

Xiaodan Mao-Clark, Ph.D., MBA.

School of Travel Industry Management
Shidler College of Business
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Education, Certification, and Licenses

Ph.D. in Hospitality Administration August, 2023
University of Houston Houston, TX

Chair: Dr. Ki-Joon Back
Committee Members: Drs. Yoon Koh, Agnes L. DeFranco, Juan M. Madera, & Seoki Lee
Dissertation: Restaurant Crowdfunding Activities and African American Restaurateurs' Financing
Experiences: From Macroeconomic Policies to Ethnic Enclaves

MBA in Finance May, 2013
University of Houston Houston, TX

MSc. in Hospitality Administration May, 2013
University of Houston Houston, TX

Thesis: Comparison of Chinese Hotel Valuation Models with International Hotel Valuation Models
Chair: Dr. Ki-Joon Back

BSc. in Hospitality Administration May, 2005
University of Houston Houston, TX

Summa Cum Laude
Graduated with Membership in the Honors College

Micro-Credential in Data Science July, 2021
Hewlett Packard Enterprise Data Science Institute Houston, TX

Scientific Programming with Python

Certified Sommelier April, 2005
The Court of Master Sommeliers, Americas TX

Academic Positions

Assistant Professor 2023 - Present
University of Hawai'i at Mānoa Honolulu, HI

School of Travel Industry Management
Shidler College of Business

Research Honors

Best Paper Award Finalist 2021

The 26th Annual Graduate Education & Graduate Student Research Conference in
Hospitality & Tourism., Houston, TX

Mao-Clark, X., Koh, Y., & DeFranco, A. Not so color-blind: Implicit bias and
restaurant crowdfunding performance

Accepted Manuscripts

(*Denotes my current or former graduate student author.)

3. **Mao-Clark, X.**, Koh, Y., & DeFranco, A., *Nakajima, R., African American style project pitches in business fundraising: Strategies for African American entrepreneurs. *International Journal of Hospitality Management*, 120, 103783. <https://doi.org/10.1016/j.ijhm.2024.103783>
2. Koh, Y., **Mao-Clark, X.**, & DeFranco, A. The impact of relative prosperity and race on crowdfunding success. *International Journal of Contemporary Hospitality Management*, 35(11), 4031-4050. <https://doi.org/10.1108/IJCHM-11-2022-1420>
1. Koh, Y., **Mao-Clark, X.**, & DeFranco, A. Black Lives Matter movement and black entrepreneurs' crowdfunding performance. *International Journal of Hospitality Management*, 111, 103472 <https://doi.org/10.1016/j.ijhm.2023.103472>

Manuscripts Under Review/Revisions

3. **Mao-Clark, X.**, Koh, Y., DeFranco, A., & Back, KJ. The impact of two opposing economic policies on restaurateurs' crowdfunding Activities. 1st round of revision. *Journal of Hospitality & Tourism Research*
2. **Mao-Clark, X.**, Koh, Y., DeFranco, A., & Back, KJ. African American restaurateurs' financing behaviors: A grounded theory approach. *International Journal of Hospitality Management*
1. **Mao-Clark, X.**, Koh, Y., & DeFranco, A. Start-up team gender diversity and financing success: Evidence from restaurant crowdfunding. 3rd round of revision. *Tourism Economics*

Manuscripts in Progress

2. **Mao-Clark, X.** Trafficked: Sex-trafficking and tourism
1. **Mao-Clark, X.** The impact of social unrest on national unbound tourism

