



At UCF Rosen College of Hospitality Management our internationally renowned faculty are the backbone of our educational excellence. In this issue of From the Dean's Desk, we take a look at our award-winning faculty.

Not only do the faculty at UCF Rosen College bring hundreds of years of experience combined to the lecture halls of the college, their research and dedication to expanding the comprehensive core curriculum give our students the best foundation for their goals to be the future leaders of the hospitality industry.

Just this past Thursday, April 7, 2021, three Rosen College Faculty members were recognized for their accomplishments at the Founders Day Ceremony recognizing Faculty Excellence. Let's meet them:

- **Excellence in Undergraduate Teaching, College Award** – [Ray Eddy](#). Ray is currently an Instructor at the college and is pursuing his Ph.D. Prior to starting his teaching tenure at UCF Rosen College, Ray earned a Bachelor's Degrees in Mathematics and Economics and a Master's Degree in Teaching from Duke University. After earning his degrees, he decided to pursue his true passion of being a stuntman. He has worked in the entertainment industry for over 20 years. He brings the excitement of his stuntman career to the classroom, engaging his students in unique methods of learning from planning their own theme parks to encouraging the pursuit of out-of-the-box internships.
- **Excellence in Graduate Teaching, College Award** – [Dr. Xiaoxiao Fu](#). Dr. Fu teaches Strategies and Tactics in Travel and Tourism on the Ph.D. level and Mega Events and Principle of Destination Marketing and Management in the Master's level courses. Much of Dr. Fu's research work is concerned with developing a better understanding of how consumers interact with a place, defined as a destination, theme park, resort, exhibition, or festival, through leisure and hospitality experiences. Prior to her academic appointments, Dr. Fu possessed several years of industry experience in market research and marketing communications.
- **Excellence in Research, College Award:** [Dr. Wei Wei](#). Dr. Wei's research interests include consumer behavior, experience, and psychology with a focus on consumer-to-consumer interactions, consumer engagement behavior, and consumer experience with emerging technologies. Her academic papers have been published by premium peer-reviewed journals, such as Tourism Management, Annals of Tourism Research, Journal of Travel Research, Journal of Service Research, International Journal of Hospitality Management, and more. Dr. Wei also serves as an Associate Editor for the Journal of Hospitality and Tourism Research.



The college's faculty continues to excel in research which last year earned the college a top ShanghaiRankings. In 2021, UCF Faculty Excellence selected two UCF Rosen College faculty members as recipients of the Research incentive awards. These annual awards recognize the contributions of faculty who deliver high-quality undergraduate and graduate educations; advance the body of knowledge in their field through research, scholarship and creative activity; and use evidence-based methods to understand better effective teaching and student learning.

Once again Dr. Wei Wei was recognized for her research as a recipient of the Research Incentive Award (RIA). [Dr. Edwin Torres](#) was also recognized in this category. Dr. Torres' current research interests are in the areas of consumer behavior and organizational behavior. More specifically, he is known for his work on customer delight, electronic word-of-mouth, service quality, customer-to-customer interactions, asynchronous video interviews (one-way interviews), and compensation and benefits. His work is published in several top-tier scholarly journals and has been presented in several national and international conferences. Dr. Torres has worked as a hotel manager, hospitality consultant, restaurant manager, and financial advisor. As a manager in the hotel industry, Dr. Torres learned how to manage difficult situations and make decisions as a manager on duty.

UCF Rosen College has more than 70 faculty members who make us proud every day. They are diligent and dedicated stewards of higher education. Teaching and researching with the in-depth level of course work supported by the HOSPITALITY+ curriculum strategy that incorporates desk and practical learning through hands-on experience in internships and jobs guarantees that when students graduate they have a deep, robust understanding of the industry they are entering, thanks to our award-winning faculty.

Charge On!



[Youcheng Wang, Ph.D., Dean](#)

UCF Rosen College of Hospitality Management

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9907 Universal Blvd.  
Orlando, Florida 32819  
407-903-8011

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