

Pei-Jou Kuo

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EDUCATION

Ph.D., Hotel, Restaurant, and Institutional Management
Pennsylvania State University, University Park, 2005 – 2010

Concentration area: Hospitality Marketing (GPA 3.87/4)

Minor: Statistics

Dissertation: The effects of choice variety and specification type on customization process satisfaction

M.S., Hotel, Restaurant, and Travel Administration

University of Massachusetts, Amherst, 2001 - 2003

B.B.A., International Business

National Taiwan University, 1993 - 1997

ACADEMIC EMPLOYMENT

Adjunct Faculty

University of Denver, Fritz Knoebel School of Hospitality Management,
March 2017 - Present

Assistant Professor of Hospitality Management

University of New Hampshire, Peter T. Paul College of Business & Economics,
August 2010 - May 2015

Graduate Consultant

Pennsylvania State University, Schreyer Institute for Teaching Excellence,
Spring 2010

Graduate Instructor

Pennsylvania State University, School of Hospitality Management, 2008 - 2009

Graduate Assistant

Pennsylvania State University, School of Hospitality Management, 2005 - 2008

Graduate Assistant

University of Massachusetts, Amherst, 2001 - 2003

COURSES TAUGHT

University of Denver

HOSP 1100 Exploring Hospitality Management (Spring 2017, Spring 2018, Spring 2019, and Spring 2020)

HOSP 2360 Managing a Restaurant Business (Fall 2018, Fall 2019, and Fall 2020)

HOSP 3700 International Food & Culture (Fall 2020)

HOSP 3700 Topics in Hospitality Management: Event Marketing (Co-teach; Winter 2018 and 2019)

University of New Hampshire (2010-2015)

HMG 554 Lodging Operations Management (Fall and Spring semesters)

Course evaluation average: 4.76/5.00

HMG 570 International Food and Culture (Spring semester)

Course evaluation average: 4.78/5.00

HMG 600 Hospitality Marketing Management (Fall semester)

Course evaluation average: 4.76/5.00

Pennsylvania State University (Spring 2008-Fall 2009)

HRIM 442 Marketing in the Hospitality Industry

*Course evaluation and course syllabi available upon request.

RESEARCH

Journal Publications

Zhang, L., **Kuo, P.**, & McCall, M. (2019). Microcelebrity: The impact of information source, hotel type, and misleading photos on consumer responses. *Cornell Hospitality Quarterly*, 60(4), 285-297. <https://doi.org/10.1177/1938965519851461>

Huang, Y., Wang, Y., & **Kuo, P.** (2019). Face gain and face loss in restaurant consumers' brand advocate behaviors *Journal of Hospitality & Tourism Research*, 43(3), 395-415. <https://doi.org/10.1177/1096348018813733>

Kalargyrou, V., Barber, N., & **Kuo, P.** (2018). The impact of disability on the guests' perceptions of service quality in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 30(12), 3632-3655. <https://doi.org/10.1108/IJCHM-06-2017-0362>

Kuo, P., Zhang, L., & Cranage, D. A. (2015). What you get is not what you saw: Exploring the impacts of misleading hotel website photos. *International Journal of Contemporary Hospitality Management*, 27(6), 1301-1319.

Kuo, P., & Barber, N. (2014). Exploring dishware influences on product evaluation, willingness to pay and restaurant type. *Journal of Foodservice Business Research*, 17(5), 369-389.

Kuo, P., & Kalargyrou, V. (2014). Consumers' perspectives on service staff with disabilities in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 26(2), 164-182.

Kuo, P., & Cranage, D. A. (2012). Willingness to pay for customization: the impact of choice variety and specification assistance. *International Journal of Hospitality and Tourism Administration*, 13(4), 313-327.

Barber, N., **Kuo, P.**, Bishop, M., & Goodman, R. (2012). Measuring psychographics to assess purchase intention and willingness to pay. *Journal of Consumer Marketing*, 29(4), 280-292.

Kuo, P. & Cranage, D. A. (2011). Consumers' responses to participation and customization in food services: A cultural perspective. *Journal of Hospitality Marketing & Management*, 20(1), 24-39.

Xie, (Jimmy) H., Miao, L., **Kuo, P.**, & Lee, B. (2011). Consumers' responses to ambivalent online hotel reviews: The role of perceived source credibility and pre-decisional disposition. *International Journal of Hospitality Management*, 30(1), 178-183.

Research in Progress

Kuo, P. & Zhang, L. Exploring Hotel room color and booking intention.

Conference Presentations

Huang, Y., Wang, Y., **Kuo, P.** (2015). The role of ideal-self attainability, face and self-brand congruence in driving consumer behaviors toward restaurant brands. Paper presentation for the 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism Tampa, Florida January 8-10, 2015.

Huang, Y., Wang, Y., **Kuo, P.** (2014). Positive word-of-mouth and negative avoidance on social media: The role of actual and ideal self-brand congruence. Paper presentation for the annual Society of Marketing Advances Conference, New Orleans, LA, November 4-8, 2014.

