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## **Yao-Chin Wang, Ph.D., MBA, CHIA**

**Assistant Professor**  
**Department of Tourism, Hospitality and Event Management**  
**College of Health and Human Performance**  
**University of Florida**

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### **EDUCATION**

August 2012 – July 2015

**Ph.D. of Human Sciences, Specialization: Hospitality Administration**

School of Hospitality and Tourism Management, Spears School of Business (AACSB-accredited)

Oklahoma State University, Stillwater, Oklahoma, United States

Dissertation Title: A three-component triangular theory of hotel brand love

Dissertation Adviser: Dr. Hailin Qu

Dissertation Committee Members: Dr. Tom Brown, Dr. Jing Yang, and Dr. Yeasun Chung

September 2009 – June 2011

**Master of Business Administration, Major: Human Resource Management**

Graduate Institute of Human Resource Management

National Changhua University of Education, Changhua City, Taiwan

September 2005 – June 2009

**Bachelor of Economics, Minor in Political Science, E-Commerce Program**

Department of Economics, College of Management (AACSB-accredited)

National Chung Cheng University, Chiayi County, Taiwan

### **RESEARCH INTERESTS**

#### **“AI + Mindfulness” in Tourism, Hospitality and Events**

Artificial Intelligence and Technology Experiences: service robot, augmented reality, AI app/device

Management and Organizational Behavior: workplace mindfulness, employee subjective well-being

Marketing and Consumer Behavior: tourist mindfulness, customer mindfulness, branding, experience

### **AWARDS AND HONORS**

March 2019 – December 2021

**Certification in Hotel Industry Analytics (CHIA)**

American Hotel & Lodging Educational Institute (AH&LEI), United States

- 43 undergraduate students received CHIA through my teaching at the University of Florida.
- 91 undergraduate students received CHIA through my teaching at the University of Arkansas.

2021

**Outstanding Reviewer Award of 2020: *Cornell Hospitality Quarterly* (SSCI, IF: 3.646)**

2020

**Best Reviewer Award of 2020: *Journal of Hospitality and Tourism Management* (SSCI, IF: 5.959)**The 31<sup>st</sup> annual CAUTHE (Council for Australasian Tourism and Hospitality Education) Conference

2019

**W. Bradford Wiley Memorial Best Research Paper of the Year Award**

2019 Annual ICHRIE (International Council on Hotel, Restaurant and Institutional Education)

Conference, New Orleans, United States

- This award is given to a superior research publication on a topic relevant to the field of hospitality or tourism management by an ICHRIE member.
- **Wang, Yao-Chin, Qu, Hailin, & Yang, Jing.** (2019). The formation of sub-brand love and corporate brand love in hotel brand portfolios. *International Journal of Hospitality Management*, 77, 375-384. (SSCI, IF: 9.237)

2019

**ICHRIE Research Reports Award**

2019 Annual ICHRIE (International Council on Hotel, Restaurant and Institutional Education)

Conference, New Orleans, United States

- Award sponsored by the School of Hospitality Management at Penn State University
- Title: Effective Hotel Brand Management - Don't forget the role of your employees! (Authors: **Wang, Yao-Chin, & King, Ceridwyn**)

2019

**Third Places: Undergraduate Poster Presentations**The 20<sup>th</sup> Annual Student Presentation Competition, Arkansas Chapter of Gamma Sigma Delta (An Honor Society of Agriculture), Dale Bumpers College of Agricultural, Food and Life Sciences, University of Arkansas

- Cvar, Mackenzie (Major: Hospitality). Virtual reality as a tool for dark tourism: Exploring the longitudinal change of environmental attitude. **Mentor: Yao-Chin Wang. Third Place**
- Human, Catherine (Major: Hospitality). Travel into the past by virtual reality: Enhancing motivations to visit heritage sites in the world. **Mentor: Yao-Chin Wang. Third Place**
- Hanke, Lili (Major: Nutrition). Gaining wine experience and wine knowledge by virtual reality: A three-phase mixed method research. **Mentor: Yao-Chin Wang. Third Place**

2018, 2019

**Faculty Merit Honor Roll: Research****Faculty Merit Honor Roll: Service-Professional**

School of Human Environmental Sciences, University of Arkansas

2018

**Best Reviewer Award: Marketing Track**

2018 Annual ICHRIE (International Council on Hotel, Restaurant and Institutional Education) Conference, Palm Springs, United States

2018

**Outstanding Contribution in Reviewing Award: *Journal of Hospitality and Tourism Cases***

2018 Annual ICHRIE (International Council on Hotel, Restaurant and Institutional Education) Conference, Palm Springs, United States

2018

**Service Learning Designation: HOSP 4613 Festival Management and Analysis  
New Course Development in Fall 2018**

The Service Learning Initiative (SLI), the University of Arkansas Provost Office, the Honors College, and the Division of Student Affairs, University of Arkansas

2017

**Best Conference Paper Award: Human Resources Track**

2017 Annual ICHRIE (International Council on Hotel, Restaurant and Institutional Education) Conference, Baltimore, United States

- Award sponsored by The Hong Kong Polytechnic University
- Title: Hotel employees' brand love and love behaviors: Organizational culture as the moderator (Authors: **Wang, Yao-Chin**, Ryan, Bill, & Yang, Chu-En)

2016

**2016 Emerald Literati Network Awards for Excellence: Highly Commended Paper Award**

- **Wang, Yao-Chin**, & Chung, Yeasun. (2015). Hotel brand portfolio strategy. *International Journal of Contemporary Hospitality Management*, 27(4), 561-584. (SSCI, IF: 6.514)

2016

**The 4<sup>th</sup> Annual Nomination for My Favorite Top Ten Teachers Award**

Xiamen University, China

- Nominated unanimously by undergraduate students of Class Five of the class of 2019 at the School of Management

2015

**Best Paper Award**

The 20<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, United States

- Award sponsored by *Journal of Travel and Tourism Marketing* (SSCI, IF: 7.564)
- Title: The role of ideal-self attainability, face and self-brand congruence in driving consumer behaviors toward restaurant brands (Authors: Huang, Yu-Shan, **Wang, Yao-Chin**, & Kuo, Pei-Juo)

2014

**Oklahoma State University Distinguished Graduate Fellowships**

Graduate College, Oklahoma State University

- \$2,200 grant awarded

2013, 2014

### **Mildred H. and John W. Skinner Graduate Fellowship**

College of Human Sciences, Oklahoma State University

- \$5,000 grant awarded
- Single highest college scholarship of the year granted to a graduate student at School of Hotel and Restaurant Administration

2009

### **Honorary Member of The Phi Tau Phi Scholastic Honor Society**

National Chung Cheng University, Taiwan

- One nomination per department

## PUBLICATIONS

△△△: Advised doctoral student

△△: Advised master student

△: Advised undergraduate student

\*: Denotes corresponding author

IF: 2020 Journal Impact Factor from Journal Citation Reports

### **Book Chapters**

- 1 **Wang, Yao-Chin\***. (working chapter; invitation received on September 23, 2021; first draft due by the end of March 2022). Hospitality and tourism HR and QOL: Building workplace mindfulness. In Muzzo Uysal, M. Joseph Sirgy, & Stefan Kruger (Eds.), *Tourism and Quality-of-Life (QOL) Research II*. Berlin, Germany: Springer.
- 2 Feng, Ruiyu<sup>△</sup>, **Wang, Yao-Chin\***, & Ryan, Bill. (2018). Service experiences at luxury hotels: Business tourists' perspective. In Liping A. Cai & Pooya Alaedini (Eds.), *Quality Services and Experiences in Hospitality and Tourism, Bridging Tourism Theory and Practice*, Volume 9, 181-193. Bingley, UK: Emerald.

### **Research Reports**

- 1 **Wang, Yao-Chin**, & King, Ceridwyn. (2019). Effective hotel brand management - Don't forget the role of your employees! *ICHRIE Research Reports*. **ICHRIE Research Reports Award**

### **Refereed Journal Articles**

**47 journal articles, 29 of which are published at SSCI/SCI journals**, such as *Tourism Management*, *International Journal of Hospitality Management*, *Journal of Retailing and Consumer Services*, *International Journal of Contemporary Hospitality Management*, *Journal of Travel Research*, *Cornell Hospitality Quarterly*, *Journal of Hospitality and Tourism Research*, *Journal of Hospitality Marketing and Management*, *Journal of Destination Marketing and Management*, *Journal of Hospitality and Tourism Management*, and *Service Industries Journal*.

