

Wei Wei

Associate Professor, Ph.D.
Rosen College of Hospitality Management
University of Central Florida

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EMPLOYMENT

- **Associate Professor** 2020-Present
Rosen College of Hospitality Management
University of Central Florida, Orlando, FL., U.S.A.
- **Assistant Professor** 2014-2020
Rosen College of Hospitality Management
University of Central Florida, Orlando, FL., U.S.A.

EDUCATION

- **Doctor of Philosophy**, Hospitality and Tourism Management May 2015
Purdue University, West Lafayette, IN, U.S.A.
Dissertation: *“Modeling the Experiences of Customer-Customer Encounters in Event Tourism”*
GPA: 3.95/4.00
- **Master of Science**, Hospitality and Tourism Management May 2010
Purdue University, West Lafayette, IN, U.S.A.
Thesis: *“The Influence of Self-Construal and Co-Consumption Others on Consumer Complaining Behavior”*
GPA: 4.00/4.00
- **Bachelor of Arts**, Tourism Management June 2008
Northwest University, Xi’an, Shaanxi, China
Thesis: *“Incentive Management of International Hotel Companies in China: A Case Study of Accor”*

RESEARCH AWARDS/HONORS/RECOGNITIONS
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- **Research Incentive Award (RIA)** 2021
University of Central Florida, FL, U.S.A.
- **Excellence in Research Award** 2021
University of Central Florida, FL, U.S.A.
- **2020 JHTM Best Research Paper Award** 2020
“Sleeping in a stranger's home: A trust formation model for Airbnb” in Journal of Hospitality & Tourism Management
- **Highly Commended Research Paper in the 2020 Emerald Literati Awards** 2020
“Research progress on virtual reality (VR) and augmented reality (AR) in tourism and hospitality: A critical review of publications from 2000 to 2018” in Journal of Hospitality & Tourism Technology
- **Rosen College Top Journal Publication Incentive Award (\$2500)** 2020/2021/2022
- **Certificate of Completion of Focus Group & Mixed Methods Workshop** 2017
Rosen College of Hospitality Management, University of Central Florida
- **Certificate of Achievement for Webcourses Boot Camp Completion** 2016
Rosen College of Hospitality Management, University of Central Florida
- **Best Research Paper Award (\$2000)** 2016
International Hospitality Information Technology Association Annual Conference, New Orleans, LA, U.S.A.
Title: *“The role of self-service technologies in improving consumer commitment: A transcendent consumer experience perspective”*
- **Best Paper Award (\$250)** 2013
18th Annual Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington, U.S.A.
Title: *“Consumers’ pro-environmental behavior and its determinants in the lodging segment”*
- **Outstanding HTM Ph.D. Student Award** 2013
School of Hospitality and Tourism Management, Purdue University
- **Media Recognition - The Boilerplate E-Newsletter** 2012/2013
Purdue University
- **Beulah Gillaspie Outstanding Master’s Student Award Finalist** 2010
College of Consumer and Family Sciences, Purdue University
- **University-level Outstanding Graduates Award** 2008
Northwest University, Xi’an, China
- **University First-Class Scholarship** 2005/2006/2007/2008
Northwest University, Xi’an, China

TEACHING AWARDS/HONORS/RECOGNITIONS

- **Recognition for efforts in participating in the Affordable Instructional Materials (AIM) Initiative** 2021
University of Central Florida, FL, U.S.A.
- **“High Quality” Online Course Designation** 2020
University of Central Florida, FL, U.S.A.
- **Excellence in Undergraduate Teaching Award** 2020
University of Central Florida, FL, U.S.A.
- **Teaching Incentive Program (TIP) Award** 2019
University of Central Florida, FL, U.S.A.
- **Recognition of Excellence in Diversity and Inclusion** 2018
University of Central Florida, FL, U.S.A.
- **“Quality” Online Course Designation** 2018
University of Central Florida, FL, U.S.A.
- **Experiential Learning Track Teaching Award (\$800)** 2017
University of Central Florida, FL, U.S.A.
- **Online Course Development Certification** 2015
Center for Distributed Learning, University of Central Florida

SERVICE AWARDS/HONORS/RECOGNITIONS

- **Outstanding Journal Reviewer** 2018
Annals of Tourism Research
- **Outstanding Journal Reviewer** 2015/2016/2017/2018
International Journal of Hospitality Management
- **Outstanding Journal Reviewer** 2017
Tourism Management
- **Certificate of Journal Appreciation** 2017
Journal of Hospitality and Tourism Technology (JHTT)
- **Outstanding Journal Reviewer** 2016
Journal of Destination Marketing & Management
- **The Inclusion in Marquis Who’s Who in America (70th Ed.)** 2016
- **Certificate of Recognition of Excellent Service** 2009
Purdue Graduate Student Government, Purdue University
- **Recognition of Excellent Service** 2009
Purdue University Chinese Student & Scholars Association (PUCSSA), Purdue University

RESEARCH

RESEARCH INTERESTS

Primary Research Interests

- Consumer behavior and psychology
- Consumer experience in response to technology & innovations

Secondary Research Interests

- Employee engagement and well-being

REFEREED JOURNAL PUBLICATIONS

Consumer behavior and psychology

1. Wei, W., Zheng, Y.**., Zhang, L., & Line, N. (2021, published online). Leveraging customer-to-customer interactions to create immersive and memorable theme park experiences. *Journal of Hospitality and Tourism Insights*. Scopus journal. DOI: 10.1108/JHTI-10-2020-0205
2. Zhang, L., Wei, W., Line, N., & Cheng, Y**.. (2021). When positive reviews backfire: The effect of review dispersion on Airbnb guests' responses. *International Journal of Hospitality Management*, 96. SSCI. IL. Impact Factor: 9.237. <https://doi.org/10.1016/j.ijhm.2021.102979>
3. Ying, T., Tan, X**., Wei, W., Zheng, Y.**., & Ye, S. (2021). “I have to watch my back”: Exploring Chinese hotel guests' generalized distrust and coping behaviors. *Tourism Management*, 86. SSCI. IL. Impact Factor: 10.967. <https://doi.org/10.1016/j.tourman.2021.104355>
4. Zheng, X.**., Zhang, L., Wei, W., & Line, N. (just accepted). The joint effect of unfulfilled preferential treatment and review dispersion on Airbnb guests. *Journal of Hospitality and Tourism Research*. SSCI. IL. 5-Year Impact Factor: 6.038.
5. Torres, E., Ridderstaat J., & Wei, W. (2021). Negative affectivity and people’s return intentions to hospitality and tourism activities: The early stages of COVID-19. *Journal of Hospitality and Tourism Management*, 49, 89-100. SSCI. IL. Impact Factor: 5.959.
6. 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. SSCI. IL. Impact Factor: 9.237. doi: <http://dx.doi.org/10.1016/j.ijhm.2021.102964>
7. Ye, S., Wei, W., Wen, J., Ying, T., & Tan, X. (2020, published online). Creating memorable experience in rural tourism: A comparison of domestic and outbound tourists. *Journal of Travel Research*. SSCI. IL. DOI: 10.1177/0047287520951641. Five-Year Impact Factor: 11.828
8. Zheng, Y**., Wei, W., Line, N., & Zhang, L. (2021). Integrating the tourist gaze with the social servicescape: Implications for creating memorable theme park experiences. *International Journal of Hospitality Management*, 93. SSCI. IL. Impact Factor: 9.237
9. Liu, J., Wei, W., Peng, Q., Xue, C., & Guo, Y. (2021, published online). The roles of life satisfaction and community recreational facilities in the relationship between loneliness and depression in older adults. *Clinical Gerontologist*, 1-14. SSCI. Impact Factor: 2.619. <https://doi.org/10.1080/07317115.2021.1901166>

