

Hung-Sheng "Herman" Lai

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EDUCATION

Ph.D.	Education, Nutrition & Restaurant/Hotel Management Department, 2003. Texas Tech University, Lubbock, Texas.
MBA	Business Administration, 1998. Wayland Baptist University; Plainview, Texas.
BS	Fashion Business, 1995. Fu-Jen Catholic University; Taipei, Taiwan, R.O.C.

TEACHING ACTIVITIES

08/2020 to Current	Associate Professor at Fu Jen Catholic University, New Taipei City, Taiwan.
02/2011 to 07/2020	Assistant Professor at Fu Jen Catholic University, New Taipei City, Taiwan.
08/2005 to 01/2011	Assistant Professor at Ming Chuan University, Taoyuan, Taiwan.
08/2003 to 05/2005	Assistant Professor at Stephen F. Austin State University, Nacogdoches, TX.
08/2000 to 05/2003	Instructor and Teaching Assistant at Texas Tech University, Lubbock, TX.
01/2000 to 08/2000	Teaching Assistant at Texas Tech University, Lubbock, TX.
Teaching Evaluation	Students' evaluation always above 4.45 (on 5.0) scale.

08/2003 to 05/2005	Assistant Professor - Introduction to Hospitality Industry
08/2003 to 05/2005	Assistant Professor - Travel and Tourism
08/2003 to 05/2005	Assistant Professor - Hospitality Administration
08/2000 to 05/2003	Part-time instructor - Computers in the Hospitality Industry at TTU.
01/2002 to 05/2003	Teaching Assistant - Purchasing in the Hospitality Industry at TTU.
01/2003 to 05/2003	Teaching Assistant - Hospitality and Service Marketing at TTU.
01/2002 to 05/2002	Teaching Assistant - Hospitality Management Research and Application at TTU.
01/2000 to 08/2000	Lab Instructor - Food System Management I at TTU.

PROFESSIONAL EXPERIENCES

01/00 to 05/00	Assistant Manager, Skyviews Restaurant, Lubbock, TX
11/94 to 12/95:	Salesman, Carnival Fashion Company, Taipei, Taiwan.
07/94 to 08/94:	Salesman, LiChin Nylon Company, Taipei, Taiwan.

SPECIALIZATION

- ❖ Hospitality Management,
- ❖ Food and Beverage Management
- ❖ Travel and Tourism
- ❖ Hospitality Administration
- ❖ Purchasing in Hospitality Industry
- ❖ Hotel Development
- ❖ Hospitality and Service Marketing
- ❖ Financial Analysis in the Hospitality Industry
- ❖ Consumer Behavior in the Hospitality Industry
- ❖ Resort Management
- ❖ Human Resource Management
- ❖ Organization Theory
- ❖ Managerial Finance
- ❖ Advanced Hotel Management
- ❖ Advanced Travel & Tourism
- ❖ Problems in Restaurant, Hotel, and Institutional Management - Advanced Purchasing

Computer Courses

- ❖ Strategic Management
- ❖ Computers in the Hospitality Industry
- ❖ Information Technology on Hospitality Management

Research Tool & Education Courses

- ❖ Introduction to Educational Statistics
 - ❖ Intermediate Educational Statistics
 - ❖ Research in Family and Consumer Sciences Education
 - ❖ Research in Restaurant, Hotel, and Institutional Management
 - ❖ Hospitality Management Research and Application
 - ❖ Contemporary Adult and Continuing Education
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PROFESSIONAL SERVICE

- ❖ Reviewer, International Journal of Contemporary Hospitality Management (SSCI)
- ❖ Reviewer, Asia Pacific Journal of Tourism Research (SSCI)
- ❖ Reviewer, Service Business (SSCI)
- ❖ Reviewer, Computers & Education (SSCI)
- ❖ Reviewer, Leisure Study, Taiwan
- ❖ Reviewer, Journal of Tourism and Travel Research, Taiwan

