

Amy M. Gregory

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<http://TimeshareEducation.org>

EDUCATION

Ph.D. (Hospitality Management), **University of Central Florida**, Orlando, FL

Research Focus: Timeshare/Vacation Ownership, Consumer Behavior, Conjoint Analysis

M.B.A. (International Business) **Thunderbird School of Global Management**, Glendale, AZ

Major: International Marketing Specialization: Latin American Culture

B.S. (Business) **John Brown University** – Siloam Springs, AR

Major: Business Administration Minor: Communications/Broadcasting

RESEARCH

REFEREED JOURNAL PUBLICATIONS

Accepted

1. Yuan, Y., Chuang, N., & **Gregory, A.** An evaluation of essential revenue management competencies: Similarities and differences between practitioners and educators, *Journal of Revenue & Pricing Management*, forthcoming
2. Redditt, J., **Gregory, A.**, & Ro, H. (2017). An examination of organizational commitment and intention to stay in the timeshare industry: Variations across generations in the workplace *International Journal of Hospitality & Tourism Administration*, DOI:10.1080/15256480.2017.1359735.⁺
3. Redditt, J., Okumus, F., & **Gregory, A.** (2017). Does Generation Y want to inherit their parent's timeshare?, *Journal of Hospitality & Tourism Cases*, 6(2), forthcoming.

Published

1. Torres, E., **Gregory, A.**, & Mejia, C. (2016). Interviews on demand: a case study of asynchronous video interviews, *Journal of Hospitality & Tourism Cases*, 5(3), 23-37.
2. Barreda, A., Murphy, K., **Gregory, A.**, & Singh, D. (2016). Evaluating the value proposition of developing a timeshare resort: the case of Florida and Hawaii, *Tourism Review*, 71(3), pp. 165–179. DOI: 10.1108/tr-04-2016-0008.
3. **Gregory, A.** & Norton, K. (2016). In case fun happens, keep calm and try to stay dry: Managing profitable activities at a resort in spite of Mother Nature, *Journal of Hospitality & Tourism Cases*, 4(4) 31-38.
4. Weinland, J., **Gregory, A.M.**, & Petrick, J.A. (2016). Cultivating the aptitudes of vacation ownership management: A competency domain cluster analysis, *International Journal of Hospitality Management*, 55(5), 88-95. DOI: 10.1108/IJCHM-12-2014-0614*⁺

5. **Gregory, A.** & Weinland, J. (2016). Timeshare research: A synthesis of forty years of publications. *International Journal of Contemporary Hospitality Management*, 28(3), 438-470. DOI: 10.1108/IJCHM-12-2014-0614*⁺
6. Khan, M., Ro, H., **Gregory, A.**, & Hara, T. (2016). Gender dynamics from an Arab perspective: Intercultural service encounters, *Cornell Hospitality Quarterly*, 57(1), 51-65. DOI: 0.1177/1938965515581397*⁺
7. **Gregory, A.**, Severt, D., & Hahm, J. (2016). An attribution approach and the subsequent satisfaction, value and loyalty of service delivery in private residence clubs, *Journal of Hospitality Marketing & Management*, 25(1), 91-112. OI:10.1080/19368623.2014.987894.⁺
8. Rivera, M., **Gregory, A.**, & Cobos, L.. (2015). Mobile application for the timeshare industry: The influence of technology experience, usefulness, and attitude on behavioral intentions, *Journal of Hospitality & Tourism Technology*, 6(3), 242-257. DOI:10.1108/JHTT-01-2015-0002
9. Repetti, T., Roe, S., & **Gregory, A.** (2015). Pricing strategies for resort fees: Consumers favor simplicity, *International Journal of Contemporary Hospitality Management*, 27(5), 790-809. DOI 10.1108/IJCHM-06-2013-0237*⁺
10. **Gregory, A.**, Parsa, H.G., Nusair, K., Kwun, D., & Putrevu, S. (2015) Examining the effects of vacation ownership product attributes on customer satisfaction: an investigation of product purchase and use, *International Journal of Contemporary Hospitality Management*, 27(1), 52-70.*⁺
11. **Gregory, A.** (2013) Examining the impact of negative attributes on consumer preference and willingness to pay in the vacation ownership industry: A conjoint analysis, *Journal of Tourism Research & Hospitality*, 2(3). 8-13.
12. **Gregory, A.** & Parsa, H.G. (2013). Kano's model: An integrative review of theory and applications to the field of hospitality and tourism, *Journal of Hospitality Marketing and Management*, 22(1), 25-46.⁺
13. Parsa, H.G., Self, J., **Gregory, A.**, & Yoon, H. (2012). Consumer behaviour in restaurants: Assessing the importance of restaurant attributes in consumer patronage and willingness to pay, *Journal of Services Research*, 12(2), 29-56.
14. DiPietro, R., Parsa, H.G. & **Gregory, A.** (2011). Restaurant QSC inspections and financial performance: An empirical investigation, *International Journal of Contemporary Hospitality Management*, 23(7), 982-999.*⁺
15. Parsa, H.G., **Gregory, A.** & Terry, M. (2010). Why restaurants fail? Part III: An analysis of macro and micro factors, *Emerging Aspects Redefining Tourism and Hospitality*, 1(1), 16-23.
16. **Gregory, A.**, Wang, Y. & DiPietro, R. (2010). Towards a functional model of website evaluation: An application on casual dining restaurants, *Worldwide Hospitality and Tourism Themes*, 2(1), 68-83.

