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## **Curriculum Vitae**

**Shenrui (Demi) Deng**

Horst Schulze School of Hospitality Management  
College of Human Sciences  
Auburn University, Auburn, AL  
[szd0139@auburn.edu](mailto:szd0139@auburn.edu)(effective in July)  
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updated in May 2023

## EDUCATION

**Doctor of Philosophy in Business Administration – Hospitality Business Management, Washington State University (WSU), Pullman, Washington, United States, August 2019 – July 2023**

- Research focus: Wine and Beverage, Restaurant Management, Hospitality Management
- Committee members: Robert J. Harrington, Ph.D. (Advisor and Committee Chair), Soobin Seo, Ph.D. (Committee Member), and Rhonda K. Hammond, Ph.D. (Committee Member)
- Dissertation: Innovative approaches to wine marketing: Applications of influencers, VR technology and gender cues.

**Master of Science in Business Administration – Hospitality Business Management, Washington State University (WSU), Pullman, Washington, United States, August 2019 – May 2022**

- Committee members: Robert J. Harrington, Ph.D. (Advisor and Committee Chair), Soobin Seo, Ph.D. (Committee Member), and Rhonda K. Hammond, Ph.D. (Committee Member)

**Master of International Tourism Management with Honors, Auckland University of Technology (AUT), New Zealand, Feb 2011 – June 2013**

- Research focus: Wine Consumption Behavior and Wine Tourism
- Committee members: Hamish Bremner, Ph.D. (Advisor and Committee Chair), and Cameron Douglas, Master Sommelier (Committee Member)
- Dissertation: 'I Prefer a Dry Red Thanks': A Consumer Behavioral Study of Resident Auckland Chinese Wine Consumption and Wine-related Tourism

**Bachelor of Arts, China Agricultural University (CAU, Top-tier university in China), Beijing, China, Sept 2006 – July 2010**

- Concentration: Tourism Management
- Core courses: Hospitality Management, Tourism Management, Food & Nutrition, Wine Studies
- Dissertation: A Behavioral Study of Backpackers in Jiuzhaigou Valley - UNESCO World Heritage (Advisor: Zhifang Wang, Ph.D.)

## ACADEMIC EXPERIENCE

**Assistant Professor (tenure-track) – Auburn University, Horst Schulze School of Hospitality Management, College of Human Sciences, Auburn, AL, USA, Aug 2023 – Present**

**Courses to be taught:**

1. Food Production and Service (HOSP 2400)
2. Food and Beverage Management (HOSP 4300)

**Research Assistant – Washington State University, School of Hospitality Business Management, Carson College of Business, Pullman, WA, USA, Jan 2023 – May 2023**

**Teaching Assistant/Adjunct Instructor – Washington State University, School of Hospitality Business Management, Carson College of Business, Pullman, WA, USA, August 2019 – Dec 2022**

**Courses Taught:**

1. Marketing Strategy and Development (HBM480) – Spring 2021, hybrid class across multiple campuses, 4.6/5.0
2. Hospitality Systems (HBM 280) – Spring 2022, in-person class, 4.7/5.0
3. Operational Analysis (HBM 481) – Summer 2022, online class, 4.9/5.0
4. Hospitality Leadership and Organizational Behavior (HBM381) – Fall 2022, in-person class, 4.9/5.0
5. Introduction to Beverage Management (HBM231) – Fall 2022, hybrid class across multiple campuses, 4.7/5.0

**Courses Assisted:**

1. Managed Services (HBM384) – Fall 2019
2. Hospitality Systems (HBM 280) – Spring 2019, Fall 2020, Fall 2021
3. Marketing Strategy and Development (HBM480) – Spring 2020

