

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

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Department of Tourism, Hospitality and Event Management
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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

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

ADDITIONAL EDUCATION AND TRAINING

August 17, 24 - 26, 2022

Teaching with Cases: Engage, Energize, and Challenge Your Students

Harvard Business Publishing Education, Harvard Business School

RESEARCH INTERESTS

Mindfulness in Tourism, Hospitality and Events

(1) Artificial Intelligence and Technology Experiences: IT Mindfulness, AI-assisted mindfulness experience, mindfulness in UX, robots and technology for mindfulness and health

(2) Management and Organizational Behavior: workplace mindfulness, mental health, resilience, thriving at work, coping and mental recovery, employee well-being, mindful leadership

(3) Marketing and Consumer Behavior: marketing mindfulness experience, awareness of sensations, healing experience, tourist well-being, customer brand love, mindful dining

AWARDS AND HONORS

^{ΔΔΔ}: Doctoral students

^{ΔΔ}: Master students

^Δ: Undergraduate students

IF: 2022 Journal Impact Factor from Journal Citation Reports

2024

Best Paper Award Nomination (Top 10)

The 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, United States

- Title: Mindful community in agritourism: A value co-creation perspective on cases of coffee and tea farms in the Philippines and China (Authors: Lu, Yue (Darcy)^{ΔΔΔ}, Causing, Allison M.^{ΔΔ}, & **Wang, Yao-Chin**)

2023

2023 Notable Leaders

Global Hospitality Magazine

March 2019 – October 2023

284 Students Received Certification in Hotel Industry Analytics (CHIA)

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

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

2023

Best Presentation Award

International Conference on Tourism Sciences (ICTS2023), Kanazawa, Japan

- Title: Traveling with table-to-farm events: Model conceptualization and testing through the theoretical perspective of mental time travel (Authors: Liu, Chyong-Ru, **Wang, Yao-Chin**, Kuo, Tonny Menglun, Tsui, Cheng-Hsiung, & Chen, Hsuan)

2023

Best Paper Award Nomination (Top 9)

The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA, United States

- Title: Videography-facilitated nature-based mindfulness at natural destinations: Perspective of the attention restoration theory (Authors: Lu, Yue (Darcy)^{ΔΔΔ}, **Wang, Yao-Chin**, Grunwald, Sabine, & Chu, Sharon Lynn)

2022

Nomination for the 2022-2023 HHP Faculty Adviser/Mentor Award**Nomination for the 2022-2023 HHP Undergraduate Teacher (TOY) Award**

College of Health and Human Performance, University of Florida, United States

2022

The 100 Most Powerful People in USA Hospitality for 2022

International Hospitality Institute

2022

Best Reviewer of the Year Award of 2022: *Journal of Hospitality and Tourism Cases*
2022 Annual ICHRIE (International Council on Hotel, Restaurant and Institutional Education)
Conference, Washington, D.C., United States

2022

The Global 25 Most Influential Educators in Hospitality for 2021
International Hospitality Institute

2021

Outstanding Reviewer Award of 2020: *Cornell Hospitality Quarterly* (SSCI, IF: 3.5)

2020

Best Reviewer Award of 2020: *Journal of Hospitality and Tourism Management* (SSCI, IF: 8.3)
The 31st 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: 11.7)

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 20th 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^Δ (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^Δ (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^A (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: 11.1)

2016

The 4th 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 20th 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: 7.2)
- 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

JOURNAL EDITORIAL BOARD AND AD HOC REVIEWING

Social Media Editor

- *Journal of Hospitality Marketing and Management* (SSCI, IF: 12.5; 2022 – Present)

Guest Editor

- *Journal of Hospitality and Tourism Education*
 - Special issue: Mindfulness and mental health in hospitality and tourism education and the workplace
 - Co-Guest Editors: Muzaffer Uysal and Cynthia Deale

Editorial Board Member

- *International Journal of Contemporary Hospitality Management* (SSCI, IF: 11.1; 2020 – Present)
- *Journal of Hospitality and Tourism Management* (SSCI, IF: 8.3; 2021 – Present)
- *Journal of Hospitality and Tourism Research* (SSCI, IF: 4.2; 2021 – Present)
- *International Journal of Hospitality & Tourism Administration* (2022 – Present)
- *Journal of Hospitality and Tourism Cases* (2019 – Present)

Ad Hoc Reviewer for Journals

- *Annals of Tourism Research* (SSCI, IF: 13.2; 2019 – Present)

- *Tourism Management* (SSCI, IF: 12.7; 2014 – Present)
- *Journal of Hospitality Marketing and Management* (SSCI, IF: 12.5; 2017 – Present)
- *International Journal of Hospitality Management* (SSCI, IF: 11.7; 2014 – Present)
- *International Journal of Contemporary Hospitality Management* (SSCI, IF: 11.1; 2016 – Present)
- *Journal of Retailing and Consumer Services* (SSCI, IF: 10.4; 2021 – Present)
- *International Journal of Consumer Studies* (SSCI, IF: 9.9; 2022 – Present)
- *Journal of Sustainable Tourism* (SSCI, IF: 9.0; 2024 – Present)
- *Tourism Management Perspectives* (SSCI, IF: 8.7; 2019 – Present)
- *Journal of Destination Marketing and Management* (SSCI, IF: 8.4; 2017 – Present)
- *Journal of Hospitality and Tourism Management* (SSCI, IF: 8.3; 2019 – Present)
- *Current Issues in Tourism* (SSCI, IF: 8.0; 2023 – Present)
- *Tourism Review* (SSCI, IF: 7.8; 2021 – Present)
- *Journal of Travel and Tourism Marketing* (SSCI, IF: 7.2; 2015 – Present)
- *Psychology & Marketing* (SSCI, IF: 6.7; 2024 – Present)
- *Cities* (SSCI, IF: 6.7; 2020 – Present)
- *Journal of Occupational and Organizational Psychology* (SSCI, IF: 6.2; 2022 – Present)
- *Food Control* (SCI, IF: 6.0; 2020 – Present)
- *Service Business* (SSCI, IF: 5.9; 2016 – Present)
- *Asia Pacific Journal of Tourism Research* (SSCI, IF: 5.0; 2019 – Present)
- *International Journal of Human-Computer Interaction* (SSCI, IF: 4.7; 2023 – Present)
- *Journal of Hospitality and Tourism Technology* (SSCI, IF: 4.7; 2021 – Present)
- *International Journal of Tourism Research* (SSCI, IF: 4.6; 2020 – Present)
- *Journal of Service Theory and Practice* (SSCI, IF: 4.6; 2021 – Present)
- *Management Decision* (SSCI, IF: 4.6; 2023 – Present)
- *Journal of Marketing Management* (SSCI, IF: 4.4; 2020 – Present)
- *Journal of Consumer Behaviour* (SSCI, IF: 4.3; 2021 – Present)
- *Journal of Hospitality and Tourism Research* (SSCI, IF: 4.2; 2018 – Present)
- *Leisure Sciences* (SSCI, IF: 4.0; 2021 – Present)
- *International Journal of Stress Management* (SSCI, IF: 4.0; 2023 – Present)
- *Sustainability* (SSCI/SCI, IF: 3.9; 2018 – Present)
- *Journal of Outdoor Recreation and Tourism* (SSCI, IF: 3.8; 2023 – Present)
- *Cornell Hospitality Quarterly* (SSCI, IF: 3.5; 2019 – Present)
- *Employee Relations* (SSCI, IF: 3.4; 2021 – Present)
- *Human Resource Development Quarterly* (SSCI, IF: 3.3; 2023 – Present)
- *British Food Journal* (SCI, IF: 3.3; 2023 – Present)
- *Journal of Leisure Research* (SSCI, IF: 3.2; 2022 – Present)
- *Current Psychology* (SSCI, IF: 2.8; 2021 – Present)
- *Journal of Hospitality and Tourism Cases* (2014 – Present)
- *Tourism Analysis* (2016 – Present)
- *International Journal of Hospitality & Tourism Administration* (2021 – Present)
- *Journal of Hospitality and Tourism Education* (2022 – Present)
- *Journal of Teaching in Travel & Tourism* (2019 – Present)