- 1 Chen, Chun-Chu (Bamboo), Han, Jiyoung, & **Wang, Yao-Chin**. (accepted with minor revision). A hotel stay for a respite from work? Examining recovery experience, rumination, and well-being

- among hotel and bed-and-breakfast guests. *International Journal of Contemporary Hospitality Management*. (SSCI, IF: 6.514)
- 2 Yang, Wan, Zhang, Ye, & **Wang, Yao-Chin**. (accepted). Would travel experiences or possessions make us happier?. *Journal of Travel Research*. (SSCI, IF: 10.982)
  - 3 Du, Juan, Ma, Emily, Lin, Xinyue, **Wang, Yao-Chin**. (accepted). Authentic leadership and engaging employees: A moderated mediation model of leader-member exchange and power distance. *Cornell Hospitality Quarterly*. (SSCI, IF: 3.646)
  - 4 Liao, Jo-Chun<sup>ΔΔΔ</sup>, **Wang, Yao-Chin\***, Tsai, Chin-Hsun, & Zhao, Bei. (in press). Gratifications of travel photo sharing (GTPS) on social media: Scale development and cross-cultural validation. *Tourism Analysis*. doi: 10.3727/108354220X15957961104043
  - 5 Chen, Chun-Chu (Bamboo), Chen, Hsiangting, & **Wang, Yao-Chin**. (in press). Cash, credit card, or mobile? Examining customer payment preferences at chain restaurants in Taiwan. *Journal of Foodservice Business Research*. doi: 10.1080/15378020.2021.1934251
  - 6 Hsieh, Yu-Chin (Jerrie), Chen, Ya-Ling, & **Wang, Yao-Chin**. (2021). Government and social trust vs. hotel response efficacy: A protection motivation perspective on hotel stay intention during the COVID-19 pandemic. *International Journal of Hospitality Management*, 97, 102991. (SSCI, IF: 9.237)
  - 7 **Wang, Yao-Chin**, Xu, Shi, & Ma, Emily. (2021). Serve perfectly, being happier: A perfectionistic perspective on customer-driven hotel employee citizenship behavior and well-being. *International Journal of Hospitality Management*, 96, 102984. (SSCI, IF: 9.237)
  - 8 Ma, Emily, **Wang, Yao-Chin\***, & Qu, Hailin. (in press). Reenergizing through angel customers: Cross-cultural validation of customer-driven employee citizenship behavior. *Cornell Hospitality Quarterly*. doi: 10.1177/1938965520981936 (SSCI, IF: 3.646)
  - 9 Lin, Wei-Rong, Chen, Hung-Ming, & **Wang, Yao-Chin\***. (in press). Work-family conflict and psychological well-being of tour leaders: The moderating effect of leisure coping styles. *Leisure Sciences*. doi: 10.1080/01490400.2019.1671253 (SSCI, IF: 2.750)
  - 10 Fu, Xiaoxiao, Lin, Bingna, & **Wang, Yao-Chin\***. (2021). Healthy food exposition attendees' purchasing strategies: A mental budgeting perspective. *International Journal of Contemporary Hospitality Management*, 33(7), 2352-2370. (SSCI, IF: 6.514; Special Issue on Contemporary Issues in Event Management)
  - 11 Fu, Xiaoxiao, Lin, Bingna, **Wang, Yao-Chin\***, & Sun, Yanyan<sup>Δ</sup>. (2021). Memorable boat show experiences: Examining the mechanisms of value and mianzi from the perspective of high-end Chinese attendees. *Journal of China Tourism Research*, 17(3), 415-436.
  - 12 **Wang, Yao-Chin**, Chi, Christina Geng-Qing, & Erkiř, Eren. (2021). The impact of religiosity on political skill: Evidence from Muslim hotel employees in Turkey. *International Journal of Contemporary Hospitality Management*, 33(3), 1059-1079. (SSCI, IF: 6.514)
  - 13 Chang, Janet, Hwang, Pin-Chyuan, **Wang, Yao-Chin\***, & Chen, Chunchun. (2021). Validating novelty-driven serious leisure at aboriginal-themed museums. *International Journal of Hospitality and Tourism Administration*, 22(2), 168-189.
  - 14 **Wang, Yao-Chin**, Chen, Po-Ju, Shi, Huiming, & Shi, Wanxing. (2021). Travel for mindfulness through Zen retreat experience: A case study at Donghua Zen Temple. *Tourism Management*, 83, 104211. (SSCI, IF: 10.967)
  - 15 **Wang, Yao-Chin**, Liu, Chyong-Ru, Huang, Wen-Shiung, & Chen, Shan-Pei. (2020). Destination fascination and destination loyalty: Subjective well-being and destination attachment as mediators. *Journal of Travel Research*, 59(3), 496-511. (SSCI, IF: 10.982)



- 16 Xu, Shengtao<sup>ΔΔ</sup>, **Wang, Yao-Chin\***, Ma, Emily, & Wang, Ruixia<sup>ΔΔ</sup>. (2020). Hotel employees' fun climate at work: Effects on work-family conflict and employee deep acting through a collectivistic perspective. *International Journal of Hospitality Management*, *91*, 102666. (SSCI, IF: 9.237)
- 17 Yang, Chu-En, **Wang, Yao-Chin\***, & Yang, Jing. (2020). Hotel restaurant service employees' sources of positive and negative emotions. *Journal of Quality Assurance in Hospitality & Tourism*, *21*(5), 542-563.
- 18 **Wang, Yao-Chin**, Qu, Hailin, & Yang, Jing. (2020). Love spillover from a hotel sub-brand to its corporate brand: An associative network theory perspective. *Journal of Hospitality and Tourism Management*, *44*, 263-271. (SSCI, IF: 5.959)
- 19 **Wang, Yao-Chin**, Qu, Hailin, Yang, Jing, & Yang, Chu-En. (2020). Leisure-work preference and hotel employees' perceived subjective well-being. *Service Industries Journal*, *40*(1-2), 110-132. (SSCI, IF: 6.539)
- 20 Liu, Chyong-Ru, Chiu, Tsui-Hua, **Wang, Yao-Chin\***, & Huang, Wen-Shiung. (2020). Generation Y's revisit intention and price premium for lifestyle hotels: Brand love as the mediator. *International Journal of Hospitality and Tourism Administration*, *21*(3), 242-264.
- 21 Teng, Chih-Ching, Chih, Chueh, & **Wang, Yao-Chin**. (2020). Decisional factors driving household food waste prevention: Evidence from Taiwanese families. *Sustainability*, *12*(16), 6666. (SSCI/SCI, IF: 3.251)
- 22 Liu, Chyong-Ru, **Wang, Yao-Chin**, Huang, Wen-Shiung, & Tang, Wan-Ching. (2019). Festival gamification: Conceptualization and scale development. *Tourism Management*, *74*, 370-381. (SSCI, IF: 10.967)
- 23 Liu, Chyong-Ru, Lin, Wei-Rong, **Wang, Yao-Chin\***, & Chen, Shan-Pei. (2019). Sustainability indicators for festival tourism: A multi-stakeholder perspective. *Journal of Quality Assurance in Hospitality & Tourism*, *20*(3), 296-316.
- 24 Tsaur, Sheng-Hsiung, **Wang, Yao-Chin**, Liu, Chyong-Ru, & Huang, Wen-Shiung. (2019). Festival attachment: Antecedents and effects on place attachment and place loyalty. *International Journal of Event and Festival Management*, *10*(1), 17-33.
- 25 **Wang, Yao-Chin**, & Lang, Chunmin. (2019). Service employee dress: Effects on employee-customer interactions and customer-brand relationship at full-service restaurants. *Journal of Retailing and Consumer Services*, *50*, 1-9. (SSCI, IF: 7.135)
- 26 Xu, Shengtao<sup>ΔΔ</sup>, **Wang, Yao-Chin\***, & Wen, Han. (2019). A case study of student leadership development: A goal setting perspective. *Journal of Hospitality, Leisure, Sport & Tourism Education*, *24*, 168-177. (SSCI, IF: 1.762)
- 27 **Wang, Yao-Chin**, Yang, Jing, & Yang, Chu-En. (2019). Hotel internal branding: A participatory action study with a case hotel. *Journal of Hospitality and Tourism Management*, *40*, 31-39. (SSCI, IF: 5.959)
- 28 **Wang, Yao-Chin**, Ryan, Bill, & Yang, Chu-En. (2019). Employee brand love and love behaviors: Perspectives of social exchange and rational choice. *International Journal of Hospitality Management*, *77*, 458-467. (SSCI, IF: 9.237)
- 29 **Wang, Yao-Chin**, Qu, Hailin, & Yang, Jing. (2019). The formation of sub-brand love and corporate brand love in hotel brand portfolios. *International Journal of Hospitality Management*, *77*, 375-384. (SSCI, IF: 9.237) **W. Bradford Wiley Memorial Best Research Paper of the Year Award**

