

Valeriya Shapoval, Ph.D.

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Highly qualified *University Professor* with robust research and academic career in the areas of organizational behavior, human resources, big data, leadership, hospitality/tourism, events, health, and psychological wellbeing. Motivated, energetic, and passionate about facilitating student success. Committed to improving learning experiences for diverse student populations. Proven ability to acquire significant grants in order to propel industry research projects. Numerous scholastic and editorial achievements in top publications, with a successful track record of translating works into successful industry presentations and lesson plans. Competent with analytical computer software, including R, SPSS, and SAS/SAS Enterprise Miner. Fluent in Ukrainian, Russian, English, and conversational Japanese.

Education

Ph.D. in Hospitality Management, University of Central Florida, 2016

Dissertation: Organizational justice emotional labor of hourly wage employees in the hospitality industry

Master of Professional Studies in Applied Statistics, Cornell University (School of Industrial Labor Relations), 2005

Thesis: Customer behavior and usage of new internet banking products

Master of Education (Psychology minor), Khersonskiy State University, 2000

Thesis: Impact of religious education at elementary school

Bachelor of Education (Psychology minor), Khersonskiy State University, 1999

Thesis: Comparative analysis of educational programs in kindergarten and elementary schools between Japan and Ukraine

Certifications

Online Courses Development, University of Central Florida (Center for Distributed Learning), 2016

Data Mining/Big Data, University of Central Florida (Department of Statistics), 2014

Academic Experience

UNIVERSITY OF CENTRAL FLORIDA, Orlando, Florida

Assistant Professor, Rosen College of Hospitality Management, 2016 to Present

Accomplishments include:

- Recipient of various Grants, Fellowships, and Funds ranging in value from \$2,500 to \$129K. Details in the subsequent section.
- Formally recognized by the International Journal of Hospitality for Outstanding Contribution in Reviewing in both 2016 and 2017.

Super Adjunct, Rosen College of Hospitality Management, 2015 to 2016

Taught four courses per semester in events, hospitality services, and lodging management

Graduate Research Assistant, Dick Pope Sr. Institute for Tourism Studies 2012 to 2015

Provided support to the main research team for: data collection, student management and organizing during projects, data analysis, and logistics during projects such as Economic Impact of Visitor Segments in Osceola County, Kissimmee Convention and visitor Bureau 2012, Curacao, North Sea Jazz Festival 2013-2014, The Strategic Tourism Master Plan Curacao 2013-2015.

Graduate Teaching Assistant, Rosen College of Hospitality Management, 2011

Supported a professor in managing logistics and grading event management HFT 2750 class

Professional Experience

SOLARE HOTELS AND RESORTS, Tokyo, Japan

Consultant, 2013

Applied qualitative and quantitative techniques to effectively interpret incoming data and produce substantiated reports. Utilized research findings to make justified recommendations on ways to improve hotel employees' productivity and increase customer service ratings.

Accomplishments include:

- Developed and executed a 7.5-day marketing campaign based on the premise of the “67 days of smiles” campaign in Orlando.

YPARTNERSHIP, Orlando, Florida

Research Analyst/Intern, 2010

Employed qualitative and quantitative techniques to Interpret data, formulated reports, and make substantiated recommendations based on research findings.

Accomplishments include:

- Developed and executed a 7.5-day marketing campaign based on the premise of the “67 days of smiles” campaign in Orlando.

AMSCOT FINANCIAL, Orlando, Florida

Co-Manager and Assistant Manager, 2006 to 2009

COURTYARD BY MARRIOTT, Ithaca, New York

Reception Desk and Concierge, 2000 to 2005

Grants, Fellowships and Funds

Mazda UMX 2021 Digital Customer

Role: Co-PI Value \$50,000

Estimating the Economic Impact of Vacation Home Rentals in Florida, 2019

Role: Co-PI Value: \$135,936

The Strategic Tourism Master Plan Bonaire, 2017

Role: Contributor Value: \$129,011

Business Entrepreneurship in Latin America Conference, 2017

Role: Co-PI Value: \$18,000

Service and Quality Management Innovation in Healthcare, 2017

Role: Co-PI Value: \$18,000

Rosen College Research Award, 2016

Role: Co-PI

Value: \$2,500

Teaching Experience

Fully Online:

