

# Peihao Wang

Assistant Professor

White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management,  
Purdue University  
Marriott Hall, 900 W State St, West Lafayette, IN 47907

## EDUCATION

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### **Ph.D. in Business Administration**

August 2021 – August 2025

Fox School of Business

Temple University, Philadelphia, PA

Dissertation: *Cultivating a Sustainable Ecosystem for Platform Service Businesses: A Multi-Stakeholder Inquiry in the Hospitality and Tourism Industry*

Advisor: Laurie Wu, Ph.D.

### **Master of Science in International Hospitality Management**

August 2019 - May 2021

School of Hospitality & Tourism Management

The Hong Kong Polytechnic University, Hong Kong, P.R. China

Thesis: *The Joint Effect of Service Recovery Outcome and Service Robot Anthropomorphism on Customer Value Co-creation, Satisfaction and Behavioral Intention*

Advisor: Lisa Gao, Ph.D.

### **Bachelor of Science in Recreation Studies**

September 2012 - May 2016

School of Public Health

Indiana University Bloomington, Bloomington, IN

## RESEARCH & TEACHING INTERESTS

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- Service Innovation & Digitization
- Experience Management & Design
- Hospitality Marketing & Management
- Operations & Human Resource Management

## AWARDS & RECOGNITIONS

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- Fall, 2024      The 2024 Ph.D. Student Research Competition**  
**1st Place Award & People's Choice Award**  
Fox School of Business, Temple University
- Fall, 2024      Dean's Outstanding Publication Award**  
Fox School of Business, Temple University
- Fall, 2024      Cochran Award for Research Excellence**  
Fox School of Business, Temple University
- Spring, 2024   Best Dissertation Proposal Award**  
ICHRIE Annual Dissertation Competition
- Fall, 2023      Dean's Outstanding Publication Award**  
Fox School of Business, Temple University
- Fall, 2023      The 13th Annual Ph.D. Student Research Competition**  
**3rd Place Award**  
Fox School of Business, Temple University
- 2021 –          Research/Teaching Assistantship**  
Fox School of Business, School of Sport, Tourism and Hospitality Management,  
Temple University

## RESEARCH IN PROGRESS

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- Wang, P.,** Wu, L., & King, C. "On digital proletariat: Examining platform work experience in the hospitality and tourism industry." Submitted to *Journal of Hospitality & Tourism Research*.
- Wang, P.,** Wu, L., & Fan A. "AI adoption in platform dispute resolution." Targeting *International Journal of Hospitality Management*, Study Execution.
- Wang, P.,** Wu, L., & So, K.K.F. "Neighborhood empowerment in service platform technology

innovation.” Targeting *Annals of Tourism Research*, Study Execution.

**Wang, P.**, Liu, P., & Wu, L. “Reexamining authenticity: A longitudinal analysis on hotel brand experiences.” Targeting *Cornell Hospitality Quarterly*, Study Execution.

Wu, L., Yang, Y., King, C., & **Wang, P.** “Deciphering the experiential promise: An experience-centric analysis of hotel brands’ design concepts.” Submitted to *Cornell Hospitality Quarterly*, Invited for Revise and Resubmit.

Wu, L., He, Z., **Wang, P.**, Peng, L. Z., & Mattila, A. S. “Examining the impact of biophilic servicescape design.” Targeting *Journal of Service Research*, Study Execution.

## REFERRED JOURNAL PUBLICATIONS

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**Wang, P.**, Wu, L., & Wang, Y. (2025). “Illuminating the unseen: How and why operational transparency mitigates customer dissatisfaction in platform-based services.” *Journal of Business Research*, *In Press*. <https://doi.org/10.1016/j.jbusres.2025.115574>

**Wang, P.**, Wu, L., Gao Y., & Mattila, A. (2024). “Servicescape and its impact on consumer satisfaction: A meta-analysis.” *Psychology & Marketing*, *In Press*, <https://doi.org/10.1002/mar.22152>

**Wang, P.**, Wu, L., & McGinley, S. (2024). “How and why commitment-focused hospitality employee recognitions attract growth-minded job seekers: An inspiration theory perspective.” *Journal of Hospitality & Tourism Research*, 10963480231223152.

Mattila, A. S., Wu, L., & **Wang, P.** “Closing the Gap: Advancing service management in the hospitality and tourism industry amidst the AI revolution.” Submitted to *International Journal of Hospitality Management*, *In Press*.

Fan, A., Wu, L., Ma, C., & **Wang, P.** (2024). “The manipulative effects in the technology-facilitated preservice tipping experience.” *Cornell Hospitality Quarterly*, 19389655241235106.