- 30 Huang, Yu-Shan, **Wang, Yao-Chin\***, & Kuo, Pei-Juo. (2019). Face gain and face loss in restaurant consumers' brand advocate behaviors. *Journal of Hospitality and Tourism Research*, 43(3), 395-415. (SSCI, IF: 5.161)
- 31 Chen, Chun-Chu (Bamboo), & **Wang, Yao-Chin**. (2019). Perceptions of travel importance, benefits, and constraints in predicting travel behavior: A cross-cultural comparison of leisure travel. *Tourism Review International*, 23(1-2), 1-12.
- 32 Liu, Chyong-Ru, **Wang, Yao-Chin\***, Chiu, Tsui-Hua, & Chen, Shan-Pei. (2018). Antecedents and outcomes of lifestyle hotel brand attachment and love: The case of Gen Y. *Journal of Hospitality Marketing and Management*, 27(3), 281-298. (SSCI, IF: 7.022)
- 33 **Wang, Yao-Chin**, Chen, Chun-Chu (Bamboo), Lin, Yueh-Hsiu, & Ryan, Chris. (2018). The role of guanxi in Chinese tourists' destination loyalty. *Tourism Review International*, 22(3), 199-212.
- 34 Liu, Chyong-Ru, **Wang, Yao-Chin\***, Huang, Wen-Shiung, & Chen, Shan-Pei. (2017). Destination fascination: Conceptualization and scale development. *Tourism Management*, 63, 255-267. (SSCI, IF: 10.967)
- 35 Tsai, Chen-Tsang (Simon), & **Wang, Yao-Chin\***. (2017). Experiential value in branding food tourism. *Journal of Destination Marketing and Management*, 6(1), 56-65. (SSCI, IF: 6.952)
- 36 **Wang, Yao-Chin**, & Tsai, Chen-Tsang (Simon). (2017). Feeling better when buying more? Harmonious passion and obsessive passion in online food group buying. *British Food Journal*, 119(6), 1263-1275. (SCI, IF: 2.518)
- 37 Chang, Janet, **Wang, Yao-Chin\***, & Lin, Tzu Lien. (2017). The impact of travel brochures on perceptions of authenticity at aboriginal tourist sites. *Tourism Analysis*, 22(4), 551-562.
- 38 **Wang, Yao-Chin**, Cai, Ruiying, Yang, Chu-En, & Qu, Hailin. (2015). Coping strategy in hospitality internship: A mixed method approach. *Journal of Hospitality and Tourism Education*, 27(1), 10-19.
- 39 **Wang, Yao-Chin**, Yang, Jing, & Yang, Chu-En. (2015). Hotel internal branding: A case of Tempus Hotel Taichung. *Journal of Hospitality and Tourism Cases*, 4(3), 50-60.
- 40 **Wang, Yao-Chin**, & Chung, Yeasun. (2015). Hotel brand portfolio strategy. *International Journal of Contemporary Hospitality Management*, 27(4), 561-584. (SSCI, IF: 6.514) ***Emerald Literati Network Awards for Excellence: Highly Commended Paper Award***
- 41 Ozturk, Ahmet Bulent, Hancer, Murat, & **Wang, Yao-Chin**. (2014). Interpersonal trust, organizational culture and turnover intention in hotels: A cross level perspective. *Tourism Analysis*, 19(2), 139-150.
- 42 Chen, Chun-Chu, **Wang, Yao-Chin**, Lin, Yueh-Hsiu, & Jiang, Jingxian "Kelly". (2014). Segmenting Taiwanese tourists to China by ethnic identity and generation. *Journal of Vacation Marketing*, 20(2), 181-191. (SSCI, IF: 3.525)
- 43 Tsai, Chi-Tung, Tseng, Wen-Wei, & **Wang, Yao-Chin**. (2012). When do procedural and distributive justice interact to influence contextual performance. *International Journal of Knowledge, Culture and Change Management*, 11(4), 87-106.
- 44 Liu, Chyong-Ru, Lin, Wei-Rong, & **Wang, Yao-Chin**. (2012). From destination image to destination loyalty: Evidence from recreation farms in Taiwan. *Journal of China Tourism Research*, 8(4), 431-449.
- 45 Liu, Chyong-Ru, Lin, Wei-Rong, & **Wang, Yao-Chin**. (2012). Relationship between self-congruity and destination loyalty: Differences between first-time and repeat visitors. *Journal of Destination Marketing and Management*, 1(1-2), 118-123. (SSCI, IF: 6.952)

- 46 Yang, Chu-En, **Wang, Yao-Chin**, & Wu, Po-Hsien. (2011). How to involve hotel brand into hotel services: The birth and passing down of role model. *Journal of Tatung Institute of Commerce and Technology*, 19, 41-58. In Chinese
- 47 **Wang, Yao-Chin**, Lin, Wei-Rong, Yeh, Pi-Hua, & Liu, Chyong-Ru. (2011). The role of destination image in formation of destination loyalty at leisure farm: Difference between first-time and repeat visitors. *International Journal of Agricultural Travel and Tourism*, 2(2), 106-121.

### Manuscripts Under Review at Refereed Journals

- 1 Wang, Jingya<sup>ΔΔ</sup>, **Wang, Yao-Chin\***, Zhang, Lu, & Fu, Rachel J.C. Booth attractiveness: Scale development and model testing from a mental budgeting perspective. *Journal of Hospitality and Tourism Research*. (SSCI, IF: 5.161; under 3<sup>rd</sup> revision)
- 2 Teng, Chih-Ching, **Wang, Yao-Chin\***, & Chuang, Ching-Ju. Food choice motives and dining-out leftover preventing behavior: Integrated perspectives of planned behavior and norm activation. *International Journal of Hospitality Management*. (SSCI, IF: 9.237; under 2<sup>nd</sup> review)
- 3 Ma, Emily, **Wang, Yao-Chin**, Xu, Shi, & Wang, Danni. Clarifying the multi-order multidimensional structure of organizational citizenship behavior: A cross-cultural validation. *Journal of Hospitality and Tourism Management*. (SSCI, IF: 5.959; under 2<sup>nd</sup> review)
- 4 Ma, Emily, Du, Juan, Xu, Shi, **Wang, Yao-Chin**, & Lin, Xinyue. When proactive employees meet autonomy of work-A moderated mediation model based on agency theory and job characteristics theory. *International Journal of Hospitality Management*. (SSCI, IF: 9.237; under 2<sup>nd</sup> review)
- 5 Liu, Chyong-Ru, Kuo, Tonny Meng-Lun, **Wang, Yao-Chin\***, Shen, Ya-Ju, Chen, Shan-Pei, & Hong, Jia-Wen. Perceived luxurious values and pay a price premium for Michelin-starred restaurants: A sequential mediation model with self-expansion and customer gratitude. *International Journal of Hospitality Management*. (SSCI, IF: 9.237; under 1<sup>st</sup> revision)
- 6 **Wang, Yao-Chin**, Tsai, Yi-Lin, & Fu, Rachel J.C. Pipeline speed of chain-branded hotels in the U.S.: A competitive dynamics perspective. *International Journal of Hospitality Management*. (SSCI, IF: 9.237; under 1<sup>st</sup> revision)
- 7 **Wang, Yao-Chin**, Chen, Han, Ryan, Bill, Troxtel, Courtney<sup>ΔΔ</sup>, & Cvar, Mackenzie<sup>Δ</sup>. Hotel general managers' brand love: A thematic analysis. *International Journal of Contemporary Hospitality Management*. (SSCI, IF: 6.514)
- 8 Liu, Chyong-Ru, Kuo, Tonny Meng-Lun, **Wang, Yao-Chin\***, Chen, Hsuan, & Tsui, Cheng-Hsiung. Five-senses memorable dining experience: Conceptualization and scale development. *Journal of Business Research*. (SSCI, IF: 7.550)
- 9 **Wang, Yao-Chin**, Chung, Yu-Shan, Lin, Cheng-Kuan, & Chen, Po-Ju. Using YouTube meditation videos to boost mindfulness and occupational health during the COVID-19 pandemic. *Computers in Human Behavior*. (SSCI, IF: 6.829)
- 10 **Wang, Yao-Chin**, Ma, Emily, Xu, Shi, & Xu, Fengzeng. Utilize OCB-C driven learning mechanism to empower employees as good citizens: A social learning perspective. *Cornell Hospitality Quarterly*. (SSCI, IF: 3.646)
- 11 Xu, Shi, **Wang, Yao-Chin\***, & Ma, Emily. A workplace-driven model on the formation of OCB-C: Perspectives of social exchange theory and agency theory. *International Journal of Contemporary Hospitality Management*. (SSCI, IF: 6.514)
- 12 Ma, Emily, Yang, Huijun, **Wang, Yao-Chin\***, & Song, Hanqun. Building restaurant customers' technology readiness through robot-assisted experiences at multiple product levels. *Tourism Management*. (SSCI, IF: 10.967)



## Refereed Conference Publications

**71** refereed conference articles, including **45** oral presentations and **26** poster presentations, at national and international conferences such as the Annual ICHRIE (International Council on Hotel, Restaurant and Institutional Education) Conference, Annual Conference of the ISTTE (International Society of Travel and Tourism Educators), and Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism.

### Refereed Conference Proceedings and Oral Presentations

- 1 **Wang, Yao-Chin**, Chen, Po-Ju, Megehee, Carol, & Woodside, Arch. (2019). Service breakdown prevention and consumer well-being: A mindfulness perspective, 2019 AMA (American Marketing Association) Summer Academic Conference, Chicago, United States; August 9-11.
- 2 **Wang, Yao-Chin**. (2019). The SHE model: Theory building for place attachment, 2019 ICHRIE Conference, New Orleans, United States; July 24-26.
- 3 **Wang, Yao-Chin**, Chen, Po-Ju, & Shi, Hui-Ming. (2019). Buddhist Zen meditation: A case study of practicing mindfulness at Donghua Zen Temple as Zen tourism, China Tourism Forum 2019, Philadelphia, United States; July 21-22.
- 4 Liu, Chyong-Ru, **Wang, Yao-Chin**, Huang, Wen-Shiung, & Tang, Wan-Ching. (2019). Festival gamification: Conceptualization and scale development, The 21<sup>st</sup> International Conference on International Tourism, Hospitality and Event Management, London, United Kingdom; January 21-22.
- 5 Troxtel, Courtney<sup>ΔΔ</sup>, **Wang, Yao-Chin**, & Hamm, Dede. (2019). Event managers' fashion leadership: A social learning theory perspective on event employee behaviors, The 24<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, United States; January 3-5.
- 6 **Wang, Yao-Chin**. (2018). Service learning in festival management and analysis: A case at War Eagle Fair, The 4<sup>th</sup> Hospitality Teaching & Learning Conference, Denton, United States; November 21-22.
- 7 Liao, Jo-Chun<sup>ΔΔΔ</sup>, **Wang, Yao-Chin**, & Tsai, Chin-Hsun. (2018). Gratifications of travel photo sharing on social media: Scale development and cross-cultural validation, 2018 EuroCHRIE Conference, Dublin, Ireland; November 6-9.
- 8 **Wang, Yao-Chin**. (2018). A theory of loyalty matrix for hotel brands, 2018 ICHRIE Conference, Palm Springs, United States; July 25-27.
- 9 Liu, Chyong-Ru, **Wang, Yao-Chin**, Huang, Wen-Shiung, & Chen, Shan-Pei. (2018). Destination fascination and destination loyalty: Subjective well-being and destination attachment as mediators, 2018 International Conference on Hospitality, Leisure, Sports, and Tourism, Sapporo, Japan; January 30-February 1.
- 10 **Wang, Yao-Chin**, Ryan, Bill, & Yang, Chu-En. (2017). Hotel employees' brand love and love behaviors: Organizational culture as the moderator, 2017 ICHRIE Conference, Baltimore, United States; July 26-28. *Best Conference Paper Award in Human Resources Track*
- 11 **Wang, Yao-Chin**, Qu, Hailin, & Yang, Jing. (2017). Love spillover from a hotel sub-brand to its corporate brand: A three-way interaction model, 2017 ICHRIE Conference, Baltimore, United States; July 26-28.