The Event Industry HFT 2750

Leadership and Strategic Management in Hospitality HFT 3224

Strategic Marketing in Hospitality & Tourism (Graduate) HMG 6596

Mixed Mode:

Hospitality Human Resources Management HFT 2220

Lodging Operations HFT 2254

International Events HFT 4796

Leadership and Strategic Management in Hospitality HFT 3224

Face-to-Face:

Data Analysis in Hospitality and Tourism Research HMG 6585

Strategic Marketing in Hospitality HFT 4296

Dual Degree Programs:

Strategic Marketing in Hospitality & Tourism (Graduate) IULM Milan, Italy 2019 & 2020

Scholastic Activities

Refereed Journal Publications

1. Zong Y., **Shapoval V.**, & Busser, J., (2021) Baby boomers' generation and Social Media. *International Journal of Contemporary Hospitality Management (accepted)*
2. Zhong, Y., Busser, J., **Shapoval, V.**, Murphy, K. (2021). Hospitality and Tourism Student Engagement and Hope During Covid-19. *Journal of Hospitality & Tourism Education, 1-13*
3. **Shapoval, V.**, Hägglund, P., Pizam, A., Abraham, V., Carlbäck, M., Nygren, T., & Smith, R. M. (2021). The COVID-19 pandemic effects on the hospitality industry using social systems theory: A multi-country comparison. *International Journal of Hospitality Management, 94*, 102-813.
4. **Shapoval, V.**, Rivera, M., & Croes, R. (2020). The quality of gardens tourism and the visitor experience: differentiating between first-time and repeat visitors. *Annals of Leisure Research, 1-19*.
5. Croes, R., Ridderstaat, J., & **Shapoval, V.** (2020). Extending tourism competitiveness to human development. *Annals of Tourism Research, 80*, 102825.
6. **Shapoval, V.** (2019). Emotional Labor and Organizational Injustice in the hospitality Industry. Theoretical Approach. *International Journal of Hospitality Management, 83* 56-64
7. **Shapoval, V.** (2019). How Injustice impacts an Emotional Labor. *International Journal of Hospitality Management, 78*, 112-12.
8. Park, J. Y., Back, R. M., Bufquin, D., & **Shapoval, V.** (2019). Servicescape, positive affect, satisfaction and behavioral intentions: The moderating role of familiarity. *International Journal of Hospitality Management, 78*, 102-111.
9. **Shapoval, V.**, Murphy, K., & Severt, D., (2018) Does Service Quality Really Matter at Green Restaurants for Millennial Consumers? The Moderating Effects of Gender Between Loyalty and Satisfaction. *Journal of Food Service Business Research, 21(6)*, 591-609.

10. Atzori, R., **Shapoval, V.**, & Murphy, K. (2018). Measuring Generation Y consumers' perceptions of green practices at Starbucks: An IPA analysis. *Journal of Foodservice Business Research, 21(1)*, 1-21.
11. **Shapoval, V.**, & Pizam, A. (2017). The Prestige of Hospitality Occupations. *Tourism Analysis, 22(4)*, 451-466.
12. **Shapoval V.**, Wang., C. Hara T., & Shioya, H. (2017) Data mining in tourism data analysis: Inbound visitors to Japan. *Journal of Travel Research, 57(3)*, 310-323.
13. 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, 11(7)*, 326-339. (cited 75)
14. Hara, T., Severt, K., & **Shapoval V.** (2015) 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, 3(1)*, 1.

