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EDUCATION

- **The Pennsylvania State University** 2012 – 2016
PhD in Hospitality Management
- **Cornell University** 2008 – 2009
Master of Management in Hospitality
- **Dalian University of Foreign Languages** 1996 – 2000
Bachelor of Arts, English Literature

RESEARCH INTEREST

- Service Innovation
- Service Marketing
- Consumer Behavior
- Cross-cultural Study

PUBLISHED PEER-REVIEWED ARTICLES

- 1) **Fan, A.**, Wu, L., King, C., Mattila, A. S. (2025). Empowering HER: Harnessing the power of ideological value fit and leadership diversity in female talent acquisition. *Journal of Hospitality & Tourism Research*. Ahead of print. (HTM Tier 1; SSCI Impact Factor: 5.161)
- 2) Park, J., **Fan, A.**, & Wu, L. (2024) Chatbots in complaint handling: The moderating role of humor. *International Journal of Contemporary Hospitality Management*. Ahead of print. <https://doi.org/10.1108/IJCHM-05-2024-0762> (HTM Tier 1; SSCI Impact Factor: 6.514)
- 3) Byrd, K., Wang, L., **Fan, A.**, Her, E., Leitch, S., & Liu, Y. (2024) Masks, gloves, or robots? Factors influencing consumers' health risk perceptions and behavioral intentions of in-restaurant dining. *International Journal of Hospitality Management*. Ahead of print. <https://doi.org/10.1016/j.ijhm.2024.103927> (HTM Tier 1; SSCI Impact Factor: 9.237)
- 4) Ma, C., **Fan, A.**, & Lee, S. E. (2024) Unveiling the role of congruity in service robot design and deployment. *International Journal of Contemporary Hospitality Management*. Ahead of print. <https://doi.org/10.1108/IJCHM-11-2023-1686> (HTM Tier 1; SSCI Impact Factor: 6.514)
- 5) Lu, J., **Fan, A.**, Liu, J., & Qi, Y. (2024) Tourists' willingness to adopt government-led smart tourism platforms: A mixed-methods study. *Journal of Vacation Marketing*. Ahead of print. <https://doi.org/10.1177/13567667241248968> (HTM Tier 2; SSCI Impact Factor: 5.1)
- 6) Wu, L., **Fan, A.**, Hou, Y., & Wei, W. (2024). Harnessing the experience capital of the hospitality and tourism industry. *Journal of Hospitality & Tourism Research*. Ahead of print. <https://doi.org/10.1177/10963480241290686> (HTM Tier 1; SSCI Impact Factor: 5.161)
- 7) **Fan, A.**, Wu, L., Ma, C., & Wang, P. (2024). The manipulative effects in the technology-facilitated preservice tipping experience. *Cornell Hospitality Quarterly*. Online first. <https://doi.org/10.1177/19389655241235106> (HTM Tier 1; SSCI Impact Factor: 3.646)
- 8) Wu, L., **Fan, A.**, Hou, Y., & Wei, W. (2024). Unlocking the transformative power of hospitality and tourism experiences: Towards theoretical syntheses and research agenda. *Journal of Hospitality & Tourism Research*. Online first. <https://doi.org/10.1177/10963480241230952> (HTM Tier 1; SSCI Impact Factor: 5.161) – *All authors contributed equally.*

