Lin, Fang-Yi

Associate Professor

Department of Hospitality Management,
Fu Jen Catholic University

510 Zhongzheng Rd., Xinzhuang Dist.,
New Taipei City 242062, Taiwan (R.O.C.)

Ph.D. in Family and Consumer Science Education program
Department of Education, Nutrition and Restaurant/Hotel Management,
Texas Tech University, USA

1. Current Job

Current position	Associate Professor, Department of Hospitality Management, Fu Jen Catholic University
Area of teaching	Hospitality Franchising and Purchasing, Marketing Communication, Hospitality Operation
Research interests	Education and training in Hospitality, Marketing and consumer behavior

2. Teaching Experiences

Awards	Teaching Excellence: 2010 (6th in the entire school), 2013 Outstanding Teaching: 2009 (4th in the entire school), 2017, 2018, 2020 Special Teaching: 2016		Shih Hsin Univesity
Teaching area	Management & operation	● **Basic subjects**: Statistics, Accounting, Introduction of Management, Financial Management ● **Professional subject**: Hospitality Management Hospitality Franchising, Sales Proposals in Hospitality	
	Supply chain management	Hospitality Purchasing, Information Systems in Hospitality	
	Marketing	Integrated Marketing Communication	

3. Representative Experiences

Period	Organization	Position
Public Sector		
2023~Present	Ministry of Labor, Workforce Development Agency	TTQS Talent Development Quality Management System Evaluator
2025~2026	Ministry of Transportation and Communications, Tourism Administration	Lead Author for Annual Teaching Plan on Sustainable Resilience and Digital Innovation in the Amusement Industry
2023~2024	Ministry of Transportation and Communications, Tourism Administration	Lead Author for Annual Teaching Plan on Service Innovation and Sustainability in the Amusement Industry
2016~Present	Ministry of Transportation, Tourism Bureau	Instructor for Practical Case Studies in the Tourism Industry
2016-2017	Ministry of Transportation, Tourism Bureau	Lead Author for Annual Teaching Plan on Marketing Management in the Amusement Industry
Professional Certifications		
2024~Present	Sake Servce Institution	International Sakasho
2021~Present	Project Management Institute	Project Management Professional
2020~Present	Sake Servce Institution	Certified Sake Instructor
2019~Present	Global Career Development Facilitator Board	Global Career Development Facilitator
2025	SGS Academy	Mystery Shopper Auditor (Certification Renewal)
Corporate and Organizational Experience		
2017~Present	Institutions, Enterprises	Service Quality Auditor
2015~Present	Institutions, Enterprises	Qualicert Service Certification Consultant
2006~Present	Institutions, Enterprises	Consultant and Lecturer for HR, Marketing, and Operations

4. Professional Certifications

Human Resources & Management (18 certifications)

- **August 2026:** ISO 10004:2018 Quality Management – Customer Satisfaction – Guidelines for Monitoring and Measuring | Lead Auditor | SGS Academy
- **June 2025:** Professional Service Mystery Auditor – Certification Renewal | SGS Academy
- **May 2025:** Service Design Manager | SGS Academy & Service Design Research Center, Fu Jen Catholic University College of Management
- **September 2024:** iCAP Evaluation Case Assessment | Ministry of Labor
- **December 2023:** Talent Development Quality Management System – Evaluator | Ministry of Labor
- **October 2022:** iCAP Training Quality System Optimization | Ministry of Labor
- **August 2021:** Project Management Professional (PMP) | Project Management Institute (PMI)
- **March 2021:** ISO 21001:2018 Learning Service Management System–Lead Auditor | SGS Academy
- **July 2019:** SGS Service Craftsman Certification | SGS Academy
- **August 2018:** Professional Service Mystery Auditor Certification | SGS Academy
- **July 2018:** Agile Management Practice | SGS Academy
- **July 2018:** SGS 6S Auditor | SGS Academy
- **August 2017:** Employee Relations Manager Certification | Chinese Human Resource Management Association
- **May 2016:** Qualicert Service Certification: Service Standards Practice | SGS Academy
- **August 2015:** Core Management Ability Certification | Chinese Human Resource Management Association
- **July 2015:** Advanced Customer Complaint Handling with Application of ORID Training Course | SGS Academy
- **August 2014:** Internal Corporate Trainer Certification | Chinese Human Resource Management Association
- **July 2014:** ISO10002:2004 Quality Management-Customer Satisfaction-Guideline for Complaints Handling in Organization Implementation | SGS Academy
- **August 2013:** Competency Management Certification (Recruitment, Training, and Evaluation) | Chinese Human Resource Management Association

Operations & Sustainability (6 certifications)

- **August 2026:** ISO 31000 Management System Risk Manager | Industrial Technology Research Institute (ITRI) Industry Academy
- **July 2025:** ISO 30415:2021 Human Resource Management – Diversity and Inclusion (DEI) – Lead Auditor | SGS Academy
- **December 2024:** IPAS Net-Zeron Carbon Emission Planning Administrator (Associate Level) | Ministry of Economic Affairs, Industrial Development Bureau
- **August 2024:** ISO 20400 and Supply Chain Management | British Standards Institution
- **August 2024:** PAS 7000:2014 Supply Chain Management Construction | British Standards Institution
- **June 2023:** ISO 14067:2018 Carbon Footprint Standard – Lead Verifier | SGS Academy

