

***Professor Robert Liwei Hsu, Ph. D***

International Master's Program of Tourism and Hospitality Management

National Kaohsiung University of Hospitality & Tourism

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**EDUCATION**

Executive Education, Harvard Law School, USA

Executive Education, Hong Kong University of Science and Technology Business School, Hong Kong ASR, 2014

Ph.D., University of Southern California, Los Angeles, USA, 2004

M. S., University of Southern California, Los Angeles, USA, 1999

B. Ed. National Taichung University of Education, Taichung, Taiwan, 1994

**PROFESSIONAL EXPERIENCE**

***February 2021 to Present***

Professor, National Kaohsiung University of Hospitality and Tourism

Instructor, ROC Air Force Academy

Principal Investigator, Hospitality Mind Science Lab (DREAM LAB)

Chair, International Master Program of Tourism and Hospitality

***August 2014 to January 2020***

Professor, National Kaohsiung University of Hospitality and Tourism

Chair of Master Program, Institute of Hospitality Management, NKUHT

***August 2012 to July 2014***

Director of Language Training Section, Office of Academic Affairs

National Kaohsiung University of Hospitality and Tourism

Associate Professor, Graduate Institute of Hospitality Education

***February 2010 to July 2012***

Section Chief of European and American Section, Office of International Affairs

National Kaohsiung University of Hospitality & Tourism,

Associate Professor, Graduate Institute of Hospitality Education

***August 2009 to January 2010***

Section Chief of Professional Skills and Certification, School of continuing Education

National Kaohsiung Hospitality College,

Assistant Professor, Department of Applied English

***August 2007 to July 2009***

Section Chief of Internal Cooperation, Office of Research and Development

National Kaohsiung Hospitality College,

Assistant Professor, Department of Applied English

***August 2006 to July 2007***

Section Chief of Academic Affairs, School of continuing Education

National Kaohsiung Hospitality College,

Assistant Professor, Department of Applied English

**August 2005 to July 2006**

Assistant Professor, Department of Foreign Language Instruction  
Wenzao Ursuline College of Language

### SCHOLARLY CONTRIBUTIONS

#### **Referred**

#### **Journals:**

*(Only papers published in English are listed here)*

1. Liwei Hsu (2021). A grounded theory exploration of language massive open online courses (LMOOCs): Understanding students' viewpoints. *Sustainability*, 13(5), 2577 (SSCI).
2. Liwei Hsu & Yen-jung Chen (2021). An EEG Study on Students' Learning in Practical and Theory-Based Hospitality Courses. *International Journal of Adult Education and Technology (IJAET)*, 12(1), 40-60 (ESCI).
3. Liwei Hsu & Yen-jung Chen (2021). Does coffee taste better with latte art? A neuroscientific perspective. *British Food Journal* (SCI).
4. Liwei Hsu (2020). To CALL or not to CALL: Empirical Evidence from Neuroscience. *Computer Assisted Language Learning, ahead-of-print*. (SSCI)
5. Yao-fen Wang, Chu-Min Tu, Liwei Hsu\* (2020). Learning Outcomes of a Blended Learning System for Green Food and Beverage Education. *International Journal of Mobile and Blended Learning, ahead-of-print*. (ESCI)
6. Liwei Hsu, Yen-Jung Chen (2020). Music and Wine Tasting an Experimental Neuromarketing Study. *British Food Journal, ahead-of-print*. Doi: 10.1108/BFJ-06-2019-0434 (SCI)
7. Yu-chun Wang, Liwei Hsu (2020). Shall We Go to the MALL?--Students' Perceptions of a Business English Learning App. *International Journal of Information and Education Technology*, 10 (2). 110-116. Doi: 10.18178/ijiet.2020.10.2.1348 (EI)
8. Liwei Hsu, Yen-Jung Chen (2019). Examining Teachers' Technological Pedagogical and Content Knowledge in the Era of Cloud Pedagogy. *South African Journal of Education*, 39 (2). S1-S13. Doi: 10.15700/saje.v39ns2a1572 (SSCI)
9. Liwei Hsu\*, Yen-Jung Chen (2018). Teachers' Knowledge and Competence in the Digital Age: Descriptive Research within the TPACK Framework. *International Journal of Information and Education Technology*, 8(6), 455-458.
10. Liwei Hsu (2017). EFL Learners' Acceptance of Technology in a Computer-Assisted Language Learning (CALL) Context: The Role of Intrinsic-Extrinsic Motivation in English Learning. *International Journal of Information and Education Technology*, 7(9), 679-685.
11. Liwei Hsu (2017). Examining EFL teachers' technological pedagogical content knowledge and the adoption of mobile-assisted language Learning: A partial least square approach. *Computer Assisted Language Learning*, 32(1), 20-31.
12. Liwei Hsu (2016). A longitudinal view to look at the effectiveness of elicited imitation with computer assisted pronunciation training (CAPT). *International Research in Education*, 4(1), 159-177.
13. Liwei hsu (2016). Are you ready to use technology in EFL teaching? Examining psychometric properties of EFL teachers; technological pedagogical content knowledge (TPACK) scale. *International Research in Education*, 4(1), 97-110.