- 9) Jung, S., **Fan, A.**, Shin, H. W., & Lehto, X. (2024). Festivalization of business event: Exploring the new strategy for designing more engaging conference experience. *International Journal of Contemporary Hospitality Management*. Online first. <https://doi.org/10.1108/IJCHM-07-2023-1116> (HTM Tier 1; SSCI Impact Factor: 6.514)
- 10) Byrd, K., **Fan, A.**, Liu, Y., Leitch, S., Wang, L., & Kline, S. (2024). Does vaccination make a difference? Understanding the role of vaccination in consumers' in-restaurant dining intentions during a pandemic. *Journal of Foodservice Business Research*. Online first. <https://doi.org/10.1080/15378020.2024.2307683> (HTM Tier 2)
- 11) **Fan, A.**, Wu, L., & Liu, Y. (2024). To display tip suggestions or not? – Examining tip suggestions' impact in technology-facilitated pre-service tipping encounters. *Journal of Hospitality & Tourism Research*. 48(1), 32–57. <https://doi.org/10.1177/10963480221076467> (HTM Tier 1; SSCI Impact Factor: 5.161)
- 12) Ma, C., **Fan, A.**, & Mattila A. S. (2024). Decoding the shared pathways of consumer technology experience in hospitality and tourism: A meta-analysis. *International Journal of Hospitality Management*, 118, 103685. <https://doi.org/10.1016/j.ijhm.2023.103685> (HTM Tier 1; SSCI Impact Factor: 9.237)
- 13) Shin, H. W., **Fan, A.**, & Wu, L. (2024). Trust the facts: The impact of review writing style and subject focus on peer-to-peer accommodation consumption. *Journal of Hospitality & Tourism Research*. 48(2), 249–276. <https://doi.org/10.1177/10963480221100244> (HTM Tier 1; SSCI Impact Factor: 5.161)
- 14) Anaya, J., **Fan, A.**, & Lehto, X. (2024). How much is too much? The impact of technology-facilitated information search on tourist consumption experiences. *Journal of Foodservice Business Research*, 27(1), 40–60. <https://doi.org/10.1080/15378020.2022.2057176> (HTM Tier 2)
- 15) Wu, L., **Fan, A.**, & Wang, P. (2023). How inspiring! The impact of repurposed design on customer inspiration and repurchase intention. *Journal of Hospitality & Tourism Research*. Online first. <https://doi.org/10.1177/10963480231182980> (HTM Tier 1; SSCI Impact Factor: 5.161)
- 16) Dou, X., **Fan, A.**, & Cai, L. (2023). Educational travel and personal development: Deconstructing the short-term study abroad experience. *Journal of Hospitality & Tourism Education*. Online first. <https://doi.org/10.1080/10963758.2023.2192936> (HTM Tier 2)
- 17) **Fan, A.**, Mattila, A. S., Wu, L., & Shen, H. (2023). The role of service guarantees in contemporary foodservice encounters. *Journal of Foodservice Business Research*. Online first. <https://doi.org/10.1080/15378020.2023.2294404> (HTM Tier 2)
- 18) Ma, C., Chen, P.-J., Ren, L., **Fan, A.**, & Ongsakul, V. (2023). A projective approach to understanding Generation Z's experience with service robots in restaurants. *Journal of Hospitality and Tourism Technology*, 14(5), 717–731. (HTM Tier 2; SSCI Impact Factor: 4.26)
- 19) **Fan, A.**, Kline, S.F., Liu, Y., & Byrd, K. (2023). Servicescape effects on hotel guests' willingness to pay premiums at different stages of pandemic: A multi-phase study. *Sustainability*, 15, 15252. <https://doi.org/10.3390/su152115252> (Impact Factor: 3.251)
- 20) Shin, H. W., **Fan, A.**, & Tang, C. H. (2023). Choosing green P2P accommodations: For the earth or for me? *International Journal of Hospitality Management*, 114, 103553. <https://doi.org/10.1016/j.ijhm.2023.103553> (HTM Tier 1; SSCI Impact Factor: 9.237)
- 21) **Fan, A.**, Shin, H. W., Shi, J., & Wu, L. (2023). Young people share, but do so differently: An empirical comparison of peer-to-peer accommodation consumption between Millennials and Generation Z. *Cornell Hospitality Quarterly*, 64(3), 322–337. <https://doi.org/10.1177/19389655221119463> (HTM Tier 1; SSCI Impact Factor: 3.646)
- 22) Guo, K., **Fan, A.**, Lehto, X., & Day, J. (2023). Immersive digital tourism: The role of multisensory cues in digital museum experiences. *Journal of Hospitality & Tourism Research*, 47(6), 1017–1039. <https://doi.org/10.1177/10963480211030319> (HTM Tier 1; SSCI Impact Factor: 5.161)
- 23) **Fan, A.**, Van Hoof, H. B., Dou, X., & Serrano, A. L. (2023). The impact of linguistic style on customer satisfaction: A cross-cultural empirical study in Ecuador. *International Hospitality Review [previously named as FIU Hospitality Review]*, 37(1), 125–142. <https://doi.org/10.1108/IHR-04-2021-0028>
- 24) Shin, H. W., Yoon, S., Jung, S., & **Fan, A.** (2023). Risk or benefit? Economic and sociocultural impact of

