

CURRICULUM VITAE

Personal data

Date written: August, 20, 2015

Full name: SU, Che-Jen Nationality: Taiwan Gender: Male

Date of birth: November, 25, 1963 Language: Chinese, English

Permanent address: Department of Restaurant, Hotel and Institutional Management,
Fu Jen Catholic University
510, Chung Cheng Rd., Hsinchuang, New Taipei City 24205, Taiwan

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Education

January 2001 Received **Ph.D.** from National Taipei University, College of Business, Taipei, Taiwan in the field of Business Administration (Major: Marketing, Minor: Strategy Management and Organizational Behavior)

June 1992 Received **MBA** Degree from National Taipei University, College of Business, Taipei, Taiwan

June 1986 Received **Bachelor** Degree from Fu Jen Catholic University, Taipei, Taiwan in the field of Law

Positions held

2013 - present **Full Professor, Fu Jen Catholic University, Department of Restaurant, Hotel and Institutional Management, Taipei, Taiwan**

2012 - 2013 Full Professor, Business School, Hanyang University, Seoul, South Korea

- 2011 - 2012 Full Professor, Fu Jen Catholic University, Department of Restaurant, Hotel and Institutional Management, Taipei, Taiwan
- 2002 - 2011 Associate Professor, Fu Jen Catholic University, Department of Restaurant, Hotel and Institutional Management, Taipei, Taiwan
- 2001 - 2002 Associate Professor, Chaoyang University of Technology, College of Management, Taichung, Taiwan
- 1998 - 2001 Instructor, Chaoyang University of Technology, College of Management, Taichung, Taiwan

Courses taught in English recently

Marketing Research; Organizational Behavior; International Marketing; Business Research Methods; Multivariate Data Analysis.

Research interest

Interpersonal influence in tourist contexts; Customer relationship management; Studies on international tourism management; Cross-cultural tourist behavior.

Overseas honors and awards

International Contribution Award, Euro-Asia Tourism Studies Association Inaugural Conference (Taipei/Hualien), 2015

EATSA Best Paper Award, Euro-Asia Tourism Studies Association Inaugural Conference (Taipei/Hualien), 2015

2010 Verity International Award for Overall Outstanding Paper in Management, the Canadian Journal of Administrative Sciences, 2011

Global Excellence Award, Global Business and Technology Association International Conference, 2005; 2006; 2007; 2008; 2009; 2010; 2011; 2013; 2014

CityU-EAMSA Outstanding Competitive Paper Award, 2004 Euro-Asia Management Studies Association Annual Conference, 2004

Best Paper Award, Global Business and Technology Association International Conference, 2002

The 2nd Prize in the Best Theory Paper Competition, 2nd International Conference on Business and Management, 2000

Overseas visiting appointments

Collaborative Researcher, Iga City, Mie Prefecture, Japan, 2016-2017

Visiting Scholar, Korea Culture and Tourism Institute, Seoul, Korea, December/2015 - April/2016 (**MOST Overseas Research Grant, Taiwan**)

Visiting Senior Fellow, Center for Tourism Research, Wakayama University, Japan, April/2015 -March/2017

Visiting Scholar, SPMS Research Laboratory, University of Burgundy, Dijon, Burgundy, France, June/2011 - August/2011

Visiting Scholar, School of Business, State University of New York (Old Westbury), New York, USA, Aug/2010 - Jan/2011 (**Fulbright Senior Research Grant and NSC Overseas Research Grant, Taiwan**)

Visiting Scholar, Digital Business and Management Center, Hanyang University, Seoul, Korea, Jul/2002 - Aug/2002

Visiting Scholar, Unit for Chinese Management Development, City University of Hong Kong, HKSAR, Aug/2001 - Sep/2001

Editorial responsibilities

Associate Editor, Service Business: An International Journal (SSCI, ABI/Inform, EBSCO Indexed) (USA), 2015-Present

Chief International Editor, Journal of Morishita Memorial & Research Foundation (Japan), 2015-Present

Editor, European Journal of Tourism, Hospitality and Recreation (Latindex Indexed) (Portugal), 2013-Present

Editorial Board, Service Business: An International Journal (SSCI, ABI/Inform, EBSCO Indexed) (USA), 2013-2015

Regional Editor (Asia), Journal of Global Business and Technology (ABI/Inform, EBSCO Indexed) (USA), 2005- Present

Guest Editor, Journal of Global Business and Technology (ABI/Inform, EBSCO Indexed) (USA), 2007

Co-editor of Book, Achieving Competitiveness through Managing Global Resources, Global Business and Technology Association (USA), 2007

Associate Editor, International Journal of Digital Management (Korea), 2006 – Present