- *Journal of Quality Assurance in Hospitality & Tourism* (2019 – Present)
- *Journal of Hospitality and Tourism Insights* (2019 – Present)
- *Journal of Convention & Event Tourism* (2023 – Present)
- *Journal of Marketing Theory and Practice* (2023 – Present)
- *Journal of Global Scholars of Marketing Science* (2017 – Present)
- *Spanish Journal of Marketing* (2019 – Present)
- *Services Marketing Quarterly* (2023 – Present)

Ad Hoc Reviewer for Conferences

- Annual Meeting of the Academy of Management (AOM) Conference (2020 – Present)
- American Marketing Association (AMA) Academic Conference (2016 – Present)
- ICHRIE Conference (2016 – Present)
- Travel and Tourism Research Association (TTRA) International Conference (2022 – Present)
- Global Marketing Conference (2023)
- Annual International Academy of Business Disciplines Conference (IABD) (2024)
- APacCHRIE Conference (2020)
- Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism (2019 – Present)
- ICHRIE ESD Undergraduate Research Symposium (2024 – 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)

PUBLICATIONS

*: Denotes corresponding author

Co-Edited Book

- 1 Grunwald, Sabine, **Wang, Yao-Chin**, & Puig, Ana. (expected in 2025). *Personal and Institutional Transformation in Higher Education through Mindfulness*. Newcastle upon Tyne, UK: Cambridge Scholars Publishing. (Editor agreement signed with Cambridge Scholars Publishing on 8/11/2023)

Book Chapters

- 1 Lu, Yue (Darcy)^{ΔΔΔ}, & **Wang, Yao-Chin**. (expected in 2025). Revolutionizing mindfulness through Artificial Intelligence (AI): A systematic review of AI applications in mindfulness practices. In Sabine Grunwald, Yao-Chin Wang, & Ana Puig (Eds.), *Personal and Institutional Transformation in Higher Education through Mindfulness*. Newcastle upon Tyne, UK: Cambridge Scholars Publishing.
- 2 **Wang, Yao-Chin**, Martin, David S., & Uysal, Muzaffer. (2023). Well-being and performance in the hotel industry: A multilevel perspective. In Muzaffer Uysal & M. Joseph Sirgy (Eds.),

Handbook of Tourism and Quality-of-Life Research II: Enhancing the Lives of Tourists, Residents of Host Communities and Service Providers, 487-499. Cham, Switzerland: Springer.

- 3 Feng, Ruiyu[△], **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.
- 4 Liu, Chyong-Ru, Lin, Wei-Rong, & **Wang, Yao-Chin**. (2015). From destination image to destination loyalty: Evidence from recreation farms in Taiwan. In Hung Kam & Xiang (Robert) Li (Eds.), *Chinese Consumers in a New Era: Their Travel Behaviors and Psychology*. London, UK: Routledge.

Refereed Journal Articles

76 journal articles, 56 of which are published in SSCI/SCI journals, such as *International Journal of Hospitality Management*, *International Journal of Contemporary Hospitality Management*, *Journal of Hospitality Marketing and Management*, *Tourism Management*, *Journal of Travel Research*, *Journal of Retailing and Consumer Services*, *Cornell Hospitality Quarterly*, *Journal of Hospitality and Tourism Research*, *Journal of Hospitality and Tourism Management*, *Service Industries Journal*, and *Psychology & Marketing*.

- 1 Liu, Chyong-Ru, **Wang, Yao-Chin**, Kuo, Tonny Menglun, Tsui, Cheng-Hsiung, & Chen, Hsuan. (accepted). Healing experiences at resort hotels (HERH): Conceptualization and scale development. *International Journal of Hospitality Management*. (SSCI, IF: 11.7)
- 2 **Wang, Yao-Chin**, Kato, Takumi, & Lu, Yue (Darcy)^{△△△}. (accepted). Stronger family ties vs. less social contact: Use intention of autonomous vehicles in family tourism. *Journal of Destination Marketing and Management*. (SSCI, IF: 8.4)
- 3 Lu, Yue (Darcy)^{△△△}, Liang, Yifeng (Sandra)^{△△}, & **Wang, Yao-Chin**. (accepted). AI dogs vs. real dogs and human-like robots: Clarification, conceptualization, and applications in tourism and hospitality settings. *Journal of Hospitality and Tourism Technology*. (SSCI, IF: 4.7)
- 4 Yang, Huijun, **Wang, Yao-Chin**, Song, Hanqun, & Ma, Emily. (accepted). Utilitarian vs. hedonic roles of service robots and customer stereotypes: A person-environment fit theory perspective. *International Journal of Contemporary Hospitality Management*. (SSCI, IF: 11.1)
- 5 Causing, Allison M.^{△△}, **Wang, Yao-Chin**, & Gibson, Heather. (accepted). Taste a cup of community resilience: A case of coffee leisure farms in the Cordillera Administrative Region in the Philippines. *Journal of Hospitality and Tourism Cases*.
- 6 Lu, Yue (Darcy)^{△△△}, & **Wang, Yao-Chin***. (accepted). Online hosts' storytelling strategies: A narrative analysis of mindfulness-themed Airbnb online experience. *Journal of Travel Research*. doi: 10.1177/00472875241237259 (SSCI, IF: 8.9)
- 7 Cai, Ruiying, **Wang, Yao-Chin**, & Zhang, Tingting. (accepted). Does metaverse stimulate tourism prosocial behavior? A mindfulness-driven model with a psychological ownership perspective. *International Journal of Contemporary Hospitality Management*. doi: 10.1108/IJCHM-08-2023-1130 (SSCI, IF: 11.1)
- 8 **Wang, Yao-Chin**, Chung, Yu-Shan, Lin, Cheng-Kuan, & Chen, Po-Ju. (accepted). Using YouTube meditation videos to boost mindfulness and occupational health during the COVID-19 pandemic. *International Journal of Stress Management*. doi: 10.1037/str0000309 (SSCI, IF: 4.0)

