ARACELI HERNANDEZ CALDERON

Conrad N. Hilton College of Global Hospitality Leadership   Mobile: + (940) 206-1776
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EDUCATION

Ph.D. Candidate Aug. 2022 – May 2025 (Expected)	**University of Houston** Conrad N. Hilton College of Global Hospitality Leadership Major: Hospitality Administration Faculty Advisor*:* Dr. Minwoo Lee
M.S. Aug. 2019 – May 2021	**University of North Texas** College of Merchandising, Hospitality and Tourism Major: Hospitality Management
B.S. Aug. 2010 – Jun 2014	**Instituto Politecnico Nacional** Escuela Superior de Turismo Major: Hospitality Administration Minor: Tourism Planning

RESEARCH INTEREST

- Corporate Digital Responsibility and Digital Transformation
- Economic Impact of Information Technology in the Hospitality Industry
- Big Data and Business Analytics
- Machine Learning for Hospitality Data Analytics and Predictive Modeling

TEACHING INTEREST

- Primary: Hospitality Technology, Business Analytics, Data Visualization.

- Secondary: Revenue Management, Social Media Marketing.

HONORS, AWARDS AND RECOGNITIONS

2023	**Best Paper Award (Hernandez Calderon, A.,** Yoon, K., & Lee, M.) The 28th Graduate Education & Graduate Student Research Conference, Anaheim, CA, USA.
2022-2025	**UH Presidential Scholarship** Conrad N. Hilton College of Global Hospitality Leadership, University of Houston
2022-2025	**UH Graduate Tuition Fellowship** Conrad N. Hilton College of Global Hospitality Leadership, University of Houston
2023	**Cullen Fellowship Travel Grant** Graduate School, University of Houston
2021	**3 Minute Thesis (3MT) Competition Spring 2021 Finalist** University of North Texas, Denton, TX, USA.
2021	**Top 100 ICHRIE Hotel Challenge by Knowledge Matters Competition** College of Merchandising, Hospitality and Tourism, University of North Texas, Denton, TX, USA.
2020-2021	**The Tuition Benefit Program** College of Merchandising, Hospitality and Tourism, University of North Texas, Denton, TX, USA.
2020	**Most Innovative Project Award – Unfolding Overtourism: A News Media Analysis** 15th Annual Consumer Experience Symposium – Virtual Research Showcase College of Merchandising, Hospitality and Tourism, University of North Texas, Denton, TX, USA.

REFEREED JOURNAL ARTICLES

Araceli Hernandez Calderon – Curriculum Vitae

Hernandez Calderon, A., Leung, X., & Kim, J. (2023). Hotel guests' intention to stay during the pandemic: A comparison of frequent versus infrequent guests. *Journal of Hospitality and Tourism Management, 56*, 48-57. (SSCI Indexed & Ranked A in ABDC). https://doi.org/10.1016/j.jhtm.2023.06.008

Yang, K., Kim, J., Min, J., & **Hernandez-Calderon, A.** (2021). Effects of retailers' service quality and legitimacy on behavioral intention: the role of emotions during COVID-19. *The Service Industries Journal, 41*(1-2), 84-106. (SSCI Indexed & Ranked B in ABDC). https://doi.org/10.1080/02642069.2020.1863373

Sharma, A. K., Birendra, K. C., & **Calderon, A. H.** (2020). Perceived safety and security concerns among tourists in Thamel-A tourism hub in Kathmandu Valley, Nepal. *Indonesian Journal of Tourism and Leisure, 1*(2), 92-102. https://doi.org/10.36256/ijtl.v1i2.122

MANUSCRIPTS UNDER REVIEW/REVISIONS

Hernandez Calderon, A., & Lee. M. Does technology matter in hospitality and tourism management? An integrated framework of technology business value and future research agenda. Under review at *International Journal of Hospitality Management*.

Lee, M., Koh, Y., **Hernandez Calderon, A.** & Um, T. Theory-driven productive modeling for food-service crowdfunding success: An integrated approach with business intelligence and supervised machine learning. Under review at *International Journal of Contemporary Hospitality Management*.

REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS

Hernandez Calderon, A., Lee, M., DeFranco, A., & Min, J. (2024, January). Is technology anxiety undermining customer experience with guest-facing technologies?: Examining the interaction effect of assimilation effects and facilitating conditions. *The 29th Graduate Education & Graduate Student Research Conference,* Miami, FL, USA.

