

Artificial Intelligence, Machine Learning, & Robotics in **Business**

HIGH-TECH REVOLUTION, HUMAN HEART: AI, MACHINE LEARNING, AND ROBOTICS IN BUSINESS

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Abstract: Artificial intelligence (AI), machine learning (ML), and robotics are transitioning from experimental novelties to core infrastructure across diverse business sectors. This editorial introduces four refereed articles that explore this transformation in legal services, social technology, events, and luxury hospitality. A unifying insight emerges: competitive advantage with AI will come not from flashy algorithms alone, but from human-centered integration through balancing automation with ethics, oversight, and empathy. In legal services, AI is augmenting workflows but not absolving lawyers of accountability, as courts insist that delegation to AI “does not dilute professional responsibility”. In social platforms, AI has become an active participant reshaping interactions and incentives, demanding new theories for adaptive human–AI systems. By 2035, event experiences may be seamlessly orchestrated by “invisible” AI, yet the defining feature will be how technology enriches human connection. A decade-long analysis of global hotel giants shows that those who thrived combined aggressive tech adoption (from chatbots to service robots) with loyalty, trust, and leadership. Across all these domains, the message is clear: AI’s future in business lies in professional infrastructure governed, transparent, and aligned with human values rather than as a shortcut for cost or efficiency alone. As we conclude with a perspective from the hospitality sector, even in a high-tech world, enduring success runs on the human heart and the irreplaceable value of “high touch” service.

Keywords: Artificial Intelligence (AI); Machine Learning; Robotics; Human–AI Collaboration; Ethical Governance; High-Tech–High-Touch Service

1. Introduction

AI and automation are permeating every corner of business, from law offices and conference halls to hotel lobbies and online communities. What was once hype around futuristic tech has matured into a practical question: how do organizations harness AI/ML and robotics as everyday

tools *without losing the human touch*? This special issue brings together four scholarly articles that examine this question across different contexts. While each article dives into a specific domain such as legal services, social technology, events, and luxury hospitality. The era of AI “co-pilots” acting as occasional assistants is giving way to AI as an orchestrator of workflows, woven deeply into operations. This integration also raises the stakes on governance, ethics, and the role of human professionals. In the sections that follow, this paper summarizes each article’s key insights and highlights common themes. They suggest that the winners of the AI revolution will be those businesses that design systems for accountability, transparency, and human-centric excellence, rather than simply automating for speed or cost.

2. AI in Legal Services: Augmentation with Accountability

The first article, by William C. Guthrie and Chanley T. Howell, examines the impact of AI, ML, and robotics on legal services a field built on trust, precision, and ethical duty as well as parallels in luxury hospitality. In the legal profession, AI tools (from document review software to predictive analytics and even generative “lawyer bots”) are increasingly common. As Guthrie and Howell note, courts and regulators have made it crystal clear that adopting AI does not absolve lawyers of responsibility. Recent cases have seen attorneys sanctioned for filing AI-generated content with fabricated citations or errors; judges bluntly attribute these mistakes to the lawyer, not the tool. The message is *no matter how intelligent an algorithm may seem, a lawyer’s duty of verification, supervision, confidentiality, and candor remains non-negotiable*. AI must be a *supplement* to human expertise, not a substitute for due diligence. As one legal analysis put it, *“delegation to AI does not dilute professional responsibility”*. The standard of care is rising: attorneys are expected to rigorously audit AI outputs and ensure defensible workflows for any AI-assisted work. This means building in checks at every step such as verifying sources, tracking how an AI reached its conclusions, and keeping a human-in-the-loop for judgment calls. AI in law is thus evolving from a shiny new gadget into part of the professional infrastructure, where accountability and transparency are paramount.

Guthrie and Howell argue that the real competitive advantage for law firms will not come from who has the fanciest algorithm, but from *how* AI is integrated and governed. Leading firms are developing AI governance policies and training their staff in AI literacy. They are treating AI like junior colleagues or paralegals – useful for efficiency, but always under a lawyer’s supervision. In practice, this might look like automated contract drafting tools that generate first drafts which attorneys then refine, or predictive models that flag high-risk cases for extra attention. The key is system design. For example, successful adoption requires bounding AI’s role to what is appropriate, implementing audit trails, and ensuring compliance with confidentiality (for example, avoiding uploading sensitive client data into external AI systems without safeguards). AI is becoming a powerful “co-counsel” in routine tasks, but human judgment, ethical standards, and client relationships remain the soul of legal practice.