Books/Encyclopedia

1. **Shapoval, V.** (2021) Ecotourism. In Birnkmann, R. (Ed.). *The Palgrave Handbook of Global Sustainability*. (Accepted).
2. Pizam, A. & **Shapoval, V.** (2021). Management, Tourism. In Jafari, J. (Ed.). *Encyclopedia of tourism*. New York: NY: Routledge (updated)
3. Pizam, A. & **Shapoval, V.** (2015) Ukraine, overview of tourism policies and development. In Lowry, Linda (Ed.). *The SAGE International Encyclopedia of Travel and Tourism*. Thousand Oaks, CA: SAGE Publications.
4. Pizam, A. & **Shapoval, V.** (2013). Management, Tourism. In Jafari, J. (Ed.). *Encyclopedia of tourism*. New York: NY: Routledge.

Research in Progress

1. **Shapoval, V.**, Sönmez, S., Hsieh, Y., & Apostolopoulos, Y., (2021) Occupational Health and Safety of Immigrant Hotel Housekeepers. *Journal of Health and Safety at Work (under 1st review)*
2. Sönmez, S., **Shapoval, V.**, Hsieh, Y., & Apostolopoulos, Y., (2021). Hotel Housekeepers Want: R-E-S-P-E-C-T. *Journal of Immigrant and Minority Health (under 1st review)*
3. Cobos, L., & **Shapoval, V.**, (2021). Hotel Mobile Apps: Inhibitors and Motivators to Booking Intentions during COVID-19. (To be submitted to *Journal of Hospitality Marketing & Management under 1st review*)
4. Rivera, M., **Shapoval, V.**, Madeiros, M. (2021). COVID-19 Pandemic and Students Resilience. *Journal of Hospitality, Leisure, Sport & Tourism Education (under 2nd review)*
5. Croes R., Rivera, M., & **Shapoval V.** (2021). Tourism development and happiness: A residents' perspective, case of Poland (*Journal of Travel Research under 1st review*).
6. Rivera, M., **Shapoval, V.**, Madeiros, & M., Semrad, K. (2021). Familiarity, Involvement, Satisfaction, and Behavioral Intentions fostering loyalty for repeat festival attendees: The case of the Zora Cultural Heritage Festival, Orlando, USA. *International Journal of Event and Festival Management (under 1st review)*
7. Vanhoudt, M., Murphy, K., & **Shapoval, V.**, (2021) Brand Innovation and Loyalty. (To be submitted to *Journal of Hospitality Marketing & Management*)
8. **Shapoval, V** & Yost, E., (2020) Profile of slow tourists to environmentally friendly destinations, to be submitted to *Journal of Tourism Review (under 2nd review)*

Refereed Conference Proceedings

1. Semrad, K., Rivera, M., **Shapoval, V.**, & Madeiros, M., (2021). Familiarity, Involvement, Satisfaction, and Behavioral Intentions fostering loyalty for repeat festival attendees: The case of the Zora Cultural Heritage Festival, Orlando, USA. ICE Conference Orlando, FL, USA
2. **Shapoval V.**, Yost, E., and Wen, C., (2019). Could we predict potential slow tourists? Slow tourism predisposition and typologies. 5th World Research Summit for Hospitality and Tourism Orlando FL USA
3. M. Rivera, K. Semrad, R. Croes, J. Ridderstaat, **V. Shapoval**, M. Altin (2019) Estimating the economic impact of vacation rental homes in Florida. 5th World Research Summit for Hospitality and Tourism Orlando FL USA
4. Shapoval, V., Zang, T., Wutao, W. (2019) Sentiment Analysis of Twitter data of #hashtag to predict public opinion on healthy eating in healthy vs unhealthy states. *1st International Conference on Smart Tourism, Smart Cities and Enabling Technology*. Orlando FL
5. Croes, R., Ridderstaat, J., & **Shapoval, V.** (2019) Extending tourism competitiveness to human development. *7th IATE-International Association for Tourism Economics*. LaPlata, Argentina. *Accepted*.
6. **Shapoval, V.**, (2017). Charisma and Business Leadership in Latin America. Lecture presented at *Business entrepreneurship in Latin America Conference (BELA)* in Rosen College of Hospitality Management, University of Central Florida, Orlando.
7. **Shapoval, V.** & Pizam, A., (2017) Emotional Labor and Organizational Injustice in Hospitality Industry 4th World Research Summit for Tourism and Hospitality. Orlando, FL, December 8-11.
8. Croes, R., Rivera, M., Semrad, K. & **Shapoval, V.** (2017). Experience and spending behavior in SIDS: the case of the Aruba Soul Beach Music Festival. 4th International Conference on Events (ICE). Orlando, FL., December 12-14.
9. **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.
10. Hara, T. & **Shapoval, V.** (2015). Overwrapping 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.
11. **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.
12. **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.
13. **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.
14. 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*.

