

MIAO WANG

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EDUCATION

- 6/08: **Nankai University, Business Management Department, Business School, Tianjin, P.R.C.** Doctorate degree in Management.
- 1/06: **Florida International University, School of Hospitality and Tourism Management, Miami, FL.** Master of Science in Hospitality Management
- 1/00-9/00 **Nyenrode University, Netherlands. Chinese Management Faculty Training Program.** Visiting Scholar sponsored by Ministry of Education of the People's Republic of China. Finished MBA courses and awarded graduation certificate.
- 1/93 **Nankai University, Tourism and Hospitality Management Department, Tianjin, P.R.C.** Master degree in Management. Major in Tourism Economic Management.
- 7/87 **Nankai University, Tourism and Hospitality Management Department, Tianjin, P.R.C.** Bachelor degree in Economics. Major in Tourism and Hospitality Management.

EXPERIENCE

Teaching and Researching Experience

Florida International University, School of Hospitality and Tourism Management – Tianjin University of Commerce, Marriott Tianjin China Program, Tianjin, China

Assistant Professor. Course taught: HFT3718 Travel and Tourism Systems, HFT3735 Destinations and Cultures, HFT4509 Tourism Destination Marketing, HFT4737 Managing Tourism Services, & HFT4945 Advanced Internship.

Tianjin University of Commerce, School of Hospitality and Tourism Management / Business School, Tianjin, China

Associate professor. Courses taught include: Tourism Principles, Tourism Economics, Research Methodology. Instructor of Accounting Principles and Practices course. Involved in the discussion of curriculum revision and supervise student advanced internship. Academic supervisor for graduate students in management track. Currently serving as the Tourism Management Department Director in the Business School.

Industry Experience

Worked part-time in a hotel and travel agency in Shenzhen, a special economic zone in south China.

Official examiner for the annual tour guide certificate test organized by Tianjin Municipal Tourism

Administration Bureau.

Worked in Greater Miami Convention and Visitor Bureau while attending FIU in Miami, FL USA..

Worked as volunteer for SOBE Wine & Food Festival in Miami in 2006.

PUBLICATIONS

Publications can be divided into following parts:

- Papers presented in academic meeting and published on academic journals;
- Co-authored books in Chinese;
- Translated and published books from English into Chinese;
- To be responsible for and participate in some research projects.

1. Papers Presented in Academic Meetings

- Zhang J, Wang M. A study on the relationships of service quality, customer satisfaction and behavioral intention. The 2nd Annual China Management Conference. Nanjing, China. Nov. 21~23, 2007.
- Wang J. & Wang M. et al. The effect of customer participation on service quality — An empirical study in Tianjin hotels. Proceedings of the 11th Annual Graduate Education & Graduate Students Research Conference in Hospitality & Tourism. Seattle USA. January, 2006. I delivered a 20 minutes formal stand-up presentation.
- Wang M. & Wang J. Study on the introduction of case method in European and American management program to tourism management education in China. The 5th APac-CHRIE (Asia Pacific International Council on Hotel, Restaurant and Institutional Education) and the 13th APTA (Asia Pacific Tourism Association) Joint Conference Proceedings. Beijing China, May 24-27, 2007.

2. Articles Published in Academic Journals

- Wang M. & Zhu Y.. **An Empirical Study on the relationship between tourism development and destination society changes**—A case of Ji county in Tianjin, *Enterprise Economy*, 2009, No.4
- Yu L. & Wang M.. **A comparison study of China and US civil aviation industry development**, *Journal of Tianjin University of Commerce*, 2008, Vol.28(2):30-34
- Yu L. & Wang M.. **Tianjin tourism economic impacts study**, *Henan Social Sciences*, 2008, Vol.16,special issue:31-33
- Wang, M., Zhang, J.. **Research on the antecedents and consequences of hotel customer satisfaction..** *International Hotel*, 2008, 2, P86~91
- Wang, M., Bai, Y.. **Analysis on the relationship among satisfaction, loyalty and hotel operation performance.** *International Hotel*, 2008,1, P84~91
- Wang, M., Zhang, J., Wang, F. **Discussion on hotel service quality assessment methods.** *International Hotel*, 2007, 12, P83~88
- Wang, M., Wang, J., Zhao, J.. **An empirical study of the effect of customer participation on service quality.** *Journal of Quality Assurance in Hospitality and Tourism*, 2007, Vol.8(1): 49-73

