**CURRICULUM VITAE**

**LU ZHANG**

***The School of Hospitality Business***

***Broad College of Business***

***Michigan State University***

***667 N. Shaw Lane, East Lansing***

***luzhang@msu.edu***

**CURRENT POSITION**

* Associate Professor (2019 – present)

**EDUCATION**

Ph.D. Doctor of Philosophy, School of Hospitality Management, The Pennsylvania State University

* Research Areas: Marketing/Consumer Behavior and Information Technology
* Minor in Statistics

MS Master of Science, School of Hospitality Management, The Pennsylvania State University

* Research Areas: Marketing/Consumer Behavior and Operation Strategy/ Branding.

BA Bachelor of Arts, Hospitality and Tourism Management, Xiamen University

* Minor in English

**REFEREED PUBLICATIONS**

1. Rathjens, B., Wu, A., Zhang, L., & Wei, W. (2024). When social media influencer endorsement backfires: Unpacking fallout from explicit endorsements across brand equity levels. *Journal of Hospitality & Tourism Research*, (forthcoming).
2. Zheng, Y., Wei, W., Zhang, L., & Ying, T. (2024). Tourist gaze at Chinese classical gardens: The embodiment of aesthetics (Yijing) in tourism. *Journal of Hospitality & Tourism Research*, *48*(2), 353-379.
3. Zhong, Y., Zhang, L., & Wei, W. (2024). Attracting Gen Z Workforce: The effects of organizational social media policy. *Tourism Review*, *79*(1), 54-68.
4. Zheng, X., Wang, Y., Wei, W., Zhang, L., & Huo, D. (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.
5. Zhang, L., Wei, W., Yu, C., Olson, E., & Sharma, A. (2023). Transformation of consumer expectations for well-being in hospitality: A systems framework. *Journal of Hospitality & Tourism Research, 47*(4)*,* NP4-NP17.
6. Zhang, L., Wei, W., Zheng, Y., & Rathjens, B. (2023). Pet influencers on social media: The join effect of message appeal and narrator. *International Journal of Hospitality Management, 110,* 103453.
7. Wang, J., Wang, Y., Zhang, L., & Fu, R. (2023). Booth attractiveness: Scale development and model testing from a mental budgeting perspective. *Journal of Hospitality & Tourism Research*, *47(*7), 1136-1160.
8. Zheng, X., Zhang, L., Wei, W., & Line, N. (2023). The effects of unfulfilled preferential treatment and review dispersion on Airbnb guests’ attitudes and behavior. *Journal of Hospitality & Tourism Research*, *47*(7), 1244-1269.
9. Kuo, P., & Zhang, L. (2023). Hotel room colors on affective responses, attitude, and booking intention. *International Journal of Hospitality & Tourism Administration*, *24*(3), 314-334.
10. Lin, M., Yeon, J., & Zhang, L. (2023). One size fits all? How CSR communication influences donation and revisit intention differently in local independent and chain restaurants. *Journal of Hospitality & Tourism Research, 48*(4), 578-594.
11. Yang, W., Zhang, L., Wei, W., Yoo, M., & Rathjens, B. (2023). Do we love celebrity endorsers? The joint impacts of consumers’ need for status, celebrity star power, and image congruence on celebrity endorsement effectiveness. *Journal of Hospitality and Tourism Insights*, (forthcoming).
12. Rathjens, B., Gunden, N., Zhang, L., Jain, G., & Law, R. (2023). A systematic review of contactless technologies research in hospitality and tourism during the COVID-pandemic. *Journal of Hospitality & Tourism Research*, (forthcoming).
13. Wei, W., Zhang, L., Rathjens, B., & McGinley, S. (2022). Electronic consumer-to-consumer interaction (eCCI) post a service failure: The psychological power of need for approval. *Journal of Hospitality & Tourism Research,* (forthcoming).
14. Zhu, T., Zhang, L., Zeng, C., & Liu, X. (2022). Rethinking value co-creation and loyalty in virtual travel communities: How and when they develop. *Journal of Retailing and Consumer Services, 69,* 103097.