PROFESSIONAL MEMBERSHIP

- ❖ Member, Chinese Tourism Management Association (CTMA)
 - ❖ Member, Council on Hotel, Restaurant, and Institutional Education. (CHRIE)
 - ❖ Member, Texas Association of Family and Consumer Sciences. (TAFCS)
 - ❖ Member, American Association of Family and Consumer Sciences. (AAFCS)
 - ❖ Eta Sigma Delta (International Hospitality Honorary Society)
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RESEARCH PAPER

Journal Refereed Paper

- Lai, H. S.**, Hu, H. H., & Chen, Z. (2020). The effects of culture shock on foreign employees in the service industry. *Service Business*, 14(3), 361-385 <https://doi.org/10.1007/s11628-020-00420-x>. (SSCI, IF=2.169)
- Hu, H. H., **Lai, H. S.,*** & King, B. (2020). Restaurant employee service sabotage and customer deviant behaviors: the moderating role of corporate reputation. *Journal of Hospitality & Tourism Research*, 44(7), 1126-1152 <https://doi.org/10.1177/1096348020936331> (SSCI, IF=3.816) **corresponding author**
- Teng, C. C., Hsu, S. M., **Lai, H.S.**, & Chen, H. T. (2020). Exploring ethical incidents in the Taiwanese hotel industry. *International Journal of Hospitality & Tourism Administration*, 21(4), 422-439 DOI: 10.1080/15256480.2018.1511496
- Cheng, Y. H., & **Lai, H. S.** (2017). The effects of training and reward systems on employee willingness to stay – a case study of an International Tourist Hotel in Taipei. *International Journal of Research in Tourism and Hospitality*, 3(1), 1-13.
- Hu, S. M., & **Lai, H. S.** (2017). Developing low-fat banana bread by using okra gum as a fat replacer. *Journal of Culinary Science & Technology*, 15(1), 36-42, DOI: 10.1080/15428052.2016.1188192
- Lin S. S., **Lai H. S.**, & Chen. H. Y. (2015). The study of the relationship between store green practices and consumer's perception of sustainability brand image toward coffee store. *American Journal of Tourism Management*, 4(2), 35-39
- Lin, F. Y., Lai, H. S., Chiang, W. E., & Tai, M. H. (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
- Lai, H.S., Liou, L. J., Chen, H. H., & Chen, M. Y. (2012). A Study of the Cluster Website in the Tourism and Leisure Industry for the Place Marketing. *Leisure Study*, 4(4), 53-69.
- Sung, Y. K., Lai, H.S., & Lin, Y. S. (2012). The Study of Education & Training and Work Motivation: The Case of Airline Flight Attendants with Nursing Background. *Leisure Study*, 4(4), 21-34.
- Lin, F. Y., Lai, H. S., & Wang W. P. (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
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- Lai, H. L., Lin, F. L., Huang, C. T., & Wu, Y. C. (2011). Hoteliers' Cognition, Attitude, and Behavior on the Green Hotel Concept. *Journal of Tourism and Travel Research*, 6(1), 57-78.
- Lin, F. Y., Lai, H. S., & Kao, N. L. (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.
- Lin, F. Y., Lai, H. S., & Kao, P. L. (2011). Taiwan's Homosexual Outbound Traveling: Motivations and Travel Destinations. *Journal of Sport, Leisure and Hospitality Research*, 6(3), 43-62.
- Wu, W. C., Lai, H. S., Wang, L. H., & Lee, C. Y. (2010). Research on the Future Tourism Development of Kinmen Based on Macao and Jeju Island. *Leisure Industry Research*, 8(2), 105-123.
- Wu, C. K., & Lai, H. S. (2010). Learning Style and Personality Type Profiles of Hospitality Undergraduate Students of Taiwan and the United States. *Zhishan*, 8, 111-139.
- Lai, P. C., Chen, C. T., Lai, H. S., & Lin, S. T. (2009). The Role of Labor Dispatch Agencies in Hospitality in Taiwan. *Journal of Tourism and Leisure Studies*, 15(1), 69-88
- Yeh, R. J., Leong, J., Blecher, L., & Lai, H. (2005). Analysis of Hoteliers' E-commerce and Information Technology Applications: Business Travelers' Perceptions and Needs. *International Journal of Hospitality and Tourism Administration*, 6 (2).
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RESEARCH PAPER