- 12 **Wang, Yao-Chin**, Qu, Hailin, & Yang, Jing. (2017). Antecedents and outcomes of hotel brand love: Baby boomer vs. generation X customers, The 15<sup>th</sup> APacCHRIE Conference, Bali, Indonesia; May 31-June 2.
- 13 Yang, Chu-En, **Wang, Yao-Chin**, Ryan, Bill, & Tsai, Chi-Tung. (2017). Effects of employee brand love on supportive voice behavior, helping behavior, and forgiveness behavior: Comparing hotel employees in the U.S. and Taiwan, The 15<sup>th</sup> APacCHRIE Conference, Bali, Indonesia; May 31-June 2.
- 14 Liu, Chyong-Ru, Chiu, Tsui-Hua, **Wang, Yao-Chin**, & Huang, Wen-Shiung. (2017). Generation Y's visit more and pay more for lifestyle hotels: Brand love as the mediator, 2017 International Symposium on Business and Management, Kyoto, Japan; April 4-6.
- 15 Xu, Shengtao<sup>ΔΔ</sup>, **Wang, Yao-Chin**, & Wang, Ruixia<sup>ΔΔ</sup>. (2017). Chinese hotel employees' face and three-component fun climate at work: Effects on work and family domains, The 22<sup>nd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, United States; January 5-7.
- 16 Wang, Jingya<sup>ΔΔ</sup>, **Wang, Yao-Chin**, & Huang, Haiyu. (2017). Booth released psychological stimuli and impulse buying: Perspective of the theory of mental budgeting, The 22<sup>nd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, United States; January 5-7.
- 17 Wang, Jingya<sup>ΔΔ</sup>, **Wang, Yao-Chin**, & Huang, Haiyu. (2016). Making your booth a magnet: Scale development for booth attractiveness, The 35<sup>th</sup> Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
- 18 Xu, Shengtao<sup>ΔΔ</sup>, **Wang, Yao-Chin**, & Wang, Ruixia<sup>ΔΔ</sup>. (2016). Relational orientation and fun climate: Chinese hotel employees' perspective, The 35<sup>th</sup> Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
- 19 Liu, Chyong-Ru, **Wang, Yao-Chin**, Huang, Wen-Shiung, & Chen, Shan-Pei. (2016). Enhancing brand passion toward rural restaurants: Developing physical environment, managerial environment, and psychological environment, The 14<sup>th</sup> Cross-Strait Leisure Industry and Rural Tourism Conference, Nantou, Taiwan; September 21-22. (In Chinese)
- 20 **Wang, Yao-Chin**, Qu, Hailin, & Yang, Jing. (2016). Three components of brand love and outcomes: Moderating effects of public self-consciousness, 2016 ICHRIE Conference, Dallas, United States; July 20-22.
- 21 Liu, Chyong-Ru, **Wang, Yao-Chin**, Huang, Wen-Shiung, & Chen, Shan-Pei. (2016). Destination fascination: Conceptualization and scale development, 2016 ICHRIE Conference, Dallas, United States; July 20-22.
- 22 **Wang, Yao-Chin**, Ryan, Bill, & Yang, Chu-En. (2016). Hotel managers' brand love and health, The 6<sup>th</sup> Advances in Hospitality and Tourism Marketing & Management, Guangzhou, China; July 14-17.
- 23 **Wang, Yao-Chin**, Qu, Hailin, & Yang, Jing. (2016). Moderating effects of customer involvement on dual-path outcomes of hotel sub-brand love, The 6<sup>th</sup> Advances in Hospitality and Tourism Marketing & Management, Guangzhou, China; July 14-17.
- 24 Sun, Yanyan<sup>Δ</sup>, **Wang, Yao-Chin**, & Fu, Xiaoxiao. (2016). Memorable experiences at boat show and effects on perceived value and intention, The 6<sup>th</sup> Advances in Hospitality and Tourism Marketing & Management, Guangzhou, China; July 14-17.
- 25 Ding, Yuxin<sup>Δ</sup>, **Wang, Yao-Chin**, & Su, Ching-Hui (Joan). (2016). Service interactions at high-contact exhibition booths, The 6<sup>th</sup> Advances in Hospitality and Tourism Marketing & Management, Guangzhou, China; July 14-17.

- 26 Liu, Chyong-Ru, Chiu, Tsui-Hua, **Wang, Yao-Chin**, & Chen, Shan-Pei. (2016). Brand love for lifestyle hotels: A generation Y perspective, International Sustainable Development Business and Tourism Research Conference, Boston, United States; June 30-July 2.
- 27 **Wang, Yao-Chin**, Qu, Hailin, Yang, Jing, & Yang, Chu-En. (2015). Leisure-work preference and hotel employees' perceived subjective well-being: An exploratory mixed method, The 20<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, United States; January 8-10.
- 28 **Wang, Yao-Chin**, & Caniglia, Beth. (2015). Chairmanship in knowledge sharing among multistakeholders in sustainable tourism: Case of United Nations Commission on Sustainable Development, The 20<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, United States; January 8-10.
- 29 Huang, Yu-Shan, **Wang, Yao-Chin**, & Kuo, Pei-Juo. (2015). The role of ideal-self attainability, face and self-brand congruence in driving consumer behaviors toward restaurant brands, The 20<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, United States; January 8-10. *Best Paper Award*
- 30 Huang, Yu-Shan, **Wang, Yao-Chin**, & Kuo, Pei-Juo. (2014). Positive WOM and negative avoidance on social media: The role of actual and ideal self-brand congruence, Society of Marketing Advance conference, New Orleans, United States; November 4-8.
- 31 **Wang, Yao-Chin**, & Chung, Yeasun. (2014). Hotel brand portfolio strategy, The 19<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, United States; January 3-5.
- 32 **Wang, Yao-Chin**, Yang, Jing, & Yang, Chu-En. (2014). Internal branding in hotel industry: An action research approach, The 19<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, United States; January 3-5.
- 33 Tsai, (Simon) Chen-Tsang, & **Wang, Yao-Chin**. (2013). What leads to customer value and behavioral intention in chain restaurants: The role of brand equity, The 19<sup>th</sup> Asia Pacific Tourism Association Annual Conference, Bangkok, Thailand; July 1-4.
- 34 **Wang, Yao-Chin**, Chen, Chun-Chu, & Lin, Yueh-Hsiu. (2013). The intention to maintain guanxi in destination choice: Exploring Chinese tourists' loyalty toward Taiwan, 2013 China Tourism and China Hotel-Branding Forum, Hong Kong, China; May 16-18.
- 35 Scott-Halsell, Sheila, **Wang, Yao-Chin**, & Ryan, Bill. (2013). Socio-cultural adaption for studying abroad: Perspectives of Chinese and European students studying in the U.S., The 11<sup>th</sup> APacCHRIE Conference, Macau, China; May 21-24.
- 36 **Wang, Yao-Chin**, Cai, Ruiying, Yang, Chu-En, & Qu, Hailin. (2013). A longitudinal study of the coping strategy in hospitality internship, The 11<sup>th</sup> APacCHRIE Conference, Macau, China; May 21-24.
- 37 **Wang, Yao-Chin**, Chen, Chun-Chu, & Lin, Yueh-Hsiu. (2013). What motivates Chinese tourists to visit Taiwan? The application of Guanxi in an integrated model, The 3<sup>rd</sup> Advances in Hospitality and Tourism Marketing & Management, Taipei, Taiwan; June 25-30.
- 38 **Wang, Yao-Chin**, Yang, Chu-En, Chen, Kun-Fu, & Wang, Chih-Hung. (2013). Affect mechanism and coping strategy of hotel employee: An integrated perspective, World Convention on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013, Bangkok, Thailand; May 25-28.
- 39 **Wang, Yao-Chin**, Qu, Hailin, Tsai, Chi-Tung, Tseng, Wen-Wei, & Yang, Chu-En. (2013). Leisure satisfaction, job satisfaction and subjective well-being: The moderating effects of leisure

