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Education

- PhD, Business Administration. National Cheng Kung University, Taiwan. 2012/01.
- MBA, Graduate School of Tourism, Shih-Hsin University, Taiwan. 2007/01.
- AA, Wenzao Ursuline College of Languages, Department of German. Taiwan. 1992/06.

Area of Specialty

- Tourism Management
- Tourism Marketing
- Consumer Behavior

Academic Experience

- Associate Professor, Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science and Technology, Taiwan. 2023/02~present
- Assistant Professor, Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science and Technology, Taiwan. 2019/08~2023/01
- Assistant Professor (Project Faculty) , Department of International Business Management, Chien-Hsin University of Science and Technology, Taiwan. 2015/08 to 2019/07.
- Adjunct Assistant Professor, Department of Tourism, Shih-Hsin University, Taiwan, 2015/02 to 2015/07.
- Adjunct Assistant Professor, Department of Travel Industry Management, Far East University, Taiwan, 2014/08 to 2015/07.
- Assistant Professor (Project Faculty), Department of Tourism, I-Shou University, Taiwan. 2012/09 to 2014/07.

Journal Papers

1. Lu, H. Y. (2023). The influential factors associated with travel intention towards eco-tours: Moderating role of perceived value. *Marketing Review/ Xing Xiao Ping Lun* . 20(1-2), 39-66 (ABI List)
2. Liu, H. H., Lu, H. Y. (2023). The opportunities from the epidemic crisis: Competitive advantages of two major airlines in Taiwan. *Journal of Tourism and Travel Research*. 18(1), 1-18 (Corresponding author / in Chinese) (ACI List)
3. Lu, H. Y. (2021). The influences of health consciousness, body image and exercises on weight-control behavioral intention. *Journal of Southern Taiwan University of Science and Technology: Social Science Edition* , 6(1), 73-87. (in Chinese)
4. Lu, H. Y. (2021). An investigation of factors influencing the risk perception and revisit willingness of seniors. *Asia Pacific Management Review*, 26, 160-170 (MOST 106-2410-H-231-006-)(TSSCI List)
5. Lu, H. Y. (2020). The service roles of Chinese speaking tour guides: The viewpoints of tour guides and tourists. *Journal of Tourism and Travel Research*, 15(2), 43-60. (in Chinese) (ACI List)
6. Lu, H. Y. & Wu, W. Y. (2018). Factors associated with medical travel behaviors: The input-process-output perspective. *Current Issues in Tourism*, 21(3), 243-258. (SSCI List)
7. Lu, H. Y., Wu, W. Y., & Chen, S. H. (2016). Influences on the perceived value of medical travel: The moderating role of risk attitude, self-esteem and word-of-mouth. *Current Issues in Tourism*,

- 19(5), 477-491. (SSCI List)
8. Lu, H. Y., Wu, W. Y., & Chen, S. H. (2014). The service value model of medical tourism: An empirical study of low invasive treatments. *Journal of Tourism and Leisure Studies*, 20(2), 141-173. (TSSCI List)
9. Wu, W. Y., Lu, H. Y., & Lai, K. Y. (2014). The influence of service performance in group package tours on tourist loyalty toward travel agencies: An application of analytic hierarchy process. *Journal of Business Administration*, 101, 1-25.
10. Wu, W. Y., Lu, H. Y., Yu, P. Y., & Hou, F. H. (2013). How personality and environmental concern affect consumer values, attitudes, and behavior formation toward green products: An application of the 3M hierarchical model. *Management Review*, 32(1), 1-16. (TSSCI List)
11. Wu, W. Y., Yau, H. M., & Lu, H. Y. (2012). Feng shui principles in residential housing selection: An application of the theory of reasoned action. *Psychology and Marketing*, 29(7), 502-518. (SSCI List)
12. Wu, W. Y., Lu, H. Y., Wu, Y. Y., & Fu, C. S. (2012). The effects of product scarcity and consumers' need for uniqueness on purchase intention. *International Journal of Consumer Studies*, 36(3), 263-274. (SSCI List)
13. Wu, W. Y., Lu, H. Y., Hong, Y. T., & Hou, F. H. (2011). Store attribute beliefs as a tool for gaining customer share. *Chiao Da Management Review*, 31(2), 127-161. (TSSCI List)
14. Wu, W. Y., Lu, H. Y., & Chen, L. T. (2011). The moderating roles of involvement and heuristics on advertising effectiveness: A study of financial advertisements. *Asian Journal of Business and Accounting*, 4(1), 101-121.

