發表科研成果資料

Published Research Achievement

JOURNAL PUBLICATION

Chaulagain, S., **Piao, Z.,** Farboudi, M., & Kang, J. (2026). Exploring the effects of trust, risk, and attitude on behavioral intentions toward medical hotels: a moderated framework of perceived value. *Journal of Hospitality and Tourism Insights*, 1-26. https://doi.org/10.1108/JHTI-08-2025-0916

Kim, H., **Piao, Z.,** & Kim, S. E. (2026). Conceptualizing virtual event quality: a mixed-methods approach to presence and continuance. *Journal of Hospitality and Tourism Technology*, 1-24. https://doi.org/10.1108/JHTT-07-2025-0624

Piao, Z., Chaulagain, S., & Zheng, Y. (2026). Extending the health belief model to Gen Z hospitality students' Help-Seeking: The role of self-efficacy and social support in a mixed-methods study. *Journal of Hospitality, Leisure, Sport & Tourism Education*, *39*, 100620. https://doi.org/10.1016/j.jhlste.2026.100620

Park, J. Y., Okumus, B., Piao, Z., & Mistry, T. G. (2026). Scale Development on the Phenomenon of Quiet Quitting in the Restaurant Sector. *Journal of Culinary Science & Technology*, *24*(3), 714-738. https://doi.org/10.1080/15428052.2025.2548432

Harris, K. J., Murphy, K. S., **Piao, Z**., & Jahani, S. (2026). Restaurant Food Safety Violations Prior, During, and After the COVID-19 Pandemic: The Viral Impact on Florida and Predictions for the Future. *International Journal of Hospitality Management, 134, 104536.* https://doi.org/10.1016/j.ijhm.2025.104536

Piao, Z., Nguyen, T. N., Song, H. J., & Park, J. Y. (2025). Beyond "I am sorry": Investigating the impacts of apology type and language style on customer forgiveness in service recovery. *Journal of Business Research, 201, 115679.* https://doi.org/10.1016/j.jbusres.2025.115679

Piao, Z., Wei, W., & Zhang, L. (2024). How anthropomorphism shapes restaurant customers' plant-based meat consumption. *International Journal of Hospitality Management, 123*, 103898. https://doi.org/10.1016/j.ijhm.2024.103898

Piao, Z., Kang, G. W., Kim, S. E., & Bai, B. (2023). A Donation-With-Purchase at a Restaurant: Perceived Authenticity in a Cause-related Marketing. *Journal of Hospitality & Tourism Research*, *48*(4), 10963480231187874. https://doi.org/10.1177/10963480231187874

Kang, G. W., **Piao, Z**., & Ko, J. Y. (2022). Effects of water types and roasting points on consumer liking and emotional responses toward coffee. *Food Quality and Preference*, 104631. https://doi.org/10.1016/j.foodqual.2022.104631

Kim, S., **Piao, Z**., Kim, H. L., & Ma, Z. H. (2021). Understanding Chinese independent travel market to South Korea: A segmentation approach. *Tourism Review International,* 25(4), 385-401. https://doi.org/10.3727/154427221X16245632411935

Kang, G. W., **Piao, Z.,** & Ko, J. Y. (2021). Descriptive or Injunctive: How do restaurant customers react to the guidelines of COVID-19 prevention measures? The role of psychological reactance. *International Journal of Hospitality Management*, 95, 102934. https://doi.org/10.1016/j.ijhm.2021.102934

Kim, S. E., Kim, H., **Piao, Z**, & Kim, S. (2026).Virtual Event Quality as a Presence-Driven Experience: A Mixed-Methods Investigation of Telepresence, Social Presence, and Continuance. *Osaka, Japan: APacCHRIE 2026 Conference.* Stand-up Presentation

Piao, Z., & Fu, X. (2025). The Aesthetics of Moving Through: Experiencing Citywalks in Urban Cities. *Chiang Mai, Thailand: APacCHRIE 2025*

Kim, S. E., Kim, H., **Piao, Z**, & Kim, S. (2026).Virtual Event Quality as a Presence-Driven Experience: A Mixed-Methods Investigation of Telepresence, Social Presence, and Continuance. *Osaka, Japan: APacCHRIE 2026 Conference.* Stand-up Presentation

Piao, Z., & Fu, X. (2025). The Aesthetics of Moving Through: Experiencing Citywalks in Urban Cities. *Chiang Mai, Thailand: APacCHRIE 2025 Conference.* Stand-up Presentation

BOOK CHAPTER

Piao, Z., & Okumus, B. (2025). Time to rethink sustainability in food tourism: Designing waste-free experiences in destinations. In Kim, A., Aktaş, G., & Kozak, M. (Eds.), International Case Studies in Food Tourism (pp. 72-78). Routledge. ISBN: 9781003583547.