Refereed Conference Proceedings

6. **Mao-Clark, X.** The impact of social unrest on national unbound tourism *Proceedings of the 2024 International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) Global Conference*, Montreal, Canada.
5. **Mao-Clark, X.**, Koh, Y., & DeFranco, A. Successful project pitches in restaurant crowdfunding: strategies for African American entrepreneurs. *Proceedings of the 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Anaheim, CA, USA.
4. **Mao-Clark, X.**, Koh, Y., & DeFranco, A. The impact of two opposing economic policies on restaurant entrepreneurs' fundraising activities. *Proceedings of the 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA.
3. **Mao-Clark, X.**, Koh, Y., & DeFranco, A. The color divide: The effect of relative prosperity by ethnicity on restaurant crowdfunding success. *Proceedings of the 27th Asia Pacific Tourism Association (APTA) Annual Conference*.
2. **Mao-Clark, X.**, Koh, Y., & DeFranco, A. Race matters: Aversive prejudice and African American restaurateurs' crowdfunding success. *Proceedings of the 2021 Annual Conference of International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) Conference*.
1. **Mao-Clark, X.**, Koh, Y., & DeFranco, A. Not so color-blind: Implicit bias and restaurant crowdfunding performance. *Proceedings of the 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, USA. **Best Paper Award Finalist**

In the Media

2. *Best Travel Credit Cards*, expert commentary, WalletHub.com.
https://wallethub.com/best-travel-credit-cardexpert=Xiaodan_Mao-Clark
1. *The Black Lives Matter movement and black entrepreneurs' crowdfunding performance*. University of Houston, News Releases.

Teaching Capabilities

- Strategic Management
- Real estate investment
- Finance and accounting
- Environmental, Social, and Governance (ESG) in the hospitality and tourism industry
- Corporate Social Responsibility (CSR)
- Applications of political science theories in the business context
- Applications of sociology theories in the business context

Teaching Experience

Assistant Professor

University of Hawai'i at Mānoa

TIM 640: Financial Management for the Travel/Hospitality Industry

Master level seminar

Mode: Face-to-face

TIM 431: Strategic Management for the Travel/Hospitality Industry

Capstone & writing intensive course

Mode: Face-to-face

Ph.D. Student Instructor

University of Houston

HRMA 4343: Financial Administration for the Hospitality Industry

Capstone hospitality finance course

Mode: Synchronous online (2021); face-to-face (2022 & 2023)

2023 - Present
Honolulu, HI

2021 - 2023
Houston, TX

Invited Talks

Speaker

Hong Kong Polytechnic University

Global Hospitality Management: ESG Perspectives

Master's level hospitality course

Mode: Synchronous online

Invited as a subject expert to speak to Master's students about strategic management as an ESG tool.

2023
Hong Kong

Guest Lecturer

University of Houston

HRMA 6106: Graduate Colloquium

Master's level seminar course that consists of a series of individual lectures by industry leaders.

Mode: Face-to-face

Invited as an industry leader to speak to Master's students about leadership and career opportunities.

2020
Houston, TX

Invited Guest Lecturer

University of Houston

HRMA 3358: Hospitality Law

Junior-level hospitality law course

Mode: Face-to-face

Invited as an industry leader to speak to undergraduate students about leadership, career path, and personal finance.

2016
Houston, TX

Grants

Cullen Fellowship Travel Grant

2022

- Funding outcome: funded
- Funding agent: The Cullen Foundation

Kauffman Foundation 2022 Knowledge Challenge

2022

- Funding outcome: not funded
- Funding agent: Ewing Marion Kauffman Foundation

Awards and Scholarships

- Ph.D. Student Graduate Research Fellowship, Conrad N. Hilton College, University of Houston., (2020 - 2023)
- Nevada Gold & Casinos Research Scholarship., (2008)
- Graduate Research Fellowship, Conrad N. Hilton College, University of Houston., (2006 - 2008)
- Summa Cum Laude, Conrad N. Hilton College, University of Houston., (2005)
- Dean's Award (the highest honor awarded to one undergraduate student per college), Conrad N. Hilton College, University of Houston., (2005)
- Ray A. Kroc Endowed Scholarship, Conrad N. Hilton College, University of Houston
- Charles McNeil Endowed Scholarship, University of Houston
- Dorothy Bettencourt Clay Scholarship, Honors College, University of Houston

Technical Skills

- Extensive working knowledge of complex hotel and multifamily real estate financial modeling and data analysis on institutional investments.
- Extensive working knowledge of conducting hotel and multifamily real estate feasibility studies on institutional investments.
- Extensive working knowledge in institutional investment deck preparation and presentation to internal and external partners.
- Advanced use of Stata, SPSS.
- Programming: Python (NumPy, Pandas, Matplotlib, Scikit-learn), L^AT_EX.
- Data visualization: Tableau.
- Fluent in Mandarin.