10. Zhang, L., **Wei, W.**, & Hua, N. (2020, published online). Service security breaches: The impact of comparative optimism. *The Service Industries Journal*, 1-21. **SSCI. Impact Factor: 6.539.**
11. Torres, E., Ridderstaat J., & **Wei, W.** (just accepted). The adventurous tourist amidst a pandemic: Effects of personality, attitudes, and affect. *Journal of Vacation Marketing*. **SSCI. IL. Impact Factor: 3.19.**
12. McGinley, **Wei, W.**, Zhang, L., Zheng, Y**. (2020, online). The state of qualitative research in hospitality: A five-year review 2014 - 2019. *Cornell Hospitality Quarterly*. **SSCI. IL. 5-Year Impact Factor: 5.043.** <https://doi.org/10.1177%2F1938965520940294>
13. Liu, J., **Wei, W.**, Peng, Q., & Xue, C. (2021). Examination of Chinese elders' attitudes toward senior living institutions. *Service Science*, 13(1), 36-50. **SSCI. 5-year Impact Factor: 2.500.** <https://doi.org/10.1287/serv.2020.0267>
14. So, K., **Wei, W.**, & Martin, D. (2021). Understanding customer engagement and social media activities in tourism: A latent profile analysis and cross-validation. *Journal of Business Research*, 129, 474-483. **SSCI. Impact Factor: 7.550.**
15. Gao, Y., Zhang, L., & **Wei, W.** (2021, published online). The effect of perceived error stability, brand perception, and relationship norm on consumer reaction towards data breach. *International Journal of Hospitality Management*, 94. **SSCI. IL. Impact Factor: 9.237.** <https://doi.org/10.1016/j.ijhm.2020.102802>
16. Milman, A., Tasci, A.D.A., & **Wei, W.** (2020). Crowded and popular: The two sides of the medallion affecting theme park experience, satisfaction, and loyalty. *Journal of Destination Marketing & Management*, 18. **SSCI. IL.** <https://doi.org/10.1016/j.jdmm.2020.100468>. **Impact Factor: 6.952.**
17. Miao, L., Lin, M., **Wei, W.**, & Moon, H. (2021). Peer regulation in a peer-to-peer business model. *Journal of Hospitality and Tourism Research*. **SSCI. IL. 5-Year Impact Factor: 6.038.**
18. Liu, J., **Wei, W.**, Peng, Q., & Xue, C. (2020). What can buffer the impact of social support on Chinese older adults' life satisfaction? *Journal of Applied Gerontology*, 1-12. **SSCI. Impact Factor: 3.346.**
19. Lu, Y., **Wei, W.**, Wu, L., Swanson, J., & Getz, D. (in press). The role of meeting size in attendees' psychological response and consequence behavior: A social anxiety approach. *Event Management*. **IL. CiteScore: 1.7.**
20. Mao, Z., Jones, M., Li, M., **Wei W.**, & Lv, J. (2020). Sleeping in a stranger's home: A trust formation model for home-sharing platforms. *Journal of Hospitality and Tourism Management*, 42, 67-76. **SSCI. IL. Impact Factor: 5.959. 2020 JHTM Best Paper Award.**
21. Tasci, A.D.A., **Wei, W.**, & Milman, A. (2020). A caution about uses and misuses of the case study method. *Annals of Tourism Research*, 82(C). **SSCI. IL. Impact Factor: 9.011.**
22. **Wei, W.**, Zhang, L., & Hua, N. (2019). Error management in service security breaches. *Journal of Services Marketing*, 33(7), 783-797. **SSCI. 5-Year Impact Factor: 5.585.**
23. Moon, H., **Wei, W.**, & Miao, L. (2019). Complaints and resolutions in peer-to-peer business model. *International Journal of Hospitality Management*, 81, 239-248. <https://doi.org/10.1016/j.ijhm.2019.04.026>. **SSCI. IL. Impact Factor: 9.237.**

24. Zhang, L., **Wei, W.**, & Hua, N. (2019). Impacts of data breach locality on the influence of error management on customer attitude and engagement behavior. *International Journal of Hospitality Management*, 78, 159-168. **SSCI. IL. Impact Factor: 9.237.**
25. Torres, E., **Wei, W.**, Hua, N., & Chen, P. (2019). Customer emotions minute by minute: How guests experience different emotions within the same service environment. *International Journal of Hospitality Management*, 77, 128-138. **SSCI. IL. Impact Factor: 9.237.**
26. Zhang, T., **Wei, W.**, Fu, X., Hua, N., & Wang, Y. (2019). Exploring the roles of technology, people, and organization in building a tourism destination experience: Insights from the 2nd USA-China Tourism Research Summit and Industry Dialogue. *Journal of Destination Marketing & Management*, 12, 130-135. **SSCI. <https://doi.org/10.1016/j.jdmm.2019.03.001>. Impact Factor: 6.952.**
27. Liu, J., **Wei, W.**, Peng, Q., & Xue, C. (2019). Perceived health and life satisfaction of older adults: Testing the moderating effects of social support, attitudes toward aging and senior privilege. *Journal of Geriatric Psychiatry and Neurology*, 33(3), 144-154. **SCI. 5-Year Impact Factor: 3.160.**
28. Lin, M., Miao, L., **Wei, W.**, & Moon, H. (2019). Peer engagement behaviors: Conceptualization and research directions. *Journal of Service Research*, 22(4), 388-403. **SSCI. 5-Year Impact Factor: 13.396.**
29. Hua, N., Hight, K.**., **Wei, W.**, Ozturk, A., Zhao, X., Nusair, K., & Defranco, A. (2019). The power of e-commerce: Does e-commerce enhance the impact of loyalty programs on hotel performance? *International Journal of Contemporary Hospitality Management*, 31(4), 1906-1923. **SSCI. IL. 5-Year Impact Factor: 8.043.**
30. Mejia, C., Hua, N., **Wei, W.**, Fu, X., & Wang, Y. (2018). The promise of the 2016 USA-China tourism year: Strategies to boost tourism exchange. *Journal of Destination Marketing and Management*, 8, 423-425. **SSCI. Impact Factor: 6.952.**
31. King, C., Murillo, M., **Wei, W.**, Madera, J., Tews, M.J., Israeli, A., & Kong, L. (2019). Towards a shared understanding of the service experience – a hospitality stakeholder approach. *Journal of Service Management*, 30(3), 410-428. **SSCI. 5-Year Impact Factor: 9.522.**
32. Liu, J., **Wei, W.**, Peng, Q., & Guo, Y. (2019, online). How does perceived health status affect depression in older adults? Roles of attitude toward aging and social support. *Clinical Gerontologist*, 44(2), 169-180. **SSCI. Impact Factor: 2.619. DOI: <https://doi.org/10.1080/07317115.2019.1655123>**
33. **Wei, W.**, Kim, G., Miao, L., Behnke, C.A., & Almanza, B. (2018). Consumer inferences of corporate social responsibility (CSR) claims on packaged foods. *Journal of Business Research*, 83, 186-201. **SSCI. Impact Factor: 7.550.**
34. **Wei, W.** (2018). Understanding values of souvenir purchase in the contemporary Chinese consumer culture: A case of Shanghai Disney. *Journal of Destination Marketing & Management*, 10, 36-48. **SSCI. Impact Factor: 6.952.**
35. Ying, T., **Wei, W.**, Wen, J., Wang, L., & Ye, S. (2018). Chinese cigar tourists to Cuba: A motivation-based segmentation. *Journal of Destination Marketing & Management*, 10, 112-121. **SSCI. Impact Factor: 6.952.**
36. Hua, N., **Wei, W.**, DeFranco, A., & Wang, D. (2018). Do loyalty programs really matter for hotel operational and financial performance? *International Journal of Contemporary Hospitality Management*, 30(5), 2195-2213. **SSCI. IL. 5-Year Impact Factor: 8.043.**

