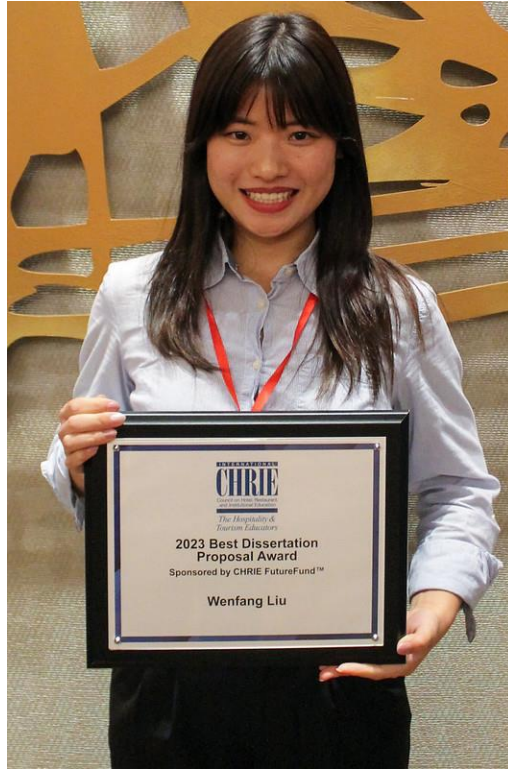


Future Fund Introduces Wenfang (Eris) Liu



Wenfang (Eris) Liu is a 2023 Doctoral Proposal Competition Winner from the University of Houston. Her dissertation proposal, 'An exploration of ghost kitchen business model: Kitchen rental firms and entrepreneurs' investment motivation', was judged on five primary criteria; innovativeness, meaningfulness, practical relevance, academic rigor, and cross-disciplinary application. Her major professor is Dr. Jaewook Kim, and her dissertation committee includes Dr. Ki-Joon Back and Dr. Carl Boger from the University of Houston, as well as Dr. Jewoo Kim from Iowa State University.

From a young age, Wenfang was drawn to the world of travel and the power of hospitality to create unforgettable experiences. As she progressed in her education Wenfang grasped that hospitality and tourism offered boundless opportunities to explore diverse topics that can have a significant impact on business and communities. By choosing to pursue an academic path she seeks to bridge theory and practice, leading to sustainable and meaningful advancements in the industry. Wenfang chose to attend the University of Houston for her master's degree and has continued with her doctoral studies. In addition to the strong reputation of the Hilton College and faculty expertise in strategic management and financial performance maximization, the University of Houston has a diverse and inclusive community that allows students from all backgrounds to foster a rich exchange of ideas and perspectives that influence academic growth.

Wenfang's primary research interests focus on strategic management in the hospitality industry. She seeks to explore how organizations effectively develop and implement strategies to adapt to the dynamic and ever-changing business landscape. She aims to study innovative strategies that promote growth, sustainability, and competitiveness. Her secondary research focus revolves around the sharing economy, specifically ghost kitchens, as she envisions the potential to revolutionize small and medium-sized enterprises. Ultimately, she wants her research to explore business models, operational efficiencies, and financial performance maximization strategies to benefit the hospitality and tourism industry.

As she nears her doctoral degree completion, Wenfang is aiming to secure a professor position in a leading hospitality and tourism program. She looks forward to engaging in research and teaching future leaders of the industry. By mentoring students and conducting impactful research Wenfang will contribute to the growth and innovation of the hospitality and tourism sector. Her long-term goal is to be recognized as a respected academic thought leader who has made significant contributions to strategic management practices and financial performance maximization strategies which have enhanced the hospitality and tourism industry.

Future Fund is pleased to recognize Wenfang (Eris) Liu, and we wish her the best as she moves toward degree completion.