- Wang, J., & Wang, M.. **Innovation and design of experience service products in hotel.** *Journal of Tianjin University of Commerce*. 2005, Vol.25(3):49-52
This article is collected by Management of Tourism, a periodical published by Social Science Information Center of Renmin University of China, 2006 No.1
- Wang, M. & Hu, Y.. **Study of the impacts of case teaching method in European and American MBA program on tourism management education in China.** *Tourism Tribune*, 2004, Special issue.
- Wang, J., & Wang, M.. **Study on the necessity and feasibility of introducing case study method into China tourism management education.** *Journal of Chongqing Technology and Business University (West Economic Forum)*, education issue of 2004.
- Wang, M.. **Study on the introduction of case teaching method in European and American MBA program to tourism management education in China.** *Journal of Tianjin University of Commerce*, 2004, No.6.
- Wang, M. **Study on the socio-cultural impacts of tourism on destination: A comparative study of tourists and immigrants.** *Journal of Chongqing Technology and Business University (West Economic Forum)*, 2003, No.3: P95-98
- Wang, M.& Sun, Y.. **Socio-cultural impacts of tourism on destination society.** *Journal of Tianjin University of Commerce*, 2001, No.4
- Wang, M. **Modern tourism is a culture-based social activity —Discussion on the nature of tourism activity.** *Journal of Tianjin University of Commerce*, 1998. No.1
This article is collected by Management of Tourism, a periodical published by Social Science Information Center of Renmin University of China, 1998 No.2
- Wang, M. **Analysis of international tourist market and its impacts on the hospitality industry.** In “*China Hotels Operation and Management—Problems and Countermeasures*”, 1997.
- Wang, M.. **Individual tourists and the hotel operation strategy.** In “*China Hotels Operation and Management —Problems and Countermeasures*”, 1997.
- Wang, M.. **Decision of tourists’ consumption for maximum satisfaction — Discussion on the design of package tour itineraries.** *Journal of Tianjin University of Commerce*, 1996. No.2

3. Co-authored Books in Chinese

- **Tourism Economics**
Published by Higher Education Press in April, 1998.
- **A handbook for supervisors in restaurants**
Published by Liaoning Science and Technology Press in December, 1997.

4. Translated Books from English into Chinese

- **Strategic Management in the Hospitality Industry**, 2e,
Published by Nankai University Press, 2003. Original authors are Micheal D. Olsen, Joseph J. West, Eliza Ching-Yick Tse. John Wiley and Sons, New York, 1998.

- **Linking Customer and Employee Satisfaction to the Bottom Line,**
Published by Northeast Finance and Economics University Press, China, 2005.3.
Original authors are Derek R. Allen & Morris Wilburn. ASQ Quality Press, Milwaukee,
Wisconsin
- **Service Marketing, 3e,**
Published by China Machine Press, 2003.
Original authors are Valarie A. Zeithaml & Mary Jo Bitner, McGraw-Hill Company

5. Research Projects

- ① **Study on the Relationships of Service Quality, Customer Satisfaction and Behavioral Intention in Hospitality Industry in Tianjin**
Approved by: Tianjin Municipal Planning Office of Philosophy and Social Sciences
Approval number: TJGL07-048. Research period: Dec. 2007 to Dec. 2008
- ② **Research on Tianjin tourism international development strategy.**
Approved by: Tianjin Municipal Education Commission
Approval number: ZH200693. Research period: 2006 to 2007
- ③ **Study of the Impacts of Case Teaching Method in European and American MBA Program on Tourism Management Education in China**
Approved by: Tianjin Education Science Academy
Approval number: PH003. Research period: Sept. 2002 to Jun. 2004. **Evaluation:** Grade “A”
- ④ **Study of Socio-cultural Impacts of Tourism on Destination Society**
Approved by: Tianjin University of Commerce
Research period: Sept. 1999 to Sept. 2001

Awards & Honors

Excellent faculty award of TUC in 2004 and 2008.

The tenth annual excellent paper award by TUC in 2005.

The first annual excellent paper award by Tianjin Municipal Education Committee in 2007.

Training Program

Marriott Airport Hotel, Miami, FL USA. Marriot General Manager Program, 2005-2006

Skills

Language: Mandarin as native language, fluent in English, skillful in translation and interpretation from English into Chinese.

Computer: Proficient in Microsoft office, Word, PowerPoint, Excel and Internet Search.