37. Mejia, C., **Wei, W.**, Fu, X., Hua, N., & Wang, Y. (2018). Hospitality and tourism experts' perspectives on Chinese independent tourists' U.S. service expectations through a mobilities lens. *International Journal of Tourism Research*, 20, 726-737. **IL. Impact Factor: 3.791.**
38. Tasci, A.D.A., & **Wei, W.** (2018). Sociodemographic, psychographic, and behavioral correlates of fun in the destination context. *Tourism Review International*, 22(2), 99-115. **CiteScore: 2.3.**
39. Hua, N., Mejia, C., & **Wei, W.** (2018). A new age of acquisitions in hospitality & tourism: The bidding war to acquire Starwood. *Journal of Hospitality & Tourism Cases*, 6(4), 32-47.
40. **Wei, W.**, Lu, Y., Miao, L., Cai, L., & Wang, C. (2017). Customer-customer interactions (CCIs) at conferences: An identity approach. *Tourism Management*, 59, 154-170. **SSCI. IL. Impact Factor: 10.967.**
41. **Wei, W.**, Miao, L., Cai, L., & Adler, H. (2017). Modeling event attendees' experiences during customer-customer encounters (CCEs). *International Journal of Contemporary Hospitality Management*, 29(8), 2085-2102. **SSCI. IL. 5-Year Impact Factor: 8.043.**
42. **Wei, W.**, & Tasci, A.D.A. (2017). Antecedents and consequences of experiential versus utilitarian consumption in travel context. *International Journal of Culture, Tourism, and Hospitality Research*, 11(4), 500-519. **ESCI. CiteScore: 2.7.**
43. **Wei, W.**, & Miao, L. (2017). Memorable experiences in customer-customer interactions (CCIs) at conferences. *Event Management*, 21(6), 771-787. **IL. CiteScore: 1.7.**
44. **Wei, W.**, Hua, N., Fu, X., & Guchait, P. (2017). The impacts of hotels' error management culture on Customer Engagement Behaviors (CEBs). *International Journal of Contemporary Hospitality Management*, 29(12), 3119-3137. **SSCI. IL. 5-Year Impact Factor: 8.043.**
45. Miao, L., & **Wei, W.** (2016). Consumers' pro-environmental behavior and its determinants in the lodging segment. *Journal of Hospitality & Tourism Research*, 40(3), 319-338. **SSCI. IL. 5-Year Impact Factor: 6.038.**
46. Torres, E., **Wei, W.**, & Hua, N. (2017). Towards understanding how emotions change across moments of truth. *Tourism Review*, 72(4), 367-374. **SSCI. 5-year Impact Factor: 5.492.**
47. Cai, L.A., **Wei, W.**, Lu, Y., & Day, J. (2015). College students' decision-making for study abroad – Anecdotes from a U.S. hospitality and tourism internship program in China. *Journal of Teaching in Travel & Tourism*, 15(1), 48-73. **CiteScore: 1.5.**

Consumer experience in response to technology & innovations

48. Zhang, L., & **Wei, W.** (2021). Influencer marketing: A comparison of traditional celebrity, microcelebrity, and AI influencer. *Boston Hospitality Review*. <https://www.bu.edu/bhr/2021/10/04/influencer-marketing-a-comparison-of-traditional-celebrity-social-media-influencer-and-ai-influencer/>
49. Ying, T., Tang, J.**, Ye, S., & Tan, X.**, **Wei, W.** (2021). Virtual reality in destination marketing: Telepresence, social presence, and tourists' visit intentions. *Journal of Travel Research*. <https://doi.org/10.1177/004728752111047273>. **SSCI. IL. Five-Year Impact Factor: 11.828**
50. Huang, Y., Chao, Y., de la Mora Velasco, E., Bilgihan, A., & **Wei, W.** (2021). When artificial intelligence meets the hospitality and tourism industry: An assessment

- framework to inform theory and management. *Journal of Hospitality and Tourism Insights.. Scopus journal.*
51. 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. **SSCI. IL. 5-Year Impact Factor: 8.043.**
 52. 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. **SSCI. 5-Year Impact Factor: 4.566.**
 53. **Wei, W.**, Mejia, C., & Qi, R.** (2020, in press). A personal learning environment (PLE) approach to mobile teaching and learning on a short-term study abroad. *Journal of Hospitality, Leisure, Sport & Tourism Education*. **SSCI. Impact Factor: 1.762.** <https://doi.org/10.1016/j.jhlste.2020.100296>
 54. Ozturk, A., **Wei, W.**, Hua, N., & Qi, R.**. (2021). Factors affecting attendees continued use of mobile event applications. *Journal of Hospitality and Tourism Technology*, 12(2), 307-323. **SSCI. 5-Year Impact Factor: 4.566.**
 55. Cheng, Y**., **Wei, W.**, & Zhang, L. (2020, online). Seeing destinations through vlogs: Implications for leveraging customer engagement behavior to increase travel intention. *International Journal of Contemporary Hospitality Management*, 32(10), 3227-3248. **SSCI. IL.** <https://doi.org/10.1108/IJCHM-04-2020-0319>. **5-Year Impact Factor: 8.043.**
 56. Ali, F., Zhang, L., **Wei, W.**, Zhou, Y., & Cobanoglu, C. (just accepted). Service innovation in hospitality and tourism. *Journal of Hospitality & Tourism Technology*. **SSCI. 5-Year Impact Factor: 4.566. Editorial note.**
 57. **Wei, W.** (2019). Research progress on virtual reality (VR) and augmented reality (AR) in tourism and hospitality: A critical review of publications from 2000 to 2018. *Journal of Hospitality & Tourism Technology*, 10(4), 539-570. **SSCI. 5-Year Impact Factor: 4.566. Highly Commended Paper in the 2020 Emerald Literati Awards**
 58. **Wei, W.**, Qi, R., & Zhang, L. (2019). Effects of virtual reality on theme park visitors' experience and behaviors: A presence approach. *Tourism Management*, 71, 282-293. **SSCI. IL. Impact Factor: 10.967.**
 59. **Wei, W.**, Torres, E., & Hua, N. (2017). The power of self-service technologies in creating transcendent service experiences: The paradox of extrinsic attributes. *International Journal of Contemporary Hospitality Management*, 29(6), 1599-1618. **SSCI. IL. 5-Year Impact Factor: 8.043.**
 60. **Wei, W.**, Lu, Y., & Hua, N. (2017). Attendees' user experience of social media technology during multiphase participation in conventions – A consumption values approach. *Event Management*, 21(3), 347-364. **IL. CiteScore: 1.7.**
 61. **Wei, W.**, Torres, E., & Hua, N. (2016). Improving consumer commitment through the integration of self-service technologies: A transcendent consumer experience perspective. *International Journal of Hospitality Management*, 59, 105-115. **SSCI. IL. Impact Factor: 9.237.**