Conference Papers

1. Lu, H. Y., Huang, J. N., & Shih, C. J. (2023, May). A preliminary study of gastronomy travel: Exploring the influence of destination word-of-mouth. 2023 Conference on the Knowledge and Management of Tourism and Hospitality Industry, Southern Taiwan University of Science and Technology, Tainan, Taiwan (in Chinese)
2. Lu, H. Y., & Liu, H. H. (2022, May). Competitive advantages of the aviation industry under the epidemic: Taking China Airlines and EVA Airways as examples. 2022 Conference on the Sustainable Development of Tourism Industry, Southern Taiwan University of Science and Technology, Tainan, Taiwan (in Chinese)
3. Lu, H. Y., Lu, W., Cheng, Y. W., Hsu, A. N., & Su, Y. T. (2022, May). The effects of personality traits on environmental concern and behavioral intention of cycling tour. 2022 Conference on the Sustainable Development of Tourism Industry, Southern Taiwan University of Science and Technology, Tainan, Taiwan (in Chinese)
4. Lu, H. Y., Lee, T. Y., Huang, C. H., & Lu, P. L. (2021, May). The study of leisure satisfaction for going to the park: The Influences of leisure attitude and leisure motivation. 2021 Conference on the Development of Tourism Industry in the Post-Epidemic Era, Southern Taiwan University of Science and Technology, Tainan, Taiwan (in Chinese)
5. Lu, H. Y. (2020, May). The Influences on seniors' travel intentions: The study of age. 2020 Conference on Sustainable Development of Tourism and Hospitality Industry, Southern Taiwan University of Science and Technology, Tainan, Taiwan (in Chinese)
6. Lu, H. Y. (2020, May). The study of travel satisfaction at old street: Nostalgia as the mediator. 2020 Conference on Sustainable Development of Tourism and Hospitality Industry, Southern Taiwan University of Science and Technology, Tainan, Taiwan (in Chinese)
7. Lu, H. Y. (2018, February). The impacts of perceived risk in senior travel: Exploring the moderating roles of destination image and involvement. International Conference on Tourism & Marketing (ICT18), Bangkok, Thailand. (MOST 106-2410-H-231-006-)
8. Lu, H. Y. (2017, August). risk perception and travel behaviors of senior travelers. International Conference on Marketing and Tourism (MAT 2017), Tokyo, Japan.
9. Lu, H. Y., & Lou, C. C (2016, October). The study of travel information processing for senior travelers: Comparisons by gender and travel type. 2016 Annual Business Research Conference,

Chien-Hsin University of Science and Technology, Taoyuan, Taiwan (in Chinese).

10. Lu, H. Y., & Lo, W. J. (2016, October). The effect of perceived price of Mainland Chinese tourists on travel satisfaction and travel intention, 2016 Annual Business Research Conference, Chien-Hsin University of Science and Technology, Taoyuan, Taiwan (in Chinese).
11. Lu, H. Y., & Tsai, Y. Y. (2016, October). The study of relationships among involvement of guide's interpretation, perceived risk, satisfaction and place attachment, 2016 Annual Business Research Conference, Chien-Hsin University of Science and Technology, Taoyuan, Taiwan (in Chinese).
12. Lu, H. Y., & Cheng, H. W. (2016, October). The influences of culture shock and emotional labor on tour guide's job stress, 2016 Annual Business Research Conference, Chien-Hsin University of Science and Technology, Taoyuan, Taiwan (in Chinese).
13. Lu, H. Y. (2016, July). Personality traits and medical travel intention: The moderating roles of utilitarian and hedonic value. International Business Research, Economics, Finance and MIS Conference, Hokkaido, Japan.
14. Lu, H. Y., & Wu, W. Y. (2013, June). Comparison of perceived value and behavioral intention between the staff and medical tourists in Taiwan. The 3rd Advances in Hospitality and Tourism Marketing & Management Conference, Taipei, Taiwan.
15. Wu, W. Y., Chen, S. H., & Lu, H. Y. (2011, March). The role of MOA framework on knowledge sharing and tourist behavioral intention. 2011 Southwest Decision Sciences Institute Annual Conference, Houston, USA.
16. Wu, W. Y., Chen, S. H., & Lu, H. Y. (2010, May). The moderating roles of perceived risks and social influences with regard to the effects of consumers' perceived value and online purchasing. 2010 Academy of Marketing Science Annual Conference, Portland, USA.
17. Wu, W. Y., Lu, H. Y., Sukoco, B. M., & Chiu, C. L. (2009, July). The effects of organizational responsiveness on the internationalization process: The moderating role of entrepreneurial orientation. 2009 The Conference on Marketing Innovation and Strategic Management for Transiting from OEM to OSM, Guangzhou, China.

Dissertation

- Lu, Hsiao-Yun (2012). "The Service Value Oriented Model of Medical Tourism in Taiwan: The Moderating Effects of Risk Attitude and Word-of-Mouth", Ph.D. Dissertation, National Cheng Kung University.