SSCI* & Indicative⁺ = 52%

GRANTS, CONTRACTS & FUNDED RESEARCH

Grants & Contracts

Secured (\$48,703)

1. 2017 Business Entrepreneurship in Latin America Conference, **Contract** (\$18,000), *co-investigator*
2. Hilton Resorts Corporation Project Specific Research Support Spring 2017, **Contract** (\$14,376), *principal investigator*

3. American Resort Development Association International Foundation (AIF) 2015 State of the Secondary Market Study Research **Grant** (\$11,327), *principal investigator*
4. UCF Rosen College Research **Grant** (\$2,500) - Buyer Remorse: Investigation of a high involvement decision process in the hospitality industry, Academic Year 2013-14, *principle investigator*
5. UCF Rosen College Research **Grant** (\$2,500) – Mobile Preferences of Timeshare Resort Owners & Guests, Academic Year 2012-13, *co-investigator*

Unsecured (\$112,407)

1. 2017 Incentive Research Foundation **Grant** (\$49,310) on Human Motivation in Organizations, *principle investigator*
2. Dick Pope Sr. Institute for Tourism Studies Research **Grant** (\$45,372) to support research entitled “Estimating the economic impact of vacation home rentals for the state of Florida in 2013”, *co-investigator*
3. ARDA International Foundation (AIF) 2013 Resale Inventory Analysis Research **Grant** (\$17,725), *principle investigator*

Funded Research (\$13,649)

1. UCF Timeshare Advisory Board & ARDA International Foundation Funding (\$5,100) to support 2016 qualitative and quantitative research on younger buyer travel search and selection behavior, *principal investigator*
2. UCF Timeshare Advisory Board Funding (\$700) to support 2015 survey data collection – Buyer Remorse: Investigation of a high involvement decision process in the hospitality industry, *principle investigator*
3. Dick Pope Sr. Institute for Tourism Studies Research (\$7,849) to support research for Strategic Tourism Development for the island of Curacao, *researcher*

RESEARCH AWARDS & RECOGNITION

- Best-in-Track Award - 2013 Annual Sloan-C International Conference on Online Learning “Leveraging Mobile Devices to Engage Students and Improve Student Outcomes: Evidence from Hospitality Education” (Orlando, Florida)
<http://sloanconsortium.org/conference/2013/aln/best>

REFEREED CONFERENCE PROCEEDINGS

1. Torres, E. & **Gregory, A.** (2017). Press “start” to begin your interview: An examination of hiring managers’ evaluations of one-way interviews, *Annual International Council on Hotel Restaurant and Institutional Education (ICHRIE) Summer Conference*, Baltimore, MD
2. Campbell, D. & **Gregory, A.** (2015). Buyer Remorse: Investigation of a high involvement decision process in the hospitality industry, *3rd World Research Summit on Hospitality and Tourism*, Orlando, Florida
3. Reddit, J. & **Gregory, A.** (2015). Employee commitment, job satisfaction, and intention to quit: An analysis of generation Y, *3rd World Research Summit on Hospitality and Tourism*, Orlando, Florida
4. Weinland, J., **Gregory, A.** & Petrick, J. (2015). Cultivating the aptitudes of timeshare management: A competency domain cluster analysis, *3rd World Research Summit on Hospitality and Tourism*, Orlando, Florida

5. Repetti, T., Roe, S. & **Gregory, A.** (2013). A conjoint analysis of consumer preferences on hotel pricing and resort fees, *ICHRIE Conference*, St. Louis, Missouri.
6. Semrad, K. & **Gregory, A.** (2013). Determining resort villa rental rates in the vacation timeshare industry: Pricing implications, *Conference of Tourism & Hospitality: The Highway to Sustainable Regional Development Conference*, Yerevan, Armenia
7. **Gregory, A.** & Parsa, H.G. (2012). Assessment of product and service attributes and consumers' preferences in the vacation ownership industry using the Kano model, *17th Annual Graduate Student Research Conference in Hospitality*, Auburn, Alabama.
8. Parsa, H.G., Perutkova, J., Yoon, H., Self, J. & **Gregory, A.** (2011). Dynamics of consumer behavior and service industry patronage: Understanding attribute preference, *International Conference on Services Management*, Gurgaon (NCR), India.
9. **Gregory, A.**, Hahm, J. & Severt, D. (2009). Service delivery in private residence clubs: A study based on product attributes as varied by location with one brand, *ICHRIE Conference Proceedings*, San Francisco, CA
10. **Gregory, A.** and Lee, S. (2009). Exploring the relationship between tourism expansion and destination competitiveness, *13th Hospitality Graduate Conference*, Las Vegas, NV

TEXTBOOKS, CHAPTERS, CASE STUDIES AND ENCYCLOPEDIA ENTRIES

Textbooks

1. **Gregory, A.M.** (forthcoming). *Current Cases in Timeshare*, American Resort Development Association International Foundation, Washington, D.C.
2. Professional counsel to Gee, C. Y. *World of Resorts: From Development to Management*. New York, NY: Elsevier. Assistance noted on page 8.
3. ARDA (2014), *Timeshare Industry Resource Manual*, American Resort Development Association's International Foundation, Washington, D.C. Acknowledgement listed page 4.

Book Chapters

1. **Gregory, A. M.** (2013) Revenue Management in the Timeshare Industry. In P. Legohérel, E. Poutier, & A. Fyall. *Revenue Management for Hospitality & Tourism*. Oxford: Goodfellow Publishers Limited
2. **Gregory, A.** Vacation Ownership Book Chapter. *The Hospitality Experience*. Pearson Education. OH, USA. (forthcoming)

Case Studies

1. Redditt, J., Okumus, F., & **Gregory, A.** (2017). Does Generation Y want to inherit their parent's timeshare?, *Journal of Hospitality & Tourism Cases*, 6(2), forthcoming.
2. Torres, E., **Gregory, A.**, & Mejia, C. (2017). Interviews on demand: a case study of asynchronous video interviews, *Journal of Hospitality & Tourism Cases*, 5(3), 23-37.
3. **Gregory, A.** & Norton, K. (2016). In case fun happens, keep calm and try to stay dry: Managing profitable activities at a resort in spite of Mother Nature, *Journal of Hospitality & Tourism Cases*, 4 (4), 31-38.