- 9 **Wang, Yao-Chin**, & Papastathopoulos, Avraam. (accepted). Cross-segment validation of customer support for AI-based service robots at luxury, fine-dining, casual, and quick-service restaurants. *International Journal of Contemporary Hospitality Management*. doi: 10.1108/IJCHM-11-2022-1448 (SSCI, IF: 11.1)
- 10 **Wang, Yao-Chin**, & Uysal, Muzaffer. (2024). Artificial intelligence-assisted mindfulness in tourism, hospitality, and events. *International Journal of Contemporary Hospitality Management*, 36(4), 1262-1278. (SSCI, IF: 11.1)
- 11 Kuo, Tonny Meng-Lun, Liu, Chyong-Ru, **Wang, Yao-Chin***, & Chen, Hsuan^{ΔΔ}. (2024). Sensory experience at farm-to-table events (SEFTE): Conceptualization and scale development. *Journal of Hospitality Marketing and Management*, 33(2), 169-189. (SSCI, IF: 12.5)
- 12 Liu, Aijing, Ma, Emily, **Wang, Yao-Chin**, Xu, Shi (Tracy), & Grillo, Tyran. (2024). AI and supportive technology experiences of customers with visual impairments in hotel, restaurant, and travel contexts. *International Journal of Contemporary Hospitality Management*, 36(1), 274-291. (SSCI, IF: 11.1)
- 13 Lu, Carol Y., **Wang, Yao-Chin**, & Suhartanto, Dwi. (2024). Memory impressions in slow tourism: Intrapersonal and interpersonal authenticity as antecedents. *International Journal of Tourism Research*, 26(1), e2604. (SSCI, IF: 4.6)
- 14 Cai, Ruiying, **Wang, Yao-Chin**, & Sun, Jie. (2024). Customers' intention to compliment and complain via AI-enabled platforms: A self-disclosure perspective. *International Journal of Hospitality Management*, 116, 103628. (SSCI, IF: 11.7)
- 15 Zheng, Xiaoyun, **Wang, Yao-Chin***, Wei, Wei, Zhang, Lu, & Huo, Da. (2023). The impact of service robots on consumer response: Examining the roles of consumers' service expertise and technology expertise. *Psychology & Marketing*, 40(11), 2341-2354. (SSCI, IF: 6.7)
- 16 Teng, Chih-Ching, **Wang, Yao-Chin***, Cheng, Ya-Jen^{ΔΔΔ}, & Wang, Shu-Ning^{ΔΔ}. (2023). Religious beliefs and food waste prevention practices: Mechanisms of divine and environmental awareness. *Journal of Hospitality Marketing and Management*, 32(4), 530-554. (SSCI, IF: 12.5)
- 17 **Wang, Yao-Chin**, Chen, Han, Ryan, Bill, Troxtel, Courtney^{ΔΔ}, & Cvar, Mackenzie^Δ. (2023). Hotel general managers' brand love: A thematic analysis with general managers in the U.S. *Journal of Hospitality and Tourism Management*, 54, 200-211. (SSCI, IF: 8.3)
- 18 Wu, Chi-Min, Chen, Tso-Jen, & **Wang, Yao-Chin**. (2023). Formation of hotel employees' service innovation performance: Mechanism of thriving at work and change-oriented organizational citizenship behavior. *Journal of Hospitality and Tourism Management*, 54, 178-187. (SSCI, IF: 8.3)
- 19 Liu, Chyong-Ru, **Wang, Yao-Chin**, Kuo, Tonny Meng-Lun, Chen, Hsuan^{ΔΔ}, & Tsui, Cheng-Hsiung. (2022). Memorable dining experience with five-senses: Conceptualization and scale development. *Journal of Hospitality and Tourism Management*, 53, 198-207. (SSCI, IF: 8.3)
- 20 Ma, Emily, Du, Juan, Xu, Shi (Tracy), **Wang, Yao-Chin**, & Lin, Xinyue. (2022). When proactive employees meet the autonomy of work-A moderated mediation model based on agency theory and job characteristics theory. *International Journal of Hospitality Management*, 107, 103326. (SSCI, IF: 11.7)
- 21 Teng, Chih-Ching, **Wang, Yao-Chin***, & Chuang, Ching-Ju^{ΔΔΔ}. (2022). Food choice motives and dining-out leftover prevention behavior: Integrated perspectives of planned behavior and norm activation. *International Journal of Hospitality Management*, 107, 103309. (SSCI, IF: 11.7)
- 22 Song, Hanqun, **Wang, Yao-Chin**, Yang, Huijun, & Ma, Emily. (2022). Robotic employees vs. human employees: Customers' perceived authenticity at casual dining restaurants. *International Journal of Hospitality Management*, 106, 103301. (SSCI, IF: 11.7)

- 23 Ma, Emily, Yang, Huijun, **Wang, Yao-Chin***, & Song, Hanqun. (2022). Building restaurant customers' technology readiness through robot-assisted experiences at multiple product levels. *Tourism Management*, 93, 104610. (SSCI, IF: 12.7)
- 24 Xu, Shi (Tracy), **Wang, Yao-Chin***, & Ma, Emily. (2022). A workplace-driven model on the formation of OCB-C: Perspectives of social exchange theory and agency theory. *International Journal of Contemporary Hospitality Management*, 34(7), 2684-2703. (SSCI, IF: 11.1)
- 25 **Wang, Yao-Chin**, Tsai, Yi-Lin, & Fu, Rachel J.C. (2022). Pipeline speed of chain-branded hotels in the U.S.: A competitive dynamics perspective. *International Journal of Hospitality Management*, 104, 103226. (SSCI, IF: 11.7)
- 26 Liu, Chyong-Ru, Kuo, Tonny Meng-Lun, **Wang, Yao-Chin***, Shen, Ya-Ju^{△△△}, Chen, Shan-Pei, & Hong, Jia-Wen^{△△}. (2022). 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*, 103, 103185. (SSCI, IF: 11.7)
- 27 Ma, Emily, **Wang, Yao-Chin***, Xu, Shi (Tracy), & Wang, Danni^{△△△}. (2022). Clarifying the multi-order multidimensional structure of organizational citizenship behavior: A cross-cultural validation. *Journal of Hospitality and Tourism Management*, 50, 83-92. (SSCI, IF: 8.3)
- 28 Chen, Chun-Chu (Bamboo), Han, Jiyeon^{△△△}, & **Wang, Yao-Chin**. (2022). 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*, 34(4), 1270-1289. (SSCI, IF: 11.1)
- 29 Yang, Wan, Zhang, Ye, & **Wang, Yao-Chin**. (2023). Would travel experiences or possessions make us happier?. *Journal of Travel Research*, 62(2), 412-431. (SSCI, IF: 8.9)
- 30 Wang, Jingya^{△△}, **Wang, Yao-Chin***, Zhang, Lu, & Fu, Rachel J.C. (2023). Booth attractiveness: Scale development and model testing from a mental budgeting perspective. *Journal of Hospitality and Tourism Research*, 47(7), 1136-1160. (SSCI, IF: 4.2)
- 31 Du, Juan, Ma, Emily, Lin, Xinyue, & **Wang, Yao-Chin**. (2022). Authentic leadership and engaging employees: A moderated mediation model of leader-member exchange and power distance. *Cornell Hospitality Quarterly*, 63(4), 479-489. (SSCI, IF: 3.5)
- 32 Chen, Chun-Chu (Bamboo), Chen, Hsiangting, & **Wang, Yao-Chin**. (2022). Cash, credit card, or mobile? Examining customer payment preferences at chain restaurants in Taiwan. *Journal of Foodservice Business Research*, 25(2), 148-167.
- 33 Lin, Wei-Rong, Chen, Hung-Ming, & **Wang, Yao-Chin***. (2022). Work-family conflict and psychological well-being of tour leaders: The moderating effect of leisure coping styles. *Leisure Sciences*, 44(7), 786-807. (SSCI, IF: 4.0)
- 34 Ma, Emily, **Wang, Yao-Chin***, & Qu, Hailin. (2022). Reenergizing through angel customers: Cross-cultural validation of customer-driven employee citizenship behavior. *Cornell Hospitality Quarterly*, 63(3), 334-349. (SSCI, IF: 3.5)
- 35 Liao, Jo-Chun^{△△△}, **Wang, Yao-Chin***, Tsai, Chin-Hsun, & Zhao, Bei. (2021). Gratifications of travel photo sharing (GTPS) on social media: Scale development and cross-cultural validation. *Tourism Analysis*, 26(4), 265-277.
- 36 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: 11.7)

