

Lilly W. Jan, PhD
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APPLIED RESEARCH & TEACHING FOCUS

- Food and hospitality systems, workforce development, and leaderships
- Food entrepreneurship, career pathways, and applied research translation across industry, nonprofit, and executive education contexts

EDUCATION

2018	PhD	Iowa State University	Hospitality Management
2012	MLA	Boston University	Gastronomy
2007	Certificate	Boston University	Culinary Arts
2004	BS	Boston University	Communications

RESEARCH AGENDA

Food, Workforce, and Entrepreneurship in Hospitality Systems

- Black Women in Food Entrepreneurship (mixed-methods study examining career pathways, business formation, access to capital and networks, and leadership experience)
- Foodservice careers, labor conditions, and workforce sustainability
- Applied research supporting industry and nonprofit decision-making

Works in Progress

Roder, E. & Jan, L. (2026.) "Barriers for Black Women in Food Entrepreneurship" WIP.

Refereed Publications

Jan, L. (2022.) "[Rebuilding Better: Fostering a Restaurant Industry in Service of Employees](#)," *Boston Hospitality Review*, Leadership Edition.

Jan, L., Coleman, S., & Naig, A. (2021.) "[Piloting a Visual Communication Tool of Critical Food Safety Messages to Farmers Market Vendors in the Midwest](#)," *Journal of Human Sciences and Extension*, 9(3), 142-153.

Jan, L. & Naig, A. (2021.) "[Food allergen labeling of commonly used ingredients in Chinese restaurants in the United States](#)," *Food Control*, 130.

Jan, L. & Naig, A. (2020.) "[Food Allergy Knowledge, Attitudes, Practices, and Training Experiences of Employees in Chinese Restaurants](#)," *Journal of Foodservice Management and Education*, 14(1), 15-24.

Refereed Conference Presentations

Jan, L., et al, (Aug 2022.) *Obstacles and Opportunities for Increasing Culturally Competent Public Health, Food Safety, and Risk Communication Messaging and Practices towards Equity within Diversified Populations*. Centers for Disease Control and Prevention National Conference on Health Communication, Marketing, and Media 2022 Conference, Atlanta, GA.

Reynolds, J., & Jan, L. (Jul 2020.) *Chef Profile: Industry Snapshot*. 2020 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, Phoenix, Arizona.

Reynolds, J., & Jan, L. (Jul 2020.) *Exploration of Foodservice Professional's Career Progression*. 2020 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, Phoenix, Arizona.

Jan, L. & Rajagopal, L. (Jul 2019.) *Food Allergen Reference Resource Creation for Packaged Foods in Chinese Restaurants*. 2019 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, New Orleans, Louisiana.

Jan, L. (May 2019.) *Chef Perspectives on Culinary Education: A Phenomenological Study*. 2019 Asia-Pacific Council on Hotel, Restaurant, and Institutional Education + Europe Council on Hotel, Restaurant, and Institutional Education Joint Conference (4th Global Tourism and Hospitality Conference), Hong Kong SAR, China.

Jan, L. & Rajagopal, L. (Mar 2019.) *Food Allergy Knowledge, Attitudes, Practices, Training Experiences and Preferences of Employees in Chinese Restaurants*. Foodservice Systems Management Education Council 2019 Conference, Savannah, Georgia.

Jan, L. & Rajagopal, L. (Mar 2019.) *Preventing Food Allergy Reactions: Knowledge and Training Needs of Chinese Restaurants' Employees*. 2019 Consumer Food Safety Education Conference, Orlando, Florida.

Jan, L. & Rajagopal, L. (Jul 2018.) *Needs Assessment of Food Allergy Training for Employees of Chinese Restaurants*. 2018 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, Palm Springs, California.

Jan, L. & Rajagopal, L. (Jul 2018.) *Development of Food Allergy Training Program for Foodservice Employees Using Andragogy as a Framework*. 2018 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, Palm Springs, California.