Encyclopedia Entries

1. **Gregory, A. M.** (2017). "Mixed Use Resorts" (ed.) Lowry, L. & Golson, G., *The SAGE International Encyclopedia of Travel and Tourism*. Thousand Oaks, CA, SAGE DOI: <http://dx.doi.org/10.4135/9781483368924.n308>
2. **Gregory, A. M.** (2017). "Timeshare Ownership" (ed.) Lowry, L. & Golson, G., *The SAGE International Encyclopedia of Travel and Tourism*. Thousand Oaks, CA, SAGE DOI: <http://dx.doi.org/10.4135/9781483368924.n450>
3. Whittaker, S. & **Gregory, A.** "Hotel management contracts and lease," (ed.) Abraham Pizam, *International Encyclopedia of Hospitality Management*. UK, Elsevier
4. **Gregory, A.** "Physical capacity," (ed.) Abraham Pizam, *International Encyclopedia of Hospitality Management*. UK, Elsevier

NON-REFEREED PUBLICATIONS

- **Gregory, A.** (2016). An approach to increased engagement and authentic assessment, *University of Central Florida Faculty Focus*, 15(1), 17-18.
- **Gregory, A.** (2012). Asset optimization according to customer preference: The necessary evolution of revenue management, *Journal of Tourism Research & Hospitality*, 1(3), editorial.
- **Gregory, A.** (2010). Revenue & inventory optimization – The necessary evolution of revenue management, *Journal of Hospitality Financial Management*, 18(2), article 7.

INVITED RESEARCH PRESENTATIONS

1. **Gregory, A.** & Rivera, M. (2017). New product development research: Optimal design configuration. Lecture presented at Business entrepreneurship in Latin America Conference (BELA) in Rosen College of Hospitality Management, University of Central Florida, Orlando.
2. Torres, E. & **Gregory, A. M.** (2017) Press "start" to begin your interview: An examination of hiring managers' evaluations of one-way interviews, Annual ICHRIE Conference & Marketplace, Baltimore, Maryland
3. Rivera, M., **Gregory, A.M.** & Cobos, L. (2015). Mobile technology in the timeshare industry: Developing a research agenda, Invited Speaker for University of Central Florida's Rosen College of Hospitality Management Research Colloquium Series, February, 2016.
4. **Gregory, A.** & Campbell, D. (2015). Buyer Remorse: Investigation of a high involvement decision process in the hospitality industry, *3rd World Research Summit on Hospitality and Tourism*, Orlando, Florida
5. Reddit, J. & **Gregory, A.** (2015). Employee commitment, job satisfaction, and intention to quit: An analysis of generation Y, *3rd World Research Summit on Hospitality and Tourism*, Orlando, Florida
6. Weinland, J., **Gregory, A.** & Petrick, J. (2015). Cultivating the aptitudes of timeshare management: A competency domain cluster analysis, *3rd World Research Summit on Hospitality and Tourism*, Orlando, Florida
7. **Gregory, A.**, Repetti, T., & Roe, S. (2013). Consumer behavior regarding resort fees: An investigation of intention, preference, and influence. *2nd World Research Summit on Hospitality and Tourism*, Orlando, Florida
8. Rivera, M. & **Gregory, A.** (2013). Mobile services for the timeshare industry. *2nd World Research Summit on Hospitality and Tourism*, Orlando, Florida

9. **Gregory, A.** (2013). Leveraging mobile devices to engage students and improve student outcomes: Evidence from hospitality education. *19th Annual Sloan Consortium*, Orlando, Florida <http://sloanconsortium.org/conference/2013/aln/leveraging-mobile-devices-engage-students-and-improve-student-outcomes-evidence->
10. Campbell, D. & **Gregory, A.** (2013). Buyer remorse: What are you sorry about? - An investigation of a high involvement decision process. Invited Speaker for University of Central Florida's Rosen College of Hospitality Management Research Colloquium Series, September, 2013.
11. Repetti, T., Roe, S., & **Gregory, A.** (2013). A conjoint analysis of consumer's preference on hotel pricing and resort fees, *ICHRIE Conference*, St Louis, Missouri
12. Murphy, K., **Gregory, A.** & Barreda, A., (2013). Economic analysis of developing a vacation ownership resort in Florida, *ICHRIE Conference*, St Louis, Missouri
13. **Gregory, A.** (2012) Application of the Kano model in understanding consumer preferences and product attributes in the vacation ownership industry. Invited Speaker for University of Central Florida's Rosen College of Hospitality Management Research Colloquium Series, September, 2012.
14. **Gregory, A.** (2010). Vacation ownership: From opportunistic real estate sales to an internationally branded industry. Invited Keynote Speaker for the *2010 Seminar Series at the University of Florida*, Department of Tourism, Recreation and Sport Management, Fall 2010, Gainesville, Florida <http://hhp.ufl.edu/trsm/news/seminar/series.php>
15. **Gregory, A.** & Parsa, H.G. (2009). Methodological issues with conjoint analysis in hospitality research. Symposium Presentation, *ICHRIE Conference*, San Francisco, California
16. **Gregory, A.**, Severt, D., & Hahm, J. (2009). Service delivery in private residence clubs. *ICHRIE Conference*, San Francisco, California
17. **Gregory, A.** (1998) A woman's perspective on working in corporate America. Invited guest lecturer at Nanjing University (China).
18. **Gregory, A.** (1997) Marketing internationally. Invited guest lecturer at Valdosta State University (Valdosta, Georgia).

MEMBERSHIPS

- International Research Fund Academic Network – member (since 2017)

TEACHING

University of Central Florida – Orlando, FL

Assistant Professor, Rosen College of Hospitality Management	Fall, 2012 to present
Visiting Assistant Professor, Rosen College of Hospitality Management	Spring, 2012
Adjunct Faculty, Rosen College of Hospitality Management	2005 - 2011

- *Directed Research (HMG 6918)*
- *Advanced Vacation Ownership Resort Sales (HFT/HMG 6529)*
- *Applied Revenue Management Techniques in Hospitality (HMG6466)*
- *Advanced Vacation Ownership Resort Planning (HFT/HMG 6347)*
- *Resort Sales Tactics & Strategies (HFT 4522)*
- *Revenue Management for the Hospitality Industry (HFT 4468)*

- *Hospitality Communications (HFT 4286)*
- *Resort Management (HFT4274)*
- *Principles of Vacation Ownership (HFT 3273)*
- *Hospitality and Tourism Marketing (HFT 2500)*

Florida Metropolitan University – Orlando, FL 1999 - 2002
Marketing on the Internet (MAR 2721)
International Marketing (MAR 2141)

Mercer University – Atlanta, GA 1989 - 1990
International Marketing (MAR 5141)

