

# LUCHENG (BEN) WANG

Lecturer

Horst Schulze School of Hospitality Management

College of Human Sciences

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## EDUCATION

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Doctor of Philosophy in Hospitality and Tourism Management Purdue University, West Lafayette, IN, US White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management <i>Dissertation Topic: Sensory elements and their impact on restaurant consumers' healthy eating behavior</i>	Aug 2025
Master of Science in Hospitality and Tourism Management Florida International University, Miami, FL, US Chaplin School of Hospitality & Tourism Management	May 2020
Bachelor of Science Degree in Hospitality Management Florida International University, Miami, FL, US Chaplin School of Hospitality & Tourism Management	May 2018
Bachelor of Science Degree in Hospitality Management Tianjin University of Commerce, Tianjin, China International Education Cooperation School	May 2018

## RESEARCH

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**Area of Interest:** Consumer health and well-being related to foodservice, Sensory marketing, Food safety.

### Refereed Journal Articles

- Byrd, K & **Wang, L.** (2025). Are food delivery workers a food safety risk? An evaluation using the Integrated Food Safety Knowledge, Attitudes, and Practice model. *International Journal of Hospitality Management*, 131, 104305
- Wang, L.**, Byrd, K., Phillips, Q & Hamilton, T. (2025). Hand hygiene practices among restaurant consumers: A quasi-experimental study. *International Journal of Hospitality Management*, 130, 104265.
- Mattes, R. D., Rivera, B. N., Rutigliani, G., Rogers, S., Mendoza, I. D., **Wang, L.**, Beckemeier, K., & Wikoff, D. (2024). A review of low and no calorie sweetener safety and weight management efficacy. *Nutrition Today*, 59(6), 261-288.
- Byrd, K, **Wang, L.**, Fan, A., EunSol, Her., Leitch, S., & Liu, Y. (2024). Masks, gloves, or robots? Factors influencing consumers' health risk perceptions and behavioral intentions of in-restaurant dining. *International Journal of Hospitality Management*, 123, 103927.

Byrd, K., Liu, Y., Kline, S., Fan, A., Leitch, S., & **Wang, L.** (2024). Does vaccination make a difference? Understanding the role of vaccination in consumers' in-restaurant dining intentions during a pandemic. *Journal of Foodservice Business Research*, 1-25.

#### **Unpublished Work: Work-in-progress**

**Wang, L.**, Byrd, K. & Fan, A. *Calories versus discounts: Effect on household purchasing decisions of delivered restaurant food*

**Wang, L.**, Byrd, K., Fan, A. & Behnke, C. *Sensory element in restaurant consumers' healthy eating choices: a qualitative study*

**Wang, L.**, Fan, A., Byrd, K. & Behnke, C. *Impact of health-related servicescape cues on restaurant consumers' healthy eating intention*

Adesina, B., Byrd, K. & **Wang, L.**, *Perception of food healthiness among university students: a qualitative study*

**Wang, L.** & Shi, J., *Sensation of Corporate Social Responsibility (CSR): Effect of sensory design on restaurant consumers' CSR reception*

Seo, E., Gordon, S., & **Wang, L.** *Stereotypes, Emotions, and Behavior: The Role of Perceived Greenness in Vegan Restaurant Interiors*

#### **Conferences**

##### **Proceedings & Presentations (International)**

**Wang, L.** Byrd, K. & Fan, A. (2025, January) *Influence of Household Consumers' Perceived Consumption Values on Online Food Delivery Purchase: Do Calories on the Menu Make A Difference?* The 30<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas, U.S.A.

**Wang, L.** Byrd, K. Hamilton, T & Phillips, Q. (2024, January) *Hand hygiene practices among restaurant consumers: A quasi-experimental study.* The 29<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. North Miami, Florida, U.S.A.

**Wang, L.** Chang, H & Kim, E. (2022, January). *Making the invisible visible: a case study of visualizing indoor air pollution of a restaurant during the pandemic.* 27<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism

**Wang, L.** (2021, January) *Impact of perceived risk on consumers' behavioral intentions about food delivery services based on comparisons before and after the COVID-19 pandemic.* 26<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism

Ahmad, I. **Wang, L.** Pan, T. Yang, X & Liu, A. (2021, January). *Effect of sonication on the perception of wine astringency.* 26<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism

**Wang, L.** Tan, S. & Ahmad, I. (2020, January) *Low-cost carriers cost control and its influence on customers' satisfaction.* 25<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada U.S.A.

##### **Poster Presentation (International)**

Byrd, K., **Wang, L.**, Adesina, B., & Hanauer, J. (2024, July). *To donate or not? A qualitative review of restaurant decisions about food donation to non-profit meal programs.* 77<sup>th</sup> International Council on Hotel, Restaurant, & Institutional Education (ICHRIE) Summer Conference, Montreal, Canada.

**Wang, L.** & Byrd, K. (2023, July) *Cheaper or healthier? Investigating household food purchasing decisions on online food delivery platforms using a mixed method.* 76<sup>th</sup> International Council on Hotel, Restaurant, & Institutional Education (ICHRIE) Summer Conference, Phoenix, AZ

- Wang, L. & Byrd, K.** (2023, April) *Determinants and barriers of household consumers' healthy food choices through Online Food Delivery Platforms: A qualitative study*. Foodservice Systems Management Education Council Biennial Conference, Provo, UT
- Wang, L. & Byrd, K.** (2022, September) *Household food purchasing decisions through online food delivery: Determinants and the effect of calorie menu labeling and a conditional monetary discount*. 2022 Central Council on Hotel, Restaurant, & Institutional Education (CentralCHRIE) Conference, West Lafayette, IN
- Wang, L. & Byrd, K.** (2022, August) *Nudging Hand Hygiene Practices Among Restaurant Customers: An Experimental Study*. 75<sup>th</sup> International Council on Hotel, Restaurant, & Institutional Education (ICHRIE) Summer Conference, Washington, D.C.
- Byrd, K., Fan, A., Her, E., Liu, Y., Leitch, S., **Wang, L.** (2022, August). *Masks, gloves, or robots? Factors influencing consumer health risk perceptions and behavioral intentions of in-restaurant dining*. 75<sup>th</sup> International Council on Hotel, Restaurant, & Institutional Education (ICHRIE) Summer Conference, Washington, D.C.
- Wang, L. Zhou, Z. & Ahmad, I.** (2020) *Demand forecasting of the O2O take-out restaurants in China*. 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, NV.