15. Huo, D., Lin, M. S., Zheng, X., & Zhang, L. (2022). Entertainer Celebrity vs. Celebrity Chefs: The Joint Effect of Celebrity Endorsement and Power Distance Belief on Restaurant Consumers. *International Journal of Hospitality Management*, *106*, 103291.
16. Wei, W., Zheng, Y., Zhang, L., & Line, N. (2022). Leveraging customer-to-customer interactions to create immersive and memorable theme park experiences. *Journal of Hospitality and Tourism Insights, 5*(3), 647-662.
17. Zhang, L., Wei, W., & Hua, N. (2022). Service security breaches: The impact of comparative optimism. *The Service Industries Journal*, *42*(15-16), 1190-1210.
18. Van Riel, A., Andreassen, T., Lervik-Olson, L., Zhang, L., Mithas, S., & Heinonen, K. (2021). A customer-centric five factor model for sustainability and service innovation. *Journal of Business Research*, *136*, 3890401.
19. Zhang, L., & Wei, W. (2021). A comparison of traditional celebrity, social media influencer, and AI influencer. *Boston Hospitality Review*. <https://www.bu.edu/bhr/files/2021/10/BHR_Zhang-Wei_Influencer-Marketing_OCT.21.pdf>
20. Ali, F., Zhang, L., Wei, W., Zhou, Y., & Cobanoglu, C. (2021). Service innovation in hospitality and tourism. *Journal of Hospitality and Tourism Technology*, *12*(1), 1-3.
21. Zhang, L., Wei, W., Line, N., & McGinley, S. (2021). Social distancing: The effect of density and power on restaurant consumers. *International Journal of Hospitality Management*, *96*, 102964.
22. Zhang, L., Wei, W., Line, N., & Cheng, Y. (2021). When positive reviews backfire: The effect of review dispersion and expectation disconfirmation on Airbnb guests’ experiences. *International Journal of Hospitality Management*, *96*, 102979.
23. Karagoz, D., Isik, C., Dogru, T., & Zhang, L. (2021). Solo female travel risks, anxiety and travel intentions: examining the moderating role of online psychological-social support. *Current Issues in Tourism*, *24*(11), 1595-1612.
24. Gao, L., Zhang, L., & Wei, W. (2021). The effect of perceived error stability, brand perception, and relationship norms on consumer reaction to data breaches. *International Journal of Hospitality Management*, *94*, 102802.
25. Cheng, Y., Wei, W., Zhong, Y., & Zhang, L. (2021). The empowering role of hospitable telemedicine experience in reducing isolation and anxiety: evidence from the COVID-19 pandemic. *International Journal of Contemporary Hospitality Management*, *33*(3), 851-872.
26. Liu, X., Wen, J., Zhang, L., & Chen, Y. (2021). Does organizational collectivist culture breed self-sacrificial leadership? Testing a moderated mediation model. *International Journal of Hospitality Management*, *94*, 102862.
27. McGinley, S., Wei, W., Zhang, L., & Zheng, Y. (2021). The state of qualitative research in hospitality: A five-year review 2014 - 2019. *Cornell Hospitality Quarterly*, *62*(1), 8-20.
28. Hanks, L., Line, N., & Zhang, L. (2021). Expanding the methodological approach to the social servicescape: Moving from measurement to manipulation. *Cornell Hospitality Quarterly*, *62*(1), 157-168.
29. Zhang, L., Gao, L., & Zheng, X. (2020). Let's talk about this in public: Consumer expectations for online review response. *Cornell Hospitality Quarterly*, *61*(1), 68-83.
30. Bolumole, Y., Cohu, J., McKnight, H., Tessmer, A., Zhang, L., Beck, J., Sedatole, K., & Whipple, J. (2020). Amazon Marketplace: Sustaining Strategic Innovation. (Product number 9B20M019).
31. Zheng, Y., Wei, W., Line, N., & Zhang, L. (2020). Integrating the tourist gaze with the social servicescape: Implications for creating memorable theme park experiences. *International Journal of Hospitality Management*, *93*, 102782.