Industry Operations (2 certifications)

- **October 2012:** French Le Cordon Bleu Syllabus Seed Instructor | Ministry of Transportation and Communications, Tourism Bureau
- **September 2010:** International Hotel and Restaurant Executive Management Program Certificate | Le Cordon Bleu Australia

Career Consultation (3 certifications)

- **May 2026:** CCAP Certified Career Anchor Practitioner | Baidu Life Design Co., Ltd.
- **November 2019:** GCDF Global Career Development Facilitator | Center for Credentialing & Education (CCE), USA
- **August 2018:** CPAS Counselor (Entry Level) | Career Employment Information Network

Japanese Sake Sommelier (6 certifications)

- **March 2024:** Sake Master Certification (International Sakasho) | Sake Service Institute
- **February 2020:** SSI International Official Lecturer | Sake Service Institute
- **February 2020:** Sake Quality Assessor | Sake Service Institute
- **November 2016:** WSET Level 3 Award in Sake (Advanced) | Wine and Spirit Education Trust
- **November 2014:** International Kikisake-shi | Sake Service Institute
- **August 2013:** Sake Navigator | Sake Service Institute

4. Professional Certifications (Cont.)

Tea (1 certifications)

- January 2026: Level 1 Tea Recognition | Flavor Distinction Tea Academy

International Etiquette (3 certifications)

- **September 2017:** International Business Etiquette Certification (Advanced Level) | Chinese Business Education Development Association
- **June 2017:** Certified International Etiquette Instructor | Chinese Business Education Development Association
- **June 2017:** International Etiquette Certification (Advanced Level) | Chinese Business Education Development Association

Teaching

- **January 2016:** Instructional Skills Workshop (ISW) Certification | National Taiwan University

Information Technology

- **June 2014:** Microsoft Office Specialist Certification (MOS Word 2010 Expert; MOS PowerPoint 2010 Expert) | iQcenter International MOS Certification Center

5. Project Execution

1	2026	● **Project Title:** Taipei City Hotel Service Quality Mystery Shopper Evaluation Project (A0115016) ● **Role: Principal Investigator: Fang-Yi Lin** ● **Duration:** May 19, 2026, to November 13, 2026 ● **Organization:** Department of Information and Tourism, Taipei City Government, Taipei, Taiwan
2	2026–2027	● **Project Title:** Research on the Implementation of International Service Certification Systems and Service Sustainability Benefits in Hotels ● **Role:** Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin ● **Duration:** March 1, 2025, to April 30, 2026 ● **Organization:** Workforce Development Agency, Ministry of Labor, Taipei, Taiwan
3	2026–2027	● **Project Title:** 2026 Higher Education Sprout Project, Fu Jen Catholic University: An ESG Interdisciplinary Talent Development Module for Hospitality Management Based on "Competencies × Indicators × Portfolios" (916D126) ● **Role:** Principal Investigator: Chih-Ching Teng; Co-Investigator: Wen-Sheng Yen; Fang-Yi Lin ● **Duration:** February 2026 to January 2027 ● **Organization:** Fu Jen Catholic University, New Taipei City, Taiwan
4	2026–2027	● **Project Title:** 2026 Tourism Industry Key Talent Development Program ● **Role:** Principal Investigator: Chia-Yu Chen; Co-Investigator: Fang-Yi Lin ● **Duration: February 2026 to January 2027** ● **Organization:** Tourism Administration, Ministry of Transportation and Communications, Taipei, Taiwan
5	2025–2026	● **Project Title:** Research on the Implementation of International Service Certification Systems and Service Sustainability Benefits in Hotels ● **Role:** Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin ● **Duration:** March 1, 2025, to April 30, 2026 ● **Organization:** Workforce Development Agency, Ministry of Labor, Taipei, Taiwan
6	2025–2026	● **Project Title:** 2025 Tourism Industry Key Talent Development Program ● **Role:** Principal Investigator: Chia-Yu Chen; Co-Investigator: Fang-Yi Lin ● **Duration:** February 2025 to January 2026 ● **Organization:** Tourism Administration, Ministry of Transportation and Communications, Taipei, Taiwan
7	2024-2025	● **Project Title:** Sustainable Hotel Service and Process Optimization Performance Research (113A0011) ● **Role:** Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin ● **Duration:** March 1, 2024, to March 31, 2025 ● **Organization:** Ministry of Labor, Taipei, Taiwan

