

Edwin N. Torres, Ph.D., PHR

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Academic professional with experience in teaching, research, and service activities

- Published a total of 33 scholarly articles
 - Recipient of seven external and internal research grants
 - Presented 20 conference proceedings
 - Published five magazine articles, one book chapter, and one case study
 - Certified Professional in Human Resources (PHR) by the Human Resource Certification Institute
 - Teaching Incentive Program (TIP) recipient
 - Record of active participation in college, university committees, and industry associations
 - Previous industry experience in the areas of hotel management, restaurant management, financial planning, and hospitality consulting
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Education

Purdue University West Lafayette, IN 2012
Ph.D. Hospitality and Tourism Management
GPA: 3.87

Purdue University West Lafayette, IN 2006
Master of Science (MS) – Hospitality and Tourism Management
GPA: 4.00

University of Puerto Rico – Mayagüez Campus Mayagüez, PR 2004
Bachelor of Science of Business Administration (BSBA)
Majors in Human Resource Management and Marketing
GPA 3.90, Major GPA 4.0

Academic Work Experience

Associate Professor 2018-Present
Assistant Professor 2012-2018
University of Central Florida
Rosen College of Hospitality Management Orlando, FL

- Taught various undergraduate and graduate courses including: Human Resource Management, Guest Service Management, Lodging Operations, Critical Issues in Human Resources, Introduction to Hospitality, and Advanced Training and Development.
- Received student evaluations averaging 4.28 pts (on a 5-point scale)
- Teaching Incentive Program (TIP) Recipient, Spring 2018
- Received positive peer evaluations

- Taught face to face and mixed mode classes
- Faculty Advisor for the UCF Women's Water Polo Team (2014-2018)
- Faculty Co-Advisor for NSMH (2013-2016)
- Currently pursuing a research agenda based on Consumer behavior and Human Resource Management
- Applied for and obtained funding from various grant sources
- Published in several academic journals and conferences
- Member of several university, college, and department committees
- Record of active involvement in industry and community events

Teaching Assistant

Purdue University West Lafayette, IN
School of Hospitality and Tourism Management

2009-2012

- Served as instructor of record for HTM 231 Marketing for the Hospitality industry. Prepared and delivered lectures and class activities. Assisted students in developing a marketing consulting plan for a local business.
- Taught HTM 291 foodservice laboratory. This laboratory is a real-life restaurant environment with a heavy instructional component.
- Prepared for and conducted daily in-service lectures
- Served as Senior / Head TA with additional responsibilities of training other Teaching Assistants, creating class materials (course packet), and managing the course online contents
- Received top scores on the student evaluations
- Managed Front of the House operations in a upscale dining experience.
- Part of the opening team for a new restaurant facility on campus.

Research Assistant / Teaching Assistant

Purdue University West Lafayette, IN
School of Hospitality and Tourism Management

2004-2006

- Assisted two faculty members in various research projects
- Taught HTM 291 foodservice laboratory. This laboratory is a real-life restaurant environment with a heavy instructional component. Prepared for and conducted daily in-service lectures
- Managed in a high-volume cafeteria setting

Industry Work Experience

Hospitality Consultant

2008-2009

- Performed comprehensive evaluations of both service and facilities for multiple Forbes/AAA, 4 and 5 Star/Diamond hotels and resorts
- Quality Assurance and Brand Standards Consulting for both rooms and F & B
- Meet with hotel's Executive Management and suggested service improvements
- Helped hotel managers prepare for their Forbes and AAA inspections
- Experience expands several major brands and independent hotels across multiple states as well as several international assignments.

Financial / Investment Advisor
Ameriprise Financial

2007-2008

- Provided comprehensive financial advice in the areas of retirement planning, investments, education planning & insurance as well as the accumulation and preservation of wealth.

