

Shun-Juan Lin		
Department of Leisure, Recreation, and Tourism Management Southern Taiwan University of Science and Technology No. 1, Nan-Tai Street, Yongkang Dist., Tainan 71005, Taiwan	Office: T605-12 Tel: 886-6-2533131 ext. 4932 E-mail: zv1@stust.edu.tw	

Education

- Doctor, Educational Administration, University of South Dakota, USA.
- Master, Hospitality Administration, Johnson & Wales University, U.S.A.
- Bachelor, International Trade, Chinese Culture University, R.O.C.

Area of Specialty

- Hospitality Management
- Hospitality Education
- Marketing
- Human Resource Management
- Adult Education

Academic Experience/Work Experience

- Associate Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, R.O.C.
- Assistant Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, R.O.C.
- Assistant Professor, Department of Tourism, Tung-Fang Institute of Technology, R.O.C.
- Instructor, Department of Tourism, Tung-Fang Junior College of Technology, R.O.C.
- Management Trainee, Evergreen Laurel Hotel, Taichung, R.O.C.
- Secretary, OEM/Logistics Division, Philips Lighting Taiwan, R.O.C.
- Chief register, ELSI (English Language School International), R.O.C.

Research Paper

- Lin, S.C., Chang, T.Y., & Pu, Y.F. (2016). Constructing a questionnaire on Taiwan Generation Y consumers' selection concerning hotels. *2016 Conference on Tourism, Leisure, and Recreation Management*, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
- Lin, S.C., Yu, M.H., & Pu, Y.F. (2016). What Taiwan Generation Y undergraduate students want? *2016 Conference on Tourism, Leisure, and Recreation Management*, Southern Taiwan University of Science and Technology, Tainan, Taiwan.

- Lin, S.C., Tsai, C.Y., Su, C.K., & Yu, M.H. (2015). Attractions of Kending- the perspectives of backpackers. *2015 Conference on Tourism, Leisure, and Recreation Management*, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
- Yu, M.H., Lin, S.C., Su, C.K., Ling, J.H., & Tsai, C.Y. (2015). Determinants of guests' satisfaction and repeat patronage. *2015 Conference on Tourism, Leisure, and Recreation Management*, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
- Chang, T.Y., Ceng, L.C., & Lin, S.C. (2015). The study of brand equity and brand Experience on e-channel brand – An example of Books on-line bookstore. *2015 Conference on Tourism, Leisure, and Recreation Management*, Southern Taiwan University of Science and Technology, Tainan, Taiwan. (Corresponding Author)
- Chang, T.Y., Chen, H.L., Lin, S.C. & Chen, S.Y.(2014). The brand emotion, brand image and brand loyalty on on-line bookstores. *Joint Conference 2014 - Department of Tourism, leisure, and Recreation of Southern Taiwan University of Science and Technology and Taiwan Leisure and Recreation Association*, Tainan, Taiwan.
- Yu, M.H., Lin, S.C., & Tsai, C.Y. (2014). The attractions of exhibition of Julius Mannich Merchant House - from the observation of visitors' behaviors. *Joint Conference 2014 - Department of Tourism, leisure, and Recreation of Southern Taiwan University of Science and Technology and Taiwan Leisure and Recreation Association*, Tainan, Taiwan.
- Yin, M.C., Lin, S.C., Su, C.K., & Yu, M.H. (2013). Hospitality internship as a learning process: Effects of proactive behaviors on socialization learning. *International Journal of Business and Management Studies*, 2(3), 209-222
- Lin, S.C., Yu, M.H., Chen, H.L., Su, C.K, & Chang, T.Y. (2013). What B&B can do to take environmental responsibilities? *International Journal of Arts and Sciences Conference*, Prague, Czech Republic.
- Lin, S.C., Chang, W.H., Yu, M.H., & Tsai, C.Y. (2012). What environmental management practices appeal B &B consumers most? *Journal of Rural Tourism Research*, 6 (1), 57-70.
- Lin, S.C., Yu, M.H., & Tsai, C.Y.(2012). The relationship between specialization and behavioral choices among cyclists-The moderating effect of place attachment. *Journal of Hsing Kuo University*, 13, 27-38.

