

## **Su, Che-Jen, MBA, Ph.D.**

Full Professor

Dept. of Restaurant, Hotel and Institutional Management

Fu Jen Catholic University

510 Chung-Cheng Rd. Hsinchuang District,

New Taipei City 24205 Taiwan

Phone: +886-917600118

E-mail: [040084@mail.fju.edu.tw](mailto:040084@mail.fju.edu.tw)

---

### **EDUCATION**

---

<b>Ph.D.</b>	<b>National Taipei University, College of Business, Taipei, Taiwan in the field of Business Administration,2001</b> (Major: Marketing, Minor: Strategy Management and Organizational Behavior)
<b>MBA</b>	<b>National Taipei University, College of Business, Taipei, Taiwan,1992</b>
<b>BS</b>	<b>Fu Jen Catholic University, Taipei, Taiwan in the field of Law,1986</b>

---

### **TEACHING EXPERIENCES**

---

2013 to Current	Full Professor, Fu Jen Catholic University, Department of Restaurant, Hotel and Institutional Management, Taipei, Taiwan
2012to2013 2011 to 2012	Full Professor, Business School, Hanyang University, Seoul, South Korea Full Professor, Fu Jen Catholic University, Department of Restaurant, Hotel and Institutional Management, Taipei, Taiwan
2002 to 2011	Associate Professor, Fu Jen Catholic University, Department of Restaurant, Hotel and Institutional Management, Taipei, Taiwan
2001to2002	Associate Professor, Chaoyang University of Technology, College of Management, Taichung, Taiwan
1998to2001	Instructor, Chaoyang University of Technology, College of Management, Taichung, Taiwan

---

### **OVERSEAS HONORS AND AWARDS**

---

International Contribution Award, Euro-Asia Tourism Studies Association Inaugural Conference (Taipei/Hualien), 2015

EATSA Best Paper Award, Euro-Asia Tourism Studies Association Inaugural

Conference (Taipei/Hualien), 2015

2010 Verity International Award for Overall Outstanding Paper in Management, the Canadian Journal of Administrative Sciences, 2011

Global Excellence Award, Global Business and Technology Association International Conference, 2005; 2006; 2007; 2008; 2009; 2010; 2011; 2013; 2014

CityU-EAMSA Outstanding Competitive Paper Award, 2004 Euro-Asia Management Studies Association Annual Conference, 2004

Best Paper Award, Global Business and Technology Association International Conference, 2002

The 2nd Prize in the Best Theory Paper Competition, 2nd International Conference on Business and Management, 2000

---

## OVERSEAS VISITING APPOINTMENTS

- ❖ **Collaborative Researcher**, Iga City, Mie Prefecture, Japan, 2016-2017
- ❖ **Visiting Scholar**, Korea Culture and Tourism Institute, Seoul, Korea, December/2015 - April/2016 (**MOST Overseas Research Grant, Taiwan**)
- ❖ **Visiting Scholar**, Center for Tourism Research, Wakayama University, Japan, April/2015 - March/2017
- ❖ **Visiting Scholar**, SPMS Research Laboratory, University of Burgundy, Dijon, Burgundy, France, June/2011 - August/2011
- ❖ **Visiting Scholar**, School of Business, State University of New York (Old Westbury), New York, USA, Aug/2010 - Jan/2011 (**Fulbright Senior Research Grant and NSC Overseas Research Grant, Taiwan**)
- ❖ **Visiting Scholar**, Digital Business and Management Center, Hanyang University, Seoul, Korea, Jul/2002 - Aug/2002
- ❖ **Visiting Scholar**, Unit for Chinese Management Development, City University of Hong Kong, HKSAR, Aug/2001 - Sep/2001

---

## PUBLICATIONS

### Selected publications

Tourists' Participation and Preference-Related Belief in Co-Creating Value of Experience: A Nature-Based Perspective Service Business: An International Journal (SSCI listed), 10(4), 823-846, 2016.12. First and corresponding author

The Influence of Personal and Social Identity on the Clothing Consumption of Adolescents, Canadian Journal of Administration Sciences (SSCI listed), DOI: 10.1002/CJAS.1397, 2016. 08.