- preference and work preference, The 18<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, United States; January 3-5.
- 40 Tsai, Chi-Tung, Tseng, Wen-Wei, & **Wang, Yao-Chin**. (2011). When do procedural and distributive justice interact to influence contextual performance, The 11<sup>th</sup> International Conference on Knowledge, Culture and Change in Organizations, Madrid, Spain; June 15-17.
- 41 Liu, Chyong-Ru, **Wang, Yao-Chin**, Lin, Wei-Rong, & Liao, Pao-Chen. (2011). Effects of cognitive and affective image on behavioral intention: Destination personality and self-congruity as mediators, The 9<sup>th</sup> APacCHRIE Conference, Hong Kong, China; June 2-5.
- 42 **Wang, Yao-Chin**, Lin, Wei-Rong, Yeh, Pi-Hua, & Liu, Chyong-Ru. (2011). The role of destination image in formation of destination loyalty at leisure farm: Visiting times as moderator, The 7<sup>th</sup> Biennial Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure, Chiang Mai, Thailand; May 24-27.
- 43 **Wang, Yao-Chin**, & Tsai, Chi-Tung. (2010). How to involve hotel brand into hotel services: The birth and pass down of role model, 2010 Annual Conference of Chinese Tourism Management Association, Nantou, Taiwan; December 18. (In Chinese)
- 44 Liu, Chyong-Ru, Lin, Wei-Rong, & **Wang, Yao-Chin**. (2010). How does destination image influence self-congruity, destination personality, and destination loyalty: Evidence from Taiwan's leisure farming, Symposium on Tourism Innovation & Destination Branding, Taipei, Taiwan; October 25.
- 45 Liu, Chyong-Ru, & **Wang, Yao-Chin**. (2010). Establishing sustainability indicators for festival tourism: A case study of Taiwan Lantern Festival, 2010 Asia Tourism Forum, Hualien, Taiwan; May 6-9.

#### Refereed Conference Poster Presentations

- 1 Su, Ching-Hui (Joan), **Wang, Yao-Chin**, Tsai, Chin-Hsun (Ken), & Sanders, Eulanda. (2019). Wedding aesthetics: Conceptualization, scale development, and model testing, 2019 ICHRIE Conference, New Orleans, United States; July 24-26.
- 2 Teng, Chih-Ching, & **Wang, Yao-Chin**. (2019). A religious perspective on food waste prevention, 2019 Asia Pacific Tourism Association (APTA) Annual Conference, Danang, Vietnam; July 1-4.
- 3 Teng, Chih-Ching, & **Wang, Yao-Chin**. (2019). Bright and dark sides of culture in food waste: A cross-cultural comparison, 2019 APacCHRIE & EuroCHRIE Joint Conference cum 4<sup>th</sup> Global Tourism and Hospitality Conference, Hong Kong, China; May 22-25.
- 4 Teng, Chih-Ching, & **Wang, Yao-Chin**. (2019). The formation of personal food waste practices: Examining the mechanism of family, 2019 International Conference on Hospitality, Tourism, and Leisure (ICHTL), Taipei, Taiwan; May 3-4.
- 5 Cvar, Mackenzie<sup>Δ</sup>, Hanke, Lili<sup>Δ</sup>, Human, Catherine<sup>Δ</sup>, & **Wang, Yao-Chin**. (2019). Virtual reality as a tool for dark tourism: Exploring the longitudinal change of environmental attitude, The 24<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, United States; January 3-5.
- 6 Hanke, Lili<sup>Δ</sup>, Cvar, Mackenzie<sup>Δ</sup>, Human, Catherine<sup>Δ</sup>, & **Wang, Yao-Chin**. (2019). Gaining wine experience and wine knowledge by virtual reality: A three-phase mixed method research, The 24<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, United States; January 3-5.
- 7 Human, Catherine<sup>Δ</sup>, Cvar, Mackenzie<sup>Δ</sup>, Hanke, Lili<sup>Δ</sup>, & **Wang, Yao-Chin**. (2019). Travel into the past by virtual reality: Enhancing motivations to visit heritage sites in the world, The 24<sup>th</sup>



- Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, United States; January 3-5.
- 8 **Wang, Yao-Chin**, & Lobat, Siahmakoun. (2018). Hospitality students' cross-cultural course experiences, cultural intelligence, and attitudes toward cross-cultural working environments, 2018 ICHRIE Conference, Palm Springs, United States; July 25-27.
  - 9 Troxtel, Courtney<sup>Δ</sup>, & **Wang, Yao-Chin**. (2018). Event employees' innovative behavior: Effects of event managers' fashion leadership and organizational climate, The 17<sup>th</sup> Asia Pacific Forum (APF) for Graduate Students Research in Tourism, Honolulu, United States; May 16-18.
  - 10 Hamm, Dede, **Wang, Yao-Chin**, & Way, Kelly A. (2018). Event safety climate: Conceptualization and scale development, The 17<sup>th</sup> Asia Pacific Forum (APF) for Graduate Students Research in Tourism, Honolulu, United States; May 16-18.
  - 11 Xu, Shengtao<sup>ΔΔ</sup>, **Wang, Yao-Chin**, & Wen, Han. (2017). From servants to leaders: Exploring the longitudinal process of student supervisors at a teaching café, The 36<sup>th</sup> Annual Conference of the ISTTE, Charleston, United States; October 15-17.
  - 12 **Wang, Yao-Chin**, & Lang, Chunmin. (2017). Employee-customer interactions and affective commitment at full-service restaurants: Service employees' dress as the driver, 2017 ICHRIE Conference, Baltimore, United States; July 26-28.
  - 13 Zou, Shufang<sup>Δ</sup>, & **Wang, Yao-Chin**. (2016). Desire for sexual attraction and beautification desire in the spa purchase process, The 35<sup>th</sup> Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
  - 14 Wang, Yanan<sup>Δ</sup>, & **Wang, Yao-Chin**. (2016). Antecedents and outcomes of children's social skills in family tourism, The 35<sup>th</sup> Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
  - 15 Feng, Ruiyu<sup>Δ</sup>, & **Wang, Yao-Chin**. (2016). Outcomes of business travelers' perceived service experiences at luxury hotels, The 35<sup>th</sup> Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
  - 16 Wang, Chia-I<sup>Δ</sup>, & **Wang, Yao-Chin**. (2016). Risk identification, risk evaluation, and risk response at hotel firms: Environmental scanning intensity and training offered by the firms as the moderators, The 35<sup>th</sup> Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
  - 17 Ding, Yuxin<sup>Δ</sup>, & **Wang, Yao-Chin**. (2016). Three-component motivation for sport tourism and effects on harmonious passion and sports involvement, The 35<sup>th</sup> Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
  - 18 **Wang, Yao-Chin**, Ryan, Bill, Washburn, Isaac, & Yang, Chu-En. (2016). Social identity on supervising employee brand love: Parenting style and age gap as moderators, 2016 ICHRIE Conference, Dallas, United States; July 20-22.
  - 19 **Wang, Yao-Chin**, Yang, Jing, & Ding, Li. (2014). Competitor analysis for hotel brands: A strategic-group approach, 2014 ICHRIE conference, San Diego, United States; July 30-August 1.
  - 20 **Wang, Yao-Chin**, Shirsat, Abhijeet, & Leong, Jerrold. (2013). Storytelling ability: Conceptual framework and application in hospitality industry, 2013 ICHRIE Conference, St. Louis, United States; July 24-27.
  - 21 Ozturk, Ahmet Bulent, Hancer, Murat, & **Wang, Yao-Chin**. (2013). Reducing turnover intention: A cross level perspective, 2013 ICHRIE Conference, St. Louis, United States; July 24-27.
  - 22 **Wang, Yao-Chin**, Tsai, Chin-Hsun, & Qu, Hailin. (2013). Tourism branding in Asia: Comparative analysis in brand communication among 10 brands, 2013 ICHRIE Conference, St. Louis, United States; July 24-27.



- 23 **Wang, Yao-Chin**, Yang, Chu-En, & Hancer, Murat. (2013). Rating behavior in hotel rating system: Role play vs. improvisation, The 11<sup>th</sup> APacCHRIE Conference, Macau, China; May 21-24.
- 24 **Wang, Yao-Chin**, Yieh, Kaili, Qu, Hailin, & Yang, Chu-En. (2013). The role of subjective well-being in relationship marketing, The 18<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, United States; January 3-5.
- 25 Tsai, Chi-Tung, Tseng, Wen-Wei, & **Wang, Yao-Chin**. (2011). The interactive effect of distributive and procedural justice on service quality: The moderating role of organizational crisis management, 2011 ICHRIE Conference, Denver, United States; July 27-30.
- 26 **Wang, Yao-Chin**, & Hung, Tsang-Kai. (2011). How do exchange rates exchange tourism arrivals: Case of Taiwan's international inbound, 2011 International Conference on Sustainable Development, Innovation and Education of Hospitality, Tourism and Leisure, Taipei, Taiwan; May 6-7.

