hawaii at Manoa, Hawaii, U.S.A.

Masters Monograph/Professional Paper Advisor

Todd, A. (2024). Swiftonomics: understanding the economic ripple effect of Taylor Swift's career on the hospitality and tourism industry. School of Travel Industry Management, Shidler College of Business, University of Hawaii at Manoa, Hawaii, U.S.A.

Wong, N. (2024). The impact of virtual reality and short video tourism experience on willingness to substitute physical travel experience: A conceptual paper. School of Travel Industry Management, Shidler College of Business, University of Hawaii at Manoa, Hawaii, U.S.A.

Coppedge, P. (2023). Transforming tourists' behavior in human-wildlife interactions via the built beachfront servicescape. School of Travel Industry Management, Shidler College of Business, University of Hawaii at Manoa, Hawaii, U.S.A.

Kawahara, H. (2023). The impact of anime tourism on community participation. School of Travel Industry Management, Shidler College of Business, University of Hawaii at Manoa, Hawaii, U.S.A.

Tanaka, J. (2022). The impact of airport experiencescape on destination image formation, travel satisfaction, and perceived memorable experience. School of Travel Industry Management, Shidler College of Business, University of Hawaii at Manoa, Hawaii, U.S.A.

Jackson, E.J. (2021). Cross-cultural differences (Chinese versus Americans) in the perceptions of luxury experiences. School of Travel Industry Management. Shidler College of Business, University of Hawaii at Manoa, Hawaii, U.S.A.

Lan, X.Y. (2019). The effects of robot adoption on hotel operation and customer experience. School of Travel Industry Management. University of Hawaii at Manoa, Hawaii, U.S.A.

Yu, Y.L. (2019). Why Chinese tourists shop and what make them shop more? School of Travel Industry Management. University of Hawaii at Manoa, Hawaii, U.S.A.

Luo, Y.T. (2018). Chatbot adoption and the role of chatbot in improving customer service in the hotel industry. School of Travel Industry Management. University of Hawaii at Manoa, Hawaii, U.S.A.

Piao, L. (2017). Barriers impact female hospitality managers' promotion and career development in China. School of Travel Industry Management. University of Hawaii at Manoa, Hawaii, U.S.A.

Cao, W. (2016). The impact of brand equity and brand identity in luxury co-branding hotels on consumer perceptions: Cultural factors as mediators. School of Travel Industry Management. University of Hawaii at Manoa, Hawaii, U.S.A.

Tanaka, H. (2015). The effect of a retail servicescape on employee and customer satisfaction and behaviors.

Bratton, E. (2014). The sustainability of Waikiki Hotels. School of Travel Industry Management. University of Hawaii at Manoa, Hawaii, U.S.A.

Yeh, C.H. (2008). Six Sigma critical success factors analysis. School of Travel Industry Management, University of Hawaii at Manoa, Hawaii, U.S.A.

Masters Thesis Committee Member

Song, Joo-Yeong (2010). The factors influencing and increasing destination website traffic and visiting intention. University of Hawaii at Manoa, Honolulu, HI, U.S.A.

Hung, J.C. (2006). The influence of hotel brand on customer's accommodation choice intention: An exploratory study of business hotels. Department of Tourism, Providence University, Taichung, Taiwan.

Faculty Advisor

Eta Sigma Delta (ESD), UH Manoa Chapter 2010-Present
Honor society for hospitality and tourism students.

ESD, UH Manoa Chapter received the Distinction Chapter Award for AY 2013-2014. *The International Council of Hospitality, Restaurant, and Institutional Education.*

ESD, UH Manoa Chapter received the Distinction Chapter Award for AY 2019-2020. *The International Council of Hospitality, Restaurant, and Institutional Education*

Club Managers Association (CMAA), University of Hawaii at Manoa 2008-2010

Internal Service

University Service – University of Hawaii at Manoa

Senator of the Manoa Faculty Senate (Appointed as faculty representative of the TIM School)	2010-2012
Member of the TIM School Dean's Search Advisory Committee	2013-2014
Member of the General Education Oral Designation Board	2013-2014
Member of the Committee of Research and Graduate Education	2012-2013
Member of the Academic Policy and Planning Committee	2011-2012
Member of the High DFWI working Group	2011-2012