5. Project Execution (Cont.)

8	2024-2025	● **Project Title:** 2024 Tourism Industry Key Talent Development Program ● **Role:** Principal Investigator: Chia-Yu Chen; Co-Principal Investigator: Fang-Yi Lin ● **Duration:** February 2024 to January 2025 ● **Organization:** Tourism Bureau, Ministry of Transportation and Communications, Taipei, Taiwan
9	2024-2025	● **Project Title:** Preliminary Research for Taiwan Tourism Development Policy (2026-2030) ● **Role:** Team Members: Chia-Yu Chen, Chi-Hua Lee, Fang-Yi Lin, Yuan-Hung Shen, Wei-Chin Wang (Principal Investigator) ● **Duration:** February 2024 to January 2025 ● **Organization:** Tourism Bureau, Ministry of Transportation and Communications, Taipei, Taiwan
10	2023-2024	● **Project Title:** Ministry of Education Subsidy for University Overseas Internship Program: 2023 Jeju Island Internship (Project Code: 11210150005) ● **Role:** Principal Investigator: Fang-Yi Lin ● **Duration:** May 2023 to September 2024 ● **Organization:** Ministry of Education, Taipei, Taiwan
11	2020-2021	● **Project Title:** Visitor Count Estimation, Behavior, and Satisfaction Survey for Penghu National Scenic Area (2020-2021) ● **Role:** Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin ● **Duration:** January 2020 to March 2021 ● **Organization:** Penghu National Scenic Area Administration, Ministry of Transportation and Communications, Penghu, Taiwan
12	2020	● **Project Title:** Expert Mystery Shopper and Internal Auditor Training Program for Penghu National Scenic Area (2020) ● **Role:** Principal Investigator: Hui-Yu Chao; Trainer: Fang-Yi Lin ● **Duration:** January 2020 to August 2020 ● **Organization:** Penghu National Scenic Area Administration, Ministry of Transportation and Communications, Penghu, Taiwan
13	2019	● **Project Title:** Service Optimization and Verification Project for Penghu Visitor Centers ● **Role:** Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin ● **Duration:** April 2019 to December 2019 ● **Organization:** Penghu National Scenic Area Administration, Ministry of Transportation and Communications, Penghu, Taiwan

5. Project Execution (Cont.)

14	2019	● **Project Title:** Ministry of Education Subsidy for University Overseas Internship Program: 2019 Dream-Building Program (Seibu Group Internship) (Project Code: 10810150001) ● **Role:** Principal Investigator: Chia-Yu Chen; Co-Principal Investigator: Fang-Yi Lin ● **Duration:** May 2019 to September 2019 ● **Organization:** Ministry of Education, Taipei, Taiwan
15	2018	● **Project Title:** Execution Evaluation and Curriculum Planning for Tourism Industry Key Talent Development Program ● **Role:** Principal Investigator: Chia-Yu Chen; Co-Principal Investigator: Fang-Yi Lin ● **Duration:** June 2018 to November 2018 ● **Organization:** Tourism Bureau, Ministry of Transportation and Communications, Taipei, Taiwan
16	2018	● **Project Title:** Implementation Plan for Service Environment Optimization and International Service Verification at Penghu Visitor Centers ● **Role:** Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin ● **Duration:** April 2018 to December 2018 ● **Organization:** Penghu National Scenic Area Administration, Ministry of Transportation and Communications, Penghu, Taiwan
17	2017-2018	● **Project Title:** Application of Culinary Tourism in Community Development: Case Study of Military Dependents' Villages Cuisine (106-1-004) ● **Role:** Principal Investigator: Hung-Tu Liao; Co-Principal Investigators: Fang-Yi Lin, Yi-Chang Chen ● **Duration:** August 2017 to March 2018 ● **Organization:** Ministry of Education, Taipei, Taiwan
18	2017	● **Project Title:** Advanced Service System Optimization and International Service Verification Project for Penghu Visitor Centers ● **Role:** Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin; Team Member: Ju Wu ● **Duration:** April 2017 to December 2017 ● **Organization:** Penghu National Scenic Area Administration, Ministry of Transportation and Communications, Penghu, Taiwan
19	2016	● **Project Title:** Service Management System Optimization Planning and Execution for Penghu National Scenic Area ● **Role:** Principal Investigator: Hui-Yu Chao; Co-Principal Investigators: Fang-Yi Lin, Ju Wu ● **Duration:** April 2016 to December 2016 ● **Organization:** Penghu National Scenic Area Administration, Ministry of Transportation and Communications, Penghu, Taiwan

5. Project Execution (Cont.)

20	2016-2017	● **Project Title:** Ministry of Education Subsidy for University Overseas Internship Program: 2016 Dream-Building Program (Holiday Inn Express Hotel, Beaumont, California) (Project Code: 10510150003) ● **Role: Principal Investigator: Fang-Yi Lin** ● **Duration: May 2016 to August 2017** ● **Organization:** Ministry of Education, Taipei, Taiwan
21	2015-2016	● **Project Title:** Ministry of Education Subsidy for University Overseas Internship Program: 2015 Dream-Building Program (Royal Orchid Hotel, Guam) (Project Code: 10410150002) ● **Role:** Principal Investigator: Yu-Chi Chu; Co-Principal Investigator: Fang-Yi Lin ● **Duration:** May 2015 to August 2016 ● **Organization:** Ministry of Education, Taipei, Taiwan
22	2008-2009	● **Project Title:** Youth Tourism Volunteer Certification and Professional Training ● **Role:** Principal Investigator: Chia-Chih Yen; Co-Principal Investigator: Fang-Yi Lin ● **Duration:** September 2008 to January 2009 ● **Organization:** Youth Development Administration, Taipei, Taiwan