- P2P accommodation on community resilience, consumer perception, and behavioral intention. *International Journal of Contemporary Hospitality Management*, 35(4), 1448–1469. <https://doi.org/10.1108/IJCHM-12-2021-1561> (HTM Tier 1; SSCI Impact Factor: 6.514)
- 25) Byrd, K., **Fan, A.**, Her, E., Liu, Y., Leitch, S. & Almanza, B. (2023). Restaurant patronage during the COVID-19 pandemic and the protection motivation theory: influence of consumers' socio-demographic, situational, and psychographic factors. *Journal of Foodservice Business Research*, 26(2), 247–275. <https://doi.org/10.1080/15378020.2021.2006036> (HTM Tier 2)
- 26) Wu, L., **Fan, A.**, He, Z., & Her, E. (2023). To partner with human or robot? Designing service coproduction processes for willingness to pay more. *Journal of Hospitality & Tourism Research*, 47(3), 455–481. <https://doi.org/10.1177/10963480211025594> (HTM Tier 1; SSCI Impact Factor: 5.161).
- 27) Dou, X., **Fan, A.**, & Cai, L. (2023). Affective learning in short-term educational travel abroad: An exploratory mixed-method study. *Tourism Management*, 94, 104649. (HTM Tier 1; SSCI Impact Factor: 10.967)
- 28) Byrd, K., Her, E., **Fan, A.**, Liu, Y., & Leitch, S. (2022). Consumers' threat and coping appraisal of in-restaurant dining during a pandemic – The moderating roles of conflicting information and trust-in-science and scientists. *International Journal of Hospitality Management*, 103, 103186. (HTM Tier 1; SSCI Impact Factor: 9.237)
- 29) **Fan, A.**, Kline, S. F., Liu, Y., & Byrd, K. (2022). Consumers' lodging intentions during a pandemic: Empirical insights for crisis management practices based on protection motivation theory and expectancy theory. *International Journal of Contemporary Hospitality Management*, 34(4), 1290–1311. (HTM Tier 1; SSCI Impact Factor: 6.514)
- 30) Wu, L., **Fan, A.**, Yang, Y., & He, Z. (2022). Tech–touch balance in the service encounter: The impact of supplementary human service on consumer responses. *International Journal of Hospitality Management*, 101, 103122. (HTM Tier 1; SSCI Impact Factor: 9.237)
- 31) **Fan, A.**, Lu, Z., & Mao, Z. (2022). To talk or to touch: Unraveling consumer responses to two types of hotel in-room technology. *International Journal of Hospitality Management*, 101, 103112. (HTM Tier 1; SSCI Impact Factor: 9.237)
- 32) Byrd, K., **Fan, A.**, Her, E., Liu, Y., Almanza, B. A., & Leitch, S. R. (2021). Robot vs. human: Expectations, observations, and gaps in off-premise restaurant dining performance. *International Journal of Contemporary Hospitality Management*, 33(11), 3996–4016. (HTM Tier 1; SSCI Impact Factor: 6.514)
- 33) **Fan, A.**, & Mattila, A. S. (2021). Touch versus tech in service encounters. *Cornell Hospitality Quarterly*, 62(4), 468–481. (HTM Tier 1; SSCI Impact Factor: 3.646)
- 34) **Fan, A.**, Wu, L., Mattila, A. S., & Yang, W. (2021): The joint impacts of need for status and mobile apps' social visibility on hotel customers' behavioral intentions. *International Journal of Hospitality & Tourism Administration*, 22(5), 481-501. (HTM Tier 2)
- 35) Wu, L., **Fan, A.**, He, Z., & Yang, Y. (2021). Robotic involvement in the service encounter: A value-centric experience framework and empirical validation. *Journal of Service Management*, 32(5), 783-812. (SSCI Impact Factor: 11.768)
- 36) Byrd, K., Liu, Y., **Fan, A.**, Her, E., Almanza, B., & Leitch, S. (2021). Consumers' self-protection practices related to consuming take-out/delivery restaurant foods during the COVID-19 pandemic. *Journal of the Academy of Nutrition and Dietetics*, 121(9), A51. (SSCI Impact Factor: 4.91).
- 37) Leung, X. Y., Torres, B., & **Fan, A.** (2021). Do kiosks outperform cashiers? An S-O-R framework of restaurant ordering experiences. *Journal of Hospitality and Tourism Technology*, 12(3), 580-592. (HTM Tier 2; SSCI Impact Factor: 4.26)
- 38) Shin, H. W., **Fan, A.**, & Lehto, X. (2021). Peer-to-peer accommodation: A meta-analysis of factors affecting customer satisfaction and loyalty. *International Journal of Tourism Research*, 23(4), 581-596. (HTM Tier 2)
- 39) Byrd, K., Her, E., **Fan, A.**, Almanza, B., Liu, Y., & Leitch, S. (2021). Restaurants and COVID-19: What are consumers' risk perceptions about restaurant food and its packaging during the

- pandemic? *International Journal of Hospitality Management*, 94, 102821. (HTM Tier 1; SSCI Impact Factor: 9.237)
- 40) Dou, X., **Fan, A.**, & Cai, L. (2021): Mobile contextual marketing in a museum setting. *Journal of Services Marketing*, 35(5), 559-571. (SSCI Impact Factor: 4.466)
- 41) **Fan, A.**, Wu, L., Miao, L., & Mattila, A. S. (2020): When does technology anthropomorphism help alleviate customer dissatisfaction after a service failure? – The moderating role of consumer technology self-efficacy and interdependent self-construal. *Journal of Hospitality Marketing & Management*, 29(3), 269-290. (HTM Tier 2)
- 42) Wu, L., **Fan, A.**, & Shen, H. (2020): Embracing the future: New technology and mediated Chinese tourists. *Journal of China Tourism Research*, 16(4), 487-493. (HTM Tier 2)
- 43) Jin, D., DiPietro, R. B., & **Fan, A.** (2020). The impact of customer controllability and service recovery type on customer satisfaction and consequent behavior intentions. *Journal of Hospitality Marketing & Management*, 29(1), 65-87. (HTM Tier 2)
- 44) Shi, J., **Fan, A.**, & Cai, L. (2020): Leisure mobility of Chinese Millennials. *Journal of China Tourism Research*, 16(4), 527-546. (HTM Tier 2)
- 45) **Fan, A.**, & Almanza, B. A., Mattila, A. S., Ge, L., & Her, E. (2019): Are vegetarian customers more “green”? *Journal of Foodservice Business Research*, 22(5), 467-482. (HTM Tier 1)
- 46) **Fan, A.**, Wu, L., & Shen, H. (2019): The interaction effects of consumer susceptibility to interpersonal influence and type of word-of-mouth on Chinese consumers’ restaurant choices. *Journal of Foodservice Business Research*, 22(4), 387-400. (HTM Tier 1)
- 47) Jin, D., Nicely, A., **Fan, A.**, & Adler, H. (2019). Joint effect of service recovery types and times on customer satisfaction in lodging. *Journal of Hospitality and Tourism Management*, 38, 149-158. (HTM Tier 2; SSCI Impact Factor: 5.959)
- 48) **Fan, A.**, Shen, H., Wu, L., Mattila, A. S., & Bilgihan, A. (2018). Whom do we trust? Cultural differences in consumer responses to online recommendations. *International Journal of Contemporary Hospitality Management*, 30(3), 1508-1525. (HTM Tier 1; SSCI Impact Factor: 6.514)
- 49) **Fan, A.**, Wu, L., & Mattila, A. S. (2018). Gender differences in the intentions to voice complaints across different service failure modes. *Journal of Foodservice Business Research*, 21(1), 22-32. (HTM Tier 1)
- 50) Wu, L., Shen, H., **Fan, A.**, & Mattila, A. S. (2017). The impact of language style on consumers’ reactions to online reviews. *Tourism Management*, 59, 590-596. (HTM Tier 1; SSCI Impact Factor: 10.967)
- 51) **Fan, A.**, Wu, L., & Mattila, A. S. (2016). Does anthropomorphism influence customers’ switching intentions in the self-service technology failure context? *Journal of Services Marketing*, 30(7), 713-723. (SSCI Impact Factor: 4.466)
- 52) **Fan, A.**, Van Hoof, H. B., Loyola, S. P., Lituma, S. C., & Granda, M. J. (2016). The impact of other customers and gender on consumer complaint behavior in the Ecuadorian restaurant setting. *European Journal of Tourism, Hospitality & Recreation*, 7(1), 21-29.
- 53) Wu, L., **Fan, A.**, & Mattila, A. S. (2015). Wearable technology in service delivery processes: The gender-moderated technology objectification effect. *International Journal of Hospitality Management*, 51, 1-7. (HTM Tier 1; SSCI Impact Factor: 9.237)
- 54) **Fan, A.**, Mattila, A. S., & Zhao, X. (2015). How does social distance impact customers’ complaint intentions? A cross-cultural examination. *International Journal of Hospitality Management*, 47, 35-42. (HTM Tier 1; SSCI Impact Factor: 9.237)
- 55) Rodas, L. M. S., Van Hoof, H. B., **Fan, A.**, & Ullauri, N. (2015). International students at the University of Cuenca: A study of their needs and perceptions. *Maskana*, 6(2), 63-77.
- 56) Van Hoof, H. B., **Fan, A.**, & Cueva, A. (2015). Administración de las Prácticas Estudiantiles de Hospitalidad y Turismo en las Principales Universidades del Ecuador [The administration of hospitality and tourism internships in leading universities in Ecuador]. *Turismo em Análise [Tourism in Analysis]*, 26(3), 695-718.

