

## **Yu-Chin (Jerrie) Hsieh, Ph.D.**

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### **FORMAL EDUCATION**

- 1984-1988 Bachelor of Science in Social Education,  
National Taiwan Normal University, Taipei, Taiwan. May 1988.
- 1990-1992 Master of Science in Restaurant, Hotel, and Institutional Management,  
Purdue University, West Lafayette. May 1992.
- 2001-2004 Doctor of Philosophy in Hospitality and Tourism Management,  
Purdue University, West Lafayette. August 2004.  
*Dissertation: Lodging Managers' Perceptions of Work and Personal  
Life Balance*

### **PROFESSIONAL EXPERIENCE**

- 08/2004 - present Assistant Professor, Department of Recreation, Tourism, and  
Hospitality Management. The University of North Carolina at  
Greensboro, Greensboro, NC.
- Responsible for teaching undergraduate and graduate courses  
in hospitality and tourism management, student advisement,  
conducting research, serving on department, school, and  
professional committees.
- 08/2002 - 05/2004 Graduate Instructor, Department of Hospitality and Tourism  
Management, Purdue University, West Lafayette, IN.
- Responsible for teaching one undergraduate course,  
Organization and Management In Hospitality and Tourism  
Management (HTM 212).
- 08/2001 - 05/2004 Graduate Research Assistant, Department of Hospitality and  
Tourism Management, Purdue University, West Lafayette, IN.
- Responsible for conducting research, assisting with student

internship filing, internship orientations, and career fairs at the HTM Career Center.

08/1999 - 08/2000

Coordinator of the Career Center at the National Kao-Hsiung Hospitality College (NKHC), Taiwan.

Responsible for coordinating student internship programs, employment placement, and NKHC Alumni Association.

02/1996 - 07/2000

Lecturer, Department of Hotel Management, National Kao-Hsiung Hospitality College, Kao-Hsiung, Taiwan.

Responsible for teaching undergraduate courses in hotel management, student advising, supervising student internships.

## **PROFESSIONAL SERVICE AND INVOLVEMENT**

### Organization Memberships

American Hotel & Lodging Association (AHLA)	2003- present
Council of Hotel Restaurant Institution Educators (CHRIE)	2002- present

## **HONORS AND AWARDS**

Nominee for the HHP Teaching Excellence Award twice  
2008 and 2006, School of Health and Human Performance, University of North Carolina at Greensboro

Recipient of Outstanding Reviewer Award  
01/2005, the Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Myrtle Beach, South Carolina

CHRIE Best Paper Award with Jessica Yuan & Roumei Feng  
07/2004, International Council of Hotel Restaurant Institution Educators

Recipient of Graduate Student Award for Outstanding Teaching  
04/2004, Purdue University

Kappa Omicron Nu, National Honor Society of School of Consumers  
Inducted in 2004

Eta Sigma Delta, International Hospitality and Tourism Management Honor Society  
Inducted in 2003

Recipient of the Excellent Teaching Award  
08/1999, the National Kao-Hsiung Hospitality College, Kao-Hsiung, Taiwan

## **RESEARCH AND SCHOLARLY ACTIVITIES**

### **Publications**

#### Referred Journal Articles and Paper under Review

- Hsieh, Y.** & Lin, P. (Under Review). Bed and Breakfast Innkeeper's Work and Personal Life Balance: A Cross-cultural Comparison. *International Journal of Hospitality Management*.
- Hsieh, Y.** (Accepted). B & B innkeepers in the United States: When the boundary between work and personal life is blurred. *Journal of Human Resources in Hospitality and Tourism*.
- Jeon, S., **Hsieh, Y.**, & Palmer, P. (Under Review). Characteristics of casino latently loyal customers and their choice of casino: An empirical approach. *Journal of Korean Hospitality and Tourism*.
- Hsieh, Y.**, & Eggers, P. (2010). Coping strategies used by lodging managers to balance work and personal lives. *International Journal of Hospitality and Tourism Administration*, 11(2). (In Press)
- Hsieh, Y.**, Pearson, T., & Kline, S. (2009). The moderating effects of job and personal life involvement on the relationship between work/personal life conflict and intention to quit. *Journal of Human Resources in Hospitality and Tourism*, 8(1), 1-14.
- Hsieh, Y.**, Kline, S., & Pearson, T. (2008). Lodging managers' perceptions of work and personal life balance: balanced or imbalanced? *International Journal of Hospitality and Tourism Administration*, 9(1), 18-35.
- Kline, S. & **Hsieh, Y.** (2007). Wage differentials in the lodging industry: A case study. *Journal of Human Resources in Hospitality and Tourism*, 6 (1), 69-84.
- Hsieh, Y.**, & Bo, H. (2005). Assessment of admission criteria for predicting hotel management students' academic performance. *Journal of Teaching in Travel & Tourism*, 5(4), 1-14.
- Hsieh, Y.**, Pearson, T., Chang, H., & Uen, J. (2004). Spillover between work and personal life balance for lodging managers. *Journal of Human Resources in Hospitality and Tourism*, 3(2), 61-83.