Graduate Courses Taken

- Regression Statistics (STA 6448)
- Research Methodology (HFT 6586)
- Quantitative Research (EDF 7403)
- Qualitative Research (EDF 7475)
- Analysis of Survey Data (EDF 7463)
- Seminar in Consumer Behavior (MAR 7575)
- International Finance & Trade (WB6200)
- Strategies & Tactics: Lodging (HFT 7258)
- Strategies & Tactics: Tourism (HFT 7715)
- Strategies & Tactics: Service (HFT 7546)
- Strategies & Tactics: Foodservice (HFT 7876)
- Hospitality Tourism Technology (HFT 6446)
- Management Accounting (WB6141)
- Managerial Finance (WB6210)

Teaching Interests

Graduate

- Advanced Vacation Ownership
- Survey Research Methods & Design
- Resort Feasibility & Development
- Applied Revenue Management
- Advanced Forecasting Techniques
- Financial Analysis of Hospitality Enterprises

Under-Graduate

- Principles of Resort Timesharing
- Revenue & Inventory Management
- Property & Association Management
- Hospitality & Tourism Marketing
- Resort Development
- Resort Sales
- Lodging Management
- Hospitality Finance

FACULTY ADVISING

Dissertation/Thesis Committees

1. D. Panela – ISEG Lisbon School of Economics & Management Doctoral Candidate
2. J. Redditt – University of Central Florida Doctoral Candidate
3. L. Cobos – University of Central Florida Doctoral Candidate
4. B. Ingram – University of Central Florida Doctoral Candidate, Summer 2016
5. Y. Negoro – University of Central Florida Masters Candidate, Spring 2016
6. C. Morais – ISCTE Instituto Universitario de Lisboa Masters Candidate, Spring 2015
7. Y. Yuan – Kent State University Masters Candidate, Fall 2014
8. M. Khan – University of Central Florida Masters Candidate, Fall 2013
9. M. Johannsen – ISCTE Instituto Universitario de Lisboa Masters Candidate, Fall 2013

Student Organizations

- Futures in Vacation Ownership (UCF SGA organization) – 2013 to present

Service/Immersive Learning

- Masters Level Immersive Learning Projects – *faculty advisor*
 - Millennial travel buying behaviors and preferences - 2016
 - Resort activities programming and guest satisfaction - 2016
 - Easing consumer anxiety and resistance to vacation ownership products – 2014
 - Impact of rising resales on timeshare exchange company membership model – 2013
- Revenue Management Competitive Set Analysis – Quality & Moderate Tier Timeshare Resorts Orlando Market 2010 - 2013

Student Competitions

1. Smith Travel Research (STR) Market Study Competition 2015 – *faculty advisor*
2. ARDA AIF Inter-University Scholarship Competition 2013, 2014, 2015 – *faculty advisor*
3. D2O/Performance Management Inc. Virtual GM Competition 2013 – *faculty support*
4. International Hotel Investment Forum 5th Annual Strategy Challenge 2012 – *faculty advisor*
5. International Hotel Investment Forum 4th Annual Strategy Challenge 2011 – *faculty support*

TEACHING/TRAINING SEMINARS

1. Writing Across the Curriculum Faculty Fellow Program - Spring 2017
2. University of Central Florida Funded Course Innovation Project – Spring 2016
3. RevME (Revenue Management Educators) Workshop - University of Delaware, 2015
4. University of Central Florida's Summer Faculty Development Conference, 2012, 2014
5. STR Train the Trainer Certification in Hotel Industry Analytics – St. Louis, 2013
6. University of Central Florida's Winter Faculty Development Conference, 2012
7. ICHRIE Career Advancement Academy Research Consortium, 2009

TEACHING AWARDS & RECOGNITION

- University of Central Florida Teaching Incentive Program Award AY2016-17
- UCF CDL Online Learning Training Specialist/Faculty Fellow AY2014-15

SERVICE

ACADEMIC SERVICE

Academic Journals

- Guest Editor, Special Issue on the Sharing Economy – *Journal of Revenue & Pricing Management* (18) 6
- Editorial Board Member, *Journal of Revenue & Pricing Management* – since 2015
- Editorial Advisory Board Member, *Journal of Services Marketing* – since 2011
- Editorial Board Member, *Journal of Tourism Research & Hospitality* - 2012 & 2013
- Reviewer, *Cornell Hospitality Quarterly* – since 2011
- Reviewer, *International Journal of Contemporary Hospitality Management* - since 2009

- Reviewer, *International Journal of Hospitality Management* – since 2011
- Reviewer, *Journal of Hospitality Marketing & Management* – since 2012
- Reviewer, *Journal of Hospitality & Tourism Research* – since 2012
- Reviewer, *Journal of Quality Assurance in Hospitality & Tourism* - since 2011
- Reviewer, *Tourism Review* (2013 special issue)
- Reviewer, *Journal of Travel & Tourism Marketing* – (2014 special issue)

Academic Conferences

Service

- *Asia Pacific Tourism Association Conference: 2016, 2017* - Reviewer
- *ICHRIE Conference: 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017* – Reviewer
- *Annual Graduate Research in Hospitality Conference: 2011, 2012, 2015, 2016, 2017* – Reviewer
- *World Research Summit for Hospitality & Tourism: 2013, 2015, 2017* - Scientific Committee Member
- *2015 Revenue Management & Pricing in Services Conference (Paris, France)* - Scientific Committee Member
- *2014 SE Regional CHRIE Conference* – Reviewer
- *2013 World Research Summit for Hospitality & Tourism (Orlando, Florida)* - Industry Panel Session Moderator
- *2013 Conference of Tourism & Hospitality: The Highway to Sustainable Regional Development (Yerevan, Armenia)* <http://uftourism.org/atafellows/conf/Committee.shtml> Scientific Committee Member
- *Behavioral Pricing Conference: 2009 conference committee member, 2011* - Reviewer

