

## Curriculum Vitae

### **ROBIN M BACK PhD FIH**

Department of Foodservice and Lodging Management  
Rosen College of Hospitality Management  
University of Central Florida  
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## **EDUCATION**

### **Doctor of Philosophy, Management (2015)**

Isenberg School of Management, University of Massachusetts Amherst (USA)

### **Certificate in Internet Technologies (1996)**

New York University (USA)

### **Master of Science, International Hotel Management (1991)**

University of Surrey (United Kingdom)

### **Bachelor of Science, Institutional Management (1985)**

London Metropolitan University (formerly Polytechnic of North London) (United Kingdom)

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## **EMPLOYMENT / PROFESSIONAL EXPERIENCE**

- 2021-present – **Associate Professor** – Rosen College of Hospitality Management, University of Central Florida (USA)
- 2015-2021 – **Assistant Professor** – Rosen College of Hospitality Management, University of Central Florida (USA)
- 2011-2015 – **Research and Teaching Assistant / Graduate Instructor** – Isenberg School of Management, University of Massachusetts Amherst (USA)
- 2001-2011 – **Brand Manager, North America** – Fairview and Spice Route Wines, Paarl (South Africa)
- 1996-2001 – **Management Analyst** – Travelcom Inc., White Plains, New York (USA)
- 1992-1996 – **Managing Partner** – Network Media Services, Sint Maarten (Caribbean)
- 1992-1996 – **Managing Partner** – Sint Maarten Breweries N.V., Sint Maarten (Caribbean)
- 1988-1990 – **General Manager, International Credit Division** – Budget Rent-a-Car International, Inc., Hemel Hempstead (United Kingdom)
- 1986-1988 – **National Customer Service Manager** – Avis Rent-a-Car Ltd., Hayes, Middlesex (United Kingdom)

- 1985-1986 – **Credit and Customer Account Services Manager** – Harvey Nichols & Co. Ltd., London (United Kingdom)
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## **RESEARCH**

**RESEARCH INTEREST AREAS:** Wine business, wine tourism, agritourism, culinary tourism, special event tourism, online marketing, consumer behavior, leadership

### **GRANTS**

1. **\$2,500** – (2019) – Perceptions of wine quality based on production region: Impact on consumer preferences, willingness to pay, purchasing behavior, and visit intentions. (Dean’s Research Scholar Program)
2. **\$7,500** – (2017) – A multi-stakeholder analysis of challenges and opportunities for wine tourism development in Florida (UCF Office of Research & Commercialization Research Grant)
3. **\$2,500** – (2015) – Product innovations in wine tourism: When design hotels meet historic wineries. (Dean’s Research Scholar Program)

### **REFEREED JOURNAL PUBLICATIONS**

1. Park, J.-Y., Hight, S. K., Bufquin, D., Vieira de Souza Meira, J., & **Back, R. M.** (In Press). An examination of restaurant employees’ work-life outlook: The influence of support systems during COVID-19. *International Journal of Hospitality Management*.
2. Orłowski, M., Mejia, C., **Back, R.**, & Fridrich, J. (2021). Transition to online culinary and beverage labs: Determining student engagement and satisfaction during COVID-19. *Journal of Hospitality & Tourism Education*, 33(3), 163-175. <https://doi.org/10.1080/10963758.2021.1907193>
3. Bufquin, D., Park, J.-Y., **Back, R. M.**, Vieira de Souza Meira, J., & Hight, S. K. (2021). Employment status, mental health, substance use, and career turnover intentions: An examination of restaurant employees during COVID-19. *International Journal of Hospitality Management*, 93. <https://doi.org/10.1016/j.ijhm.2020.102764>
4. Park, J.-Y., **Back, R. M.**, Bufquin, D., & Nutta, M. W. W. (2021). Attraction, social presence, sociability, and booking intentions: The moderating role of Homophily. *Journal of Hospitality & Tourism Research*. <https://doi.org/10.1177/1096348020988898> (SSCI & Indicative List Journal)
5. Ha, J., Park, J.-Y., & **Back, R. M.** (2020). Did you enjoy dining alone? An examination of solo diners. *Journal of the Table & Food Coordinate*, 15(3), 23-39. <https://doi.org/10.26433/TFCK.2020.15.3.23>
6. **Back, R. M.**, Lowry, L. L., & Higgins, L. M. (2020). Exploring a wine farm micro-cluster: A novel business model of diversified ownership. *Journal of Vacation Marketing*, 27(1), 103-116. <https://doi.org/10.1177/1356766720954258> (SSCI & Indicative List Journal)
7. **Back, R. M.**, Park, J.-Y., Bufquin, D., Nutta, M. W. W., & Lee, S. J. (2020). Effects of hotel website photograph size and human images on perceived transportation and behavioral intentions.