14. Liwei Hsu\*, Min-Yu Chang Chien (2015). The Effectiveness of Applying Multimedia Web-Based Technologies in Culinary Skills Training. *International Research in Education* 3(4), 131-144.
15. Liwei Hsu (2015). An empirical examination of EFL learners' perceptual learning styles and acceptance of ASR-based computer assisted pronunciation training. *Computer Assisted Language Learning*.
16. Liwei Hsu (2015). Diffusion of Innovation and Use of Technology in Hospitality Education: An Empirical Assessment with Multilevel Analyses of Learning Effectiveness. *The Asia-Pacific Education Researcher*, 1-11.
17. Liwei Hsu (2015). EFL Learners' Implicit Theory of Intelligence and the Application of MMORPG in EFL Learning. *International Journal of Computer-Assisted Language Learning and Teaching*.
18. Liwei Hsu (2014). Modelling Determinants for the Integration of Web 2.0 Technologies into Hospitality Education: A Taiwanese Case. *The Asia-Pacific Education Researcher*, 1-9.
19. Liwei Hsu (2014). Exploring Variables of Hospitality and Tourism Students' English Communicative Ability in Taiwan: An Structural Equation Modeling Approach. *International Journal of English and Education*
20. Liwei Hsu (2014). Effectiveness of English for specific purposes courses for non-English speaking students of hospitality and tourism: A latent growth curve analysis. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 15, 50-57.
21. Liwei Hsu (2013). An Epistemological Analysis on the Application of Online Inquiry-Based Learning (IBL) Programme in Tourism Education. *Australasian Journal of Educational Technology*, 30(1)
22. Liwei Hsu (2013). Work Motivation, Job Burnout and Employment Aspiration of Hospitality and Tourism Students—A Exploration with Self-Determination Theory. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 13, 180-189.
23. Liwei Hsu (2013). Leveraging Interactivities on Social Networking Sites for EFL Learning. *International Journal of English Language Education*, 1(3), 244-270.
24. Liwei Hsu & Yu-ju Hsiao (2013). A Qualitative Analysis on Cabin Attendants' Career Development—A Case in Taiwan. *International Review of Business and Social Science*, 1(11), 43-59.
25. Liwei Hsu (2012). EFL Learners' Perception toward Mobile Assisted Language Learning (MALL): A Cross-national Study. *Journal of Computer Assisted Language Learning*, 26(3), 197-213.
26. Liwei Hsu (2012). Web 3D Simulation-Based Application in Tourism Education: A Case Study with Second Life. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 11(2), 113-124.
27. Liwei Hsu (2012). An Examination of EFL Learners' Performance on Standardized English Test: A Case of Hospitality University Students in Taiwan. *Journal of Foreign Language Instruction*, 5(1), 81-98.
28. Yi Hsu, Ngoc Thanh Tran, & Liwei (2012). How Does Culture Affect The Effectiveness of Brand Extension: A Comparative Study of Taiwan and Vietnam. *The Business Review, Cambridge*. 19.
29. Liwei Hsu (2012). Applications of generalizability theory to estimate the reliability of EFL learners' performance-based assessment: A preliminary study. *Educational Research*, 3(2), 145-154.
30. Liwei Hsu (2011). No EFL learner Left Behind: A Study on Learned Helplessness within EFL Context. *Journal of Educational and Developmental Psychology*, 1(1), 162-175.