Employee engagement and well-being

62. McGinley, S., Line, N., **Wei, W.**, & Peyton, T. (2020). Studying the effects of future-oriented factors and turnover when threatened. *International Journal of Contemporary Hospitality Management*, 32(8), 2737-2755. **SSCI. IL. 5-Year Impact Factor: 8.043.**

63. McGinley, S., & Wei, W. (2020). Emotional labor and sleep: The moderating effect of life satisfaction. *Journal of Hospitality and Tourism Management*, 43, 278-282. **SSCI. IL. Impact Factor: 5.959.**
64. McGinley, S., & Wei, W. (2018). Emotional labor's impact on hoteliers outside the workplace. *International Journal of Contemporary Hospitality Management*, 30(9), 2965-2983. **SSCI. IL. 5-Year Impact Factor: 8.043.**
65. McGinley, S., Wei, W., & Gao, Y. (2019). The effect of anticipated emotional labor on hotel employees' professional mobility. *Journal of Hospitality Marketing & Management*, 28(4), 491-512. **SSCI. IL. Impact Factor: 7.022.**

Publications prior to UCF employment

66. Wei, W., Miao, L., Cai, L.A., & Adler, H. (2012). The influence of self-construal and co-consumption others on consumer complaining behavior. *International Journal of Hospitality Management*, 31(3), 764-771. **SSCI. IL. Impact Factor: 9.237.**
67. Wei, W., & Miao, L. (2013). Effects of calorie information disclosure on consumers' food choices at restaurants. *International Journal of Hospitality Management*, 33, 106-117. **SSCI. IL. Impact Factor: 9.237.**
68. Wei, W., Miao, L., & Huang, Z.W. (2013). Customer engagement behaviors and hotel responses. *International Journal of Hospitality Management*, 33, 316-330. **SSCI. IL. Impact Factor: 9.237.**
69. Miao, L., & Wei, W. (2013). Consumers' pro-environmental behavior and the underlying motivations: A comparison between household and hotel settings. *International Journal of Hospitality Management*, 32, 102-112. **SSCI. IL. Impact Factor: 9.237.**
70. Miao, L., Lehto, X.Y., & Wei, W. (2014). The hedonic value of hospitality consumption: Evidence from spring break experiences. *Journal of Hospitality Marketing & Management*, 23(2), 99-121. **SSCI. IL. Impact Factor: 7.022.**

OTHER PUBLICATIONS

71. Wei, W. (2019). A research on Chinese visitors' souvenir purchase in Shanghai Disney. *ICHRIE Research Report*.
72. Tasci, A.D.A., & Wei, W. (2018). Like mother, like daughter? A destination image comparison between Florida and Orlando. *ICHRIE Research Report*.

BOOK CHAPTER

1. Okumus, F., Wei, W., Torres, E., Ozturk, A. & Gajjar, T. (2017). *Chapter 15 technology and talent management*. S. Horner (Ed.), *Talent Management in Hospitality and Tourism*. Oxford: Goodfellow Publishers.

MEDIA/MAGAZINE PUBLICITY

1. Wei, W. (2021, forthcoming). Social distancing: The effect of density and power on restaurant. *Rosen Research Review*, Winter, xx-xx.
2. Wei, W. & Zhong, Y. (2021). The empowering role of hospitable telemedicine experience in reducing isolation and anxiety: evidence from the COVID-19 pandemic. *Rosen Research Review*, Summer, 14-17.

3. Hua, N., **Wei, W.**, & Ozturk, A. (2021). The power of e-commerce: Does e-commerce enhance the impact of loyalty programs on hotel operating performance? *Rosen Research Review, Summer*, 44-47.
4. Torres, E., **Wei, W.**, Hua, N., & Chen, P-J. (2020). Customer emotions minute by minute: How guests experience different emotions within the same service environment. *Rosen Research Review, Fall*, 48-51.
5. Hua, N., & **Wei, W.** (2019). Do loyalty schemes benefit hotel performance? *Rosen Research Review, Fall*, 18-21.
6. Espinosa, E., **Wei, W.**, Shen, H., & Xue, N. (2020, online). Closing Shanghai's hospitality leadership gap. *Press Release from Inspire Hospitality*.
7. **Wei, W.**, Torres, E. N., & Hua N. (2019). Help yourself: Are self-service technologies doing enough to elicit a positive response from consumers? *Rosen Research Review, Spring*, 18-21.
8. **Wei, W.**, Torres, E., & Hua, N. (2017). Do self-service technologies matter in improving consumer commitment? *The Bottomline*, 31, 29-31.
9. **Wei, W.** (2018, May 19). Best summer travel destinations. *WalletHub*. <https://wallethub.com/edu/best-summer-travel-destinations/3792/#wei-wei>
10. **Wei, W.** (2018, December 10). Best places for New Year's Eve celebrations. *WalletHub*. <https://wallethub.com/edu/best-places-for-new-years-eve/17263/#expert=wei-wei>

FUNDED GRANTS

1. Zhong, Y., & **Wei, W.** (2020). Travel or not travel in covid-19 pandemic? The effects of aging self-stereotype and health protection appraisal on snowbird's travel intention. *Rosen College of Hospitality Management Dean's Research Scholars Program 2020-2021. Co-PI. Award total: \$2,500. Grant proposal funded.*
2. Milman, A., & **Wei, W.** (2019). Differential perceptions of crowding in U.S. theme parks: antecedents and consequences. *Rosen College of Hospitality Management Dean's Research Scholars Program 2019-2020. Co-PI. Award total: \$2,500. Grant proposal funded and completed.*
3. **Wei, W.** (2018). Data Breach Locality and Types of Errors: An Examination of the Spillover Effect across Industries. *Rosen College of Hospitality Management Dean's Research Scholars Program 2018-2019. PI. Award total: \$2,500. Grant proposal funded.*
4. Zhong, Y., **Wei, W.**, Gammonley, D., & Bohlen, P. (2018). Farm to Table to Multigenerational Connections. *Rosen College of Hospitality Management Dean's Research Clusters Program 2018-2019. Co-PI. Award total: \$10,000. Grant proposal funded.*
5. **Wei, W.** (2017). Augmented Reality (AR) and Virtual Reality (VR) Experience and Learning in Museums. *University of Central Florida VPR Advancement of Early Career Researchers (VPR AECR):2017-2018. PI. Award total: \$7,479. Grant proposal funded.*
6. **Wei, W.** (2017). Augmented Reality (AR) Use in Marketing and Experience Management of Cultural and Heritage Tourism. *Rosen College of Hospitality Management Dean's Research Scholars Program 2017-2018. PI. Award total: \$2,500. Grant proposal funded and completed.*