Editorial Advisory Board Member, Nirma University Journal of Business and Management Studies (India), 2006 – Present

Editorial Board Member, International Journal of Electronic Commerce Studies (Taiwan), 2010 – Present

Permanent Reviewer, Journal of Tourism and Leisure Studies (TSSCI)(Taiwan), 2009 - 2010

Professional services

Vice President (Asia), Euro-Asia Tourism Studies Association, 2015-Present

Chair Researcher, Morishita Memorial & Research Foundation (Japan), 2014-Present

International Honor Commission and the President of Asian Jury, ART & TUR International Tourism Film Festival (recognized by UN-WTO) (Portugal), 2014-Present

Board of Directors, Global Business and Technology Association (USA), 2003 - Present

Review Committee, Public Construction Commission, Executive Yuan, Taiwan, 2004 - Present

Supervisory Committee on Rest Areas, Taiwan Area National Freeway Bureau, Ministry of Transportation and Communications, Taiwan, 2006 – 2009; 2012 – 2015

International academic activities

Conference Chair, Euro-Asia Tourism Studies Association 2017 Conference (Nara/Shirahama), 2017

Conference Chair, Euro-Asia Tourism Studies Association 2016 Conference (Lisbon/Peniche/Coimbra), 2016

Conference Chair, Euro-Asia Tourism Studies Association Inaugural Conference (Taipei/Hualien), 2015

Program Co-chair/Track Chair/Country Chair, Global Business and Technology Association International Conference (Lisbon), 2005; (Moscow), 2006; (Madrid), 2008; (Prague), 2009; (Mpumalanga, S. Africa), 2010; (Istanbul, Turkey), 2011; (New York City, the United States), 2012; (Helsinki, Finland), 2013; (Baku, Azerbaijan), 2014; (Lisbon/Peniche, Portugal), 2015; (Dubai, the United Arab Emirates), 2016; (Vienna, Austria); 2017

Director, International Seminar for Publications of SSCI listed Journals, Ministry of Science and Technology (National Science Council) and Fu Jen Catholic University, 2008; 2010; 2011; 2012; 2014; 2015

Conference Committee, International Conference on IT Applications and Management (Wonju, Korea), 2012; (Kathmandu, Nepal), 2013; (Taipei, Taiwan), 2014

Co-director, International Workshop: Case Writing on Chinese Management, Fu Jen Catholic University, 2006

Program Chair, Global Business and Technology Association International Conference (Taipei), 2007

International Co-chair-Taiwan, International Conference on Business and Information, 2005; 2006; 2007; 2008; 2009; 2010; 2011; 2012; 2013

Local Arrangement Chair, Asia Academy of Management 6th Conference (Taipei), 2008

Advisors Council Member, 10th Nirma International Conference on Management (Ahmedabad), 2007

Local Organizing Committee Member, 9th International Conference on Global Business and Economic Development (Seoul), 2005

Organizing Committee Member, Conference on Marketing Innovation and Strategic Management for Transiting from OEM to OSM, (Guangzhou), 2009

Organizing Committee Member, 2004 EAMSA Annual Conference (Hong Kong), 2004

International lectures and speeches

Special lecture, Faculty of Tourism Sciences and Industrial Management, University of the Ryukyus (Okinawa, Japan), February 18, 2017

Special Lecture, Dept. of Tourism & Hospitality Management, Xiamen University (Xiamen, China), December 8-9, 2016

Special Lecture, SPMS Research Laboratory, University of Burgundy (Dijon, France), October 18, 2016

Keynote Speech, The Euro-Asia Tourism Studies Association 2016 Conference (Lisbon/Peniche/Coimbra, Portugal), June 26-30, 2016

Special Lecture, Japan Travel Bureau Foundation (Tokyo, Japan), February 15-17, 2016

Special Lecture, Kinki University (Osaka, Japan), November 12, 2015

Keynote Speech, The Euro-Asia Cross-Cultural Studies Congress (Ruzomberok, Slovakia), July 20, 2015

Keynote Speech, 2015 International Congress of Sport Management, Sport Tourism, and Active Leisure (Dijon, France), May 12, 2015

Special Lecture, My Experience in International Academic Collaborations, Faculty of Law and Letter, National Ehime University (Matsuyama, Japan), March 26, 2015

Keynote Speech, 18th Nirma International Conference on Management, (Ahmadabad, India), January 9, 2015

Special Lecture, Faculty of Tourism/ Center for Tourism and Education, National Wakayama University (Wakayama, Japan), November 11, 2014

