**Willie Tao, Ph.D., CHE**

Assistant Professor, School of Hospitality and Tourism Management

Spears School of Business, Oklahoma State University

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***Food is the language he speaks, and travel is his favorite exercise.***

# EDUCATION

**Ph.D. in Hospitality Management**

Kansas State University Manhattan, KS

**M.S. in Hospitality Management**

National Kaohsiung University of Hospitality and Tourism Kaohsiung, Taiwan

**M.A. with Distinction in International Hospitality Management**

Manchester Metropolitan University Manchester, UK

**B.A. in Political Science**

National Taiwan University Taipei, Taiwan

# TEACHING & ADVISING

**Causes Taught at OSU**

Fundamentals of Culinary Production

Introduction to Food Studies

Food Safety and Sanitation

Beverage Management and Controls

Big Data Analytics in Hospitality and Tourism Management (Graduate Level)

**Advisees Dissertation Topics**

Kiyan Shafieizadeh (Ph.D. candidate) Local food, eye tracking

Kyong Sik Sung (Ph.D. candidate) Restaurant CSR communication

Nohema Garcia Castaneda (Ph.D. candidate) Food waste, BOH employees

Estella Zhang (PhD student) Lifestyle nomads, identity construction

Erica Besch (Honors thesis) Plant-based protein, food truck

**Advisor of Eta Sigma Delta Honor Society**

**RESEARCH INTERESTS**

Foodservice management, social media research, and big data analytics.

# SELECTED GRANT ACTIVITIES

**Tao, C.**, Moon, H., & Miao, L. Authentic dining experience in a peer-to-peer meal-sharing context: Conceptualization and scale development. The Foodservice Systems

Management Education Council Research Grants, 2019 – 2020. $2,000 (Funded; PI).

Miao, L. & **Tao, C.** A tourism study of the City of Stillwater, OK: Baseline tourism data and visitor profile. City of Stillwater, OK, 2018 – 2019. $22,597 (Funded; Co-PI).

**Tao, C.** & Kwon, J.Restaurant service sabotage scale development using Item Response Theory. The Foodservice Systems Management Education Council Research Grants, 2016 – 2017. $2,000 (Funded).

**Tao, C.** Restaurant service sabotage: Establishing evidence for scale validity. Small Grant Program for KSU Graduate Students in Arts, Humanities, and Social Sciences, 2016 – 2017. $1,000 (Funded).

**Tao, C.** Development of restaurant service sabotage scale. KSU College of Human Ecology Doctoral Dissertation Research Awards, 2016 – 2017. $1,000 (Funded).

**Tao, C.,** Li, X., Park, E., Doll, G., & Kwon, J. Exploring factors leading to customer delight in food and beverage services at continuing care retirement community (CCRC): An application of Kano model. The Peine Excellence for Aging Initiative Funds, 2016 – 2017. $4,998 (Funded).

**Tao, C.** & Kwon, J. Improving the elder’s dining experience: Factors affecting older adults’ dining behaviors and preferences in the U.S. The Peine Excellence for Aging Initiative Funds, 2015 – 2016. $5,776 (Funded).

# SELECTED JOURNAL PUBLICATIONS

Lee, K.-S. & **Tao, C.** (2021). Secretless pastry chefs on Instagram: The disclosure of culinary secrets on social media*. International Journal of Contemporary Hospitality Management, 33(2)*, 650-669. (SSCI impact factor of 6.514)

Shafieizadeh, K., Alotaibi, S., & **Tao, C.** (2021). How do authenticity and quality perceptions affect dining experiences and recommendations of food trucks? The moderating role of perceived risk. *International Journal of Hospitality Management, 93*, 102800.

## doi:<https://doi.org/10.1016/j.ijhm.2020.102800>(SSCI impact factor of 9.237)

Shafieizadeh, K. & **Tao, C.** (2020). How does a menu’s information about local food affect restaurant selection? The roles of corporate social responsibility, transparency, and trust. *Journal of Hospitality and Tourism Management, 43*, 232-240. (SSCI impact factor of 3.415)

Sung, K. S., **Tao, C.**, & Slevitch, L. (2020). Restaurant chain’s corporate social responsibility messages on social networking sites: The role of social distance. *International Journal of Hospitality Management, 85*, 102429.

## doi:<https://doi.org/10.1016/j.ijhm.2019.102429>(SSCI impact factor of 6.701)

Wen, H., Park, E., **Tao, C.**, Chae, B., Li, X., & Kwon, J. (2020). Exploring user-generated content related to dining experiences of consumers with food allergies. *International Journal of Hospitality Management, 85*, 102357.