- 37 **Wang, Yao-Chin**, Xu, Shi (Tracy), & 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: 11.7)
- 38 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: 11.1)
- 39 Fu, Xiaoxiao, Lin, Bingna^{△△}, **Wang, Yao-Chin***, & Sun, Yanyan[△]. (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.
- 40 **Wang, Yao-Chin**, Chi, Christina Geng-Qing, & Erkiş, 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: 11.1)
- 41 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.
- 42 **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: 12.7)
- 43 **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: 8.9)
- 44 Xu, Shengtao^{△△}, **Wang, Yao-Chin***, Ma, Emily, & Wang, Ruixia^{△△}. (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: 11.7)
- 45 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.
- 46 **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: 8.3)
- 47 **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: 9.4)
- 48 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.
- 49 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: 3.9)
- 50 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: 12.7)
- 51 **Wang, Yao-Chin**, & King, Ceridwyn. (2019). Effective hotel brand management - Don't forget the role of your employees! *ICHRIE Research Reports*, 4, A5. **ICHRIE Research Reports Award**

- 52 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.
- 53 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.
- 54 **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: 10.4)
- 55 Xu, Shengtao^{△△}, **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: 3.7)
- 56 **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: 8.3)
- 57 **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: 11.7)
- 58 **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: 11.7) **W. Bradford Wiley Memorial Best Research Paper of the Year Award**
- 59 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: 4.2)
- 60 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.
- 61 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: 12.5)
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- 63 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: 12.7)
- 64 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: 8.4)
- 65 **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: 3.3)
- 66 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.
- 67 **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.

- 68 **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.
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- 70 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.
- 71 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: 5.1)
- 72 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.
- 73 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.
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- 75 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
- 76 **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.

19 Manuscripts Under Review at Refereed Journals

Refereed Conference Publications

92 refereed conference articles, including 59 oral presentations and 33 poster presentations, at national and international conferences such as the Annual ICHRIE (International Council on Hotel, Restaurant and Institutional Education) Conference, and Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism.

Refereed Conference Proceedings and Oral Presentations

- 1 Horng, Jeou-Shyan, **Wang, Yao-Chin**, Liu, Chih-Hsing, Chou, Sheng-Fang, Yu, Tai-Yi, Huang, Yung-Chuan, & Hu, Da-Chian. (2024). Exploring the robot anthropomorphism and its impact on service experience in luxury hotels: A dual-congruity mechanism, 2024 ICHRIE Conference, Montreal, Quebec, Canada; July 24-26.
- 2 Liu, Chyong-Ru, **Wang, Yao-Chin**, Kuo, Tonny Menglun, Tsui, Cheng-Hsiung, & Chen, Hsuan. (2024). Healing experiences at resort hotels and customers' eudaimonic well-being. The 22nd APacCHRIE Conference, Seoul, Korea; May 24-26.

- 3 Lu, Yue (Darcy)^{ΔΔΔ}, **Wang, Yao-Chin**, & Gibson, Heather. (2024). Dining for transforming personal growth: Mindful dining experience at vegetarian restaurants, 2024 American Association of Geographers (AAG) Annual Meeting, Honolulu, HI, United States; April 16-20.
- 4 **Wang, Yao-Chin**, Lu, Yue (Darcy)^{ΔΔΔ}, Grunwald, Sabine, & Chu, Sharon Lynn. (2024). Virtual travel for natural destinations: Perspective of the broaden and build theory on nature-based mindfulness, 2024 American Association of Geographers (AAG) Annual Meeting, Honolulu, HI, United States; April 16-20.
- 5 Lu, Yue (Darcy)^{ΔΔΔ}, Causing, Allison M.^{ΔΔ}, & **Wang, Yao-Chin**. (2024). Mindful community in agritourism: A value co-creation perspective on cases of coffee and tea farms in the Philippines and China, The 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, United States; January 4-6. **Best Paper Award Nomination**
- 6 Liang, Yifeng (Sandra)^{ΔΔΔ}, **Wang, Yao-Chin**, Chi, Oscar Hengxuan, Zhang, Lu, & Lu, Yue (Darcy)^{ΔΔΔ}. (2024). Unlocking the minds of potential customers utilizing smart hotel systems: A comprehensive framework integrating IT mindfulness, individual-technology fit, and task-technology fit, The 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, United States; January 4-6.
- 7 **Wang, Yao-Chin**, Chi, Oscar Hengxuan, Saito, Hiroaki, & Lu, Yue (Darcy)^{ΔΔΔ}. (2023). Conversational AI chatbots for hotel employee counseling: Perspective of monitor and acceptance theory with nonverbal communication, love, and gratitude. The 7th World Research Summit for Hospitality and Tourism: Resilience, Recovery, and Reshaping, Orlando, FL, United States; December 8-11.
- 8 Liu, Chyong-Ru, **Wang, Yao-Chin**, Kuo, Tonny Menglun, Tsui, Cheng-Hsiung, & Chen, Hsuan. (2023). Healing experiences at resort hotels: A preliminary study on scale development, Welcome Newnormal: Conference on Sustainability and Innovation of Tourism and Hospitality Business, Taipei, Taiwan; June 10.
- 9 Liu, Chyong-Ru, **Wang, Yao-Chin**, Kuo, Tonny Menglun, Tsui, Cheng-Hsiung, & Chen, Hsuan. (2023). Traveling with table-to-farm events: Model conceptualization and testing through the theoretical perspective of mental time travel, International Conference on Tourism Sciences, Kanazawa, Japan; March 20-21. **Best Presentation Award**
- 10 Lu, Yue (Darcy)^{ΔΔΔ}, Liang, Yifeng (Sandra)^{ΔΔ}, & **Wang, Yao-Chin**. (2023). AI dogs vs. real dogs and human-like robots: Clarification, conceptualization, and applications, The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA, United States; January 5-7.
- 11 Lu, Yue (Darcy)^{ΔΔΔ}, **Wang, Yao-Chin**, Grunwald, Sabine, & Chu, Sharon Lynn. (2023). Videography-facilitated nature-based mindfulness at natural destinations: Perspective of the attention restoration theory, The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA, United States; January 5-7. **Best Paper Award Nomination**
- 12 Liang, Yifeng (Sandra)^{ΔΔ}, **Wang, Yao-Chin**, Chi, Oscar Hengxuan, Zhang, Lu, & Lu, Yue (Darcy)^{ΔΔΔ}. (2023). Smart hotel system: Systematically exploring the framework from the perspective of customer journey theory, The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA, United States; January 5-7.
- 13 **Wang, Yao-Chin**, Song, Hanqun, Yang, Huijun, & Ma, Emily. (2022). Robot vs. human as chefs, hosts, and servers at restaurants: A role theory perspective, 2022 ICHRIE Conference, Washington, D.C., United States; August 3-6.

