

Su, Lijuan

Department of Tourism, Hospitality, and Event Management
College of Health and Human Performance, University of Florida
Email: lijuan@ufl.edu; 1245644479@qq.com; sulijuan1991@126.com

Education

2016-2020: Ph.D. candidate in Recreation, Park, and Tourism, University of Florida

Dissertation Title: Utilizing Big Data Analytics to Develop Effective Organizational Crisis Response in the Tourism and Hospitality Industry

Supervisor: Dr. Svetlana Stepchenkova

2017-2019: M.S. in Statistics, University of Florida

M.S. Project: Supervised machine learning for topic classification

Supervisor: Dr. Nikolay Bliznyuk

2013-2016: M.S. in Urban and City Planning (Human Geography), Peking University

2009-2013: B.S. in Tourism Management, Zhejiang University, China

Research Interests

Tourism and hospitality service failure incidents, crisis communications via social media
Tourism marketing and branding, the social and economic impacts of mega-events and festivals
Big data analytics: machine learning, natural language processing, spatial and network analysis

Refereed Research Publications (*Supervisor, ^ Correspondence Author)

6. Su, L.^, Stepchenkova, S.*, Dai, X (Forthcoming). The core-periphery image of South Korea on the Chinese tourist market in the times of conflict over THAAD. *Journal of Destination Marketing and Management (Accepted)*, 5-year IF = 4.675.
5. Su, L., Stepchenkova, S.^*, Kirilenko, A. P. (2019). Online Public Response to a Service Failure Incident: Implications for Crisis Communications, *Tourism Management*, 73, 1-12. 5-year IF = 6.012.
4. Su, L.^, Kirilenko, A. P., & Stepchenkova, S.* (2019). The Effect of Geographical and Personal Proximity on Online Discussions of Service Failure Incidents. *Current Issues in Tourism*, 1-5. 5-year IF = 3.395.
3. Stepchenkova, S.^*, Dai, X., Kirilenko, A. P., & Su, L., (2019). The Influence of Animosity, Ethnocentric Tendencies, and National Attachment on Tourists' Decision-making Processes

during International Conflicts. *Journal of Travel Research*. 5-year IF = 5.338.

2. Stepchenkova, S.^{^*}, **Su, L.**, & Shichkova, E. (2018). Marketing to Tourists from Unfriendly Countries: Should We Even Try?. *Journal of Travel Research*, 58(2), 266-282. 5-year IF = 5.338.

1. Stepchenkova, S.^{^*}, **Su, L.**, Schichkova, E. (2018). Intention to Travel Internationally and Domestically in Unstable World, *International Journal of Tourism Cities*. IF = NA (Emerging Sources, CiteScore 2018: 0.86).

Conferences (* Presenter)

13. **Su, L.***, & **Stepchenkova, S.** (2020). The information transmissions dynamics of online firestorm: 5-star hotel hygiene horror on Sina Weibo. American Association of Geographers Annual Meeting 2020. April 9. Webinar.

12. **Su, L.***, Stepchenkova, S., & Zhenxing (Eddie) Mao (2020). The Dynamic Competition of the Top Five Budget Hotel Chains in Beijing: 2009-2018. 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada, USA. January 3-5, Stand-up.

11. **Su, L.***, Stepchenkova, S. (2020). Service Failure Crisis Communications: A Case of “Five-star Hotels’ Hygiene Horror” Hashtag on Sina Weibo. 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada, USA. January 3-5, Stand-up.

10. **Su, L.***, Stepchenkova, S. (2019). Utilization of Social Media Data in the Tourism and Hospitality Field. 5th World Research Summit for Tourism and Hospitality, 13-16 December, Orlando, Florida, USA. Stand-up.

9. **Su, L.***, Stepchenkova, S. (2019). Spatial competition network of the top 5 economy chained hotels in Beijing. China Tourism Forum 2019 – USA, Philadelphia, USA. July 21-22, Stand-up.

8. **Su, L.***, Stepchenkova, S., & Kirilenko, A. P. (2019). How citizens utilize in-state recreation resources: A geographically weighted regression analysis of Floridians’ TripAdvisor Reviews. American Association of Geographers Annual Meeting 2019, Washington D. C., USA. April 3-7, Stand-up.

7. **Su, L.***, Stepchenkova, S., & Dai, X. (2019). Chinese Tourists’ Image of South Korea in Conflict: A Structural Analysis. 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Fort Worth, Texas, USA. January 3-5, Stand-up.

6. **Su, L.***, Kirilenko, A. P., & Stepchenkova, S. (2018). Moderating role of geospatial proximity

on public crisis involvement: A case study of “Woman Attached in Yitel” on Sina Weibo. American Association of Geographers Annual Meeting 2018. New Orleans, Louisiana, USA. April 10-15, Stand-up.

5. **Su, L.***, Stepchenkova, S., & Kirilenko, A. P. (2018). The power of a headline: Hotel service failure on Sina Weibo. 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Fort Worth, Texas, USA. January 3-5, Stand-up.

