

YUE TENG-VAUGHAN
CURRICULUM VITAE

DEPARTMENT OF HOSPITALITY MANAGEMENT
SCHOOL OF CONSUMER SCIENCES
COLLEGE OF HEALTH AND HUMAN SCIENCES
KANSAS STATE UNIVERSITY
Email: ytvaughan@ksu.edu

EDUCATION

Ph.D. in Hospitality Administration

University of Houston/Conrad N. Hilton College of Global Hospitality Leadership
Fall 2015 ~ Spring 2019

M.S. in Hospitality Management

University of Houston/Conrad N. Hilton College of Global Hospitality Leadership
Fall 2010 ~ Spring 2012

B.S. in Business Law

Capital University of Economics and Business/College of Law
Fall 2006 ~ Spring 2010

RESEARCH INTEREST

My research interest lies in the **intersection of strategic management and sustainability** within the hospitality industry. One of my research streams is to investigate the effectiveness of Environmental, Social, Governance (ESG) measures and their impact on financial performance within this industry. Furthermore, I am fascinated by the interplay between corporate governance and corporate social performance specifically within the hospitality industry. Through exploring these domains, my aim is to reveal innovative perspectives that can assist businesses in implementing strategies that not only improve their financial results but also have a positive impact on environmental and social factors. This fosters a comprehensive approach to achieving corporate success in the hospitality industry.

GRANTS

Title: Shaping Future Hospitality Leaders: Understanding Students' Perceptions and Expectations of Environmental, Social, and Governance Education in U.S. Hospitality Programs

Principal Investigator: Yue Vaughan

Fund Amount: \$3,500 (Funded)

Period: January 2025-December 2025

Funding Agent: Faculty Development Award, Kansas State University

Title: Innovative Nutrition Support and Hospitality Strategies for Food-Insecure Seniors in Kansas

Principal Investigator: Yue Vaughan

Fund Amount: \$30,000 (Not Funded)

Period: January 2025-December 2026

Funding Agent: Harold and Letha Reser Family Community Innovation Award, Kansas State University

Title: Exploring Machine-Learning Empowered Virtual Reality in Consumer Science Education: Enhancing Learning Experience in Culinary Labs and Fashion Design Studios

Principal Investigator: Yue Vaughan

Fund Amount: \$887,848 (Submitted)

Period: September 2025-August 2028

Funding Agent: National Science Foundation

Title: Creating a County-Specific Zoning Regulation Handbook to Support Agritourism Businesses and Accessibility in Kansas

Principal Investigator: Yue Vaughan

Fund Amount: \$250,000 (Submitted)

Period: September 2025-August 2027

Funding Agent: North-SARE (Sustainable Agriculture Research and Education)

Title: Advancing Food Industry Education: Developing Novel Curriculum Enhancement for AI and Robotics

Principal Investigator: Yue Vaughan

Fund Amount: \$280,307 (Funded)

Period: September 2024-August 2027

Funding Agent: National Institute of Food and Agriculture, USDA

Title: Can Students Obtain ESG (Environmental, Social, and Governance) Related Knowledge and Skills through Experiential Learning (Lab-Related Classes) in Hospitality Programs?

Principal Investigator: Yue Vaughan

Fund Amount: \$1,355 (Funded)

Period: September 2023-September 2024

Funding Agent: Big XII Faculty Fellowship, Kansas State University

Title: Dominant vs Dependent: Navigating the Ethical and Practical Dilemma of Generative AI in Innovating Consumer Science Education: An Interdisciplinary Approach

Principal Investigator: Yue Vaughan

Fund Amount: \$250,000 (Not Funded)

Period: January 2024-December 2026

Funding Agent: Kansas State University GRIPex

Title: Developing Sustainable Resilience Tools for Kansas Agritourism: A Longitudinal Study of Farmers and Ranchers

Principal Investigator: Yue Vaughan

Fund Amount: \$250,000 (Not Funded)

Period: November 2024-October 2027

Funding Agent: North-SARE (Sustainable Agriculture Research and Education)

Title: Maximizing and Benchmarking Profitability of Small to Medium-sized B2C (Business to Consumer) Beef Producers in Kansas