## GRANTS

### Pending and Working Grant Proposals

- 1 An artificial intelligence (AI) approach to mindfulness: Immersive human-environmental interactions on nature sounds, natural destinations, and guided meditation (January 1, 2022 – December 31, 2022), UFII (UF Informatics Institute) SEED Funding, **PI: Yao-Chin Wang**, Co-PIs: Sabine Grunwald and Sharon Lynn Chu, \$39,876.96
- 2 Facilitating Education in AI/Data Analytics for Tourism and Hospitality: Interactive Seminars and Practicums (January 1, 2022 – September 22, 2022), U.S.-Russia Virtual University Partnerships Program (UniVIP) 2021-22, American Councils for International Education, **PI: Svetlana Stepchenkova**, **Co-PIs: Andrei Kirilenko, Yao-Chin Wang**, and Oscar (Hengxuan) Chi, \$9,999
- 3 Mindfulness-assisted AI-STEM undergraduate education (September 1, 2022 – August 31, 2025), Improving Undergraduate STEM Education: Education and Human Resources (IUSE: EHR), National Science Foundation, **PI: Yao-Chin Wang**, Co-PIs: Sabine Grunwald, Ana Puig, Lilianny Virgüez, and Kim Holton, Collaborators: David L. Reed (Associate Provost for Strategic Initiatives), Angela S. Lindner (Associate Provost for Undergraduate Affairs), Pavlo (Pasha) Antonenko (Director, Neuroscience Applications for Learning Lab). \$299,993 (working proposal; will be submitted before January 19, 2022)

### Funded: Principal Investigator (PI) / Co-PI

- 1 Research start-up fund for a PhD level research assistant (August 16, 2021 – August 15, 2024), Department of Tourism, Hospitality and Event Management, College of Health and Human Performance, University of Florida, **PI: Yao-Chin Wang**, \$53,539
- 2 Research start-up fund (August 16, 2021 – June 30, 2024), Department of Tourism, Hospitality and Event Management, College of Health and Human Performance, University of Florida, **PI: Yao-Chin Wang**, \$20,000
- 3 Five-senses dining experience for table-on-farm events: Scale development and relationship with place love (January 1, 2021 – December 31, 2021), Chung-Cheng Agriculture Science & Social Welfare Foundation, Taiwan, **Co-PIs: Yao-Chin Wang** and Chyong-Ru Liu, NT \$200,000 (US \$6,667)

- 4 Festival management and analysis at War Eagle Fair (September 1, 2018 – May 31, 2020), Student Success Grants, Teaching and Faculty Support Center, University of Arkansas, **PI: Yao-Chin Wang, \$1,750**
- 5 Service learning for HESC 455V Festival Management and Analysis (March 27, 2018 – June 30, 2018), Service Learning Initiative, University of Arkansas, **PI: Yao-Chin Wang, \$1,000**
- 6 Multi-sensory experiences at festivals and events: Creativity, co-creation, storytelling, gamification, and meaning (July 1, 2018 – June 30, 2020), Start-Up Funds from the Office of the Vice Provost for Research and the Dale Bumpers College of Agricultural, Food and Life Sciences at University of Arkansas, **PI: Yao-Chin Wang, \$44,562.87**
- 7 Hospitality brand love: Examining mechanisms of brand love formation from consumers' and employees' perspectives (July 17, 2017 – June 30, 2018), Start-Up Funds from the Office of the Vice Provost for Research and the Dale Bumpers College of Agricultural, Food and Life Sciences at University of Arkansas, **PI: Yao-Chin Wang, \$30,437.13**
- 8 Enhancing brand passion toward rural restaurants: Developing physical environment, managerial environment, and psychological environment (January 1, 2016 – December 31, 2016), Chung-Cheng Agriculture Science & Social Welfare Foundation, Taiwan, **Co-PIs: Yao-Chin Wang and Chyong-Ru Liu, NT \$200,000 (US \$6,667)**
- 9 A three-component triangular theory of hotel brand love (April 14, 2015 – July 31, 2015), Center for Hospitality and Tourism Research, Oklahoma State University, **PI: Yao-Chin Wang, \$500**

#### **Funded: Team Member**

- 1 Memorable five-senses dining experience: Scale development and model testing using a role theory perspective (August 1, 2020 – July 31, 2021), Ministry of Science and Technology, Taiwan, PI: Chyong-Ru Liu, NT \$973,000 (US \$32,434)
- 2 Education for the formation and prevention of food waste: Perspectives of family and religion (August 1, 2019 – July 31, 2021), Ministry of Science and Technology, Taiwan, PI: Chih-Ching Teng, NT \$2,012,000 (US \$67,067)
- 3 Destination fascination: Scale development and model testing (August 1, 2015 – July 31, 2017), Ministry of Science and Technology, Taiwan, PI: Chyong-Ru Liu, NT \$1,255,000 (US \$41,833)
- 4 Brand love toward lifestyle hotel brands: Generation Y as the target market (August 1, 2014 – July 31, 2015), Ministry of Science and Technology, Taiwan, PI: Chyong-Ru Liu, NT \$573,000 (US \$19,100)
- 5 Reexamining cost control and auditing system in the hospitality industry (August 1, 2014 – July 31, 2015), Ministry of Science and Technology, Taiwan, PI: Chen-Tsang (Simon) Tsai, NT \$676,000 (US \$22,533)
- 6 Establishing and modeling hotel customer equity: Comparison between Chinese hotels and Taiwanese hotels (August 1, 2011 – July 31, 2012), National Science Council, Taiwan, PI: Chyong-Ru Liu, NT \$432,000 (US \$14,400)
- 7 Destination personality, self-congruity and destination choice: Case of leisure farms (August 1, 2010 – July 31, 2011), National Science Council, Taiwan, PI: Chyong-Ru Liu, NT \$368,000 (US \$12,267)

#### **Funded Student Grant Proposals**

- 1 Enhancing place attachment through augmented reality: Bright and dark sides of Pokémon GO (January 1, 2019 – December 1, 2019), Undergraduate Research Grant, Office of Undergraduate

Research (OUR), Office of the Vice Chancellor for Research and Innovation (VCRI), University of Arkansas, PI: Lili Hanke, **Mentor: Yao-Chin Wang, \$2,500**

- 2 Environmental attitude change through traveling globally by virtual reality: Wine regions, historical cities, and polluted places (September 1, 2018 – May 31, 2019), Bumpers College Undergraduate Research and Creative Project Grant Funding Program, University of Arkansas, PIs: Mackenzie Cvar, Catherine Human, and Lili Hanke, **Mentor: Yao-Chin Wang, \$3,000**

### Unfunded Grant Proposals

- 1 Tourists' and hospitality employees' technology-assisted mindfulness in Thailand and Japan (November 1, 2021 – June 30, 2022), Global Fellows Program, University of Florida International Center (UFIC), **PI: Yao-Chin Wang, Mentor: Heather Gibson, \$6,000**
- 2 Cross-cultural service competence: Exploring the concept using thematic analysis (January 1, 2019 – December 1, 2019), Student Undergraduate Research Fellowship (SURF) program, The Office of Nationally Competitive Awards, University of Arkansas, PI: Catherine Human, **Mentor: Yao-Chin Wang, \$4,000**
- 3 CAREER: SHE model and augmented reality: Social relations, health, and environmental interactions (July 1, 2019 – June 30, 2024), Faculty Early Career Development Program (CAREER), National Science Foundation, **PI: Yao-Chin Wang, Collaborators: David Fredrick (Director of the Tesseract Center for Immersive Environments and Game Design) and Leann Halsey (Business & Program Coordinator of Fayetteville Farmers Market), \$671,321**
- 4 Consideration of Future Consequences in Food (CFCF): Conceptualization and scale development from parents' perspective (December 1, 2018 – June 30, 2019), Provost's Collaborative Research Grants, University of Arkansas, **PI: Yao-Chin Wang, Co-PI: Di Fang, \$3,000**
- 5 A sociocultural learning perspective of gamification on heritage tourism: Assessing psychological construct change and eye movement patterns (August 1, 2018 – May 31, 2020), The Chancellor's Innovation and Collaboration Fund, University of Arkansas, **PI: Yao-Chin Wang, Co-PI: Xinya Liang, Partners: David Fredrick and Rhodora Vennarucci, \$119,861**
- 6 Infusing opioid knowledge in agricultural and human sciences curricula by using a transdisciplinary approach (August 12, 2018 – August 11, 2020), Higher Education Challenge (HEC) Grants Program, National Institute of Food and Agriculture, United States Department of Agriculture, PI: Kelly A. Way, **Co-PIs: Jennifer Becnel, Robert Davis, Mary E. Garrison, Bart Hammig, Tim Killian, Zola Moon, Lisa Wood, Yao-Chin Wang, Vinayak Nahar, and Miranda Kitterlin, Evaluator: Miranda Kitterlin, \$314,902**
- 7 Gamifying farmers market through augmented reality: From farm to home dining table (September 30, 2018 – September 29, 2021), Farmers Market Promotion Program, Agricultural Marketing Service, United States Department of Agriculture, **PI: Yao-Chin Wang, Co-PIs: Nancy Buckley, David Fredrick, and Xinya Liang, Collaborator: Leann Halsey (Business & Program Coordinator of Fayetteville Farmers Market), \$492,383**
- 8 Event safety climate: Conceptualization, scale development, and model testing (July 1, 2018 – May 10, 2019), Director's Innovative Grants Program, School of Human Environmental Sciences, University of Arkansas, **PI: Yao-Chin Wang, Co-PI: Dede Hamm, \$14,982**
- 9 Cognitive mapping in ancient Pompeii (August 1, 2018 – July 31, 2019), The Chancellor's Innovation and Collaboration Fund, University of Arkansas, PI: David Fredrick, **Co-PIs: Rhodora Vennarucci, Francesco Bedeschi, John Gauch, and Elyse Newman, Partners: Yao-Chin Wang, Xinya Liang, and Jeff Murray, \$113,058**