7. **Wei, W.** (2016). Understanding Chinese Visitor Experience and Purchase Behaviors at Theme Parks: The Case of Shanghai Disneyland Park. *Rosen College of Hospitality Management Research Grants 2016-2017. PI. Award total: \$2,500. Grant proposal funded and completed.*
8. **Wei, W., & Hua, N.** (2017). *ORC Research Mentoring Opportunity Grant*. University of Central Florida. **PI. Award total: \$3,000. Grant proposal awarded.**
9. **Wei, W.** (2015). The Effects of Hotels' Error Management Culture (EMC) On Customer Engagement Behaviors (CEBs) and Trust: A Case of Information Security Breach. *Rosen College of Hospitality Management Research Grants 2015-2016. PI. Award total: \$2,500. Grant proposal funded and completed.*

PARTICIPATION IN EXTERNALLY FUNDED PROJECTS

10. Research and demonstration of key technologies of smart museums in the era of mobile internet. *Chinese Ministry of Science and Technology - Support Program. Co-I. Grant total: \$21,730 (grant number: 2015BAK01B04).*
11. Zhang, L., **Wei, W., & Hua, N.** (2017). Impact of error management on customer attitudes and engagement. *Michigan State University, U.S.A. Co-I. Grant total: \$2,000.*

INVITED SPEECH/CONFERENCES

1. **Wei, W.** (Invited Speaker). Hospitality and tourism education: An example of the Rosen College of Hospitality Management. School of Leisure Management, Eurasia University, Xi'an, China, June 14, 2018.
2. **Wei, W.** (Invited Speaker). Experimental design and its application to consumer behavior research. School of Management, Zhejiang University, Hangzhou, China, May 25, 2018.
3. **Wei, W.** (Invited Attendee). Invitation-Only Thought Leadership HTR Forum - Evolving Service Thinking: Disruption and Opportunity in Hospitality and Tourism. The Ohio State University, Columbus, U.S.A., May 9-11, 2018.
4. **Wei, W.** (Invited reviewer and attendee). Boston University Invitation-Only Consumer Behavior in Hospitality Conference. Boston University, Boston, U.S.A., September 29 – October 1, 2017.
5. **Wei, W.** (Invited Speaker). School of Management, Zhejiang University, Hangzhou, China, May 2016.
6. **Wei, W.** (Panelist). The 3rd Women's Hospitality Leadership Forum. Orlando, Florida, U.S.A., March 29, 2019.
7. **Wei, W.** (Panelist). First Time in College (FTIC) Orientation. Rosen College of Hospitality Management. Orlando, Florida, U.S.A., May 29, 2019.
8. **Wei, W.** (Panelist). Admitted Students Annual Welcome Event. Rosen College of Hospitality Management. Orlando, Florida, U.S.A., July 2, 2019.
9. **Wei, W.** (Panelist). Rosen College International Day Event. Rosen College of Hospitality Management. Orlando, Florida, U.S.A., November 20, 2019.

REFEREED CONFERENCE PAPER

Stand-Up Presentations (*work with Master students; **work with Ph.D. students)

1. Cheng, Y.**., Ro, H., & **Wei, W.** (2022). Service failure in food delivery: The impacts of riders' perceived tiredness and interactive behaviors on customers' negative eWOM. 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 7-8, 2022.
2. Zhong, Y., **Wei, W.**, & Zhang, L. (2021). The effects of aging self-stereotype and health protection appraisal on older snowbirds' travel during and post covid-19 pandemic. 6th World Research Summit for Tourism and Hospitality 2021, Orlando, FL, U.S.A., December 14-15, 2021.
3. Qi, R**., Li, L., **Wei, W.**, & Bujisic, M. (2021). Service redesign in theme parks: how nostalgia backfires. 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, U.S.A., January 8-9, 2021.
4. Zhang, L., Gao, Y., & **Wei, W.** (2020). The effect of perceived error stability and relationship norm on consumers' reaction towards data breach. 20th Asia-Pacific Council on Hotel, Restaurant and Institutional Education, Hong Kong, China, October 27-28, 2020.
5. Ying, T., Ka, X**., Wen, J., Ye, S., Wang, L., & **Wei, W.** (2020). Fairness in quality service deliver to homosexual guests: the role of organizational norms. Travel and Tourism Research Association: Advancing Tourism Research Globally, Victoria, BC, Canada, June 16-18, 2020.
6. Tasci, A.D.A., **Wei, W.**, & Milman, A. (2019). Differential perception of crowding in theme parks: antecedents and consequences. Themed Experience and Attractions Academic Symposium, Orlando, Florida, November 22, 2019.
7. Zheng, Y**., **Wei, W.**, Tan, X., Ying, T., & Li, S. (2020). Antecedents, manifestations, and consequences: An exploratory study of Chinese hotel guests' distrust. 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV, U.S.A., January 3-5, 2020.
8. McGinley, S., Lin, N., Wei, W., & Peyron, T. (2020). The role of job threats: Studying idiosyncratic traits and professional mobility. 30th Annual Council for Australasian Tourism and Hospitality Education Conference 2020, Auckland, New Zealand, February 10-13, 2020.
9. Liu, J., **Wei, W.**, Peng, Q., Xue, C., & Guo, Y. (2019). From loneliness to depression in elders: Life satisfaction as a mediator and community recreational facilities as a moderator. 15th China Discipline Construction Conference on Gerontology, Beijing, China, May 25-26, 2019.
10. Ying, T., Tang, J., **Wei, W.**, Ye, S., & Zhou, W. (2019). Virtual reality in destination marketing: The effects of social presence and telepresence. The 1st International Conference on Smart Tourism, Smart Cities and Enabling Technologies, Orlando, Florida, U.S.A., May 1-4, 2019.
11. Yang, W., Zhang L., & **Wei, W.** (2019). Who is the right endorser? The impact of image congruence and identity signaling on celebrity endorser selection. 9th Advances in Hospitality and Tourism Marketing and Management conference, Portsmouth, U.K., Jul. 9-12, 2019.
12. Liu, J., **Wei, W.**, Peng, Q., & Xue, C. (2018). Health and life satisfaction of older adults: Testing the moderating effects of social support, attitudes toward aging and senior privilege. International Conference on Intergenerational Engagement, Wuxi, Jiangsu, China, Nov. 3-5, 2018
13. Liu, J., **Wei, W.**, Peng, Q., & Xue, C. (2018) A multiple-group path analysis model on Chinese elders' attitude toward institutional senior living. International Conference on Intergenerational Engagement, Wuxi, Jiangsu, China, Nov. 3-5, 2018

