

CURRICULUM VITAE

Qingxiang An, Ph.D

School of Liberal Arts
Macau University of Science and Technology
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EDUCATION

Ph.D., Hospitality Management (2023)

Rosen College of Hospitality Management
University of Central Florida - Orlando, FL

Dissertation: Factors Affecting Online Travel Agency Customers' Intention to Postpone Their Hotel Booking Decisions and Intention to Switch to Other Hotel Booking Channels.

Master of Science, Information Technology & Decision Science (2016)

G. Brint Ryan College of Business
University of North Texas - Denton, TX

Master of Science, Hospitality Management (2013)

College of Merchandising, Hospitality & Tourism
University of North Texas - Denton, TX

Bachelor of Science, International Trade & Economics (2008)

College of Economics
Guizhou University of Finance & Economics - Guiyang, China

TEACHING EXPERIENCE

Graduate Teaching Associate (2021-2023)

Rosen College of Hospitality Management
University of Central Florida

- *HFT 3444 - Hospitality Information Technology (Mixed mode)*
SPI full form Average = 4.20/5.00
Responsibilities: Delivered lectures, developed course syllabi, launched examinations, and provided final evaluations.
- *HFT 3540 - Guest Service Management (Mixed mode)*
SPI full form Average = 4.17/5.00
Responsibilities: Delivered lectures, developed course syllabi, launched examinations, guided term project, and provided final evaluations.

Graduate Teaching Assistant (2019-2021)

Rosen College of Hospitality Management

University of Central Florida

- *HFT 3540 - Guest Service Management (Face-to-face)*
- *HFT 3444 - Hospitality Information Technology (Face-to-face, mixed and fully online mode)*
- *HMG 6446 - Hospitality and Tourism Information Technology (Graduate level- mixed and fully online mode)*
- *HFT 2401 - Hospitality Industry Financial Accounting (Mixed mode)*
Responsibilities: Assisted the instructor in creating course materials, grading assignments and projects, communicating students, incorporating multimedia elements, and employing various teaching strategies.

RESEARCH EXPERIENCE

Graduate Research Assistant (2019-2023)

Rosen College of Hospitality Management

University of Central Florida

Advisor and Dissertation Chair: Dr. Ahmet Ozturk

Responsibilities: Assisted in idea generation, model conceptualization, literature review, data collection, data analyses, and preparation of manuscripts submissions to academic referred journals.

Graduate Research Assistant (2023)

Rosen College of Hospitality Management

University of Central Florida

Advisor: Dr. Fevzi Okumus

Responsibilities: Assisted in idea generation, model conceptualization, literature review, data collection, data analyses, and preparation of manuscript submissions to academic referred journals.

RESEARCH INTERESTS

My research focuses on consumer behavior, artificial intelligence and robotic technologies adoption and implementation, digital marketing, big data analytics, and user generated content analytics in the context of hospitality information technology adoption and application.

JOURNAL PUBLICATIONS

1. Pizam, A., Ozturk, AB., Hacikara, A., **An, Q.**, Chaulagain, S., Adela, B., Buhalis, D., Fuchs, G., Hara, T., Meira, J., García Revilla, R., Sethi, D., Shen, Y., & State, O. (2023). Hotel Customers' Use Intentions of Robotics: Role of Utilitarian and Hedonic Values. *Journal of Hospitality and Tourism Technology*. [SSCI].
2. **An, Q.**, & Ozturk, A. B. (2022). Assessing the effects of user-generated photos on hotel guests' price, service quality, overall image perceptions and booking intention. *Journal of Hospitality and Tourism Technology*, 13, 608-625. [SSCI].
3. **An, Q.**, Ma, Y., Du, Q., Xiang, Z., & Fan, W. (2020). Role of User-Generated Photos in Online Hotel Reviews: An Analytical Approach. *Journal of Hospitality and Tourism Management*, 45, 633-640. [SSCI].

MANUSCRIPTS UNDER REVIEW

1. **An, Q.,** Le, L. H., Ozturk, AB, & Hancer, M. (2024). Assessing the Effects of Text-Image Congruence on Hotel Guests' Information Perceptions and Booking Intention. *International Journal of Hospitality Management*. [SSCI].
2. **An, Q.,** Ozturk, AB., & Okumus, F. (2024). The Effects of User-Generated Photos and Users' Profile on Hotel Guests' Perceived Information Quality, Credibility, Value, and Booking Intention. *Journal of Hospitality Marketing & Management*. [SSCI].

RESEARCH IN PROGRESS

1. **An, Q.,** & Ozturk, A.B. Strategic Adoption of AI and Robotic Solutions in Hotel Management: A Cross-Cultural Examination. Targeted Journal: *International Journal of Contemporary Hospitality Management*. [SSCI].
2. **An, Q.,** & Ozturk, A.B. Integrating Task-Technology Fit and Unified Theory of Acceptance and Use of Technology: Implications of AI and Robotics in Hotels Targeted Journal: *International Journal of Hospitality Management*. [SSCI].
3. **An, Q.,** Okumus, F., & Ozturk, AB. Social Loafing in Hospitality and Tourism Education: Why Do the Students Slack Off in Teamwork?. Targeted Journal: *International Journal of Hospitality Management*. [SSCI].
4. **An, Q.,** Okumus, F., & Ozturk, AB. Clicking instead of Learning: How Cyberslacking Impacts Hospitality and Tourism Education. Targeted Journal: *International Journal of Hospitality Management*. [SSCI].
5. **An, Q.,** Ridderstaat, J., & Ozturk, AB. The Effects of User-Generated Photos on Online Hotel Review Helpfulness: A Time Series Approach. Targeted Journal: *International Journal of Hospitality Management*. [SSCI].
6. **An, Q.,** Lin, B., Fu, X., Ozturk, AB., & Hua, N. "You Should Go." Role of Tourists' Shared Experience on Social Media Induced Tourism. Targeted Journal: *Tourism Management*. [SSCI].

