

Amelia Estepa Asperin – Profile

Associate Professor and Program Coordinator, Hospitality and Tourism Management

Education

- Ph.D. — Kansas State University, Foodservice and Hospitality Management; Graduate Certificate in Business Administration
- M.S. — Kansas State University, Foodservice, Hospitality Management and Dietetics Administration
- B.S. — University of the Philippines - Diliman, Hotel and Restaurant Administration

Teaching Emphasis

- Food Neophobia
- Brand Personality
- Consumer Post-Purchase Behavior
- Foodservice Management
- Marketing for School Nutrition Program

Courses Taught

- ADHM 140 Introduction to the Hospitality Industry
- ADHM 384 Beverage Operations
- ADHM 402 Professional Catering Management
- ADHM 404/404L Restaurant Operations Management
- ADHM 411 Food and World Cultures
- ADHM 479 Hospitality Industry Management Strategies
- ADHM 489 Study Tours
- ADHM 496 Field Experience [Internship]

Teaching Experience

- Associate Professor in Hospitality and Tourism Management, North Dakota State University, 2015 - Present
- Assistant Professor in Hospitality and Tourism Management, North Dakota State University, 2009 - present
- Graduate Teaching Assistant, Hospitality Management and Dietetics, Kansas State University, 2006-2007
- Instructor, Hotel and Restaurant Management, University of Baguio (Philippines), 1999-2000

Research Experience

- Research Scientist, National Food Service Management Institute (NFSMI) at The University of Southern Mississippi, 2007-2009
- Graduate Research Assistant, Office of the Graduate Dean, Kansas State University, 2004-2006

Selected Publications

- Wolfe, K., Jo, W., Olds, D., Asperin, A.E., DeSanto, J., & Liu, W. (2016). An fMRI study of the effects of food familiarity and labeling on brain activation. *Journal of Culinary Science and Technology*, 14(4), pp. 332-346.
- Wolfe, K., Phillips, W.J., & Asperin, A.E. (2014). Examining social networking sites as a data collection channel in hospitality and tourism research. *Journal of Quality Assurance in Hospitality and Tourism*, 15(2), pp. 134-148.
- Wolfe, K., Phillips (Jo), W.J., and Asperin, A. (2014). Using Hotel Supervisors' Emotional Intelligence as a Benchmark for Hospitality Students. *Journal of Hospitality and Tourism Education*, 26:1, 2-9.
- Wolfe, K., Phillips (Jo), W.J., and Asperin, A. (2014). Examining Social Networking Sites as a Data Collection Channel in Hospitality and Tourism Research. *Journal of Quality Assurance in Hospitality & Tourism*, 15, 134-148.
- Phillips (Jo), W.J., Asperin, A., and Wolfe, K. (2013). Investigating the effect of Country Image and Subjective Knowledge on Attitudes and Behaviors: U.S. Upper Midwesterners' Intentions to Consume Korean Food and Visit Korea. *International Journal of Hospitality Management*. 32, 49-58.
- Rushing, K., Asperin, A.E. (2012). Building the foodservice brand personality within the school nutrition setting. *Journal of Child Nutrition & Management*, 36(1), from <http://www.schoolnutrition.org/Content.aspx?id=17258>
- Asperin, A., Phillips, W.J., Wolfe, K. (2011). Exploring food neophobia and perceptions of ethnic foods: The case of Chinese and Thai cuisines. *International CHRIE 65th Annual Conference*. E Christou (Ed.). Richmond, VA. ICHRIE.

Selected Presentations

- Wolfe, K., Asperin, A.E., & Jo, W. (2016). Food tasting an experiential learning experience [Abstract]. 2016 Annual International Society of Travel and Tourism Educators, Hangzhou, China, October 12-14, 2016. (Recipient: Best Poster Paper Award)
- Wolfe, K., Olds, D., Asperin, A., Jo, W., Desanto, J., and, Liu, W.C. (2015). How neophiles see food differently: Evidence from fMRIs. 2015 Annual ICHRIE Summer Conference & Marketplace, July 29-31, 2015, Orlando, FL.
- Wolfe, K., Liu, W., Phillips (Jo), W.J., Asperin, A., and Olds, D. (2014). Using fMRI to Investigate the Differences in Brain Activity while Viewing Images of Familiar and Unfamiliar Foods. 2014 Annual ICHRIE Summer Conference & Marketplace, July 30- August 1, 2014, San Diego, California.
- Wolfe, K., Phillips (Jo), W.J. and Asperin A. (2013). Assessing Hospitality Students' Emotional Intelligence. 2013 Annual ICHRIE Summer Conference & Marketplace, July 24-27, 2013, St. Louis, Missouri.
- Asperin, A.E., Phillips (Jo), W.J., and Wolfe, K. (2013). Using food tasting experiences to enhance experiential learning about ethnic cuisines among college students. *Foodservice Systems Management Education Council (FSMEC)*, March 21-23, 2013, Columbus, Ohio.
- Phillips (Jo), W.J., Wolfe, K., and Asperin, A., (2012). Effects of food neophobia and attitude toward consuming unfamiliar cuisine. 2012 Asia Pacific Tourism Association (APTA) Conference, June 26-29, Taipei, Taiwan.

- Stastny, S.N., Asperin, A.E., & Ragan, A.M. (2012). Changing an academic classroom into a campus restaurant [Abstract]. Academy of Nutrition and Dietetics Annual Food & Nutrition Conference & Expo, Philadelphia, Pennsylvania, October 6-9, 2012.
- Wolfe, K., Asperin, A.E., & Phillips, W.J. (2012). Validating the use of a social networking site as a data collection method in hospitality and tourism research [Abstract]. International CHRIE 66th Annual Conference, Providence, Rhode Island, August 1-4, 2012.
- Phillips, W.J., Wolfe, K., Asperin, A., (2012). Effects of food neophobia and attitude toward consuming unfamiliar cuisine. 18th Asia Pacific Tourism Association (APTA) International Conference, Taipei, Taiwan, June 26-29, 2012.

Professional Honors

- Best Poster Paper Award, 2016 Annual International Society of Travel and Tourism Educators, Hangzhou, China, October 12-14, 2016.
- Apple Polisher Award, NDSU Bison Ambassadors, North Dakota State University, AY 2012-2013, AY 2016-2017.
- Exceptional Contributions for Collaborative Efforts (Food Production Laboratory Renovation Team), College of Human Development and Education, North Dakota State University, AY 2014-2015.
- Exceptional Contributions as an Emerging Teacher, College of Human Development and Education, North Dakota State University, AY 2011-2012

Professional Memberships & Associations

- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), Member
- National Restaurant Association, Member
- Foodservice Systems Management Education Council (FSMEC), West-Midwest Regional Director
- Editorial Board, The Foodservice Management and Education Council Journal
- International Journal of Contemporary Hospitality Management (IJCHM), Peer Reviewer
- Journal of Child Nutrition and Management (JCN&M), Peer Reviewer

Professional Experience

Amelia Asperin has worked in hospitality operations in both commercial and non-commercial settings that include the Marriott, Housing and Dining Services at Kansas State University, and a local café in the Philippines. Her professional experiences focus largely on foodservice operations.