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授課科目	餐旅策略管理、餐旅連鎖經營與管理、餐旅企劃與公共關係	
專業領域	主要:觀光旅遊管理、餐旅管理、策略管理、產業分析 次要:行銷管理、財務管理 相關:企業管理	
證照	華語 領隊 證券投資分析人員 網球裁判等 30 餘張	
論文	1. "The Greener; the More Cost Efficient? An Empirical Study of International Tourist Hotels in Taiwan" (2012) International Journal of Sustainable Development & World Ecology (SCI, IF =1.213), 19(6), 536-545 . 2. " Self-Positioning of International Tourist Hotels in Taiwan " (with Hu, Jin-Li and Ding, Jyun-Fong; 2013), International Journal of Business and Management (ABI), 8(17), 71-83. 3. "The Greener; the More Cost Efficient? An Empirical Study of International Tourist Hotels in Taiwan" (2012) International Journal of Sustainable Development & World Ecology (SCI , IF =1.213) , 19(6), 536-545 . 【 Single Author 】 4. "Does Cost Efficiency Lead to Better Financial	

	<p>Performance? A Study on Taiwan International Tourist Hotels" (2012), Journal of Hospitality Financial Management , 20(1), Article 5. 【 Single Author 】</p> <p>5. " Going 'Green': Green Hotel Rating System -Towards a Conceptual Framework " (with Jin-Li Hu and Her-Jiun Sheu ; 2012) Actual Problems of Economics (SSCI) , 134(8), 521-530. 【 First Author & Corresponding Author 】</p> <p>6. " An Empirical Application of the Green Hotel Rating " (with Her-Jiun Sheu and Jin-Li Hu; 2012) Actual Problems of Economics (SSCI) , 135(9), 574-583. 【 Corresponding Author 】</p> <p>7. " Setting Standards for Green: An Analysis of Taiwan Green Hotel Rating Program " (with Wen-Ling Deng; 2012) Actual Problems of Economics (SSCI) , 136 (10) , 544-553 . 【 First Author 】</p> <p>8. "A Metafrontier Efficiency Analysis of Regional Police Agencies in Taiwan" (with Hu, Jin-Li, Yu-Ying Tung and Kevin Lo; 2011) Journal of Management Research (ABI), 11(3), 168-182.</p> <p>9. " A Stochastic Cost Efficiency Analysis of International Tourist Hotels in Taiwan " (with Hu, Jin-Li, Chia-Ning Chiu and Chia-Hui Huang; 2010) International Journal of Hospitality Management (SSCI, IF =1.692) , 29(1), 99-107.</p> <p>10. " Cost Efficiency of International Tourist Hotels in Taiwan: A DEA Application " (with Hu, Jin-Li, Chia-Hui Huang and Chia-Ning Chiu; 2009) Asia Pacific Journal of Tourism Research (SSCI, IF =0.300) , 14(4), 371-384.</p>
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