Jan, L. Coleman, S., Gilman, L., & Rajagopal, L. (Jul 2018.) *Development and Assessment of a Visual Educational Food Safety Tool for Farmers' Market Vendors*. 2018 International Association for Food Protection Annual Meeting, Salt Lake City, Utah.

Jan, L. & Liang, T. (Jan 2017.) *Investigating the Effectiveness of Direct Email Marketing on Service Recovery for Foodborne Illness Outbreaks*. 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, Texas.

Jan, L. & Rajagopal, L. (Apr 2016.) *Foodservice Industry Expectations of Culinary Students for Entry-Level Positions*. 2016 North East North American Federation International Council of Hotel, Restaurant, and Institutional Educators Conference, Boston, Massachusetts.

Graduate Supervised Refereed Publications & Conference Presentations

Dent, E. (June 2024.) *Maple Syrup & Canada: The Silenced Indigenous Origins*. “Right to Food-Food as Commons,” 2024 Joint Annual Conference of Agriculture, Food & Human Values Society (AFHVS) and Association for the Study of Food and Society (ASFS), Syracuse, NY.

Wu, D. (May 2023.) *YouTube's Impact on the Perception of Authenticity in Food*. “Knowing Food,” 2023 Joint Annual Conference of Association for the Study of Food and Society (ASFS), Agriculture, Food & Human Values Society (AFHVS), Canadian Association for Food Studies (CAFS), and The Society for the Anthropology of Food and Nutrition (SAFN), Boston, MA.

Khoury, H. (2023.) “[Tear In My Beer: The Standoff Between Alcohol & Country Music](#),” *International Country Music Journal* 2023, 134-152.

Sharma, C. (May 2022.) *The History of Tandoor*. “Cultivating Connections: Exploring Entry Points into Sustainable Food Systems,” 2022 Joint Annual Conference of Association for the Study of Food and Society (ASFS), Agriculture, Food & Human Values Society (AFHVS), Canadian Association for Food Studies (CAFS), and The Society for the Anthropology of Food and Nutrition (SAFN), Athens, GA.

Undergraduate Supervised Refereed Publications & Conference Presentations

Griffin, C. (Jun 2021.) *Guinea Pig: Friend or Food*. “Just Food”, 2021 Joint Annual Conference of Association for the Study of Food and Society (ASFS), Agriculture, Food & Human Values Society (AFHVS), Canadian Association for Food Studies (CAFS), and The Society for the Anthropology of Food and Nutrition (SAFN), virtual conference.

HONORS & GRANTS

2024	Graduate Elective Spring Teaching Award, Cornell Peter and Stephanie Nolan School of Hotel Administration, SC Johnson College of Business
2022	Ted Teng Teaching Award, School of Hotel Administration, SC Johnson College of Business, Cornell University
2018	Professional Development Grant Recipient, Graduate and Professional Student Senate, Iowa State University

2017 Professional Development Grant Recipient, Graduate and Professional Student Senate, Iowa State University

ACADEMIC EXPERIENCE

2019-Present Lecturer, Food & Beverage Management
School of Hotel Administration, Cornell SC Johnson College of Business
Cornell University, Ithaca, New York
Undergraduate & Graduate Courses Taught: Restaurant Management (core),
Foodservice Facilities Design, Culture & Cuisine, Restaurant Distribution
Strategies, Hospitality Leadership Development Program, Onsite Foodservice
Operations & Strategy

2010-2017 Adjunct Faculty/Chef Instructor
School of Culinary Studies
Newbury College, Brookline, Massachusetts
Courses Taught: Seminar in Culinary Operations (core), Food Concepts for
Hospitality (core), Service Management for Hospitality (core), Wines & Spirits
(core), Culinary Concepts & World Flavors (core), Special Topics in Food
Studies: China, Food and the Media, Culinary Arts Internship, Dining Room
Service

2015-2017 ServSafe Instructor & Proctor
Massachusetts Restaurant Association, Massachusetts

2014 Adjunct Faculty
Le Cordon Bleu, Cambridge, Massachusetts
Course Taught: Public Speaking

2008-2017 Chef Instructor
Boston University, Boston, Massachusetts
Classes Taught: Chinese Food Day, Cooking Up Culture: Chinese