- Chen, H.L., Su, C.K., & Lin, S.C. (2012). Factors Influencing destination loyalty? *IAM2012-international conference on innovation and management*, Republic of Palau.
- Yu, M.H., Lin, S.C., Chen, H.L., & Su, C.K. (2012). Effects of message framing on advertising effectiveness of low sugar food - gender as the moderate variable. *IAM2012-international conference on innovation and management*, Republic of Palau.
- Lin, S.C., Su, C.K., Chang, W.H., Chen, H.L., & Yu, M.H.(2012). What are Mature Travelers Looking for in Hotel Establishments? *IAM2012-international conference on innovation and management*, Republic of Palau.
- Lin, S.C., Tsai, C.Y., & Chen, C.W. (2011). The importance of affective quality on people's intentions to stay in B&B establishments. *2011 International Conference on Hospitality Management and Industry Development*, Fu Jen Catholic University, Taipei.
- Lin, S.C., & Wu, H.Y. (2011). The importance of personality factors and background characteristics on people's responsible environmental behaviors, *2011 the 5th Environment Symposium, Taiwan Academy of Ecology*, Taichung, Taiwan.
- Lin, S.C., Wu, H.Y., Tsai, C.Y., & Chen, C.W. (2011). Environmental management practices among B & B in the Tsing-Ching area. *2011 The 1st Conference on Tourism, leisure, and Recreation Sources Sustainable Management*, Southern Taiwan University, Tainan, Taiwan .
- Dai, K.X., Chang, W.H., Lin, Y.T., & Lin, S.C.(2009), Exploring the training evaluation model construction of International tourist hotels, *Journal of Sport , Health, and Leisure*,13, 121-142.
- Lin, Z.Y., Chang, W.H., Lin, S.C., & Lin, Y.T.(2009). The strategic management of business hotels - a case of urban hotel, *Journal of Sport, Health, and Leisure*,12, 115-127.
- Lin, S.C., Chiou, L.W., Chen, C.Y, & Tsai, C.Y. (2009). Factors that entice consumers to purchase package tours offered by a resort hotel, *The 9th Conference on Tourism, Recreation, and Hospitality industries Management*, Southern Taiwan University, Tainan, Taiwan.
- Lin, S.C., Su, C.K., &Tsai, C.Y. (2009). The guest characteristics of B & B accommodations at HUALIEN, *The 9th Conference on Tourism, Recreation, and Hospitality industries Management*, Southern Taiwan University, Tainan, Taiwan.

- Lin, S.C., Chen, W.T., Liu, H.C., & Tsai, C.F. (2009). Another lodging experience: tent accommodation. *2009 Conference on Leisure, Recreation, and Tourism Management*, Shu-Te University, Kaohsiung, Taiwan.
- Lin, S.C., Jin, Y.R., & Wu, F.Y. (2009). Customers' satisfaction of a fortune-telling restaurant. *2009 Conference on Leisure, Recreation, and Tourism Management*, Shu-Te University, Kaohsiung, Taiwan.
- Chang, W.H, Lin, S.C., & Lin, Y.T.(2008). The study of hospitality English teaching process-from the perspective of whole language approach, *Journal of Sport ,Health, and Leisure*,10, 52-58.
- Lin, S.C. & Tsai, C.Y. (2008). The relationship between lodging experience and behavior intentions of visitors in bed & breakfast accommodations — The mediating effect of perceived value of a service. *The 5th Conference on Taiwan tourism industries development and the future*, Jinwen University of Science and technology, Taipei.
- Liu, F.Y., Chang, W.H., & Lin, S.C.(2008). The empirical study of brilliant quotient(BQ) and work performance in travel industry- an illustration of travel agencies in Tainan city. *Joint Conference 2008 - Chinese Tourism and Management Association and Taiwan Leisure and Recreation Association*, Aletheia University, Tainan, Taiwan.
- Lin, S.C., Tsai, C.Y., and Chiou, L.W. (2007). Improving guests' behavioral intentions based on lodging experiences - using Hualien Bed & Breakfast as an example, *Journal of Tourism and Travel Research*, 2, 73-92.
- Lin, S.C., Tsai, C.Y., & Chiou, L.W. (2007). The significance of perceived value for a service-an example of visitors in Hualien Bed & Breakfast, *Tourism Management Research*, 7(2), 145-164.
- Lin, S.C., Kuo, Z.C., and Tsai, C.Y. (2007). The influence of TV advertising endorser on the consumers coupon usage and purchasing intention – McDonalds as an example. *The 2007 Conference on Business and Operations Management*, Chang Jung Christian University, Tainan.
- Chang, W. H., Hsien, S.H. & Lin, S.C. (2007). The study of the applications of whole language approach on hospitality English teaching. *The 2007 Sport, Health , and Leisure Conference*, Cheng Shiu University, Kaohsiung.