**ARTICLES IN REFEREED PUBLICATIONS**

- Deng, D. S.**, Seo, S., & Harrington, R.J. (2023). Action and inaction regret in fine-dining decisions: the impact of the focal customer, sommelier and dining companion. *International Journal of Contemporary Hospitality Management* (Forthcoming).
- Chi, C., **Deng, D. S.**, Chi, O. H., & Lin, H. (2022). Framing food tourism videos: What drives viewers' attitude and behavior? *Journal of Hospitality and Tourism Research*, 10963480221123097.
- Deng, D. S.**, Kim, H. J., Min, H., Murray, J. (2022). Error aversion vs. error management: does organizational error culture affect employees' customer orientation? *Journal of Hospitality and Tourism Research*, 10963480221088526.
- Deng, D. S.**, Seo, S., Li, Z., & Austin, E. W. (2022). What people TikTok (Douyin) about influencer-endorsed short videos on wine? An exploration of gender and generational differences. *Journal of Hospitality and Tourism Technology*, 13(4), 683-698.
- Senter, A., Beattie, M., & **Deng, D.** (2021). Large event security-a case study of Spokane events, WA. *Events and Tourism Review*, 4(1), 43-56.

**WORK CURRENTLY UNDER REVIEW AND IN PROCESS**

- Chi, O. H., Chi, C., **Deng, D. S.** Price, M (2023). Wellness on the go: Explore motivation-based segmentation of wellness hotel customers. Submitted to: *International Journal of Hospitality Management*.
- Cai, R., **Deng, D. S.** Chi, C., & Harrington, R. Gender role salience and gender cues on wine labels: Impact on women consumers' wine consumption behavior. Target journal: *International Journal of Hospitality Management*.
- Deng, D. S.**, Seo, S., & Harrington, R. Application of virtual reality technology in wine tourism. Target journal: *Tourism Management*.
- Deng, D. S.**, & Kim, H. J. Hospitality coping strategies and turnover. Target journal: *International Journal of Hospitality Management*.

**BOOKS, CHAPTERS AND OTHER PUBLICATIONS**

- Deng, S.**, Marlowe, B., & Harrington, R. (2022). Wine Tourism Gentrification: Transforming rural agricultural regions in the US, in Dixit, S. K.(ed.) *Routledge Handbook of Wine Tourism*. 1st ed. Routledge.
- Beattie, M.A., Sandstrom, J., Marlowe, B., Reznowski, G., **Deng, S.**, Gaolach, B., & Aitken, M. (2021). Event-Based Tourism: Off-Season Opportunities for the City of Federal Way, Washington, Project Report.
- Deng, S.** (2019). Basics of Wine and Winemaking, in Dai, S. (ed.) *Wine Trails, Lonely Planet*. 1st ed. Beijing, China: SinoMaps Press

## AWARDS AND RECOGNITION

### Washington State University

- Outstanding Doctoral Student Research Award, WSU, US, 2023
- Daniel R. and Patricia J. Nels Scholarship, WSU, US, 2023
- Dobson Family Fund PhD Fellowship, WSU, US, 2023
- Runner-up for 3 Minute Thesis Competition, WSU, US, 2023
- Sonoma-Cutrer Scholarship for CMS Certified Exam, SommFoundation, US, 2022
- 1<sup>st</sup> place at GPSA Research Exposition, WSU, US, 2021
- Teaching Assistantship, WSU, US, 2020, 2021, 2022
- Summer Research Assistantship, WSU, US, 2020, 2021, 2022

### Auckland University of Technology

- Research Assistantship, AUT, New Zealand, 2012

### China Agricultural University

- Distinguished Undergraduate Thesis, CAU, China, 2010
- Distinguished University Ambassador, CAU, China, 2010
- Study Scholarship, CAU, China, 2009

## REFEREED CONFERENCE PAPERS, PROCEEDINGS AND PRESENTATIONS

Cai, R., **Deng, D. S.** Chi, C., & Harrington, R. (2023) 'How gender cues on wine labels shape female wine consumers' attitudes, expectations, and experiences of wine', in *the 76th Annual International Council on Hotel, Restaurant, and Institutional Education*. Arizona, USA.