*International Journal of Hospitality Management*, 89. <https://doi.org/10.1016/j.ijhm.2020.102545>  
(SSCI and Indicative List Journal)

8. **Back, R. M.**, Okumus, B., & Tasci, A. D. A. (2020). Culinary fans versus culinary critics: Characteristics and behavior. *International Hospitality Review*, 34(1), 41-60. <https://doi.org/10.1108/IHR-10-2019-0024>
9. Bufquin, D., Park, J.-Y., **Back, R. M.**, Nutta, M. W. W., & Zhang, T. (2020). Effects of hotel website photographs and length of textual descriptions on viewers' emotions and behavioral intentions. *International Journal of Hospitality Management*, 87. <https://doi.org/10.1016/j.ijhm.2019.102378>  
(SSCI & Indicative List Journal)
10. Park, S., Park, K., Park J.-Y., & **Back, R. M.** (in press). Social media analytics in event marketing: engaging marathon fans in Facebook communities. *Event Management*.  
<https://doi.org/10.3727/152599519X15506259856309> (Indicative List Journal)
11. **Back, R. M.** (2020). Investigating the effects of a consumer experience event on brand perception, attitudinal brand loyalty, and purchasing behavior: A winemaker dinner application. *Journal of the Table & Food Coordinate*, 15(1), 21-35 <https://doi.org/10.26433/TFCK.2020.15.1.21>
12. **Back, R. M.**, Tasci, A. D. A., & Milman, A. (2020). Experiential consumption of a South African wine farm destination as an agritourism attraction. *Journal of Vacation Marketing*, 26(1), 57-72.  
<https://doi.org/10.1177/1356766719858642> (SSCI & Indicative List Journal)
13. **Back, R. M.**, Liu, X., Niklas, B., Storchmann, K., & Vink, N. (2019). Margins and mark-ups for fair trade wine along the supply chain: Evidence from South African wine sold in the U.S. *Journal of Wine Economics*, 14(3), 274-297. <https://doi.org/10.1017/jwe.2019.32>
14. Park, K., Park, J.-Y., & **Back, R. M.** (2019). Determinants of marathoners' event expenditures: an in-depth exploration of past experience. *Journal of Hospitality and Tourism Insights*, 2(2), 110-120.  
<https://doi.org/10.1108/JHTI-09-2018-0062>
15. 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. <https://doi.org/10.1016/j.ijhm.2018.11.003> (SSCI & Indicative List Journal)
16. Park, J.-Y., Bufquin, D., & **Back, R. M.** (2019). When do they become satiated? An examination of the relationships among winery tourists' satisfaction, repeat visits and revisit intentions. *Journal of Destination Marketing and Management*, 11, 231-239. <https://doi.org/10.1016/j.jdmm.2018.04.004>  
(SSCI & Indicative List Journal)
17. **Back, R. M.**, Bufquin, D., & Park, J. -Y. (2018). Why do they come back? The effects of winery tourists' motivations and satisfaction on repeat visits and revisit intentions. *International Journal of Hospitality & Tourism Administration*. <https://doi.org/10.1080/15256480.2018.1511499> (Indicative List Journal)
18. Bufquin, D., **Back, R. M.**, Park, J.-Y., & Nutta, M. (2018). The effects of architectural congruence perceptions on winery visitors' emotions and behavioral intentions: The case of Marqués de Riscal.

*Journal of Destination Marketing & Management*, 9, 56-63.  
<https://doi.org/10.1016/j.jdmm.2017.10.005> (Indicative List Journal)

19. **Back, R. M.**, Lowry, L. L., & Cartier, E. A. (2018). Leapfrogging to empowerment and inclusivity: A South African hospitality and tourism business perspective. *Journal of Hospitality and Tourism Insights*, 1(1), 4-36. <https://doi.org/10.1108/JHTI-10-2017-0005>
20. Dillon, P. J., **Back, R. M.**, & Manz, C. C. (2014). Authentic corporate social responsibility based on authentic empowerment: An exemplary business leadership case. *The Journal of Values-Based Leadership*, 7(1), 59-70. <https://scholar.valpo.edu/jvbl/vol7/iss1/7>

#### ENCYCLOPEDIA ENTRIES

1. **Back, R. M.** (2017). Wine Tourism, New World Wines, South Africa. In L. L. Lowry (Ed.), *The SAGE International Encyclopedia of Travel and Tourism*. Thousand Oaks, CA: SAGE Publications, Inc.