- Lin, S.C., Tsai, C.Y. & Kuo, Z.C. (2007). The relationships between Bed & Breakfast visitors' lodging experience and behavior intention – The case of Hualien area, *The 2007 Conference on Business and Operations Management*, Chang Jung Christian University, Tainan.
- Lin, S.C. & Tsai, C.Y. (2007). The relationships between Bed & Breakfast visitors' perceived value of a service and behavior intention. *The 5th International Conference on Business Management (ICBM-5)*, National Kaohsiung University of Applied Science, Kaohsiung.
- Chang, W. H., Wu, H.C., Lin, S.C., & Lin, Z.Y. (2006). The study of employees' orientation, on-the-job training service: training and customer satisfaction in the hotel industry, *Journal of Sport , Health, and Leisure*, 5, 1-8.
- Lin, S.C., Tsai, C.Y. & Kuo, Z.C. (2006). Application of importance-performance model in examining business travelers' quality requirements. *The fifth Cross-Strait Industry Management Conference*, Hainan University, China.
- Lin, S.C., Chang, W.H., & Chiou, L.W. (2005). A framework of designing hotel management program for adult students: planning process, delivery, assessment, and program review, *Journal of Sport, Health and Leisure*, 3, 29-37.
- Su, H.W, Chang, K.Y., & Lin, S.C.(2004). A study of leisure preference and leisure activity planning for Tung-Fang community residents, *Journal of Tung Fang Institute of Technology*, 24, 79-114.
- Lin, S.C. & Chang, W.H. (2003). Curriculum review: The impacts of undergraduate hotel management programs on career development in the industry. *Proceedings of the twelfth conference on management education (ME2003)*. National Taipei University, Taiwan.
- Lin, S.C. (2002). Exploring the relationships between hotel management courses and industry required competencies, *Journal of Teaching in Travel and Tourism*, 2(3), 81-101.
- Lin, S.C.(2002). Perceptions of educators and practitioners toward competencies that influence career success in the hotel industry, *The sixth Cross-Strait Chinese Culture and Management Conference*, Wuhan University, China.
- Lin, S.C. & Pan, H.H.(2002). Educators and industry professionals perspectives of undergraduate hotel management curricula in Taiwan. *2002 Conference on tourism industry of southern Taiwan*, Aletheia University, Tainan, Taiwan.

Professional Qualification and Certificate

1. Invigilator for Field Tests of Skills Certification in Skill Category of Food & Beverage Service Class C Technician (2016)
2. Silver level on Hospitality Management (2016)
3. Training Certificate in Qualicert Service Certification (Mystery Audit)(2014)
4. Invigilator for Field Tests of Skills Certification in Skill Category of Hotel & Restaurant Service Class C (2010)
5. Certified Hospitality Supervisor(2009)
6. Certified Hospitality Trainer(2008)

Major Academic and Professional Service

1. Evaluation committee to Historical Monument Outsourcing Management in Cultural Affairs Bureau of Tainan City Government(2016)
2. Evaluation committee to High School in Ministry of Education (2013 – present).
3. Examiner to textbooks of Introduction to Hospitality Industry for vocational schools in National Academy for Education Research(2014)
4. Examiner to textbooks of Hospitality Service for vocational schools in National Academy for Education Research(2013-2014)
5. Evaluation committee to Historical Monument Outsourcing Management in Cultural Affairs Bureau of Tainan City Government(2012)
6. Examination committee to Historical Monument Outsourcing Management in Cultural Affairs Bureau of Tainan City Government,(2012-2014)
7. Investigator to Field Tests of Skilled Certification on Hotel and Restaurant Service on Classes C for various vocational schools(2011-now)
8. Referee to Tourism Management(2004-2015)
9. Referee to Journal of Hsing Kuo University (2010, 2012).
10. Referee to Journal of Hospitality and Home Economics(2009, 2010, 2011)
11. Referee of Yu Da Academic Journal(2009)
12. Examiner to textbooks of Hospitality English and Conversation for vocational schools in National Institute for Compilation and Translation (2009-2010).
13. Referee to Industry Management Review (2008)
14. Referee to Journal of Sport, Health, and Leisure (2007)
15. Referee to Journal of Southern Taiwan University (2005)
16. instructor to a course on “Service & Manners” in the Tainan Airport(2005)