

Chengming Hu
Curriculum Vitae

EDUCATION

INDIANA UNIVERSITY
Ph.D., Leisure Behavior
Emphasis on Sport Tourism
Minor in Sport Marketing
Dissertation Topic: Post-Experience Information Effect on Memory of Collegiate Sport Event Experience
Adviser & Dissertation Committee Chair: Dr. Shu Cole
Dissertation Committee Members: Dr. Paul Pedersen, Dr. Bryan McCormick, Dr. Shanker Krishnan
Bloomington, IN
July 2017

INDIANA UNIVERSITY
M.S. in Kinesiology, Major in Sport Management
Bloomington, IN
May 2011

NATIONAL TAIWAN SPORT UNIVERSITY
M.S. in Physical Education, Major in Sport Biomechanics
Thesis Topic: The Exploration of the Mode of Arm Muscle Activation of Elite College Golfers During Swing
Adviser & Thesis Committee Chair: Dr. Wen-Tzu Tang
Taoyuan, Taiwan
June 2006

SOOCHOW UNIVERSITY
BA. in English Literature
Taipei, Taiwan
June 2003

ACADEMIC AND PROFESSIONAL POSITIONS

ST AMBROSE UNIVERSITY
Department of Kinesiology
Assistant Professor of Sport Management
Fall 2020-Present

SOUTHEAST MISSOURI STATE UNIVERSITY
Department of Kinesiology, Nutrition and Recreation
Assistant Professor of Sport Management & Recreation Administration
Fall 2017-Spring 2020

SPORT EVENT DIRECTOR
Fall 2017-Present

- *Supervised SEMO SM 360 sport event management class in planning and manage sport events / tournaments; raised \$ 7,000 in total for supporting SEMO Sport Management Scholarship.*

INDIANA UNIVERSITY
Visiting Lecturer
Fall 2015- Fall 2016

TAI YUAN TEXTILE WOMEN'S BASKETBALL TEAM (Women's Super Basketball League,
Taiwan) January 2008-June 2009
Marketing Assistant

DEPARTMENT OF ENGLISH LITERATURE, SOOCHOW UNIVERSITY, TAIWAN
July 2006-May 2009
Sport/Cultural Event Coordinator
Administrative Assistant

SCHOLARSHIP

Publications:

1. Naaman, K., Wang, W., **Hu, C.**, & Howell, B. (2019). Service-learning in a Tourism, Hospitality, and Event Management Program. *Events and Tourism Review*, 2(2), 88-98.
2. Teng, C. C., **Hu, C. M.**, & Chang, J. H. (2019). Triggering Creative Self-Efficacy to Increase Employee Innovation Behavior in the Hospitality Workplace. *The Journal of Creative Behavior*, 1-14.
3. **Hu, C.** and Cole, S. (2019). The Impacts of Destination Knowledge and Destination Interest on Generation Z's Memory of a New Tourism Destination. *Advances in Hospitality and Leisure*, 15, 145-159.
4. Cole, S., Zhang, Y., Wang, W., & **Hu, C. M.** (2018). The influence of accessibility and motivation on leisure travel participation of people with disabilities. *Journal of Travel & Tourism Marketing*, 1-12.
5. **Hu, C.** and Cole, S. (2016). Comparing expenditure patterns and travel characteristics among NFL fans with different levels of team identification, *Tourism Review International*, 20(1), 3-10.

In-Progress Works:

1. The Influential Factors of Memory of Collegiate Football Experience, targeting Sport Management Review (Under Writing).
2. How Event Familiarity Influences the Reconstruction of the Memory of Sport Event Experience?, targeting Sport Management Review (Under Writing).
3. Motivators and Perceptions of Collegiate Basketball Attendance, targeting Sport Marketing Quarterly (Ready for Data Collection).
4. College Students' Post-Vacation Blues and Coping Behaviors, targeting Leisure Sciences (Under Writing).

Presentations:

1. **Hu, C.**, Cole, S. (2018). Post-experience Information Effect on Memory of Collegiate Football Experience. Presented in Sport Marketing Association Annual Conference, October 24-26, Dallas, TX U.S.A.
2. Xi, W., **Hu, C.**, Cole, S. (2018). College Students' Post-Vacation Blues and Coping Behaviors. Presented in National Recreation and Park Association Annual Conference,

September 25-27, Indianapolis, IN U.S.A.