CO-Principal Investigator: Yue Vaughan

Fund Amount: \$500,000 (Funded)

Period: September 2021-August 2024

Funding Agent: National Institute of Food and Agriculture, USDA

Title: Exploring Corporate Social Responsibility Disclosure on Preventing Modern Slavery in the Tourism and Hospitality Industries in the United State

Principal Investigator: Yue Vaughan

Fund Amount: \$4,098 (Funded)

Period: May 2020-May 2021

Funding Agent: University Small Research Grant, Kansas State University

Title: Message Framing and Financial Performance of Airbnb Properties in Asian Countries

Principal Investigator: Yue Vaughan

Fund Amount: \$1,000 (Funded)

Period: November 2017-November 2018

Funding Agent: Global Hospitality Leadership: Asian Community

PEER-REVIEWED JOURNAL PUBLICATIONS

1. **Vaughan, Y.** (2024). Preventing Modern Slavery Through Corporate Social Responsibility Disclosure: An Analysis of the US Hospitality and Tourism Industry. *Cornell Hospitality Quarterly*, 65(1), 120-135.
2. Lim, J., **Vaughan, Y.**, & Jang, J. (2023). Do employees' perceptions of diversity management enhance firm's financial performance: the moderating role of board members' diversity level. *International Journal of Contemporary Hospitality Management*, 35(11), 3990-4009.
3. **Vaughan, Y.**, Rhou, Y., Koh, Y., & Singal, M. (2023). Slack resources and employee-centered corporate social responsibility in restaurant companies. *Tourism Economics*, 13548166231172860.
4. **Vaughan, Y.**, & Koh, Y. (2023). Better-connected Boards and Their Influence on Corporate Social Responsibility: Evidence from U.S. Restaurant Industry. *Tourism Economics*, 29(8), 2057-2080.

5. O'Quinn, T. G., Lybarger, K. R., Ibendahl, G., **Vaughan, Y.**, & Kwon, J. (2023). A Survey of Kansas Beef Producers and Consumers Who Participate in Business-to-Consumer Marketing Beef. *Translational Animal Science*, 7(1), txad125.
6. Yeon, J., Song, H. J., Yu, H., **Vaughan, Y.**, & Lee, S. (2021). Are Socially Responsible Firms Better Off during COVID-19?. *Tourism Management*, 85, [104321]
7. Koh, Y., Kim, J., & **Vaughan, Y.** (2021). How You Name Your Airbnb's Title Matters: Comparison of Seven Countries. *Journal of Travel & Tourism Marketing*, 38(1), 93-106.
8. **Vaughan, Y.**, & Koh, Y. (2019). Role of resource slack in rapid international expansion of restaurant companies. *International Journal of Contemporary Hospitality Management*, 31(1), 2-20.

RESEARCH REPORTS

1. Lybarger, K. R., Kwon, J., Ibendahl, G., **Vaughan, Y.**, Kehler, D. & O'Quinn, T. G. (2023). Assessment of Kansas Beef Producers' Perception and Knowledge Level of Business-to-Consumer Marketing. *Kansas Agricultural Experiment Station Research Reports*, 9(1).
2. Decker, L. K.; Lybarger, K. R.; Kwon, J., O'Quinn, T. G.; **Vaughan, Y.**; Kehler, D.; & (2023). Evaluation of Kansas Beef Consumers' Awareness and Understanding of Business-to-Consumer Marketing. *Kansas Agricultural Experiment Station Research Reports*, 9(1).

JOURNAL ARTICLES SUBMITTED FOR PUBLICATION

1. **Vaughan, Y.**, Legg, M., Berezina, K., & Parsa, H. G. (2022). An Investigation of Multi-level Effects of CSR on Performance in Hospitality and Tourism. *Journal of Hospitality and Tourism Administration*. [Under Review]
2. Legendre, T. S., Wei, W., Lee, S. A. & **Vaughan, Y.** Changing Service Default, Service Unbundling, and Corporate Policy Endorsement. *Journal of Hospitality and Tourism Research*. [Under Review]
3. Kim, M. & **Vaughan, Y.** Revisiting the Heart of Hospitality: A Systematic Review of Service-Profit Chain in the Hospitality Industry. *International Journal of Hospitality Management*. [Under Review]
4. Kim, M., **Vaughan, Y.** & Ma, E. Same Same, but Different: Employees' New Outlook of Work and Family after Crisis and the Needed Support from a SHRM Perspective. *Journal of Travel and Tourism Marketing*. [Under Review]