2007-2012 Chef Instructor
Create-A-Cook, Newton, Massachusetts

PROFESSIONAL EXPERIENCE

2007-Present Principal, Lilly Jan Research & Consulting, Ithaca, New York

2025-Present Advisor & Board Member, SAGE Partners Group, Inc, Los Angeles, California

2011-2017 Director of Culinary Operations, School of Culinary Studies, Newbury College,
Brookline, Massachusetts

2009	Culinary and Marketing Director (Contract), Cardullo's Gourmet Shoppe, Cambridge, Massachusetts
2009	Television Production (Season 10) & Culinary Development, America's Test Kitchen/Cook's Illustrated, Brookline, Massachusetts
2008	Account Manager, Newman Communications. Brighton, Massachusetts
2007	Senior Account Executive, MSR Communications, San Francisco, California
2006-2007	Account Executive, Mansfield Communications, San Francisco, California
2005-2007	Contract Bartender & Event Staff, Event Staffing, San Francisco, California
2004-2005	Client Staff Assistant, Burson-Marsteller, San Francisco, California

SERVICE

Graduate Committee Memberships

2023	D.B.A. External Examination Committee Member for Paulette Cormier-MacBurnie, Athabasca University. Dissertation title: "Intention to Leave and Intention to Stay, The Lived Experiences of Culinary Professionals."
2023	M.S. Ad hoc Special Committee Member for Dorothea Wu, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business. Thesis: "Food Authenticity Through the Lens of YouTube."

Editorial Board Memberships

2023-Present	Ad hoc reviewer, <i>International Journal of Hospitality Management</i>
2022-Present	Ad hoc reviewer, <i>Journal of Food Safety</i>
2022-Present	Ad hoc reviewer, <i>Journal of Human Sciences and Extension</i>
2022	Ad hoc reviewer, <i>Boston Hospitality Review</i>
2021-Present	Ad hoc reviewer, <i>Food Safety Management in Practice</i>
2021-2022	Advisor and reviewer, <i>ServSafe Coursebook 8th Edition</i> , National Restaurant Association
2020-Present	Founding editorial board member, <i>The International Journal of Gaming, Hospitality, and Tourism</i>
2020-Present	Ad hoc reviewer, Centers and Institutes, Hospitality Publications, School of Hotel Administration, Cornell University
2020-Present	Ad hoc reviewer, <i>Journal of Foodservice Management & Education</i>
2020-Present	Ad hoc reviewer, <i>Journal of Culinary Science & Technology</i>
2019-Present	Ad hoc reviewer, <i>Journal of Child Nutrition & Management</i>
2018-Present	Ad hoc reviewer, International Council on Hotel, Restaurant, and Institutional Education Annual Conference

University Service

2025-Present	Committee Member, Educational Policy Committee, School of Hotel Administration, Cornell University
2025-Present	Judge, Student Business of the Year Pitch, Entrepreneurship at Cornell, Cornell University
2024-Present	Judge, Big Idea Competition, Blackstone LaunchPad, Cornell University
2020-Present	Faculty Admissions Reader, School of Hotel Administration, Cornell University
2022-2025	Committee Member, Statler Food Lab Renovation Team, Cornell S.C. Johnson College of Business, Cornell University
2019-2023	Nolan School Student Learning Committee, Assurance of Learning Plan
2020-2023	Faculty Advisor, <i>The 180</i> , School of Hotel Administration, SC Johnson College of Business, Cornell University
2021-2022	Committee Member, Area Composition and Governance Review Committee, Cornell S.C. Johnson College of Business, Cornell University
Sep 2020	Moderator, F&B Industry Engagement webinar, Hospitality Educators Success Program, School of Hotel Administration, SC Johnson College of Business, Cornell University
Spring 2020	Interviewer, Lecturer of Property Development Faculty Search, School of Hotel Administration, SC Johnson College of Business, Cornell University
2017	President, Administrative Council, Newbury College
2016	Search Committee Member, Dean of Academic Affairs, Newbury College
2016	Vice President, Administrative Council, Newbury College
2015-2017	Committee Member, Resource, Outreach, Prevention & Education, Newbury College
2011-2012	Committee Member, Social Media Committee, Newbury College