6. Journal articles

1. Lin, F.*(2026). Tourism factory: brand management and regional sustainability. Journal of Tourism and Leisure Studies. *32*(1), 1-24**.** https://doi.org/10.6267/JTLS.202604_32(1).0003 (Indexed in TSSCI)
2. Chao, H., & Lin, F.* (2025). Implementation of QualiCert Service Quality Certification: Tracking the effectiveness of visitor service quality at visitor. *Taiwan Modern Tourism, 7*, 67-92. https://admin.taiwan.net.tw/UserFiles/TWModernTourism/File/TWModernTourism07-05.pdf
3. Wang, G., & Lin, F.* (2024). The drama “Light the Night”: the effects of film tourism on destination image and tourists’ behavioral intention. *Journal of Outdoor Recreation Study, 37*(3), 1-47. DOI: 10.6130/JORS.202409_37(3).0001 (Indexed in TSSCI)
4. Wang, D., Lai, H.., Chiang, G., & Lin, F. (2024). The research on learning motivation, work values, and career decision: a case study of Hospitality undergraduate students. *Fu Jen Journal of Human Ecology, 30*(1), 1-16.
5. Lin, F.* (2024). Comfort food for Generation Z: A case study in Taiwan. *Journal of Ethnic Foods, 11*. DOI: 10.1186/s42779-024-00228-4 (Anthropology (Q1); Food Science (Q2); Indexed in Scopus)
6. Hsieh, P. & Lin, F.* (2023). Consumers' choices on food delivery platform application: Technology Acceptance Model and the platform services are addressed. *Journal of Island Tourism Research, 14*(3), 23-46. DOI: 10.13140/RG.2.2.16380.51840 (Indexed in ACI)
7. Lin, F.* (2022). Effectiveness of the talent cultivation training program for industry transformation in Taiwan During the COVID-19 pandemic. *Service Business, 16*, 529-556. DOI: https://doi.org/10.1007/s11628-021-00455-8
(Impact Factor: 5.236; Business and International Management (Q1), Indexed in SSCI)
8. Ko, Y., & Lin, F.* (2021). A study on consumers’ behavioral intention toward Traceable Restaurants of Taiwan－base on Theory of Planned Behavior. *Fu Jen Journal of Human Ecology, 27*(2), 49-74. DOI: 10.13140/RG.2.2.18058.24008
9. Lin, F. *, & Chao, H. (2020). Middle-level and senior-level managers' managerial competences for the Lodging Industry: The perspectives of industry employees. *Taiwan Modern Tourism, 5*(5), 1-22. DOI: 10.13140/RG.2.2.35674.31683

6. Journal articles (Cont.)

8. Chao, H. & Lin, F. * (2020). A Three-Year Study of Travel Satisfaction in Penghu. *Journal of Island Tourism Research, 13*(2), 1-26. DOI: 10.13140/RG.2.2.11347.35363 (Indexed in ACI)
9. *Lin, F. (2013). Exploring alternative lifestyle segmentation schemes for travel volunteers. *Asia Pacific Journal of Tourism Research, 19*(4), 416-427. DOI: 10.1080/10941665.2013.764334 (Impact factor: 4.074; Tourism, Leisure, and Hospitality Management (Q1), Indexed in SSCI))
10. Lin, F.*, Lai, H., Chiang, W., & Tai, M. (2013). A study on Autism parents' perceptions on leisure participations and leisure benefits of preschool children with Autism. *Fu Jen Journal of Human Ecology, 19*(1), 99-122. DOI: 10.13140/RG.2.2.17088.30720
11. Lin, F.*, Lai, H., & Wang, W. (2012). A study on Tourist Hotel Food and Beverage Department managers' perceptions to the hospitality professional competency. *Fu Jen Journal of Human Ecology, 18*(1), 123-144. DOI: 10.29440/FJJHE.201206.0007
12. Lin, F.*, Huh, C., & Yen, J. (2011). Exploring the international exhibition destination competitiveness: a comparison among six Asian cities. *Journal of Hospitality and Home Economics, 8*(3), 235-252. DOI: 10.6572/JHT.8(3).4 (Indexed in ACI)
13. Lin, F.*, Lai, H., & Kao, N. (2011). A study on the effects of storytelling on travel involvement and travel intention: A case of Angkor Wat. *Leisure Industry Research, 9*(4), 26-46. DOI: 10.6746/LIR.201112_9(4).0003
14. Lin, F. *, Lai, H., & Kao, P. (2011). Taiwan's homosexual outbound traveling: motivations and travel destinations. *Journal of Sport, Leisure, and Hospitality Studies, 6*(3), 43-62. DOI: 10.29429/JSLHR.201109_6(3).03 (Indexed in ACI)
15. Lai, H., Lin, F.*, Huang, C., & Wu, Y. (2011). Hoteliers' cognition, attitude, and behavior on the Green Hotel Concept. *Journal of Tourism and Hospitality Studies, 6*(1), 57-78.
16. Chang, T., & Lin, F.* (2010). The study of the relationship between brand cognition, preference and product extension perceived fit and consumers' purchase intensions: taking Starbucks as an example. *Journal of Hospitality and Home Economics, 7*(4), 349-371. DOI: https://doi.org/10.6572/JHHE.7(4).3 (Indexed in ACI)
17. Wang, W., Lin, F.*, Wang, C., & Lai, H. (2008). College students' leisure participation and well-being-A case in Taipei City. *Annals of Leisure and Recreation Research, 2*(2), 131-167. DOI: https://doi.org/10.6157/2008.2(2).5 (Indexed in ACI)
18. Blum, S., Goh, B., & Lin, F. (2003). Cultural diversity and mentoring: Tracking stereotype changes. *Journal of Hospitality and Tourism Education, 15*(3), 6-10. DOI: https://doi.org/10.1080/10963758.2003.10697022 (Impact factor: 2.628; Education (Q1); Indexed in Scopus)
19. Lin, F., Blum, S. & Dodd, T. (2002). Fast food television advertisement formats: evaluating communication strategies, *Journal of Foodservice Business Research, 5*(4), 27-44. DOI: https://doi.org/10.1300/J369v05n04_03 (Impact factor: 0.533; Food Science (Q2); Indexed in Scopus)