- Wu, L., Fan, A., & **Wang, P.** (2023). “How inspiring! The impact of repurposed design on customer inspiration and repurchase intention.” *Journal of Hospitality & Tourism Research*, 10963480231182980.
- Huang, X., **Wang, P.**, & Wu, L. (2023). “Well-being through transformation: An integrative framework of transformative tourism experiences and hedonic versus eudaimonic well-being.” *Journal of Travel Research*, 63(4), 974-994.
- Wu, L., He, Z., & **Wang, P.** (2022). “It’s not what you buy, it’s how you feel: Using the five principles of service experience design to revolutionize the lives of customers and employees.” *Fox Business Review*, 1(4), 2-6.
- Hwang Y., Gao, Y., Mattila, A., & **Wang, P.** (2022). “Connecting with customers by optimizing the use of handwritten font styles.” *Cornell Hospitality Quarterly*, 19389655221102389.
- Gao, Y., Guillet, B. D., & **Wang, P.** (2021). “Effect of price change alert on perceptions of hotel attribute-based room pricing (ABP) versus traditional room pricing (TRP).” *International Journal of Hospitality Management*, 92.

## REFERRED CONFERENCE PROCEEDINGS

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- Wang, P.**, Wu, L., & King C. (2025). “The dark side of digital governance: How hospitality and tourism platform governance shapes platform worker experience.” *The 30<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, Texas, Jan 2-4, 2025.
- Wang, P.** & Wu, L. (2024). “Customer dissatisfaction in platform-based services: Platform vs. provider perspectives.” *2024 International Council on Hotel, Restaurant, and Institutional Education Summer Conference*, Montreal, Canada, Jul. 24-26, 2024.
- Wang, P.** & Wu, L. (2023). “Operational transparency in platform service businesses: Unraveling its influence on customer dissatisfaction.” *The 29<sup>th</sup> Annual Graduate Education*

*& Graduate Student Research Conference in Hospitality & Tourism, Miami, Florida, Jan. 4-6, 2024.*

**Wang, P.** & Wu, L. (2023). "A meta-analysis of servicescape on customer satisfaction." *2023 International Council on Hotel, Restaurant, and Institutional Education Summer Conference, Phoenix, Arizona, Jul.19-21, 2023.*

**Wang, P.,** Wu, L., & McGinley, S. (2022). "How and why commitment-focused employee recognitions attract growth-minded job seekers: An inspiration theory perspective." *The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Orange County, California, Jan. 5-7, 2023.*

Huang, X., **Wang, P.,** & Wu, L. (2021). "Well-being through transformation: An integrative model of transformative tourism experiences and hedonic vs. eudaimonic well-being." *The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, Jan.7-8, 2022.*

#### **INVITED PRESENTATIONS & MODERATIONS**

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Nov. 7, 2024      Second Annual City of Brotherly Stats: Philadelphia's Sports Analytics Case Competition. School of Sport, Tourism, and Hospitality Management. Event volunteer.

Nov. 4, 2024      "Elevated Hospitality - Learn Best Practices for Delivering Service Experiences that Exceed Customer Expectations and Foster Repeat Visitation." Invited talk, hosted by *Visit Philadelphia's* first annual Regional Hospitality Symposium. (with Laurie Wu)

Jul. 24, 2024      2024 International Council on Hotel, Restaurant, and Institutional Education Summer Conference. Moderator for research presentation sessions – Marketing Track.

May 30, 2023      "On Servicescape: The packaging, socializing, and signaling functions of

servicescape in hospitality and tourism businesses.” Invited talk, hosted by Zhejiang University, China. (with Laurie Wu)

May 16, 2023      “On Servicescape: The packaging, socializing, and signaling functions of servicescape.” Invited talk, hosted by University of Macau. (with Laurie Wu)

Jun. 22, 2018      “How can restaurants utilize Tik Tok traffics to achieve profit goals.”  
Special guest, hosted by Qingdao Restaurant and Culinary Association.

## **GRANTS & FUNDED PROJECTS**

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### **AI Adoption in Platform Online Dispute Resolution**

*Principal Investigator*

Principal Investigator: Peihao Wang

Funding Agent: 1<sup>st</sup> RAIS Symposium, Temple University.

Funding Amount: \$ 3000

### **Employees’ Quiet Quitting Behavior in Hospitality and Tourism Industries**

*Principal Investigator*

Principal Investigator: Peihao Wang

Funding Agent: 26<sup>th</sup> Young Scholar Forum, Temple University.

Funding Amount: \$ 600

### **PHL–Temple University Market Research Collaboration Program (2022-2023)**

*Research Assistant*

Principal Investigator: Xiang (Robert) Li (Ph.D.), Professor, Temple University

Funding Agent: Philadelphia International Airport

Funding Amount: \$ 75,000

### **Customer Disintermediation Behavior on Hospitality & Tourism Digital Platform**

*Principal Investigator*

Principal Investigator: Peihao Wang

Funding Agent: 25<sup>th</sup> Young Scholar Forum, Temple University.

Funding Amount: \$ 1,200

### **Women Professionals' Engagement in Mentorship Programs**

*Research Assistant*

Principal Investigator: Emily Ma (Ph.D.), Professor, University of Surrey &

Laurie Wu (Ph.D.), Associate Professor, Temple University

Funding Agent: HSMAI Foundation & Women in Travel THRIVE

Funding Amount: N/A

### **Social Media Employee Recognition on Job Seekers' Attitude and Behavior**

*Principal Investigator*

Principal Investigator: Peihao Wang

Funding Agent: 24<sup>th</sup> Young Scholar Forum, Temple University.

