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EDUCATION

Virginia Polytechnic Institute and State University, Blacksburg, Virginia
Ph.D., Hospitality and Tourism Management – Human Resource Management

Johnson & Wales University, Providence, Rhode Island
M.B.A., Hospitality Management – Marketing

POSITION

Associate Professor
Assistant Professor
Ball State University, Muncie, Indiana

July 2018 – present
August 2011 – June 2018

TEACHING

Course Taught:

- ISOM 125 Introduction to Business
- HOSP 105 Hospitality & Foodservice Industries
- HOSP 210 Customer Service
- HOSP 250 Lodging Management
- HOSP 300 Cost Control in the Hospitality and Food Service Industry
- HOSP 350 Revenue Management
- HOSP 396 Internship
- HOSP 450 Strategic Operation in Lodging Industry
- FCFN 496 Seminar (Special Topics in Lodging Industry)
- FCS 697 Research Method in Family & Consumer Sciences

RESEARCH INTERESTS

My research work is generally in two areas associated with the hospitality and tourism fields

- **Hotel Operation/Marketing**
 - Electronic word-of-mouth: motivation, behavior, and strategic implication in the hotel business
- **Human Resource Management**
 - Implicit bias in diversity recruitment and retention
 - Person-environment fit, job choice, and job search behaviors
 - Emotional labor and counterproductive work behaviors in the organization

PUBLICATION – JOURNAL ARTICLES (Selected)

1. Lee, K., & Yen, C.-L. (2023). Implicit and Explicit Attitudes toward Service Robots in the Hospitality Industry: Gender Differences. *Cornell Hospitality Quarterly*. (ABDC Rank: A; MCOB Elite Journal)
2. Kyutoku, Y., Yen, A., & Dan, I. (2022). Impressions evoked by photographic presentation of hot-spring hotels in prospective Japanese tourists. *International Journal of Affective Engineering*, 22(1).
3. Li, X., Yen, C.-L., & Liu, T. (2020). Hotel brand personality and brand loyalty: An affective, conative and behavioral perspective. *Journal of Hospitality Marketing & Management*, 29(5), 550-570. DOI: [10.1080/19368623.2019.1654961](https://doi.org/10.1080/19368623.2019.1654961) (ABDC Rank: A, MCOB Tier 1 Journal)
4. Yen, C.-L., & Tang, H. (2019). The effects of hotel attribute performance on electronic word-of-mouth (eWOM) behaviors. *International Journal of Hospitality Management*, 76(Part A), 9-18. DOI: [10.1016/j.ijhm.2018.03.006](https://doi.org/10.1016/j.ijhm.2018.03.006) (ABDC Rank: A*; MCOB Elite Journal)
5. Yen, C.-L., Kyutoku, Y., & Dan, I. (2018). Exploring tourists' perceptions of traditional and contemporary hot springs hotels in Japan. *International Journal of Hospitality & Tourism Administration*, 19(3), 336-360. DOI: [10.1080/15256480.2017.1324341](https://doi.org/10.1080/15256480.2017.1324341) (ABDC Rank: B; MCOB-ABS Tier 2 Journal)
6. Yen, C.-L. (2017). The tradeoff between fit perceptions across recruitment stages by new job seekers. *International Journal of Contemporary Hospitality Management*, 19(10), 2640-2628. (ABDC Rank: A; MCOB Elite Journal)
7. Yen, C.-L., & Tang, H. (2015). Hotel attribute performance, eWOM motivations, and media choice. *International Journal of Hospitality Management*, 46, 79-88. (ABDC Rank: A*; MCOB Elite Journal)
8. Lee, S., & Yen, C.-L. (2015). Volunteer tourists' motivation change and intended participation. *Asia Pacific Journal of Tourism Research*, 20(4), 359-377. (ABDC Rank: A; MCOB Tier 1 Journal)

PUBLICATION – BOOK CHAPTERS (peer-reviewed, Selected)

1. Yen, A., & Lee, K. (2023). Combating discrimination associated with sexual orientation: A discussion for the future. In A. Manoharan, J. Madera, & M. Singal (Eds.), *The Routledge Handbook of Diversity, Equity and Inclusion Management in the Hospitality Industry*. Routledge
2. Hji-Avgoustis, S., & Yen, A. (2023). An American labor revolution. In A. Morrison & D. Buhalis (Eds.), *The Routledge Handbook of Trends and Issues in Global Tourism*. Routledge.

PROFESSIONAL SERVICE ACTIVITIES***Positions in a Leadership Role***

1. ICHRIE Human Resources Special Interests Group, chair. (August 2018 – July 2020); member. (2012 – present).

CO-EDITOR

- International Journal of Hospitality & Tourism Administration (January 2021 – present)

EDITORIAL BOARD

- International Journal of Hospitality & Tourism Administration (August 2015 – present)
- Journal of Hospitality and Tourism Research (August 2021 – present)
- Journal of Human Resources in Hospitality & Tourism (April 2019 – present)

AWARD

- Molinaro Fellowship. Miller College of Business. (November 2022).
- Outstanding Service Award. Miller College of Business. (August 2019).
- Outstanding Service Award. Department of Management, Ball State University. (April 2019).
- Outstanding Teaching Award. Department of Family and Consumer Sciences, Ball State University. (May 2016)

CERTIFICATION

- Certification in Hotel Industry Analytics (CHIA) (August 2017 – present)