

Wenbo Huang, PhD

Assistant Professor --- Hospitality Management

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Biography

Wenbo Huang is an Assistant Professor of Hospitality Management at Florida International University's School of Hospitality and Tourism Management where he teaches courses in Food and Beverage Operations and Marketing Management. Dr. Huang gained industry working experience both in China and The USA. He used to work as a server, a cook, restaurant manager, and hotel deputy general manager in charge of Food and Beverage, Sales and Marketing and Human Resource Departments.

Having published more than 20 journal articles and 9 books, Dr. Huang is recognized as an authority in the field of food and beverage management in China. Dr. Huang has been working as a consultant for many hotels and restaurants, and has a strong link with the industry. He was awarded as “Excellence in Food and Beverage Education” by China’s National Culinary Association in 2007.

Curriculum Vita

Education:

Aug. 2007 Nankai University. PhD in Management

Dec. 2006 Florida International University, School of Hospitality and Tourism Management.
Master of Science in Hospitality Management

Aug. 2001 Nankai University. Master Degree in Management

Aug. 1985 1985, Tianjin University of Commerce. Bachelor Degree in Economics

Academic Experience:

2006 to Present Florida International University, School of Hospitality and Tourism Management
Assistant Professor, currently teaching HFT 3454 Food and beverage Cost Control; HFT 3210
Fundamentals of Management in Hospitality Industry; HFT 3503 Hospitality Marketing Strategy.

1999 to 2005 Tianjin University of Commerce, School of Tourism Management
Associate Professor. Classes taught: Food and Beverage Management, Menu Planning, Human
Resource Management, Hospitality Marketing.

2003-2004 La Trobe University at Melbourne, Australia. Visiting Scholar.

1987-1988 State University of New York at Delhi

Visiting Scholar in Department of Hotel and Restaurant Management. Worked as a guest professor teaching International Management for Eastern Michigan University from 2004 to?

Industry Related Work Experience:

2008 Aramark Beijing Olympics, Trainer and Human Resource Supervisor.

2008 Food & Beverage Management consulting in Binhai Golf Club Tianjin.

2007 Restaurant Management Consulting in Xiao Dulai Tianjin, Tianjin.

05-06 Marriott Airport Hotel Miami, Food and Beverage Department

97-03 Management Consultant for Sunshine Hotel in Taiyuan and Marriott Binjiang Renaissance Hotel in Tianjin

92-93 Tianjin International Building. Food and Beverage Director, Deputy General Manager

1988 Winnisook Club at New York, Server, Breakfast Chef

Publications:

Books:

Food and Beverage Opoeration, University of International Business and Economics Press, Beijing, 2007.

Food and Beverage Management, Second Edition, Nankai University Press, Tianjin, 2004

Restaurant Management, China Tourism Press, Beijing, 2003.

Food and Beverage Management, Nankai University Press, Tianjin, 2002

Food and Beverage Cost Control, 2e, John Wiley & Sons, Jack E. Miller, David K. Hayes, and Lea R. Dopson. Chinese Translation, Nankai University Press, Tianjin, 2003.

Marketing for Food and Beverage Industry, Business Management Press, Beijing, 1999.

Tourism Marketing, Business Management Press, Beijing, 2000 (with Feng Ruimei from Beijing University).

Introduction to Chain Operation, Modern China Press, Beijing, 1996. (with Xiangxin, Meng Yang)

Modern Food and Beverage Operation and Management, Liaoning Science and Technology Press, Shenyang, 1994 (with Cheng Haiwang).

Research Papers:

1. Huang Wenbo, Xia LULu, *A research on Marketing Strategies of Tianjin's Tourism Development*, Enterprise Economy, Nanchang, 2008, 5.
2. Huang Wenbo, *How the New Labor Law Influence the Hoteliers: Change of Double Faces to One Face*. International Hotels, Beijing, 2008,5.
3. Huang Wenbo, Sun Yang, *Olympics and Its Influence on Hospitality Industry*, Global Hotels, 2008, 2.
4. Huang Wenbo, Xia Lulu, *The Top 10 Hospitality Firms and Their Development in China*, Global Hotels, Beijing, 2007, 11
5. Huang Wenbo, *Empirical Research on Driving factors of Employee Satisfaction in The Hospitality Industry*, International Hotels, 2007,11
6. Huang Wenbo, *A Comparative Study on Employee Stress in USA and China's Hospitality Industry*, Global Hotels, 2007, 4.
7. Huang Wenbo, Luo Ming, *Service Productivity Model and Its Management*, Journal of Beijing Second Foreign Language Institute, 2007, 1.
8. Huang Wenbo, *China's Western Culinary: Problems and Strategies*, New Western Cuisine, 2007, 1.
9. Huang Wenbo, Luo Ming, *A Study on Relationship Between Customer Complain and Service Quality in Hotel industry*, Journal of Beijing Second Foreign Language Institute, 2006, 6
10. Huang Wenbo, Li Zhongyan, *An Application of Psychological Contract in Hotel Industry*, Journal of Tianjin University of Commerce, 2006,2.
11. Huang Wenbo, *Employee Stressors and Coping Strategies: A research Based on Hospitality Industry*, Journal of Business Economy, 2004, 7.
12. Huang Wenbo, *What Can We Learn From Western Chefs*, Eastern Gourmet, 2002, 2.
13. Huang Wenbo, *The Development of Western Culinary in China*, Hotel & Restaurant Management, 2002, 3.
14. Huang Wenbo, *How to Promote the Western Food in China*, Food & Beverage World, 2002, 1.
15. Huang Wenbo, *Research on Hotel Employee Turn-over and Strategies*, Journal of Tianjin University of Commerce, 2002, 2
16. Huang Wenbo, *Research on Hotel Employee Stress*, Journal of Tianjin University of Commerce, 2001, 1
17. Huang Wenbo, *Saturated Market or Saturated Mind*, Brain Truster, 2000, 10.
18. Huang Wenbo, *Considerations on Develop Tianjin Cuisine*, China Business Daily, May 31, 1999.
19. Huang Wenbo, *Food & Beverage Operation Strategies in New Era*, Tourism Management, 1998, 6.
20. Huang Wenbo, *Fast Food Operation: Characteristics and Strategies*, Chinese Cuisine Research, 1994, 2

Honors and Awards

1. "First Class Award" paper in National Seminar of Western Cuisine Development.2008
2. "Ecellence in Food and Beverage Education" by National Culinary Association of China in 2007.
3. "Excellent Teacher" by Tianjin University of Commerce in 1993-1994, 1994-1995, 1998-1999

Courses Offered and Course Description

HFT 3457 Food and Beverage Control

This course examines the procedures needed to control the two primary costs encountered in any foodservice operation: the cost of food and beverages. We examine the basic control system and each of its components concentrating on how an integrated system will allow managers to quickly solve operating problems and maintain profitability.

HFT 3503 Hospitality Marketing Strategy

Examines marketing principles, theories and concepts and the use of management principles and techniques of analysis, planning, implementation and control to maximize marketing effectiveness in hospitality organizations. Stresses marketing of services.

HFT 3203 Fundamentals of Management in the Hospitality Industry

A basic course in general management concepts and practices to acquaint the student with theories and principles of organization, the tools of managerial decision-making, and the management process, with particular reference to the hospitality industry. Case studies are used.

HFT 6596 Marketing Management

This course provides students with an in depth understanding of the scope and ramification of the marketing function and marketing management. This course makes the student a valuable marketing executive.