14. Qi, R**, **Wei, W.**, & Zhang, L. (2018). Effects of Virtual Reality on theme park visitors' experience and behaviors: A social presence approach. 17th Asia Pacific Forum (APF) for Graduate Students Research in Tourism, Honolulu, Hawai'i, U.S.A., May 16-18, 2018.
15. Cheng, Y*, Zhang, L., & **Wei, W.** (2018). The effect of language type and managerial responses on consumers' attitudes toward hotels. 17th Asia Pacific Forum (APF) for Graduate Students Research in Tourism, Honolulu, Hawai'i, U.S.A., May 16-18, 2018.
16. Lin, M., Miao, L., **Wei, W.**, & Moon, G**. (2018). Peer engagement behavior: Conceptualization and research directions. The 2018 Global Marketing Conference, Tokyo, Japan, July 26-29, 2018.
17. McGinley, S., & **Wei, W.** (2018). Perceptions are reality: A study on how perceptions of emotional labor affect professional mobility. International Council on Hotel, Restaurant and Institutional Education, Palm Springs, California U.S.A., Jul. 25-27, 2018.
18. Zhang, L., **Wei, W.**, & Hua, N. (2018). Guilt by association: Impacts of data breach locality on the influence of error management on customer attitude and engagement behavior. International Council on Hotel, Restaurant and Institutional Education, Palm Springs, California U.S.A., Jul. 25-27, 2018.
19. Hua, N., Hight, K**, **Wei, W.**, Ozturk, A., Zhao, X., & Defranco, A. (2018). The power of e-commerce: Does e-commerce enhance the impact of loyalty programs on hotel performance? International Council on Hotel, Restaurant and Institutional Education, Palm Springs, California U.S.A., Jul. 25-27, 2018.
20. Moon, H**, **Wei, W.**, & Miao, L. (2018). Complaints and resolutions in peer-to-peer accommodation: The case of Airbnb. The 23rd Annual Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, Texas U.S.A., Jan. 3-5, 2018.
21. Qi, R**, & **Wei, W.** (2017). Understanding Chinese middle-class consumers' experience in boutique hotels: A cultural value perspective. The 2nd USA-China Tourism Research Summit and Industry Dialogue, Orlando, FL U.S.A., Dec. 8, 2017.
22. Mejia, C., **Wei, W.**, & Wang, Y. (2017). The effects of a personal learning environment on learning outcomes during a study abroad program: A quasi-ethnographic approach. The 4th World Research Summit for Tourism and Hospitality, Orlando, FL U.S.A., Dec. 9-11, 2017.
23. Mejia, C., Wei, W., & Wang, Y. (2017). The value of cross-cultural experiential learning to students' intercultural adaptation in the hospitality and tourism education context. The 2nd USA-China Tourism Research Summit and Industry Dialogue, Orlando, FL U.S.A., Dec. 8, 2017.
24. Lu, Y., **Wei, W.**, Wu, L., Swanson, J., & Getz, D. (2017). Is higher attendance, the better? – Examining the impacts of conference size on attendees' psychological responses and consequence behavior. 4th International Conference on Events (ICE), Orlando, FL U.S.A., Dec. 12-14, 2017.
25. **Wei, W.** (2017). Understanding China consumer culture in the context of theme park souvenir purchase: A value perspective. The 7th International Conference on Tourism and Hospitality between China and Spain (ICTCHS 2017), Chengdu, China, July 12-14.
26. Jia, C*, Hua, N., **Wei, W.**, Wang, D., & DeFranco, A. (2016). Do loyalty programs improve hotels' financial performance? iAHFME Annual Research Symposium, New York City, New York U.S.A., Nov. 12.
27. Gajjar, T**, **Wei, W.**, & Murphy, K. (2016). Negative customer-to-customer interactions (CCIs) in theme parks: A cross-cultural perspective. European Council on Hotel, Restaurant and Institutional Education, Budapest, Hungary, Oct. 26-28.
28. **Wei, W.**, Torres, E., & Hua, N. (2016). The role of self-service technologies in improving consumer commitment: A transcendent consumer experience perspective. International

- Hospitality Information Technology Association Annual Conference, New Orleans, LA, U.S.A., June 19. **Best Research Paper Award. \$2000.**
29. **Wei, W.,** & Miao, L. (2016). Exploring memorable experiences in customer-customer interactions (CCIs) at conferences. International Council on Hotel, Restaurant and Institutional Education, Dalla/Grapevine, Texas U.S.A., July 20-22.
 30. **Wei, W.,** Miao, L., Cai, L., & Adler, H. (2016). Modeling Attendee Experiences in Customer-Customer Encounters (CCEs). 14th Asia-Pacific Council on Hotel, Restaurant and Institutional Education, Bangkok, Thailand, May 11-13.
 31. **Wei, W.,** Mejia, C., & Wang, Y. (2016). The role of engagement and copresence among Chinese travelers using social media. 2nd Global Tourism & Hospitality Conference, Hong Kong, China, May 16-18.
 32. **Wei, W.,** Lu, Y., Miao, L., Cai, L., & Wang, C. (2016). Customer-Customer Interactions (CCIs) at Conferences: An Identity Approach. 2nd Global Tourism & Hospitality Conference, Hong Kong, China, May 16-18.
 33. Mejia, C., **Wei, W.,** & Wang, Y. (2016). Are you with me? Examining the driving factors for copresence in WeChat among Chinese tourists. 14th Asia-Pacific Council on Hotel, Restaurant and Institutional Education, Bangkok, Thailand, May 11-13.
 34. **Wei, W.,** Hua, N., Fu, X., & Guchait, P. (2015). The effects of hotels' error management culture in response to information security breach on consumer behavior, trust, and commitment. 3rd World Research Summit for Tourism and Hospitality and 1st U.S.A.-China Tourism Research Summit: Transforming Partnerships, Orlando, FL U.S.A., Dec. 15-19.
 35. Fu, X., & **Wei, W.,** & Wang, Y. (2015). Assessing work-related psychology and behavior among hotel employees in China: From the perspective of need fulfilment. 3rd World Research Summit for Tourism and Hospitality and 1st U.S.A.-China Tourism Research Summit: Transforming Partnerships, Orlando, FL U.S.A., Dec. 15-19.
 36. **Wei, W.,** & Torres, E. (2015). From cost savings to experience enhancement: The evolving role of self-service technologies. European Council on Hotel, Restaurant and Institutional Education, Manchester, UK, Oct. 15-17.
 37. **Wei, W.,** Ozturk, A., Hua, N., & Van Niekerk, M. (2015). Impacts of mobile app integration on attendee engagement and commitment: A comparison between small versus large conferences. International Conference on Events, Macau, China, Sept. 7-9.
 38. Torres, E., & **Wei, W.** (2015). Customer emotions throughout the vacation experience: The momentary and enduring effects of guest affect. European Council on Hotel, Restaurant and Institutional Education, Manchester, UK, Oct. 15-17.
 39. **Wei, W.,** Lu, Y., & Swanson, J., Getz, D. (2014). Attendee behavioral differences and perceived ROI at small-scale versus large-scale meetings: A comparison and implications for the hospitality industry. Proceedings of the 19th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas U.S.A., Jan. 3-5.
 40. **Wei, W.,** Lu, Y., & Cai, L.A. (2013). Conventions going paperless: the power of social media technology – Anecdotes from convention attendees. Proceedings of 11th Asia-Pacific Council on Hotel, Restaurant and Institutional Education, Macau, China, May 21-24.
 41. Miao, L., & **Wei, W.** (2013). Consumers' pro-environmental behavior and its determinants in the lodging segment. Proceedings of the 18th Annual Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington U.S.A., Jan. 3-5. **Best Paper Award. \$250.**