**Hsieh, Y., & Kline, S.** (2003). The impacts of music on room attendants' work performance. *International Journal of Hospitality and Tourism Administration*, 4(3), 81-92.

Bo, H., Nelson, D., Braunlich, C., & **Hsieh, Y.** (2003). The future of internet based training in the lodging industry. *Journal of Human Resources in Hospitality and Tourism*, 2(2), 93-112.

### Work in Progress

**Hsieh, Y. & Lin, P.** Lifestyle entrepreneurs' work and personal life balance: A study of Taiwanese Bed and Breakfast Innkeepers

**Hsieh, Y. & Eggers, P.** How green are hotels in North Carolina?

**Hsieh, Y. & Zhu, D.** An analysis of customers decision making process in choosing a green hotel.

Zhu, D. & **Hsieh, Y.** A study of Taiwanese employees' interpersonal citizenship behaviors from the perspective of Guanxi.

### Conference Presentations & Proceedings

**Hsieh, Y.** (2009). Work and Personal Life Balance, Presented at the 4<sup>th</sup> Symposium on Breastfeeding and Feminism From Birthplace to Workplace, Greensboro, NC.

Jeon, S. & **Hsieh, Y.** (2009). The influence of perceived loyalty program value on satisfaction, switching costs, and attitudinal and behavioral loyalty. Presented at the Southeast CHRIE, 12(2), 28-32, Charlotte, NC.

**Hsieh, Y. & Jeon, S.** (2008). Perceived value of the casino loyalty program and customer loyalty. Poster presented at the 2008 Annual International Council for Hotel, Restaurant, Institutional Education Conference, Atlanta, GA.

Eggers, P. & **Hsieh, Y.** (2008). How green are hotels in North Carolina. Poster presented at the Annual Office of Undergraduate Research EXPO, (2), 14, Greensboro, NC.

Yoo, S., Byrd, E.T., **Hsieh, Y.**, & Gladwell, N.J. (2008). An analysis of the gap between golfers' expectations and satisfaction. Presented at the Southeastern Travel and Tourism Research Association Research Symposium, Asheville, NC.

**Hsieh, Y., Cardenas, D., & Byrd, E.T.** (2007). Teaching capstone course in travel and tourism, International Society of Travel and Tourism Educators, Charleston, SC.

- Eggers, P. & **Hsieh, Y.** (2007). Lodging managers' coping strategies for balancing work and personal life. Poster presented at the Annual Office of Undergraduate Research EXPO, (1), 53, Greensboro, NC.
- Hsieh, Y.** & Eggers, P. (2007). Coping strategies used among lodging managers to balance work and personal lives, Presented at the Southeast CHRIE, 11(2), 5-9, Hilton Head Island, SC.
- Hsieh, Y.** (2007). The Challenge of making student teams work in the classroom. Presented at the 2007 Annual International Council for Hotel, Restaurant, Institutional Education Conference, Dallas, TX.
- Jung, S., **Hsieh, Y.**, Cardenas, D., & Byrd, E.T. (2007). A case study of destination marketing in Hong Kong. Poster Presented at the Southeastern Travel and Tourism Research Association Research Symposium, Biloxi, MS.
- Hsieh, Y.**, Byrd, E.T., & Cardenas, D. (2007). Challenges of teaching capstone courses. Presented at the 2007 Lilly South Conference, Greensboro, NC.
- Canziani, B., **Hsieh, Y.**, & Jeon, S. (2006). Developing an evaluation instrument to measure student-centeredness of hospitality program websites. Poster presented at the 2006 Annual International Council for Hotel, Restaurant, Institutional Education Conference, Crystal City, VA.
- Hsieh, Y.** (2006). U.S. bed & breakfast innkeepers' work and personal life balance. Paper Presented at the 12<sup>th</sup> APTA & 4<sup>th</sup> APacCHRIE 2006 Joint Conference, 1341-1350, Hua-Lien, Taiwan.
- Jeon, S., & Palmer, P., & **Hsieh, Y.** (2006). Characteristics of casino latently loyal customers and their choice of casino: An empirical approach. Paper Presented at the 12<sup>th</sup> APTA & 4<sup>th</sup> APacCHRIE 2006 Joint Conference, 234-244, Hua-Lien, Taiwan.
- Hsieh, Y.**, Yoo, S., & Jung S. (2006). Evaluating the effectiveness of golf resort websites: A comparative study of golf resorts in North and South Carolina. Abstract accepted by Southeast Chapter of Travel and Tourism Research Association Annual Conference & Tourism Research Symposium, Sarasota, FL.
- Hsieh, Y.**, & Canziani, B. (2006). The good, the bad and the ever hopeful. Presented at the 2006 Lilly South Conference, Greensboro, NC.
- Jeon, S., & **Hsieh, Y.** (2006). Bed and Breakfast innkeepers' work and personal life balance. Presented at the Eleventh Annual Graduate Education and Graduate Student Research Conference, 72-75, Seattle, WA.