- 57) Van Hoof, H. B., Cueva, A., **Fan, A.**, & Farfan, K., & Galarza, M. (2014). Exploring faculty reading and research behaviors in a public and a private university: Case-study Cuenca, Ecuador. *Maskana*, 5(2), 13-27.

BOOKS

- 1) Shen, H., **Fan, A.**, & Wu, L. (2023). *New technology and mediated Chinese tourists*. Routledge. (ISBN 9781032491486).

CONFERENCE PRESENTATIONS

- 1) Dong, Y., **Fan, A.**, & Ma, C. “Leveraging digital sensory marketing for online wine sales” The 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Huston, TX. January 3-5, 2025.
- 2) Park, J., **Fan, A.**, & So, K. “Enhancing the effectiveness of AI-generated travel recommendations: Balancing cognitive load and source credibility” The 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Huston, TX. January 3-5, 2025.
- 3) Wang, L., Byrd, K., & **Fan, A.** “Influence of household consumers’ perceived consumption values on online food delivery purchase: Do calories on the menu make a difference?” The 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Huston, TX. January 3-5, 2025.
- 4) Park, J., Shin, H. W., & **Fan, A.** “Turning shadows into spotlight: The transformative power of memory distortion in shaping positive festival experiences” The 9th Annual SECSA ICHRIE Conference. Columbia, SC. March 8-9, 2024. – *Best Paper Award*
- 5) Ma, C., & **Fan, A.**, & Lee, S. E. “Unveiling the role of congruity in service robot design and deployment” The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Miami, FL. January 4-6, 2024. – *Best Conference Paper Award*
- 6) Park, J. & **Fan, A.** “Chatbot in customer complaint handling – Exploring the role of social presence and humor” The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Miami, FL. January 4-6, 2024.
- 7) Park, J., Shin, H. W., & **Fan, A.** “Memory distortion: negative festival experiences leading to positive reactions” The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Miami, FL. January 4-6, 2024.
- 8) Jung, S., Park, K., **Fan, A.**, & Gordon, S. “Embody the heart and mind of a Paralympian: Effects of storytelling through virtual reality on empathy and prosocial behaviors toward disability.” 2023 Central Council on Hotel, Restaurant and Institutional Education Conference. West Lafayette, IN. September 19-20, 2023.
- 9) Ma, C. Dou, X. & **Fan, A.** “The impact of service robots on the future hospitality workforce.” 2023 Central Council on Hotel, Restaurant and Institutional Education Conference. West Lafayette, IN. September 19-20, 2023. – *Best Research Proposal Award*
- 10) Park, J., Ma, C. & **Fan, A.** “The impact of linguistic styles on message delivery in encouraging the use of leftover bags for food waste reduction.” 2023 Central Council on Hotel, Restaurant and Institutional Education Conference. West Lafayette, IN. September 19-20, 2023.
- 11) **Fan, A.**, Byrd, K., & Kline, S. F. “Utilizing hospitality service innovation in senior living communities to enhance positive aging among senior living community residents” 2023 Annual International Council on Hotel, Restaurant and Institutional Education Conference. in Phoenix, AZ. July 19-21, 2023.
- 12) Ma, C. & **Fan, A.** “Consumers’ experience of service technology in hospitality and tourism: A meta-analysis.” The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Anaheim, CA. January 5-7, 2023.
- 13) Ma, C., Cui, E., & **Fan, A.** “Who are Generation Z listening to? Online influencers or peers?” The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Anaheim, CA. January 5-7, 2023.

