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### **EDUCATION**

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| Ph.D. | Pharmacology, 1999<br>National Yang-Ming University, Taipei, Taiwan.                |
| MBA   | Tourism and Leisure Management, 2004<br>Chinese Culture University, Taipei, Taiwan. |

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### **TEACHING EXPERIENCES**

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| 08/2012 to Current | Associate Professor at Fu Jen Catholic University,<br>New Taipei City, Taiwan. |
| 08/2009 to 07/2012 | Assistant Professor at Fu Jen Catholic University,<br>New Taipei City, Taiwan. |

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### **SPECIALIZATION**

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- ❖ Hospitality Service Marketing and Management
  - ❖ HACCP
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### **PROFESSIONAL MEMBERSHIP AND SERVICES**

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- ❖ Reviewer, International Journal of Hospitality Management (SSCI)
  - ❖ Reviewer, Journal of Tourism and Leisure Studies, Taiwan (TSSCI)
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### **PUBLICATIONS**

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#### **Journal Refereed Paper**

- Tsaur, S. H., Ku, P. S., & Luoh, H. F.\* (2016). Problem-Focused or Emotion-Focused: Which Coping Strategy has a Better Effect on Career Barriers and Choice Goals? *Asia Pacific Journal of Tourism Research*, 21(4), 425-442. 【SSCI】
- Tsaur, S. H., Luoh, H. F.,\* & Syue, S. S. (2015). Positive Emotions and Behavioral Intentions of Customers in Full-Service Restaurants: Does Aesthetic Labor Matter? *International Journal of Hospitality Management*, 51(1), 115-126.. 【SSCI】
- Tsaur, S. H., Huang, C. C., & Luoh, H. F.\* (2014, November). Do Travel Product Types Matter? Online Review Direction and Persuasiveness. *Journal of Travel & Tourism Marketing*, 31(7), 884-898. 【SSCI】
- Luoh, H. F., Tsaur, S. H., & Tang, Y. Y. (2014, November). Empowering Employees: Job Standardization and Innovative Behavior. *International Journal of Contemporary Hospitality Management*, 26(7), 1100-1117. 【SSCI】
- Chen, W. Y., Wang, K. C., Luoh, H. F.\*, Shih, J. F., & You, Y. S. (2014, Aug). Does a Friendly Hotel Room Increase Senior Group Package Tourists' Satisfaction? A Field Experiment. *Asia Pacific Journal of Tourism Research*, 19(8), 950-970. 【SSCI】

- Luoh, H. F., & Tsaur, S. H. (2014, Jan). The Effects of Age Stereotypes on Tour Leader Roles. *Journal of Travel Research*, 53(1),111-123. 【SSCI】
- Luoh, H. F.\*, & Lo, P. C. (2012) The Effectiveness of Chef Endorsement in Restaurant Print Advertising: Do Respondents' Gender Stereotypes or Genders Matter? *Asia Pacific Journal of Tourism Research*, 17(4): 416-431. 【SSCI】
- Luoh, H. F., & Tsaur, S. H. (2011) Customers' Perceptions of Service Quality: Do Servers' Age Stereotypes Matter? *International Journal of Hospitality Management*, 30(2): 283-289. 【SSCI】

### **Conference Paper**

- Luoh, H. F., & Lo, P. C. (2016.07.12-14). The influence of the multi-dimensions of wellness services on the perceived leisure benefits of resort hotel consumers, 2016 International Conference on Hospitality, Leisure, Sports, and Tourism - Summer Session, Kyoto, Japan, pp. 1-4.
- Luoh, H. F., Lo, P. C., & Lin, T. T. (2015.05.17-18). Green cooking intentions of culinary contest students: Perspectives of behavioral reasoning theory, 2015 International Conference on Hospitality, Tourism and Leisure —Sustainable Development, LOHAS, and Innovation Education, Taipei, Taiwan, pp. 493-496.
- Luoh, H. F., Lo, P. C., & Chang, C. H. (2014.07.01-04). Personalized service in hospitality: The SERVQUAL perspective, 2014 20th Asia Pacific Tourism Association Annual Conference, Ho Chi Minh City, Vietnam, pp. 491-495.
- Luoh, H. F., Wang, C. H., Lo, P. C., & Wong, P. Y. (2013.11.15-16). The combined influence of food quality, physical environment, and employee behavior clues on customers' perceptions of service quality, 2013 AASRI International Conference on Social Sciences, Singapore (Advanced Social Science Letters, Vol. 3, pp. 196-201).
- Luoh, H. F., & Lo, P. C. (2013.07.01-04). Chef's labor load in open kitchen design restaurants-An exploratory study, 2013 19th Asia Pacific Tourism Association Annual Conference, Bangkok, Thailand.
- Luoh, H. F., & Shih, Y. W. (2012.06.26-29). A Scale to Measure the Sensory Experiences of Open Kitchen Design in Restaurants, 2012 18th Asia Pacific Tourism Association Annual Conference, Taipei, Taiwan.
- Luoh, H. F., Shih, Y. W., & Lo, P. C. (2011.12.10-13). Images of open kitchen design in restaurants: An exploratory study of consumers' and chefs' perspectives, 1st World Research Summit for Tourism and Hospitality, Hong Kong, China.
- Luoh, H. F., Lo, P. C., & Wang, C. H. (2011.07.03-06). The effects of price discount levels on consumers' perceived value and willingness to buy in restaurant life cycles, 2011 17th Asia Pacific Tourism Association Annual Conference, Seoul, Korea.
- Tsaur, S. H., Luoh, H. F., & Ku, P. S. (2011.07.03-06). Relationship between career barriers and choice goals of tourism and hospitality college students: Moderating effect of coping strategies, 2011 17th Asia Pacific Tourism Association Annual Conference, Seoul, Korea.

### **Book**

- Cheng, T. H., Luoh, H. F., WU, S.D., Liaw, E. T., Chiang, C. M., & Chen, C. S. (2014). Hazard Analysis and Critical Control Point System for Food Service (HACCP), Taichung: Wagner. (ISBN 978-986-362-029-7)
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