Um, T., **Hernandez Calderon, A.,** Lee, M., Dogru, T., & Back, K. (2024, January). The degree of professionalism and listing performance of multi-unit Airbnb hosts: The effect of geographical distance and diversification. *The 29th Graduate Education & Graduate Student Research Conference,* Miami, FL, USA.

Hernandez Calderon, A., Um, T. H., DeFranco, A., & Lee, M. (2023, July). Revisiting hotel operating performance through supervised machine learning algorithms: A predictive modeling approach. *The 2023 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Phoenix, AZ, USA.

Hernandez Calderon, A., Yoon, K., & Lee, M. (2023, January). Theory-driven predictive modeling for food-service crowdfunding success: An integrated approach with business intelligence and supervised machine learning. *The 28th Graduate Education & Graduate Student Research Conference,* Anaheim, CA, USA.

Hernandez Calderon, A., Leung, X., Kim, J., Kennon, L. (2021, February). Exploring the impacts of COVID-19 on hotel booking intentions: An application of the protection motivation theory. *West Federation Council on Hotel, Restaurant, and Institutional Education (WF CHRIE)*, Virtual.

Hernandez Calderon, A., Dhungana, A., & Black-Lanoutte, G. (2020, April). Unfolding overtourism: A news media analysis. *15th Annual Consumer Experience Symposium – 2020 Virtual Research Showcase.* College of Merchandising, Hospitality and Tourism, University of North Texas, Denton, TX, USA.

Hernandez Calderon, A. (2014, August). The role of Mayan women in the Ria Celestun Biosphere Reserve is based on public policies related to ecotourism. *XIX National Summer Congress of Scientific and Technological Research of the Pacific.* Nayarit, JAL, MEX.

Hernandez Calderon, A. & Gutierrez Lopez, V. (2013, August). Proposed management program for the Estuary Ecological Reserve of San Jose del Cabo, Los Cabos, Baja California Sur. *XVIII National Summer Congress of Scientific and Technological Research of the Pacific.* Nayarit, JAL, MEX.

RESEARCH IN PROGRESS

- **Hernandez Calderon, A.**, & Lee. M. CEO's perceptions of ICT strategic value and their impact on firms' financial performance. (Completion Rate: 90%, Target Journal: *International Journal of Hospitality Management*).
- **Hernandez Calderon, A.**, Um, T., Lee. M., & DeFranco, A. Revisiting hotel operating performance through supervised machine learning algorithms: A predictive modeling. (Completion Rate: 70%, Target Journal: *Journal of Hospitality and Tourism Technology*).
- Park, H., Lee, M., Dawson, M. & **Hernandez Calderon, A.** The impact of students' IT competence on their performance in hospitality and tourism education and the moderating role of ethnicity. (Completion Rate: 50%, Target Journal: *Journal of Hospitality and Tourism Technology*).

Araceli Hernandez Calderon – Curriculum Vitae

- Lee, M., Koh, Y., **Hernandez Calderon, A.**, Lee. D. & Lee, S. A longitudinal investigation of CEO's perspectives on the strategic importance of IT in the service industry: A business analytics approach. (Completion Rate: 50%, Target Journal: *Journal of Business Research*).
- **Hernandez Calderon, A.**, & Lee. M. Hotel mobile applications and their impact on brand relationship quality. (Completion Rate: 20%, Target Journal: *International Journal of Contemporary Hospitality Management*).

TEACHING EXPERIENCE

Ph.D. Student Faculty (University of Houston)

GHL1301 Hospitality Technology (Fall 2023/Spring 2024)
- Developed the course to enhance students' understanding of the technologies used within hospitality organizations. The modules have activities/exercises to improve students' Excel skills.

Teaching Assistant (University of Houston).

GHL Hilton College Excel Bootcamp (Spring 2024)
- Undergraduate & graduate level, Online format.

GHL6380 Hospitality Business Analytics and Communication (Spring 2023-Spring 2024)
- Graduate course, Face-to-face format.

GHL3353 Hospitality Metrics and Data Analytics (Spring 2023-Fall 2023)
- Undergraduate course, Face-to-face format.

GHL1301 Hospitality Technology (Fall 2022)
- Undergraduate course, Face-to-face format.