5. Hu, H. H., Parsa, H. G. & **Vaughan, Y.** How Green Rewards Influencing Brand Equity: The Role of Reward Type and Message Personalization. *Journal of Consumer Behavior*. [Under Review]
6. **Vaughan, Y.** & Yu, H. Exploring Racial Disparities in Warmth and Competency Judgments of Faculty among Hospitality Students. Target: *Journal of Teaching in Travel & Tourism*. [Under Review]

MANUSCRIPTS IN-PROGRESS

1. **Vaughan, Y.**, Tao, C.W.W. & Shafieizadeh, K. Understanding students' perceptions and expectations toward learning Environmental, Social, and Governance (ESG) in U.S. Hospitality Programs. Target: *Journal of Hospitality & Tourism Education*.
2. Hwang, D. Y., Song, H. J., Yu, H., **Vaughan, Y.** & Lee, S. Endogeneity in Panel Analysis: Exploring Fixed, Random Effect Models, And Alternatives, Including 2SLS, Gaussian Copula, And HLM. Target: *Tourism Management*.
3. **Vaughan, Y.**, & Koh, Y. The Impact of Institutional Investors on Corporate Social Responsibility Performance in the US Restaurant Industry. Target: *International Journal of Contemporary Hospitality Management*. Stage: Result writing.
4. **Vaughan, Y.**, & Koh, Y. Impact of Corporate Social Responsibility Performance on Cost of Debt in the US Restaurant Industry. Target: *International Journal of Hospitality Management*. Stage: Discussion writing.
5. **Vaughan, Y.**, & Koh, Y. The Impact of Corporate Social Responsibility (CSR) Activities on Bank Loan Covenants in the US Restaurant Industry. Target: *International Journal of Hospitality Management*. Stage: Data Analysis.
6. **Vaughan, Y.** Through the Lens of Responsible Business Practices: A Systematic Review of Corporate Social Responsibility Research in the Hospitality and Tourism Industries. Target: *International Journal of Hospitality Management*. Stage: Data Collection.

CONFERENCE PROCEEDINGS

1. **Vaughan, Y.**, & Koh, Y. (2019). The Impact of Board Interlocks on Corporate Social Responsibility Performance in the US Restaurant Industry: The Role of Board Effectiveness

24th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, Houston, TX, January 3-5, 2019.

2. **Vaughan, Y., Koh, Y., & Kim., J.W.** (2018). Message Framing and Financial Performance of Airbnb Properties in Asian Countries. *17th Asia Pacific Forum (APF) for Graduate Students Research in Tourism*, Honolulu, Hawai'i, May 16-18, 2018.
3. **Vaughan, Y., & Koh, Y.** (2018). Impact of Corporate Social Responsibility Performance on Cost of Debt in the US Restaurant Industry. *23rd Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Fort Worth, TX, January 3-6, 2018.
4. **Vaughan, Y., & Koh, Y.** (2017). Impact of Corporate Governance on Financial Performance for the Chinese Hospitality Industry. *22nd Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Houston, TX, January 5-7, 2017.
5. **Vaughan, Y., & Koh, Y.** (2016). Role of Operational Efficiency in Rapid International Expansion of Service Companies. *21st Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism*, Philadelphia, PA, January 7-9, 2016.

ACADEMIC APPOINTMENTS

Assistant Professor

Department of Hospitality Management – Kansas State University
Fall 2019 ~ Present

- Sole instructor for undergraduate courses:
 - HM 303 Operational Research in Hospitality Management
 - HM 361 Hotel Operations
 - HM 422 Cost Controls in Hospitality Operations
 - HM 499 Financial Management in Hospitality Industry
 - HM 464 Revenue Management
- Sole instructor for graduate courses:
 - HM 820 Advanced Service Management
 - HM 825 Advanced Meeting and Business Event Management
 - HM 835 Survey of Research in Hospitality Management
 - HM 895 Financial Management and Cost Controls for the Hospitality Industry

Academic Advisor

Department of Hospitality Management – Kansas State University
Fall 2022 ~ Present

- Academic advising for 15+ students each semester. Responsibilities include: Educational guidance, Student's progress monitoring, Problem resolution, Career counseling, Resource referral, Policy interpretation, Personal support, Goal setting, Professional development.