7. Projects of National Science and Technology Council

1	2023	Tsai, C. (Principal Investigator), Chao, H., & Lin, F. (Co-Principal Investigators). The Competency Curriculum Design and Action Research of Table Create Innovative Services (110-2511-H-845-001-) (3/3)
2	2022	Tsai, C. (Principal Investigator), Chao, H., & Lin, F. (Co-Principal Investigators). The Competency Curriculum Design and Action Research of Table Create Innovative Services (110-2511-H-845-001-) (2/3)
3	2021	Tsai, C. (Principal Investigator), Chao, H., & Lin, F. (Co-Principal Investigators). The Competency Curriculum Design and Action Research of Table Create Innovative Services (110-2511-H-845-001-) (1/3)
4	2013-2014	Lin, F. (Principal Investigator), Lai, H. (Co-Principal Investigators). A Study on Constructing Hotel Problem-solving Skill Index and Integrating the Index to the Creative E-learning Courses by Using Case Study Teaching (NSC 102-2511-S-128-001-)

8. Academic Research Projects of Fu Jen Catholic University

1	2026–2027	Lin, F. (Principal Investigator), Chao, H., Chen, C., & Lai, H. (Co-Principal Investigators). Sustainability Indicators for Taiwan's Tourism Industry: Development of a General Industry Indicator Pool (A0115016)

9. Conference Papers

1	2026	Lin, F. (2026/07/06-08). The Power of Perspective-taking: Work Empathy and Internship Evaluation of Hospitality Intern Newcomers. The 31st Asia Pacific Tourism Association (APTA) Annual Conference, Kyushusangyo University, Fukuoka, Japan.
2	2026	Lin, F., & Lu, W. (2026/05/08-10). Issues and Challenges Facing Taiwan's Lodging Industry: A Review of Material Topics from Sustainability Reports of Publicly Listed Hotel Companies in Taiwan. The 3rd International Early-Career Researcher (IECR) Conference in Hospitality and Tourism. Macau University of Science and Technology, Macau, China. (Best Paper Award)
3	2024	Lin, F. (2024/05/24-26). Train with hotel managers: evaluation of practical experiential learning outcomes for Hospitality major students through 360-degree feedback. *APacCHRIE 2024 Conference*. Yonsei University, Seoul, Korea.
4	2023	Lin, F. (2023/11/25). World Coffee Tourism Factory: Regional Brand Management and Revitalization. *20th Anniversary of Tour Factory Forum and Seminar*. Providence University, Taichung, Taiwan.
5	2023	Lin, F., Chao, H., & Hsieh, P. (2023/09/23). Competency-based program development: criteria for hotel self-implementation. *2023 The 25th Leisure, Recreation, Tourism Research Symposium and International Forum*. Shin Hsin University, Taipei, Taiwan.
6	2023	Lin, F., & Lai, H. (2023/03/04). Covid-19 Quarantine and Isolation Experiences of University Students. *2023 2023 Tourism Conference in Shih Hsin University_New Tourism Experiences: Metaverse vs. Real-life*. Shin Hsin University, Taipei, Taiwan.
7	2022	Lin, F., Chen, C., & Lai, H. (2022/04/30) ◦ Quarantine Hotels in Taiwan: Management Perspectives. *2022 Tourism Conference in Shih Hsin University_New Trends and Opportunities for Tourism*. Shin Hsin University, Taipei, Taiwan.
8	2021	Lin, F. & Chen, C. (2021/09/26). Management development program design for middle-level and senior-level managers in Tourism industry: the perspectives from industry senior managers. *The Outdoor Recreation Association of R.O.C.2021 The 23 rd Leisure, Recreation, and Tourism Research Symposium*, National Chinan International University, Nantou County, Taiwan.
9	2021	Wang, D., Lai, H.., Chiang, G., & Lin, F. (2021/05/29). Learning Motivation, Work Values, and Career Decision: A Case Study of Hospitality Undergraduate Students. *2021 Academic Symposium on the Development and Management of the Hospitality, Tourism, and Leisure Industries*, Fu Jen Catholic University, New Taipei City, Taiwan.