- 14) Liu, Y., Lehto, X., **Fan, A.**, & Day, J. "Guest prosocial behavior in commercial home accommodations and its relationship to host well-being." The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Anaheim, CA. January 5-7, 2023.
- 15) Li, L., **Fan, A.**, & Zeng, G. "Preparing future revenue management professionals: competencies and experiences – an exploration of industry professionals' and educators' perceptions." The 4th Conference on Revenue Management and Pricing in Service Sectors (REMAPS). Amsterdam, Netherlands. December 13-14, 2022.
- 16) **Fan, A.**, Mattila, A. S., Wu, L., & Shen, H. "The role of service guarantees in service encounters." 2022 Central Council on Hotel, Restaurant and Institutional Education Conference. West Lafayette, IN. September 30, 2022.
- 17) Ma, C. & **Fan, A.** "Hotel à la carte pricing strategy and its effects on consumer response." 2022 Central Council on Hotel, Restaurant and Institutional Education Conference. West Lafayette, IN. September 30, 2022.
- 18) Liu, Y., Lehto, X., **Fan, A.**, & Day, J. "Guest prosocial behavior in commercial home accommodations and its relationship to host well-being." 2022 Central Council on Hotel, Restaurant and Institutional Education Conference. West Lafayette, IN. September 30, 2022.
- 19) Bai, Y., Tang, C. H., & **Fan, A.** "The effect of add-on pricing on consumer behavior in the lodging industry." 2022 Annual International Council on Hotel, Restaurant and Institutional Education Conference. Washington D.C. August 3-6, 2022.
- 20) Byrd, K., **Fan, A.**, Her, E., Liu, Y., Leitch, S. R., & Wang, L. "Masks, gloves, or server robots? Factors influencing consumer health risk perceptions and behavioral intentions of in-restaurant dining." 2022 Annual International Council on Hotel, Restaurant and Institutional Education Conference. Washington D.C. August 3-6, 2022.
- 21) Kline, S. F., Park, H., Kim, T., Byrd, K., & **Fan, A.** "Using science to improve guest room cleaning practices: The application of ATP testing to improve hotel guest room cleaning practices: Is it effective?" 2022 Annual International Council on Hotel, Restaurant and Institutional Education Conference. Washington D.C. August 3-6, 2022.
- 22) Shin, H. W., **Fan, A.**, & Tang, C. H. "Choosing green P2P accommodation: For the earth or for ourselves?" The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Virtual Conference. January 7-8, 2022.
- 23) Her, E., Behnke, C., **Fan, A.**, Ge, L., & Almanza, B. "The development and validation of a Solo Diner Friendliness Scale: SoDF." 2021 The Korean Society of Community Nutrition Fall Conference. Seoul, Republic of Korea. October 22, 2021. – *Best Paper Award*
- 24) Byrd, K., **Fan, A.**, Her, E., Liu, Y., Almanza, B. A., & Leitch, S. R. "Insights into U.S. consumers' use of restaurant take-out/delivery during the COVID-19 pandemic using protection motivation theory." EuroCHRIE2021 Conference. Aalborg, Denmark. September 27-30, 2021.
- 25) Liu, Y., & **Fan, A.** "Impact of presence and e-service quality on visit intention in live virtual tourism." AIRSI2021: Technologies 4.0 in Tourism, Services and Marketing. Virtual Conference. July 14-16, 2021.
- 26) Dou, X., **Fan, A.**, & Cai, L. "Affective learning outcomes from study abroad: A systematic synthesis." The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Virtual Conference. January 8-9, 2021. – *Best Paper Award Finalist*
- 27) Bai, Y., Tang, C. H., & **Fan, A.** "The effect of hotel attributes unbundling on perceived fairness and willingness to book." The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Virtual Conference. January 8-9, 2021.
- 28) Byrd, K., Liu, Y., **Fan, A.**, Her, E., Almanza, B. A., & Leitch, S. R. "Consumers' self-protection practices related to consuming take-out/delivery restaurant foods during the COVID-19 pandemic." 2021 Food & Nutrition Conference & Expo™ (FNCE®). Virtual Conference. October 16-19, 2021.
- 29) Byrd, K., Her, E., **Fan, A.**, Liu, Y., Almanza, B. A., & Leitch, S. R. "Consumer' threat and coping appraisal of restaurant patronage in a pandemic – The moderating role of trust-in-science." 2021 Annual