## Grants

### Sawtooth Software Academic Use Grant

Sawtooth Software, Inc.

Amount Awarded: N/A

Date received: May 27, 2025

Title of Project: *Sensation of Corporate Social Responsibility (CSR): Effect of sensory design on restaurant consumers' CSR reception*

### Health and Human Sciences Research Registry Use Grant

Purdue University

Amount Awarded: \$2,000

Date received: June 14, 2024

Title of Project: *Sensory elements and their impact on restaurant consumers' healthy eating behavior*

### Nola Gentry Graduate Research Award

Purdue University

Amount Awarded: \$1,000

Date received: November 22, 2022

Title of Project: *Calories versus discounts: Effect on household purchasing decisions of delivered restaurant food*

### Avery Center Micro Grant 2022

Purdue University

Amount Awarded: \$715.38

Date received: June 13, 2022

Title of Project: *Nudging hand hygiene practices among restaurant customers: An experimental study*

## **Undergraduate Student Research Mentorship**

### **Poster Presentation**

Phillips, Q<sup>u</sup>., Byrd, K., & **Wang, L.** (2023, November). *Proximity and efficacy perceptions on consumer hand hygiene compliance in restaurants*. Purdue University Undergraduate Fall Research Expo. West Lafayette, Indiana.

## **TEACHING EXPERIENCE**

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### **Auburn University**

HOSP 2400 Food Production and Service  
Instructor

Fall 2025

### **Purdue University**

(\* denotes course was development/re-development)

HTM 29001 Food and Beverage Management \*  
Instructor

Fall 2024 – Spring 2025

HTM 31100 Procurement Management for Foodservice  
Instructor

Summer 2024

HTM 29101 Quantity Food Production & Service Lab  
Instructor

Spring 2024

HTM 49201 Hospitality Operation Management and Leadership  
Lab Instructor

Spring 2024

HTM 29102 Introduction to Foodservice Management  
Co-instructor

Fall 2023

HTM 29101 Quantity Food Production & Service Lab  
Teaching Assistant

Fall 2021 – Spring 2023

### **Florida International University**

HMG 6264 Organizational Behavior in the Hospitality and Tourism  
Teaching Assistant

Spring 2020

## **INDUSTRY EXPERIENCE & CERTIFICATION**

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### **Work Experience**

Lecturer  
Auburn University

August 2025 – Current  
Auburn, AL

Graduate Instructor  
Purdue University

Aug 2023 – April 2025  
West Lafayette, IN

Teaching & Research Assistant  
Purdue University

Aug 2021 – April 2025  
West Lafayette, IN

Service Manager  
Dumpling King Miami

Jun 2020 – Jun 2021  
North Miami Beach, FL

Teaching Assistant  
Florida International University

Jan 2020 – Jun 2020  
North Miami Beach, FL

Commis & Intern Supervisor  
Four Seasons Hotel Tianjin

Aug 2017 – Aug 2018  
Heping, Tianjin, China

Intern Commis  
Hilton Hotel Shanghai Hongqiao

May 2017 – Aug 2017

Intern Pastry Commis

Minhang, Shanghai, China  
Dec 2016 – Feb 2017

## **Certification**

ServSafe Alcohol Certification

ServSafe® - National Restaurant Association

Issued Sep 2024

Certificate of Practice in College Teaching

Center for Instructional Excellence (CIE) - Purdue University

Issued Jan 2024

Certified ServSafe Instructor & Registered ServSafe Examination Proctor

ServSafe® - National Restaurant Association

Issued Jan 2024

ServSafe Manager

ServSafe® - National Restaurant Association

Issued Jan 2024

Certificate of Foundations in College Teaching

Center for Instructional Excellence (CIE) - Purdue University

Issued Mar 2023

Certified Beer Server

Cicerone® Certification Program

Issued Mar 2022

Certification in Hotel Industry Analytics

AHLEI - American Hotel & Lodging Educational Institute

Issued Dec 2017

## **ENGAGEMENT & AWARD**

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### **Scientific Journals**

**Ad-Hoc Reviewer**

International Journal of Hospitality Management (2024 – Current)

International Hospitality Review (2022 – Current)

ICHRIE Global Conference (2025 – Current)

Journal of Foodservice Management & Education (2025 Current)

### **Professional Association**

International Council on Hotel, Restaurant, and Institutional Education

*Member (2022 - Current)*

Foodservice Systems Management Education Council

*Member (2023 - Current)*

*Assistant Media Editor (2025 - Current)*

### **University Service**

Treasurer

July 2022 – June 2023

Purdue University HTM Graduate Student Association

Vice President

May 2019 – May 2020

Florida International University Chinese Students & Scholars  
Association (FIU-CSSA)

### **Awards & Award Nomination**

29<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference

January 2024

**Newsletter Articles**

**Wang, L.** (2020, June 28). The Food and Beverage Industry's Global Challenges During the COVID-19 Pandemic. *Hotel Executive*.