3. Howell, B., Naaman, K., **Hu, C.** (2018) Student perceptions of service-learning in a tourism, hospitality, and event management academic program: An exploratory study. Presented in 2018 Central CHRIE Federation Conference, April 6 - 7, Ames, IA U.S.A.
4. Wang, W., **Hu, C.**, Cole, S. (2017) Tourist Perceptions of Green Practices and Familiarity with Hotel Eco-labels. Presented in 2017 ICHRIE conference, Baltimore, Maryland, July 26-28.
5. **Hu, C.** and Cole, S. (2016). Investigation of post-experience advertising effect on memory of sport event experience, Presented in Graduate Student Research Workshop at 2016 48th TTRA Annual International Conference, Vail, Colorado, June 13-16.
6. Cole, S., Zhang, Y., **Hu, C.**, and Wang, W. (2015). Impact of perceived benefits of leisure travel on overall life satisfaction of people with ability impairment, Presented in 143 APHA Annual Meeting and Exposition, Chicago, IL, Oct. 31-Nov.4.
7. **Hu, C.** and Cole, S. (2015). The role of destination knowledge and motivation of learning destination information on the impact of recognition memory for new travel destination attributes, Presented in 47th TTRA Annual International Conference, Portland, OR June 15-17.
8. **Hu, C.** and Cole, S. (2014). Applying fan attachment based segmentation to analyze sport tourists expenditure in mega sport event. 2014 World Leisure Congress, Mobile, AL, Sep 7-12.
9. **Hu, C.** and Cole, S. (2013). The exploration of influential factors of sport tourist expenditure in mega sport event. Presented in 45th TTRA Annual International Conference, Kansas City, MO, June 20 - 22.

Invited Guest Speaking:

1. 2019 MCASTA Annual Symposium (9/14/2019)
Topic: Contemporary Sport Marketing Practices
2. Southeast Missouri University: DS 314- Multicultural Design (1/31/2019).
Topic: Taiwanese Culture and Living Habit
3. National Taipei University of Education (12/21/17)
Topic: The study abroad experience and how to prepare the career development.
4. National Taiwan Sport University (12/22/17)
Topic: How the coach science institute help me to polish the interdisciplinary teaching.

GRANTS & AWARDS

1. **Hu, C.** (2019). Provost Summer Research Grant, Southeast Missouri State University. Topic: Motivators of Collegiate Basketball Attendances, \$3000 (Funded).
2. **Hu, C.** (2016). Indiana University School of Public Health Student Travel Grant, \$300 (Funded).
3. **Hu, C.** (2016). Department of Recreation, Park, and Tourism Studies Faculty Travel Grant, \$400 (Funded)
4. **Hu, C.** (2016). Research Grant, Leisure Research Institution, Department of Recreation, Park, and Tourism Studies, Indiana University, \$1000 (Funded)
5. **Hu, C.** (2016). Indiana University School of Public Health Student Travel Grant, \$300

(Funded)

6. **Hu, C.** (2015). Indiana University School of Public Health Student Travel Grant, \$400 (Funded)

7. Graduate Assistantship Funding, Indiana University 2012– 2015; 2016-2017

TEACHING EXPERIENCES

SOUTHEAST MISSOURI STATE UNIVERSITY – Assistant Professor, Graduate Faculty

SM 655 Design and Operation of Sport Related Facilities (Online, QM) SP 18, SP 19

Course Description: This course will examine the current issues related to planning, funding, and operating sporting events and sport/recreation facilities. The course is designed to prepare the prospective and practicing athletic administrator with the knowledge necessary for planning and operating sport and recreation facilities and events.

SM 360 Sport Event Management (Experiential Learning) FA 17, SP 18, FA 18, SP 19, FA 19

Course Description: The purpose of this course is to create an environment that students learn event planning knowledge and techniques and have opportunities to apply course materials to real-world experiences by hosting a real sport event. Students will learn to develop and facilitate sport event planning through the study of a variety of models, including the event development cycle, event planning, budgeting, marketing, public relations, facilitation and evaluation.