- International Council on Hotel, Restaurant and Institutional Education Conference. Virtual Conference. July 26-30, 2021.
- 30) Liu, Y., **Fan, A.**, Kim, T., Park, H., Byrd, K., Kline, S., & Almanza, B. A. "Online data collection of consumer behavior research in hospitality: A comparison of MTurk vs. Qualtrics panel samples." 2021 Annual International Council on Hotel, Restaurant and Institutional Education Conference. Virtual Conference. July 26-30, 2021.
- 31) Shin, H. W., & **Fan, A.** "How do the online review types affect the booking intention of Peer-to-Peer accommodation among consumers from different cultures?" The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Virtual Conference. January 8-9, 2021.
- 32) Shin, H. W., & **Fan, A.** "How host pictures influence consumers' booking intention of Peer-to-Peer accommodation across different cultures? An eye tracking approach." The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Virtual Conference. January 8-9, 2021.
- 33) Dou, X., **Fan, A.**, & Liu, Y. "Hospitality students' attitude towards service robots and its impact on willingness to learn and intention to join the hospitality industry: The moderating role of emotional intelligence." The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Virtual Conference. January 8-9, 2021.
- 34) Li, Y., Lehto, X., **Fan, A.**, & Kirillova, K. "Tourists' preferences of souvenir design based on expressive attributes: A cross-cultural perspective." The 8th International Tourism Studies Association Conference. Virtual Conference. December 2, 2020
- 35) Shi, J., Cai, L., Gordon, S., & **Fan, A.** "Investigating intercultural learning in curriculum design of hospitality programs –A case study." The 39th Annual International Society of Travel and Tourism Educators Conference. Virtual Conference. October 5-7, 2020.
- 36) Lu, Z., **Fan, A.**, & Yang, X. "To touch or to talk: Unpacking the effect of automated service technologies on consumer experiences." Frontiers in Service Conference 2020. Virtual Conference. June 25-28, 2020.
- 37) Shin, H. W., & **Fan, A.** "Peer-to-peer accommodation attributes and perceptions: A Meta-analysis of relationships with satisfaction and behavioral intentions." The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, NV. January 3-6, 2020.
- 38) Dou, X., **Fan, A.**, & Cai, L. "Contextual marketing: Impacts of museum mobile app on visitors' experience and souvenir purchase." The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, NV. January 3-6, 2020.
- 39) Byrd, K., **Fan, A.**, Almanza, B. A., Leitch, S. R. Her, E., & Liu, Y. "How does a robotic food delivery method change the customer experience?" 2020 Annual International Council on Hotel, Restaurant and Institutional Education Conference. Virtual Conference. July 22, 2020.
- 40) Shin, H. W., & **Fan, A.** "What matters to you may be not what actually makes you happy: An importance-performance analysis (IPA) of Airbnb." The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, NV. January 3-6, 2020.
- 41) Dou, X., **Fan, A.**, & Cai, L. "Travel and cultural adaptation of international students: The mediation effect of affective learning outcomes." The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, NV. January 3-6, 2020.
- 42) **Fan, A.**, Wu, L., Yang, Y., & He, Z. "Robotic restaurants: Chinese vs. American consumer perspectives." China Tourism Forum 2019 USA, Philadelphia, PA, July 21-22, 2019. – *Best Paper Award Finalist*
- 43) Kang, S. A., Shin, H. W., & **Fan, A.** "The impact of Korean-wave on Korean food consumption – A cross-country study." The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX. January 3-6, 2019.
- 44) **Fan, A.**, Shin, H. W., & Shi, J. "A generation effect or an age effect? – An empirical study of sharing economy among young travelers." 2019 Annual International Council on Hotel, Restaurant and Institutional Education Conference. New Orleans, LA, July 24-26, 2019.

- 45) Dou, X., & **Fan, A.** “Can the mobile app enhance museum visitors’ souvenir purchase intention? – The moderation role of impulse buying and technology self-efficacy.” 2019 Central Council on Hotel, Restaurant and Institutional Education Conference. Indianapolis, IN. March 22-23, 2019.
- 46) Shi, J., Shin, H.W., & **Fan, A.** “Why young generations choose Airbnb?” 2019 Central Council on Hotel, Restaurant and Institutional Education Conference. Indianapolis, IN. March 22-23, 2019.
- 47) Dou, X., & **Fan, A.** “Mobile technology application in museum – Can the push function enhance visitors’ souvenir purchase intention?” The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX. January 3-6, 2019.
- 48) Her, E., Almanza, B., Behnke, C., & **Fan, A.** “Does solo dining contribute to the growth of off-premise dining: Understanding the motives for on- and off-site restaurant dining.” The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX. January 3-6, 2019.
- 49) Her, E., Almanza, B., Behnke, C., & **Fan, A.** “A proposal to develop a solo diner friendliness scale for restaurants (SDFS-R).” The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX. January 3-6, 2019.
- 50) Henares, I. A., Day, J., Pangilinan, J., & **Fan, A.** “Local government policy for cultural preservation: The Giant Lantern Festival of San Fernando, Pampanga.” The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX. January 3-6, 2019.
- 51) Shi, J., **Fan, A.**, & Cai, L. A. “Functionality of mobile technology and quality of leisure travel for the Chinese millennials.” The 37th Annual International Society of Travel and Tourism Educators Conference. Niagara Fall, NY. October 17-19, 2018.
- 52) Jin, D., DiPietro, R. B., & **Fan, A.** “The joint impact of customer participation and service failure type on service recovery satisfaction and consequent behavioral intentions.” 2018 Annual International Council on Hotel, Restaurant and Institutional Education Conference. Palm Springs, CA. July 25-27, 2018.
- 53) Shaw, N., Lewis, D., Auinger, A., & **Fan, A.** “Consumer adoption of the mobile wallet: the role of initial trust.” 2018 AMA/ACRA Triennial Conference. Toronto, Canada. June 6-9, 2018.
- 54) Lehto, X., **Fan, A.**, Wang, K., Huang, L. H., & Li, T. “Using counterfactual thinking technique in storytelling effect on affect and aesthetic judgement of a destination.” 2018 Purdue University Undergraduate Research Exhibition. West Lafayette, IN. November 12, 2018.
- 55) Zhou, X., Nicely, A., **Fan, A.**, & Meng, M. “Visitor harassment in China: The case of Shanghai.” 2018 Purdue University Undergraduate Research Exhibition. West Lafayette, IN, April 10, 2018.
- 56) Jun, S. J., Tang, C. H., & **Fan, A.** “What types of loyalty program rewards facilitate direct booking?” The 2nd Conference on Revenue Management and Pricing in Service Sectors (REMAPS). Paris, France. December 12-13, 2017.
- 57) **Fan, A.**, & Mattila, A. S. “A matrix of ‘Touch’ & ‘Tech’ in service encounter. 2017 Annual International Council on Hotel, Restaurant and Institutional Education Conference. Baltimore, MD. July 27-30, 2017.
- 58) **Fan, A.**, Wu, L., & Mattila, A. S. “The joint effect of machine voice and self-efficacy on consume responses to SST failures.” The 19th International Conference on Human-Computer Interaction. Vancouver, Canada. July 9-14, 2017.
- 59) **Fan, A.** “When in Rome, do as the Romans do; but to what extent? Chinese tourists’ tipping behaviors in the United States.” The 11th International Academic Seminar on Tourism Geography and National Strategy. Beijing, China. May 19-21, 2017.
- 60) Wu, L., **Fan, A.**, & Shen, H. “An empirical study on the perception framework of city brand image.” The 11th International Academic Seminar on Tourism Geography and National Strategy. Beijing, China. May 19-21, 2017.
- 61) Jin, D., & **Fan, A.** “The joint impact of customer participation and service failure type on customer satisfaction with the service failure recovery.” The 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Huston, TX. January 4-7, 2017.