The Guthrie & Howell article finds a parallel in the luxury hospitality sector. Just as law is a high-touch profession based on trust, so too is upscale hospitality built on personalized service and brand integrity. Hotels and resorts are experimenting with robots and AI such as chatbots for guest inquiries, automated concierge services, AI-driven pricing and revenue management, even robotic butlers. The challenge is to use these tools to reduce friction and alleviate staff workload *without eroding the luxury experience*. A five-star hotel could deploy AI to speed up check-in, tailor recommendations, or predict maintenance needs, but it must not cross the line where automation makes the experience feel impersonal or undermines human warmth. As the article notes,

automation in hospitality should “reduce friction and labor strain without eroding trust, personalization, or brand integrity.” The human element, the feeling that “*someone cares and I am seen*”, is still the core of hospitality. This resonates strongly with the perspective that technology can scale service, but it cannot care. Luxury hospitality, much like the legal field, is finding that AI works best as a coordinator and enhancer behind the scenes. For instance, an AI system might quietly optimize a guest’s stay (adjusting room temperature, recalling their preferences, pre-arranging services) so that the human staff can devote more attention to genuine hospitality and empathy. In both law and hospitality, we see a convergence toward AI being embedded in workflows yet the *decisive factor* is how it’s governed and balanced with human oversight.

3. Social Technology Meets AI: Reimagining Networks and Interaction

In the second article, Liangfei Qiu turns to the world of social technologies from social media and online communities to prediction markets and examines what happens when these inherently social platforms intersect with advanced AI. For over a decade, research in information systems has studied how network structure, user incentives, and platform design drive behavior online. No longer just a background tool analyzing trends, AI is increasingly an active participant in our online social systems. Algorithmic recommendation engines decide what news or posts we see; generative AI can create content (text, images, even deepfake videos) that mingle with human-generated content; bots engage with users in comment sections and customer service chats. As Qiu outlines, these developments mean social platforms are evolving into adaptive, AI-mediated systems where the lines between human and machine interaction blur.

One striking point from Qiu’s work is that we need to reconceptualize social technology in light of AI’s growing role. Classic theories of social networks assumed humans connecting through technology. AI can intermediate or even initiate interactions. For example, on a modern social network, an AI might analyze your friendships and automatically suggest new contacts or groups; it might *moderate content*, deciding which user posts are shown or flagged; or it might serve as a conversational agent itself (consider AI-powered virtual influencers or customer service bots). These AI-driven elements are “reshaping human psychology and relationships” online. Studies have found that algorithmic mediation can change how we communicate. Using AI-suggested replies in conversations actually alters the tone and speed of communication, generally making it more positive but potentially less authentic. People even start to treat AI agents socially; research on AI-mediated communication shows humans may respond to bots with politeness or form emotional bonds, as if they were real peers.

Qiu’s article provides a research agenda that spans micro, meso, and macro levels. At the micro (individual) level, how does interacting with or through AI affect user behavior, cognition, and well-being? This includes questions of trust. Do users trust content recommended by AI as much as by friends? Influence? How do AI curators shape opinions or echo chambers? At the meso (community/platform) level, platforms must redesign incentives and moderation policies when AI is generating content or when malicious actors use AI (e.g. bot armies spreading misinformation). Platform governance has become vital. Think of deepfake videos or AI-generated fake reviews, platforms need new rules and detection tools to maintain authenticity. At the macro (societal) level, AI-mediated social tech challenges institutions and norms, from privacy concerns to labor displacement (for instance, AI managing an online community could replace roles of human moderators or even community managers). The article calls for theories and methods that account for endogenous human–AI interaction such as treating AI agents as part of the social system, not

external tools. This means interdisciplinary efforts, blending insights from computer science (AI capabilities) with social science (human behavior, ethics, policy).

Qiu's work suggests that as social technology meets AI, we are entering a new era where *platforms themselves learn and adapt*. We will likely see social networks that personalize themselves in real-time via AI, online communities governed partly by AI "moderator" bots, and markets (like prediction markets or e-commerce platforms) where AI participants transact alongside humans. The transformation is profound: to ensure these AI-mediated social systems serve humanity, researchers and practitioners must devise frameworks to keep them fair, transparent, and human-aware. Rather than view AI as merely a tool used by platform designers, we must acknowledge it as an agent within the system and rethink concepts of interaction, incentive, and design accordingly.

