

# Anni Ding

Ph.D. Candidate

Conrad N. Hilton College of Hotel & Restaurant Management  
University of Houston

Conrad N. Hilton College  
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## Education

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### Ph.D. Candidate in Hospitality Administration

Conrad N Hilton College, University of Houston

Expected: May 2023

*Houston, TX*

### M.S. in Hospitality Management

Conrad N Hilton College, University of Houston

Aug 2016 - May 2018

*Houston, TX*

### LL.B. in International Politics

School of Political Science & International Relations, Tongji University

Sep 2007 - Jun 2011

*Shanghai, China*

## Honors & Awards

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- Ph.D. Student Graduate Research Fellowship, Conrad N. Hilton College, University of Houston (2020 - 2023)
- Presidential Fellowship, Conrad N. Hilton College, University of Houston (2020-2022)
- International Future Fund Member Scholarship, iCHRIE (2021)
- Cullen Graduate Student Success Fellowship, Graduate School, University of Houston (2020)
- Hilton College Scholarship, Conrad N. Hilton College, University of Houston (2016-2018)
- Par Excellence Scholarship, Conrad N. Hilton College, University of Houston (2016-2018)

## Teaching Experience

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### Teaching interests:

- Foodservice management
- Hospitality management
- Hospitality marketing
- Sustainability

### Instructor

University of Houston

HRMA 1320: Foodservice Management, Face-to-face Mode, Undergraduate, 57 students.

**2021 - present**

*Houston, TX*

### Guest Lecturer

University of Houston

HRMA 6341: Food & Beverage Systems Management, Topic: Consumer Psychology,  
Synchronous Mode, Graduate, 30 students.

**Spring 2021**

*Houston, TX*

## Academic Research Experience

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### Research Interests

- Sustainability
- Consumer persuasion and intervention
- Branding
- Consumer behavior
- Foodservice management

### Research Experience

#### Journal articles publication:

- **Ding, A.**, Legendre, T. S., Han, J. R., & Chang, H. S. (2021). Freedom restriction and non-member customers' response to loyalty programs. *International Journal of Hospitality Management*, 94, 102809.
- Olavarria-Key, N., **Ding, A.**, & Legendre, T.S. (2021). Communication of food waste messages: the effects of communication modality, presentation order, and mindfulness on food waste reduction intention. *International Journal of Hospitality Management*, 96, 102962.
- Cai, C.H., **Ding, A.** and Legendre, T.S. (2021), "Exploring persuasive sales techniques to improve customer acceptance of sustainable but unfamiliar menu in restaurants", *International Journal of Contemporary Hospitality Management*, Vol. ahead-of-print No. ahead-of-print.
- Legendre, T.S., Yu, H., **Ding, A.**, & Madera, J. (revise and resubmit). Boycotting Asian products during the COVID-19 pandemic: the effect of mortality salience, contagion name, and media exposure on boycotting. *International Journal of Hospitality Management*.
- **Ding, A.**, Lee, R.H., Legendre, T.S., & Madera, J. (under review). Anthropomorphism in Hospitality and Tourism: A Systematic Review and Agenda for Future Research. *International Journal of Hospitality Management*.

#### Books & book chapters:

- **Ding, A.** & Legendre, T. S. (accepted book chapter). Managing Luxury Brand Creation, Communication and Sustainability: Evidence from the Four Seasons Hotels and Resorts. *The Handbook of Luxury Management for Hospitality & Tourism*. Emerald.

#### Conference presentations & proceedings:

- **Ding, A.** & Legendre, T.S., (2021). Bring in a sense of nature: the influence of biophilic design on customers' pro-environmental behavior. *Annual 2021 EuroCHRIE (European Council of Hotel, Restaurant, and Institutional Education) Conference*. Hybrid.
- Cai, C., **Ding, A.**, & Legendre, T.S. (2021). Exploring persuasive sales techniques to improve customer acceptance of unfamiliar menu in restaurants. *The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Houston, TX.
- Olavarria-Key, N., **Ding, A.**, & Legendre, T.S. (2021). Communication of food waste messages: the effects of communication modality, presentation order, and mindfulness on

food waste reduction intention. *The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Houston, TX.

- **Ding, A.**, Legendre, T.S., & Han, R., (2020). Investigating non-loyalty program members' responses to exclusive benefits of loyalty programs: from reactance theory perspectives. *The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Las Vegas, NV.
- **Ding, A.**, & Han, R., (2018). Do we care what we don't get? Non-member customers' reaction to exclusive benefits in loyalty program. *The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Fort Worth, TX.

## Professional Experience

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### University of Houston

*Houston, TX*

*Research Assistant*

Aug 2020 - present

- Assisted Dr. Tiffany Legendre in conducting research on sustainability and foodservice management.

### Hilton University of Houston

*Houston, TX*

*Supervisor of Eric's Restaurant*

Jun 2018 – Jun 2019

- Oversaw the restaurant, responsible for consistently implementing the service standards and operating procedures in the service.

*Server, Hostess*

Feb 2017 – May 2018

- Anticipated and addressed guest's expectations.
- Delivered exceptional, friendly, and fast service.

### San Luis Resort

*Galveston, TX*

*Front Desk Intern*

May 2017 – Aug 2017

- Provided professional, delicate, and efficient registration, check-in, and check-out service.
- Practiced exceptional hospitality and good manners.

**Honors: "Employee of the month" award, "Most enthusiastic front desk" award.**

### Ogilvy & Mather China

*Shanghai, China*

*Account Manager*

Aug 2013 – May 2015

- Maintained and grew client relationships and managed client expectations.
- Planned, coordinated, directed, and implemented advertising campaigns. Conferred with management to assess advertising needs, determining goals, and established budgets
- Managed, reviewed, and oversaw progress, ensuring that campaign strategies were implemented on time and within budget

### LostPensivos Films

*Shanghai, China*

*Copywriter, assistant producer, local fixer*

Jul 2011 – Aug 2013

- Proposed business strategy plans, composed and edited scripts
- Organized shooting schedules, controlled the budget and allocated resources
- Coordinated and supervised the progress of projects from production to postproduction, ensuring that projects stayed on schedule and within budget

## **Service**

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### **Ad Hoc Peer Reviewer**

- International Journal of Hospitality Management
- International Journal of Contemporary Hospitality Management

### **Public Media**

- Price, J. & Jarvis, N. (Hosts). Everything is Offal. [Audio podcast episode]. *In Exploring Hospitality with the Hilton College*. <https://podcasts.apple.com/us/podcast/everything-is-offal-w-dr-tiffany-legendre-chris-cai/id1556389861?i=1000522452368>

## **Technical Skills**

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Statistics software: SPSS, AMOS, Mplus

Content analysis software: Leximancer

Bibliographic analysis software: VosViewer

Programming: Python, R