
Curriculum Vitae

Shenrui (Demi) Deng

School of Hospitality Business Management
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EDUCATION

Ph.D. Candidate in Hospitality Business Management, Washington State University (WSU), Pullman, Washington, United States, August 2019 – *Present*

- Research interest: 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)

Master of Science in Business Administration, Washington State University, Pullman, Washington, United States, May 2022

- Concentration: Hospitality Business Management

Proficiency in Wine and Spirits, New Zealand Wine and Spirits School, Auckland, New Zealand, June 2014, instructed by Jane Skilton, Master of Wine

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

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

Proficiency in Wine, Auckland University of Technology, New Zealand, August 2012
instructed by Cameron Douglas, Master Sommelier

Bachelor of Arts, China Agricultural University (CAU, Top-tier university in China), Beijing, China, 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

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

Courses Taught:

1. Marketing Strategy and Development (HBM480) – Spring 2021, hybrid class across multiple campuses, course evaluation is **4.6/5.0**, while the college mean is 4.4/5.0
2. Hospitality Systems (HBM 280) – Spring 2022, in-person class, course evaluation is **4.7/5.0**, while the college mean is 4.4/5.0
3. Operational Analysis (HBM 481) – Summer 2022, online class, course evaluation is **4.9/5.0**, while the college mean is 4.4/5.0
4. Hospitality Leadership and Organizational Behavior (HBM381) – Fall 2022, in-person class, course evaluation is **4.9/5.0**, while the college mean is 4.4/5.0
5. Introduction to Beverage Management (HBM231) – Fall 2022, hybrid class across multiple campuses, course evaluation is **4.7/5.0**, while the college mean is 4.4/5.0

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

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.

FUNDED GRANT

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: \$250,000.00.**
- Source: USDA Federal-State Marketing Improvement Program (FSMIP2200005).
- 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:
 - Grant sourcing and initiation of the grant application
 - Grant proposal writing, including project narratives, research & project summary, research equipment list, and management plan
 - Grant pipeline and time management

WORK CURRENTLY UNDER REVIEW AND IN PROCESS

Deng, D. S., Seo, S., & Harrington, R.J. (2022). Action and inaction regret in fine-dining decisions: the impact of the focal customer, sommelier and dining companion. Submitted to: *International Journal of Contemporary Hospitality Management* (Under 2nd review).

Deng, D. S., & Kim, H. J. Hospitality coping strategies and turnover. Target journal: *International Journal of Hospitality Management*.

Chi, C., Cai, R., **Deng, D. S.** 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.J. Application of virtual reality technology in wine tourism. 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.
- Deng, S.** (2019). Basics of Wine and Winemaking, in Dai, S. (ed.) *Wine Trails, Lonely Planet*. 1st ed. Beijing, China: SinoMaps Press.
- 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.

AWARDS AND RECOGNITION

- Sonoma-Cutrer Scholarship for CMS Certified Exam, SommFoundation, US, 2022
- 1st place at GPSA Research Exposition, WSU, US, 2021
- Teaching Assistantship, WSU, US, 2020, 2021, 2022
- Summer Research Assistantship, WSU, US, 2020, 2021, 2022
- Research Assistantship, AUT, New Zealand, 2012
- Distinguished Undergraduate Thesis, CAU, China, 2010
- Distinguished University Ambassador, CAU, China, 2010
- Study Scholarship, CAU, China, 2009

REFEREED CONFERENCE PAPERS, PROCEEDINGS AND PRESENTATIONS

- 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.

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

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

STUDENT RESEARCH ADVISING

Makenna Price. Thesis topic: Motivators and Inhibitors of Wellness Hotels. Completed Dec 2022.

COMMUNITY AND INDUSTRY SERVICES

- Civil and Community Engagement Lead, Whitman County, WA, US, 2022 – present
- Chateau Ste. Michelle Fusion Project Consultant, WA, US, 2021 – 2022
- WSU GPSA Senator at-large representing Carson College of Business, WA, US, 2021 – present
- 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, 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 – 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.