## doi:<https://doi.org/10.1016/j.ijhm.2019.102357>(SSCI impact factor of 6.701)

**Tao, C.**, Jang, J., & Kwon, J. (2019) Understanding the role of emotional intelligence and work status in service sabotage: Developing and testing a three-way interaction model. *Journal of Hospitality and Tourism Management, 41*, 51-59. (SSCI impact factor of

2.496)

**Tao, C.** & Kwon, J. (2019). Exploring restaurant service sabotage behaviors in the U.S. *Journal of Foodservice Management and Education, 13*(1), 20-27.

# SELECTED CONFERENCE PRESENTATIONS

Moon, H., **Tao, C.**, & Miao, L. (2021, March). Authentic dining experience in a peer-to-peer meal-sharing context: Conceptualization and scale development. Paper accepted at the Foodservice Systems Management Education Council 2021 Virtual Conference.

King, M., Ceschini, S., & **Tao, C.** (2020, January). Evaluating the performance of a university restaurant using the institutional DINESERV. Paper presented at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV. [**Undergraduate Research Project**]

Castaneda, N. G., & **Tao, C.** (2020, January). Exploring consumer’s electronic word of mouth for ethnically themed green restaurants. Paper presented at the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.

Zhang, Y., Sung, K. S., & **Tao, C.** (2019, May). Exploring gender impact on career identity formation and expression in social media of female chefs. Paper presented at the 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong, China.

**Tao, C.** & Kwon, J. (2019, March). Restaurant service sabotage behaviors: Trends, challenges, and research. Paper presented at the Foodservice Systems Management Education Council 2019 Conference, Savannah, GA.

Sung, K. S., & **Tao, C.** (2019, January). How does online CSR message on social media affect brand equity? The role of social distance. Paper presented at the 24th Annual Graduate

Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX. **[Best Paper Award Finalist**]

Shafieizadeh, K., & **Tao, C.** (2019, January). Can menu information about local food enhance customers’ trust in a restaurant? Investigating the mediating effect of corporate social responsibility. Paper presented at the 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Lee, K.-S., Castaneda, N. G., Casco, A., & **Tao, C.** (2018, November). Understanding the value of culinary courses in hospitality and tourism curriculums: A collaborative

Autoethnography. Paper presented at the 4th Hospitality Teaching & Learning Conference, Denton, TX. **[Best Paper Award]**

**Tao, C.** & Kwon, J. (2018, June). Exploring restaurant service sabotage behaviors in the U.S. Paper presented at the 16th Asia Pacific CHRIE Conference, Guangzhou, China.

**Tao, C.**, Li, X., Wen, H., & Kwon, J. (2017, January). What attracts older adults when dining out? An application of the Kano model. Paper presented at the 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

**Tao, C.**, Jang, J., & Kwon, J. (2016, January). Customer mistreatment and service sabotage: Assessing the mediating role of job stress and the moderating role of emotional intelligence. Paper presented at the 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA.

Li, X., **Tao, C.**, Chae, B., Wen, H., & Kwon, J. (2016, January). Investigating dining experiences at Chinese restaurants using user-generated content and topic modeling. Paper presented at the 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA. **[Best Paper Award]**

# HONORS & AWARDS

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| **Award for Engagement with Practice** | 2021 |
| Spears School of Business | Stillwater, OK |
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| **Summer Research Stipend** | 2021, 2020 |
| Spears School of Business | Stillwater, OK |
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| **Outstanding Graduate Advisor Nominee** | 2019, 2018 |
| College of Human Sciences | Stillwater, OK |
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| **Best Conference Paper Award Finalist** | 2019 |
| The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism | Houston, TX |
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| **Best Conference Paper Award** | 2018 |
| The 4th Hospitality Teaching & Learning Conference | Denton, TX |
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| **Best Conference Paper Award** | 2016 |
| The 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism    **CERTIFICATIONS** | Philadelphia, PA |
| **Certified ServSafe® Instructor & Proctor** | 2019 |
| National Restaurant Association |  |
|  |  |
| **Certified ServSafe® Food Protection Manager** | 2019 |
| National Restaurant Association |  |
|  |  |
| **Certified Hospitality Educator (CHE®)** | 2018 |
| American Hotel & Lodging Educational Institute |  |
|  |  |
| **Competent Communicator** | 2016 |
| Toastmasters International |  |