University Service – School of Travel Industry Management

Departmental Personnel Committee Chair	2022-2023
Ad Hoc TIM Faculty Research Committee Member	2022-2023
Undergraduate Hilton Scholarship Committee Member	2022-2023
Ph.D. Program representative for TIM Concentration	2022-2023
Ad Hoc Graduate Program Committee	2022-2023
Full-time instructor of Travel Industry Management Search Committee Chair	2022-2023

Director/Professor of Travel Industry Management Search Committee Chair	2021-2022
Dean's advisory committee member	2019-2022
Shidler curriculum planning committee member	
Associate Dean/Director of TIM School search committee chair	2019-2020
Hospitality tenure-track faculty search committee chair	
Hospitality instructor position search committee chair	
TIM Faculty Senate Vice Chair	2018-2019
Undergraduate curriculum committee chair	
Hospitality faculty search committee chair	
TIM-Shidler merger negotiation team member	
Research committee member	
TIM teaching award committee chair	
Research committee member	
Ad Hoc Committee member for reviewing graduate student applications	
TIM Faculty Senate Vice Chair	2017-2018
Departmental Personnel Committee Chair	
Research Committee Chair	
TIM Teaching Award Committee Chair	
Member of the Hospitality Faculty Search Committee	
Member of the Ad Hoc Scholarship Evaluation Review Committee	
Ad Hoc Committee member for reviewing graduate student applications	
Sabbatical Leave	2015-2016
TIM Faculty Senate Chair	2014-2015
Hospitality Faculty Search Chair (S2015)	
Ad Hoc Committee member for Hospitality Faculty Search (F2014)	
Ad Hoc Committee member for articulation	
Member of the Ad Hoc Scholarship Evaluation Review Committee	
Faculty Senate Vice Chair	2013-2014
Member of the Dean's Search Committee	
Member of the Graduate Committee	
Member of the Research Committee	
Member of the TIM Teaching Award Committee	
Member of the Ad Hoc Scholarship Evaluation Review Committee	
Research Committee Chair	2012-2013
Member of the Search Committee	
Member of the Graduate Committee	
Member of the Personnel Committee	
Member of Scholarship Awards Committee	
Member of the Ad Hoc Graduate Admission Review Committee	
Member of the Ad Hoc Scholarship Evaluation Review Committee	
Member of the Graduate Committee	2010-2011
Member of the Research Committee	

Member of the Ad Hoc Scholarship Evaluation Review Committee

Research Committee Chair 2009-2010
 Member of the Graduate Committee
 Member of the Ad Hoc Graduate Admission Review Committee
 Member of the Ad Hoc Scholarship Evaluation Review Committee

TIM Faculty Senate Chair 2008 - 2009
 Personnel Committee Chair
 Member of the Graduate Committee
 Member of the Ad Hoc Scholarship Evaluation Review Committee
 Personnel Committee Chair
 Member of the Search Committee
 Ad Hoc Hospitality Curriculum Review Chair
 Member of the Graduate Committee

Service to the Community

Women in Lodging Council Member 2018 - 2022
 DECA (Invited to be the judge of national business leadership competition) 2023
 Soroptomist (Best for Women) Organization (Invited to judge *Live Your Dream Award*) 2023

Professional Organization

Board member of the Hawaii Women in Lodging and Tourism 2018 - 2022
 Member of the ICHRIE Research Committee 2022 - Present

Professional Development Activities

Digital Marketing Institute: Social Media Marketing 2020
 Certified Hospitality Educator (American Hotel and Lodging Assoc.) 2022 - Present

INDUSTRY EXPERIENCE

The St. Regis Hotel ITT Sheraton Luxury Collection Co. (New York, New York, U.S.A)
 Department: Human Resources Department 1996 - 1997

The Taipei Hilton Hotel Hilton International Co. (Taipei, Taiwan)
 Department: Sales and Marketing Department 1994

The Taipei Hilton Hotel Hilton International Co. (Taipei, Taiwan)
 Department: Human Resources and Training Department 1994

OTHER WORK EXPERIENCE

The Pennsylvania State University (State College, PA, U.S.A.)
 Hotel, Restaurant, and Institutional Management
 Graduate Research Assistant 2001 - 2003

Boston University (Boston, Massachusetts, U.S.A)
 Psychosocial Rehabilitation Journal; Innovations and Research Journal
 Managing Editor's Assistant 1992 - 1994