Professional Certifications

1. ICDL Profile Certificate (Internet of Things). No: 3489192. ICDL Asia, 2022.
2. Restaurant Human Resource Manager. No: RHRM-124430137. AMBA, 2022.
3. Restaurant Human Resource Analyst. No: RHRA-124710023. AMBA, 2022.
4. International Marketing Strategy Coordinator. No: IMSC-S84730088. AMBA, 2022
5. International Marketing Project Analyst. No: IMPA-S85190112. ABMA, 2022
6. Information Technology (Python). No: 132220100007520. TQC, 2021.
7. Integrated Marketing Strategy Analyst Certificate. No: IMSA2100161, INFO, 2021
8. MICE Marketing Application Certificate. No: MICEA2100181, INFO, 2021
9. Intermediate International Etiquette Proficiency Test Certificate. No: IIEPT2100026, INFO, 2021.
10. Software Developer of APP for eBusiness MIT App Inventor 2. No: GP0063888554, CERPS, 2021.
11. Eco Hotel Manager. No: EHM-124180103, ABMA, 2020.
12. Eco Hotel Planner. No: EHP-100300063, ABMA, 2020.
13. Spring Resort Marketing Planner. No: SRMP-T122010095, ABMA, 2020.
14. Spring Resort Marketing Manager. No: SRMM-10035023, ABMA, 2020.
15. Senior Citizen Leisure Activity Planner. No: SLAP-T93500037, ABMA, 2018.
16. Senior Citizen Physical Fitness Designer. No: SPFD-T93700039, ABMA, 2018.
17. Senior Citizen Health Promotion Manager. No: SHPM-T93600039, ABMA, 2018.
18. Innovative Long-term Care Service Manager. No: ILCM-T93800044, ABMA, 2018.

19. Eco Travel Planning Manager. No: ETPM-12420059, ABMA, 2017.
20. Ecotourism Manager. No: ETM-124190060, ABMA, 2017.
21. B & B's Travel Planning. No: BTP-124410062, ABMA, 2017.
22. B & B's Innovative Marketing Management. No: BIMM-12400060, ABMA, 2017.
23. International Air Fares and Ticketing – Consultant Level, IATA, 2016.
24. Professional Certificate in Travel Planning, No: T121850010, WPCI, 2016.
25. Tour Planner for Independent Travel. No: TPIT-121970018, ABMA, 2016.
26. Tour Planner for Religious Culture. No: TPRC-121980013, ABMA, 2016.
27. Tour Planner for Parent-Child. No: TPPC-121960012, ABMA, 2016.
28. Tour Planner for Ecological Theme. No: TPET-121990021, AMBA, 2016.
29. Amadeus Reservation System Training Certificate. No: 20160526023, 2016.
30. Tourism and Leisure Management Manager. No: CIIP-TLMMA-10500012, CIIP, 2016.
31. Fashion Boutique Marketing. No: CIIP-FBIMKTMA-10500012, CIIP, 2016.
32. Elderly Product Designer. No: CIIP-EPDA-10500010, CIIP, 2016.
33. Abacus Reservation System Training Certificate. 2012.
34. TOEIC, No: 70090204, 2007.
35. International Travel Consultant, No: 9427084 HOS, IATA-UFTAA, 1995.
36. Travel Planning Training Course Certificate, REED, 1994.
37. English for Business, Second Level. No: 10358801, LCCI, 1994.
38. First Certificate in English. No: 946559220105, University of Cambridge, 1994.

Professional Experience

1. Taiwan Representative, Switzerland Tourism, Taiwan, 2001/03 to 2007/12.
2. Assistant Operation Manager, Kuoni Travel Ltd., Taiwan, 1995/06 to 2001/03.

Grants

- Ministry of Science and Technology, No: MOST 106-2410-H-231-006, “The Influential Factors of Senior Travel Behaviors: Moderating Roles of Destination Image, Perceived Value and Involvement”, 2017/08 to 2018/07.

Entrusted Practical Projects

1. Lu, H. Y. (2023). E. J. Travel Co., Ltd. Tainan City. 36001120144
2. Lu, H. Y. (2022). San Yi Travel Service Co. Tainan City. 36001110425
3. Lu, H. Y. (2021). San Yi Travel Service Co. Tainan City. 36001100380
4. Lu, H. Y., Ting, C. J. (2020). Taiwan Tour, Tainan City. 36001091010
5. Ting, C. J., Lu, H. Y. (2020). Shin Hung Ren Dental Clinic, Taichung City. 36001091009
6. Lu, H. Y. (2019). Taiwan Tour, Tainan City. 36001080423

Honors and Awards

1. Certificate of Excellence (Class Advisor), 2023.
2. Certificate of Excellence (Class Advisor), 2020.