Assistant Front Desk Manager
Marriott International
Harbor Beach Resort & Spa

2006-2007

- Oversee the registration process and coordinate service delivery across departments in an AAA 4 diamond – 637 room resort
- Manager on Duty (MOD) Responsibilities
- Manage rooms inventory and resolve guest problems
- Experience with 1st & 2nd shifts and the Night Audit
- Recruit, supervise, reward and coach a team of twenty two Front Desk Ambassadors, At Your service (AYS) operators and Front Desk Supervisors

Publications (in ascending order)

**TT = Top tier journal – recognized by one or more of the departments at the Rosen College

*** SSCI= Listed in the Social Science Citation Index

- Torres, E. & Kline, S. (2013). From customer satisfaction to customer delight: Creating a new standard of service for the hotel industry. *International Journal of Contemporary Hospitality Management*, 25 (5), 642-659. **TT ***SSCI
- Torres, E., Adler, H., Lehto, X., Behnke, C., Miao, L. (2013). One experience and multiple reviews: The case of upscale US Hotels. *Tourism Review*, 68 (3), 3-20.
- Torres, E., Fu, X., & Lehto, X. (2014). Examining the key drivers of customer delight in a hotel experience: A cross-cultural perspective. *International Journal of Hospitality Management*, 36, 255-262. ***TT ***SSCI
- Torres, E. (2014). Deconstructing service quality and customer satisfaction: Challenges and directions for future research. *Journal of Hospitality Marketing and Management*, 23 (6), 625-677. **TT ***SSCI
- Torres, E., Adler, H., & Behnke, C. (2014). Stars, diamonds, and other shiny things: The use of expert and consumer feedback in the hotel industry. *Journal of Hospitality and Tourism Management*, 21, 34-43.
- Torres, E., Fu, X., Lehto, X. (2014). Are there gender differences in what drives customer delight? *Tourism Review*, 69 (4), 297-309.
- Torres, E. N., Singh, D., & Robertson-Ring, A. (2015). Consumer reviews and the creation of booking transaction value: Lessons from the hotel industry. *International Journal of Hospitality Management*, 50, 77-83. **TT ***SSCI

- Torres, E. (2015). The influence of others on the vacation experience: An ethnographic study of psychographics, decision-making, and group dynamics among young travelers. *Journal of Hospitality Marketing and Management*, 24 (8), 826-856. **TT ***SSCI
- Torres, E.N., Adler, H., Behnke, C., Miao, L., Lehto, X. (2015). The use of consumer generated feedback in the hotel industry: Current practices and their effects on quality. *International Journal of Hospitality and Tourism Administration*, 16 (3), 224-250. **TT
- Singh, D., Torres, E., & Robertson-Ring, A. (2016). Playing for first place: An analysis of online reviews and their impact on local market rankings. *Advances in Hospitality and Tourism Research*, 4 (1), 32-51.
- Wei, W., Torres, E.N., & Hua, N. (2016). Improving consumer commitment through the integration of self-service technologies: A transcendent consumer experience perspective. *International Journal of Hospitality Management*, 59, 105-115. **TT ***SSCI
- Torres, E.N. (2016). Guest interactions and the formation of memorable experiences: An ethnography. *International Journal of Contemporary Hospitality Management*, 28 (10), 2132-2155. **TT ***SSCI
- Torres, E. & Singh, D. (2016). Towards a model of electronic word-of-mouth and its impact on the hotel industry. *International Journal of Hospitality and Tourism Administration*, 17 (4), 472-489. **TT
- Torres, E.N., & Orłowski, M. (2017). Let's 'meetup' at the theme park. *Journal of Vacation Marketing*, 23 (2), 159-171. **TT ***SSCI
- Torres, E. N., van Niekerk, M., & Orłowski, M. (2017). Customer and employee incivility and its causal effects in the hospitality industry. *Journal of Hospitality Marketing & Management*, 26 (1), 48-66. ***TT ***SSCI
- Torres, E., & Mejia, C. (2017). Asynchronous video interviews: An evolution of eHR in the hospitality industry. *International Journal of Hospitality Management*, 61, 4-13. **TT ***SSCI
- Wei, W., Torres, E., & Hua, N. (2017). The Power of Self-Service Technologies in Creating Transcendent Service Experiences: The Paradox of Extrinsic Attributes. *International Journal of Contemporary Hospitality Management*, 29 (6), 1599-1618. **TT ***SSCI
- Holm, M.R., Lugosi, P., Croes, R.R., & Torres, E.N. (2017). Risk-tourism, risk-taking and subjective well-being: A review and synthesis. *Tourism Management*, 63, 115-122. **TT ***SSCI
- Torres, E., Wei, W., Hua, N. (2017). Towards understanding the effects of time and emotions on the vacation experience. *Tourism Review*, 72 (4), 357-374.
- Torres, E.N. (2017). Online-to-offline interactions and online community life cycles: A longitudinal study of shared leisure activities. *Leisure Sciences: An interdisciplinary journal*, <https://doi.org/10.1080/01490400.2017.1392913> , ***SSCI
- Torres, E.N., Milman, A., Park, S. (2018). Delighted or outraged? Uncovering key drivers of exceedingly positive and negative theme park experiences. *Journal of Hospitality and Tourism Insights*, 1 (1), 65-85.
- Torres, E.N. & Ronzoni, G. (2018). The evolution of the customer delight construct: Prior research, current measurement, and directions for future research. *International Journal of Contemporary Hospitality Management*, 30 (1), 57-75. **TT ***SSCI