Symposia & Exhibitions

1. New product development research: Optimal design configuration (May, 2017), invited presentation for 2017 Business Entrepreneurship in Latin America Conference (Orlando, Florida)
2. Revenue Management in Constrained & Unconstrained Situations (May, 2016), invited presentation to students and faculty of Universidad Rosario (Bogota, Colombia) during 3 day seminar on Hospitality & Tourism at UCF's Rosen College (Orlando, Florida)
3. University New Faculty Orientation (August, 2015). "Teaching Online at UCF", *panelist* http://www.ftl.ucf.edu/Events/NewFacultyOrientation/2015/nfo_2015.pdf
4. ICHRIE 2015 Conference Symposium "Enhancing Student Engagement and Understanding through Game Simulation." (Orlando, Florida), *co-presenter*
5. The Fundamentals of Performance Measurement in the Lodging Industry (November, 2014), invited presentation to students and faculty of Universidad Rosario (Bogota, Colombia) during 3 day seminar on Hospitality & Tourism at UCF's Rosen College (Orlando, Florida)
6. University New Faculty Orientation (August, 2014). "Teaching Online at UCF", *panelist* http://www.ftl.ucf.edu/Events/NewFacultyOrientation/2014/nfo_2014.pdf
7. 19th Annual Sloan Consortium International Conference on Online Learning (January, 2014). "Leveraging Mobile Devices to Engage Students and Improve Student Outcomes: Evidence From Hospitality Education" (Orlando, Florida), *presenter & Best in Track Award recipient*

8. UCF's Faculty Seminars in Online Teaching (November 2013) "Enriching Your Online Course Content: Selecting or Designing Media Elements", *presenter*
9. University of Central Florida's 2013 IDL Showcase Plenary Panel, (Orlando, Florida) *panelist*
10. ICHRIE 2013 Conference Invited Round Table Discussion "Effective and efficient: Rubric development to improve student performance." Invited Round Table Discussion (St Louis, Missouri), *presenter*
11. Today's Campus Webinar "Increasing student engagement and performance through mobile devices: an approach from the University of Central Florida", *presenter*
<http://todayscampus.com/videos/255> password is VR2
12. UCF's Rosen College Timeshare Industry Forum & Career Expo, *organizer & presenter* – Spring, 2013, 2014, 2015, 2016, 2017; Fall 2013, 2014, 2015, 2016
13. Brevard County Hospitality Academy 2012 (Merritt Island, Florida) "Revenue & Inventory Management" *presenter*
14. University of Central Florida Winter Faculty Development Conference 2012 (Orlando, Florida) "Concise yet concrete: Proposing a rubric to progress student learning" *presenter*
<http://www.fctl.ucf.edu/Events/WinterConference/2012/>
15. University of Florida Department of Tourism, Recreation & Sport Management Distinguished Speaker Series, speaker, 2010 <http://trsm.hhp.ufl.edu/wp-content/uploads/Gregory1.pdf>

Guest Lectures

- A Primer on Timeshare & Mixed Use Development. Invited guest lecture in various University of Central Florida Rosen College of Hospitality Management course sections. (HFT 1000, 2254).
- Revenue management foundations for lodging. Invited guest lecture at Kent State University College of Sport, Recreation & Hospitality (HM63022 Current Issues in Hospitality and Tourism Management). Fall, 2013; Spring, 2015.
- Beyond traditional displacement exercises – Adapting revenue management concepts to the vacation ownership industry. Invited guest lecturer at the University of Florida Hough Graduate School of Business (LSI6931 Revenue Management in Hospitality Business). Spring, 2012.

Academic Service Awards & Recognition

- UCF Rosen College Faculty Member of the Year Award *Recipient*, 2013-14
- UCF Women of Distinction Award *Nominee* – 2014, 2015
- Life@UCF Excellence in Partnership Award *Nominee* – 2014, 2017

Academic Conference Attendance

- Revenue Management Educators Workshop: 2015
- World Research Summit for Hospitality & Tourism: 2013
- Sloan Consortium International Conference: 2013
- ICHRIE Conference: 2009, 2010, 2013
- Annual Graduate Research in Hospitality Conference: 2008, 2009
- Behavioral Pricing Conference: 2008, 2009

University Committees & Appointments

1. University Community Engagement Committee – 2017-2018
2. University Community Engagement Subcommittee on Collective Action for Greater Impact, Chair – AY2017-18
3. Faculty Senate – Faculty Center for Teaching & Learning Advisory Committee 2015-2018
4. UCF Center for Distributed Learning Presentation to the Bill & Melinda Gates Foundation, Panelist for Faculty Integration of Online Learning & Technology, Fall 2016
5. UCF Center for Distributed Learning Statewide LMS Testing Task Force Member, Fall 2015
6. UCF Center for Distributed Learning Faculty Advisory Board Member, AY2015-16
7. University Technology Fee Committee, AY 2015-17
8. Chuck D. Dziuban Award for Excellence in Online Education selection committee Chair, 2015
9. UCF Center for Distributed Learning Online Learning Faculty Fellow, AY2014-15
10. Center for Success of Women Faculty, Executive Council Member, AY2014-15
11. Chuck D. Dziuban Award for Excellence in Online Education selection committee, 2014 to present

College Committees & Appointments

1. Rosen College Faculty Research Colloquium Chair, AY2014-2015 to present
2. Rosen College Faculty Research Committee, AY2012-2013 to present
3. Rosen College Timeshare Advisory Board Chair, 2012 to present
4. Rosen College Liaison to YMCAs of Central Florida Teen Achievers Hospitality & Toursim Career Track, 2015 to present
5. Grand Marshal – UCF's Spring Commencement, 2013-2017
6. Rosen College, Doctoral Rotation Committee Member, 2017
7. Rosen College FLM Department Instructor Promotion Committee – Chair, 2016
8. Rosen College Doctoral Recruitment Committee Member, 2016
9. Rosen College Career Services Employer Relations Search Committee Member, 2016
10. Rosen College TIP Selection Committee Chair, AY2015-16
11. Assistant Professor Development Program Coach (to Diego Bufquin), AY 2015-16
12. Rosen College Liaison to The HE2 Collection, 2014 to 2015
13. Rosen College Faculty Liaison to Smith Travel Research, 2012 to 2015
14. Women's Hospitality & Leadership Forum Conference Committee Member, 2015
15. Rosen College Revenue Management Curriculum Development Committee, Spring 2015
16. Rosen College Graduate Program Review Team, AY2014-15
17. Hospitality @ Rosen Living Learning Community Partner, AY2014-15
18. Rosen College Instructor Promotion Committee, AY2014-15
19. Rosen College Doctoral Rotation Committee member, AY 2014-15
20. Faculty Liaison for D2O Dynamic Performance Management platform, 2013-15
21. Rosen College Annual Hospitality Hall of Fame Gala Committee Member, 2014
22. Rosen College Excellence in Graduate Teaching Award selection committee, 2014
23. Rosen College Department Chair Search Committee, 2013-14
24. Rosen College Faculty Search Committee, 2013-2014
25. Rosen College Faculty Development Committee Chair, AY2012-13 & AY2013-14
26. Rosen College Awards Committee –Reviewer for Master's Thesis Award, 2013
27. Rosen College Employee of the Year Selection Committee, AY2012-13
28. Rosen College TIP Criteria Selection Committee, AY2012-2013

