



- **基本資料**

姓名：	曾欽耀 Chin-Yao Tseng
TEL：	(03)5381183-2338
E-MAIL：	chinyao@mail.ypu.edu.tw

- **主要學歷**

Doctor of Business Administration National Southern Cross University, Australia
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- **重要經驗**

1. 教學經驗	
(1)	元培醫事科技大學觀光與休閒管理系專任助理教授兼系主任
(2)	元培醫事科技大學餐飲管理系專任助理教授
2. 工作經驗	
(1)	統茂旅館集團儲備主管
(2)	International Journal of Contemporary Hospitality Management 審查委員

(3)	合勤科技產品經理
3. 研究相關經驗	
4. 相關證照	
(1)	中華民國領隊人員執業證(華語、英文)
(2)	外語(英語)領隊人員(101 專普領字第 015380 號)
(3)	會議展覽專業人員(貿展字第 1010015942 號)
(4)	觀光餐旅休閒事業管理師
(5)	觀光餐旅經營管理
(6)	觀光餐旅行銷管理
(7)	觀光餐旅服務管理
(8)	觀光餐旅數位行銷
(9)	顧客關係管理師
(10)	博弈事業管理證照: RCG Certificate (Responsible Conduct of Gambling) Australia, 2009
(11)	調酒事業管理證照: RAS Certificate (Responsible Service of Alcohol) Australia, 2009
(12)	進階潛水執照: Advanced Scuba Diver (NAUI)

- **學術專長**

(1)	管理學
(2)	餐飲電子商務
(3)	觀光餐旅服務品質管理
(4)	觀光餐旅行銷與推廣
(5)	觀光餐旅人力資源管理
(6)	觀光博弈事業經營管理

- **授教課程**

(1)	管理學
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(2)	電子商務
(3)	專題討論

• 論文著作

1. 期刊論文	
(1)	Chen, L.C. & Tseng, C.Y. (2014). Employability and Employment in the Hotel Industry: A Review of the Literature. <i>Business and Economics Journal</i> , 5(3), doi.org/10.4172/2151-6219.1000105
(2)	Chen, L.C. & Tseng, C.Y. (2013). Understanding customer value with cloud technology. <i>International Journal of Digital Humanities and Creative Innovation Management</i> , 1(4), 1-11.
(3)	Chen, L.C. & Tseng, C.Y. (2013). Managing service innovation with cloud technology. <i>Global Business Perspectives</i> , 1(4), 379-390. DOI 10.1007/s40196-013-0027-2.
(4)	陳麗綦、曾欽耀(2013)，休閒餐廳服務創新模式之探討-雲端科技之應用， <i>大仁學報</i> ，43(2)，103-112.
(5)	Chen, L.C. & Tseng, C.Y. (2012). Benefits of Cross-Functional Training: Three Departments of Hotel Line Supervisors in Taiwan. <i>Journal of Hospitality and Tourism Management</i> . 19, e11 doi:10.1017/jht.2012.13.
(6)	Tseng, C.Y. & Wallace, M. (2012). Retention factors perceived by software development employees in Taiwan. <i>New Zealand Journal of Human Resource Management</i> , 12(1), 34-45.
2. 研討會論文	
(1)	Kuo, C.M., Huang, G.S. & Tseng, C.Y. (2014). Exploring Hospitality Innovation with Service Robots by SMART SWOT Method. Paper presented to 2014 Annual ICHRIE Summer Conference, July 30, San Diego, USA.
(2)	Kuo, C.M., Huang, G.S. & Tseng, C.Y. (2013). The SMART SWOT Strategic Planning Analysis for Service Robot of Hospitality in Taiwan. Poster presented to the 2013 International Conference on Social Sciences Research, Dec. 28-29, Saipan, USA.
(3)	Chen, L.C. & Tseng, C.Y. (2013). Preliminary investigation of customer value with cloud technology for food and beverage industry. Poster presented to the 3rd Advances in Hospitality and Tourism Marketing &

	Management Conference. June 25-30, Grand Hotel Taipei, Taiwan.
(4)	Chen, L.C. & Tseng, C.Y. (2011). Cross-functional training among three departments in the hotel industry in Taiwan. Paper presented to 2011 International Conference on Hospitality Management and Industry Development, Jun. 4, Fu Jen Catholic University, Taipei, Taiwan.
3. 專書及專書論文	
(1)	Tseng, C.Y., Chen, L.C. & Wallace, M. (2012). "Doctoral research in Taiwan", In Miller, P., Selvanathan, A. and Meredith, G. (Eds.), <i>Transnational Doctoral Education and Research: An Asian Focus (pp.109-131)</i> . Lismore: Southern Cross University Press, ISBN: 978-1-875-85571-1.
(2)	Tseng, C.Y. & Wallace, M. (2010). <i>The Retention of Software Development Employees: The Study from the Taiwanese IT Industry</i> . Germany: LAMBERT Academic Publishing. ISBN: 978-3-8433-6222-1.
(3)	Tseng, C.Y. (2010). <i>The Retention of Software Development Employees in the IT industry in Taiwan</i> . Doctor of Business Administration Thesis. Lismore: Southern Cross University.