Keynote Speech, 2nd. International Conference Porto as a Tourism Destination: Tourism and Urban Economy/ 7th ART&TUR International Tourism Film Festival (Porto, Portugal), October 23-25, 2014

Special Lecture, SPMS Research Laboratory, University of Burgundy (Dijon, France), October 21, 2014

Special Lecture, Business School, Hanyang University (Seoul, Korea), June 21, 2014

Special Lecture, SPMS Research Laboratory, University of Burgundy (Dijon, France), September 26-27, 2013

Special Lecture, Polytechnic Institute of Leiria (IPL) (Leiria/Peniche, Portugal), September 24, 2013

Keynote Speech, 2nd. International Conference on Applied and Theoretical Information Systems Research 2012 (Taipei, Taiwan), December 27-29, 2012

Keynote Speech, Global Trade Expert Program International Forum 2012 (Jinju, Korea), December 22, 2012

RESEARCH RECORD

SU, Che-Jen

Selected publications

Tourists' Participation and Preference-Related Belief in Co-Creating Value of Experience: A Nature-Based Perspective *Service Business: An International Journal (SSCI listed)*, 10(4), 823-846, 2016.12. **First and corresponding author**

The Influence of Personal and Social Identity on the Clothing Consumption of Adolescents, *Canadian Journal of Administration Sciences (SSCI listed)*, DOI: 10.1002/CJAS.1397, 2016. 08.

How Does the Interview Change the Importance of Résumé Information in Acceptance decisions? An Experimental Study in the Hotel Industry, *Service Business: An International Journal (SSCI listed)*, 9(4), 711-732, 2015.12. **First and corresponding author**

Harmony and Change Leader's Social Influence in Reengineering a State-Owned Enterprise in Chinese Culture: A Case from the Taiwan Tobacco and Liquor Corporation, *Asian Business & Management (SSCI listed)*, Special Issue on Asian Leadership, Accepted, 2014.03. **Corresponding author**

Tour Leaders' Impression Management and Job Performance: Exploring the Moderating Role of Tourists' Self-Monitoring, *Asia-Pacific Journal of Tourism Research (SSCI listed)*, 19(3), 356-373, 2014. 03. **First and corresponding author**

Considering Coopetition Strategies in Sport Tourism Networks: A Look at the Nonprofit Nautical Sports Clubs on the Northern Coast of France, *European Sport Management Quarterly (SSCI listed)*, 14(1), 87-109, 2014.01.

The Moderating Role of Composites of Cultural Values in Predicting Adolescents' Influence on Family Purchase Decisions: A Study of Asian Cases, *African Journal of Business Management (Professional ProQuest Central)*, 5(15), 6058-6071, 2011.08. **Single author**

Moral Intensity and the Use of Socially Undesirable Influence Tactics with Superiors in Greater China: Exploring the Role of Chinese Sub-culture in the Hospitality Industry of Hong Kong and Taiwan, *African Journal of Business Management (Professional ProQuest Central)*, 5(5), 1718-1733, 2011.03. **First and corresponding author**

An Examination of the Usage and Impact of Upward Influence Tactics by Workers in the Hospitality Sector of Taiwan: Expanding the Framework of Rao, Schmidt, and Murray (1995), *Canadian Journal of Administrative Sciences (SSCI listed)*, 27(4), 306-319, 2010.12. **Single author**

The Study of Social Enterprise Management, *International Journal of Revenue Management*, 4(2), 145-162, 2010.04.

A Cross-Cultural Study of East Asian Adolescents' Influence in Family Purchase Decisions, *Journal of Global Business & Technology (EBSCO listed)*, 6(1), 52-67, 2010.02. **First and corresponding author**

Effects of the Upward Influence Strategies on the Communication Media Selection, *Contemporary Management Research*, 4(2), 137-154, 2008.06.

An Empirical Study of Trust, Commitment, Relationship Quality, and Behavioral Consequences for International Tourist Hotels in Taiwan In Oliver. H. M. Yau and Raymond P. M. Chow (eds.), *Harmony versus Conflict in Asian Business: Managing in a Turbulent Era*. 2007.12. **First and corresponding author**

An Empirical Study on the Effect of Individual Factors on Knowledge Sharing by Knowledge Type, *Journal of Global Business and Technology (EBSCO listed)*, 3(2),1-15, 2007.08.

Trends in Outbound Group Package Tours in China and Taiwan: A Marketing Mix Perspective, *Tourism Analysis*, 12(4), 257-270, 2007.08.

Threat Strategy within Organizations: An Empirical Study on Purchasing Decision-Making, *Korea Knowledge Management Society*, 8(1), 2007.06. **Single Author**

More Information, Stronger Effectiveness? Different Group Package Tour Advertising Components on Web Page, *Journal of Business Research*, 60(4), 382-387, 2007.04.

