

Valeriya Shapoval

Rosen College of Hospitality Management, University of Central Florida
9907 Universal Boulevard, Orlando, FL 32819
Phone: 407-903-8053 Fax: 407-903-8105
Email: Valeriya.Shapoval@ucf.edu

EDUCATION

- UNIVERSITY OF CENTRAL FLORIDA, *Ph.D. in Hospitality Management* 2016
Orlando, Florida
Dissertation: *Organizational justice and emotional labor of hourly wage employees in the hospitality industry*
Advisor: Dr. Abraham Pizam
- CORNELL UNIVERSITY SCHOOL OF INDUSTRIAL AND LABOR RELATIONS, 2005
Master of Professional Studies in Applied Statistics
Ithaca, New York
Thesis: *Customer behavior and usage of new internet banking products*
- KHERSONSKIY STATE UNIVERSITY, *Master of Education and Psychology* 2000
Kherson, Ukraine
Thesis: *Impact of religious education at elementary school*
- KHERSONSKIY STATE UNIVERSITY, *Bachelor of Education and Psychology* 1999
Kherson, Ukraine
Thesis: *Comparative analysis of educational programs in kindergarten and elementary schools between Japan and Ukraine*

CERTIFICATIONS AND QUALIFICATIONS

- UNIVERSITY OF CENTRAL FLORIDA, *Online and Mixed Mode Courses Development* 2016
Center for Distributed Learning, Orlando, Florida
- UNIVERSITY OF CENTRAL FLORIDA, *Data Mining Certificate* 2014
Department of Statistics, Orlando, Florida
- UNIVERSITY OF CENTRAL FLORIDA, *Teaching Online and Mixed Mode Courses* 2014
Center for Distributed Learning, Orlando, Florida

ACADEMIC EMPLOYMENT

- ROSEN COLLEGE OF HOSPITALITY MANAGEMENT, UNIVERSITY OF CENTRAL FLORIDA
Assistant Professor 2016–current
- Teaching courses in human resources, leadership, and strategic management
 - Main research focus is in fields of human resources and organizational behavior, specifically emotional labor, justice, and psychological well-being
- Super Adjunct* 2015–2016
- Taught eight courses per two semesters, three credit hours each
- Graduate Teaching Assistant* 2011
- Supervised an online introductory event course
 - Created, graded assignments and provided feedback on areas of improvement
 - Held office hours and interacted with students via email

DICK POPE SR. INSTITUTE FOR TOURISM STUDIES, UNIVERSITY OF CENTRAL FLORIDA

Graduate Research Assistant

Economic Impact of Tourism in Osceola County, Kissimmee Convention and Visitors Bureau Project 2012

- Assisted with organizing the student body for data collection
- Instructed and supervised students during data collection events
- Assisted with student compensation and paperwork
- Participated in data organizing and cleaning

Curacao, Northern Sea Jazz Festival

2013–2014

Reoccurring Projects

- Assisted in proofreading and editing surveys
- Supervised data collectors during the festival
- Participated in data organizing and analyzing

The Strategic Tourism Master Plan Curacao

2013–2015

- Assisted during conference events with tourism leaders and stakeholders in Curacao
- Participated in focus groups with tourism leaders and stakeholders (multiple trips)
- Provided written records of all interviews with tourism leaders and stakeholders
- Assisted project leaders in organizational matters

COURSES TAUGHT

UNIVERSITY OF CENTRAL FLORIDA

Instructor, The Event Industry HFT 2750, 3 credit hours, online

(2013, Fall) SPI 4.60, (2014, Spring) SPI 4.50

Instructor, Hospitality Human Resources Management HFT 2220, 3 credit hours, mixed mode

SPI 4.50 (2014, Summer), SPI 4.10 (2014, Fall), 4.25 (2016, Summer)

Instructor, Lodging Operations HFT 2254, 3 credit hours, mixed mode

(2015, Spring) SPI 4.26, (2015, Summer A) SPI 4.40, (2015, Summer B) SPI 4.32 and 4.34, (2015, Fall, 3 courses), SPI 4.14 (2016, Spring), SPI 4.17 (2016, Summer)

Instructor, Hospitality and Tourism Marketing HFT 2500, 3 credit hours, mixed mode

3.65 (2016, Spring)

Instructor, International Events HFT 4796, 3 credit hours, mixed mode SPI 4.14 (2016, Spring)

TEACHING INTERESTS

- Organizational behavior
- Human resources
- Methodology
- Leadership

PROFESSIONAL EXPERIENCE

SOLARE HOTELS AND RESORTS, Head office, Tokyo, Japan

Consultant

2013

- Applied qualitative and quantitative techniques to interpret the data and produce substantiated reports
- Made recommendations based upon the research findings on improving the productivity of hotel employees as well as increasing customer service and loyalty
- Created a marketing campaign plan of 7.5 days of fun in Okinawa based on the “67 days of smiles” campaign in Orlando