32. Cheng, Y., Wei, W., & Zhang, L. (2020). Seeing Destinations through Vlogs: Implications for Leveraging Customer Engagement Behavior to Increase Travel Intention. *International Journal of Contemporary Hospitality Management*, *32*(10), 3227-3248.
33. Hanks, L., Zhang, L., & McGinley, S. (2020). The impact of temporal distance and need for status on employee evaluations of Corporate Social Responsibility campaigns. *International Journal of Hospitality & Tourism Administration*, *21*(2), 188-204.
34. Hanks, L., Zhang, L., & Line, N. (2020). Perceived similarity in third place: Understanding the effect of place attachment. *International Journal of Hospitality Management*, *86*, 102455.
35. Wei, W., Zhang, L., & Hua, N. (2019). Error management in service security breaches. *Journal of Services Marketing*, *31*(7), 783-797.
36. Zhang, L., Kuo, P., & McCall, M. (2019). Microcelebrity: The impact of information source, hotel type, and misleading photos on consumers’ responses. *Cornel Hospitality Quarterly*, *60*(4), 285-297.
37. Aksoy, L., Alkire, L., Choi, S., Kim, P., & Zhang, L. (2019). Social innovation in service: A conceptual framework and research agenda. *Journal of Service Management*, *30*(3), 429-448.
38. Zhang, L., Hanks, L., & Line, N. (2019). The joint effect of power, relationship type, and CSR type on customers’ intent to donate. *Journal of Hospitality & Tourism Research*, *43*(3), 374-394.
39. Zhang, L., Wei, W., & Hua, N. (2019). Impact of data breach locality and error management on attitude and engagement. *International Journal of Hospitality Management*, *78*, 159-168.
40. Wei, W., Qi, R., & Zhang, L. (2019). Effects of virtual reality on theme park visitors’ experience and behaviors: A presence perspective. *Tourism Management*, *71*, 282-293.
41. Zhang, L., & Yang, W. (2019). Consumers’ responses to invitations to write online reviews: The impact of message framing, power, and need for status. *International Journal of Contemporary Hospitality Management*, *31*(4), 1609-1625.
42. Kim, M., Cichy, R., Zhang, L., & Yu, J. (2019). Antecedents of social capital and its impact on satisfaction and loyalty. *Journal of Hospitality Marketing & Management*, *28*(2), 263-284.
43. Zhang, L., & Hanks, L. (2018). Online reviews: The effect of cosmopolitanism, incidental similarity, and dispersion on consumer attitudes toward ethnic restaurants. *International Journal of Hospitality Management*, *68*, 115-123.
44. Line, N., Hanks, L., & Zhang, L. (2018). Birds of a feather donate together: Understanding the relationship between the social servicescape and CSR participation. *International Journal of Hospitality Management*, *71*, 102-110.
45. Thomas, C., Zhang, L., Cha, J., & Beck, J. (2018). The POS decision: Ray's place's dilemma. *Journal of Hospitality & Tourism Cases*, *7*(2).
46. Zhang, L., Yang, W., & Zheng, X. (2018). Corporate Social Responsibility: The effect of need-for-status and fluency on consumers' attitudes. *International Journal of Contemporary Hospitality Management*, *30*(3), 1492-1507.
47. McGinley, S., Yang, W., & Zhang, L. (2018). Snob appeal? Impact of company status perceptions on employee recruitment. *Journal of Hospitality Marketing and Management*, *27*(1), 85-105.
48. Zhang, L., & Hanks, L. (2017). Consumer skepticism towards CSR messages: The joint effects of processing fluency, individuals’ need for cognition and mood. *International Journal of Contemporary Hospitality Management*, *29*(8), 2070-2084.
49. Hanks, L., Zhang, L., Line, N., & McGinley, S. (2016). When less is more: Sustainability messaging, destination image, and processing fluency. *International Journal of Hospitality Management*, *58*, 34-43.
50. Kim, M. R., Zhang, L., Yu, J.H., Koenigsfeld, J.P., & Cichy, R.F. (2016). Private club GMs’/COOs’ perceptions in adopting social media: Applying the technology acceptance model. *Journal of Tourism and Hospitality Management*, *4*(1), 37-48.
