

Lilly W. Jan, PhD

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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 Interests

- Food Culture & Food Trends
- Restaurant Employee Career Progression
- Foodservice Workplace Culture
- Foodservice Management & Training

RESEARCH PUBLICATIONS & PRESENTATIONS

Refereed Publications

Jan, L. (May 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. (May 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

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|------|---|
| 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

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|--------------|--|
| 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 |
| 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

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

University Service

- 2022-Present Committee Member, Statler Food Lab Renovation Team, Cornell S.C. Johnson College of Business, Cornell University
- 2020-Present Faculty Admissions Reader, School of Hotel Administration, Cornell University
- 2024 Judge, Big Idea Competition, Blackstone LaunchPad, Cornell University
- 2019-2023 Nolan School Student Learning Committee, Assurance of Learning Plan
- 2020-2023 Faculty Advisor, The 180, 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 Service

- 2024 Judge, New York State Business Plan Competition – Southern Tier
- 2022-Present Scholarship Judge, National Restaurant Association Education Fund (NRAEF)
- 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

- 2022-Present Women's Foodservice Forum
- 2017-2020 Women Chefs & Restaurateurs Organization
- 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)

- 2015-2021 National Centre for Faculty Development & Diversity
- 2014-2017 Dame, Les Dames des Escoffier, Boston Chapter
- 2009-Present Association for the Study of Food and Society (ASFS)

Certifications

- 2024 Community-Based Participatory Research Certificate, Center for Cultural Humility
- 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

- 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.

Media Coverage & Writing

- 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*. [“Why I Deep Clean Before Chinese New Year \(and You Should Too\)”](#)
- Jan 2014 *Boston Public Radio* [“Chef Lilly Jan Tells Us How to Celebrate The Chinese New Year”](#)
- Feb 2013 *Boston Magazine*. [“How to Eat a Soup Dumpling \(a.k.a.. Xiao Long Bao\)”](#)