**Deng, D. S.**, Seo, S., Harrington, R. (2023) 'When virtual reality (VR) meets wine experience: the role of virtual social presence, mental Imagery, and telepresence', in *the 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. California, USA. Presenter: Deng, D. S.

**Deng, D. S.**, Seo, S., Harrington, R., & Hammond. R. (2022) 'I should have adhered to the other option': the interplay between information source for choice-making and companion influence in a regrettable dining experience', in *the 75th Annual International Council on Hotel, Restaurant, and Institutional Education*. Washington D.C., USA, p. 157. Presenter: Deng, D. S.

Chi, C., **Deng, D. S.**, Chi, O. H., & Lin, H. (2022) 'Framing food tourism video: what drives viewers' attitude and behavior?', in *the 2022 Greater Western Chapter of the Travel and Tourism Research Association Annual Conference*, virtually. Presenter: Deng, D. S.

**Deng, D. S.**, Kim, H. J., Min, H., Murray, J. (2021) 'The contrasting effects of error management and error aversion cultures on work engagement', in *the 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. Houston, USA, p. 157. Presenter: Deng, D. S.

**Deng, D. S.**, Seo, S., Li, Z., & Austin, E. (2021) 'Unlock wine strategy under the social distancing - Douyin (TikTok) influencer endorsed short video marketing', in *the 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. Houston, USA, p. 193. Presenter: Deng, D. S.

## FUNDED GRANT

Co-PI, USDA AMS Grant, 2022

- Project title: Integration and development of virtual reality marketing materials for enhancing consumers' sensory experience of Washington-based wine products.
- Total funded Amount(one-to-one match): \$512,363.90.
- Source: USDA Federal-State Marketing Improvement Program (FSMIP2200005).
- Other key members: Seo, S. (P.I.), Harrington, R.J.(Co-P.I.), and Perkins, A.(Co-P.I.).
- Main duties during the grant application process:
  - Preparation phase: grant sourcing and initiation of the grant application and grant proposal writing.
  - Execution phase: co-lead the development of project.

## PROFESSIONAL SERVICES

Ad-Hoc Reviewer

*International Journal of Contemporary Hospitality Management*  
*Journal of Hospitality and Tourism Research*  
*Journal of Hospitality and Tourism Technology*  
*Journal of Hospitality and Tourism Education*  
*Grad Conference in Hospitality and Tourism*  
*ICHRIE*

Editorial Assistant, 2020 – 2021

*Journal of Hospitality and Tourism Education*

Guest Speaker, Topic: wine, beverage and business, University of Florida, April 4, 2022

Guest Speaker, Topic: wine marketing, Central Washington University, Jan 10, 2023

Guest Speaker, Topic: social media application in hospitality, Auburn University, Jan 26, 2023

## DIRECTED STUDENT LEARNING

Makenna Price. Thesis topic: Motivators and Inhibitors of Wellness Hotels. Completed Dec 2022.  
(Other key members: Christina Chi, Chair; Oscar Chi; committee member)

## COMMUNITY AND INDUSTRY SERVICES

- Civil and Community Engagement Lead, Whitman County, WA, US, 2022 – 2023
- Chateau Ste. Michelle Fusion Project Consultant, WA, US, 2021 – 2022
- WSU GPSA Senator at-large representing Carson College of Business, WA, US, 2021 – 2023
- WSU GPSA Senator at-large representing Graduate School, WA, US, 2020 – 2021
- University Ambassador, China Agricultural University, Beijing, China, 2006 - 2010

## PROFESSIONAL AFFILIATIONS

American Wine Society  
Court of Master Sommelier  
ICHRIE

## INDUSTRY EXPERIENCE

**Consultant** – Lonely Planet (Beijing) Culture Development Co, Ltd, Beijing, China, Oct 2018 to April 2019, Contract-based