- 14 Lu, Yue (Darcy)^{ΔΔΔ}, & **Wang, Yao-Chin**. (2022). Mindfulness-themed Airbnb online experiences: Storytelling strategies of the online hosts, 2022 ICHRIE Conference, Washington, D.C., United States; August 3-6.
- 15 **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, IL, United States; August 9-11.
- 16 **Wang, Yao-Chin**. (2019). The SHE model: Theory building for place attachment, 2019 ICHRIE Conference, New Orleans, LA, United States; July 24-26.
- 17 **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.
- 18 Liu, Chyong-Ru, **Wang, Yao-Chin**, Huang, Wen-Shiung, & Tang, Wan-Ching. (2019). Festival gamification: Conceptualization and scale development, The 21st International Conference on International Tourism, Hospitality and Event Management, London, United Kingdom; January 21-22.
- 19 Troxtel, Courtney^{ΔΔ}, **Wang, Yao-Chin**, & Hamm, Dede. (2019). Event managers' fashion leadership: A social learning theory perspective on event employee behaviors, The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, United States; January 3-5.
- 20 **Wang, Yao-Chin**. (2018). Service learning in festival management and analysis: A case at War Eagle Fair, The 4th Hospitality Teaching & Learning Conference, Denton, TX, United States; November 21-22.
- 21 Liao, Jo-Chun^{ΔΔΔ}, **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.
- 22 **Wang, Yao-Chin**. (2018). A theory of loyalty matrix for hotel brands, 2018 ICHRIE Conference, Palm Springs, CA, United States; July 25-27.
- 23 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.
- 24 **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, MD, United States; July 26-28. *Best Conference Paper Award in Human Resources Track*
- 25 **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, MD, United States; July 26-28.
- 26 **Wang, Yao-Chin**, Qu, Hailin, & Yang, Jing. (2017). Antecedents and outcomes of hotel brand love: Baby boomer vs. generation X customers, The 15th APacCHRIE Conference, Bali, Indonesia; May 31-June 2.
- 27 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 15th APacCHRIE Conference, Bali, Indonesia; May 31-June 2.

- 28 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.
- 29 Xu, Shengtao^{△△}, **Wang, Yao-Chin**, & Wang, Ruixia^{△△}. (2017). Chinese hotel employees' face and three-component fun climate at work: Effects on work and family domains, The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, United States; January 5-7.
- 30 Wang, Jingya^{△△}, **Wang, Yao-Chin**, & Huang, Haiyu. (2017). Booth released psychological stimuli and impulse buying: Perspective of the theory of mental budgeting, The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, United States; January 5-7.
- 31 Wang, Jingya^{△△}, **Wang, Yao-Chin**, & Huang, Haiyu. (2016). Making your booth a magnet: Scale development for booth attractiveness, The 35th Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
- 32 Xu, Shengtao^{△△}, **Wang, Yao-Chin**, & Wang, Ruixia^{△△}. (2016). Relational orientation and fun climate: Chinese hotel employees' perspective, The 35th Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
- 33 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 14th Cross-Strait Leisure Industry and Rural Tourism Conference, Nantou, Taiwan; September 21-22. (In Chinese)
- 34 **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, TX, United States; July 20-22.
- 35 Liu, Chyong-Ru, **Wang, Yao-Chin**, Huang, Wen-Shiung, & Chen, Shan-Pei. (2016). Destination fascination: Conceptualization and scale development, 2016 ICHRIE Conference, Dallas, TX, United States; July 20-22.
- 36 **Wang, Yao-Chin**, Ryan, Bill, & Yang, Chu-En. (2016). Hotel managers' brand love and health, The 6th Advances in Hospitality and Tourism Marketing & Management, Guangzhou, China; July 14-17.
- 37 **Wang, Yao-Chin**, Qu, Hailin, & Yang, Jing. (2016). Moderating effects of customer involvement on dual-path outcomes of hotel sub-brand love, The 6th Advances in Hospitality and Tourism Marketing & Management, Guangzhou, China; July 14-17.
- 38 Sun, Yanyan[△], **Wang, Yao-Chin**, & Fu, Xiaoxiao. (2016). Memorable experiences at boat show and effects on perceived value and intention, The 6th Advances in Hospitality and Tourism Marketing & Management, Guangzhou, China; July 14-17.
- 39 Ding, Yuxin[△], **Wang, Yao-Chin**, & Su, Ching-Hui (Joan). (2016). Service interactions at high-contact exhibition booths, The 6th Advances in Hospitality and Tourism Marketing & Management, Guangzhou, China; July 14-17.
- 40 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, MA, United States; June 30-July 2.
- 41 **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 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL, United States; January 8-10.

- 42 **Wang, Yao-Chin**, & Caniglia, Beth. (2015). Chairmanship in knowledge sharing among multistakeholders in sustainable tourism: Case of United Nations Commission on Sustainable Development, The 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL, United States; January 8-10.
- 43 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 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL, United States; January 8-10. *Best Paper Award*
- 44 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, LA, United States; November 4-8.
- 45 **Wang, Yao-Chin**, & Chung, Yeasun. (2014). Hotel brand portfolio strategy, The 19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, United States; January 3-5.
- 46 **Wang, Yao-Chin**, Yang, Jing, & Yang, Chu-En. (2014). Internal branding in hotel industry: An action research approach, The 19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, United States; January 3-5.
- 47 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 19th Asia Pacific Tourism Association Annual Conference, Bangkok, Thailand; July 1-4.
- 48 **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.
- 49 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 11th APacCHRIE Conference, Macau, China; May 21-24.
- 50 **Wang, Yao-Chin**, Cai, Ruiying, Yang, Chu-En, & Qu, Hailin. (2013). A longitudinal study of the coping strategy in hospitality internship, The 11th APacCHRIE Conference, Macau, China; May 21-24.
- 51 **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 3rd Advances in Hospitality and Tourism Marketing & Management, Taipei, Taiwan; June 25-30.
- 52 **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.
- 53 **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 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, WA, United States; January 3-5.
- 54 Tsai, Chi-Tung, Tseng, Wen-Wei, & **Wang, Yao-Chin**. (2011). When do procedural and distributive justice interact to influence contextual performance, The 11th International Conference on Knowledge, Culture and Change in Organizations, Madrid, Spain; June 15-17.
- 55 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 9th APacCHRIE Conference, Hong Kong, China; June 2-5.

