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## **Education**

- PhD, Marketing Discipline, Institute of Management, National Kaohsiung First University of Science and Technology University, 2016/12.
- MS, Institute of Leisure, Recreation and Health Business Management, Tajen University, 2006/06.
- Bachelor, Business Administration, Department of Tourism, Shih Hsin University, 1997/06.

## **Area of Specialty**

English for Professional, International Etiquette, Management, Hospitality & Product Marketing, Service Quality Management, Customer Relationship Management, Aviation Service and Management and Practice, Leisure and recreation Management and Planning, Tourism Business and Management

## **Publications**

### **Journal Papers**

1. **Cheng-Han Lee** and Yi-Min Li. (2006). A Study of Constructing Service Quality Scale for Domestic Airline Transportations in Taiwan, *Journal of Leisure and Tourism Industry Research*, 1(1), 77-96.
2. **Cheng-Han Lee**, Chien-Lung Tseng and Kuo-Kuang Chu. (2016). EXPLORING STRATEGY FIT OF COMPETITION ON FOREIGN ENTERPRISE AND BRAND STRATEGY, *The International Journal of Organizational Innovation*, 8(2). (EI/INSPEC) (ISSN 1943-1813)
3. **Cheng-Han Lee** and Kuo-Kuang Chu. (2016). UNDERSTANDING THE EFFECT OF POSITIVE PSYCHOLOGICAL CAPITAL ON HOSPITALITY INTERNS' CREATIVITY FOR ROLE PERFORMANCE, *The International Journal of Organizational Innovation*, 8(4). (EI/INSPEC) (ISSN 1943-1813)

## **Conference Papers**

1. **Cheng-Han Lee**, Chien-Lung Tseng and Kuo-Kuang Chu. (2015). Understanding the Strategy Fit of Competition of Foreign Enterprise and Brand Strategy. Second Asia Pacific Conference on Global Business, Economics, Finance and Social Sciences,(July 10-12, 2015), Duy Tan University, Vietnam.
2. Cheng-Han Lee, Chien-Lung Tseng and Kuo-Kuang Chu. (2015). Understanding Knowledge Transfer Efficiency by Human Capital and Knowledge Integration Mechanisms in the Hospitality Industry. 2015 International Conference on Education, Management and Systems Engineering EMSE 2015 (August 23-24), 2015, Phuket, Thailand.

## **Professional Experiences**

- Kaohsiung Dispatching Center, Customer Service, Far Eastern Air Transport, 2001/08 to 2007/05.
- Customer Service, Far Eastern Air Transport, Taipei, 1999/10 to 2002/08.
- Department of Commerce, Set Tour, 1996/06 to 1996/08.
- Project Manager, Sung Yang Management Consultant Company LTD, Kaohsiung, Taiwan, 2007/08 to 2011/08.
- Project Training Instructors, Grand Hi-Lai Hotel, Kaohsiung, Taiwan, 2008/08.
- Flight Attendant, Kaohsiung Customer Services Division, Far Eastern Air Transport Corp, Taiwan, 2001/08 to 2007/08.
- Flight Attendant, Customer Services Division, Far Eastern Air Transport Corp, Taipei, Taiwan, 1999/11 to 2001/07.

## **Professional Certifications**

- Qualification Training Program for Travel Agency Managers, No: 66951020220, Tourism Bureau.
- Tour Manager License (English), No: 20024076, Tourism Bureau.
- Bureau of Foreign Trade Certificate in Certified MICE Professional, No: 09800154310.
- International Introductory Award in Customer Service, No: 606011736/1540, City & Guilds.
- International Introductory Award in Selling, No: 606011736/990, City & Guilds.
- International Introductory Award in Conflict Handling, No: 606011736/80, City & Guilds.
- Professional Barista Certificate, No: 66951020220. Bartenders Association of Taiwan.