Exploring the Moderating Effect of Culture on Association between Self-Orientated Moral Intensity and the Choice of Upward Influence Strategies: A Contrast of Asian MBAs from the Tourism Industry, *Asia Pacific Management Review (TSSCI listed)*, 11(5), 303-313, 2006.10. **First and corresponding author**

The Development and Testing of a Model of Request Strategies in Purchasing Decisions, *International Journal of Management*, 23(2),335-347, 2006.06. **Single author**

Do Promises Really Win Compliances in Purchasing Decision-Making? *Management and Labour Studies*, 30(4), 301-314, 2005.11. **Single author**

An Integrated Framework for Understanding Intra-Organizational Influence Strategies, *Journal of Human Resource Management*, 3(4), 109-131, 2003. Winter **Single author**

Project grants

(2016 - 2017) Adolescents and Family Vacation Decision Making: A Global Survey. Ministry of Science and Technology, Taiwan.

(2015 - 2016) Tourists' Behavior and Motivation in Co-Creating Value of Experience in East Asia: A Contrast between Taiwan and Japan. Ministry of Science and Technology, Taiwan.

(2014 - 2015) The Development of Destination Brand Index, Ministry of Science and Technology, Taiwan.

(2013 - 2014) Is the Social Influence Process a Simple or Subtle Way? How Tour Leaders Create a Holistic Impression of Themselves, National Science Council, Taiwan.

(2011 - 2012) Does Alcohol Advertising Account for the Underage Alcohol Consumption in a Cross-Cultural Context? A Contrast between Taiwan and the United States, National Science Council, Taiwan.

(2010 - 2011) The Role of Interviewers' Emotion in Impression Management in Selection Interviews: Live Experience as Experimental Treatments, National Science Council, Taiwan.

(2008 - 2009) Re-Clarifying the Applications of Upward Impression Management with Empirical Support: A Perspective of Attitude's Valence in Greater China, National Science Council, Taiwan.

(2004 - 2005) The Application of Image Management on Improving Relationship Quality: A Cross-Cultural Study on the Tourist Hotel Industry in the East Asian Cities, National Science Council, Taiwan.

(2003 - 2004) Adolescent Influence Strategies in Family Buying Decision-Making Process: A Contrast Study on Taiwan and South Korea, National Science Council, Taiwan.

(2002 - 2003) The Role of Business Moral Intensity in Impression Management: A Contrast Study on MBA Students from Taiwan, Hong Kong, and Japan, National Science Council, Taiwan.

(2001 - 2002) Impression Management in Family Buying Decision Making: A Study on the Effectiveness of Influence Strategies, National Science Council, Taiwan.

(2005 - 2006) The China Town of 21st Century: Developing New Island in Fukuoka, Fukuoka Asian Urban Research Center, Japan.

(2003 - 2005) Urban Strategies for Attracting Visitors to Cities in East Asia, Fukuoka Asian Urban Research Center, Japan.

(2012 - 2014) Sustainable development of indigenous community: A cultural-economic perspective, Fu Jen University, Taiwan.

(2012 - 2013) Positioning a Balanced Role of National Parks as Urban Ecotourism Destinations: A Comparison between Yangmingshan National Park (Taiwan) and Moravan National Park (France)

(2011 - 2012) Top manager change leadership for reengineering the state-owned enterprise in Chinese societies: A case from Taiwan Tobacco and Liquor Corporation

(2010 - 2011) A Study of the role of culture values in predicting adolescent influence in family purchase decisions: An Asian perspective, Fu Jen University, Taiwan.

(2009 - 2010) Developing a framework analyzing brand portfolio – Cases of alcoholic drinks, Fu Jen University, Taiwan.

(2009 - 2010) Business Management on Social Enterprise (2), Fu Jen University, Taiwan.

(2008 - 2009) Business Management on Social Enterprise (1), Fu Jen University, Taiwan.

(2008 - 2009) The Role of Customer Delight in Customer Relationships: An Experimental Approach in the Food and Beverage Service of a Resort, Fu Jen University, Taiwan.

(2007 - 2008) Impression Management by Tour Leader: A Cross-Cultural Study on East Asian Outbound GPTs, Fu Jen University, Taiwan.

(2006 - 2007) Market-Focused Resources, Competitive Positioning and Firm Performance: A Contrast Study among Taiwan, Hong Kong, and China, Fu Jen University, Taiwan.

(2004 - 2005) Developing a Citizen Researcher System for the Taipei City Government: Lessons from Fukuoka, Taipei City Government, Taiwan.