- 56 **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 7th Biennial Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure, Chiang Mai, Thailand; May 24-27.
- 57 **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)
- 58 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.
- 59 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 Lu, Yue (Darcy)^{ΔΔΔ}, Causing, Allison M.^{ΔΔ}, & **Wang, Yao-Chin**. (2024). Mindful community in agritourism: A value co-creation perspective on cases of coffee and tea farms in the Philippines and China, 2024 UF HHP Stanley Lecture Research Symposium, Gainesville, FL, United States; March 26.
- 2 **Wang, Yao-Chin**, Lu, Yue (Darcy)^{ΔΔΔ}, Grunwald, Sabine, Chu, Sharon Lynn, Kamble, Pratik^{ΔΔ}, & Kumar, Jayavidhi^{ΔΔ}. (2024). An AI Approach to support student mental health: Case of developing an AI-powered web-platform with nature-based mindfulness, 2024 UF HHP Stanley Lecture Research Symposium, Gainesville, FL, United States; March 26.
- 3 Causing, Allison M.^{ΔΔ}, & **Wang, Yao-Chin**. (2023). It's time for wellness tourism after the pandemic: A case of Badian Island Wellness Resort in Cebu, the Philippines, 2023 UF HHP Stanley Lecture Research Symposium, Gainesville, FL, United States; February 24.
- 4 Lu, Yue (Darcy)^{ΔΔΔ}, **Wang, Yao-Chin**, Grunwald, Sabine, & Chu, Sharon Lynn. (2023). Videography-facilitated nature-based mindfulness at natural destinations: Perspective of the attention restoration theory, 2023 UF HHP Stanley Lecture Research Symposium, Gainesville, FL, United States; February 24.
- 5 Liang, Yifeng (Sandra)^{ΔΔ}, **Wang, Yao-Chin**, Chi, Oscar Hengxuan, & Zhang, Lu. (2023). Smart hotel system: Systematically exploring the framework from the perspective of customer journey theory, 2023 UF HHP Stanley Lecture Research Symposium, Gainesville, FL, United States; February 24.
- 6 **Wang, Yao-Chin**, Zhang, Yuetian, Zhang, Lu, Lyu, Vivian, & Ma, Emily. (2022). Experiential learning through scenario-based AI simulation platforms for hospitality education in China, 2022 Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium, Macau SAR, China; October 21.
- 7 Lu, Yue (Darcy)^{ΔΔΔ}, & **Wang, Yao-Chin**. (2022). Mindfulness-themed Airbnb online experiences: Storytelling strategies of the online hosts, 2022 UF HHP Stanley Lecture Research Symposium, Gainesville, FL, United States; March 24.
- 8 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, LA, United States; July 24-26.

- 9 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.
- 10 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 4th Global Tourism and Hospitality Conference, Hong Kong, China; May 22-25.
- 11 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.
- 12 Cvar, Mackenzie^Δ, Hanke, Lili^Δ, Human, Catherine^Δ, & **Wang, Yao-Chin**. (2019). Virtual reality as a tool for dark tourism: Exploring the longitudinal change of environmental attitude, The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, United States; January 3-5.
- 13 Hanke, Lili^Δ, Cvar, Mackenzie^Δ, Human, Catherine^Δ, & **Wang, Yao-Chin**. (2019). Gaining wine experience and wine knowledge by virtual reality: A three-phase mixed method research, The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, United States; January 3-5.
- 14 Human, Catherine^Δ, Cvar, Mackenzie^Δ, Hanke, Lili^Δ, & **Wang, Yao-Chin**. (2019). Travel into the past by virtual reality: Enhancing motivations to visit heritage sites in the world, The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, United States; January 3-5.
- 15 **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, CA, United States; July 25-27.
- 16 Troxteel, Courtney^Δ, & **Wang, Yao-Chin**. (2018). Event employees' innovative behavior: Effects of event managers' fashion leadership and organizational climate, The 17th Asia Pacific Forum (APF) for Graduate Students Research in Tourism, Honolulu, HI, United States; May 16-18.
- 17 Hamm, Dede, **Wang, Yao-Chin**, & Way, Kelly A. (2018). Event safety climate: Conceptualization and scale development, The 17th Asia Pacific Forum (APF) for Graduate Students Research in Tourism, Honolulu, HI, United States; May 16-18.
- 18 Xu, Shengtao^{ΔΔ}, **Wang, Yao-Chin**, & Wen, Han. (2017). From servants to leaders: Exploring the longitudinal process of student supervisors at a teaching café, The 36th Annual Conference of the ISTTE, Charleston, SC, United States; October 15-17.
- 19 **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, MD, United States; July 26-28.
- 20 Zou, Shufang^Δ, & **Wang, Yao-Chin**. (2016). Desire for sexual attraction and beautification desire in the spa purchase process, The 35th Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
- 21 Wang, Yanan^Δ, & **Wang, Yao-Chin**. (2016). Antecedents and outcomes of children's social skills in family tourism, The 35th Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
- 22 Feng, Ruiyu^Δ, & **Wang, Yao-Chin**. (2016). Outcomes of business travelers' perceived service experiences at luxury hotels, The 35th Annual Conference of the ISTTE, Hangzhou, China; October 12-14.

- 23 Wang, Chia-I^Δ, & **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 35th Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
- 24 Ding, Yuxin^Δ, & **Wang, Yao-Chin**. (2016). Three-component motivation for sport tourism and effects on harmonious passion and sports involvement, The 35th Annual Conference of the ISTTE, Hangzhou, China; October 12-14.
- 25 **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, TX, United States; July 20-22.
- 26 **Wang, Yao-Chin**, Yang, Jing, & Ding, Li. (2014). Competitor analysis for hotel brands: A strategic-group approach, 2014 ICHRIE conference, San Diego, CA, United States; July 30-August 1.
- 27 **Wang, Yao-Chin**, Shirsat, Abhijeet, & Leong, Jerrold. (2013). Storytelling ability: Conceptual framework and application in hospitality industry, 2013 ICHRIE Conference, St. Louis, MO, United States; July 24-27.
- 28 Ozturk, Ahmet Bulent, Hancer, Murat, & **Wang, Yao-Chin**. (2013). Reducing turnover intention: A cross level perspective, 2013 ICHRIE Conference, St. Louis, MO, United States; July 24-27.
- 29 **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, MO, United States; July 24-27.
- 30 **Wang, Yao-Chin**, Yang, Chu-En, & Hancer, Murat. (2013). Rating behavior in hotel rating system: Role play vs. improvisation, The 11th APacCHRIE Conference, Macau, China; May 21-24.
- 31 **Wang, Yao-Chin**, Yieh, Kaili, Qu, Hailin, & Yang, Chu-En. (2013). The role of subjective well-being in relationship marketing, The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, WA, United States; January 3-5.
- 32 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, CO, United States; July 27-30.
- 33 **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

Under Review: Principal Investigator (PI) / Co-PI

- 1 Be mindful, learn better: Improving STEM learning through AI-based personalized mindfulness for underrepresented students (August 16, 2024 – August 15, 2027), National Science Foundation, PI: Sharon Lynn Chu, **Co-PIs: Yao-Chin Wang & Sabine Grunwald**, \$399,993
- 2 Doctoral Dissertation Research: Technology-assisted yoga on improving community mindfulness with a place attachment perspective (September 1, 2024 – December 31, 2025), National Science Foundation, **PI: Yao-Chin Wang**, Co-PI: Yue (Darcy) Lu ^{ΔΔΔ}, \$28,752