4. Events in 2035: Invisible AI, Visible Connection

Fast forward to the year 2035 – what might business and leisure events look like? The third article, by Kimberly Greene, invites us to imagine a future where AI has become invisible in event operations, yet absolutely integral to creating rich, personalized experiences. The premise is intriguing: in a decade's time, AI and machine learning will be so embedded in event infrastructure that attendees hardly notice it. Technology will quietly handle the logistics and analytics in the background, allowing the *human elements* of events via learning, networking, entertainment, emotional moments to take center stage. Greene suggests that AI will "fade into the background, quietly orchestrating human-centered experiences." In other words, AI will be like the unseen butler ensuring everything runs smoothly, while people engage with each other more meaningfully than ever.

What does "invisible AI" entail in practical terms? Imagine attending a large conference or a luxury incentive trip in 2035. As you arrive, biometric systems might recognize you (perhaps via facial recognition or a wearable device). You don't fumble for a ticket or hotel key; everything is seamless. An AI concierge app anticipates your needs: it knows which sessions you might find most interesting (based on your profile and past behavior), and it guides you there with personalized recommendations. Throughout the venue, sensors and real-time analytics gauge crowd flow, adjusting climate and lighting, or dispatching robots to high-traffic areas to serve coffee where needed. An interactive expo or breakout session adapts on the fly, with AI-curated multimedia or augmented reality that matches the audience's engagement level. It's really an extrapolation of technologies already emerging. Greene points out biometrics, adaptive content, and hybrid physical-virtual environments as key components. By 2035, AI could be as ubiquitous and unnoticed as Wi-Fi: indeed, one industry forecast envisions that "*AI is as invisible and integral to the fabric of business and everyday life as Wi-Fi*" by that time.

As AI handles the operational complexity of events (the registrations, scheduling, personalization, and even security via anomaly detection), the role of human event professionals is poised to transform. Planners and managers will shift from putting out logistical fires to curating experience and connection. Emotional intelligence, creativity, and ethical judgment will be at a premium. For instance, an AI might ensure that a vegetarian attendee is automatically catered for at the gala dinner allowing the attendee to feel understood and welcome. Or consider networking: instead of random cocktail mingling, an AI system might suggest to you, "You should meet Shirley, who shares your interest in sustainable design," thus catalyzing a meaningful connection. The invisible hand of AI thus acts as a matchmaker and problem-solver. It remains in the background and the foreground is human stories and relationships.

By 2035, as Greene envisions it, the very definition of a “high-tech event” will be one that *doesn't feel tech-heavy at all*. It will feel human-centric. This scenario reinforces a pattern we've seen across the articles: the end goal of AI in these contexts is to amplify the human touch, not eclipse it. Even as algorithms crunch data in microseconds to personalize our schedules or as robots handle behind-the-scenes chores, the measure of success is in how warmly people connect and how trusted and comfortable they feel in the environment. In Greene's future, event organizers will succeed by blending AI and robotics into a kind of ambient concierge, freeing themselves to be “experience architects” focused on content and community. The takeaway insight for businesses beyond events is practical. When technology becomes mature, it should feel like a natural extension of our intentions, not a distraction.

5. Innovating Hospitality: A Decade of Tech-Driven Strategy

The fourth article, by Rachel J.C. Fu, shifts the focus to a ten-year retrospective on how major global hospitality corporations including Marriott International, Hilton Worldwide, Hyatt Hotels, IHG, and Accor navigated the turbulent 2010s and early 2020s, a period marked by both a pandemic and rapid technological change. The study examines multiple facets of each company's strategy: brand portfolio and vision, alignment with changing customer preferences, sustainability initiatives, loyalty program enhancements, safety and security, and responses to various events (like COVID-19 and the “AI innovation wave”). The SWOT analyses for each firm highlight unique strengths and weaknesses, but a common thread is apparent. Those who embraced digital transformation and innovation were better positioned to withstand shocks and capture opportunities.

A key insight is how rapidly technology integration, especially AI and automation, shifted from a nice-to-have to a necessity in hospitality. When the pandemic hit, hotels faced unprecedented challenges: plummeting demand, new health protocols, and workforces. The companies that had invested in contactless technologies (mobile check-in, digital keys), service robots (for room deliveries or cleaning), and AI-driven customer service (chatbots for reservations and FAQs) could respond faster to the need for minimal physical contact and efficient operations. The article notes that Marriott and others leaned on their loyalty programs and brand communities to re-engage travelers when recovery began. Hilton famously rolled out its “Digital Key” via its app, reducing front-desk queues and physical key cards (a tech move that also yielded convenience beyond the pandemic). IHG experimented with AI for revenue management to adjust to volatile demand, and Accor invested in robotics for cleaning to reassure guests on cleanliness. In all these cases, AI/ML and automation were not just gimmicks but answers to real problems such as labor shortages, safety concerns, and the need for personalized service.