English Conference Paper

- Chen, H. H., Lai, H. S., Huang, B. J., Kao, C. W., & Huang, S. Y. (2014, 8). Eye Tracking for Analyzing Applied Effects on Instructional Graphics Directing Visual Attention. The Tenth International Conference on Intelligent Information Hiding and Multimedia Signal Processing. Japan: Kitakyushu.
- Tseng, T. F., Lai, H. S., Chiang, W. E., Chen, H. H., & Lin, F. Y. (2013, June). Use TAM to explore International Tourist Hotel website's website quality and brand image – A case of Starwood in Taiwan. 2013 Conference on Hospitality and Tourism Development, New Taipei City, Taiwan.
- Lai, H. S., Chiang, W. E., Tseng, T. F., & Lin, Y. (2012, June). By web hand to complete your accommodation needs, Tourist Hotels' E-commerce Platform Service Quality Effects Customer Behavior. 2012 Conference on Hospitality, Museums, Cultural Heritage, and Tourism Development, New Taipei City, Taiwan.
- Chang, W. K., Lai, H. L., Lin, F. L., & Huang, C. T. (2012, June). Are the appearance and achievements leading your willingness to purchase? -- A case study of International Tourist Hotels. 2012 Conference on Hospitality, Museums, Cultural Heritage, and Tourism Development, New Taipei City, Taiwan.
- Lai, H. L., Lin, F. L., Huang, C. T., & Cheng, Y. S. (2011, March). The relationship between hotel reward system and employee willing to stay in the international tourist hotel. Conference on Proactive Leadership in Tourism, Hospitality & Leisure Culture, Education, and Management, Taoyuan, Taiwan.
- Chen, P. T., Hu, H. H., & Lai, H. S. (2009, May). The Effect of Relational Benefits on Perceived Value in Relation to Customer Loyalty: An Empirical Study in the Australian Coffee Outlets Industry. The 7th APacCHRIE Conference, Singapore.
- Lai, H. S., Lai, P. C., & Lin, S. T. (2008, Jul). The Role of Labor Dispatch Agencies in Hospitality in Taiwan. 2008 Pacific Regional Conference on Human Resource Policy and Management.
- Chang, W. J., Lai, H. S., & Kuo, N. T. (2007, March). *The Advertising Effectiveness of Humorous Advertisements on the Fast-Food Restaurant Business: A Study of KFC*. The 2007 Ming Chuan International Conference. Taoyuan: Ming Chuan University.
- Yeh, R. J., Leong, J., Blecher, L., & Lai, H. (2005). Analysis of Hoteliers' E-commerce and Information Technology Applications: Business Travelers' Perceptions and Needs. *International Journal of Hospitality and Tourism Administration*, 6 (2).
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- Cheng, S., Wu, C., Lai, H., & Sun, L. (2004, August). Factors affecting Taiwan hospitality students' attitudes on internship. Paper presented at the meeting of the 2004 International Council on Hotel, Restaurant, and Institutional Education Annual Conference, Philadelphia, PA.
- Lai, H., Wu, C. K. Stout, B. L., & Goh, B. (2003). Analysis of Taiwanese hospitality students' learning styles and personality types. *Proceeding of the 2003 International Council on Hotel, Restaurant, and Institutional Education Annual Conference, U.S.A.*, 222-226.
- Lai, H., Chuang, N., Chen, H., Stout, B., & Huffman L. (2003, August). Paper presented at the meeting of the 2003 International Council on Hotel, Restaurant, and Institutional Education Annual Conference, Palm Springs, CA.
- Chuang, N., Lai, H., Huffman L., Goh, B., & Stout, B. (2003, August). The effectiveness of computer-assisted instruction and its comparison with traditional based lecture in hospitality management education. Paper presented at the meeting of the 2003 International Council on Hotel, Restaurant, and Institutional Education Annual Conference, Palm Springs, CA.
- Lai, H., Wu, C. K. Stout, B. L., & Felstehausen, V. (2003). Learning style and personality type of hospitality students in Taiwan and the United States. *Proceedings of Eighth Annual Graduate and Graduate Student Research Conference in Hospitality and Tourism, USA*, 8, 341-344.
- Lai, H., Chuang, N., Chen, H., & Stout, B. L. (2003). Computer-assisted instruction (CAI) in distance education for hospitality education: A framework for deliberation and research initiatives. *Proceedings of Eighth Annual Graduate and Graduate Student Research Conference in Hospitality and Tourism, USA*, 8, 345-347.
- Chuang, N., Lai, H., Goh, B., & Wu, C. K. (2003). Comparing the effectiveness of computer-assisted instruction and tradition based lecture in hospitality management education. *Proceedings of Eighth Annual Graduate and Graduate Student Research Conference in Hospitality and Tourism, USA*, 8, 107-109.
- Lai, H., Wu, C. K., Felstehausen, V., & Stout, B. (2002, March). Learning styles and personality types of students in the introductory hospitality class. Paper presented at the 2002 Human Sciences Week Research and Creative Project Poster Session, Lubbock, TX.
- Maushak, N. J., Chen, H., & Lai, H. (2001, November). Utilizing edutainment to actively engage K-12 learners and promote students' learning: an emergent phenomenon. Paper presented at the meeting of the Association for Educational Communications and Technology, Atlanta, GA.
- Wu, C. K., Williams C., Lai, H., & Shih, Z. (2001). Measuring customer satisfaction level in an American-based restaurant in Taipei using a United States restaurant as Benchmark. *Proceedings of Sixth Annual Graduate and Graduate Student Research Conference in Hospitality and Tourism*,
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USA, 6, 456-460.