- 10 Research: Engineering students' use of technological devices in leisure engagement and learning performance (September 1, 2018 – August 31, 2021), Research in the Formation of Engineers (RFE), National Science Foundation, **PI: Yao-Chin Wang**, Co-PIs: Clareth Hughes, Xinya Liang, and Cynthia Sides, Evaluators: Karen High and Claire L.A. Dancz, \$349,911
- 11 Wedding aesthetic: Conceptualization, scale development, and model testing (September 1, 2018 – December 31, 2019), Seed Funding for Arts and Humanities Projects 2018, The Office of the Vice Provost for Research and Innovation (VPR), University of Arkansas, **PI: Yao-Chin Wang**, Co-PI: Kelly A. Way, \$5,000
- 12 The effects of place fascination on math coping mechanism and math performance (February 1, 2018 – November 30, 2018), Provost's Collaborative Research Grants, University of Arkansas, **PI: Yao-Chin Wang**, Co-PIs: Wen-Juo Lo and Jenna Cambria, \$3,000

### Unfunded Letters of Intent

- 1 Perception, action, and cognition in space planning through virtual reality (January 1, 2019 – December 31, 2021), Perception, Action & Cognition (PAC), National Science Foundation, **PI: Yao-Chin Wang**, Co-PIs: Dede Hamm, David Fredrick, and Xinya Liang, \$696,825
- 2 It's time to make sure we are safe: Development of the Event Safety Climate Scale (ESCS) (September 1, 2018 – May 31, 2019), Professional Convention Management Association (PCMA), PI: Dede Hamm, **Co-PIs: Yao-Chin Wang** and Kelly A. Way, \$40,000
- 3 Digital touch vs. human contact: Conceptualizing social experiences and social networking development at digital events (September 1, 2018 – May 31, 2019), Professional Convention Management Association (PCMA), **PI: Yao-Chin Wang**, Co-PI: Ching-Hui Su, \$50,000

## PROFESSIONAL EMPLOYMENT

August 2021 – Present

### **Assistant Professor**

Department of Tourism, Hospitality and Event Management, University of Florida

July 2017 – August 2021

### **Assistant Professor of Hospitality Management**

School of Human Environmental Sciences, University of Arkansas

September 2015 – June 2017

### **Assistant Professor and Undergraduate Adviser**

Department of Tourism and Hospitality Management

School of Management (AACSB-accredited), Xiamen University (Ranked the 275<sup>th</sup> in Best Global University in 2016 based on U.S. News)

October 2015 – March 2017

### **Managing Supervisor**

Snowlight Café

School of Management, Xiamen University

April 2015

### **Volunteer at Marketing Committee**

2015 Wine Forum of Oklahoma  
School of Hotel and Restaurant Administration, Oklahoma State University

March 2014

**President**

2014 International Dinner

Graduate Student Association, School of Hotel and Restaurant Administration, Oklahoma State University

Fall 2012 – Spring 2015

**Graduate Teaching/Research Assistant**

School of Hotel and Restaurant Administration, Oklahoma State University

August 2011 – July 2012

**Food Service Technician**

Combined Logistics Command, Taiwan (Mandatory Military Service)

July 2010 – August 2010

**Summer Intern**

Administration Department, Tempus Hotel Taichung, Taiwan

## TEACHING EXPERIENCE

Summer 2021 – Present

Assistant Professor

Department of Tourism, Hospitality and Event Management, University of Florida

**HFT 4468 Hospitality Revenue Management**

**HFT 4746/6740 Smart Cities, Attractions, and Theme Parks**

**HLP 6535 Research Methods - Online**

Fall 2017 – Spring 2021

Assistant Professor

School of Human Environmental Sciences, University of Arkansas

**AFLS 400vH Honors Thesis**

**HOSP 2653 Introduction to Hospitality Finance**

**HOSP 3653 Hospitality, Dietetic Management and Human Resources**

**HOSP 4613 Festival Management and Analysis**

**HOSP 4653/5653 Global Travel and Tourism Management**

Fall 2015 – Spring 2017

Assistant Professor

Department of Tourism and Hospitality Management, School of Management, Xiamen University

**130060040095 Thesis Writing**

**130060040023 Managing Service in Hospitality Operations**

**150060040012 Data Analysis**

**150060040015 Cafe Brand Management and Operations**



**130060040115 Hospitality Conventions and Meetings Management**

Fall 2012 – Spring 2015

Graduate Teaching Assistant/Guest Lecturer/Co- Lecturer

School of Hotel and Restaurant Administration, Oklahoma State University

**HRAD 3213 Hospitality Management and Organizations****HRAD 3783 Hospitality Human Resource Management****HRAD 4163 Hospitality Marketing****HRAD 3623 Hospitality Cost Control****HRAD 3473 Mechanical Equipment and Facilities Management****LEADERSHIP AND SERVICE****Academic Service****Social Media Editor**

- *Journal of Hospitality Marketing and Management* (SSCI, IF: 7.022; will start on January 1, 2022)

**Editorial Board Member**

- *International Journal of Contemporary Hospitality Management* (SSCI, IF: 6.514; 2020 – Present)
- *Journal of Hospitality and Tourism Management* (SSCI, IF: 5.959; 2021 – Present)
- *Journal of Hospitality and Tourism Research* (SSCI, IF: 5.161; 2021 – Present)
- *Journal of Hospitality and Tourism Cases* (2019 – Present)

**Team Mentor of Online Hackathon**

- 2021 *Journal of Hospitality and Tourism Management* (JHTM; SSCI, IF: 5.959) Online Hackathon

**Ad Hoc Reviewer**

- *Tourism Management* (SSCI, IF: 10.967; 2014 – Present)
- *International Journal of Hospitality Management* (SSCI, IF: 9.237; 2014 – Present)
- *Annals of Tourism Research* (SSCI, IF: 9.011; 2019 – Present)
- *Journal of Travel and Tourism Marketing* (SSCI, IF: 7.564; 2015 – Present)
- *Journal of Retailing and Consumer Services* (SSCI, IF: 7.135; 2021 – Present)
- *Journal of Hospitality Marketing and Management* (SSCI, IF: 7.022; 2017 – Present)
- *Journal of Destination Marketing and Management* (SSCI, IF: 6.952; 2017 – Present)
- *Tourism Management Perspectives* (SSCI, IF: 6.586; 2019 – Present)
- *International Journal of Contemporary Hospitality Management* (SSCI, IF: 6.514; 2016 – Present)
- *Journal of Hospitality and Tourism Management* (SSCI, IF: 5.959; 2019 – Present)
- *Tourism Review* (SSCI, IF: 5.947; 2021 – Present)
- *Cities* (SSCI, IF: 5.835; 2020 – Present)
- *Food Control* (SCI, IF: 5.548; 2020 – Present)
- *Journal of Hospitality and Tourism Research* (SSCI, IF: 5.161; 2018 – Present)

- *Journal of Hospitality and Tourism Technology* (SSCI, IF: 4.260; 2021 – Present)
- *Current Psychology* (SSCI, IF: 4.297; 2021 – Present)
- *International Journal of Tourism Research* (SSCI, IF: 3.791; 2020 – Present)
- *Asia Pacific Journal of Tourism Research* (SSCI, IF: 3.677; 2019 – Present)
- *Cornell Hospitality Quarterly* (SSCI, IF: 3.646; 2019 – Present)
- *Journal of Service Theory and Practice* (SSCI, IF: 3.415; 2021 – Present)
- *Journal of Consumer Behaviour* (SSCI, IF: 3.280; 2021 – Present)
- *Sustainability* (SSCI/SCI, IF: 3.251; 2018 – Present)
- *Journal of Marketing Management* (SSCI, IF: 3.048; 2020 – Present)
- *Service Business* (SSCI, IF: 2.791; 2016 – Present)
- *Leisure Sciences* (SSCI, IF: 2.750; 2021 – Present)
- *International Journal of Hospitality & Tourism Administration* (2021 – Present)
- *Spanish Journal of Marketing* (2019 – Present)
- *Tourism Analysis* (2016 – Present)
- *Journal of Global Scholars of Marketing Science* (2017 – Present)
- *Journal of Quality Assurance in Hospitality & Tourism* (2019 – Present)
- *Journal of Hospitality and Tourism Insights* (2019 – Present)
- *Journal of Teaching in Travel & Tourism* (2019 – Present)
- American Marketing Association (AMA) Academic Conference (2016 – Present)
- Annual Meeting of the Academy of Management (AOM) Conference (2020 – Present)
- ICHRIE Conference (2016 – Present)
- APacCHRIE Conference (2020)
- Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism (2019 – Present)
- Central CHRIE Conference (2018 – Present)
- Global Marketing Conference (GMC) (2020 – Present)
- China Tourism Forum 2019-USA (2019)
- Global Conference on Business and Economics (GLOBE) (2017 – 2020)
- 52nd Annual Society for Marketing Advances (SMA) Conference (2014)
- The World Conference on Hospitality, Tourism and Event Research (WHTER) & International Convention and Expo Summit (ICES) (2013, 2015)
- Asia Pacific Tourism Association (APTA) Annual Conference (2015, 2016, 2017)

### Founding Chair

- Tourism and Hospitality Research Forum, Department of Tourism and Hospitality Management, School of Management, Xiamen University (October 2015 – December 2016)
- Research Committee, Graduate Student Association-HRAD, Oklahoma State University (September 2012 – May 2013)

### Committee Member

- Best Paper Nomination Committee, *Journal of Hospitality and Tourism Research* (2021)
- Committee Member, Research Committee, Central ICHRIE Federation (2018 – 2019)
- External Reviewer, Ph.D. 2017 Cohort First Year Paper Review Committee, School of Hospitality and Tourism Management, Oklahoma State University (2018)

- Committee Member, Education Committee, ICHRIE (2017 – 2019)