51. Line, N., Hanks, L., & Zhang, L. (2016). Sustainability communication: The effect of message construals on consumers’ attitudes towards green restaurants. *International Journal of Hospitality Management*, *57*, 143-151.
52. Wolf, A., & Zhang, L. (2016). The effect of customization and gender on customers’ attitude. *International Journal of Hospitality Management*, *56*, 28-32.
53. Quigno, J., & Zhang, L. (2016). Casino customers' intention to join a loyalty rewards program: The effect of number of tiers and gender. *Cornell Hospitality Quarterly*, *57*(2), 226-230.
54. Nyheim, P., Xu, S., Zhang, L., & Mattila, A.S. (2015). Predictors of avoidance towards personalization of restaurant smartphone advertising: A study from the Millennials' perspective. *Journal of Hospitality and Tourism Technology*, *6*(2), 145-159.
55. Zhang, L., & Mattila, A. (2015). An examination of Corporate Social Responsibility and processing fluency in a service context. *Journal of Services Marketing*, *29*(2), 103-111.
56. Zhang, L. (2015). Online reviews: The impact of power and incidental similarity. *Journal of Hospitality Marketing & Management*, *24*(6), 633-651.
57. Kuo, P., Zhang, L., & Cranage, D. (2015). What you get is not what you saw: Exploring the impacts of misleading hotel website photos. *International Journal of Contemporary Hospitality Management*, *27*(6), 1301-1319.
58. Yang, W., Zhang, L., & Mattila, A.S. (2015). Luxe for less: How do consumers react to luxury hotel price promotions? The moderating role of consumers' need for status. *Cornell Hospitality Quarterly*, *57*(1), 82-92.
59. McGinley, S., Zhang, L., Hanks, L., & O'Neill J. (2014). Reducing longitudinal attrition through Facebook. *Journal of Hospitality Marketing & Management*, *24*(8), 894-900.
60. Hanks, L., Zhang, L., & McGinley, S. (2014). Unconditioned superstition and sports bar fans. *Journal of Hospitality Marketing & Management*, *25*(1), 113-131.
61. Zhang, L., Nyheim, P., & Mattila, A.S. (2014). The effect of power and gender on technology acceptance. *Journal of Hospitality and Tourism Technology*, *5*(3), 299-314.
62. Zhang, L., Wu, L., & Mattila, A.S. (2014). Online reviews: The role of information load and peripheral factors. *Journal of Travel Research*, *55*(3), 299-310.
63. Zhang, L., & Hanks, L. (2014). Unearned preferential treatment: The moderating role of power. *Cornell Hospitality Quarterly*, *56*(3), 309-319.
64. Zhang, L. (2014). How effective are your CSR messages? The moderating role of processing fluency and construal level. *International Journal of Hospitality Management*, *41*, 56-62.
65. Van Hoof, B., Wu, L., & Zhang, L. (2014). Hospitality graduate students program choice decisions: Implications for faculty and administrators. *FIU Hospitality Review*, *31*(3).
66. Van Hoof, B., Wu, L., Zhang, L. & Pederson, B. (2013). Characteristics of US Graduate Hospitality Programs. *FIU Hospitality Review*, *31*(2).
67. McGinley, S., Zhang, L., Mattila, A., & O'Neil, J. (2013). Attraction to hospitality companies: How processing fluency moderates value fit. *Journal of Human Resources in Hospitality & Tourism*, *14*(1), 25-44.
68. Mattila, A., Hanks, L. & Zhang, L. (2013). Existential guilt and preferential treatment: The case of an airline upgrade. *Journal of Travel Research*, *52*, 591-599.
69. Jansen, B., Zhang, L. & Mattila, A. (2012). Investigating Brand Knowledge of Web Search Engines: User Reactions to Search Engines Logos. *Electronic Commerce Research, 12*(4), 429-454.
70. Zhang, L., Jansen, B.J. & Mattila, A. (2012). A Branding Model for Web Search Engines. *International Internet Marketing and Advertising*, *7*(3), 195-216.