#### BOOK CHAPTERS

1. Bufquin, D., **Back, R. M.**, & Park, J.-Y. (2019). Innovations in the wine tourism experience – the case of Marqués de Riscal. In A. Correia, A. Fyall, & M. Kozak (Eds.), *Experiential Consumption and Marketing in Tourism within a Cross-Cultural Context*. Oxford, UK: Goodfellow Publishers Limited
2. Lowry, L. L. & **Back, R. M.** (2015). Slow Food, Slow Tourism, and Sustainable Practices: A Conceptual Model. In H. G. Parsa & V. Narapareddy (Eds.), *Sustainability, Social Responsibility, and Innovations in Tourism and Hospitality*. Waretown, NJ: Apple Academic Press and CRC Press

#### OTHER PUBLICATIONS

1. **Back, R.**, Bufquin, D., & Park, J.-Y. (2019, Spring). The wine tourist: Motivations, satisfaction and behavioral outcomes. *Rosen Research Review*, 10-13.
2. **Back, R. M.** (2019, June). What keeps the wine tourists coming? *Meininger's Wine Business International*, XIV(3), 70-71.
3. Tasci, A. D. A. & **Back, R. M.** (2019, January 11). Wine tourism in Florida finally receiving long overdue attention, *eTurboNews*, available at <https://www.eturbonews.com/242653/wine-tourism-in-florida-finally-receiving-long-overdue-attention> and <https://wines.travel/wine-tourism-in-florida-finally-receiving-long-overdue-attention-7791/>
4. Carter, F. (2016, October). Wine tourism on the rise: An interview with **Dr. Robin Back**. *Meininger's Wine Business International*, XI(5), p. 6.

#### REFEREED PRESENTATIONS

1. **Back, R.**, Jean-Denis, H., Kateb, S., Mangaliso, Z., Ngambi, H., Trompenaars, A., Davis, M., van de Bunt, S., Kahn, B., Knipes, B., Ndanga, L., Ovitzky, N., & Mangaliso, M. (2021, August). Adaptation of diversity, equity, and inclusion in the Post-COVID-19 environment. *81<sup>st</sup> Annual Meeting of the Academy of Management*, Virtual Conference.

2. **Back, R. M.**, Davis, M., Jean-Denis, H., Kahn, B., Mangaliso, M., Mangaliso, Z., Ndanga, L., Ngambi, H., Ovitsky, N., Trompenaars, A., & Van de Bunt-Kokhuis, S. (2020, August). Embracing diversity and inclusiveness in organizations: Strategems & practices from around the world. *80<sup>th</sup> Annual Meeting of the Academy of Management*, Virtual Conference.
3. **Back, R. M.** & Tasci, A. D. A. (2019, December). Wine region brand equity: Familiarity, image, quality, and value, explaining loyalty. *5<sup>th</sup> World Research Summit for Hospitality & Tourism*, Orlando, Florida, USA.
4. Bufquin, D., Park, J.-Y., **Back, R. M.**, Lee, S. J., & Nutta, M. W. W. (2019, December). Human images in hotel websites: Its effects on customers' cognitive, emotional, attitudinal and behavioral outcomes. *5<sup>th</sup> World Research Summit for Hospitality & Tourism*, Orlando, Florida, USA.
5. Nutta, M. W. W., Park, J.-Y., **Back, R. M.**, Bufquin, D., & Lee, S. J. (2019, December). The effects of human images and photograph size in hotel websites on perceived transportation, booking intentions, and willingness to pay more. *5<sup>th</sup> World Research Summit for Hospitality & Tourism*, Orlando, Florida, USA.
6. **Back, R.** & Lowry, L. (2019, June). Creating a wine farm destination: A new business model for an agritourism micro-cluster. *1<sup>st</sup> International Research Workshop on Wine Tourism: Challenges and Future Perspectives*, Strasbourg, France.
7. **Back, R. M.**, Tasci, A. D. A., & Sönmez, S. (2019, July). US wine region brand equity: Familiarity, image, quality, and value, explaining loyalty. *The American Association of Wine Economists 13<sup>th</sup> Annual Conference*, Vienna, Austria.
8. Tasci, A. D. A., **Back, R. M.**, & Milman, A. (2019, July). Experiential consumption dimensions of a winery destination. *The American Association of Wine Economists 13<sup>th</sup> Annual Conference*, Vienna, Austria.
9. Mangaliso, M., Mangaliso, N. A., **Back, R. M.**, Kahn, B., Ndanga, L. Z. B., Ovitsky, N., Jean-Denis, H., & Ngambi, H. (2019, June). Theoretical and practical implications of workplace diversity in global society. *Eastern Academy of Management International Conference*, Dubrovnik, Croatia.
10. Orłowski, M., **Back, R. M.**, & LeFebvre, S. (2019, June). Beyond the bottle: The effects of wine packaging on quality perceptions and purchase intentions. *International Conference on Wine Market and Cultures of Consumption*, Hong Kong SAR, China.
11. **Back, R. M.**, Tasci, A. D. A., & Sönmez, S. (2019, May). Comparison of wine region brand images. *Fourth International Conference on Tourism & Leisure Studies*, Miami, Florida, USA.
12. Nutta, M. W. W., **Back, R. M.**, Bufquin, D., Park, J.-Y. (2019, January). Too much information! Optimizing hotel websites to maximize booking intentions. *2019 Graduate Conference in Hospitality & Tourism*, Houston, Texas, USA.
13. **Back, R.**, Milman, A., & Tasci, A. (2018, October). Learning through Florida wine tourism. *International Society of Travel and Tourism Educators 37<sup>th</sup> Annual Conference*, Niagara Falls, New York, USA.