Funded: Principal Investigator (PI) / Co-PI

- 1 An artificial intelligence (AI) approach to mindfulness: Immersive human-environmental interactions on nature sounds, natural destinations, and guided meditation (May 1, 2022 – May 31, 2023), UFII (UF Informatics Institute) SEED Funding, **PI: Yao-Chin Wang**, Co-PIs: Sabine Grunwald and Sharon Lynn Chu, \$22,000 (Special Additions to Award: HiperGator allocations worth \$2,000)
- 2 Research start-up fund for a PhD level research assistant (August 16, 2021 – December 31, 2023), Department of Tourism, Hospitality and Event Management, College of Health and Human Performance, University of Florida, **PI: Yao-Chin Wang**, \$53,539
- 3 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
- 4 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)
- 5 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
- 6 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
- 7 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
- 8 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
- 9 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)
- 10 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 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

Selected Unfunded Grant Proposals

- 1 Mindfulness-assisted AI-STEM undergraduate education (September 1, 2022 – August 31, 2025), National Science Foundation, **PI: Yao-Chin Wang**, Co-PIs: Sabine Grunwald, Ana Puig, Lilianny Virguez, and Kim Holton, Evaluator: Pavlo (Pasha) Antonenko (Director, NeurAL Lab), \$300,000
- 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, \$10,000
- 3 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
- 4 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
- 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 Gamifying farmers market through augmented reality: From farm to home dining table (September 30, 2018 – September 29, 2021), 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
- 7 Research: Engineering students' use of technological devices in leisure engagement and learning performance (September 1, 2018 – August 31, 2021), 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

PROFESSIONAL EMPLOYMENT AND EXPERIENCE

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 275th 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 in Human Resource Management

Administration Department, Tempus Hotel Taichung, Taiwan

TEACHING EXPERIENCE

Summer 2021 – Present

Assistant Professor

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

HFT 3253 Lodging Operations and Management

HFT 4468 Hospitality Revenue Management

HFT 4746 Smart Cities, Attractions, and Theme Parks

LEI 4912 TRSM Undergraduate Research

LEI 5188 Trends & Issues in Tourism & Recreation Management

HLP 6535 Research Methods – Online

HMG 6740 Smart Cities, Attractions, and Theme Parks

LEI 6903 Readings in Recreation, Parks, and Tourism

LEI 6944 Practicum in Tourism & Recreation Management

LEI 6971 Research for Master's Thesis

LEI 7904 Advanced Readings in Recreation, Parks, and Tourism

LEI 7905 Advanced Independent Study in Recreation, Parks and Tourism

LEI 7910 Advanced Supervised Research

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****Grant External Reviewer**

- Research Grants Council (RGC) of Hong Kong (2022 – Present)
- Mitacs Accelerate research proposal, Mitacs, Canada (2023 – Present)

Team Mentor of Online Hackathon

- *Journal of Hospitality and Tourism Management* Online Hackathon (2021)

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 – Present)
- Best Paper Nomination Committee, ICHRIE ESD Undergraduate Research Symposium, (2024 – Present)
- 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

- **[Symposium Keynote Speaker]** Global Human Flourishing @UF: Inspiring Science, Wisdom and Compassionate Action, 2024 UF Mindfulness Symposium, University of Florida, USA; April 4, 2024. Topic: “Mindfulness in Hospitality and Tourism: Applications and Research Findings”
- Department of Textiles, Apparel Design and Merchandising, Louisiana State University, USA; February 9, 2024. Topic: “Knowledge tree and research focus: Building research publications via interdisciplinary collaborations”
- Highgate - Hospitality Investment & Management Company, Miami, FL; December 12, 2023. Topic: “Mindfulness and technology in hospitality: Insights and opportunities for hotel revenue management and marketing”
- 360 Mindfulness Workshop, UF Mindfulness; October 23, 2023. Topic: “Donghua Awareness-Illumination Chan (DAIC)”
- Department of Restaurant, Hotel, and Institutional Management, Fu Jen Catholic University, Taiwan; June 15, 2023. Topic: “Research conceptualization: Research experience sharing and practice in employee positive behavior”
- Department of Restaurant, Hotel, and Institutional Management, Fu Jen Catholic University, Taiwan; June 13, 2023. Topic: “Robots and new technology of the service industries in the U.S.”
- SIG Workshop II of Hospitality in Applied Science Education, Department of Humanities and Social Sciences, National Science and Technology Council, Taiwan; June 10, 2023. Topic: “Publishing in International Hospitality and Tourism Journals”
- **[Conference Keynote Speaker]** Welcome Newnormal: Conference on Sustainability and Innovation of Tourism and Hospitality Business, Fu Jen Catholic University, Taiwan; June 10, 2023. Topic: “Mindfulness applications in hospitality and tourism”
- Department of Restaurant, Hotel, and Institutional Management, Fu Jen Catholic University, Taiwan; June 9, 2023. Topic: “Research expansion: Research experience sharing of hospitality branding studies and practice”
- Department of Restaurant, Hotel, and Institutional Management, Fu Jen Catholic University, Taiwan; June 8, 2023. Topic: “Research conceptualization: Research experience sharing and practice in employee positive psychology”
- 360 Mindfulness Workshop, UF Mindfulness; May 1, 2023. Topic: “Dynamic yoga & group meditation”
- Northeast North America (NENA) Federation CHRIE; October 21, 2022. Topic: “Mindfulness in hospitality: Practices, teaching, and research”

- Technology Enhanced Future of Work in the Visitor Economy, Centre for Digital Transformation in the Visitor Economy, School of Hospitality and Tourism Management, University of Surrey, UK; October 19, 2022. Topic: “Mindfulness in technology-enhanced future of work”
- 360 Mindfulness Workshop, UF Mindfulness; October 3, 2022. Topic: “Static mindfulness practices from Donghua Awareness-Illumination Chan (DAIC)”
- INSAN Research Webinar Series, Center for Value Creation and Human Well-being Studies (INSAN), Faculty of Economics and Management, National University of Malaysia/Universiti Kebangsaan Malaysia (UKM), Malaysia; May 27, 2022. Topic: “Mindfulness in tourism and hospitality research: From traditional approaches to the applications of artificial intelligence”
- The Wellness & Wellbeing Summit; May 1, 2022. Topic: “Theory and practices with Donghua Awareness-Illumination Chan (DAIC): A traditional Buddhist approach”
- Howard Feiertag Department of Hospitality & Tourism Management, Virginia Tech, USA; 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, USA; September 29, 2021. Topic: “Robot is our friend in hospitality!”
- International College, Maejo University, Thailand; April 2, 2021. Topic: “International research and academic publication in tourism and hospitality: Opportunities and challenges”
- International College, Maejo University, Thailand; February 26, 2021. Topic: “Tourism, hospitality, and event research: My recent publications”
- Department of Tourism, Hospitality and Event Management, University of Florida, USA; February 12, 2021. Topic: “Wellness and mindfulness in my hospitality and event research”
- School of Hospitality and Tourism Management, Purdue University, USA; 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, USA; July 31, 2019. Topic: “Service Learning Initiative”
- HESC Research Work Group, School of Human Environmental Sciences, University of Arkansas, USA; July 18, 2018. Topic: “Strategic brand management”
- Research Seminar, Department of Marketing, National Chung Hsing University, 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, 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, Taiwan; December 30, 2015. Topic: “Experiences gained when I was a graduate student”
- Public Administration, Department of Political Science, National Chung Cheng University, Taiwan; October 1, 2015. Topic: “Festival tourism and local governance”