INDUSTRY SERVICE

Committees & Appointments

1. AH&LA Women in Lodging Executive Committee Member – since 2012
2. ARDA International Foundation Accreditation Board Member – since 2014
3. ARDA Education Committee University Outreach Task Force Chair – since 2014
4. ARDA Education Committee Member – since 2012
5. ARDA Research Committee Member – since 2010
6. ARDA WIN Board Member – since 2013
7. ARDA WIN Meetings & Events Chair – since 2015
8. CFHLA Vacation Ownership Council Member – since 2013
9. Rockledge H.S. Sports Entertainment & Toursim Academy Board Member – since 2014
10. Perspective Magazine Industry Awards Judge – 2014, 2016, 2017
11. ARDA International Foundation Education Task Force Member - 2017
12. ARDA Leadership Development Task Force Member – 2012-2017
13. ARDA WIN Mentoring Task Force Chair – 2013-2016
14. ARDA International Foundation Research Reevaluation Task Force Member - 2016
15. CustomerCount/Resort Trades Customer Engagement Awards Head Judge - 2016
16. ARDA Research Committee Task Force on Industry Performance Indicators – 2014-15
17. ARDA HR Council Succession Planning Task Force Member – 2015
18. ARDA HR Council “Attracting Millennials to the Industry” Task Force Member - 2014
19. ARDA WIN Timeshare Industry Young Professionals Scholarship Judge - 2014
20. ARDA/UCF Advisory Council Member – 2005 to 2007
21. International Revenue Management Conference 2008 - College Representative

Professional Memberships

1. American Hotel & Lodging Association (AH&LA) – since 2012
2. Central Florida Hotel Lodging Association (CFHLA) – since 2012
3. International Council on Hotel, Restaurant & Institutional Education (ICHRIE) – since 2010
4. American Resort Development Association (ARDA) – since 2008
5. ARDA WIN (Women in the Industry) Member – since 2008
6. Florida Caribbean CHRIE Member –2010 to 2013
7. Hospitality Industry Professionals Member (ICHRIE SIG) – 2008 to 2011

Certifications/Designations

- Collaborative Institutional Training Initiative (CITI) – Human Research Curriculum
- Florida Real Estate Licensed Salesperson (inactive)
- Registered Resort Professional (ARDA’s highest designation)
- Smith Travel Research Certification in Hotel Industry Analytics (CHIA)

Industry Symposia, Conferences & Exhibitions

1. 19th Annual Shared Ownership Investment Conference (Miami Beach, Florida), “Managing your resort’s profit potential – *invited speaker*”
2. ARDA WORLD 2017 (New Orleans, Louisiana), “The effects of buyer regret on rescission: Recognizing, revealing and rectifying regret” – *invited speaker*

3. Hotel Technology (HT-NEXT) 2017 Conference (Orlando, Florida), Hotel Revenue Management *session moderator*
4. Hilton Grand Vacations Panel of Extraordinary Women (Orlando, Florida), March 2017, for the Women's Team Member Resource Group – *invited speaker*
5. Mid Florida Chapter Meeting of Hospitality Financial & Technology Professionals 2016 (Orlando, Florida) “The Critical Role of Revenue Management – Pricing Strategies that Drive Profit” *Keynote Speaker*
6. Wyndham Vacation Ownership Women on their Way (Orlando, Florida), March 2015, “Making it happen: Towards a thought process of gender equality in the workplace”, *invited speaker* (<https://www.youtube.com/watch?v=HOgZfgvIcCM>)
7. ARDA World 2015 (Orlando, Florida), “Human resources in hospitality: Finding, recruiting, retaining our future leaders”, *panel expert*
8. 2015 Women's Hospitality & Leadership Forum (Orlando, Florida), *planning committee member and session moderator* <https://hospitality.ucf.edu/womens-leadership-forum/planning-committee/>
9. 2014 Central Florida Vacation Home Rental Managers' Association meeting (Orlando, Florida), *keynote speaker*
10. ARDA World 2014 (Las Vegas, Nevada) “SoLoMo: Are you in the know?” *session moderator*
11. GNEX 2014 (Sarasota, Florida) *panel expert* <http://perspectivemagazine.com/gnex/schedule2014/>
12. American Resort Development Association 2011-17 *conference attendee*
13. Shared Ownership Investment Conference 2013 (Miami Beach, Florida) “Fundamentals of Shared Ownership”, *invited speaker*
14. Shared Ownership Investment Conference 2013 -17 (Miami Beach, Florida) Student Familiarization Program sponsor for UCF's Rosen College
15. ARDA AIF Revenue & Inventory Management Webinar July 2013, *speaker* <http://www.arda.org/arda/aif-foundation/default.aspx?id=1079&libID=1099>
16. Hospitality Financial & Technology Professionals National Conference 2012 (Orlando, Florida), “From revenue management to asset optimization – Are you measuring the right things?” *keynote speaker*
17. Tourico Holdings Club 100 Innagural Meeting 2012 (Orlando, Florida) “Strategic pricing and understanding the mind of the consumer” *invited speaker & panel expert* www.touricoholidays.com/100club www.mercadoeventos.com.br/site/noticias/view/88351
18. ARDA AIF Research Methodology Webinar 2012, *invited speaker & panel expert*
19. Shared Ownership Investment Conference 2012 *conference attendee & student chaperone*
20. Mid Florida Chapter Meeting of Hospitality Financial & Technology Professionals 2011 (Orlando, Florida) “Revenue management becomes asset optimization – Why the hospitality industry must move beyond traditional revenue management methods” *Keynote Speaker*
21. International Revenue Management Conference 2008 (Orlando, Florida), *Keynote Speaker*