SM 455 Sport-Related Venue Design/Operation FA 17, FA 18, FA 19

Course Description: This course is designed to provide students with an orientation into various theories, structural makeup, design, operations, and functions related to managing sport facilities. The course will address facility development, use considerations and auxiliary features that impact the manager's role. In addition, an overview of the foundations of facility management will be presented.

RC 100 Leisure In A Diverse Culture (Online, QM) SP 18, SU 18, SU 19

Course Description: This course is designed to enhance students' understanding of leisure in contemporary society. Students will learn the concepts of leisure and its impact on contemporary culture, diverse populations, and the lives of individuals.

RC 303 Research Method FA 17, FA 18, FA 19

Course Description: This course provides an overview of the processes of research and evaluation as encountered in recreation services. The goals of this course are the development of inquiry skills useful for planning and managing recreation programs. Through executing the real-world research project, students will learn to effectively collect, analyze and interpret information in a variety of ways and make decisions or generalization based on that information.

RC 385 Recreation Facility Management FA 18, FA 19

Course Description: This course is designed to provide students with an orientation into various theories, structural makeup, design, operations and functions related to managing recreational facilities. The course will address facility development, use considerations and auxiliary functions that impact the manager's role. In addition, an overview of the foundations of facility management will be presented.

RC 380 Recreation Programming (Experiential Learning) SP 18, SP 19

Course Description: This course is designed so that students learn techniques of recreation programming and management while applying course materials to real-world experiences through experiential learning. Students will learn to develop and facilitate various functions of recreation programs, including the event/program development cycle, program activity development, planning, budgeting, marketing, public relations, facilitation and evaluation.

RC 230 Recreational Sports (Hybrid) SP 19

Course Description: This course explores and examines the theoretical foundations and basic skills, methods, and techniques necessary for the effective and efficient design and delivery of recreational sport programs in a variety of collegiate, public, quasi-public, and private settings, agencies, and organizations. Throughout this course we explore a variety of recreational sport contexts, such as youth sport, adult and community sport, campus recreational sport, recreational sport in the market sector, global perspectives, and sport for people with disabilities.

INDIANA UNIVERSITY – Visiting Lecturer

R412 Marketing for Leisure Services (Two Sessions) FA 15, SP 16

Course Description: Application of marketing principles to leisure service delivery systems, including procedures for developing marketing plans for leisure service organizations and agencies. Emphasis on organizing and analyzing the marketing process and planning the marketing mix, including product, price, place, and promotion.

R410 Event Planning and Program Development FA 15, SP 16

Course Description: This course is designed so that students learn event planning and programming techniques while applying course materials to real-world experiences through service learning. Students will learn to develop and facilitate event planning and recreation programs through the study of a variety of models including the event/program development cycle. Program activity development, planning, budgeting, marketing, public relations, facilitation, and evaluation will all be addressed within the course and its application to leisure services.

R314 Data-based Decision Making SU 16

Course Description: This course provides an overview of the processes of research and evaluation as encountered in leisure services. The goals of this course are the development of inquiry skills useful for planning and managing leisure programs and services as well as the translation of research studies to programming. Students will learn to effectively collect, analyze and interpret information in a variety of ways and make decisions or generalization based on that information. In addition, they will learn how to use factual evidence to support programming or planning decisions and to document the outcomes of programs being implemented.

INDIANA UNIVERSITY – Associate Instructor

R412 Marketing for Leisure Services FA 14, SP 15, FA 16

Course Description: Application of marketing principles to leisure service delivery systems,

including procedures for developing marketing plans for leisure service organizations and agencies. Emphasis on organizing and analyzing the marketing process and planning the marketing mix, including product, price, place, and promotion.