4. **Su, L.*** (2017). Chinese International Students’ Badminton Participation from the Lens of Social Capital Theory. 4th World Research Summit for Tourism and Hospitality: Innovation, Partnerships and Sharing, 8-12 December, Orlando, Florida, USA. Stand-up.

3. **Su, L.***, Stepchenkova, S., & Schichkova, E. (2017). Marketing to an unfriendly audience: effect of the Brand USA promotional video on Russian tourists. In Conference proceedings, 7th Advances in Hospitality & Tourism Marketing & Management (AHTMM) Conference, Famagusta, Cyprus, 10-15 July 2017 (pp. 365-374). Eastern Mediterranean University and Washington State University.

2. **Su, L.***, Stepchenkova, S., Schichkova, E. (2017). Effect of the Brand USA on Russian tourists. 12th Annual Conference of the Social Sciences, Gainesville, FL, 15 April. Stand-up.

1. **Su, L.***, Stepchenkova, S. (2017). The Power of a Headline: Application of Geospatial Analysis Technology in Hospitality Industry. 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, 5-7 January. Poster.

Funded Research Projects

Kirilenko, A. (PI), Stepchenkova, S. (Co-PI), Waddell F. (Co-PI), Ma, D., **Su, L.** Economic and Social Value of Tourism Industry for Florida Communities: Objective Measures and Local Perceptions, EFTI Fund.

Teaching Assistant

Teaching Assistant (Grader)

HLP 6515 Evaluation Procedures in Health and Human Performance (Fall 2016)

LEI 6931 Data Analysis in Tourism and Destination Management (Spring 2017)

HMG6589 Applied Multivariate Analysis for Tourism & Hospitality (Spring 2019)

HMG6589 Applied Multivariate Analysis for Tourism & Hospitality (Spring 2020)

Teaching Certificates

Certificate of Completion Graduate Assistant Teaching with Technology Program, Graduate School and the Teaching Center of UF

Certificate of Completion “How to be a Great Online or Hybrid TA” by UF Office of Faculty Development & Teaching Excellence

Professional Development

Python Workshops by UF Data Science & Informatics

RSSIG R Social Sciences Interest Group Workshops

Python Workshops by UF DSI

Qualtrics Series of Workshops by UFIT Training Center

SPSS and Sample Power 3 series workshops by UFIT Training Center

Services

2018-2020/Spring: Department representative for UF Graduate Student Council, UF

2018-2020/Spring: Grant Reviewer for UF Graduate Student Council Travel Grant, UF

May/2020: Journal reviewer for Journal of Destination Marketing and Management

Aug/2019: Invited speaker to the Inclusion Panel at the HHP Graduate Student Orientation, UF

Jul/2019: Session Moderator and Abstract Reviewer for China Tourism Forum 2019 – USA

Apr/2019: Session Area Monitor for 2019 AAG Annual Meeting, Washington, D.C., USA

Apr/2019: Organizer of a webinar with the University of Nizhni Novgorod, Russia

Mar/2019: Journal reviewer for Tourism Management

Aug/2018: Department student representative at the HHP Graduate Student Orientation, UF

Jun/2018: Volunteer at Tourism Travel and Research Association: 49th Annual International Conference, Miami, FL, USA

Apr/2018: Journal reviewer for Journal of Hospitality and Tourism Technology

Aug/2017: Volunteer translator of Beijing Union University’s 3-week tours to TRSM, UF

Awards and Recognitions

2020 4-year Graduate School Fellowship, College of Health & Human Performance, UF

2020 Bill Sims Endowment Student Research Awards (\$500), HHP, UF

2020 Best Insights Award (\$5000, 1st/15) in Expedia × ENTER2020 Data Science

- Competition: Socially Responsible & Inclusive Tourism (Ma, S., **L. Su**, A. P. Kirilenko)
- 2019 University of Florida International Center Certificate of Excellence 2019 International Student Achievement Award
- 2019 Sid Geffen, Barbara & Larry Jaffee Scholarship (\$2000), HHP, UF
- 2019 Nominated for the Best Paper Award at the China Tourism Forum 2019 – USA
- 2019 UF THEM Travel Award (\$800), College of Health & Human Performance, UF
- 2019 Travel Grant (\$500) by UF Eric Fridheim Tourism Institute, UF
- 2019 UF Graduate Student Council Travel Grant (\$350), UF
- 2018 Bill Sims Scholarship (\$2000), College of Health & Human Performance, UF
- 2018 Nominated for the Best Paper Awards on the 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism
- 2018 UF TRSM Travel Award (\$800), College of Health & Human Performance, UF
- 2018 Travel Grant (\$500) by UF Eric Fridheim Tourism Institute, HHP, UF
- 2018 UF Graduate Student Council Travel Grant (\$350), UF
- 2017 Thomas F. Hayes IV Endowed Scholarship (\$1250), HHP, UF
- 2017 UF Graduate Student Council Travel Grant (\$350), UF
- 2016 UF TRSM Travel Award (\$800), College of Health & Human Performance, UF