Kuo, P. (2014). Hotel room color and booking intention. Paper presentation for the International Council on Hotel, Restaurant and Institutional Educator Convention, San Diego, CA, July 30-August 1, 2014

- Kuo, P.,** Zhang, L., & Cranage, D. A. (2013). The impact of misleading hotel website photos on brand attitude. Poster presentation for the International Council on Hotel, Restaurant and Institutional Educator Convention, St. Louis, MO, July 24-July 27, 2013
- Kuo, P.,** & Cranage, D. A. (2010). Consumers' willingness to pay for customization: the impact of choice variety and specification assistance. Paper presentation for the 15th Annual Graduate Student Research Conference in Hospitality and Tourism. Washington, DC, January 7-9, 2010.
- Kuo, P.,** & Cranage, D. A. (2008). Customers' responses to participation and customization in foodservices: A comparison of US and Taiwan customers. Paper presentation for the International Council on Hotel, Restaurant and Institutional Educator Convention, Atlanta, GA, July 30-August 2, 2008
- Kuo, P.,** & Mattila, A. S. (2008). An investigation of consumer gratitude and post-promotion repeat purchase intent. Paper presentation for the International Council on Hotel, Restaurant and Institutional Educator Convention, Atlanta, GA, July 30-August 2, 2008
- Kuo, P.,** & Cranage, D. A. (2008). Co-designing the dish: The impact of customer participation and customization on customer satisfaction. Paper presentation for 3rd International Conference on Services Management, University Park, PA, May 9-10, 2008
- Kuo, P.,** & Cranage, D. A. (2007). An Investigation of Getaway Travelers' Preference for Hotel Exteriors. Poster presentation for the 12th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, January 4-6, 2007.

SERVICES

Department, college, and university services

UNH HMGT faculty search committee, committee chair, Fall 2014
 UNH HMGT scholarship committee, committee chair, Spring 2012 - Spring 2015
 UNH Paul College scholarship committee, Spring 2012 - Spring 2015
 UNH faculty senate, senator, Fall 2012 - Spring 2015
 UNH faculty senate agenda committee, committee member, Fall 2014 - Spring 2015
 UNH Hospitality Sales & Marketing Organization, faculty advisor, Spring 2013 - Spring 2015

I also participated in a variety of events such as Paul College open house, Paul College option fairs, Paul College undergraduate research conferences, HMGT networking events, HMGT career events, and the HMGT 2014 summer program.

Professional services

ICHRIE Symposium Committee, committee member, Feb. 2013 - May 2015

Ad Hoc reviewer for the following academic journals:

- *International Journal of Hospitality and Tourism Administration*
- *Journal of Hospitality & Tourism Research*
- *International Journal of Contemporary Hospitality Management*
- *International Journal of Hospitality Management*
- *Journal of Hospitality Marketing & Management*
- *Journal of Foodservice Business Research*
- *Penn State Research Reports*

Student Advising

At the University of New Hampshire, I advised four students on their honors course papers and one student on her honors thesis. I was also the advisor for two students who participated in the Undergraduate Research Conference at UNH.

INVITED SPEECH

Department of Industrial and Information Management, National Cheng Kung University, Taiwan, June 2013

Topics: Hotel operations; Service marketing and product differentiation

INDUSTRY EXPERIENCE

Marketing Assistant Manager, *The Splendor Hotel (now 85 Sky Tower Hotel)*, Kaohsiung, Taiwan, Jan. - May 2004

-Planning, coordination, and execution for sales promotion packages, special events, and joint promotions.

Marketing Research Specialist, *Howard Plaza Hotel*, Taipei, Taiwan, Mar. - Dec. 2003

-Marketing research and competitor analysis of major upscale hotels in Taipei; Joint promotion planning and execution; Planning, coordination, and execution for special events and major hospitality trade shows.

Sales & Marketing Assistant, *Taiwan Scott Paper Corporation (currently Kimberly-Clark Taiwan)*, Taipei, Taiwan, Feb. 1998 - Mar. 1999

-Establishing and maintaining sales report/reward system; Planning and coordination for annual national sales conferences.

**ACADEMIC
HONORS &
AWARDS**

Best Paper Award (Huang, Y., Wang, Y., & **Kuo, P.**), Journal of Travel and Tourism Marketing at the 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism Tampa, Florida January 8-10, 2015

Peter T. Paul College of Business and Economics research funding, University of New Hampshire, Fall 2010 - Spring 2014

Graduate Assistantship, Schreyer Institute for Teaching Excellence, Pennsylvania State University, Spring 2010

Special International Grant-in-Aid (SIGIA) recipient, Pennsylvania State University, Spring 2009

Graduate Assistantship, School of Hospitality Management, Pennsylvania State University, 2005 - 2008

Two-time Academic Award Winner, National Taiwan University, Department of International Business, 1993 – 1997

**PROFESSIONAL
MEMBERSHIP**

International Council on Hotel, Restaurant, and Institutional Education
Member, 2011-2015