SERVICES

Southeast Missouri State University services:

- University Commencement Committee Fall 2017-Present

SEMO, College of Education, Health and Human Studies

- College Award Committee SP 2018 – Present

SEMO, Department of Kinesiology, Nutrition and Recreation:

- Coordinator, Student Affairs Committee and Honor Society Fall 2018-Present
- Assistant Professor Search Committee Spring 2018
- Student-Athlete Development Specialist Search Committee Spring 2018
- Retention and Recruitment Committee Spring 2019-Present
- COSMA Accreditation and Program Review Committee Fall 2018-Present
- Assistant Adviser, Sport Management Society Fall 2017-Present
- Sport Management Undergraduate Students Advising Fall 2017 – Present
- Alumni Relations Committee Fall 2019 – Present
- Sport Management Major Academic Adviser 20-25 students / semester

Student Recruiting & Retention Services:

- Participating Show Me Days Fall 2017 – Present
- Participating First-Step New Sport Management Student Orientation Fall 2017 - Present

Professional Services:

- Member, Scholarship Charitable Trust Committee, Missouri Park and Recreation Association 2017 – Present
- Director of Networking, CentralCHRIE 2019 – Present
- Article Reviewer, *KAHPEDRD Journal* 2018-Present
- Member, Award Committee, Central CHRIE Conference 2019
- Article Reviewer, *International Journal of Contemporary Hospitality Management* 2019
- Article Reviewer, *Journal of Hospitality & Tourism Cases* 2019
- Article Reviewer, *Events and Tourism Review* 2018
- Member, Best Paper Committee, Central CHRIE Conference 2018
- Moderator, Session: Paper Presentations D, Central CHRIE Conference 2018
- Moderator, NRPA Research Session: Management, Annual National Recreation and Park Association Conference (NRPA) 2018

Volunteer & Community Services:

- Volunteer Concession Stands Manager: Show Me Center & Houck Stadium
- City of Roses 5K and Half Marathon, Cape Girardeau, MO
- Spaghetti Day, Cape Girardeau, MO
- Annual Nolan Weber Believers 5K/Fun Run/Walk, Jackson, MO
- Steamboat Classic Triathlon, Cape Girardeau, MO
- 2015-2016 TTRA (Travel & Tourism Research Association) Annual International Conference Meeting Planning Volunteer Assistant
- 2012 Super Bowl XLVI Volunteer, Indianapolis, IN
- 2010 NCAA Men's Basketball Final Four Volunteer

PROFESSIONAL ORGANIZATION MEMBERSHIP

- Sport Marketing Association 2017-Present
- North American Society for Sport Management 2017-Present
- Missouri Park & Recreation Association 2017-Present
- National Recreation and Park Association (NRPA) 2011-present
- The Academy of Leisure Services (TALS) 2016-Present
- International Council of Hotel, Restaurant, and Institution Education 2016-present

CERTIFICATIONS

- IHSAA (Indiana High School Athletic Association) certified basketball official
- MSHSAA (Missouri State High School Activities Association) certified basketball official
- Southeast Missouri State University Master Adviser
- Cvent Supplier Network Certification

TRAININGS

Southeast Missouri State University

- SupportNET Training Part II: Office Hours, Appointment Scheduling, and Student Information
- SupportNET Training Part I: General Navigation and Overview
- Fall 2019 Faculty Development Day
- Winter 2019 Faculty Development Day- Breakout Session 2- Intercultural Competence
- Winter 2019 Faculty Development Day - Cultural Responsive Teaching
- Moodle Training: Advanced Quizzes
- Moodle Training: Fresh Moodle Tricks for a Fresh Semester
- It's Okay to say "No": Life of New Professors
- The Hidden Curriculum
- Moodle Training: Beginning Moodle Workshop
- CSTL Teaching Enhancement Workshop
- New Faculty Advisor Training

- Preparing Advisees for Graduate School Admission Workshop
- Master Adviser Workshop

Indiana University

- CITL Teaching Work Shop: Course Planning: Designing Student Activities
- CITL Teaching Work Shop: Preparing of the first day of the class
- CITL New Faculty Orientation
- CITL Service learning coffee hour: Technology as Pedagogical Support for Service-Learning
- CITL Service-Learning Networking Gathering
- CITL Association Instructor Teaching Workshop: "What Happens Next? How to Prepare for Employment in Academic Settings."
- SPH-B Committee on Teaching and Learning pedagogy workshop: Assessment of Student Writing
- CITL Canvas Webinar: Communication Strategies
- CITL Canvas Webinar: Quizzes and Tests
- CITL Canvas Webinar: Assignments and grading