42. **Wei, W.**, Miao, L., & Huang, Z.W. (2012). Customer engagement behaviors and hotel responses. Proceedings of International Council on Hotel, Restaurant and Institutional Education, Providence, Rhode Island U.S.A., August 1-4.
43. **Wei, W.**, & Miao, L. (2011). The effects of calorie information disclosure on consumers' food choices. Proceedings of 9th Asia-Pacific Council on Hotel, Restaurant and Institutional Education, Hong Kong, China, June 2-5.
44. Cai, L.A., **Wei, W.**, Lu, Y., & Day, J. (2011). How do U.S. college students decide to study abroad? A decision-making framework. Proceedings of the 9th Asia-Pacific Council on Hotel, Restaurant and Institutional Education, Hong Kong, China, June 2-5.
45. Miao, L., Lehto, X.Y., & **Wei, W.** (2011). The hedonic experience of travel-related consumption. Proceedings of International Council on Hotel, Restaurant and Institutional Education, Denver, Colorado U.S.A., July 27-30.
46. **Wei, W.**, Huang, Z.W., & Miao, L. (2011). Motivation and attitude – An exploration of customer online complaining behavior. Proceedings of the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas U.S.A., Jan. 6-8.
47. **Wei, W.**, & Miao, L. (2010). Consumer's pro-environmental behavior and the underlying motivations: A comparison between household and hotel settings. Proceedings of International Council on Hotel, Restaurant and Institutional Education, San Juan, Puerto Rico U.S.A., July 28-31.
48. **Wei, W.**, Miao, L., Cai, L.A., & Adler, H. (2010). The influence of self-construal and co-consumption others on consumer complaining behavior. Proceedings of the 15th Annual Graduate Student Research Conference in Hospitality and Tourism, Washington, D.C., U.S.A., Jan. 7-9.
49. Cai, L., & **Wei, W.** (2010). Are we ready for the red dragon? International Society of Travel and Tourism Educators, Los Angeles, California U.S.A., Oct. 18-22.

Poster Presentations (*work with Master students; **work with Ph.D. students)

50. Zheng, Y**, & **Wei, W.** (2022). Aesthetic experiences in heritage tourism: Implications for classical gardens. 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 7-8, 2022.
51. 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. 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, U.S.A., January 8-9, 2021.
52. Zheng, Y**, & **Wei, W.** (2021). The embodiment of Chinese classical aesthetics in tourism: Understanding Yijing through tourist gaze at classical Chinese gardens. 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, U.S.A., January 8-9, 2021.
53. Cheng, Y**, **Wei, W.**, & Zhang, L. (2020). Drivers of consumer engagement in travel vlogs. 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV, U.S.A., Jan. 3-5, 2020.
54. Qi, R**, Bogicevic, V., Bujisic, M., & **Wei, W.** (2020). Can virtual reality harm your destination? Behavioral outcomes of tourism destination marketing VR experiences. 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV, U.S.A., Jan. 3-5, 2020.

55. Zhang, L., & **Wei, W.** (2019). Data breach locality and types of errors: an examination of the spillover effect across industries. The 5th World Research Summit for Hospitality and Tourism, Orlando, Florida U.S.A., Dec. 13-16, 2019.
56. Zhong, Y., **Wei, W.**, & Liu, J. (2019). Hospitality in Chinese senior living facilities: The first generation of one-child parents' attitudes and expectations. International Council on Hotel, Restaurant and Institutional Education, New Orleans, Louisiana U.S.A., Jul. 24-26, 2019.
57. Mao, Z., Lyu, J., & **Wei, W.**, & Jones, M. (2018). Sleeping in a stranger's home: An integrative model of trust for Airbnb. International Council on Hotel, Restaurant and Institutional Education, Palm Springs, California U.S.A., Jul. 25-27, 2018.
58. Qi, R**, Hancer, M., & **Wei, W.** (2018). Exploring the impact of online celebrities' social media postings on customers' restaurant selection. The 23rd annual graduate student research Conference in Hospitality and Tourism, Fort Worth, Texas U.S.A., Jan. 3-5.
59. Moon, H**, Miao, L., & **Wei, W.** (2017). Complaints and resolutions in peer-to-peer accommodation. Proceedings of the 22nd Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas U.S.A., Jan. 5-6.
60. Gajjar, T**, & **Wei, W.** (2016). Exploring the perceived negative cross-cultural customer-to-customer interactions (CC-CCI) in theme parks: A role theory approach. Proceedings of the 21st Annual Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, Pennsylvania U.S.A., Jan. 7-9.
61. **Wei, W.**, & Miao, L. (2014). Why do people meet? Uncover the experiences of customer-customer encounters (CCEs) at conferences. Proceedings of the 19th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas U.S.A., Jan. 3-5.
62. **Wei, W.**, & Miao, L. (2013). The impacts of customer-to-customer interactions (CCIs) on convention experiences and behavioral intention: A social identity perspective. Proceedings of International Council on Hotel, Restaurant and Institutional Education, St. Louis, Missouri U.S.A., July 24-27.
63. Quinteros, D.A., **Wei, W.**, & Lu, Y. (2013). Loyalty towards online travel agents: Antecedents of e-loyalty. Proceedings of International Council on Hotel, Restaurant and Institutional Education, St. Louis, Missouri U.S.A., July 24-27.
64. **Wei, W.**, & Miao, L. (2013). The impact of customer-to-customer interactions (CCIs) on hospitality experiences. Proceedings of the 18th Annual Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington U.S.A., Jan. 3-5.
65. **Wei, W.**, & Miao, L. (2012). An exploration of the experiential nature of convention experience. Proceedings of the 17th Annual Graduate Student Research Conference in Hospitality and Tourism, Auburn, Atlanta U.S.A., Jan. 5-7.
66. **Wei, W.**, Miao, L., & Adler, H. (2010). An investigation of consumers' pro-environmental behaviors and underlying motivations in a hospitality setting. Proceedings of the 15th Annual Graduate Student Research Conference in Hospitality and Tourism, Washington, D.C., U.S.A., Jan. 7-9.