Funding Amount: \$ 750

### **Integrating Transformative Service Experiences with Individual Well-being**

*Co-PI*

Principal Investigator: Xingyu Huang

Funding Agent: 21<sup>st</sup> Young Scholar Forum, Temple University.

Funding Amount: \$ 1,000

### **PHL–Temple University Market Research Collaboration Program (2021-2022)**

*Research Assistant*

Principal Investigator: Xiang (Robert) Li (Ph.D.), Professor, Temple  
University

Funding Agent: Philadelphia International Airport

Funding Amount: \$ 75,000

### **SHTM+ICON Consultancy – Oasis Avenue – A GDH Hotel (2020-2021)**

*Consultancy Assistant*

Principal Investigator: Lisa Gao and Alice Hon, Associate Professors, the

Hong Kong Polytechnic University  
Funding Agent: Oasis Avenue – A GDH Hotel  
Funding Amount: \$ 40,000

## TEACHING CERTIFICATE AND WORKSHOPS\_\_\_\_\_

**Wang, P.** (2023). Online Teaching Certificate, Fox School of Business.

**Wang, P.** (2023). Academy of Teaching, Fox School of Business.

## TEACHING EXPERIENCE\_\_\_\_\_

**2024 – School of Sport, Tourism and Hospitality, Temple University**

*Instructor*

- Marketing in Tourism and Hospitality (THM-3396 & THE-3396, Writing Intensive Class), Spring 2024, Fall 2024
- Student Feedback Form Score: 4.8 (out of 5.0)

**2021 – 2023 School of Sport, Tourism and Hospitality, Temple University**

*Teaching Assistant*

- Marketing in Tourism and Hospitality (THM-3396, Writing Intensive Class), Fall 2023
- Tourism and Hospitality Sales (THM-2312), Fall 2023, Spring 2024
- Service Experience Design (THM-5602), Fall 2022
- Strategic T&H Marketing (THM-5315), Fall 2022
- New Media & Distribution Management (THM-5329), Fall 2022
- Legals Issues in Tourism, Hospitality and Events (THM-3314), Spring 2024
- Organization Management in Tourism and Hospitality (THM-3311), Spring 2022, guest lecturer for session 8 “team characteristics & diversity”
- Global Issue in Travel Tourism Hospitality Management (THM-2311), Fall 2021

**2017 – 2018 Zhejiang Tourism Vocational Institute**

- Introduction of Hospitality Management, Fall 2017
- Business English in Hospitality Management, Spring 2018

## **PROFESSIONAL EXPERIENCES**

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### **2019 – 2021      The Hong Kong Polytechnic University**

#### *Research Assistant*

- School of Hospitality & Tourism Management
- Assisted with research and consultancy projects

### **2018 – 2021      Qingdao XinYue Xuan Hospitality Management, LLC.**

#### *VP of Business Development*

- In charge of business development in southern China
- Jointly oversaw company operation and recruitment
- Jointly maintained external corporate relations public sectors (government, schools, and hospitals), business partners, and local communities

### **2017 - 2018      Park Hyatt Hangzhou, Hangzhou, China**

#### *Learning & Development Officer / Interim Assistant Manager*

- Learning & Development Department
- Led the department to organize employee learning activities, develop courses, and plan team-building events

### **2016 – 2017      Candlewood Suites, Bloomington, IN**

#### *Executive Housekeeper*

- Manage Housekeeping and Front Office Department
- Oversee the operation of housekeeping, public area, laundry service, and front office

### **2016 – 2016      Springhill Suites, Bloomington, IN**

#### *Management Intern*

- Front Office, Food & Beverage, Housekeeping, Maintenance Department
- Rotate in all operation departments to acquire comprehensive knowledge

about hotel operation

**2015 - 2015      Sheraton Hotel Qingdao Licang, China**

*Management Trainee*

- Rooms and F&B Division
- Rotate in all departments in Rooms and F&B division to acquire comprehensive knowledge about hotel core service operation

**2015 - 2015      Indiana University, Bloomington, IN**

*Research Assistant*

- Assist Dr. Cole Shu with the project of recreation facilities for people with disabilities

**2014 - 2014      Indiana Memorial Union, Bloomington, IN**

*Meeting Service Clerk*

- Meeting Service Department
- Set up venues and technology equipment for events

## **EDITORIAL EXPERIENCES**

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### **Ad Hoc Reviewer for Refereed Journals**

Journal of Hospitality and Tourism Research

Journal of Hospitality and Tourism Technology

Journal of Sustainable Tourism

Tourism Management

## **SERVICE AND LEADERSHIP**

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**2024              Entrepreneurship Consulting**

Student Consultancy Project: Theme restaurant start-up business plan

**2024              Entrepreneurship Consulting**

Corporate Consultancy Project: Consumer behavior advisory for Capital Asset Exchange & Trading LLC, digital senior caring app development for

Huawei & Hisense.

**2023**

**Ph.D. Student Representative**

Student Grievance Committee, School of Sport, Tourism and Hospitality  
Management, Temple University

**PROFESSIONAL AFFILIATION**

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Member of International Council on Hotel, Restaurant and Institutional  
Education

Member of Travel and Tourism Research Association