



The Hospitality & Tourism Educators

CHRIE FutureFund™ Introduces Yingying Dong



My name is Yingying Dong, and I am a third-year doctoral student in Hospitality and Tourism Management at Purdue University, preparing to enter my fourth year and the academic job market. My primary research interests lie in sensory marketing, consumer behavior, and wine marketing. My work focuses on understanding how sensory cues influence consumers' perceptions, evaluations, and decision-making in hospitality and service contexts.

I am originally from Ningxia, China, which is one of the most important and rapidly developing wine regions in the country. Growing up, I spent considerable time visiting local wineries and experiencing wine culture with my family and friends. These early experiences cultivated a deep appreciation for hospitality as a space where products, experiences, and social connections intersect, and they planted the initial seed for my interest in hospitality.

After completing my bachelor's degree, I worked for two years in sales and marketing within the manufacturing industry. This professional experience provided me with hands-on exposure to market analysis, consumer segmentation, and data-driven decision-making. More importantly, it sparked a deeper curiosity about why consumers respond differently to marketing strategies and how research-based insights can inform more effective practices. This curiosity ultimately motivated me to pursue graduate study.

Combining my interests in wine and marketing, I earned my master's degree in International Wine Management from the School of Hotel and Tourism Management at The

Hong Kong Polytechnic University. During this time, I received systematic training in hospitality research and completed the Wine & Spirit Education Trust (WSET) Level 2 and Level 3 certifications with distinction. My graduate training and mentorship received from PolyU faculty helped me develop an analytical foundation and a research-oriented perspective on hospitality experiences, further solidifying my decision to pursue a PhD.

I chose Purdue University for my doctoral studies because of the strength of its hospitality program, its emphasis on rigorous and impactful research, and its supportive scholarly environment. I am advised by Dr. Alei Fan, whose mentorship has been instrumental in shaping my research development, academic rigor, and professional growth. Working within Purdue's collaborative research culture has allowed me to deepen my thinking and further refine my research agenda.

My teaching interests primarily center on revenue management, and I have also engaged with courses related to service marketing, foodservice management, and event management. I value teaching as a meaningful extension of research and enjoy incorporating research insights into the classroom to help students develop analytical thinking skills relevant to the hospitality industry.

Currently, I am working on a wine tourism project that constitutes one chapter of my dissertation. My short-term goals are to complete my current research projects and prepare for my preliminary examination. In the long term, I aspire to pursue an academic career in hospitality and tourism, conducting rigorous research, contributing to the scholarly community, and mentoring students who will become future leaders in the industry.