Industry, Board & Advisory Service

2025-Present	Committee Member, Food Safety Culture at Retail Committee, Conference for Food Protection
2025-Present	Committee Member, Food Safety Management System (FSMS) Standing Committee, Conference for Food Protection
2025-Present	Executive Board Member, Food Education Fund
2025	Judge, F&B@Sea Awards, Seatrade Cruise
2022-Present	Scholarship Judge, National Restaurant Association Education Fund (NRAEF)
2024	Judge, New York State Business Plan Competition – Southern Tier
Mar 2021	Moderator, Teaching Roundtable, 2021 ICHRIE-NENA 8th Annual Regional Conference
2020-2021	Conference Planning Committee, ICHRIE-NENA Federation 2021 Conference
2019-2020	Conference Planning Committee, ICHRIE 75th Anniversary 2021 Conference & 2020 Conference
2017-2019	Board Member, Massachusetts Restaurant Association Educational Foundation
2013-2017	Competition Judge, ProStart High School Culinary, Massachusetts & Rhode Island

Professional Memberships

2015-Present	Foodservice Systems Management Education Council (FSMEC)
2015-Present	International Council on Hotel, Restaurant, and Institutional Education Northeast North American Federation (ICHRIE-NENA)
2015-Present	International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
2009-Present	Association for the Study of Food and Society (ASFS)
2015-2021	National Centre for Faculty Development & Diversity
2014-2017	Dame, Les Dames des Escoffier, Boston Chapter

Certifications

2024	Community-Based Participatory Research Certificate, Center for Cultural Humility (professional development)
2019-Present	TiPS On-Premises Certification (NY)
2018-Present	Food Safety Preventative Controls Alliance, Food Defense Awareness
2014-Present	American Red Cross AED/CPR Certification
2010-Present	ServSafe® Instructor & Registered Examination Proctor
2010-Present	ServSafe® Massachusetts Certificate of Allergen Awareness Training
2007-Present	ServSafe® Food Protection Manager Certification

EXTERNAL ENGAGEMENT

Executive Education

Design and delivery of executive-level curricula focused on food systems, hospitality strategy, consumer behavior, and workforce leadership for global organizations.

- Aug 2025, “Creating F&B Operations to Meet Changing Consumer Interests” course, General Manager Program, eCornell
- May 2025, “Customer Obsession & Hospitality Mindset” course, Mahindra GLIDE Program, eCornell
- Mar 2025, “The Future of Cuisine” session, International Fresh Produce Association Executive Leadership Program, IAFP & eCornell
- Dec 2024, “Trends in Cuisine” session, Future-Leaders-In-Produce Program Foundational Excellence, Cornell SC Johnson College of Business
- Sep 2024, “Maximizing (Bio)Diversity”, Roots Conference 2024, The Chef’s Garden, Huron, OH.
- Sep 2024, “Creating F&B Operations to Meet Changing Consumer Interests” course, General Manager Program, eCornell/Cornell University
- Sep 2024, Foodservice Equipment Design Global Thought Leadership Summit, Chicago, IL.
- 2021-2024, James Beard Foundation’s Women’s Entrepreneurial Leadership & eCornell, Program faculty advisor
- Dec 2023, “Trends in Cuisine” session, Future-Leaders-In-Produce Program Foundational Excellence, Cornell SC Johnson College of Business

- Aug 2023, “Creating F&B Operations to Meet Changing Consumer Interests” course, General Manager Program, eCornell/Cornell University.
- Jul 2023, “Future Cuisine” session, Food Executive Certificate Program, Cornell University.
- Aug 2021, “Restaurant Trends & Value Drivers” sessions, Anheuser Busch InBev-Cornell Brewers Collective Leadership Certificate, Cornell University.
- Jun 2021, “Food Trends & Consumer Food Preferences” sessions, Retail & Brands Online Certificate Program, eCornell & SC Johnson College of Business, Cornell University.
- May 2021, “Food Trends: Consumers & Operators” sessions, Lighthouse Leadership in the Catering Industry Certificate Program, eCornell & SC Johnson College of Business, Cornell University.