How Does the Interview Change the Importance of Résumé Information in Acceptance decisions? An Experimental Study in the Hotel Industry, Service Business: An International Journal (SSCI listed), 9(4), 711-732, 2015.12. First and corresponding author

Harmony and Change Leader's Social Influence in Reengineering a State-Owned Enterprise in Chinese Culture: A Case from the Taiwan Tobacco and Liquor Corporation, Asian Business & Management (SSCI listed), Special Issue on Asian Leadership, Accepted, 2014.03. Corresponding author

- Tour Leaders' Impression Management and Job Performance: Exploring the Moderating Role of Tourists' Self-Monitoring, *Asia-Pacific Journal of Tourism Research* (SSCI listed), 19(3), 356-373, 2014. 03. First and corresponding author
- Considering Coopetition Strategies in Sport Tourism Networks: A Look at the Nonprofit Nautical Sports Clubs on the Northern Coast of France, *European Sport Management Quarterly* (SSCI listed), 14(1), 87-109, 2014.01.
- The Moderating Role of Composites of Cultural Values in Predicting Adolescents' Influence on Family Purchase Decisions: A Study of Asian Cases, *African Journal of Business Management* (Professional ProQuest Central), 5(15), 6058-6071, 2011.08. Single author
- Moral Intensity and the Use of Socially Undesirable Influence Tactics with Superiors in Greater China: Exploring the Role of Chinese Sub-culture in the Hospitality Industry of Hong Kong and Taiwan, *African Journal of Business Management* (Professional ProQuest Central), 5(5), 1718-1733, 2011.03. First and corresponding author
- An Examination of the Usage and Impact of Upward Influence Tactics by Workers in the Hospitality Sector of Taiwan: Expanding the Framework of Rao, Schmidt, and Murray (1995), *Canadian Journal of Administrative Sciences* (SSCI listed), 27(4), 306-319, 2010.12. Single author
- The Study of Social Enterprise Management, *International Journal of Revenue Management*, 4(2), 145-162, 2010.04.
- A Cross-Cultural Study of East Asian Adolescents' Influence in Family Purchase Decisions, *Journal of Global Business & Technology* (EBSCO listed), 6(1), 52-67, 2010.02. First and corresponding author
- Effects of the Upward Influence Strategies on the Communication Media Selection, *Contemporary Management Research*, 4(2), 137-154, 2008.06.
- An Empirical Study of Trust, Commitment, Relationship Quality, and Behavioral Consequences for International Tourist Hotels in Taiwan In Oliver. H. M. Yau and Raymond P. M. Chow (eds.), *Harmony versus Conflict in Asian Business: Managing in a Turbulent Era*. 2007.12. First and corresponding author
- An Empirical Study on the Effect of Individual Factors on Knowledge Sharing by Knowledge Type, *Journal of Global Business and Technology* (EBSCO listed), 3(2),1-15, 2007.08.
- Trends in Outbound Group Package Tours in China and Taiwan: A Marketing Mix Perspective, *Tourism Analysis*, 12(4), 257-270, 2007.08.
- Threat Strategy within Organizations: An Empirical Study on Purchasing Decision-Making, *Korea Knowledge Management Society*, 8(1), 2007.06. Single Author
- More Information, Stronger Effectiveness? Different Group Package Tour Advertising Components on Web Page, *Journal of Business Research*, 60(4), 382-387, 2007.04.
- Exploring the Moderating Effect of Culture on Association between Self-Orientated Moral Intensity and the Choice of Upward Influence Strategies: A Contrast of Asian MBAs from the Tourism Industry, *Asia Pacific Management Review* (TSSCI listed), 11(5), 303-313, 2006.10. First and corresponding author
- The Development and Testing of a Model of Request Strategies in Purchasing Decisions, *International Journal of Management*, 23(2),335-347, 2006.06. Single author
- Do Promises Really Win Compliances in Purchasing Decision-Making? *Management*

and Labour Studies, 30(4), 301-314, 2005.11. Single author  
An Integrated Framework for Understanding Intra-Organizational Influence Strategies,  
Journal of Human Resource Management, 3(4), 109-131, 2003. Winter Single  
author