The article provides SWOT analyses where, for example, Marriott's strength was its scale and Bonvoy loyalty ecosystem (fueling rich customer data for AI to use), while a weakness might have been early missteps in data security (e.g., past data breaches requiring stronger cybersecurity alongside AI deployment). Hyatt's strength lay in boutique experiences, but it had to play catch-up on digital fronts; Hilton leveraged its franchise model to deploy tech widely but had to maintain consistency; Accor, being Europe-based, pushed sustainability and niche brands with tech, etc. Through these comparisons, one sees that AI/robotics acted as force-multipliers for those who integrated them well allowing hotels to customize experiences (like AI concierge services remembering guest preferences), optimize operations (AI scheduling staff based on predicted occupancy), and even open new service models (robots enabling 24/7 service with less staff).

One particularly interesting finding is how loyalty programs became a tech centerpiece. All five companies doubled down on their loyalty apps and platforms, effectively turning them into digital gateways for AI-driven services. These apps gather data on guests, which fed into machine learning models to personalize offers or recognize “elite” customers in special ways. The synergy of loyalty and AI created a virtuous cycle: better data leads to better personalization, which leads to more customer engagement and loyalty. Fu’s article details cases such as Marriott’s Bonvoy leveraging AI to generate tailored travel itineraries for members, or how Hilton’s Honors app integrated with smart room IoT devices to let guests customize their stay (lighting, temperature, content streaming) through data-train algorithms to refine the experience further.

The ten-year analysis by Fu summarizes that the hospitality giants who fared best through the disruptive decade were those who embraced innovation holistically. It wasn’t about buying robots or launching an AI chatbot; it was aligning those tools with a clear strategy (be it luxury personalization, or efficiency and consistency) and maintaining the human-centric essence of hospitality. The “AI revolution” in hotels did not replace hospitality. It redefined it. Front-desk staff roles evolved towards being “mobile concierges” assisting guests via chat apps; security teams adopted AI surveillance for proactive safety, freeing them to focus on on-the-ground guest well-being; marketers used AI to sift through trends and focus more on creative storytelling that resonates emotionally. Each company found a balance between high-tech and high-touch, and that balance often determined their brand loyalty and market share gains.

6. Convergence: Orchestrating AI with a Human Touch

The four articles span very different domains and their insights converge on a central theme: the most effective use of AI, ML, and robotics in business is to augment and enhance human capabilities, not to supplant them. Across legal services, social tech, events, and hospitality, we see a trajectory of AI moving from periphery to core but also a clear understanding that human oversight, creativity, and empathy are what unlock AI’s full value. This convergence can be summarized in a few key points:

AI is becoming woven into the fabric of operations. In law, it’s part of case research and document workflows; in social platforms, it underpins content delivery; in events, it manages real-time logistics; in hotels, it’s embedded in service delivery and management systems. Each sector is transitioning from experimenting with AI tools in siloed projects to building AI-enabled infrastructure organization-wide. As this happens, the novelty of AI wears off and the focus shifts to reliability, scalability, and governance.

A consistent message is the importance of governing AI use with clear ethical standards and oversight. The legal sector example shows the cost of getting this wrong (sanctions, reputational damage) and the need for defensible processes. Hospitality firms, by proactively creating AI ethics frameworks and training employees alongside tech rollouts, mitigated risks and built trust. This thread is evident: organizations that treat AI outputs with healthy skepticism, demanding auditability and transparency, fare better than those who blindly trust “black boxes.” Savvy organizations are instituting checks like AI audits, human review stages, data governance committees, and cross-functional AI task forces. Accountability is not seen as a hurdle to innovation but as the foundation of sustainable innovation.

Rather than AI replacing professionals, a picture emerges of redefined roles. Lawyers with AI do more analysis and counseling, less drudgery of document prep. Event planners with AI focus on content and attendee engagement, less on registration spreadsheets. Hotel staff with AI support can spend more time delighting guests, less on routine queries. This speaks to a broader trend of

task redistribution: AI handles repetitive, data-intensive tasks at scale, while humans concentrate on what we uniquely excel at creativity, strategic decision-making, interpersonal communication, and complex problem-solving. One commentator encapsulated this well for law: the real value of lawyers is in the “*judgment calls...and new approaches to new problems*”, whereas the rote workflows can be automated. In hospitality, the value of staff is in making guests feel welcome and cared for, something a robot by itself cannot achieve. As AI spreads, companies are investing in re-skilling their workforce to maximize this collaboration. The ethos becomes “AI plus human” rather than human vs. AI.

