



Dr. Allan Yen Lun Su  
Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"><li>● Service Quality Management</li><li>● Team-based Learning</li><li>● Abnormally-shaped Foods and Purchase Intention</li><li>● Western Culture Adoration on the Coffee Consumption</li><li>● Solid Waste Management</li></ul>	<ul style="list-style-type: none"><li>● Service Quality Management</li><li>● Case Studies in Hospitality</li><li>● Workplace Ethics</li><li>● Food Service Management</li><li>● Aesthetic Intelligence</li><li>● Environment Management in Hospitality</li></ul>

## Qualifications

[Academic Qualifications]

Master's Degree, Institutional Management, University of Southern Mississippi. (1990)

Master's Degree, Food Science and Technology, University of Georgia. (1993)

Ph.D. Degree, Hospitality Management, Kansas State University. (1996)

**Professor**, Department of Hotel and Restaurant Management, National Pingtung University of Science and Technology, Taiwan. (2009-2024)

**Professor & Head**, Department of Hotel and Restaurant Management, National Pingtung University of Science and Technology in Taiwan. (2007-2013)

**Associate Professor**, Department of Hotel and Restaurant Management, National Pingtung University of Science and Technology in Taiwan. (2004-2007)

**Associate Professor & Director**, Master Program Of Hospitality Management, National Kaohsiung University of Hospitality and Tourism, Taiwan. (2002 to 2004)

**Associate Professor & Head**, Department of Baking Management, National Kaohsiung University of Hospitality and Tourism, Taiwan. (1997 -2002)

[Teaching Experience]

**Professor**, Department of Hotel and Restaurant Management. National Pingtung University of Science and Technology, Taiwan. (2009-2024)

**Associate Professor**, Department of Hotel and Restaurant Management. National Pingtung University of Science and Technology, Taiwan. (2004-2009)

**Associate Professor**, Department of Baking Management and Master Program of Hospitality Management. National Kaohsiung University of Hospitality and Tourism, Taiwan. (1997-2004)

[Editorial Experience]

Dr. Su actively serves on five editorial boards of Taiwanese Journals in Hospitality and Tourism including **Journal of Leisure, Tourism, Sport, & Health, Taiwan Journal of Leisure Studies, Journal of**

**Hospitality and Tourism, Journal of Leisure and Tourism Industry Research and Sustainable Community-based Tourism Studies**, and has reviewed academic research papers for more than 10 journals and 20 national/international conferences. He has been an invited external reviewer for hospitality and tourism programs, and faculty promotion and tenure dossiers from the Taiwan's leading hospitality programs. He is also a member of the Board of Directors for professional associations such as Chinese Hospitality Education Association, Chinese Association of Business and Management Technology, and Chinese Association of Service Management. In 2011, He received the Service Award from Chinese Association of Business and Management Technology for his excellent contribution.

## Research & Publications

### [Journal Articles]

1. Ngamsom, P., & Su, A.Y.L. (2023). Investigating the factors affecting Behavioral intentions for Full-service Airlines in Thailand. *Sustainable Community-based Tourism Studies*, 7(1), 23-42. (通訊作者)。
2. Su, Y.L., Ngamsom, P., & Wang, J.H. (2023). Factors affecting Taiwanese consumers' intention to purchase abnormally shaped produce. *Sustainability*, 15, 7715. **【SSCI】**
3. Hien, N.T.; Su, Y.L.; & Thanh, L.T.P. (2022). Qualitative Analysis of Hotel's Online Customer Complaints in Vietnam. *Sustainable Community-based Tourism Studies*, 6(2), 55-72. (通訊作者)。
4. Hien, N.T.; Su, Y.L.; Sann, R.; & Thanh, L.T.P. (2022). Analysis of Online Customer Complaint Behavior in Vietnam's Hotel Industry. *Sustainability*, 14, 3770. **【SSCI】** (通訊作者)。
5. Saggapunt, P. & Su, A.Y.L. (2021). The mediating effect of positive emotions on the relationship between service quality and customer satisfaction at green restaurant in Thailand. *Sustainable Community-based Tourism Studies*, 5(1), 1-15. (通訊作者)。
6. Su, K., Su, Y.L., & Kuo, Y.M. (2020). The moderating effect of pro-environmental self-identity in the relationship between abnormally-shaped foods and purchase intention, *AIMS Environmental Science*, 7(3), 247-257. **【Emerging Sources Citation Index】** (通訊作者)。
7. 蘇谷芬、蘇衍綸、郭曜明 (2019)。以基因改造認知為中介變項探討蔬果形狀變異程度對消費者風險認知之影響。 *社區永續觀光研究*, 3(2), 27-36. (通訊作者)。
8. Ngamsom, P., & Su, Y. L. (2018). Service quality of domestic Thai airlines. *Sustainable Community-based Tourism Studies*, 2(2), 19-43. (通訊作者)。
9. 沈意萍、蘇衍綸 (2018)。以環境意識和計畫行為理論探討大學生環保旅店住宿意願以國立屏東科技大學為例。 *社區永續觀光研究*, 2(1), 1-16. (通訊作者)。
10. Su, A.Y.L. (2012). Factors Influencing the Consumption of Sugar-Sweetened Beverages by Taiwanese Hospitality Students. *Journal of Hospitality Marketing & Management*, 21(3):295-310. **【SSCI】**
11. Wan, C.S., & Su, A.Y. (2010). Exploring the factors affecting hotel outsourcing in Taiwan. *Asia Pacific Journal of Tourism Research*, 15(1), 95-107. **【SSCI】** (通訊作者)。
12. 蘇衍綸 (2009)。服務補救措施對臺灣和美國顧客知覺公平和滿意度的影響。 *景文學報*, 19(2), 177-198. 95 年度行政院科技部專題研究計畫(NSC 95-2516-S-020-002) (第一作者及通訊作者)。
13. Su, A.Y.L. (2007). The impact of Individual ability, favorable team member scores, and student perceptions of course importance on student preference of team-based learning and grading methods.