- Murphy, K., Torres, E., Ingram, W., & Hutchinson, J. (2018). A review of high performance work practices (HPWPs) literature and recommendations for future research in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 30 (1), 365-388. **TT ***SSCI
- Mejia, C., & Torres, E.N. (2018). Implementation and normalization process of asynchronous video interviewing practices in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 30 (2), 885-701 , **TT ***SSCI
- Zhang, T., Lu, C., Torres, E., Chen, P-J. (2018). Engaging customers in value co-creation or co-destruction online. *Journal of Services Marketing*, 32 (1), 57-69.***SSCI
- Torres, E.N. & Gregory, A. (2018). Hiring manager's evaluations of asynchronous video interviews: The role of candidate competencies, aesthetics, and resume placement. *International Journal of Hospitality Management*, 75, 86-93. **TT ***SSCI
- Torres, E.N., Lugosi, P., Orłowski, M., Ronzoni, G. (2018). Customer-led experience customization: A socio-spatial approach. *Journal of Service Management*, 29(2), 206-229. ***SSCI
- Ronzoni, G., Torres, E.N., & Kang, J. (2018). Dual branding: A case study of Wyndham. *Journal of Hospitality and Tourism Insights*, 1(3), 240-257.
- Torres, E.N., Wei, W., Hua, N., & Chen, P-J. (2018). Customer emotions minute by minute: How guests experience different emotions within the same service environment, *International Journal of Hospitality Management*, (just-accepted). **TT ***SSCI

Publications (prior to joining UCF, in ascending order)

- Torres, E., & Kline, S. (2006). From satisfaction to delight: A model for the hotel industry. *International Journal of Contemporary Hospitality Management*, 18 (4), 290-301. **TT ***SSCI
- Gu, H., Kavanaugh, R., Cong, Y., & Torres, E. (2006). Human resource management in China's hotel industry. *China Tourism Research*, 2(3), 209-245.
- Torres, E., Adler, H. (2010). Effects of management development practices on hospitality management graduates' job satisfaction and intention to stay. *FIU Hospitality Review*, 28 (3), 67-83.
- Torres, E., Adler, H. (2012). Hotel compensation Strategies: Perceptions of top industry executives. *Journal of Human Resources in Hospitality and Tourism*, 11 (1), 52-71. **TT

Submissions in Review

- Torres, E.N., Zhang, T., & Ronzoni, G. (submitted, under review). Measuring delightful customer experiences: Development, testing, and validation of a customer delight scale. Submitted to the *International Journal of Hospitality Management*
- Torres, E.N., Milman, A., & Park, S. (revise & resubmit). Customer delight and outrage in theme parks: A roller coaster of emotions. Submitted to *the International Journal of Hospitality and Tourism Administration*

Case Studies, Book Chapters, & Magazine Articles

- Torres, E., Gregory, A., & Mejia, C. (2016). Interviews on demand: A case study of the implementation of asynchronous video interviews. *Journal of Hospitality and Tourism Cases*, 5 (3), 23-27.
- Okumus, F, Wei, W., Torres, E.N., Ozturk, A., & Gajjar, T. (2017). *Technology and talent management* (pp. 233-250), in Horner, S. (Ed), *Talent Management in Hospitality and Tourism*, GoodFellow Publishers: London.
- Torres, E.N., & Orlowski, M. (2017, May). Meeting up for a day at the theme park. *InPark Magazine*, 68, retrieved electronically on July 5, 2017 from <http://www.inparkmagazine.com/meeting-up-for-a-day-in-the-park/>
- Wei, W., Torres, E.N., & Hua, N. (2017). Do self-service technologies matter in improving consumer commitment? *The Bottomline*, 31 (3), 29-31.
- Torres, E.N. (2017). Five ways to delight the customer. *Lodging Magazine*. Retrieved electronically on December 20, 2017 from: <http://lodgingmagazine.com/five-ways-to-delight-customers/>
- Torres, E.N. (2017, November). Delight and outrage: The highs and lows of customer emotions in theme parks. *InPark Magazine*, 70, retrieved electronically on November 8, 2017 from: <http://www.inparkmagazine.com/delight-outrage/>
- Torres, E.N. (2018, February). The case for customer education. *InPark Magazine*, 71, retrieved electronically on March 9, 2018 from: <http://www.inparkmagazine.com/the-case-for-customer-education/>