- Lai, H., Chen, H., Yuan, J., & Wu, C. K. (2001). Identifying and comparing learning styles among hospitality students in China, Taiwan, and the United States. *Proceedings of Sixth Annual Graduate and Graduate Student Research Conference in Hospitality and Tourism, USA*, 6, 263-265.
- Huffman, L., Wu, C. K., Lai, H., & Li, H. (2000). Introduction a computer-based tutorial program to enhance product information in foodservice purchasing class. Proceedings of Fifth Annual Graduate and Graduate Student Research Conference in Hospitality and Tourism, USA, 5, 454-457.
- Wu, C. K., Lai, H. Linda, H., & Shih, Z. (2000, March). Measuring customer satisfaction level on an American brand casual dining restaurant in Taipei. Paper presented at the 2000 Human Sciences Week Research and Creative Project Poster Session, Lubbock, TX.
- Huffman, L., Wu, C. K., Lai, H., & Li, H. (2000). Introduction a computer-based tutorial program to enhance product information in foodservice purchasing class. *Proceedings of Fifth Annual Graduate and Graduate Student Research Conference in Hospitality and Tourism, USA*, 5, 454-457.
- Wu, C. K., Lai, H. Linda, H., & Shih, Z. (2000, March). Measuring customer satisfaction level on an American brand casual dining restaurant in Taipei. Paper presented at the 2000 Human Sciences Week Research and Creative Project Poster Session, Lubbock, TX.
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Book

Yang, .C & Lai, Hung-Sheng “Herman” (2019). Resort Development and Operations Management. New Taipei City: Yang Chih Cultural Enterprise Co., Ltd. ISBN: 9789862983294, Published on 2019-07-01.

Lai Hung-Sheng “Herman”. & Hsu Y. (Translators) (2012, 9). Accounting and Financial Analysis in the Hospitality Industry. Author: Jonathan A. Hales. Yang Chih Cultural Enterprise Co., Ltd. Original book ISBN: 9780132458665

Lai, Hung-Sheng “Herman” (Translator) (2010, 2). Casino Industry in Asia Pacific: Development, Operation, and Impact. Editor: Cathy H.C. Hsu. Yang Chih Cultural Enterprise Co., Ltd. ISBN: 9789578189331

Lai, Hung-Sheng “Herman” (2008). Hospitality Book on Students' Learning Styles and Personality Types. . VDM Verlag. Sep, 2008: ISBN 978-3-639-08671-3.