Invited Presentations

- Apr 2024, “Taste of Tomorrow” College & Career Expo, Food Education Fund, NYC, NY.
- Jun 2023, “Building a Profitable Menu”; “Navigating Failure”; & “Here for the Matriarchy” FAB Conference, Charleston, SC.
- Jun 2022, “Women of Color Navigating Positions of Power: From the BS to the Points of Pride”; “Authenticity & Appropriation”; & “Being a Solopreneur” FAB Conference, Charleston, SC.
- May 2022, “The Next Generation of Chefs: Conversation, Cooking, and Call to Action” National Restaurant Association Show 2022, Chicago, IL.
- May 2022, “Asian Food is Not Cheap: How to Command the Worth Our Food Deserves” AAPI Workshop, Regarding Her: LA.
- Apr 2022, “Industry Benchmark Study” James Beard Foundation’s Women’s Entrepreneurial Leadership Summit, Washington, D.C.
- Feb 2022, “Future Food Trends” eCornell Hospitality Symposium, online.
- Dec 2021, “Food & Beverage Industry Benchmark Study” James Beard Foundation & The American Culinary Federation, online.
- Nov 2021, “Hospitality Statistics and Trends” Global Hospitality Summit, The International Hospitality Institute, online.
- Aug 2021, “Leadership Series: The Future of Menus” DMA Delivers/Technomic/The Food Institute, online.
- Jun 2021, “The Change: Rebuilding an Embattled Food and Beverage Industry” eCornell & School of Hotel Administration, Cornell University, online.
- Mar 2021, “Post-2020 Food and Beverage: Rebuilding an Embattled Industry,” eCornell & School of Hotel Administration, Cornell University, online.
- Dec 2020, “Re-Opening F&B After COVID-19: Lessons from Asia” eCornell & School of Hotel Administration, Cornell University, online.
- Oct 2020, “Fermentation in Chinese Cuisine - History and Use” Ferment for Food Justice International Event, Community Cultures, online.
- May 2020, “L.E.A.R.N: COVID-19 Business Reopen and Recovery: Health and Safety” Tompkins County New York Chamber of Commerce, online.

Research Translation, Media & Public Scholarship

- Nov 2025, *Marketplace*. [“After falling sales, Panera is getting an overhaul”](#)
- Sep 2025, *Say Grace: Food for Thought in Hospitality*. [“Lilly Jan.”](#)
- Aug 2025, *Marketplace*. [“Why is Chili's thriving when so many other restaurant chains are struggling?”](#)
- Aug 2025, *Culinary Characters Unlocked*. [“What Happened To Hospitality? Why Dining Out Can Be Such An Ordeal”](#)
- Jul 2025, *Cincinnati Enquirer*. [“Taste of Belgium: Cincinnati's waffle king is now struggling. What went wrong?”](#)
- Apr 2025, *Business Insider*. [“I visited Hooters, Saw why the chain is dealing with bankruptcy”](#)
- Feb 2025, *Cornell BusinessFeed*. [“Students Meet Author-Entrepreneurs Elevating African Cuisine.”](#)
- Dec 2024, *Produce Business*. [“Foodservice Success Will Require Evolution, Technology.”](#)
- Dec 2024, *Foodservice Equipment & Supplies*. [“2024 Foodservice Equipment & Design Global Thought Leadership Summit.”](#)
- Aug 2024, *Business Insider*. [“Some fast-food restaurants in the US are paying workers in Asia and Africa to take customers' orders via video call.”](#)
- Jul 2024, *Plate*. [“So You Think Robots Are Coming for Your Job? They Probably Aren't.”](#)
- May 2024, *Fodor's Travel*. [“How Weight Loss Drugs Could Ultimately Change the Way We Travel.”](#)
- Apr 2024, *Portland Press Herald*. [“Greater Portland restaurants evolve to satisfy diners' all-day cravings.”](#)
- Apr 2024, *Cornell BusinessFeed*. [“The Future of Restaurants.”](#)
- Mar 2024, *CBS News*. [“Dynamic pricing was once the realm of Uber and airlines. Now, it's coming to restaurants.”](#)
- Mar 2024, *NPR/WBUR, Here & Now*. [“The future of restaurants: Cancellation fees, social media posts and dining in.”](#)
- Mar 2024, *CBS News*. [“Making a restaurant reservation? That'll be \\$100 — without food or drinks.”](#)
- Mar 2024, *The New York Times*. [“When cancelling your reservation costs as much as dinner.”](#)
- Jan 2024, *Above the Fold*. [“Chef Martin Yan Talks Dumplings with Lilly Jan \(His Biggest Fan!\)”](#)
- Jan 2024, *The Washington Post*. [“How to complain in a restaurant without sounding like a jerk.”](#)
- Dec 2023, *Produce Business*. [“Cornell University Experts Provide Foundational Excellence.”](#)
- Oct 2023, *Newsday*. [“Long Island bars retooling happy hours as patronage drops.”](#)
- Aug 2023, *The TODAY Show*. [“All-you-can-eat buffets are making a major comeback.”](#)
- Jul 2023, *Cornell BusinessFeed*. [“Food Executives Tap Into Industry Trends.”](#)