- Graduate Seminar, Department of Hospitality Management and Dietetics, Kansas State University, USA; October 1, 2014. Topic: “Knowledge tree: A conceptual tool for planning research publications”
- Career Plan, Department of Economics, National Chung Cheng University, 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***International level*

- Committee Member, Organization Committee, the HSMAI (Hospitality Sales and Marketing Association International) Foundation Global Collegiate Marketing Case Competition, HSMAI Foundation (August 2022 – Present)

State level

- Committee Member (representing the University of Florida), Military Credit - Hospitality Discipline Review Committee, Florida Department of Education (August 2021 – January 2023)

University level

- Faculty Advisor, UF Taiwanese Student Association (TWSA), University of Florida (September 2023 – Present)
- Full Team Member, UF Mindfulness Program, University of Florida (April 2022 – Present)
- Committee Member, Research Committee, UF Mindfulness Program, University of Florida (November 2021 – Present)
- Best Paper Awards in Mindfulness Committee, UF Mindfulness Program, University of Florida (November 2022 – Present)

College level

- Judge, Stanley Lecture and Research Symposia (March 24, 2022 & March 26, 2024)
- Faculty Search Committee Member, Instructional Assistant Professor, Department of Health Education and Behavior, University of Florida (August 2021 – January 2022)

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)
 - A total of 35 UF students were inducted as ESD member

- Committee Member, Undergraduate Curriculum Committee, Department of Tourism, Hospitality and Event Management, University of Florida (August 2023 – May 2024)
- Committee Member, Graduate Curriculum Committee, Department of Tourism, Hospitality and Event Management, University of Florida (August 2021 – May 2022)
- Faculty 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 – March 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)

- Co-manage a YouTube channel and a Facebook page
- Edit and upload over 100 videos about Chan (Zen) Master Wanxing's teachings on meditation, mindfulness, dharma, and the applications of Chan
- Co-categorize, arrange, and edit Chan Master Wanxing's teachings for book publications

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
- Mentored 2 students of the committee (November 2017 – May 2018)
- Mentored 8 students of the committee (October 2018 – April 2019)

Social Service Committee Member, Xiamen University (November 2015)

- Evaluated 15 community service projects

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 ADVISING**Doctoral Students**

- Yue (Darcy) Lu. Ph.D., Department of Tourism, Hospitality and Event Management, University of Florida. January 2022 – Present. *Advisor and Dissertation Committee Chair.*
- Shizhen (Jasper) Jia. Ph.D., Department of Tourism, Hospitality and Event Management, University of Florida. April 2024 – Present. *Dissertation Committee Member.*

Master's Students

- David (Dave) Dimara. M.S., Department of Tourism, Hospitality and Event Management, University of Florida. **Advisor and Capstone Project Committee Chair.**
- Xiaochen Liu. M.S., Department of Tourism, Hospitality and Event Management, University of Florida. Master's thesis topic: "Develop and validate a theoretical framework that explains traveler's behavioral intentions to visit theme parks." Completed in May 2024. *Master's Thesis Committee Member.*
- Shu-Hao (Howard) Chang. M.S., Department of Sport Management, University of Florida. Master's thesis topic: "Sport fan's emotional responses toward game outcomes in the major league baseball: Natural language processing approach." Completed in May 2024. *Master's Thesis Committee Member.*
- Allison M. Causing. M.S., Department of Tourism, Hospitality and Event Management, University of Florida. Master's thesis topic: "Mindful leadership in agritourism: A grounded theory approach with agritourism leaders in the Philippines." Completed in May 2024. **Advisor and Master's Thesis Committee Chair.**
 - Doctoral Student starting Fall 2024, Department of Hospitality, Hotel Management and Tourism, Texas A&M University
- Daniella Smook. M.S., Department of Tourism, Hospitality and Event Management, University of Florida. Completed in December 2023. *Capstone Project Committee Member.*
- Lauren Tope. M.S., Department of Tourism, Hospitality and Event Management, University of Florida. Completed in August 2023. **Advisor and Capstone Project Committee Chair.**
 - Interned at Special Events & Conferences at the global headquarters of Hilton Hotels & Resorts in McLean, VA
- Yifeng (Sandra) Liang. M.S., Department of Tourism, Hospitality and Event Management, University of Florida. Master's thesis topic: "Smart hotel system: A mixed method approach." Completed in May 2023. **Advisor and Master's Thesis Committee Chair.**
 - Doctoral Student starting Fall 2023, Department of Hospitality and Tourism Management, University of Massachusetts Amherst
- Yayun Li. M.S., Department of Tourism, Hospitality and Event Management, University of Florida. Completed in December 2022. **Advisor and Capstone Project Committee Chair.**
 - Assistant General Manager at ETAGE Executive Living in Pittsburgh, PA
 - Interned at Aloft Gainesville, FL
- Sarah Seropian. M.S., Department of Tourism, Hospitality and Event Management, University of Florida. Completed in December 2022. *Capstone Project Committee Member.*
- Xiaowen Zhang. M.S., Department of Tourism, Hospitality and Event Management, University of Florida. Completed in August 2022. *Capstone Project Committee Member.*

Undergraduate Students

- Jessica Williams. B.S., Department of Food Science, University of Arkansas. Honors thesis topic: "How does increasing the darkness of a plate affect the taste perception of both bitter and sweet flavors?" Completed in August 2023. *Honors Thesis Committee Member.*
- Xinyu Hou. B.S., Department of Tourism, Hospitality and Event Management, University of Florida. Honors thesis topic: "Attendance analysis of group fitness classes of RecSports at the

University of Florida.” Completed in July 2022. *Summa Cum Laude Designation. Honors Thesis Mentor.*

- MS student in Data Science at Vanderbilt University
- Worked as Revenue Coordinator at Grand Hyatt New York, NY
- Logan O’Hara. B.S., Hospitality Management Program, School of Human Environmental Sciences, University of Arkansas. Honors thesis topic: “Applying artificial intelligence in the hotel industry: Exploring perspectives of employees.” Completed in December 2021. *Honors Thesis Mentor and Committee Chair.*
 - Front Desk Lead at Hyatt Place Fayetteville/Springdale, AR

PROFESSIONAL AFFILIATION AND CERTIFICATE

Professional Affiliation

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

Member, Professional Convention Management Association (PCMA) (January 2016 – October 2024)

Member, Travel and Tourism Research Association (TTRA) (April 2021 – March 2024)

Member, Academy of Management (AOM) (June 2019 – November 2023)

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

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 – 2029)

- Qualified CHIA Instructor to provide professional training to undergraduate and graduate students in hospitality and tourism programs and help students earn the leading certification
- Knowledge of how to (a) analyze various types of hotel industry data, (b) make strategic inferences based upon that analysis, and (c) do the math and interpret the Smith Travel Research reports to identify specific areas of improvement
- Completed Certification in Advanced Hospitality and Tourism Analytics (CAHTA) Train-the-Trainer Sessions in Summer 2020

Certification in Cvent Event Management, Cvent (2023 – 2025)

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)