Industry Publications

1. Gregory, A. (2016, August) Don't underestimate the importance of guest activities and motivations. *Developments Magazine*, 50-53.
http://www.nxtbook.com/ygsreprints/ARDA/g64853_august2016/#/52

2. Gregory, A. (2016, April) Composition of the United States' timeshare secondary market. *Developments Magazine*, 28-30.
http://www.nxtbook.com/ygsreprints/ARDA/arda_april16/#/30
3. Gregory, A. & Campbell, D. (2015, October) The not-so-secret sources of buyer regret. *Developments Magazine*, 54-56.
a. http://www.nxtbook.com/ygsreprints/ARDA/g54352_arda_1015/#/56
4. Repetti, T., Ro, S., & Gregory, A.M. (June 10, 2015) How should you price resort fees?, <http://hotelnewsnow.com/Article/16049/How-should-you-price-resort-fees?>
5. Gregory, A. M. (2015, May) Women's Hospitality Leadership Forum: A first, but not the last for Orlando. *Perspectives Magazine*, 48-49.
<https://cloud.3dissue.com/77488/82451/97539/PMMAJ-JUNE2015/files/49.html>
6. Gregory, A. (2015, March) Resort fees for rental guests: A potential untapped revenue stream for the timeshare industry. *Resort Trades*, 6.
<http://www.resorttrades.com/articles.php?showMag=Resort&act=view&id=1142>
7. Gregory, A. (2015, March) Generational diversity: Employment needs across four generations. *Developments Magazine*, 38-41.
http://www.nxtbook.com/ygsreprints/ARDA/g48198_arda_mar2015/#/40
8. Gregory, A. (2015, February) Millennials evaluate website effectiveness: How do vacation ownership companies rate? *Resort Trades*, 6.
<http://www.resorttrades.com/articles.php?showMag=Resort&act=view&id=1137>
9. Campbell, D. & Gregory, A. (2014, November) No regrets: an initial look at rescission. *Developments Magazine*, 24-26.
http://www.nxtbook.com/ygsreprints/ARDA/g44747_arda_oct2014/#/26
10. Gregory, A. & Kaufman, T. (2014, April/May) A glimpse into the millennial generation's perception of the timeshare product. *Developments Magazine*, 34-37.
http://www.nxtbook.com/ygsreprints/ARDA/g40308_arda_aprmay2014/#/36
11. Gregory, A. & Rivera, M. (2013, October) Timeshare owners' mobile preferences. *Developments Magazine*, 32-33.
http://www.nxtbook.com/ygsreprints/ARDA/g36850_arda_oct2013/#/34
12. Rivera, M. & Gregory, A. (2013, July) "SoLoMo" - This isn't your granddaddy's internet. *Developments Magazine*, 26-28.
http://www.nxtbook.com/ygsreprints/ARDA/g34942_arda_jul2013/#/28
13. Gregory, A. (2013, July) A new look at sustainability of the vacation ownership industry: Educating our greatest resource. *Perspectives Magazine*, 23-24.
14. Campbell, D. & Gregory, A. (2013, January) Reshaping the product life cycle. *Developments Magazine*, 48-51.
http://www.nxtbook.com/ygsreprints/ygs/g31264_arda_developments_jan2013/#/48
15. Gregory, A. & Weinland, J. (2012, September) Marketing 101. *Developments Magazine*, 34-36. http://www.nxtbook.com/ygsreprints/ygs/g28427_arda_developments_sept2012/#/62
16. Gregory, A. (2012, June) Give them what they want. *Developments Magazine*, 34-36.
http://www.nxtbook.com/ygsreprints/ygs/g26491_arda_june12/#/34
17. Parsa, H., Gregory, A. & Terry, M (2012, April/May). Why restaurants fail. *Florida Restaurant & Lodging Magazine*, 35-37. <http://issuu.com/destincom/docs/frl-17-02/1>

Industry Awards & Recognition

- 2014 ARDA Circle of Excellence (ACE) ARDA Volunteers of the Year Award recipient

Press

- <https://skift.com/2017/08/02/wyndham-is-spinning-off-its-timeshare-business-like-marriott-starwood-and-hilton-before-it/>
- <http://www.news-press.com/story/news/2017/05/01/new-sanibel-captiva-vacation-rentals-firm-launch/100984522/>
- https://www.redweek.com/resources/ask-redweek/arda-world-timeshare-owners?utm_source=newsletter&utm_medium=email&utm_campaign=april&utm_term=gmail&utm_content=nl_article-askredweek
- <http://g52-dnweb.newscyclecloud.com/article/2016160519956>
- <https://skift.com/2016/05/06/marriott-is-making-investments-in-the-urban-timeshare-market/>
- http://www.nxtbook.com/nxtbooks/tradespublishing/resorttrades_030516/?utm_source=March+2016&utm_campaign=Mar+2016&utm_medium=email#/16
- https://www.washingtonpost.com/local/education/with-54000-students-and-growing-u-of-central-florida-storms-higher-ed/2015/09/20/0db73380-4cbd-11e5-bfb9-9736d04fc8e4_story.html
- <http://www.wsj.com/articles/planned-orlando-resort-to-court-extended-families-1439939705>
- <http://today.ucf.edu/timeshare-expert-receives-research-grant-from-leading-industry-organization/>
- http://www.nxtbook.com/ygsreprints/ARDA/g48198_arda_mar2015/#/16
- <http://www.orlandosentinel.com/business/os-disney-timeshare-20141229-story.html>
- <http://today.ucf.edu/graduate-students-help-timeshare-leader-solve-business-challenge/>
- <http://online.ucf.edu/teach-online/resources/financial-aid/>
- <http://intervalworld.com/iimedia/magazine/vir/virna2014octdec-web/index.html#8>
- <http://today.ucf.edu/outstanding-faculty-members-recognized-rosen-college-retreat/>
- http://www.fctl.ucf.edu/Events/NewFacultyOrientation/2014/nfo_2014.pdf
- <http://today.ucf.edu/math-hotels-first-rosen-college-students-earn-demand-industry-certification/>
- <http://today.ucf.edu/lesson-crisis-management-students-present-prize-winning-plan-timeshare-industry-las-vegas/>
- <http://today.ucf.edu/women-faculty-honored-excellence-community-partnerships/>
- <https://womenfaculty.afia.ucf.edu/mentoring-and-faculty-development/>
- <http://today.ucf.edu/timeshare-industry-provides-attractive-growth-opportunities-students-local-economy/>
- <https://today.ucf.edu/rosen-college-graduate-students-help-timeshare-giant-solve-industry-wide-challenge/>
- <http://member.visitorlando.com/includes/events/index.cfm?action=displayDetail&eventid=392990>
- <http://teach.ucf.edu/2013/10/31/enriching-your-online-course-content-selecting-or-designing-media-elements/>
- http://www.nxtbook.com/ygsreprints/ARDA/g37182_arda_novdec2013/#/88
- <http://sloanconsortium.org/conference/2013/aln/virtual-talk-show>
- <http://viaresponse.com/News-2013-5-16.html>

