

Chunhao (Victor) Wei
Doctoral Candidate
Spidle Hall
Auburn University, AL 36849
(305) 733-0886
Czw0102@auburn.edu

EDUCATION

Auburn University, Auburn, AL
PhD in Hospitality Management

May- July 2023 (Expected)

Florida International University, Miami, FL
M.S. in Hospitality Management

December 2016

Florida International University, Miami, FL
B.S. in Hospitality Management

May 2015

PEER REVIEWED PUBLICATIONS

(* indicates applicant is corresponding author)

Liu, S., **Wei, C.***, Kalgotra, P., Cobanoglu, C. (2022). Seeing is believing? Data mining to create a choice-based conjoint approach for restaurant mobile marketing. *International Journal of Hospitality Management*, 104, 103248. <https://doi.org/10.1016/j.ijhm.2022.103248>

Liu, T., **Wei, C.***, & Lee, Y. M. (2022). A Systematic review of work-family enrichment in the hospitality industry. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-11-2021-1332>

Wei, C.*, Chen, H., & Lee, Y. M. (2021). Factors influencing customers' dine out intention during COVID-19 reopening period: The moderating role of country-of-origin effect. *International Journal of Hospitality Management*, 95, 102894. <https://doi.org/10.1016/j.ijhm.2021.102894>

Wei, C.*, Chen, H., & Lee, Y. M. (2021). COVID-19 preventive measures and restaurant customers' intention to dine out: the role of brand trust and perceived risk. *Service Business*, 1-20. <https://doi.org/10.1007/s11628-021-00462-9>

MANUSCRIPTS UNDER REVIEW

O'Neill, S., Gilbert, L., **Wei, C.**, & Baker, A. The cultural dilemmas for a senior expatriate CEO in China. *Journal of Hospitality & Tourism Cases*. ID: #2021_12 (Accepted subject to Revision).

Wei, C., Lu, L., Chen, H., & Lee, Y. M. Paying more for green hotels: The role of mismatched hotel and online travel agency involvement. *International Journal of Hospitality Management*. ID: #HOSMAN-S-22-00694.

Zhang, S., Zhao, T., Liu, X., **Wei, C.**, & Liu, S. Trait Gratitude and Subjective Career Success: A Broaden-and-Build Perspective. *Career Development International*. ID: # CDI-07-2022-0188.

MANUSCRIPTS AND PROJECTS IN PROGRESS

Wei, C., Kwon, W., & Douglas, A. Bad food or bad service, which hurts the most? An investigation on consumer response to negative online reviews during online restaurant selection process. (*Preparing for submission*).

Teng, Z., Liu, J., Sawhney, L., Liu, S., & **Wei, C.** Does gratitude shape a healthier organization? A literature review on relationships between gratitude and employee and organizational well-being. (*Preparing for submission*).

Lu, L., & **Wei, C.** Front-line versus back-line: managerial risk, turnover intention, job satisfaction and the role of idealized influence leadership. (*Preparing for submission*).

Lee, Y.M., & **Wei, C.,** Developing a restaurant menu for food allergy consumers using eye-tracking technology. (*90% completed*).

Wei, C., Douglas, A., & Pillai, S.G. The dark side of subjective knowledge: An investigation on inhibitors in choosing contactless travel technologies. (*90% completed*).

Wei, C., Zhao, T., Douglas, A., & Michelle, J. A meta-analytic review on effects of leisure constraints on negotiation, motivation, behavioral intention and actual behavioral: The moderation role of cause, age, and gender. (*70% completed*).

Wei, C., Liu, S., Douglas, A., & Lee, Y. M. Which hotel is more attractive? Understanding online hotel choices via adaptive conjoint approach. (*Data collection completed*).

Liu, S., **Wei, C., Bansal, N., Gupta, A., & Kalgotra, P.** Immersive experience: An analysis from Instagram data on immersive museum and exhibition. (*Data collection completed*).

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Wei, C., & Douglas, A.C., (2022). Negotiating travel constraints through virtual reality tourism: The moderating role of self-efficacy. 2022 Annual ICHRIE Conference, Washington, D.C., August 3-6, 2022.

Pillai, S.G., Douglas, A.C., & **Wei, C.** (2022). Exploiting cognitive bias in online travel purchase: the influence of deceptive ecommerce practices on consumers' perceived benefits and intent to purchase. 2022 Annual ICHRIE Conference, Washington, D.C., August 3-6, 2022.

Wei, C., Douglas, A.C., Michel, J., & Zhao, T. (2022). Meta-analysis of the relationship between leisure constraints and negotiation, motivation, and participation: Do cause, age and culture matter? The 27th Annual Graduate Student Research Conference in Hospitality & Tourism, Online, January 7-8, 2022. (Presentation)

Lu, L, **Wei, C., & Zhao, J.** (2022). Which type of negative online reviews hurts restaurants the most? An experimental design to understand customers' cognitive, affective, and behavioral change on negative Online reviews.? The 27th Annual Graduate Student Research Conference in Hospitality & Tourism, Online, January 7-8, 2022.