CONFERENCE PAPER

Piao, Z., & Chaulagain, S (2025). Mental Health Perceptions and Help-Seeking Intentions Among Gen Z Hospitality Students. *Chiang Mai, Thailand: APacCHRIE 2025 Conference.* Stand-up Presentation

Piao, Z., & Wei, W. (2025). From Plate to Palate: How Plating Aesthetics Shapes Mindful Food Choices through Scarcity and Healthiness. *Houston, Texas: The 30th Annual Graduate Student Research Conference in Hospitality & Tourism.* Stand-up Presentation

Piao, Z., & Chaulagain, S (2025). *Predicting Hospitality Students' Support-seeking Behaviors: Health Belief Model Perspective. Houston, Texas: The 30th Annual Graduate Student Research Conference in Hospitality & Tourism.* Poster Presentation

Piao, Z., Nguyen, T. N., Song, H. J., & Park, J. Y. (2024). How to Tailor an Apology as a Signal of Sincerity to Foster Customer Forgiveness? *Miami, Florida: The 29th*

Annual Graduate Student Research Conference in Hospitality & Tourism. Stand-up Presentation

Piao, Z., Wei, W., & Zhang, L. (2023). Whimsical Whispers: How Anthropomorphic Prompts Boost Plant-Based Palates in Restaurants. *Miami, Florida: The 29th Annual Graduate Student Research Conference in Hospitality & Tourism.* Stand-up Presentation

Piao, Z., Wei, W., & Zhang, L. (2023). Leveraging anthropomorphism boosts human-likeness while diminishing state reactance. *Orlando, Florida: 7th World Research Summit for Hospitality and Tourism.* Stand-up Presentation

Piao, Z., Wei, W., & Zhang, L. (2023). Does "Personhood" of animals arouse empathy or reactance among restaurant consumers? *Orlando, Florida: 8th Annual SECSA ICHRIE Conference.* Stand-up Presentation

Piao, Z., Park, J., & Okumus, B. (2023). Tired of working too hard: Quiet quitting in the restaurant industry. *Los Angeles, California: The 28th Annual Graduate Student Research Conference in Hospitality & Tourism.* Poster Presentation

Piao, Z., & Okumus, B. (2022). Are you looking for gluten free or vegetarian food? *Food Decisions Research Laboratory, Penn State University: 8th Online Interdisciplinary Research Symposium in Foodservice Decisions.* Online Presentation

RESEARCH PROJECT

1. National Science Foundation: Decision, Risk and Management Sciences - DDRIG
Project Title: Evaluating the Effects of Digital Health Interventions on Nutrition Literacy and Engagement Among University Students
PI: Wei Wei, Associate Professor, Rosen College of Hospitality Management, UCF
Co-I: Zhenxian Piao, PhD Candidate, Rosen College of Hospitality Management, UCF
Amount Requested: $26,402 for one year, not funded

2. National Institutes of Health: NHLBI Clinical Trial Pilot Studies (R34 Planning Grant – Clinical Trial Optional)
Project Title: Implementation Planning for AI-Powered Dietary Tracking in Campus Wellness Infrastructures: Barriers, Facilitators, and Strategy Development
PI: Joanna F. Mackie, Assistant Professor, College of Medicine, UCF
Co-PI: Wei Wei, Associate Professor, Rosen College of Hospitality Management, UCF
Co-I: Zhenxian Piao, PhD Candidate, Rosen College of Hospitality Management, UCF
Amount Requested: $600,000 for two years, not funded

3. University of Central Florida Pabst Steinmetz Creative Futures Awards
Project Title: AI for Connection: Reframing Food, Feelings, and Community

PI: Zhenxian Piao, PhD Candidate, Rosen College of Hospitality Management, UCF
Co-PI: Wei Wei, Associate Professor, Rosen College of Hospitality Management, UCF
Co-I: Joanna F. Mackie, Assistant Professor, College of Medicine, UCF
Co-I: Brook Miller, Associate Director, Center for Humanities and Digital Research, UCF
Amount Requested: $24,552 for one year, not funded