

## **Yang Xu, Ph.D.**

Assistant Professor  
School of Travel Industry Management  
Shidler College of Business  
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### EDUCATION

**Iowa State University**, Ames, IA, USA (2015 – 2022)

- Doctor of Philosophy, Hospitality Management (Minor: Statistics)
- Concentration: Foodservice & Restaurant Management, Consumer Behavior, Marketing
- Dissertation Title: Will truth hurt? Consumers' skepticism, attributions, and behavior intentions toward green restaurant advertisements with different stated motives

**Michigan State University**, East Lansing, MI, USA (2012 – 2014)

- Master of Science, Hospitality Business Management
- Concentration: Hospitality Technology, Consumer Behavior, Marketing

**Beijing Hospitality Institute**, Beijing, China (2008 – 2012)

- Bachelor of Arts, Hospitality Management
- Academic Certification: École Hôtelière de Lausanne (EHL), Switzerland
- Concentration: Hospitality Marketing

### CURRICULUM INSTRUCTIONAL ACTIVITIES

**Assistant Professor, School of Travel Industry Management, University of Hawai'i at Mānoa**

BUS 310 Statistical Analysis for Business Decisions

TIM 102 Food and World Cultures

TIM 303 Management of Service Enterprises

TIM 313 Foodservice Management

TIM 605 Hospitality Management

**Graduate Assistant, Iowa State University**

AESHM 510 Lab Instructor: Quantitative Research Methods in Apparel and Hospitality

HSPM 333 Instructor: Hospitality Operation Cost Control

## HONORS AND AWARDS

Best Undergraduate Completed Research – 1st Place (2023), “The influence of message framing on restaurant customer’ intention to reduce plate waste: An investigation of gender effect.” Tourism, Hospitality, & Event Conference for Researchers, Educators, Practitioners, and Students (THEREPS), Las Vegas, Nevada, April 14-15.

Professor of the Semester for MS in TIM (Spring 2023), Shidler College of Business, University of Hawai‘i at Mānoa.

Professor of the Semester for a TIM Core Course (Fall 2022), Shidler College of Business, University of Hawai‘i at Mānoa.

Graduate Research Excellence Award (2022), Iowa State University, Ames, Iowa.

Best Paper Award Nomination (2021), “Don’t show off past achievements, it will hurt: Investigating the effect of advertising message on consumers’ intention to reduce food waste in Restaurants.” Asia Pacific Tourism Association Annual Conference (APTA), Virtual Conference, June 30-July 2.

Best Paper Award Nomination (2021), “Truth well-told: Consumer persuasion knowledge toward honesty in restaurant green advertising.” The 26<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (Graduate Conference), Virtual Conference, January 8-9.

Best Paper Award (2019), “Promoting restaurant customers’ intention to participate in plate waste reduction practices using advertising message framing.” Tourism, Hospitality, & Event Conference for Researchers, Educators, Practitioners, and Students (THEREPS), Las Vegas, Nevada, April 12-13.

## SCHOLARSHIP

### REFEREED JOURNAL ARTICLE—PUBLISHED/IN PRESS

**Xu, Y., & Jeong, E.** (2024). Persuasive strategies for encouraging food waste reduction: A study of temporal focus, message framing, and the role of perceived trustworthiness in restaurant. *Journal of Hospitality and Tourism Management*, 60, 239-251. <https://doi.org/10.1016/j.jhtm.2024.07.010>

Arendt, S.W., **Xu, Y.**, Miklos, M.S., Nutt, N.A., & Mandernach, S. (2024). Assessing employee health policies and practices in foodservice establishments. *Food Protection Trends*, 44(4), 260-272. <https://doi.org/10.4315/FPT-23-032>

Jeon, S., Lee, S., & **Xu, Y.** (2024). Investigating tourists’ mobile technology resistance behavior: An application of innovation resistance theory. *Journal of Quality Assurance in Hospitality & Tourism*. Advance online publication. <https://doi.org/10.1080/1528008X.2024.2344634>

**Xu, Y.**, Smita, S., Olson, E.D., & Jeong, E. (2022). Consumers’ perceived effectiveness of COVID-19 mitigation strategies in restaurants: What went well and what could we do better? *International Journal of Hospitality Management*, 103, Article 103206. <https://doi.org/10.1016/j.ijhm.2022.103206>

Rahamat, S., Jeong, E., Arendt, S.W., & **Xu, Y.** (2022). Menu labeling influence on purchase behaviors: Applying the theory of planned behavior and health consciousness. *Appetite*, 172, Article 105967. <https://doi.org/10.1016/j.appet.2022.105967>

**Xu, Y.**, Jeong, E., & Baiomy, A. (2022). Enjoyment, convenience or both? Investigating key attributes for consumers to use interactive self-service technology in restaurants. *Anatolia*. 33(1), 164-167. <https://doi.org/10.1080/13032917.2021.1890627>