- 62) **Fan, A.**, Wu, L., & Mattila, A. S. “Consumer responses to service failures caused by different types of SST machines – The moderating role of SST self-efficacy.” The 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, PA. January 7-9, 2016.
- 63) **Fan, A.**, Shen, H., Wu, L., & Mattila, A. S. “Whom do we trust? Cultural differences in consumer responses to online recommendations.” The 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, PA. January 7-9, 2016.
- 64) Liu, X., Shen, H., & **Fan, A.** “Study of tourism image of urban destinations through content analysis.” The 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, PA. January 7-9, 2016.
- 65) **Fan, A.**, Wu, L., & Mattila, A. S. “Service failures with anthropomorphic self-service technology: The joint impact of machine voice, other consumers and power.” The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Tampa, FL. January 8-10, 2015.
- 66) **Fan, A.**, Wu, L., & Mattila, A. S. “The joint impact of service failure mode and gender on complaint intention.” The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Tampa, FL. January 8-10, 2015.
- 67) **Fan, A.**, Wu, L., & Mattila, A. S. “Keyless is the key? When luxury versus budget hotels go mobile.” 2015 Annual International Council on Hotel, Restaurant and Institutional Education Conference. Orlando, FL. July 29-31, 2015.
- 68) **Fan, A.**, Mattila, A. S., & Zhao, X. “The impact of concern for face on consumers’ reactions to service failures – A cross-cultural examination.” 2014 Annual International Council on Hotel, Restaurant and Institutional Education Conference. San Diego, CA. July 30-August 1, 2014.
- 69) **Fan, A.**, Mattila, A. S., & Zhao, X. “How does concern for face influence consumers’ propensity to voice complaints?” The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX. January 3-5, 2014.

RESEARCH GRANTS & AWARDS

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| • Guide for In-Terminal Airport Concession Programs (IP# dev-00113354)
Airport Cooperative Research Program, National Academy of Sciences | 2024 |
| • Research Grant for the Principle of Management (42271247)
The National Natural Science Foundation of China | 2023 – 2026 |
| • The Statler Foundation 2022 Grant Program (IP# dev-00105601)
The Statler Foundation | 2023 - 2024 |
| • Research Grant for the Principle of Management (21BGL021)
The National Social Science Foundation of China | 2021 – 2024 |
| • COVID Rapid Response Grant
Purdue University | 2020 – 2021 |
| • “Restaurant Technology Innovation” Research Grant in Aid
Temple University | 2017 – 2018 |
| • Shanghai Tourism Bureau Research Fund
Shanghai Municipal Government | 2016 – 2017 |
| • Arnold I. Cohen Faculty Development Endowment
Purdue University | 2016 – 2017 |
| • Research Grant for the Principle of Management (14BGL202)
The National Social Science Foundation of China | 2014 – 2016 |
| • Best Conference Paper Award | 2024 |

Graduate Education and Graduate Student Research Conference in Hospitality and Tourism

- **Best Paper Award** 2024
Southeast, Central and South American Federation of International Council on Hotel, Restaurant and Institutional Education (SECSA-CHRIE)
- **Outstanding Researcher Award** 2023
Central Council on Hotel, Restaurant and Institutional Education (CentralCHRIE)
- **Best Research Proposal Award** 2023
Central Council on Hotel, Restaurant and Institutional Education (CentralCHRIE)
- **Best Article Award** 2022
Journal of Hospitality & Tourism Research (HTM Tier 1 Journal)
- **Emerging Professional Award** 2021
The Pennsylvania State University
- **Best Paper Award Finalist** 2021
The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism
- **Best Paper Award Finalist** 2019
China Tourism Forum 2019 USA, Philadelphia, Pennsylvania
- **Grimes-Nicholson Technology Award** 2015 – 2016
The Pennsylvania State University
- **Singapore Tourism Board Scholar Award** 2008 – 2009
Singapore Tourism Board

JOURNAL & CONFERENCE PAPER REVIEW

Editorial Board Member of Academic Journal

- 1) Journal of Hospitality & Tourism Research – Editorial Board Member
- 2) International Journal of Contemporary Hospitality Management – Editorial Board Member
- 3) Journal of Hospitality Marketing & Management – Editorial Board Member
- 4) Journal of Foodservice Business Research – Editorial Board Member
- 5) Journal of Hospitality & Tourism Research – Guest Editor for the Special Issue: Above and beyond: Advancing the power of experiences in hospitality and tourism
- 6) Journal of China Tourism Research – Guest Editor for the Special Issue: New technology and mediated Chinese tourists