### Invited Speaker

- Howard Feiertag Department of Hospitality & Tourism Management, Virginia Tech; November 19, 2021. Topic: “My hospitality branding studies: From internal, corporate, external, to the applications of artificial intelligence”
- Tiny Talk at Undergraduate Research Expo, Center for Undergraduate Research, University of Florida; September 29, 2021. Topic: “Robot is our friend in hospitality!”
- International College, Maejo University, Chiang Mai, Thailand; April 2, 2021. Topic: “International research and academic publication in tourism and hospitality: Opportunities and challenges”
- International College, Maejo University, Chiang Mai, Thailand; February 26, 2021. Topic: “Tourism, hospitality, and event research: My recent publications”
- Department of Tourism, Hospitality and Event Management, University of Florida; February 12, 2021. Topic: “Wellness and mindfulness in my hospitality and event research”
- School of Hospitality and Tourism Management, Purdue University; March 2, 2020. Topic: “Gamification and mindfulness: Moving and silent practices for event and meeting management”
- Are WE H.I.P and Well Enough Conference, Office of Student Success and the Center for Multicultural and Diversity Education, University of Arkansas; July 31, 2019. Topic: “Service Learning Initiative”
- HESC Research Work Group, School of Human Environmental Sciences, University of Arkansas; July 18, 2018. Topic: “Strategic brand management”
- Research Seminar, Department of Marketing, National Chung Hsing University, Taichung, Taiwan; July 4, 2016. Topic: “My hospitality brand studies: From internal to external, from single to multiple, from loyalty to love”
- Graduate Seminar, Graduate Institute of Hospitality Management, National Kaohsiung University of Hospitality and Tourism, Kaohsiung, Taiwan; December 30, 2015. Topic: “Trends of branding in the hospitality industry and research”
- Graduate Seminar, Graduate Institute of Travel and Tourism Management, National Kaohsiung University of Hospitality and Tourism, Kaohsiung, Taiwan; December 30, 2015. Topic: “Experiences gained when I was a graduate student”
- Public Administration, Department of Political Science, National Chung Cheng University, Chiayi, Taiwan; October 1, 2015. Topic: “Festival tourism and local governance”
- Graduate Seminar, Department of Hospitality Management and Dietetics, Kansas State University; October 1, 2014. Topic: “Knowledge tree: A conceptual tool for planning research publications”
- Career Plan, Department of Economics, National Chung Cheng University, Chiayi, Taiwan; June 5, 2013. Topic: “From economics to hospitality: My interdisciplinary experiences”

### Moderator

- ICHRIE conference (2013, 2019)
- China Tourism Forum (2019)
- 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, United States (2018)

- 6th Advances in Hospitality and Tourism Marketing & Management (2016)
- 24th OSU Research Symposium, Oklahoma State University (2013)

**University Service****University of Florida****State level**

- Committee Member (representing the University of Florida), Military Credit - Hospitality Discipline Review Committee, Florida Department of Education (August 2021 – Present)

**University level**

- Committee Member, Research Committee, UF Mindfulness Program, University of Florida (November 2021 – Present)

**College level**

- Search Committee Member, Instructional Assistant Professor, Department of Health Education and Behavior, University of Florida (August 2021 – December 2021)

**Departmental level**

- Founding Faculty Advisor, UF Student Chapter of Eta Sigma Delta (ESD) International Hospitality Management Society, Department of Tourism, Hospitality and Event Management, University of Florida (September 2021 – Present)
- Committee Member, Graduate Curriculum Committee, Department of Tourism, Hospitality and Event Management, University of Florida (August 2021 – May 2022)
- Search Committee Member, AI in Hospitality and Event Management for the Rank of Assistant/Associate/Full Professor, Department of Tourism, Hospitality and Event Management, University of Florida (August 2021 – May 2022)

**University of Arkansas**

- Vice President, Arkansas Chapter, Gamma Sigma Delta: An Honor Society of Agriculture, Dale Bumpers College of Agricultural, Food and Life Sciences, University of Arkansas (August 2020 – August 2021)
- Faculty Mentor, LGBTQ+ Mentoring Program, Center for Multicultural & Diversity Education, Division of Student Affairs, University of Arkansas (September 2018 – August 2021)
- Faculty Member, Diversity Champions Program, Office for Diversity and Inclusion, University of Arkansas (March 2019 – August 2021)
- Representative of Human Nutrition and Hospitality Management Program, Bumpers Honors Faculty Committee, University of Arkansas (February 2019 – March 2021)
- Committee Member, HESC Honors Committee, School of Human Environmental Sciences, University of Arkansas (August 2017 – December 2020)
- Committee Member, HESC Award Committee, School of Human Environmental Sciences, University of Arkansas (August 2019 – May 2021)
- Treasure, Arkansas Chapter, Gamma Sigma Delta: An Honor Society of Agriculture, Dale Bumpers College of Agricultural, Food and Life Sciences, University of Arkansas (August 2019 – May 2020)

- Reviewer, Bumpers College Undergraduate Research and Creative Project Grant Funding Program, Dale Bumpers College of Agricultural, Food and Life Sciences, University of Arkansas (October 2020)
- Secretary, Arkansas Chapter, Gamma Sigma Delta: An Honor Society of Agriculture, Dale Bumpers College of Agricultural, Food and Life Sciences, University of Arkansas (January 2019 – May 2019)
- Judge, Gamma Sigma Delta Student Competition, Arkansas Chapter, Gamma Sigma Delta: An Honor Society of Agriculture, University of Arkansas (2018, 2021)
- Committee Member, Graduate Recruitment Ad Hoc Committee, School of Human Environmental Sciences, University of Arkansas (September 2017 – May 2018)

**Xiamen University**

- Judge, KPMG Business Plan Competition, School of Management, Xiamen University (November 2015, 2016)
- Advisor, Team Xiamen University, The Young Hoteliers Summit Asia (YHS Asia) (October 2015, 2016)
- Committee, Hotel Design Competition, School of Management, Xiamen University (March 2016 – May 2016)

**Oklahoma State University**

- College Technology Committee, College of Human Sciences, Oklahoma State University (August 2014 – May 2015)
- Academic Integrity Panel, Office of Academic Affairs, Oklahoma State University (September 2013 – July 2015)
- President, Graduate Student Association, School of Hotel and Restaurant Administration, Oklahoma State University (September 2013 – May 2014)
- Secretary, Taiwanese Student Association, Oklahoma State University (September 2012 – December 2014)

**Community Service**

**Volunteer Consultant on Marketing Activities**, Donghua Chan Meditation Association USA, Houston, Texas (July 2020 – Present)

**Adviser**, Marketing Committee, Human Nutrition and Hospitality Management Program, School of Human Environmental Sciences, University of Arkansas (November 2017 – December 2019)

- Managed a Facebook page and an Instagram account of UA Human Nutrition and Hospitality Management Program, and mentor students' social media posts for the program

**Social Service Committee Member**, Xiamen University (November 2015)

**Conductor**, International Chamber Ensemble, Wesley Foundation, Stillwater, Oklahoma (September 2012 – May 2013)

- Solo and choir performance for “United 4 IRAN (Tabriz) Earthquake Victims with LOVE, HOPE, HELP, and HEAL” on September 5, 2012



- Performances for Hispanic Cultural Night and Asian Culture Night at Will Rogers Elementary School on October 4 and November 15, 2012
- Performances for cultural activities at local churches on December 23, 2012, January 19 – 20, 2013, and April 14, 2013
- Performances for OSU Cultural Night on March 29 – 30, 2013

## STUDENT RESEARCH ADVISING

### Doctoral Students

- Yue (Darcy) Lu. Ph.D., Department of Tourism, Hospitality and Event Management, University of Florida. (will start in January 2022). *Advisor and Dissertation Committee Chair.*

### Master Students

- Yayun Li. M.S., Department of Tourism, Hospitality and Event Management, University of Florida. August 2021 – Present. *Advisor and Non-Thesis Committee Chair.*

### Undergraduate Students

- Logan O'Hara. B.S., Hospitality Management Program, School of Human Environmental Sciences, University of Arkansas. Thesis topic: "Applying artificial intelligence in the hotel industry: Exploring perspectives of employees." Completed in December 2021. *Honors Mentor and Honors Thesis Committee Chair.*

## PROFESSIONAL AFFILIATION AND CERTIFICATE

### Professional Affiliation

**Member**, International Council of Hotel, Restaurant and Institutional Education (ICHRIE) (February 2014 – Present)

**Member**, Travel and Tourism Research Association (TTRA) (April 2021 – Present)

**Member**, Asia Pacific Tourism Association (APTA) (October 2017 – October 2023)

**Member**, Professional Convention Management Association (PCMA) (January 2016 – December 2021)

**Member**, Academy of Management (AOM) (June 2019 – November 2021)

**Member**, Arkansas Chapter, Gamma Sigma Delta, Dale Bumpers College of Agricultural, Food and Life Sciences, University of Arkansas (January 2018 – August 2021)

**Member**, American Marketing Association (AMA) (April 2019 – April 2020)

### Professional Certificate

**Certification in Hotel Industry Analytics (CHIA)**, American Hotel & Lodging Educational Institute (AH&LEI), United States (2019)

- Qualified CHIA Instructor to provide professional training to undergraduate and graduate students in hospitality and tourism programs and help students earn the leading certification

**Tour Guide in Mandarin**, The Examination Yuan (the highest national examination and certification authority), Taiwan (2008)

**Tour Leader in Mandarin**, The Examination Yuan, Taiwan (2008)