Zhang, X., **Xu, Y.**, Jeong, E., & Olson, E.D. (2022). Understanding event attendees' intentions to participate food waste reduction practices: The role of perceived corporate social responsibility value and perceived usefulness. *Journal of Convention & Event Tourism*, 23(1), 1-14. <https://doi.org/10.1080/15470148.2021.1949416>

**Xu, Y.**, & Jeong, E., Jang, S., & Shao, X. (2021). Would you bring home ugly produce? Motivators and demotivators for ugly food consumption. *Journal of Retailing and Consumer Services*, 59, Article 102376. <https://doi.org/10.1016/j.jretconser.2020.102376>

**Xu, Y.**, & Jeong, E., Baiomy, A., & Shao, X. (2020). Investigating onsite restaurant interactive self-service technology (ORISST) use: Customer expectations and intentions. *International Journal of Contemporary Hospitality Management*, 32(10), 3335-3360. <https://doi.org/10.1108/IJCHM-02-2020-0157>

Shao, X., Jeong, E., Jang, S., & **Xu, Y.** (2020). Mr. Potato Head fights food waste: The effect of anthropomorphism in promoting ugly food. *International Journal of Hospitality Management*, 89, Article 102521. <https://doi.org/10.1016/j.ijhm.2020.102521>

**Xu, Y.**, & Jeong, E. (2019). The effect of message framings and green practices on customers' attitudes and behavior intentions toward green restaurants. *International Journal of Contemporary Hospitality Management*, 31(6), 2270-2296. <https://doi.org/10.1108/IJCHM-05-2018-0386>

#### REFEREED JOURNAL ARTICLE—UNDER REVIEW/REVISION

**Xu, Y.**, & Jeong, E. (2025). Adoption of Upcycled Food and Moderating Effect of Food Type. *International Journal of Hospitality Management*.

#### OTHER PUBLICATIONS INCLUDING TECHNICAL REPORTS AND RESEARCH REPORTS

Mandernach, S., Nutt, E.A., Miklos, M.S., Arendt, S.W., & **Xu, Y.** (2023). Current states of food safety culture and FSMs in food establishments. *Food Safety Magazine*. <https://www.food-safety.com/articles/8477-current-states-of-food-safety-culture-and-fsmss-in-food-establishments>

Arendt, S., & **Xu, Y.** (2022). Industry Best Practices in Food Safety Management Systems. *Association of Food and Drug Officials (AFDO) Retail Collaborative*.

Arendt, S., & **Xu, Y.** (2022). Summary of State Survey Results provided to Association of Food and Drug Officials (AFDO).

## WORKING PAPERS

- Huh, Y., Jeong, E., & **Xu, Y.** “Promotional strategies for upcycled food by using co-branding”.
- Huh, Y., Jeong, E., & **Xu, Y.** “Upcycled food promotion: How co-branding would help to encourage consumer acceptance”.
- Xu, Y.**, & Jeong, E. “Effects of stated motives in advertising and brand image on mitigating consumer skepticism toward green restaurants”.
- Xu, Y.** “Promoting upcycled food: It’s all about sustainability”.
- Xu, Y.**, Jeong, E. “Promoting upcycled food consumption at wineries: The effect of information and product congruence”.

## JURIED SCHOLARLY PRESENTATIONS AND PROCEEDINGS AT PROFESSIONAL MEETINGS

- Huh, Y., **Xu, Y.**, & Jeong, E. (2025). How co-branding affects consumer quality assurance of upcycled food: Investigating mechanisms through perceived benefits and risks (stand-up presentation). WestCHRIE Conference, Frisco, TX. February 27-March 1.
- Huh, Y., **Xu, Y.**, & Jeong, E. (2025). Sustainable Synergies: Co-Branding enhance the acceptance of upcycled food (stand-up presentation). The 30th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX. January 2-4.
- Huh, Y., **Xu, Y.**, & Jeong, E. (2024). From waste to want: Leveraging co-branding to boost upcycled food purchase (stand-up presentation). APacCHRIE Conference. Seoul, South Korea. May 24-26
- Xu, W., Jeong, E., **Xu, Y.**, Cao, N., & Lee, S. (2023). The influence of message framing on restaurant customer’ intention to reduce plate waste: An investigation of gender effect (stand-up presentation). Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students (THEREPS). Las Vegas, NV. April 14-15 (Best Undergraduate Completed Research – 1st Place)
- Xu, Y.**, & Jeong, E. (2022). Don’t waste it, taste it: Promoting upcycled food consumption at wineries (stand-up presentation). The 27<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Virtual Conference. January 7-8
- Xu, Y.**, & Jeong, E. (2021). Don’t show off past achievements, it will hurt: Investigating the effect of advertising message on consumers’ intention to reduce food waste in restaurants (stand-up presentation). Asia Pacific Tourism Association Annual Conference, Virtual Conference. June 30-July 2 (Best Paper Award Nomination)
- Xu, Y.**, Singh, S., Olson, E.D., & Jeong, E. (2021). Restaurant consumers’ perceptions of effective COVID-19 mitigation strategies: A scale development (stand-up presentation). The 2021 Annual ICHRIE Summer Conference, Virtual Conference. July 26-30