**REFEREED CONFERENCE PROCEEDINGS**

Cheng, Y., Wei, W., Zhang, L. (2024). Crafting electronic word-of-mouth (eWOM) in an age of robotics: The influence of robot social cues and companion emotions. Proceedings of the 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, January 4-6.

Piao, Z., Wei, W., & Zhang, L. (2024). Whimsical whispers: How anthropomorphic prompts boost plant-based palates in restaurants. Proceedings of the 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, January 4-6.

Rathjens, B., Rhodes, N., & Zhang, L. (2024). When influencers recommend and their followers disagree: The effects of race and vicarious dissonance. Proceedings of the 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, January 4-6.

Liang, Y., Wang, Y., Chi, O., Zhang, L., & Lu, Y. (2023). Smart hotel system: Systematically exploring the framework from the perspective of customer journey theory. Proceedings of the 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA. January 5-7.

Cannella, O., Ochoa, M., Mellino, A., & Zhang, L. (2023). DEI in hospitality: An investigation of employees’ perceived values, satisfaction, and commitment. Proceedings of the 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA. January 5-7.

Rathjens, B., Zhang, L., & Cha, J. (2023). Robots vs. humans in services: Examining the role of process- vs. outcome-orientation. Proceedings of the 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA. January 5-7.

Rathjens, B., & Zhang, L. (2022). Does brand familiarity and ad disclosure matter? An investigation of social media influencer. Proceedings of CentralCHRIE Annual Conference, West Lafayette, IL. September 29-30. (Best paper award)

Murtza, M., Cha, J., Zhang, L., & Kim, S. (2022). When co-worker envy leads to avoidance behavior? The role of achievement striving in wellbeing explored. Proceedings of the CentralCHRIE conference, West Lafayette, IN. September 29-30.

Zheng, X., Miao, M., & Zhang, L. (2022). Effects of virtual influencer’s brand endorsement on consumers’ reaction. Proceedings of China Marketing International Conference, Wuhan, China. July 27-31.

Zhang, L., Wei, W., Rathjens, B., & Zheng, Y. (2022). Message appeal and narrators: Examine the effect of pet influencers on consumers. Proceedings of the Academy of Business Research Conference, New Orleans, LA. March 16-18.

Cheng, Y., Wei, W., & Zhang, L. (2021). How they made me want to travel? The effect of vlogger type and destination type on tourists’ attitude and visit intention. Proceedings of the 26th Annual Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, January 7-9.

Zheng, X., Gao, L., & Zhang, L. (2019). Consumer expectations for managers' responses to online reviews. Proceedings of the 24th Annual Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, January 3-6.

Aksoy, L., Alkire, L., Choi, S., Kim, P., & Zhang, L. (2019). Social innovation in service: A conceptual framework and research agenda. Proceedings of QUIS16 symposium, Karlstad, Sweden. June 10-13.

Zhang, L., Wei, W., & Nan, H. (2018). Guilt by association: Impacts of data breach locality on the influence of error management on customer attitude and engagement behavior. Proceedings of the International Council on Hotel Restaurant and Institutional Educator Convention, Palm Spring, California, July 25-27.

Qi, R., Wei, W., & Zhang, L. (2018). Experience and behaviors: An effect of virtual reality on theme park visitors' social presence approach. Proceedings of the 17th Asia Pacific Forum for Graduate Student Research in Tourism, Honolulu, Hawaii. May 16-18.

Cheng, Y., Zhang, L., & Wei, W. (2018). The effect of language type and managerial responses on consumers' attitudes toward hotels. Proceedings of the 17th Asia Pacific Forum for Graduate Student Research in Tourism, Honolulu, Hawaii. May 16-18.