- Yoo, S., & **Hsieh, Y.** (2006). An exploratory evaluation of golf resort web sites. Presented at the Eleventh Annual Graduate Education and Graduate Student Research Conference, 50-56, Seattle, WA.
- Hsieh, Y.**, Uen, J., & Chan, H. (2005). The influences of internship circumstances on students' internship satisfaction and professional commitment. Presented at the International Conference on Destination Branding and Marketing for Regional Tourism Development, 114-124, Macao, China.
- Hsieh, Y.**, & Canziani, B. (2005). Work Life Conflict: A comparison of lodging managers in Taiwan and the U.S. Presented at the Southeast CHRIE, 9(1), 30-32, Auburn, AL.
- Hsieh, Y.** (2005). Lodging managers' perceptions of work and personal life balance: Balanced or imbalanced? Presented at the 2005 Annual International Council for Hotel, Restaurant, Institutional Education Conference, 161-171, Las Vegas, NV.
- Osterritter, K., **Hsieh, Y.**, & Cardenas, D. (2005). The moderator effects of job involvement and personal life involvement on the relationship between work/personal life conflict and intention to quit. Presented at the Tenth Annual Graduate Education and Graduate Student Research Conference, 735-740, Myrtle Beach, SC.
- Yuan, J., Feng, R., & **Hsieh, Y.** (2004). A model on wine involvement and wine knowledge in wine purchase decision. Presented at the 2004 Annual International Council for Hotel, Restaurant, Institutional Education Conference, 355-359, Philadelphia, PA.
- Hsieh, Y.**, & Kline, S. (2004). The effect of leadership styles on team cohesiveness and team-related outcomes. Presented at the Greater Lakes Applied Research and Teaching Conference, Ypsilanti, MI.
- Hsieh, Y.**, & Kline, S. (2004). Lodging managers' perceptions work and personal life balance: Is there a gender difference? Presented at the Inaugural International Hospitality and Tourism Virtual Conference. <http://www.midc.purdue.edu/ihtvc>.
- Hsieh, Y.**, & Kline, S. (2004). Team development in food-laboratory classes. Presented at the Ninth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Management, 286-295, Houston, TX.
- Kline, S., & **Hsieh, Y.** (2004). Pay differentials in the lodging industry-A case study of California Hotels. Presented at the State of Art II Conference, 2-22, Glasgow, UK.
- Hsieh, Y.**, & Hu, B. (2003). Assessment of admission criteria for predicting hotel management students' first-year academic performance- a case study. Presented

at the 2003 Annual International Council for Hotel, Restaurant, Institutional Education Conference, 149-152, Palm Springs, CA.

**Hsieh, Y.**, & Kline, S. (2003). An exploratory study of the effects of music on room attendants' work performance. Presented at the Eighth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Management, 192-196, Las Vegas, NV.

Krebs, R., Bart, A. L., & **Hsieh, Y.** (2002). *EeMot=mc2*: Employee motivation is not rocket science. Presented at the Seventh Annual Graduate Education and Graduate Student Research Conference, 358-361, Houston, TX.

### **Funded Research and Grant Activity**

Canziani, B., & **Hsieh, Y.** Undergraduate International Studies and Foreign Language Title VI Grant. Funded by the U.S. Department of Education, \$3,500, Funding awarded July 2009.

**Hsieh, Y.** & Eggers, P. How Green Are Hotels in Guilford County? Funded by UNCG Office of Undergraduate Research (Undergraduate Research Assistantship) and the School of Health and Human Performance, \$ 2,931, Funding awarded August 2007.

Canziani, B., **Hsieh, Y.** , & Smith, P. Workplace Safety and Accident Prevention for Teenage Hospitality Workers. Funded by the School of Health and Human Performance, \$3,840, Funding awarded February 2007.