Conference Proceedings (in ascending order)

- CHRIE 2013 (St. Louis, MO, USA)– Consumer and expert reviews: Are they the same? (Paper by Torres, Adler, Behnke, Miao, and Lehto)
- World Research Summit 2013 (Orlando, FL, USA)– Customer delight and those who experience it: The influence of gender. Paper by Torres, Fu, and Lehto)
- UIBC Congress 2013 – Creating tourism awareness through introducing tourism as a high school subject: Empirical Findings from South Africa. Paper by Van Niekerk, Torres, and Okumus
- EURO CHRIE 2014 (Dubai, UAE) – Incivility in a civilized environment: New perspectives from the hotel industry. Paper by Torres and VanNiekerk
- iHITA 2014 (Los Angeles, CA, USA)- Assessing the impact of online reviews and ratings on local market rankings of the lodging firms by Singh and Torres
- CHRIE 2015 (Orlando, FL, USA)- Uncovering the travel values of a generation through ethnographic inquiry, Paper by Torres
- CHRIE2015 (Orlando, FL, USA)– Examining the effectiveness of asynchronous video interviews in the hospitality industry, Paper by Torres and Mejia
- EuroCHRIE 2015 (Manchester, UK) : Customer emotions throughout the vacation experience: The momentary and enduring effects of guest affect. Paper by Torres and Wei

- EuroCHRIE 2015 (Manchester, UK)– Consumer Experiences at Self-Service Technologies-Mediated Service Encounters. Paper by Wei and Torres
- World Tourism Research Summit 2015 (Orlando, FL, USA)– Asynchronous video interviewing practices in the hospitality industry: Qualitative pilot test utilizing UTAUT. Paper by Mejia and Torres
- IHITA 2016 (New Orleans, LA, USA) – The role of self-service technologies in improving customer commitment: A transcendent customer experience perspective. Paper by Wei, Torres, and Hua. *Best paper award recipient.*
- EuroCHRIE 2016 (Budapest, Hungary) – Twenty years of customer delight research: What’s next? Paper by Torres, Ronzoni, and Kline
- EuroCHIRE 2016 (Budapest, Hungary) – Experience co-creation in hospitality via immersion in a ‘meetup’ group. Paper by Torres and Orłowski
- CHRIE 2017 (Baltimore, MD, USA) - Press “start” to begin your interview: An examination of hiring manager’s evaluation of one-way interviews. Paper by Torres and Gregory
- CHRIE 2017 (Baltimore, MD, USA) - Online Customer Engagement to Co-create Values in Service Innovation: An Exploratory Study. Paper by Zhang, Torres, and Lu.
- World Tourism Research Summit 2017 (Orlando, FL, USA) – How many hotels do you see? A case study of dual branding. Paper by Ronzoni, Torres, and Kang
- CHRIE 2018 (Palm Springs, CA, USA) – Customer delight and outrage in theme parks. Paper by Torres, Milman, and Park.
- GLOSEARCH (Ho Chi Minh City, Vietnam)- Well on the Way: An Exploratory Study on Occupational Health in Hospitality. Paper by Zhang, Torres, Sonmez and Liu
- EuroCHRIE 2018 (Dublin, Ireland) - Finding themes in the theme park experience: Patterns of customer delight and outrage revealed Paper by Torres, Milman, and Park.
- EuroCHRIE 2018 (Dublin, Ireland) - Customer Delight in Service Experiences: Scale Validation and Model Testing. Paper by Torres, Zhang, and Ronzoni.