Ad-hoc Reviewer for Academic Journals, Conferences & Grant Foundation

- 1) International Journal of Hospitality Management
- 2) Tourism Management
- 3) Journal of Sustainable Tourism
- 4) International Hospitality Review
- 5) Journal of China Tourism Research
- 6) International Journal of Tourism Research
- 7) International Journal of Hospitality & Tourism Administration
- 8) International Journal of Tourism Cities
- 9) Services Marketing Quarterly
- 10) Journal of Global Scholars of Marketing Science

- 11) Visual Communication
- 12) Marine Policy
- 13) International Tourism Studies Association Biennial Conference
- 14) AIRSI: Technologies 4.0 in Tourism, Services and Marketing
- 15) Central Council on Hotel, Restaurant and Institutional Education Conference
- 16) China-USA Tourism Forum
- 17) Americas Conference on Information Systems
- 18) Graduate Education and Graduate Student Research Conference in Hospitality and Tourism
- 19) International Council on Hotel, Restaurant and Institutional Education Conference
- 20) American Marketing Association Summer Marketing Educators' Conference
- 21) Israel Science Foundation Research Grant

INVITED PRESENTATIONS

- 1) "Rescript service experience design in the mobile era" Invited research workshop and lecture at South China University of Technology. May 28 to 30, 2024.
- 2) "A young researcher's life" Invited talk and information session for the Penn State Hotel & Restaurant Society. October 4, 2021.
- 3) "The touch-tech service matrix" Invited research presentation and lecture at the Graduate Research Seminar, Ocean University of China. May 29, 2021.
- 4) "Touch vs. tech in service encounters" Invited research presentation and lecture at the Tourism Research Seminar, Fudan University. May 8, 2021.
- 5) "Goody or gimmicky? The impact of robots on restaurant dining experiences" Invited research presentation at the Department of Tourism Management, Fudan University. April 17, 2021 (with Dr. Luorong Wu).
- 6) "Robotics in the food production process" Invited research presentation at the Graduate Research Seminar, Department of Human Sciences, Ohio State University. October 26, 2020 (with Dr. Luorong Wu).
- 7) "Touch vs. tech – A new framework of service encounters" The Technology Advisory Board Annual Meeting, School of Hospitality Management, The Pennsylvania State University. October 9, 2015.
- 8) "Global marketing and cross-cultural differences" The International Hospitality Management Seminar, School of Hospitality Management, The Pennsylvania State University. March 25, 2015.
- 9) "Machine voice and self-service technology failure experiences" The PhD Student Professional Seminar, The Fox School of Business, Temple University. September 26, 2014 (with Dr. Luorong Wu).
- 10) "Research and publication in hospitality/tourism in Ecuador: Some observations" The 1st International Congress of Tourism Professionals, Cuenca, Ecuador, February 19, 2014 (with Dr. Hubert Van Hoof).

TEACHING EXPERIENCE

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Purdue University | 2016 – Present |
| <ul style="list-style-type: none">• HTM 50700 Integrated Marketing Communications for Service Industries – Residence & Online• HTM 38110 Revenue Management in the Lodging Industry• HTM 35100 E-Commerce in Hospitality and Tourism Sector• HTM 50100 Research Methods in Hospitality and Tourism• HTM 61200 Hospitality and Tourism Management Challenge Analysis – Strategic Management Residence Graduate Seminar & Online Master Program Course | |

- The Pennsylvania State University** 2015 – 2016
- HM271 Introduction to Hospitality Technology
 - HM442 Hospitality Marketing

INDUSTRY EXPERIENCE

- **En’Centree Diamond** Singapore 2011 – 2012
Director of Business Development
- **Cornell-Nanyang Institute of Hospitality Management,
Nanyang Technological University** Singapore 2009 – 2011
Director of Marketing
- **Shangri-La Hotel, Dalian** Dalian, China 2007 – 2008
Director of Communications
- **Hilton Sanya Resort & Spa** Sanya, China 2006 – 2007
Marketing & Communications Manager
- **Shangri-La Hotel, Wuhan** Wuhan, China 2004 – 2006
Communications Manager
- **Hilton Hotel, Dalian** Dalian, China 2000 – 2004
Marketing Manager

CONSULTANCY EXPERIENCE

- **New Development Group & Magic Hospitality Consulting** Shanghai & Hangzhou, China
Marketing strategy, branding (corporate identity & visual identity) and standard operating procedure for new hotel brands (Fairfield by Marriott, Moxy by Marriott) and new hotel property (JW Marriott) in Shanghai, China – 2018 to present
- **Newlegacy Hospitality Pte Ltd** Singapore/Bangkok, Thailand
Branding and marketing strategy – 2015
- **Cachet Hotel Group (CHG)** Shanghai, China
Marketing strategy and new hotel brand development – 2014 to 2015
- **Hospitality Evolution Resources, LLC** Jersey City, NJ, USA
Strategy plan for an European hospitality technology company entering US market, marketing research on tourism products supply alliances in China – 2013 to 2014
- **Kimpton Hotels & Restaurants** New York City, NY, USA
Preparation of the operation manual for the cross-functional pre-opening team of Kimpton’s new properties – 2008 to 2009

PROFESSIONAL AFFILIATIONS

- International Tourism Studies Association (ITSA)
- CHRIE, Council on Hotel, Restaurant and Institutional Education
- American Hotel and Lodging Association (AHLA)
- Elite League of Hospitality Asia (ELHA)
- Cornell Hotel Society