- Xu, Y., & Jeong, E.** (2021). Truth well-told: Consumer persuasion knowledge toward honesty in restaurant green advertising (stand-up presentation). The 26<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Virtual Conference. January 8-9 (Best Paper Award Nomination)
- Xu, Y., Jeong, E., Jang, S., & Shao, X.** (2019). To eat or not to eat? An investigation of current status and factors influencing ugly food consumption in the United States (stand-up presentation). Asia Pacific Tourism Association Annual Conference. Danang, Vietnam. July 1-4
- Shao, X., Jeong, E., Jang, S., & **Xu, Y.** (2019). Mr. Potato Head fights food waste: Investigating the role of anthropomorphism in promoting ugly food (stand-up presentation). Asia Pacific Tourism Association Annual Conference. Danang, Vietnam. July 1-4
- Jeong, E., **Xu, Y.**, & Rajagopal, L. (2019). Promoting restaurant customers' intention to participate in plate waste reduction practices using advertising message framing (stand-up presentation). Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students. Las Vegas, NV. April 12-13 (Best Paper Award)
- Xu, Y., Jeong, E., & Baiomy, A.** (2019). Understanding customers' interactive self-service technology use in restaurants: An investigation of moderating role of types of restaurants (stand-up presentation). The 24<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Houston, TX. January 3-5
- Xu, Y., & Jeong, E.** (2018). Green restaurant advertising: Attribute versus benefit based messages (stand-up presentation). The Central Federation CHRIE Conference. Ames, IA. April 6-7
- Xu, Y., Jeong, E.** (2018). Consumer persuasion knowledge on green restaurant advertising—The moderating role of stated motives (poster presentation). The 23<sup>rd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Fort Worth, TX. January 3-5
- Arendt, S., Rahamat, S., **Xu, Y.**, & Jeong, E. (2018). Are health-conscious consumers using menu labels? A pilot study at one midwestern university (poster presentation). Food and Nutrition Conference and Exposition, Washington, D.C. October 20-23
- Xu, Y., Jeong, E.** (2017). The effect of attribute versus benefit appeal messages on green restaurant promotion (poster presentation). The 22<sup>nd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Houston, TX. January 5-7
- Xu, Y., Kim, S.H.** (2016). The motivating impact of hotel online reviews and price on consumer booking intention (stand-up presentation). Asia Pacific Tourism Association Annual Conference, Beijing, China. June 1-4
- Xu, Y., Kang, S., & Jeong, E.** (2016). The effect of scarcity messages on healthy menu item purchase intention (stand-up presentation). The Central Federation CHRIE Conference. Olathe, KS. April 22-23

## SERVICE

### INSTITUTIONAL SERVICE

Faculty Advisor, Travel Industry Management Student Association. (2022-Present)  
Member of the Research Committee for the School of Travel Industry Management. (2022-2024)  
Member of the Graduate Committee for the School of Travel Industry Management. (2023-Present)  
Member of the Hilton Scholarship Selection Committee. (2024, 2025)  
Member of the Search Committee for the Instructor Position in Travel Industry. (2022)

### PROFESSIONAL SERVICE

Ad Hoc Reviewer, Journal of Retailing and Consumer Services (JRCS).  
Ad Hoc Reviewer, Journal of Travel & Tourism Marketing (JTTM).  
Ad Hoc Reviewer, Journal of Sustainable Tourism (JOST).  
Ad Hoc Reviewer, Journal of Hospitality & Tourism Research (JHTR).  
Reviewer, Annual Graduate Conference in Hospitality & Tourism. (2022, 2023)

### STUDENT ADVISING

Faculty Mentor, Komaki Kakinuma & Rie Tsuchida (Undergraduate Students), UH Mānoa  
Undergraduate Research Opportunities Program (UROP). (2023-2024)  
Professional Paper Advisor, Yiyuan Zhang (Master's Student). (2024)

## PROFESSIONAL CERTIFICATIONS

Certification in Hotel Industry Analytics (CHIA), American Hotel & Lodging Educational Institute, 2023  
ServSafe Certification, National Restaurant Association, 2021  
Certified Hospitality Educator (CHE), American Hotel & Lodging Educational Institute, 2019  
ManageFirst Program Registered Instructor, National Restaurant Association, 2019

## INDUSTRY EXPERIENCE

Gourmet Village Restaurant, East Lansing, MI (2014 – 2015)  
-Restaurant Management

ClubMed Resort (Seasonal Ski Resort), Yabuli, China (2010 – 2011)  
-Restaurant G.O. Trainee, Guest Relation Officer

BHI Hotel, Beijing, China (2009 – 2010)  
-Internship

## SOFTWARE PROFICIENCY

MS Office: Word, Excel, PowerPoint (Advanced)

SPSS & AMOS (Advanced)

Mplus (Advanced)

SmartPLS (Advanced)

R & R Studio (Intermediate)

SAS (Intermediate)