**Hsieh, Y.** & Eggers, P. Lodging Managers' Coping Strategies in Balancing Work and Personal Life. Funded by UNCG Office of Undergraduate Research (Undergraduate Research Assistantship), \$2,000, Funding awarded August 2006.

**Hsieh, Y.** Work and Personal Life Balance: An Exploratory Study on Bed and Breakfast Innkeepers. Funded by UNCG Office of Sponsored Programs (New Faculty Grant), \$ 4,950. Funding awarded June 2005.

**Hsieh, Y.** Lodging Managers' Perspectives of Life and Work Balance, \$1,500. Funding awarded by Purdue Research Foundation (PRF Grant). Funding awarded April 2002.

### **INSTITUTION INVOLVEMENTS**

## **Teaching**

### **Summer 2009**

Internship in Hospitality and Tourism Management (HTM 417)

### **Spring 2009**

Hospitality Facilities Design and Systems (HTM 374)

Service Management (HTM 450: Web-based Course)

### **Fall 2008**

Hotel Operations (HTM 351)

Service Management (HTM 450: Web-based Course)

### **Summer 2008**

Internship in Hospitality and Tourism Management (HTM 455)

### **Spring 2008**

Hospitality Facilities Design and Systems (HTM 374)

Service Management (HTM 450)

Internship in Hospitality and Tourism Management (HTM 455)

Independent Study (RPM 695)

### **Fall 2007**

Hotel Operations (HTM 351)

Hospitality Training and Performance System (HTM 471)

### **Summer 2007**

Practicum in Recreation and Parks (RPM 315)

### **Spring 2007**

Introduction to Hospitality and Tourism Management (HTM 151)

Hospitality Facilities Design and Systems (HTM 374)

Independent Study in Hospitality and Tourism (HTM 459)

### **Fall 2006**

Hotel Operations (HTM 351)

Hospitality Training and Performance System (HTM 471)

### **Summer 2006**

Internship in Hospitality and Tourism Management (HTM 455)

### **Spring 2006**

Hospitality Training and Performance System (HTM 471)

Issues and Trends in Hospitality and Tourism Management (HTM 456)

Tourism Management (HTM 626)  
 Directed Readings in Recreation, Parks, and Tourism (RPT 696)  
 Field Project in Recreation, Parks, and Tourism (RPT 698)

**Fall 2005**

Hotel Operations (HTM 351)  
 Hospitality Facilities Design and Systems (HTM 374)  
 Graduate Independent Study (RPT 695)

**Summer 2005**

Internship Hospitality/Tourism (HTM 455)  
 Independent Study in Hospitality and Tourism (HTM 459)  
 Graduate Independent Study (RPT 695)

**Spring 2005**

Hotel Operations (HTM 351)  
 Issues and Trends in Hospitality and Tourism Management (HTM 456)  
 Tourism Management (HTM 626)

**Fall 2004**

Hotel Operations (HTM 351)  
 Hospitality Facilities Design and Systems (HTM 374)

**Advisement**

		Undergraduates	Graduates
Spring	2009	33	0
Fall	2008	32	0
Spring	2008	46	0
Fall	2007	46	0
Spring	2007	34	1
Fall	2006	34	1
Spring	2006	32	2
Fall	2005	32	3
Spring	2005	17	1
Fall	2004	11	0

Theses, Dissertations, & Projects

5 Master's Projects:  
 2 Master's Committee Chair  
 3 Master's Committee Member

## **Institutional Service**

### **University**

2006	UNCG-Wuhan University International Hospitality School academic curriculum proposal taskforce member
2006	UNCG China Trip Delegation Translator Coordinating Peking University Campus Visit
2005-2008	Faculty advisor, UNCG Taiwanese Student Association

### **HHP School**

2009	Member, 4 <sup>th</sup> Symposium on Breastfeeding and Feminism Planning Committee
2007- 2008	Program Council, Center for Women's Health and Wellness
2005- 2006	Member, HHP G-SAMs Club Committee

### **Department**

2008 & 2009	Member, RTH Annual Report Committee
2007 & 2008	Departmental Representative, UNCG Adult & Transfer Information Session
2007- present	Liaison between RTH and Hcareers.com, established RTH Career Fund
2007	Co-chair, Food & Beverage Faculty Search Committee
2006	Member, Strategic Hiring Faculty Search Committee
2006	Faculty Director, RTH Department Marketing Event, UNCG Idol
2006- 2008	Member, Marketing, Recruitment, and Retention Committee
2006	Member, Summer Field Work Schedule Review Committee
2006	Departmental Representative, UNCG Destination
2006	Departmental Representative, Faculty Phone-A-Thon
2005 - present	Departmental Representative, Spartan Orientation Advising & Registration (SOAR)
2005- 2008	Faculty Advisor, National Society of Minorities in Hospitality
2005	Departmental Representative, Visited Sandhills Community College, University Undergraduate Recruitment Visits
2004	Departmental Representative, Freshman Open House
2004- 2006	Member, Undergraduate Recruitment and Retention Committee

