

YA-PING CHANG, D.HTM CHE

Lecturer of Tourism Management,
China-Asean International College (CAIC), Dhurakij Pundit University
110/1-4 Prachachuen Road, Laksi, Bangkok 10210, Thailand
E-mail: yaping.cha@dpu.ac.th



EDUCATION

- 2020** Ph.D Candidate in Department of Business Administration,
Ming Chua University, Taiwan
- 2016** D.HTM in School of Hotel and Tourism Management,
The Hong Kong Polytechnic University, Hong Kong
- 2008** MBA in Graduate School of Tourism, Shih Hsin University, Taiwan

AREA OF EXPERTISE

Tourism management; Tourist behavior ; Cultural tourism

PUBLICATIONS/PROCEEDING

[Refereed Journal Articles]

1. Chang, A.Y.P., Li, M., & Tung, V. (2020). Development and validation of an experience scale for pilgrimage tourists. *Journal of Destination Marketing & Management*. (SSCI)
2. Liu, C.H., Chang, A.Y.P., & Fang, Y.P. (2020). Network activities as critical sources of creating capability and competitive advantage: The mediating role of innovation capability and human capital. *Management Decision*, 58(3), 544-568. (SSCI)
3. Liu, C.H., Chang, A.Y.P., Horng, J.S., Chou, S. F., & Huang, Y. C. (2020). Co-competition, learning, and business strategy for new service development: An integrated syncretic model. *The Service Industries Journal*, 40(7-8), 585-609. (SSCI)
4. Chang, A.Y.P., & Kuo, C.Y. (2019). Effects of tourists' trust on behaviour intention in the Thai tourism market: Mediating effects of perceived authenticity. *Journal of Management and Marketing Review*, 4(3), 202-208.
5. Liu, C.H., Horng, J.S., Chou, S.F., Huang, Y.C., & Chang, Y.P. (2018). How to create competitive advantage: The moderate role of organizational learning as a link between shared value, dynamic capability, differential strategy and social capital. *Asia Pacific Journal of Tourism Research*, 23(8), 747-764. (SSCI)
6. Chang, A.Y.P. (2017). A study on the effects of sales promotion on consumer involvement and purchase intention in tourism industry. *Eurasia Journal of Mathematics, Science and Technology Education*, 13(12), 8323-8330. (SSCI)

7. Chang, Y.P., & Chen, C. C. (2017). The effect of gift comparability on recipients' evaluation. *Journal of Taipei College of Maritime Technology*, 8(2), 131-148.
8. Jiang, W.H., Li, Y.Q., Liu, C.H., & Chang, Y.P. (2017). Validating a multidimensional perspective of brand equity on motivation, expectation and behavioural intention: A practical examination of culinary tourism. *Asia Pacific Journal of Tourism Research*, 22(5), 524-539. (SSCI)
9. Chang, A.Y.P. (2016). Effects of mobile advertisement and advertisement involvement on purchase intention in tourism industry. *Filomat*, 30(15), 4235-4242. (SCI)
10. Chang, A.Y.P. (2014). Effects of tourism image and experiential value on revisit intention in tourism industry. *Acta Oeconomica*, 64(S2), 289-301. (SSCI)

[Refereed Conference Proceeding]

1. Chang, A. Y. P., & Kuo, C. Y. (2019). Effects of tourists' trust on behaviour intention in the Thai tourism market: Mediating effects of perceived authenticity. 2019 Global Conference on Business and Social Science Series, Maldives.
2. Wu, S. F., & Chang, Y. P. (2019). Effects of female leadership on organizational teamwork and performance in the catering industry. 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.
3. Wu, S. F., Chang, Y. P., Chang, K. W., & Lee, H. Y. (2016). Discussion of taxonomy of seven theories based on chosen papers of "importance of maintaining a destination's sustainability regarding social, cultural, natural and built resources". 2016 International Conference on Safety & Security Management and Engineering Technology, Chiayi, Taiwan.
4. Wu, S. F., Chang, Y. P., Chang, K. W., & Lee, H. Y. (2016). Discussion the importance of maintaining a destination's sustainability from the impact of social, cultural, natural and built resources. 2016 International Conference on Safety & Security Management and Engineering Technology, Chiayi, Taiwan.
5. Wu, S. F., & Chang, Y. P. (2016). The comparison of China and Taiwan tourists' motivation, behavior and travel patter to Hong Kong. 2016 International Conference on Safety & Security Management and Engineering Technology, Chiayi, Taiwan.
6. Wu, S. F., Chang, Y. P., Chang, K. W., & Huang, L. H. (2016). The influence of cross-strait policy to hotel industry: a case study with SWOT analysis of Chiayi, Taiwan. 2016 Taiwan and Alishan International Tourism Industry Conference. Chiayi, Taiwan.
7. Wu, M. S. F., Chang, A. Y. P., Chang, K. W., & Lai, Y. H. (2015). Analysis of hospitality and tourism related studies. 2015 International Conference on Safety & Security Management and Engineering Technology, Chiayi, Taiwan. (ISBN: 978-986-5931-16-2)
8. Wu, S. F., Chang, Y. P., Lee, H. Y., & Chang, K. W. (2015). A comparison of short-haul and long-haul tourists of Hong Kong. 2015 International Conference on Safety & Security Management and Engineering Technology, Chiayi, Taiwan. (ISBN: 978-986-5931-16-2)

