Future Fund Introduces Araceli Hernandez Calderon

Araceli Hernandez Calderon, a doctoral student at the University of Houston, is one of the Best Paper Winners from the 2023 Graduate Research Conference. Her paper, 'Theory-driven predictive modeling for food-service crowdfunding success: An integrated approach with business intelligence and supervised machine learning', was co-authored with faculty supervisors Yoon Koh and Minwoo Lee, both from the University of Houston.

Araceli is a first-generation university student. Born in Mexico City, she completed her bachelor's degree in hospitality administration with a minor in tourism planning and hospitality marketing at Instituto Politecnico Nacional in Mexico City. Her master's degree in hospitality management was earned at the University of North Texas. Very early in life, Araceli discovered her passion for interacting with people as well as her curiosity about foreign languages and cultures. As she progressed in her studies it became clear that she wanted to pursue research and teaching as a career. She met Dr. Lee prior to applying to the University of Houston and was inspired by his research. She enjoys being a student at the University of Houston as it is a caring and diverse community committed to learning. She credits the faculty in the Hilton College of Global Hospitality Leadership for their mentoring of all students, noting their support and advice keep her motivated.

Araceli's primary research focus is the economic impact of information technology in the hospitality industry. Included in that focus are data and business analytics, predictive modeling, and the firm's performance. Her secondary research area focuses on digital transformation and customer relationship quality. She is also interested in hospitality technology education. She aims to be an assistant professor in a recognized hospitality and tourism program where she can teach hospitality technology and business analytics-related courses. She envisions her research into technology making a positive impact on society. Araceli's long-term goal is to be a respected researcher and teacher and to be a continuous and self-motivated learner of evolving technological advancements and innovative methodologies impacting the hospitality and tourism fields.