9. Conference Papers

10	2020	Chi, J., Lai, H., Chiang, W., Lin, F., & Cheng, Y. (2020/06/13). A Study of the airport self-service check-in service based on the Unified Theory of Acceptance and Use of Technology (UTAUT). *2020 Conference on Hospitality & Tourism Marketing and Industry Innovation*, Fu Jen Catholic University, New Taipei City, Taiwan.
11	2018	Lai, H., Chiang, W., Lin, S., & Lin, F. (2018/06/09) A study on work-related barriers and work values of hospitality management students after internship courses. *2018 International Conference on Hospitality, Tourism, Wellness, and Innovative Design: Academic and Practical Perspectives*, Fu Jen Catholic University, New Taipei City, Taiwan.
12	2018	Lin, F. (2018/05/10). Appling the concept of food tourism in developing a local community's distinctive feature. *2018 USR X CSR Conference of University Social Responsibility and Corporate Social Responsibility*. Shin Hsin University, Taipei, Taiwan.
13	2017	Lin, F. (2017/06/21). New teaching strategies: learning journal for the semester and multi-source assessments. *2017 Chung Yuan Christian University Conference on Faculty Multiple Promotion and Teaching Practice Research,* Chung Yuan Christian University, Taoyuan City, Taiwan.
14	2017	Lai, H., Lin, F., Cheng, Y., & Tseng, T. (2017/06/17). A study of exploring the hospitality competences on hospitality frontline employees. 2017 Conference on Challenges and Innovations in Hospitality and Tourism Education Internship, Fu Jen Catholic University, New Taipei City, Taiwan.
15	2017	Wang, Y., Lai, H., Chiang, W., Lin, S., & Lin, F. (2017/06/17). A study of relationship among cruise line customers' travel motivation, cruise line brand image and customers' revisit intention. *2017 Conference on Challenges and Innovations in Hospitality and Tourism Education Internship*, Fu Jen Catholic University, New Taipei City, Taiwan.
16	2016	Lai, H., Lin, F. Chen-Zhang, Y., & You, P. (2016/06/04). Development of core and professional competency indicators for interns in Culinary and Hospitality Higher Education. *2016 International Academic Conference on Hospitality Management and Culinary Innovation*, Fu Jen Catholic University, New Taipei City, Taiwan.
17	2016	Lin, I., Lai, H., Chiang, W., Lin, F., & Chen, H. (2016/06/04). Using Technology Acceptance Model investigating the impact of restaurant's mobile advertising on consumer behavioral intention -A case of social networking APP. *2016 International Academic Conference on Hospitality Management and Culinary Innovation*, Fu Jen Catholic University, New Taipei City, Taiwan.
18	2016	Yu, C., Lin, F., Lai, H., & Hu, I. (2016/05/28). Exploring the Factors of Tourism Attractiveness in University Campus. *2016 Conference of Hospitality and Tourism Management and Industry Development*. Shin Hsin University, Taipei, Taiwan.
19	2016	Chen-Zhang, Y., Lai, H., Lin, F., & Chiang, W. (2016/05/28). Culture Shock, Perceived Managerial Support, and Job Satisfaction – A Study of Foreign Employees in Macao Casino Hotels. *2016 Conference of Hospitality and Tourism Management and Industry Development*, Shih Hsin University, Taipei.
20	2015	Lin, F., & Takada, M. (2015/06/06). Japanese prospects: the must do things while visiting Taiwan. *2015 Fu Jen Catholic University College of Human Ecology 20th Anniversary: Conference on Hospitality, Tourism Management, and Industrial Development*, Fu Jen Catholic University, New Taipei City, Taiwan.
21	2015	Hsien, H., Lai, H., Lin, S., Lin, F., & Chen, P. (2015/06/06). The study on residents' participation and place attachment to Hakka traditional festive celebration. *2015 Fu Jen Catholic University College of Human Ecology 20th Anniversary: Conference on Hospitality, Tourism Management, and Industrial Development*, Fu Jen Catholic University, New Taipei City, Taiwan.