Zhang, L., Hanks, L., & Line, N. (2017). The joint effect of power and relationship type on customers' donation intentions. Presented paper at Fall Research Invitational Conference, Boston University, Boston.

McGinley, S., Zhang, L., & Yang, W. (2016). Who's looking at me? A study on status as a tool for organizational recruitment. Proceedings of the International Council on Hotel Restaurant and Institutional Educator Convention, Dallas, Texas. July 20-22.

Zhang, L., & Yang, W. (2015). CSR: The effect of NFS and fluency on consumers' attitude. Proceedings of the International Council on Hotel Restaurant and Institutional Educator Convention, Orlando, Florida. July 28-31.

Kim, M. R., Zhang, L., Yu, J. H., & Cichy, R. F. (2014). The roles of club's social media and events/activities in social capital and member loyalty in the private club industry. ICHRIE 2014 Conference, San Diego, California, July 30-August 1.

Zhang, L., & Mattila, A.S. (2014). Ethnic dining: The effect of language barrier, power, and choice. Proceedings of the International Council on Hotel Restaurant and Institutional Educator Convention, San Diego, California. July 30 - August 1.

McGinley, S., Zhang, L., Hanks, L., & O’Neill, J. (2014). Reducing attrition: Facebook as a new medium. Proceedings of the 19th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, January 3-5.

Zhang, L., Nyheim, P., & Mattila, A. (2013). The effect of power and gender on technology acceptance. Proceedings of the 18th Annual Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington, January 3-5.

Lee, K., Zhang, L., Conklin, M., & Cranage, D. (2012). Restaurant Digital Menus: The effects of categorization and flipping modality on customers’ perceptions.Proceedings of the International Council on Hotel, Restaurant and Institutional Educator Convention, Providence, RI. August 1-4, 2012.

Zhang, L., Mattila, A., & Cranage, D. (2012). The Effect of Interaction Strategies on Customer Perceived Benefits of Facebook. Proceedings of the 17th Annual Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL, January 5-7, 2012.

Zhang, L., Lee, K., Yang, W., Mattila, A., & Cranage, D. (2012). The Interplay of Identity and Message Framing on Consumer Health Behavior.Proceedings of the 17th Annual Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL, January 5-7, 2012.

Zhang, L., Mattila, A., & Cranage, D. (2011). Become a Fan: A Conceptual Model for Social Media Marketing. Proceedings of the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 2011.

Zhang, L., Erickson, L.B., & Webb, H.C. (2011). Effects of “emotional text” on online customer service chat.Proceedings of the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 2011.

Zhang, L., Mattila, A., & Cranage, D. (2011). Design of a restaurant kiosk interface.Proceedings of the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 2011.

Zhang, L. & Mattila, A. (2009). A Longitudinal Assessment of Consumer Satisfaction: The Effect on Repurchase Intention. Proceedings of the 14th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 4-6, 2009.

**WORKING PAPERS**

Zhong, Y., Wei, W., & Zhang, L. (2024). The effects of media representation on older snowbirds’ travel behaviors and intention during the COVID-19 pandemic.

McGinley, S., Wei, W., & Zhang, L. (2024). The joint effect of consumer need for approval, need for fame, and dining experience on attitudes and purchase intentions.

Cheng, Y., Wei, W., & Zhang, L. (2024). The interaction effect of celebrity types and message types on consumers.

Li, Q., & Zhang, L. (2024). Temporal perspective and carbon offsetting.

Zhang, L.& Zheng, X. (2024). Brand activism and the moderating effect of behavioral labeling.

Zhang, L., & Rathjens, B. (2024). A systematic review of social media influencers.

Gain, G., Zhang, L., Wei, W., & Rathjens, B. (2024). The usage of NFT in authenticating online customer reviews.

Zhang, L., Zheng, X., & Huo, D. (2024). Service robots in ethnic restaurants.

Zhang, L., Liu, X., & Wen, J. (2024). Service robot communication modality and its impact on consumers in the context of public services.