15. 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.*
16. Croes, R., Rivera, M., Lee, S., & **Shapoval, V.** (2013). Bok Tower Gardens: Marinating relevance in the Changing Word. 31st Annual EUROCHRIE, Freiburg, Germany.
17. **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.*

Keynote Presentations

1. Rivera, M., Croes, R., **Shapoval, V.**, Van Niekerk, M. & Semrad, K. (2017). Tourism Master Plan: A preliminary overview. Parliament Bonaire, Kralendijk, May 9th.
2. Croes, R., Rivera, M. & **Shapoval, V.** (2017). Bonaire’s Tourism Master Plan: An overview. Parliament Bonaire, Kralendijk, March 19.
3. **Shapoval, V.**, Wang, M., Hara, T., Shioya, H., (2017), “Data Mining for Large Tourism Data Analysis: Inbound Visitors”, *Informix International Tourism Conference, January 21, 2017.* Faculty of Economics, Yamaguchi University, Yamaguchi, Japan

Industry Activities

Industry Presentations

1. Rivera, M., Croes, R., & **Shapoval, V.**, (2018). “Tying the Knot” A guide to the Economic Impact of the Aruba Wedding Market. Growing tourism by saying “I do”! Presentation to the Aruba Tourism Authority Oranjestad, Aruba
2. Croes, R., Rivera, M., **Shapoval, V.**, Semrad, K., & Van Niekerk, M. (2017). Tourism: synergizing people and nature for a better tomorrow. Bonaire Tourism Master Plan. Plaza Hotel, Kralendijk, December 1st.
3. Croes, R., Rivera, M., **Shapoval, V.**, Semrad, K., & Van Niekerk, M. (2017). The six take-aways. Bonaire Tourism Summit, Harbour Village, Kralendijk, August 24.
4. Croes, R., Rivera, M., **Shapoval, V.**, Semrad, K., & Van Niekerk, M. (2017). Challenges of Bonaire’s tourism: Where are we? Bonaire Tourism Summit, Harbour Village, Kralendijk, August 24.
5. Rivera, M., Croes, R., **Shapoval, V.**, Semrad, K., & Van Niekerk, M. (2017). Bonaire tourism supply: Can the product align with opportunities? Bonaire Tourism Summit, Harbour Village, Kralendijk, August 24.
6. Croes, R., Rivera, M., **Shapoval, V.**, Semrad, K., & Van Niekerk, M. (2017). Bonaire tourism demand: Who are they & what do they want? Bonaire Tourism Summit, Harbour Village, Kralendijk, August 24.
7. Rivera, M., Croes, R., **Shapoval, V.**, Semrad, K., & Van Niekerk, M. (2017). Bonaire product development. Bonaire Tourism Summit, Harbour Village, Kralendijk, August 24.
8. Croes, R., Rivera, M., **Shapoval, V.**, Semrad, K., & Van Niekerk, M. (2017). Generating optimal tourism demand. How? Bonaire Tourism Summit, Harbour Village, Kralendijk, August 24.
9. Rivera, M., Croes, R., **Shapoval, V.**, Van Niekerk, M., & Semrad, K. (2017). Tourism Master Plan: A preliminary overview. Parliament Bonaire, Kralendijk, May 9th.

10. Croes, R., Rivera, M. & **Shapoval, V.**, Van Niekerk, M., & Semrad, K. (2017). Bonaire's Tourism Master Plan: An overview. Parliament Bonaire, Kralendijk, March 19.