CONFERENCE PRESENTATIONS

Stand-Up Presentations

1. **An, Q.,** Varga, S., Okumus, F., & Ozturk, AB. (2024). Social Loafing in Hospitality and Tourism Education: Why Do the Students Slack Off in Teamwork? The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, U.S.A., Jan. 4-6, 2024.
2. **An, Q.,** Okumus, F., & Ozturk, AB. (2023). How Cyberslacking Impacts Hospitality Education. Sunshine State Teaching and Learning Conference, Orlando, U.S.A., May. 15-17, 2023.

3. **An, Q.,** Okumus, F., & Ozturk, AB. (2023). Why Do Students Slack Off in Teamwork?. Sunshine State Teaching and Learning Conference, Orlando, U.S.A., May. 15-17, 2023.
4. **An, Q.,** Ridderstaat, J., & Ozturk, AB. (2022). A Photo Worth Thousands of Words: The Effects of User-Generated Photos on Online Hotel Review Helpfulness. The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, U.S.A., Jan. 7-8, 2022.
5. **An, Q.,** & Ozturk, AB. (2021). Understanding the Comparative Importance of Online Review Attributes on Perceived Online Hotel Review Helpfulness. The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, U.S.A., Jan. 7-9, 2021.
6. **An, Q.,** Ma, Y., Du, Q., Xiang, Z., & Fan, W. (2018). Characteristics of User-Generated Photos in Online Hotel Review. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Dallas, TX, U.S.A., January 5-8, 2018.

Poster Presentations

1. **An, Q.,** Varga, S., Okumus, F., & Ozturk, AB. (2024). Clicking Instead of Learning: How Cyberslacking Impacts Hospitality and Tourism Education. The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, U.S.A., Jan. 4-6, 2024.
2. **An, Q.,** Lin, B., Fu, X., Ozturk, AB., & Hua, N. (2023). Assessing the Effects of User-Generated Contents on Tourists' Visiting Intention. The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Los Angeles, CA, U.S.A., Jan. 6-7, 2023.
3. **An, Q.,** Le, L. H., Ozturk, AB, Hancer, M., & Altin, M. (2022). Role of Text-Image Congruence on Hotel Guests' Trustworthiness, Attitude, Fluency Perception, and Booking Intention. The 40th EBES Conference, Istanbul, Turkey. Jul. 6-8, 2022
4. **An, Q.,** & Ozturk, AB. (2021). Assessing the Effects of Text-Image Congruence on Hotel Guests' Information Perceptions and Booking Intention. The 6th World Research Summit for Tourism and Hospitality, Orlando, FL, U.S.A., Dec. 14-15, 2021.
5. **An, Q.,** & Ozturk, AB. (2021). How User-Generated Photos and Users' Profile Embedded Within Online Reviews Influence Hotel Guests' Perceived Information Quality, Credibility, And Value of Online Reviews. The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, U.S.A., Jan. 7-9, 2021.
6. **An, Q.,** & Ozturk, AB. (2020). Assessing the Impact of User-Generated Photos on Hotel Guests' Brand Image and Price Perceptions. The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV, U.S.A., Jan. 3-5, 2020.

PROFESSIONAL DEVELOPMENT

Essentials of Webcourses, ADL 5000 (Fall 2020)

University of Central Florida
Center for Distributed Learning (CDL)

CITI Responsible Conduct of Research, Academic Integrity Training (Fall 2019)

University of Central Florida
College of Graduate Studies

R Bootcamp (Fall 2014)

University of North Texas
G. Brint Ryan College of Business

INDUSTRY EXPERIENCE

Sales Associate (July - December 2013)

Cutco Cutlery Corporation (Kitchen Cutlery Merchandising Company), Richardson, TX

Responsibilities:

- *Identified potential clients.*
- *Conducted sales presentations and demonstrations.*
- *Established and maintained client relationships.*
- *Developed and implemented sales strategies.*

Operation Associate (January - August 2014)

Cetetek Technology Inc. (Professional Mobile Internet Consulting, Design, Research and Development Enterprise), Allen, TX

Responsibilities:

- *Managed local social media news and travel information updates and reporting.*
- *Supervised the daily tasks of local and remote office interns.*
- *Evaluated resumes, conduct interviews, manage data entry, and conduct data analysis.*
- *Engaged with clients to comprehensively document their business objectives.*
- *Delivered a variety of marketing and administrative support services to the company director.*

SERVICE

Ad-Hoc Reviewer (2019 - Present)

International Journal of Hospitality Management (SSCI)
International Journal of Contemporary Hospitality Management (SSCI)
Journal of Hospitality and Tourism Research (SSCI)
Journal of Hospitality Marketing & Management (SSCI)
Journal of Hospitality and Tourism Management (SSCI)
Journal of Hospitality and Tourism Technology (SSCI)
Annals of Operations Research

Ph.D Student Representative (2023)

Graduate Studies Advisory Council

AWARDS & GRANTS

Conference, Registration, and Travel Allocation (2023)

Student Government, University of Central Florida

Amount: \$700

Faculty Travel Fund (2023)

Rosen College of Hospitality Management, University of Central Florida

Amount: \$750

Graduate Presentation Fellowship (2023)

College of Graduate Studies, University of Central Florida

Amount: \$500

Faculty Travel Fund (2020)

Rosen College of Hospitality Management, University of Central Florida

Amount: \$500

University Third-Class Scholarship (2007)

College of Economics, Guizhou University of Finance & Economics

Amount: \$100