YPARTNERSHIP, Orlando, Florida <i>Research Analyst/Intern</i>	2010
<ul style="list-style-type: none"> • Interpreted data, formulated reports, and made recommendations based upon the research findings • Applied qualitative and quantitative techniques to interpret the data and produce substantiated recommendations 	
SEASONS 52, Darden Restaurants, Orlando, Florida <i>Hostess/Coordinator</i>	2009–2010
AMSCOT FINANCIAL, Orlando, Florida <i>Co-Manager and Assistant Manager</i>	2006–2009
COURTYARD BY MARRIOTT, Ithaca, New York, <i>Reception Desk and Concierge</i>	2000–2005

SCHOLARLY CONTRIBUTIONS

Refereed Journal

- Pizam, A., **V. Shapoval** & Ellis, T. (2016). Customer satisfaction and its measurement in hospitality enterprises: A revisit and update. *International Journal of Contemporary Hospitality Management*.
- Azori, R., **Shapoval, V.**, & Murphy, K. (2016). Measuring Generation Y consumers' perceptions of green practices at Starbucks: An IPA analysis. *Journal of Foodservice Business Research*.
- Hara, T., Severt, K., & **Shapoval V.** Estimating total number of attendees to an open free non-gated outdoor cultural event – A case of Zora! Festival in Eatonville, Florida, USA. *Journal of Tourism Economics, Policy and Hospitality Management (accepted for publication)*.
- Pizam, A., & **Shapoval, V.** Organizational prestige in the hospitality industry. *Tourism Analysis: An Interdisciplinary Journal (accepted for publication)*.
- **Shapoval V.**, Wang, C. Hara T., & Shioya, H. (Accepted for publication) Data mining in tourism data analysis: Inbound visitors to Japan. *Journal of Travel Research*

Books/Encyclopedia

- Pizam, A. & **Shapoval, V.** Management, Tourism. In Jafari, J. (Ed.). (2013). *Encyclopedia of tourism*. New York: NY: Routledge.
- Pizam, A. & **Shapoval, V.** Ukraine, overview of tourism policies and development. In Lowry, Linda (Ed.). *The SAGE International Encyclopedia of Travel and Tourism*. Thousand Oaks, CA: SAGE Publications. (accepted for publication 2015)

Refereed Conference Proceedings

- **Shapoval, V.**, Olson, E., Hara, T. (2012). U.S. image of Japan as a tourism destination. *3rd Tourism Economics and Management Symposium co-sponsored by Economics Department of Yamaguchi University and Japan Tourism Agency, Ministry of Land, Infrastructure, and Transport*, Tokyo, Japan.
- **Shapoval, V.**, Olson, E., & Hara, T. (2013). U.S. image of Japan as a tourism destination. *18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Seattle, WA, USA.
- Hara, T., Zhong, Y., & **Shapoval, V.** (2013). Empirical analysis of the effects of economic crisis over a regional tourism industry and economy – *Discussion on versatility of tourism as an industry. Special Session on Input-Output Based Tourism Studies, 21st International Input-Output Association (IIOA)*, Kitakyushu, Japan http://www.iioa.org/Conference/21st/files/Book_of_Abstracts_Final.pdf (see P37)
- Hara, T., Severt, K., & **Shapoval, V.** (2013). Community-based multi-faceted research projects – Town of Eatonville Zora! Festival” *FY2012 Tourism Economics & Management Research Workshop, Faculty of Economics*, Yamaguchi University, Japan.
- Croes, R., Rivera, M., Lee, S., & **Shapoval, V.** (2013). Bok Tower Gardens: Marinating relevance in the Changing Word. *31st Annual EUROCHRIE*, Freiburg, Germany.

- **Shapoval V.**, Wang, C. Hara T., & Shioya, H. (2014). Data mining: Inbound visitors to Japan. *13th Global Forum on tourism Statistics co-organized by OECD and Eurostat/UNWTO Special workshop on Tourism Statistics*. Nara, Japan.
- **Shapoval, V.**, Kageyama, Y., & Murphy, K. (2014). Generation Y's perceived service quality in restaurants with green practices. *TMS ALGARVE 2014 – Tourism and Management Studies International Conference*. Portugal.
- **Shapoval, V.** & Pizam, A. (2015). Customer (in) justice, emotional labor and job satisfaction in the hospitality industry. *5th International Interdisciplinary Business-Economics Advancement Conference*. Florida.
- Hara, T. & **Shapoval, V.** (2015). Overlapping of satellite accounts and policy recommendations to mitigate global measurement issues - Tourism satellite accounts and culture satellite accounts. *3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit: Transforming Partnerships*. Orlando, Florida.

Seminars

- Shapoval, V. (2013). Japan as a tourism destination. *Hospitality Management Seminar. Introduction to Hospitality Management – View point from the Largest Hospitality Program in the United States*. Waseda University, Tokyo, Japan.

GRANTS

Rosen College Research Seed Grant

2016-2017

- Consolidation and reevaluation of emotional labor scales

SUPPLEMENTAL

- Competent with analytical computer software, such as Minitab, R, JMP, SPSS, SAS/SAS Enterprise Miner, Excel, PowerPoint, and Word
- Fluent in Ukrainian, Russian, English, and conversational Japanese