- Adolescence*, 42(168), 805-826. 【SSCI】94 年度行政院科技部專題研究計畫(NSC 94-2516-S-020-007) (第一作者及通訊作者)。
14. Su, A.Y. (2006). The impact of individual ability and favorable team member scores on students preferences of team-based learning and grading methods. *Journal of Teaching in Travel & Tourism*, 6(3), 27-45. 【Emerging Sources Citation Index】92 年度行政院科技部專題研究計畫( NSC 92-2516-S-328-001) (第一作者及通訊作者)。
  15. Su, A.Y., Chiou, W.B., & Chang, M.H. (2006). The impact of western culture adoration on the coffee consumption in Taiwan: A case study of Starbucks. *Asia Pacific Journal of Tourism Research*, 11(2), 177-187. 【SSCI】(第一作者及通訊作者)。
  16. Su, A.Y.L. (2004). Customer satisfaction measurement practice of Taiwan hotels. *International Journal of Hospitality Management*, 23(4), 397-408. 【SSCI】(第一作者及通訊作者)。此篇論文在 2004 年 10 月至 2006 年 12 月期間，名列國際餐旅管理期刊最熱門的 25 篇文章 (Science Direct International Journal of Hospitality Management Top 25 Hottest Articles) (2004 年 10~12 月高居第一名)(第一作者及通訊作者)。
  17. 蘇衍綸 (2002, 12 月)。社會認知理論在烘焙學習上之應用。 *高雄餐旅學報*，5，123-131。(第一作者及通訊作者)。
  18. 葉毓琦、蘇衍綸 (2002, 8 月)。烘焙食品技術士技能檢定術科測驗改進之研究。 *生活應用科技學刊*，4(2)，61-69。(通訊作者)。
  19. Su, A. Y., Yeh, L.T., & Shih, C.C. (1999). An evaluation of core curricula for two-year tourism programs in Taiwan. *高雄餐旅學報*，2，211-219。(第一作者及通訊作者)。
  20. Su, A.Y., Miller, J.L. & Shanklin, C.W. (1997/1998). Perceptions of industry professionals and programs administrators about accreditation curriculum standards for hospitality programs. *Journal of Hospitality & Tourism Education*, 9(4), 36-40. 【SSCI】(第一作者及通訊作者)。
  21. Su, A.Y., Miller, J.L., & Shanklin, C.W. (1997). An evaluation of accreditation curriculum standards for four-year undergraduate hospitality programs. *Journal of Hospitality & Tourism Education*, 9(3), 75-79. 【SSCI】(第一作者及通訊作者)。
  22. Su, A., & Mason, D., & Shanklin, C.W. (1997). Solid waste management practices and environmental training needs of school food service directors in Kansas. *School Food Service Research Review*, 21(2), 88-91. (第一作者及通訊作者)。
  23. Kim, T., Shanklin, C.W., Su, A., & Hackes, B.L. (1997). Comparison of waste composition in a continuing-care retirement community. *Journal of the American Dietetic Association*, 97(4), 396-400. 【SCI】
  24. Hackes, B.L., Shanklin, C.W., Kim, T., & Su, A.Y. (1997). Tray service generates more food waste in dining areas of a continuing-care retirement community. *Journal of the American Dietetic Association*, 97(8), 879-882. 【SCI】
  25. Cushman, J.W., Shanklin, C.W., & Su, A. (1996). Dormitory residents' awareness of a university-operated convenience store and their frequency and motivation to patronize. *The Journal of the National Association of College & University Food Services*, 20, 9-17.