## **Professional Service**

2009	Speaker and Moderator for the 4 <sup>th</sup> Symposium on Breastfeeding and Feminism: From Birthplace to Workplace
2009	Reviewer, Conference Papers for the 15 <sup>th</sup> APTA & 7 <sup>th</sup> APacCHRIE 2009 Joint Conference
2008 & 2009	Reviewer, Manuscripts for the Cornell Hotel and Restaurant

- Administration Quarterly
- 2008 Reviewer, Abstracts for the Annual Graduate Education and Graduate Student Research Conference, Las Vegas, NV
- 2007 & 2008 Advisory Board Member: Guilford Technical Community College Hospitality Education Advisory Committee
- 2007 Moderator, Annual International Council for Hotel, Restaurant, Institutional Education Conference, Dallas, TX
- 2007 Reviewer, Abstracts for the Annual Graduate Education and Graduate Student Research Conference, Orlando, FL
- 2007 Reviewer, Conference papers for Southeast Council on Hotel, Restaurant, Institutional Education, Hilton Head Island, SC
- 2006 Moderator, 12<sup>th</sup> APTA & 4<sup>th</sup> APacCHRIE 2006 Joint Conference
- 2006 Reviewer, Manuscripts for the Journal of Teaching in Travel & Tourism, special edition
- 2006 Reviewer, Abstracts for the 2<sup>nd</sup> International Conference on Destination Branding and Marketing for Regional Tourism Development
- 2005 Reviewer, Abstracts for the 1<sup>st</sup> International Conference on Destination Branding and Marketing for Regional Tourism Development
- 2005 Judge, Annual Guilford County Bed Making Contest, Guilford County Hotel and Restaurant Association
- 2004 Member, Promoting Web-based Employee Hiring Committee, Greensboro-High Point Airport Marriott
- 2004 Reviewer, Abstracts for the Tenth Annual Graduate Education and Graduate Student Research Conference

### **Community Service**

- 2007 & 2008 Volunteer, RTH Adopt-A-Park Program
- 2007 Volunteer, made no-sew-blankets for children at Hospice and Palliative Care of Greensboro
- 2007 Volunteer, RTH Food Drive
- 2005 & 2006 Volunteer, Chinese New Year Festival at Greensboro

### **INDUSTRIAL EXPERIENCE**

- 10/1995-12/1995 Assistant to Executive Housekeeper  
The Ritz Landis Hotel, Taipei, Taiwan.  
Responsible for housekeeping employee scheduling, supervising room attendants, conducting room inspections, and controlling housekeeping inventory.
- 03/1995-12/1995 Guest Relations Manager

- Grand Hi-Lai Hotel, Kao-Hsiung, Taiwan  
Responsible for VIP accounts, VIP check in /out, supervising four guest relations officers, conducting front desk employee training.
- 09/1994-02/1995 Assistant to the Director of Rooms Divisions  
Grand Hi-Lai Hotel Project Office, Taipei, Taiwan  
Participated in the hotel's project to open a 700 room luxury hotel with 23 restaurants, responsible for room division employee recruitment and training, developing FO and HK standard operational procedures (SOP).
- 12/1993-01/1994 Housekeeping, Front Office,& Banquet Intern  
Golden Tulip Hotel Barbizon Center, Amsterdam, Netherlands  
Internship involved cleaning guest rooms, checking in/out guests, and banquet setup.
- 12/1992-08/1993 Training Coordinator  
Lai-Lai Sheraton Hotel, Taipei, Taiwan  
Responsible for developing and implementing Lai-Lai Sheraton employee career development program, conducting general employee training programs.
- 9/1992-12/1992 Sales and Marketing Account Manager  
Rebar Holiday Inn Crowne Plaza, Taipei, Taiwan  
Responsible for banquet reservations, conducting sales calls, and coordinating guest functions/events/meetings with the banquet department.
- 2/1990-5/1990 Executive Office Secretary  
The Regent Hotel Taipei Project Office, Taipei, Taiwan  
Assisted General Manager in handling correspondence, keeping track of schedules, managing the filing system, and operating office equipment.