9. Wu, M. S. F., & Chang, A. Y. P., Chang, K. W., & Lee, H. Y. (2015). The comparison of China and Taiwan tourists' motivation, behavior and travel pattern to Hong Kong. 2015 WHTER & ICES International Conference, Seoul, Korea.
10. Wu, M. S. F., & Chang, A. Y. P. (2014). Consumers' purchase decision via electronic WOM in catering industry. 2014 International Conference on Safety & Security Management and Engineering Technology, Chiayi, Taiwan. (ISBN: 9 789865 931117)
11. Chang, A. Y. P., & Lo, C. S. (2012). The Influence of policy to Taiwan hospitality industry: A perspective from the relationship between Taiwan and Mainland China. 2012 Asia Pacific Tourism Association.
12. Muangasame, K., Khunon, S., Ma, C. C., & Chang, A. Y. P. (2011). How can hospitality and tourism educators produce preferred graduates in Asia? The International Hospitality and Tourism Education Summit, Guangzhou, China. (ISBN: 978-7-5623-2666-3)
13. Lo, C. S., Lo, C. F., & Chang, Y. P. (2010). The relationship of salary and performance-a study of Taiwan food and beverage industry. 2010 Asia Tourism Forum, Taiwan Hospitality & Tourism College, Taiwan.

AD HOC REVIEWER

Management Decision

CONFERENCE PAPER REVIEWER

1. The 2nd China-ASEAN International Conference 2020 and The 2nd International Conference on Tourism, Business, & Social Sciences 2020, Bangkok, Thailand
2. CHINA-ASEAN International Conference 2019, Bangkok, Thailand
3. International Conference on Tourism, Sports Management, Health and Food Nutrition (TSHF) 2019, Tokyo, Japan

RESEARCH GRANT

- 2017 Researcher. Ministry of Science and Technology, Taiwan. The cultivation of human resources in tourism and hospitality industry. MOST 106-2511-S-130 -003 -MY3.

PROFESSIONAL QUALIFICATIONS

1. Academic Teaching Rank Accreditation Certificate Assistant Professor, Taiwan
2. Academic Teaching Rank Accreditation Certificate Lecturer, Taiwan
3. The International English Language Testing System (IETLS) 6.5
4. Level 3 Japanese-Language Proficiency Test, Japan Interchange Association
5. Certified of Hospitality Educator (CHE)

6. American Hotel & Lodging Educational Institute (AHLEI)
7. Certified of Hospitality Supervisor (CHS)
8. American Hotel & Lodging Educational Institute (AHLEI)
9. Certified of Hospitality Department Trainer (CHDT)
10. American Hotel & Lodging Educational Institute (AHLEI)
11. Certified English Guide, The examination Yuan of Taiwan
12. Certified English Captain, The examination Yuan of Taiwan
13. Certified Japanese Captain, The examination Yuan of Taiwan
14. Certified Conference & Exhibition Service Industry Professional
15. Class C Skill Category of Hotel & Restaurant Service, Taiwan
16. Class C Skill Category of Chinese Cuisine Cookery, Taiwan
17. Class C Skill Category of Bartender, Taiwan
18. Certificate HACCP, Taiwan
19. C Class Sport Facility Manager, Taiwan Society for Sport Management
20. Level 3 of the Test of Accounting Ability, The Commercial Vocational Education Society, Taiwan
21. Certificate of Primary Statistical Qualification, The Chinese Applied Statistics Association, Taiwan
22. Certified Barcode Administrative Technician, GS1 Taiwan
23. Qualification for Tour Planning, Tour Planning & Design Association, Taiwan
24. Certificate of Advance Cruise Operation, International Cruise Council, Taiwan
25. Certified Survey and Research Analyst, Tri-Star Statistics Service Company, Taiwan
26. Certified Consumer Behavior Analyst, Tri-Star Statistics Service Company, Taiwan
27. Certified Service Management Analyst, Tri-Star Statistics Service Company, Taiwan
28. Certificate of Cultural & Creative Curator, Applied Business Management Association, Taiwan
29. Cultural & Creative Development Management, World Professional Certificate Institute
30. Certificate of the Primary Level of Distribution and Chain Management, Chinese Distribution Development Research Association, Taiwan