9. Conference Papers

22	2015	Lai, H., Lin, F., Huang, C., Lin, Y., & Shih, K. (2015/06/06). Exploring the relationships among service failure, service recovery, customer satisfaction and re-purchase intention- A case of a web travel agency. *2015 Fu Jen Catholic University College of Human Ecology 20th Anniversary: Conference on Hospitality, Tourism Management, and Industrial Development*, Fu Jen Catholic University, New Taipei City, Taiwan.
23	2014	Wang, H., Lin, F., Chen, C., & Lai, H. (2014/09/20). Effects on types of tourism spokesperson to consumer behavior intentions. *The 16 th Leisure, Recreation, and Tourism Research Symposium,* The Outdoor Recreation Association of R.O.C. & Shin Hsin University, Taipei, Taiwan.
24	2014	Lin, F. (July, 2014). Hospitality internship practices: proposing a series of internship developmental stages. *The 3rd International Symposium on Business and Social Sciences (ISBSS)* in Sapporo Renaissance, Hokkaido, Japan.
25	2013	Chang, C., Wang, C., & Lin, F. (2013/08/31). The sense of history research in tourism. *2013 Cross-Strait Tourism Symposium*, National Chi Nan University, Nantou, Taiwan.
26	2013	Tseng, T., Lai, H., Chen, H., Chiang, W., & Lin, F. (2013/06/01). A study of International Tourist Hotels brand image, and website quality in technology acceptance model – A case of Starwood in Taiwan. *2013 Fu Jen Catholic University Conference: 2013 Conference on Hospitality, Tourism, and Development*, Fu Jen Catholic University, New Taipei City, Taiwan.
27	2012	Chang, W., Lai, H., Huang, C., & Lin, F. (2012/06/02). Are the appearance and achievements driving your willingness to purchase? -- A case study of International Tourist Hotels. *2012 Fu Jen Catholic University Conference: 2012 Conference on Hospitality, Museums, Cultural Heritage, and Tourism Development*, Fu Jen Catholic University, New Taipei City, Taiwan.
28	2012	Lin, F., Lin, C., & Lai, H. (2012/06/02). Taipei zoo tourists' leisure motivations and leisure needs toward their evaluations on Taipei zoo's non-profit operating performances. *2012 Fu Jen Catholic University Conference: 2012 Conference on Hospitality, Museums, Cultural Heritage, and Tourism Development*, Fu Jen Catholic University, New Taipei City, Taiwan.
29	2011	Lai, H., Lin, F., Huang, C., Chiang, W., & Chu, C. (2011/03/11). The relationships among the quality of the website and consumers' behavioral intention for International Tourist Hotels. *2011 MCU Tourism International Conference: Foresight Leadership in Tourism, Hospitality, Leisure Culture, Education, and Management*, Ming Chuan University, Taoyuan City, Taiwan.
30	2011	Lai, H., Lin, F., Huang, C., & Cheng, Y. (2011/03/11). The study of reward system's effect on employee's intention to stay in international tourist hotels. *2011 MCU Tourism International Conference: Foresight Leadership in Tourism, Hospitality, Leisure Culture, Education, and Management.* Ming Chuan University, Taoyuan City, Taiwan.
31	2010	Du, S., Lai, H., Lin, F., & Chiang, W. (2010/03/08). The impact of consumer's cognitions of environmental hotels and attitudes of green consumptions on their intentions of staying of hotels ◦ *2010 MCU Tourism Conference - Nurturing Taiwan's Cultural Value and Advancing the Service Industry towards Refinement and Internationalization.* Ming Chuan University, Taoyuan City, Taiwan.
32	2009	Wu, Y., Lai, H., Lin, F., & Hu, H. (2009/03/07). A study of northern region hotel owners' perceptions, attitudes, and behaviors towards green hotels ◦ *2009 MCU Tourism Academic Symposium: Taiwan Tourism Reinvigorated.* Ming Chuan University, Taoyuan City, Taiwan.

9. Conference Papers

33	2008	Lin, F., Lai, H., & Wang, W. (2008/09/20). Needs of leisure, leisure participation, leisure satisfaction and well-being: relationship testing and path analysis. *The 10th Academic Conference on Leisure, Recreation, and Tourism*. Shin Hsin University, Taipei, Taiwan.
34	2007	Lin, F., & Lee, C. (2007/05/19). Customers' Leisure Attitudes and Needs of Leisure toward Pubs in Taipei City. *2007 Fu Jen Catholic University Conference: Hospitality and Tourism Management-Academia and Practice*, Fu Jen Catholic University, New Taipei City, Taiwan.
35	2006	Lin, F. (2006/10/02). Hospitality lifestyles: various degrees of ruralization in the United States. *Rural Tourism and Agricultural Transformation Forum*. Shin Hsin University, Taipei, Taiwan.
36	2003	Lin, F., & Blum, S. (2003, January). Hospitality consumer lifestyles: the developing stage of an instrument construction. *Symposium conducted at the meeting of the Eighth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, Las Vegas, Nevada.
37	2002	Lin, F., Blum, S. & Goh, B. (2002, January). Cultural diversity and mentoring: tracking the changes on stereotype. *Symposium conducted at the meeting of the Seventh Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, University of Houston, Houston, Texas.
38	2001	Lin, F, & Blum, S. (2001, January). Formal employee orientation's impact on job satisfaction: an initial analysis. *Symposium conducted at the meeting of the Sixth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, Georgia State University, Atlanta, Georgia.
39	2000	Lin, F., Blum, S., & Dodd, T. (2000, January). Fast food television advertisement format impact on consumer preferences and purchase intentions. *Symposium conducted at the meeting of the Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, University of Houston, Houston, Texas.