Adjunct Professor, Instructor of Principal of Revenue Management in Hospitality Industry (HRMA3348)

Conrad N. Hilton College of Hotel and Restaurant Management - University of Houston
Fall 2018

- Developed course using TopHat to engage students. Designed active learning environments including guests' speakers, in-class assignments, debates, and exams.
- Topics include: Revenue management in hotel, restaurant and airline revenue management, and revenue management tools, tactics, and ethical issues.

Instructor of Hospitality Financial Management and Administration Research (HRMA 4343)

Conrad N. Hilton College of Hotel and Restaurant Management - University of Houston
Spring 2016 ~ Spring 2018

- Designed course using active learning techniques including syllabus development, in-class assignments, discussion, and exams.
- Topics include restaurant industry report analysis, cash forecast and capital budgeting for restaurant development.

Graduate Assistant

Conrad N. Hilton College of Hotel and Restaurant Management - University of Houston
Fall 2015 ~ Spring 2018

- Assistant to Dr. Yoon Koh, conducting research regarding financial performance, corporate social responsibility in US restaurant industry.
- Act as Teaching Assistant for Hospitality Financial Assets & Planning Management (HRMA 7369).

Research Assistant

Bauer College of Business and Conrad N. Hilton College of Hotel and Restaurant Management - University of Houston
Nov. 2017 ~ May 2018

- Assistant to Dr. Vijay Yerramilli and Dr. Yoon Koh, conducting research regarding merger and acquisition activity and consumer pricing.

Graduate Assistant for Associate Dean

Conrad N. Hilton College of Hotel and Restaurant Management - University of Houston

Aug. 2010 ~ May 2012

- Assistant to Dr. Carl Boger, conducting research regarding luxury brand experience.
- Assisted with data collection and organized literature regarding brand experience and customer loyalty.
- Act as Teaching Assistant for Service Management (HRMA 7353).

ACADEMIC SERVICES**Department:**

PhD Student Committee:

1. Ruoyan Wang (Co-Chair)
2. Amber Grisamore
3. Erin Gleason

Master Student Committee:

1. Sandra Meyers (Chair)
2. Matthieu Lenglain (Chair)
3. Celina Wehr (Chair)
4. Chipso Kambarami (Chair)
5. Xinyu Zhang (Chair)
6. Boliang Li
7. Erin Graber
8. Grace Steinfeld
9. Lindsey Johnson
10. Anthony Fink
11. Brittany Folk
12. Ivy Bogel

College & University:

- **Workload Policy Committee Chair**, School of Consumer Sciences, College of Health & Human Sciences Kansas State University (September 2024 – Present).
- **Search Committee Member**, Program Chair, Hospitality Management, College of Health & Human Sciences, Kansas State University (Fall 2023)
- **Advisory Board Member**, K-State Undergraduate Research Symposium.
- **Strategic Plan Steering Committee Member**, College of Health & Human Sciences, Kansas State University (Spring 2024 – Present)
- **CHHS College Representative**, K-State Honor Council (Fall 2023 – Present)

- **Search Committee Member**, Academic Advisor, Multiple Departments including Hospitality Management, Interior Designs and Fashion Studies, College of Health & Human Sciences, Kansas State University (Fall 2023)
- **Judge**, 2024 K-GRAD Spring Forum
- **Judge**, 2023 K-GRAD Spring Forum
- **Search Committee Chair**, Assistant/Associate Professor, Department of Hospitality Management, College of Health & Human Sciences, Kansas State University (Spring 2022)
- **Judge**, 2022 Research and the State poster session, The Graduate Council Research Forum
- **Judge**, 2021 Research and the State poster session, The Graduate Council Research Forum
- **Judge**, 2020 Research and the State poster session, The Graduate Council Research Forum
- **Search Committee Member**, Associate Dean of Research and Graduate Studies, College of Health & Human Sciences, Kansas State University (December 2020)

