Future Fund Introduces Lavi Peng

Lavi Peng is a 2023 Best Paper Winner from the Graduate Research Conference held in Anaheim. Her manuscript, 'Customer misbehavior: The joint impact of a symbolic recovery strategy and cultural tightness-looseness on observing customers' recovery satisfaction' was co-authored with fellow doctoral student Barbara Atanga and faculty supervisor Dr. Anna Mattila.

Lavi is a doctoral student at The Pennsylvania State University. Prior to attending Penn State, she earned her bachelor's degree in Hospitality Management from Vatel Hotel and Tourism Business School in France, and her Master's degree in International Hospitality Management from The Hong Kong Polytechnic University (HKPOLYU). After receiving her master's degree Lavi continued to work at HKPOLYU as a Research Assistant for two years. That work proved to be a pivotal experience for Lavi, as she developed a profound understanding of the value and importance of conducting research in the hospitality industry. She also discovered a deep passion for educating and nurturing the next generation of hospitality professionals. The guidance and mentorship of her faculty supervisors inspired her to pursue a career where she can contribute to the hospitality industry through meaningful research and impart knowledge to aspiring individuals, ultimately leaving a lasting impact on the field.

Lavi chose Penn State for her doctoral work because of its long-standing reputation for excellence in graduate education. She praises Dr. Mattila for her guidance and support in her doctoral work, and Director Dr. Donna Quadri who places high value on graduate students' success and ensures that ample support is provided to graduate students. Lavi tells us that Penn State is like a big family, in that there is a welcoming and collaborative culture. Being part of Penn State strengthens her resolve to make meaningful contributions and continue the tradition of excellence.

Lavi's primary research focus is Sensory Marketing and Consumer Experience in Foodservice, and her secondary area of research is service innovation within foodservice, exploring applications of cutting-edge technologies. Lavi has embraced the land-grant philosophy, and upon degree completion she seeks to join a program where she can pursue her research, teaching, and service to hospitality and tourism communities. Lavi aims to be recognized as a leading scholar in sensory marketing and foodservice, developing innovative approaches for the hospitality industry. She seeks to inspire future generations, nurturing their passion for the hospitality industry. Through her research, teaching, and service, Lavi will make significant contributions to hospitality, driving positive transformations for consumer-centric service.

Future Fund is pleased to recognize Lavi Peng, and we wish her the best as she moves toward degree completion.