**INVITED TALKS**

* Topic: Experimental Design. School of Tourism and Hotel Management. Dongbei University of Finance and Economics. 2022 Spring.
* Topic: Publishing: The Editor and Reviewer’s Perspectives. School of Tourism and Hotel Management. Jinan University. 2023 Fall.
* Panelist for the 2023 ICT conference: Digital Intelligence Tourism and Service Industry: Openness, Integration, and Innovation. 2023 Fall.

**TEACHING EXPERIENCE**

* Executive education: CMAA BMI. 2018-present.
* Instructor of HB 337 (Hospitality Information System). 2014 - present (face-to-face and online during COVID)
* Instructor of HB 489 (Hospitality Business Strategy). 2014 – present (face-to-face and online during COVID)
* Instructor of HB 837 (Advanced Hospitality Information System). 2014 – 2018 (face-to-face)
* Instructor of HRIM 271 (Introduction to Hospitality Technology). 2011 – 2013 (face-to-face)

**SERVICE**

* Graduate Program Director – Michigan State University (2020 – present)
* Board member (Vice President) – CentralCHRIE (2023 – present)
* School Advisory Council – Michigan State University (2023 – present)
* Undergraduate Curriculum Committee **–** Michigan State University (2023 – present)
* Rankings Committee - Michigan State University (2022 – present)
* Research Committee (Chair) – Michigan State University (2022 – present)
* Orientation Planning Committee – Michigan State University (2022 – present)
* Hiring Committee (Lodging management) – Michigan State University (2022 – 2023)
* Management Consulting Academy (Faculty ambassador) – Michigan State University (2022 – present)
* Broad China Business Society (Advisor) – Michigan State University (2019 – present)
* Hiring Committee (Finance) – Michigan State University (2023 – 2024)
* University Committee for Faculty Affairs - Michigan State University (2023 – 2024)
* College Strategic Planning Committee (Research) – Michigan State University (2022 – 2023)
* Honor’s college (Advisor) – Michigan State University (2022 – 2023)
* Board member (Treasurer) – CentralCHRIE (2022 – 2023)
* College Research Committee – Michigan State University (2020 – 2021)
* Board member (Director of marketing) – CentralCHRIE (2019 – 2021)
* Eta Sigma Delta (Advisor) – Michigan State University (2019 – 2023)
* International Committee – Michigan State University (2016 – 2021)
* Broad Integrative Fellow – Michigan State University (2015 – 2016)
* Global Hospitality Business Organization (Advisor) – Michigan State University (2015 – 2019)
* Graduate Program Committee (Chair) – Michigan State University (2014 – 2020)
* Undergraduate Admissions Committee – Michigan State University (2014 – 2017)
* Department Scholarship Committee – Michigan State University (2013 – 2020)

**EDITORIAL BOARD**

* Cornell Hospitality Quarterly
* Journal of Hospitality & Tourism Research
* Journal of Hospitality and Tourism Insights
* Journal of Hospitality and Tourism Technology (Associate Editor)
* International Journal of Hospitality & Tourism Administration
* International Journal of Contemporary Hospitality Management

**PHD/MS COMMITTEE**

* Yifeng Liang (MS; Graduated in May 2023)
* Junghee Yu (PhD; Graduated in May 2021)
* Xiaoyun Zheng (PhD; Graduated in May 2021)
* Zhenxian Piao (PhD; expected to graduate in July 2026)
* Ally Wu (PhD; expected to graduate in July 2026)
* Bobbie Rathjens (PhD; expected to graduate in May 2025)
* Yusi Cheng (PhD; expected to graduate in July 2024)

**AWARD**

* Journal of Service Management 2019 Robert Johnston award (Highly commended paper of the year)
* Instructor excellence award for the undergraduate program (Spring 2020)
* CentralCHRIE best paper award (2022)
* SECSACHRIE best paper award (2022)

**LANGUAGES**

* Chinese (fluent, native tongue)
* English (fluent)