31. Liwei Hsu\* and San-Nan Lee (2011). Learning Tourism English on Mobile Phone: How Does It Work? *Journal of Hospitality, Leisure, Sport and Tourism Education*, 10(2), 85-94.
32. Yinli Chen, Liwei Hsu\*, & Yi Hsu (2011). The Analysis of Factors Affect Stakeholders' Decision for Choosing Schools: A Study in Taiwan. *International Journal of Current Study*, 3(10), 138-144.
33. Liwei Hsu (2011). To Be Computerized or Not to Be? A Study on EFL Learners' Perceptions towards Various Modes of Delivery in English Tests through Analytic Hierarchy Process. *International Journal of Current Research*, 3(5), 170-176.
34. Liwei Hsu (2011). Indicators of English Communicative Competence for EFL Learners in Taiwan—A Fuzzy Delphi Method. *International Journal of Current Research*, 3(3), 132-141.
35. Liwei Hsu (2011). Exploring Hospitality Students' Perceptual Learning Styles at Virtual Learning Environments: A Case in Taiwan. *Journal of Hospitality, Leisure, Sport and Tourism Education*, 10(1), 114-127. doi:10.3794/johlste.101.325
36. Liwei Hsu (2011). Modeling Factors that Influence Taiwanese Hospitality Students' English Communicative Competence. *International Journal of Current Research*, 2(1), 129-141.
37. Liwei Hsu (2010). Learning Gaming English by Prospective Casino Dealers in Taiwan: An Explorative Study. *Journal of Foreign Language Instruction*, 4(1), 69-86.
38. Liwei Hsu, Jien-Ru Jou (2009). A Study on the Relationship between Taiwanese EFL Students' Motivation and Their Participation in Learning Activities, *Journal of Foreign Language Instruction*, 3, 103-116.
39. Liwei Hsu (2008). Taiwanese Hospitality Major College Students' English Reading Strategies in English for Specific Purpose Courses, *Journal of Hospitality and Home Economic*, 5(1), 53-68.
40. Liwei Hsu, I Hsu (2007). Gender Differences and Taiwanese Elementary School Students' Authenticity of English Pronunciation, *Journal of Research on Elementary Education*, 4(1), 133-142.
41. I Hsu, Liwei Hsu (2007). Cross Analysis on the Contents of Children's Television Commercials in the United States and Taiwan. *Journal of American Academy of Business, Cambridge*, 12 (1), 205-214.

### **Conference**

### **Proceedings:**

(Only papers in English and merely conference names, locations are listed)

1. 2019 Hong Kong SAR: ApacCHRIE
2. 2019 Hong Kong SAR, CALL
3. 2018 Seoul South Korea, PAITOC
4. 2015 Oxford Symposium of Education Research
5. 2013 Hong Kong SAR: AETM.
6. 2012 Bali, Indonesia: International Conference & e-Learning.
7. 2011 Rome, Italy: International Journal of Arts & Science Conference in Rome.
8. 2011 Gold Coast, Australia: Teaching and Learning with Vision

### **Volunteer Research Projects & Academic Services**

1. Editorial Board Member, Education Technology & Society (SSCI)
2. Editorial Board Member, Sustainability (SSCI)
3. Reviewer (2020) Language Learning & Technology (SSCI).
4. Reviewer (2020) Education Technology & Society (SSCI)

5. Reviewer (2020) Computer Assisted Language Learning (SSCI)
6. Reviewer (2019) British Food Journal (SCI)
7. Reviewer (2019) International journal of Hospitality Management (SSCI)
8. Reviewer (2019) South African Journal of Education (SSCI)
9. Evaluation Committee (2019) Teaching Practice Research Program, Ministry of Education, Taiwan
10. Evaluation Committee (2018) Teaching Practice Research Program, Ministry of Education, Taiwan

***Award***

2020 Special Outstanding Talent Award, Ministry of Science and Technology, Taiwan.  
2019 Special Outstanding Talent Award, Ministry of Science and Technology, Taiwan.  
2018 Special Outstanding Talent Award, Ministry of Science and Technology, Taiwan.  
2018 CMO 9<sup>th</sup> Asia's Education Excellence Award, Singapore  
2017 Special Outstanding Talent Award, Ministry of Science and Technology, Taiwan.  
2016 Special Outstanding Talent Award, National Science council, Taiwan.  
2015 Special Outstanding Talent Award, National Science council, Taiwan.