10. Book Published

- Lin, F. (2015), Food and Beverage Management. Taipei, Taiwan: San Min Book Co., Ltd. (ISBN: 978-957-145-963-9)
- Feinstein, A., & Stefanelli, J. (2013). Purchasing: Selection and Procurement for the Hospitality Industry 8th ed. (F. Lin, Trans). Hwa Tai Publushing Co., Ltd. (Original work published 2010).
- Feinstein, A., & Stefanelli, J. (2007). Purchasing: Selection and Procurement for the Hospitality Industry 6th ed. (F. Lin, Trans). Hwa Tai Publushing Co., Ltd. (Original work published 2005).

11. Undergraduate Research Grant Supervised

1	2026–2027	Hung, C., & Lin, F. (Advisor). **More Than Just Food: A Study of Emotional Empathy in Service Processes, Experiential Value, and Revisit Intention** (115-2813-C-030-025-H) July 2026 to February 2027. Undergraduate Research Program, National Science and Technology Council (NSTC), Taipei, Taiwan. **Research Areas:** Foodservice, Service Processes, Service Experience
2	2024–2025	Lu, W., & Lin, F. (Advisor). **Mazu Blesses You: A Study of Perceived Crowding and Emotional Experiences in Crowded Tourism Environments** (113-2813-C-128-034-H) Undergraduate Research Program, National Science and Technology Council (NSTC), Taipei, Taiwan. **Research Areas:** Tourism, Consumer Behavior **Award:** 2025 NSTC Undergraduate Research Project Creativity Award. Ranked among the top 200 projects in the annual evaluation. A total of 4,046 projects were submitted in the corresponding year, with an acceptance rate of 4.9%.
3	2023–2024	Liu, P., & Lin, F. (Advisor). **Going Green Again: Carbon-Neutral Restaurants from the Consumer Perspective.** (112-2813-C-128-035-H) July 2023 to February 2024. Undergraduate Research Program, National Science and Technology Council (NSTC), Taipei, Taiwan. **Research Areas:** Foodservice, Consumer Behavior, Green Issues
4	2022–2023	Tsai, Y., & Lin, F. (Advisor) **Consumers' Green Food Choices: Motivations, Attitudes, and Behavioral Intentions During the COVID-19 Pandemic** (111-2813-C-128-035-H) July 2022 to February 2023. Undergraduate Research Program, Ministry of Science and Technology (MOST), Taipei, Taiwan. **Research Areas:** Foodservice, Consumer Behavior, Green Issues
5	2021–2022	Pan, P., & Lin, F. (Advisor). **Solo Dining: An Examination of Consumers' Dining Lifestyles and Restaurant Selection Behavior** (110-2813-C-128-028-H) July 2021 to February 2022. Undergraduate Research Program, Ministry of Science and Technology (MOST), Taipei, Taiwan. **Research Areas:** Foodservice, Consumer Behavior
6	2020–2021	Hsieh, P., & Lin, F. (Advisor). **A Study of Consumers' Choice of Food Delivery Platform Applications: An Examination Based on the Technology Acceptance Model and Platform Service Offerings** (MOST 109-2813-C-128-007-H) July 2020 to February 2021. Undergraduate Research Program, Ministry of Science and Technology (MOST), Taipei, Taiwan. **Research Areas:** Foodservice, Consumer Behavior, Technology

11. Undergraduate Research Grant Supervised (Cont.)

7	2018–2019	Ko, Y., & Lin, F. (Advisor). **A Study of Behavioral Intentions Toward Traceable Restaurants in Taiwan Based on the Theory of Planned Behavior** (MOST 107-2813-C-128-001-H) July 2018 to February 2019. Undergraduate Research Program, Ministry of Science and Technology (MOST), Taipei, Taiwan. **Research Areas:** Foodservice, Consumer Behavior, Green Issues
8	2014–2015	Takada, M., & Lin, F. (Advisor). **Accessible Tourism: The Effects of Travel Characteristics, Motivations, Perceived Risks, and Barriers on the Travel Behavioral Intentions of Japanese Visitors to Taiwan** (MOST 103-2815-C-128-011-H) July 2014 to February 2015. Undergraduate Research Program, Ministry of Science and Technology (MOST), Taipei, Taiwan. **Research Areas:** Tourism, Consumer Behavior
9	2009–2010	Chang, T., & Lin, F. (Advisor). **The Effects of Brand Awareness, Brand Preference, and Product Extension Fit on Consumers' Behavioral Intentions: The Case of Starbucks** (NSC 98-2815-C-128-040-H) July 2009 to February 2010. Undergraduate Research Program, National Science Council (NSC), Taipei, Taiwan. **Research Areas:** Foodservice, Consumer Behavior, Branding

12. Undergraduate Thesis Project Supervision

1	2025	Wang, P.-L., Huang, C.-W., Chiu, C.-E., Lai, Y., Lin, W.-Y., Chen, C.-Y., & Lin, K.-J. (2025). **Decoding the Digital Campfire: A Study of Information and Message Appeals in YouTube Camping Videos.** 2025 Student Research Project Presentation, Department of Hospitality Management, Fu Jen Catholic University, New Taipei City, Taiwan. **Research Areas:** Hospitality, Marketing, Consumer Behavior **Award:** Outstanding Paper Award, 2025 (December 10, 2025)

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