- Wine trail series writing and editing
- Beverage-related content consulting and editing

**F&B Outlets Manager** – Cordis (Upscale hotel), Beijing, China, Dec 2017 – March 2018, Full-time

- Pre-opening responsibilities (OSE preparation and review, SOP drafting and execution, menu design and review, recruitment, staff training, simulation and adjustment, and grand opening)
- Outlets (All day dining restaurant, lounge bar, and in-room dining service) operation management (Profit-driven, cost control, staff training, and quality management)

**F&B Outlets Operations Manager** – The Langham (Luxury hotel), Shenzhen, China, Nov 2016 – Dec 2017, Full-time

- Al Fresco bar, 98 seats, awarded as Al Fresco Bar of the Year in 2017
- A la carte dining restaurant, 45 seats
- Pre-opening responsibilities (OSE preparation and review, SOP drafting and execution, menu design and review, recruitment, staff training, simulation and adjustment, and grand opening)
- New outlet operation management (Profit-driven, cost control, staff training, and quality management)
- Events operation and management

**Corporate Management Trainee** – The Langham (Luxury hotel), Auckland, New Zealand, March 2015 – Oct 2016, Full-time

- Structured managerial cross-department training and involvement
- Exposure in Quarterly Backstage Brief upon MT program introduction
- Contribution phase at the Langham, Shenzhen
- F&B-related project management at the Langham, Auckland

**Sommelier/Senior F&B Attendant** – The Langham(Luxury hotel), Auckland, New Zealand, June 2013 – March 2015, Full-time

- Continually acting as supervisor for shift operations at Restaurants and Bars
- On-job training (beverage service & beverage knowledge, etc.)
- Beverage revenue-driven operations (beverage menu design and update, promotion design, and suggestive upselling)
- Inventory and cellar management

**Wineries/Vineyard Assistant** – New Zealand Brancott, Yealands, Cirro, and Waiheke Island, Various locations in New Zealand, 2011, 2013, 2015, Part-time

**Café Barista/Event Staff** – AUT University, Auckland, New Zealand, Sep 2011 – Jun 2013, Part-time

**Tourism Coordinator** – China Women Travel Service (Top-five travel company in China), Beijing, China, Jan 2010 – Nov 2010, Full-time

- High-end Inbound & outbound tour operation & coordination
- Tour guide for tailor-made inbound tour

**Travel Specialist** – China Youth Travel Service Co. Ltd (Top-five travel company in China), Beijing, China, Nov 2007 – Nov 2009, Part-time

- M.I.C.E tour coordination and operation.

## PROFESSIONAL CERTIFICATION

**Certified Sommelier**, NZ Wine and Spirits School, New Zealand, no expiration date.

- WSET Level 3 Award in Wines and Spirits, pass with merit, issued in 2014
- WSET Level 2 Award in Wines and Spirits, pass with merit, issued in 2013
- WSET Level 1 Award in Wines, issued in 2013

**Introductory Sommelier Certification**, Court of Master Sommelier, Americas, issued in 2022, no expiration date.

**Certified Barista**, AUT University, New Zealand, issued in 2011, no expiration date.

**Tea Professional**, Wedgwood the restaurant limited, New Zealand, issued in 2012, no expiration date.

**ServSafe Alcohol Washington Certificate**, issued in 2022, expires in 2027.

## SOCIAL MEDIA PRESENCE

Washington State University, August 2019 – May 2023

1. Featured as an outstanding doctoral student:

<https://business.wsu.edu/dividend/2022/03/01/demi-deng-phd-spotlight/>

<https://news.wsu.edu/news/2023/05/05/carson-college-of-business-recognizes-faculty-staff-and-doctoral-students/>

2. Featured as one of the primary members of a USDA grant:

<https://news.wsu.edu/news/2022/09/28/usda-grant-boosts-research-to-improve-marketing-of-washington-wines/>