Conference Proceedings (Before joining UCF)

- Hospitality Graduate Conference 2006 – An empirical study of customer delight in the hotel industry: Preliminary findings (Full- Paper by Edwin Torres and Sheryl Kline)
 - CHRIE 2010 –Hospitality management graduate perceptions of management development practices (Full- Paper by Edwin Torres and Howard Adler)
 - CHRIE 2010 - The Impact of Social Networking on College Recruitment (Poster by Curt Baker, Edwin Torres, and Howard Adler)
 - EUROCHRIE 2010- Hotel customer satisfaction to delight: A typography of customer delight in a hotel setting (Full Paper by Sheryl Kline and Edwin Torres)
 - Hospitality Graduate Conference 2011-Choosing a compensation strategy in the hotel industry: An exploratory study (Poster by Edwin Torres and Howard Adler)
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Grants and Awards (with UCF)

- EuroCHRIE / Journal of Hospitality and Tourism Management- Paper Hackathon 2018 – Best Article Proposal 2018
 - Teaching Incentive Program (TIP) – Awarded 2018
 - Best paper award for iHITA conference 2016
 - Visit Florida Macro Compensation Study Grant \$ 49,000 awarded. Role PI
 - Dean’s Cluster Grant (2017) \$10,000 awarded. Role: Co-PI
 - BELA Conference Grant. Role \$1,800: Co-PI
 - Curacao Master Tourism Plan Grant Role: Collaborating Researcher
 - Timeshare Advisory Board Grant: \$500 awarded. Role: Co-PI
 - Rosen College Internal Grant 2012-2013 \$2,500 awarded. Role: PI
 - Rosen College Internal Grant 2013-2014 \$2,500 awarded. Role: Principal Investigator
 - Rosen College Internal Grant 2015-2016 \$2,500 awarded. Role: Principal Investigator
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Dissertation Committee Membership

- William (Bill) Ingram – Graduated
- Marissa Orłowski - Graduated
- Ekaterina Sorokina – Defended proposal
- Giulio Ronzoni – Defended proposal
- Trishna Mistry – Defended proposal
- Saba Salehi-Esfahani – Preparing proposal
- Craig Rapp – Preparing proposal

Ad-hoc Reviews

- International Journal of Hospitality Management
- Journal of Hospitality and Tourism Research
- Human Resource Management
- International Journal of Contemporary Hospitality Management
- European Journal of Marketing
- Journal of Service Management
- Service Industry Journal
- International Journal of Hospitality and Tourism Administration
- Journal of Hospitality Marketing and Management
- Tourism Management
- Cornell Hospitality Quarterly
- Journal of Destination Marketing
- Small Group Research
- Academy of Management Conference
- CHRIE Conference
- World Research Summit for Tourism and Hospitality Conference

University, College, and Departmental Committee Memberships

- Chair of Rosen College Faculty Assembly (2018 – Present)
- Chair of the University Benefits Committee (2016-Present)
- Chair of the Hospitality Services Faculty Search Committee (2018- Present)
- Member University Faculty & Staff Benefits Committee (2014-Present)
- College Research Committee (2014-2018)
- Member of the University Investment Committee (2015-Present)
- College Faculty Development Committee (2013-2017)
- College Doctoral Review Committee (2016)
- College Sabbatical Committee (2015)
- Curriculum Review Committee for Hospitality Services Department (2014-2015)
- College Faculty Search Committee (2013-2014)
- College Budget and Finance Committee (2013-2014)
- Department Assessment Committee (2013)

Industry Professional Organization Active Memberships

- Council of Hotel Restaurant, and Institutional Educators (CHRIE) 2013- Present
- Association for Talent Development (ATD) 2016- 2018
- Society for Human Resource Management (SHRM) 2012-Present
- Greater Orlando Human Resources Association (GO SHRM) 2012-Present
- Hospitality Toastmaster's Club – 2016-2018

Licenses and Certifications (active):

Professional in Human Resources (PHR) – Awarded by the Human Resources Certification Institute in April 2018

Licenses and Certifications (non-active):

Series 7 – Financial Industries Regulatory Agency (FINRA) Registered Representative license
Series 66- Financial Industries Regulatory Agency (FINRA) Uniform Combined State law license
FHLVA 2-15 - Florida Health, Life and Variable Annuity Insurance license
ServSafe – National Restaurant Association's ServSafe (food sanitation certification)