Industry Publications and Consulting Activities

1. Croes, R., Rivera, M., Semrad, K. J., Ridderstaat, J., Shapoval, V., & Altin, M. (2019). Estimating the Economic Impact of Vacation Home Rentals in Florida.
2. Rivera, M., Croes, R., & **Shapoval, V.**, (2018). "Tying the Knot" A guide to the Economic Impact of the Aruba Wedding Market. Growing tourism by saying "I do"! Dick Pope Sr. Institute for Tourism Studies, Rosen College of Hospitality Management, Orlando, Florida
3. Croes, R., Semrad, K., Rivera, **Shapoval, V.** & Van Niekerk, M. (2017). Tourism: Synergizing people and nature for a better tomorrow. Bonaire, the first Blue Destination. Tourism Master Plan 2017-2027. Dick Pope Sr. Institute for Tourism Studies, Rosen College of Hospitality Management, Orlando, Florida
4. Croes, R., Rivera, R., Semrad, K, Dickson, D., Pizam, A., **Shapoval, V.** & Orłowski, M. (2014). From Attribute orientation to experiential consumption: The future of tourism in Curacao. Curacao Tourism Board. Dick Pope Sr. Institute for Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., January 30-31.
5. Croes, R, Rivera, M, Lee, S., & **Shapoval, V.** (2012). The Curacao North Sea Jazz Festival: Exceeding expectations and evoking synergies for future growth. Fundashon Bon Intenshon. Dick Pope Sr. Institute for Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., October 25
6. Croes, R, Rivera, M, Lee, S., & **Shapoval, V.** (2012). The Kissimmee tourism industry: Insights to the visitors' profile and their economic impact. The Kissimmee Convention and Visitors Bureau. Dick Pope Sr. Institute for Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., February 15.
7. Croes, R, Rivera, M, Lee, S., **Shapoval, V.**, Kageyama, N., Bujisic, M., Bilgihan, A., & Olson, E. (2012). Bok Tower Gardens: Maintaining relevance in a changing world. Dick Pope Sr. Institute for Tourism Studies, Rosen College of Hospitality Management, Orlando, FL, July 26.

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.

Service to Journal and Conferences

Academic Journals

Managing Editor: *International Journal of Hospitality Manager, Elsevier 2019-present*

Assistant Editor: *International Journal of Hospitality Management, Elsevier 2017*

Ad Hoc Reviewer: *Journal of Quality Assurance in Hospitality and Tourism 2021*

Ad Hoc Reviewer: *Tourism Review 2021*

Ad Hoc Reviewer: *Cornell Quarterly 2019*

Ad Hoc Reviewer: *International Journal of Hospitality Management 2017*

Ad Hoc Reviewer: *Journal of Destination Marketing & Management 2017*

Ad Hoc Reviewer: International Journal of Intelligent Computing and Cybernetics 2017

Ad Hoc Reviewer: Tourism Analysis: An Interdisciplinary Journal 2016

Ad Hoc Reviewer: Journal of Foodservice Business Research 2016

Thesis Committee

Chair: Master Thesis

Miriana Vondhoudt, Brand innovation and Loyalty in the Hospitality Industry, graduated Spring 2020

Conferences

Moderator

1st International Conference on Smart Tourism, Smart Cities and Enabling Technology 2019

Reviewer

Hospitality and Tourism Graduate Conference 2019

Hospitality and Tourism Graduate Conference 2018

The 4th International Conference on Events (ICE) 2017

Hospitality and Tourism Graduate Conference 2017

Service to The University

Committees University Level

UPCC (Undergraduate Policy and Curriculum Committee) 2018-2021

Faculty Excellence 2018-2021

UCF Textbook Committee 2020-2021

UCF Libraries Scholarly Communication Faculty Advisory Board 2018-2019; 2019-2020

Committees College Level

Colloquium Chair 2019-*present*

Rosen Research Review (RRR) 2019-*present*

Planning advisory and assessment 2020-2021

International Marketing Initiative 2021

Hospitality Services Department by Laws Development 2018-2019

Continuing Education 2016-2017

Faculty Development 2016-2017

International Relations 2016-2017

Scholarship 2016-2017

Undergraduate Policy and Curriculum 2016-2017