---

## PROJECT GRANTS

---

- (2015 - 2016) Tourists' Behavior and Motivation in Co-Creating Value of Experience in East Asia: A Contrast between Taiwan and Japan. Ministry of Science and Technology, Taiwan.
- (2014 - 2015) The Development of Destination Brand Index, Ministry of Science and Technology, Taiwan.
- (2013 - 2014) Is the Social Influence Process a Simple or Subtle Way? How Tour Leaders Create a Holistic Impression of Themselves, National Science Council, Taiwan.
- (2011 - 2012) Does Alcohol Advertising Account for the Underage Alcohol Consumption in a Cross-Cultural Context? A Contrast between Taiwan and the United States, National Science Council, Taiwan.
- (2010 - 2011) The Role of Interviewers' Emotion in Impression Management in Selection Interviews: Live Experience as Experimental Treatments, National Science Council, Taiwan.
- (2008 - 2009) Re-Clarifying the Applications of Upward Impression Management with Empirical Support: A Perspective of Attitude's Valence in Greater China, National Science Council, Taiwan.
- (2004 - 2005) The Application of Image Management on Improving Relationship Quality: A Cross-Cultural Study on the Tourist Hotel Industry in the East Asian Cities, National Science Council, Taiwan.
- (2003 - 2004) Adolescent Influence Strategies in Family Buying Decision-Making Process: A Contrast Study on Taiwan and South Korea, National Science Council, Taiwan.
- (2002 - 2003) The Role of Business Moral Intensity in Impression Management: A Contrast Study on MBA Students from Taiwan, Hong Kong, and Japan, National Science Council, Taiwan.
- (2001 - 2002) Impression Management in Family Buying Decision Making: A Study on the Effectiveness of Influence Strategies, National Science Council, Taiwan.
- (2005 - 2006) The China Town of 21st Century: Developing New Island in Fukuoka, Fukuoka Asian Urban Research Center, Japan.
- (2003 - 2005) Urban Strategies for Attracting Visitors to Cities in East Asia, Fukuoka Asian Urban Research Center, Japan.
- (2012 - 2014) Sustainable development of indigenous community: A cultural-economic perspective, Fu Jen University, Taiwan.
- (2012 - 2013) Positioning a Balanced Role of National Parks as Urban Ecotourism Destinations: A Comparison between Yangmingshan National Park (Taiwan) and Moravan National Park (France)
- (2011 - 2012) Top manager change leadership for reengineering the state-owned enterprise in Chinese societies: A case from Taiwan Tobacco and Liquor Corporation
- (2010 - 2011) A Study of the role of culture values in predicting adolescent influence in family purchase decisions: An Asian perspective, Fu Jen University, Taiwan.

- (2009 - 2010) Developing a framework analyzing brand portfolio – Cases of alcoholic drinks, Fu Jen University, Taiwan.
- (2009 - 2010) Business Management on Social Enterprise (2), Fu Jen University, Taiwan.
- (2008 - 2009) Business Management on Social Enterprise (1), Fu Jen University, Taiwan.
- (2008 - 2009) The Role of Customer Delight in Customer Relationships: An Experimental Approach in the Food and Beverage Service of a Resort, Fu Jen University, Taiwan.
- (2007 - 2008) Impression Management by Tour Leader: A Cross-Cultural Study on East Asian Outbound GPTs, Fu Jen University, Taiwan.
- (2006 - 2007) Market-Focused Resources, Competitive Positioning and Firm Performance: A Contrast Study among Taiwan, Hong Kong, and China, Fu Jen University, Taiwan.
- (2004 - 2005) Developing a Citizen Researcher System for the Taipei City Government: Lessons from Fukuoka, Taipei City Government, Taiwan.