- Jun 2023, *The New York Times*. [“The Buffet Is Back, Stretching Dollars and Slinging Crab Legs.”](#)
- Dec 2022, *The Washington Post*. [“Check, please. Please! This diner go so tired of waiting, she left.”](#)
- Oct 2022, *Boston Globe Magazine*. [“The legacy of Kowloon: A restaurant, a family, and the remarkable perseverance of Chinese cuisine in America”](#)
- Sep 2022, *The New York Times*. [“Just Put It in a Bowl”](#)
- Feb 2022, *What’s Burning* (podcast). [“Lilly Jan.”](#)
- Feb 2022, *Boston Globe*. [“A new generation of chefs is embracing – and updating – the classic American Chinese restaurant.”](#)
- Oct 2021, *Consumer Reports*. [“Entertain With Ease This Season.”](#)
- May 2021, *The Washington Post*. [“What are Americans making for dinner? Reservations.”](#)
- May 2021, *National Public Radio, New Hampshire*. [“As N.H. Restaurants Struggle To Hire, Some In Industry See Chance for Change.”](#)
- May 2021, *USA Today*. [“‘There were six. And now there’s zero’: Restaurant industry grapples with lack of diversity in executive ranks.”](#)
- Apr 2021, *CBS*. [“Restaurants Reopening: Where Do They Stand, And How Do They Recover From COVID?”](#)
- Feb 2021, *Apartment Therapy*. [“How I’m Celebrating Lunar New Year During a Pandemic.”](#)
- Nov 2020, *The Post-Standard*. [“How did one Central NY restaurant have a cluster of 19 coronavirus cases?”](#)
- Nov 2020, *The Counter*. [“To survive the pandemic, restaurants are offering subscriptions for bottomless coffee and beer. Will the model last?”](#)
- Nov 2020, *WICZ-TV*. [“Cornell Expert Gives Advice to Restaurants Adapting to Latest COVID-19 Regulations”](#)
- Oct 2020, *Washington Post*. [“How to safely — and graciously — host friends and family as the weather gets colder”](#)
- Oct 2020, *WSYR-TV*. [“How can restaurants keep customers dining outdoors through winter?”](#)
- Oct 2020, *Cornell Chronicle*. [“Silver linings: Innovation, kits, tech animate a hybrid semester”](#)
- Jul 2020, *CNN*. [“From coast to coast of the United States, scenes from reopened restaurants in the coronavirus era”](#)
- Jun 2020, *San Diego Business Journal*. [“Will Food Halls Help Relaunch San Diego’s Food Industry?”](#)
- Jun 2020, *CNN*. [“New restaurants are mad crazy to be opening right now -- or are they?”](#)
- Feb 2019, *Apartment Therapy*.