AI’s great promise is to deliver personalized experiences to millions whether that’s customizing a contract template to a client’s needs, a social media feed to a user’s interests, an event itinerary to an attendee’s preferences, or a hotel stay to a guest’s habits. The challenge is doing so *while preserving the sense of genuine care and authenticity*. Personalization should not veer into creepiness or pure algorithmic manipulation. The articles collectively suggest that the solution is to keep humans in charge of the narratives and emotional tone. AI can crunch the data – e.g., identify that a guest likes extra pillows and a 6 AM gym session but a human decision or policy might dictate the *manner* in which that preference is catered to (perhaps a polite note from the hotel manager, rather than a cold automated notification). When done right, AI-enabled personalization feels like magic. The brand “knows me” and still treats me as a person, not just a data point. Maintaining that balance is an art that the leading firms are consciously cultivating.

We saw Marriott building a “model-agnostic chassis” with an agentic AI layer to reuse AI capabilities across the organization. In law firms, there’s talk of standardized AI assistants integrated with firm knowledge bases, rather than every lawyer using their own AI app. This consolidation yields better governance and efficiency through fewer vendors to manage, consistent standards, and the ability to audit and update AI models centrally. We are likely to see dominant AI platforms emerge within sectors, each finely tuned to the domain (imagine an industry-standard legal AI platform, or a hospitality AI suite widely adopted). Those platforms, in turn, will be heavily vetted for security and bias, and their adoption will be accompanied by industry best practices and possibly even regulations. The era of wild experimentation is tapering; a more structured, integrated approach is taking hold.

In essence, all four articles, each in their own way, advocate for a measured, strategic embrace of AI one that amplifies human strengths and guards against pitfalls. The image that comes to mind is that of a symphony: AI, ML, and robots are new sections of the orchestra, capable of astounding solos and complex harmonies. But without a conductor (human leadership and ethical guidance) and a score (a clear vision of service and values), the music can become cacophonous. Businesses that act as skilled conductors, orchestrating technology with human insight, will create greater and performances.

7. Conclusion: High-Tech World, Human Heart

We conclude on a thoughtful note that resonates especially in the hospitality realm but carries wisdom for all businesses adopting AI. As Fu (2026) observed, “*Technology can scale service, but it cannot care.*” No matter how advanced our systems become, service is fundamentally a relationship, not a transaction. The final article and Fu’s own commentary remind us that high tech needs high touch. The true competitive edge in an AI-saturated market will come from maintaining qualities that are uniquely human such as empathy, trust, creativity, and moral judgment even as we leverage the latest algorithms and machines. A hotel can have robots delivering towels and AI predicting guest preferences, but as Fu (2026) noted, “*Robots can deliver towels. They can’t*

deliver reassurance.” A legal AI can draft a contract, but it can’t offer the nuanced counsel of a lawyer who understands the client’s fears and goals. An event can employ AI to perfectly time every beat, but only human hosts can infuse it with warmth and spontaneity.

The articles in this issue collectively underscore this truth: the future belongs to businesses that marry automation with authenticity. Governance and ethics are not burdens here; they are the guardrails that keep innovation on a course that clients, customers, and society can trust. In hospitality, we already see forward-thinking leaders emphasizing training in servant leadership and emotional intelligence, ensuring that graduates entering the industry know how to use tech “amplified (not erased) by automation”. In law, the ethos is similar: technology aids the craft, but integrity and judgment define it.

This editorial insight can be encapsulated in a simple contrast: high-tech vs. high-touch. We do not actually have to choose one or the other; the goal is to achieve *both*. AI and robotics will handle more of the “heavy lifting” in workflows and analysis that is the high-tech revolution. As Fu concluded in her commentary, “*High tech without high touch is just efficient indifference.*” In other words, if we automate everything and lose sight of empathy, we risk creating sterile businesses that might be productive, but not beloved. The vision going forward is clear. Let AI and ML do what they do best: compute, optimize, predict, and even delight us with surprises drawn from vast data. But let humans do what we do best: define purpose, ensure justice, convey compassion, and inject the spark of inspiration. The organizations that hold these two elements in harmony will not only achieve operational excellence but also build lasting loyalty and trust among those they serve. In a high-tech world, it is indeed the human heart that will keep business beating.

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