### **[Conference Papers]**

1. Chen, W.T. & Su, Y.L. (2021). The Impact of Food Quality and Service Quality on Customer Loyalty-the Case of Sandimen Liaowang-Tai Native Chicken Restaurant. *Proceedings 2021 International Conference of Sport, Leisure, and Hospitality Management*. Taipei, Taiwan. May15-16.
2. Wang, J.H., & Su, Y.L. (2020). The moderating effect of organic labels in the relationship between abnormally-shaped foods and purchase intention. *Proceedings The 16<sup>th</sup> International Conference on Knowledge-based Economy and Global Management*. Tainan, Taiwan. November, 5-6.

3. Su, Y.L. (2020). A study of Su, sie ren family at Chiayi during the Japanese occupation. *Proceedings The 16th International Conference on Chiayi Research*. Chiayi, Taiwan. October 30-31.
4. Kuo, Y.M. & Su, Y.L. (2019). The mediating effect of genetic modification belief in the relationship between abnormality shaped foods and consumers' risk perception, *Proceedings 2019 International Conference on Hospitality, Tourism and Leisure- Impact of Artificial Intelligence and Educational Adjustment*, New Taipei City, Taiwan, May 3-4, 2019.
5. Ngamsom, P. & Su, A.Y.L. (2017). Service Quality in Thai Domestic Airlines. *Proceedings 2017 15th APac CHRIE Conference*, Bali, Indonesia, May 31-June 3, 2017.
6. Saggapunt, P. & Su, A.Y.L. (2017). The effect of service quality, positive emotions, perceived value, and customer satisfaction on behavioral intentions at green restaurants in Thailand. *Proceedings 2017 15th APac CHRIE Conference*, Bali, Indonesia, May 31-June 3, 2017.
7. Su, A.Y.L. (2012). A study of cross-cultural adjustment for international hospitality students studying in Taiwan. *Proceedings 2012 Annual ICHRIE Summer Conference & Marketplace*, Providence, Rhode Island, USA, July 31-August 4, 2012.
8. Su, A.Y.L. (2011). Exploring the factors affecting the consumption of sugar-sweetened beverages by Taiwanese college students. *Proceedings Advances in Hospitality and Tourism Marketing and Management*, Istanbul, Turkey, June 19-24, 2011. 科技部專題研究計畫 NSC 99-2511-S-020-001。
9. Yeh, R., Tsai, H., Su, A., & Tung, C.T. (2011). Shopping malls and choice of lodging: A study of Las Vegas visitors. *Proceedings Advances in Hospitality and Tourism Marketing and Management*, Istanbul, Turkey, June 19-24, 2011.
10. Su, A.Y.L. & Hung, C.H. (2011). Teachers' sense of efficacy, job stress and job satisfaction among Tourism and Hospitality college teachers in an individualistic and collectivistic culture. *Proceedings 9th Asia-Pacific Council on Hotel, Restaurant and Institutional Education (Apac CHRIE) Conference*, Hong Kong SAR, China, June 2-5, 2011.
11. Su, A.Y. & Hung, C.H. (2010). A comparison of learning style for vocational high school hospitality and non-hospitality students in Taiwan. *Abstract Proceedings 16th Asia Pacific Tourism Association Annual Conference*, Macao, July 13-16, 2010.
12. Su, A.Y. (2009). Male and female college hospitality students learning styles in Taiwan and the U.S. *Proceedings 2009 7th Asia Pacific CHRIE Conference*, Singapore, May 28-31, 2009. 本篇論文榮獲在新加坡舉行的 2009 7th Asia Pacific CHRIE Conference 最佳壁報論文 (Best Poster Award), 98 年度行政院科技部專題研究計畫 NSC 98-2511-S-020-001。
13. Su, A.Y. (2008). A study of Taiwan hospitality students learning styles. *Renaissance Waverly Hotel, Atlanta, Georgia, USA. Proceedings 2008 International CHRIE Annual Conference and Marketplace*, Atlanta, Georgia, USA, July 30-August 02, 2008. 97 年度行政院科技部專題研究計畫 NSC 97-2511-S-020-002。
14. 蘇衍綸 (2008 年 11 月)。服務補救模式之探討：個人主義文化和集體主義文化的比較。國家科學委員會科學教育處編，九十六年度科技部應用科學學門提升研發能量及成果發表研習會論文集，台中縣：編者。
15. 蘇衍綸 (2008 年 10 月)。不同服務失誤嚴重程度、服務補救者位元階和補償折扣對消費者服務補救後滿意度和忠誠度的影響。中華商管科技學會編，2008 年中華商管科技學會年會暨學術研討會論文集，台中市：編者。
16. Su, A.Y. (2007). The impact of service recovery and culture on consumer fairness perception and satisfaction. *Proceedings 2007 ICHRIE Annual conference and Marketplace*, Dallas, Texas, USA, July 25-29, 2007. 95 年度行政院科技部專題研究計畫 NSC 95-2516-S-020-002。
17. Su, A.Y., He, L. J., & Wan, C. S. (2007). Exploring the factors affecting hotel outsourcing: Taiwan case. *Proceedings The 1st Hospitality & Leisure: Business Advances and Applied Research Conference*, Ecole Hoteliere de Lausanne, Switzerland, July 5-6, 2007.
18. 蘇衍綸 (2007 年 11 月)。服務補救和文化差異對顧客知覺公平和滿意度的影響-美國和臺灣餐旅