INDUSTRY & PROFESSIONAL EXPERIENCE

Sep. 2021 – May. 2022	**Aimbridge Hospitality** – Plano, TX *Staff Accountant* Managed property accounting under different portfolios and brands and reviewed financial statements monthly. Analyzing financial changes along with General Managers and property controllers.
Jul. 2021 – Sep. 2021	**Aimbridge Hospitality** – Plano, TX *Accounting Intern* Assisting staff accountants and managers with different financial reports and bank reconciliations.
Jun. 2021 – Sep. 2021	**Gaylord Texan Resort and Convention Center** – Grapevine, TX *Guest Experience Expert* Addressing guest requests, check-in/check-out processes, completing reports, and enrolling guests in the Marriott Bonvoy loyalty program.
Mar. 2017 – Jul. 2019	**COVIEN** – Mexico City, MEX *Operations Manager* Business travel management: airplane tickets, hotel reservations, ground transportation. Team coordination and process implementation. Hotel contracts, negotiating rates, groups and event management, sales reports, invoicing, and administrative tasks.
Nov. 2015 – Dec. 2016	**Grupo Destinos –** Mexico City, MEX *Reservations Agent* Booking airplane tickets, groups, event management; customer service; sales reports; invoicing; and administrative tasks.
Apr. 2015 – Nov. 2015	**Factual Services** – Mexico City, MEX *Tourism Official Regulations Inspector* Evaluating hotels, travel agencies, and tourist guides' performance according to the official regulations in the tourism industry.

RESEARCH EXPERIENCE

THE DASIL (Tourism, Hospitality, and Event Data Analytics and Service Innovation Lab) – Houston, TX
Research Associate (Spring 2023 – Present)

Araceli Hernandez Calderon – Curriculum Vitae

- Involved in various projects utilizing big data and business analytics to solve business problems in the Tourism, Hospitality, and Event (THE) industry with Dr. Minwoo Lee.

Instituto Politecnico Nacional – Mexico City, MEX
Researcher (September 2012 – December 2012)

- involved in collecting data for the marketing research study "Level of Satisfaction of the International Tourism Fair of the Americas 2012."
- Involved in the data collection for the marketing research "Profile of the Tourist of Mexico City."

INVITED LECTURES / PRESENTATIONS (NON-REFEREED)

2024   **Text Analytics for Decision-Making in Hospitality**
GHL 6380 Hospitality Business Analytics and Communication
Conrad N. Hilton College of Global Hospitality Leadership, University of Houston.

2023   **Text Analytics Techniques in Hospitality**
GHL 6380 Hospitality Business Analytics and Communication
Conrad N. Hilton College of Global Hospitality Leadership, University of Houston.

2023   **Social Media Text Analytics in the Hospitality Industry**
GHL 3366 Social Media in the Hospitality Industry
Conrad N. Hilton College of Global Hospitality Leadership, University of Houston.

2023   **Theory-Driven Predictive Modeling for Food-service Crowdfunding Success**
HOSP 892 Seminar Class
Hospitality and Sports Business Management, University of Delaware

2022   **Global Distribution Systems (GDS)**
GHL1301 Hospitality Technology
Conrad N. Hilton College of Global Hospitality Leadership, University of Houston.

SERVICES

2023 - 2024   **Treasurer of the Hilton College Doctoral Student Association**
Conrad N. Hilton College of Global Hospitality Leadership, University of Houston.
- Managed funding allocated to the student organization.

2023   **Instructor Hilton College Summer Camp 2023**
Conrad N. Hilton College of Global Hospitality Leadership, University of Houston.
- Introduced Project Management & Analytics Track to high school students interested in joining the Hilton College.

AD-HOC REVIEWER

- *Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference (2023).*

- *Journal of Hospitality and Tourism Technology.*

- *Tourism Economics.*

VOLUNTEER & LEADERSHIP ACTIVITIES

Jul. 2022 – Present   **Nursery Assistant - Mt. Zion Baptist Church, Houston, TX**
Pastor Jared Zapata
Aug. 2019 – Jul. 2022   **Nursery Assistant - Baptist Church of Lewisville, Lewisville, TX**
Pastor Dr. Daniel Ortiz

RESEARCH METHODS

Business Analytics (Data/Text Mining, Machine Learning, Natural Language Processing), Visualization Analytics, Structural Equation Modeling (CB-SEM, PLS-SEM), Content Analysis

COMPUTATIONAL SKILLS

Araceli Hernandez Calderon – Curriculum Vitae

- Business Analytics & Data/Text Mining: Python, Analytic Solver.
- Statistical/Mathematical Programming Package: AMOS, SPSS.
- Visualization and Web Analytics: Tableau, Google Analytics.
- Text Analysis: Linguistic Inquiry and Word Count (LIWC), Leximancer.
- Learning Management Systems (LMS): Canvas, Blackboard (BBL), MS Office Package.

REFERENCES

Minwoo Lee, Ph.D. (Chair)
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Florida Atlantic University
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