Wei, C., & Douglas, A.C. (2022). Are Virtual Reality advertisements better than traditional audiovisual advertisements in destination marketing? A cross generational experimental study exploring advertisement format and advertising content based on destination type. Enter22, Online, January 7-8, 2022. (Presentation)

Wei, C., Lu, L & Zhao, J. (2021). A netnography study of tourists from China: How could “Mojito” and its music video attract Chinese tourists to visit Havana? The 26th Annual Graduate Student Research Conference in Hospitality & Tourism, Houston, Texas, January 8-9, 2021.

Wei, C., Chen, H., & Lee, Y.M. (2021). COVID-19 preventive practices and customers’ intention to dine out: The role of brand trust and perceived risk. The 26th Annual Graduate Student Research Conference in Hospitality & Tourism, Houston, Texas (Online), January 8-9, 2021.

Wei, C., & Douglas, A.C. (2021). COVID-19 and contactless service technologies: How information drives the hospitality consumers’ readiness and acceptance. The 6th Annual ICHRIE-SECSA Virtual Conference, Online, February 2021. (Presentation)

Wei, C., Xu, H & Douglas, A.C. (2020). Lowest price guarantee policies in the hospitality Industry: a comparison of brand.com and OTA policies. The 25th Annual Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, Nevada, January 3-6, 2020. (Presentation)

Wei, C., & Ayoun, B.M. (2020). How to increase the destination attractiveness from vlogs posting on Chinese social media: A comparison between the posting from internet influencers and DMOs. 2020 Auburn Research: Student Symposium, Auburn, Alabama, March 17, 2020. (Presentation)

TEACHING EXPERIENCE

HOSP2500 Lodging Operation

Teaching Assistant

Fall 2019

HOSP3800 Hospitality Information Technology

Teaching Assistant

Summer, Fall 2020

Graduate Student Lecturer

Fall 2021, Summer 2022

Graduate Instructor of Record

Fall 2022

HOSP4700 Hospitality Property Development & Management

Teaching Assistant

Spring 2021

Graduate Student Lecturer

Spring 2022

WORK EXPERIENCE

Horwath HTL, LLC, Atlanta, GA

May 2022- Present

Research analyst

- Conduct feasibility studies for developers in Florida, Georgia, and Tennessee
- Perform general consulting assignments, such as hotel brand selection, and destination marketing.

GA Telesis LLC, Fort Lauderdale, FL

January 2017- December 2018

Onsite representative- Asia

- In charge of organizing and managing conferences & events holding in Asia.
- Key accounts management & maintenance: Singapore airline, and All Nippon Airways.

Accor Hotels North & Central America Headquarter, Doral, FL June 2016- December 2016

Finance management intern

- Consolidated and reported the KPI statistics of 16 hotels to North American Controller.
- Responsible for the hotel payroll accounting, P&L and productivity reports for 7 U.S. hotels.

EAST Miami | Swire Hotels, Brickell, FL

January 2016- June 2016

Revenue management intern

- Assisted Revenue Manager to build out the property Synxis CRS.
- Assisted Revenue Director with hotel revenue forecast for 2016 & 2017.
- Created strategic trend reports for year over year analysis and action plans.

CERTIFICATES, HONORS AND AWARDS

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|--|------|
| • Auburn University - Outstanding Doctoral Student Award | 2022 |
| • Auburn University - College of Human Sciences Dissertation Grant | 2022 |
| • Sawtooth Software Academic Grant (Value: \$4,400) | 2021 |
| • ESSEC-Distribution, Revenue and Demand Management Specialization Certification | 2021 |
| • First Year Experience (FYE) Peer Mentors Certification | 2021 |
| • STR Virtual Student Market Study Competition Certification | 2021 |
| • Introduction to User Experience Design- Georgia Tech | 2021 |
| • Social Marketing Certification-Hootsuite Academy | 2020 |
| • Michael Hurst Scholarship | 2015 |
| • Certification in Hotel Industry Analytic | 2015 |

CAMPUS INVOLVEMENT

Hospitality Graduate Association

Vice President 2019-2022

Kappa Omicron Nu

Mentor for Undergraduates 2021-2022

Graduate Student Council

First Year Experience (FYE) Peer Mentors 2021-2022

REVIEW RESPONSIBILITIES AND PROFESSIONAL ASSOCIATIONS

- International Hospitality Review: **Ad-hoc reviewer**
- International Council on Hotel, Restaurant, and Institutional Education conference: **Reviewer**
- International Federation for IT and Travel & Tourism: **Member**
- Association of North America Higher Education International: **Member**