大學生的跨國性比較。國家科學委員會科學教育處編，九十五年度科技部應用科學專題研究計畫成果研討會論文集，臺北市：編者。

19. Su, A.Y. (2006). The impact of individual ability, favorable team member scores, and students' perceptions of course importance on students' preferences of team-based learning and grading methods. Proceedings 2006 International Conference on Knowledge-Based Economy & Global Management, Tainan, Taiwan, November 29-30, 2006. 94 年度行政院科技部專題研究計畫 NSC 94-2516-S-020-007。
20. Su, A.Y. (2006). Exploring factors affecting students' preferences of team-based learning. Proceedings 2006 Travel and Tourism Research Association 37th annual Conference, Dublin, Ireland, June 18-21, 2006. 92 年度行政院科技部專題研究計畫 NSC 92-2516-S-328-001。
21. 蘇衍綸 (2006 年 12 月)。學生團隊學習影響因素之探討。國家科學委員會科學教育處編，九十四年度科技部應用科學學門提升研發能量及成果發表研習會論文集，臺北縣：編者。
22. Su, A.Y. (2004). A study of hospitality students' attitude toward team-based learning. Proceedings 2004 International CHRIE Conference. (July 28-31, 2004)
23. Su, A.Y. (2002). Service quality in a chain-operated steakhouse. Proceedings 2002 International CHRIE Conference. (August 7-10, 2002).
24. 蘇衍綸 (2002 年 4 月)。學生團隊學習態度之研究—以服務管理課程為例。第二屆觀光休閒暨餐旅產業永續經營學術研討會論文集。
25. 葉毓琦，蘇衍綸 (2002 年 4 月)。烘焙食品技術士證照術科測驗評量方式之研究。第十七屆全國技術及職業教育研討會論文集。
26. 蘇衍綸 (2001 年 4 月)。高中職餐飲管理科教師自我效能評估及其影響因素之研究。第一屆觀光休閒暨餐旅產業永續經營學術研討會論文集。
27. 蘇衍綸 (2001 年 4 月)。連鎖餐廳服務品質之研究。第一屆觀光休閒暨餐旅產業永續經營學術研討會論文集。
28. 鄭碧月，蘇衍綸 (2001 年 4 月)。社會認知理論在烘焙學習上之應用。第十六屆全國技術及職業教育研討會論文集。
29. Su, A.Y. (2001). A study of learner self-regulation in baking skill training: An application of social cognitive theory. Proceedings of the Sixth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism. (January 4-6, 2001)
30. Su, A.Y., Shih, C.C., & Wan, C.S. (2000). Customer satisfaction measurement practice in Taiwan hotels. Proceedings of the fifth annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, 124-131. (January 6-8, 2000).
31. Wan, C.S., Su, A.Y., & Shih, C.C. (2000). A study of web site content analysis of international tourist hotels and tour wholesalers in Taiwan. Proceedings of the fifth annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, 132-137. (January 6-8, 2000).
32. Su, A.Y., Yeh, L.T., & Shih, C.C. (1999). An evaluation of core curricula for two-year tourism programs in Taiwan. Proceedings of the fourth annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, 31-39. (January 4-6, 1999)

### ***[Research Projects Funded]***

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