Professional:

- **Reviewer**, Journal of Sustainable Tourism
- **Panelist**, 10th FDRL Annual Symposium 2024
- **Paper Review Board**, Journal of Hospitality and Tourism Education.
- **ACPHA Site Evaluator**, ACPHA.
- **Reviewer**, Finance & Economic, Food & Beverage, and Consumer Behavior Track, 28th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, Anaheim, CA, 2023.
- **Reviewer**, Journal of Foodservice Business Research.
- **Reviewer**, Finance & Economic Track, 27th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, Virtual Conference, Houston, TX, 2022.
- **Reviewer**, Finance & Economic Track, 26th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, Virtual Conference, Houston, TX, 2021.
- **Article Author**, “Experts Weigh in on Current Job Market Trend”. Zippia.com. (2021 September)
- **Reviewer**, International Journal of Hospitality Management.
- **Reviewer**, International Journal of Contemporary Hospitality Management.
- **Reviewer**, Finance & Economic Track, 25th Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, Las Vegas, NV, 2020.
- Hilton College Mentorship Program, 3 students, Spring 2019.
- Ad-hoc Reviewer for Journal of Hospitality & Tourism Research, 2017.
- Moderator for 21st Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, Philadelphia, PA, 2016.

AWARDS & SCHOLARSHIPS

- Faculty Development Award, Kansas State University, 2025-2026
- Big XII Fellowship, Kansas State University, 2023-2024
- Ph.D. Fellowship, University of Houston 2015-present.
- Competitive Scholarship, University of Houston 2010-2012.
- Chinese National Scholarship for Undergraduate Students, Capital University of Economics and Business 2006-2010.

PROFESSIONAL EXPERIENCES

Director of Operations

Hilton Plaza Medical Center, Houston, TX

December 2013 ~ December 2014

- Oversaw Front Office and Restaurant department with total of 35 people.
- Acted as food and beverage manager including purchasing, cost controls.
- Coordinated with Sales department for banquet functions including menu confirmation, banquet set up, and staff scheduling.
- Hired and trained all agents with Hilton Standard and hotel policies.
- Assigned task, goal to agents. Distributed abilities to Managing Supervisor and Assistant Supervisor.
- Attended daily meeting and manager meeting. Communicated with every Department Head about special guest request, service recovery.
- Checked daily allowance report. Solve discrepancies with General Manager.
- Finance/Accounting responsibilities: Direct billing; Group Invoice.

Assistant Director of Operations

Hilton Plaza Medical Center, Houston, TX

July 2012 ~ December 2013

- Acted as manager on duty and based on hotel guidelines provide a high standard of service.
- Assigned, coordinated, and supervised restaurant staffs and front office agents, including training and developing their abilities.
- Budget and forecast. Monitored restaurant and front office staffs and reduced labor cost; Made schedule based on hotel 14-day occupancy and activities forecast.
- Personal responsibility. Identified potential problems and take action; resolved account disputes and housekeeping discrepancies.

Guest Service Supervisor

Doubletree Suites by Hilton Houston Galleria, Houston, TX

September 2011 ~ July 2012

- Assisted Director of Operation with room inventory.
- Hired, trained, supervised, and evaluated new guest service agents.
- Created training material for front office department.

Student Supervisor in Housekeeping Department

Hilton University of Houston, Houston, TX

June 2011 ~ September 2011

- Worked day and night shift for a full-service housekeeping department.
- Assisted Director of Housekeeping for Quality Assurance Inspections.

Guest Service Agent in Executive Lounge

The Westin Hotel Beijing Financial Street, Beijing, China

November 2009 ~ May 2010

- Supervised the service of food and beverage items for VIP guests.
- Set up for VIP guests and arrange table placement.
- Served breakfast, happy hour, and dinner.
- Performed cleaning tasks and breakdown services.

Guest Service Agent in Executive Lounge

Beijing Marriott Hotel West, Beijing, China

August 2007 ~ October 2007

- Prepared lounge tables with special attention to sanitation and order.
- Attended to guests upon entrance.
- Collaborated with main restaurant servers and kitchen staffs.