Industry Experience (19 Years)

- Partner** 06/2014-08/2020
Jade Hill Investments Houston, TX
- Advanced from a director to a partner in six years.
 - Hotel and multifamily real estate asset pricing.
 - Capital raising and underwriting for luxury hotels, Class A and B multifamily real estate assets ranging from \$20MM to \$400MM.
 - Conducting market research and feasibility studies for institutional investors.
- Senior Associate** 11/2012-06/2014
Newmark (NASDAQ: NMRK) Houston, TX
- Advanced from an analyst to a senior associate in two years.
 - Built hotel financial models to assist in hotel investment evaluations.
 - Conducted market research and market analysis for luxury hotel operators and private equity groups.
 - Identified real estate M&A transactions and management contract opportunities for luxury boutique hotel owners/operators in U.S. gateway markets as well as in Asia.
 - Identified luxury boutique hotel owners/operators as potential clients; met with potential clients as part of business development activities.
- International Sales Executive** 09/2009-10/2012
Delta Technology Africa, Asia, & North America
- Responsible for execution of global (Asia, Africa, North America) sales strategies; contract negotiation, direct management of twelve international sales representatives.
 - Built sales forecast models and projection of sales volume and revenue. Increased sales revenue by approximately 200% in the first year to approximately \$5.0 million. Engaged additional sales distributors in two major international markets.
- Graduate Research Fellow** 08/2006-05/2008
University of Houston Houston, TX
- Assisted the Conrad N. Hilton Distinguished Chair on hospitality marketing research.
- Corporate Advisor** 07/2008-09/2008
Jones Lang LaSalle (NYSE: JLL) Beijing, China
- Reported directly to the Senior Executive VP of China.
 - Conducted disaster recovery market research for a JLL publication on all hotel segments in Sichuan Province after a major natural catastrophe in comparison to similar hotel markets in the Asia Pacific region.
- Consultant** 10/2007-05/2008
Gemelos Investments Houston, TX
- Conducted feasibility studies for the development of boutique hotels.
- Business Analyst** 05/2007-05/2008
Nevada Gold and Casinos (NYSE Arca: UWN) Houston, TX
- Supported Senior VP of Development in the analysis of casino portfolio operations' weekly and quarterly financial statements.
 - Conducted market and feasibility studies; created weekly reports to the Board of Directors and the Executive Committee of current development projects.
- Various Operational Roles** 08/2001-05/2007
Marriott, Hilton, Rosewood Various locations

Service Activities and Board Positions

Ad Hoc Reviewer Journal of Hospitality & Tourism Research	2024-Present
Ad Hoc Reviewer 2024 I-CHRIE Global Conference, Montreal, Canada	2024-Present
Curriculum Committee Member Institute for Sustainability and Resilience, University of Hawai'i at Mānoa	2023-Present
Graduate Curriculum Committee Member Travel Industry Management College, Shidler College of Business, University of Hawai'i at Mānoa	2023-Present
President Conrad N. Hilton College Alumni Board, University of Houston	2022-2023
Advisory Board Member Dean's Advisory Board, Conrad N. Hilton College, University of Houston	2022-2023
Executive Committee Member Graduate and Professional Student Association, University of Houston	2022-2023
President Conrad N. Hilton College Doctoral Student Association, University of Houston	2020-2023
Advisory Board Member PIMA Medical Institute	2015-2024
Board Member IACUC (Institutional Animal Care and Use Committee)	2015-2024
Ad-hoc Reviewer Annual I-CHRIE Conference	Spring, 2022
Organizer & Moderator of The Graduate Students Networking Session The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA	Spring, 2022
Vice President Conrad N. Hilton College Doctoral Student Association, University of Houston	2021-2022
Vice President Conrad N. Hilton College Alumni Board, University of Houston	2018-2022
President Conrad N. Hilton College Graduate Student Association, University of Houston	2007-2008