- <http://www.intervalworld.com/iimedia/magazine/vir/virna2013octdec/index.html#/26/>
- <https://today.ucf.edu/rosen-professor-to-share-how-mobile-devices-increase-student-engagement/>
- <http://www.prlog.org/12138483-university-of-central-fl-professor-to-present-webinar-with-via-response-todays-campus-magazine.html>
- <http://us7.campaign-archive2.com/?u=44e758c9564c3a2d2eeb124a5&id=0208594b9a&e=3127f7615d>
- <http://www.myfoxtampabay.com/story/22306062/2013/05/21/is-a-timeshare-a-good-deal>
- <http://www.thetimeshareauthority.com/2012/11/08/timeshare-resorts-working-with-ucf-to-enhance-education/>
- http://www.nxtbook.com/ygsreprints/ygs/g31739_arda_feb13/#/28
- <https://today.ucf.edu/hospitality-students-harp-tanner-reach-national-timeshare-competition-finals/>
- <https://today.ucf.edu/two-hospitality-students-to-represent-ucf-in-national-timeshare-competition/>
- <http://today.ucf.edu/timeshare-execs-to-discuss-industry-opportunities-with-ucf-hospitality-students/>
- <http://today.ucf.edu/rosen-college-joins-arda-receives-four-scholarships/>
- <http://perspectivemagazine.com/blog/2012/09/06/amy-m-gregory-phd-rrp-joins-ucfs-rosen-college-of-hospitality-management-to-further-research-and-education-in-the-shared-ownership-segment/>
- <http://today.ucf.edu/rosen-colleges-arda-affiliation-helps-develop-wynternships-for-students/>
- <http://today.ucf.edu/ucfs-rosen-college-looks-to-bridge-timeshare-industryeducation-gap/>
- http://www.nxtbook.com/ygsreprints/ygs/g26491_arda_june12/#/34
- <http://www.thetimeshareauthority.com/2012/06/12/rosen-college-of-hospitality-management-professor-looks-at-timeshare-owner-satisfaction/>
- <http://today.ucf.edu/dr-gregory-continues-to-satisfy-the-timeshare-industry/>
- <http://today.ucf.edu/mocktail-party-connects-students-professionals/>
- <http://rosenarchive.smca.ucf.edu/31.html>

PROFESSIONAL EXPERIENCE

Marriott Vacations Worldwide, Orlando, FL January, 2010 – December, 2011

Vice President – Revenue and Inventory Management

- Worldwide inventory valuation and allocation for 20 distribution sites worldwide
- Supply chain management to support \$1B in annual sales volumes
- Annual rental and operating budget responsibilities (\$150M in revenue; 785,000 keys)
- Pricing strategies for product positioning, improved profit and development margins

Ritz Carlton Corporation, Orlando, FL June, 2008 – December, 2009

Vice President – Revenue & Inventory Management

- Worldwide inventory valuation, pricing, forecasting and fulfillment
- Responsible for global product acquisition and distribution strategy
- Supply chain management for \$800M in annual sales revenues
- Revenue management for 35 mixed use properties worldwide

Marriott Vacation Club International, Orlando, FL December, 2002 – June, 2008

Regional Vice President – Revenue & Inventory Management

- Regional pricing and inventory allocation for 24 distribution sites
- Revenue and inventory management to support \$2 billion in annual volume
- Annual rental and operating budget lead (\$90M in revenue; 200,000 keys)

Director of Marketing April, 2000 – November, 2002

- Business and marketing strategy targeting key customer segments
- Customer strategy and business development lead for creation of global marketing database
- Responsible for increasing referral-related sales volumes 25% to \$750 million

Sunterra Resorts Corporation, Orlando, FL October, 1996 – March, 2000

Director, Business Development

- Responsible for identifying/developing/maintaining Fortune 500 strategic partnerships
- Created brand/image campaign for introduction of previously non-branded product line
- Headed cross-functional development/implementation team for new points-based product

Marriott Ownership Resorts Inc., Orlando, FL July, 1993 – October, 1996

Senior Manager, New Product Development

- Generated pro forma, marketing strategy, and product for company's entry into South Asia
- Developed and implemented original inimitable product form for new European expansion

Rich SeaPak Corporation, St Simons Island, GA April, 1988 – May, 1993

Product Manager

- Researched and executed successful introduction of new frozen food products (Burger King/Rich Products French Toast Sticks, Red Lobster Popcorn Shrimp)
- Created, implemented, managed institutional foodservice campaign boosting share 25%

LANGUAGES

English: Native Language
Spanish: Fluent (listening, speaking, reading, writing)
Portuguese: Working knowledge (listening, speaking, reading, writing)

TRAVEL

Educational: Spain (3 yrs)

Professional: Curacao, England, Germany, Hong Kong, Philippines,
Singapore, Spain (2yrs), Thailand (2yrs)

Personal: Aruba, Austria, Canada, Canary Islands, Cayman Islands,
China, Costa Rica, France, Germany, Gibraltar,
Italy, Jamaica, Japan, Mexico, Morocco,
Portugal, Puerto Rico, South Africa, South Korea, Spain,
Virgin Islands, West Indies