TEACHING

TEACHING INTERESTS

- Service management
- Consumer behavior/experience
- Hospitality human resources management

TEACHING EXPERIENCE

Graduate Classes

Assistant Professor Fall 2016 - Present
University of Central Florida
Rosen College of Hospitality Management
Critical Issues in Hospitality Human Resources HMG 6228 (fully online)
Average SPI: 4.45 out of 5

Guest Speaker Oct. 4, 2021
University of Central Florida
Rosen College of Hospitality Management
Foundations in Hospitality and Tourism Research HMG 7587
Topic: Paradigm choices and disciplinary influences on my research about customer-to-customer interactions

Guest Speaker Sept. 30, 2020
University of Central Florida
Rosen College of Hospitality Management
Foodservice Strategies and Tactics HMG 7876 (distance teaching)
Topic: Self-service technologies (SSTs) use in hotels and restaurants

Guest Speaker Sept. 12, 2018
University of Central Florida
Rosen College of Hospitality Management
Theories in Hospitality and Tourism HMG 7295
Topic: Theory development in customer-to-customer interactions

Guest Speaker Feb. 6, 2018
University of Central Florida
Rosen College of Hospitality Management
Advanced Research Methods in Hospitality and Tourism HMG 7589
Topic: The use of experimental design in hospitality and tourism studies

Guest Speaker Feb. 21, 2017
Oklahoma State University
School of Hospitality and Tourism Management
Advanced Hospitality and Tourism Research HRAD 6993
Topic: Design and execution of experimental research

Guest Speaker

University of Central Florida Feb. 28, 2017
Rosen College of Hospitality Management
Advanced Research Methods in Hospitality and Tourism HMG 7589
Topic: The “what”, “why”, and “how” about experimental design

Guest Speaker

University of Central Florida Feb. 9, 2016
Rosen College of Hospitality Management
Advanced Research Methods in Hospitality and Tourism HMG 7589
Topic: The experimental design in hospitality and tourism studies

Undergraduate Classes

Assistant Professor

Spring 2015 – Present

University of Central Florida
Rosen College of Hospitality Management
Hospitality Human Resources Management HFT 2220 (mixed mode)
Average SPI: 4.71 out of 5

Assistant Professor

Summer 2018 – Present

University of Central Florida
Rosen College of Hospitality Management
Hospitality Human Resources Management HFT 2220 (fully online)
Average SPI: 4.24 out of 5

Assistant Professor

Summer 2016/Summer 2015

University of Central Florida
Rosen College of Hospitality Management
Introduction to Hospitality and Tourism HFT 1000 (mixed-mode)
SPI: 4.54 out of 5

Assistant Professor

Summer 2016

University of Central Florida
Rosen College of Hospitality Management
Introduction to Hospitality and Tourism HFT 1000 (fully online)
SPI: 3.99 out of 5

Graduate Instructor

Spring 2014

Purdue University
School of Hospitality and Tourism Management
Introduction to Tourism HTM 17300

Graduate Instructor

Spring 2013

Purdue University
School of Hospitality and Tourism Management
Introduction to Tourism HTM 17300

Study Abroad Classes

Assistant Professor Summer 2017
University of Central Florida
Rosen College of Hospitality Management
Destination Marketing HFT 4561 (mixed mode)
SPI: 4.90 out of 5

Class Coordinator and Academic Advisor 2011-2014
Purdue University
Sponsored Internship and Study Abroad in China Program
International Special Topics HTM39800: *supervise interns to complete a hotel consulting project upon their completion of a hotel internship*

Guest Lectures

University of Central Florida, FL Apr. 19, 2017
Culture and Cuisine FSS 3008, Rosen College
Topic: Introduction to Chinese cuisine, food culture, and eating behavior

University of Kentucky, KY Apr. 4, 2013
Service Management HMT 395, Retailing and Tourism Management
Topic: Consumer complaining behavior and management responses

Purdue University, IN Dec. 4, 2012
Lodging Management HTM 181, School of Hospitality and Tourism Management
Topic: Special resorts: cruise ships and casinos

University of Kentucky, KY Oct. 11, 2011
Advanced Seminar in Lodging and Tourism HMT 460, Retailing and Tourism Management
Topic: Consumer complaining behavior

Distance Education using **Adobe Connect software**
University of Kentucky, KY Nov. 19, 2013
Service Management HMT 359, Retailing and Tourism Management
Topic: Why do customers complain and how?

University of Kentucky, KY Nov. 15, 2011
Advanced Seminar in Lodging and Tourism HMT 460, Retailing and Tourism Management
Topic: Meeting and events management: Customer-to-customer interactions at conventions

EMBA Course Instructor Team Member and Translator Fall 2011/Fall 2012/Fall 2013
Purdue University
Knowledge Management: *facilitate a four-day course for 30-40 Executive MBA students from South China University of Technology*

SERVICES

NATIONAL/INTERNATIONAL SERVICES

Professional Affiliation

- Council on Hotel, Restaurant & Institutional Education (CHRIE) 2018-2021
- Council on Hotel, Restaurant & Institutional Education (CHRIE) 2016
- Association of North America Higher Education International Educational Council (ANAHEI) 2015-present
- The Best Paper Review Committee, Journal of Hospitality & Tourism Research 2016
- Council on Hotel, Restaurant & Institutional Education (CHRIE) 2015
- Council on Hotel, Restaurant & Institutional Education (CHRIE) 2013
- Council on Hotel, Restaurant & Institutional Education (CHRIE) 2012
- International Society of Travel & Tourism Educators (ISTTE) 2010

Journal Editorial Office

- Associate Editor, Journal of Hospitality and Tourism Research 2021-present

Journal Editorial Board Member

- Journal of Hospitality and Tourism Research 2015-2021
- Cornell Hospitality Quarterly 2020-present
- Journal of Destination Marketing & Management 2020-present
- Journal of Hospitality and Tourism Insights 2019-present
- International Journal of Hospitality and Event Management 2015-present

Guest Editor

- Journal of Hospitality and Tourism Technology – Special Issue on Service Innovation in Hospitality and Tourism 2018-2019

Reviewer for National Grant

- The executive government agency of National Science Centre, Poland 2018

Ad-hoc Reviewer for Refereed Journals

1. International Journal of Hospitality Management (*Awarded Outstanding Reviewer Status in 2015, 2016, 2017, 2018*)
2. Tourism Management (*awarded Outstanding Reviewer in 2017*)
3. Annals of Tourism Research (*awarded Outstanding Reviewer in 2018*)
4. Journal of Destination Marketing & Management (*awarded Outstanding Reviewer in 2016*)
5. International Journal of Contemporary Hospitality Management
6. Cornell Hospitality Quarterly
7. Journal of Hospitality and Tourism Research
8. Journal of Travel & Tourism Marketing
9. Journal of Hospitality Marketing & Management
10. International Journal of Tourism Research
11. Journal of Service Research
12. Journal of Vacation Marketing

13. Journal of Business Research
14. Journal of Service Management
15. Journal of Hospitality and Tourism Management
16. Journal of Hospitality & Tourism Technology (*awarded Certificate of Appreciation in 2017*)
17. Tourism Review
18. Tourism Management Perspective
19. Journal of Hospitality and Tourism Insights
20. International Journal of Hospitality and Event Management
21. International Journal of Event and Festival Management
22. Journal of China Tourism Research
23. International Journal of Tourism Anthropology
24. Journal of Sustainable Tourism

Ad-hoc Reviewer for Conferences

1. 2018 Global Marketing Conference - Customer Engagement in Tourism and Hospitality Services Track
2. World Tourism Research Summit (2015-present)
3. USA-China Tourism Research Summit
4. International Council on Hotel, Restaurant & Institutional Education (I-CHRIE)
5. Asia Pacific Tourism Association Conference
6. Annual Graduate Student Conference in Hospitality and Tourism Conference
7. 1st International Conference on Smart Tourism and Enabling Technologies (The Smart Conference)
8. 4th International Conference on Events (ICE)
9. 1st Boston University Consumer Behavior in Hospitality Conference
10. TOSOK International Tourism Conference