14. Milman, A., **Back, R.**, & Tasci, A. (2018, October). Experiential consumption and learning in a farm tourism destination: The case of Spice Route Winery in South Africa. *International Society of Travel and Tourism Educators 37<sup>th</sup> Annual Conference*, Niagara Falls, New York, USA.
15. **Back, R. M.** & Lowry, L. L. (2018, June). The effects of a winemaker dinner on brand perception and purchasing behavior. *The American Association of Wine Economists 12<sup>th</sup> Annual Conference*, Ithaca, New York, USA.
16. **Back, R. M.** & Tasci, A. D. A. (2018, June). Investigating the challenges and opportunities for wine tourism in Florida: A multi-stakeholder approach. *The American Association of Wine Economists 12<sup>th</sup> Annual Conference*, Ithaca, New York, USA.
17. Lowry, L. L. & **Back, R. M.** (2018, May). Consumption of place: Co-creation and meaningful experience curated through the lens of the wine estate. *Tourism Naturally Conference*, Zell am See-Kaprun, Austria.
18. Tasci, A. D. A. & **Back, R. M.** (2018, May). A multi-tourism paradigm scale of winescape. *Third International Conference on Tourism & Leisure Studies*, Lanzarote, Spain.
19. **Back, R. M.** & Tasci, A. D. A. (2017, December). Florida winescape attributes and their impact on tourist motivation, decision-making and visit experience. *4<sup>th</sup> World Research Summit for Tourism and Hospitality*, Orlando, Florida, USA.
20. Bufquin, D., **Back, R.**, & Park, J.-Y. (2017, December). The effects of architectural congruence perceptions, as related to local landscape, on visitors' emotions and behavioral intentions. *4<sup>th</sup> World Research Summit for Tourism and Hospitality*, Orlando, Florida, USA.
21. Park, J.-Y., Bufquin, D., & **Back, R. M.** (2017, December). What happens when they visit too often? The relationships among winery tourists' satisfaction, revisit intentions and repeat visits. *4<sup>th</sup> World Research Summit for Tourism and Hospitality*, Orlando, Florida, USA.
22. Mangaliso, P. M., Jiang, X., O'Neill, H., **Back, R.**, Manz, C. C., Ndanga, L. Z. B., Ngambi, H. C., Van de Bunt-Kokhuis, S. G. M., Pearce, C., & Nyathi, N. Q. (2017, August). Navigating interstitial spaces as a precondition for leadership in transformational change. *Academy of Management Annual Meeting*, Atlanta, Georgia, USA.
23. **Back, R. M.**, Shea, L. J., and Lowry, L. L. (2017, June). The effects of a winery visit on brand loyalty: A quasi-longitudinal study. *The American Association of Wine Economists 11<sup>th</sup> Annual Conference*, Padua, Italy.
24. **Back, R. M.**, Bufquin, D, and Park, J.-Y. (2016, June). Iconic hotels meet historic wineries: The Effects of "starchitecture" on wine tourism, brand perception, and consumer behavior. *The American Association of Wine Economists 10<sup>th</sup> Annual Conference*, Bordeaux, France.
25. **Back, R. M.**, Storchmann, K., and Xingyang, L. (2016, June). Fair trade wine in the U.S.: Mark-ups along the supply chain. *The American Association of Wine Economists 10<sup>th</sup> Annual Conference*, Bordeaux, France.
26. Lowry, L. L., Cartier, E. A., **Back, R. M.**, and Delconte, J. D. (2015, June). Addressing the need for new tourism theory: The utility of constructivist grounded theory methodology for theory development.

*The Travel and Tourism Research Association Annual International Conference, Portland, Oregon, USA.*

27. **Back, R. M.**, Lowry, L. L., and Cartier, E. A. (2014, June). The great mileage swindle: Consumer reactions to the diminishing value of frequent flyer programmes. *The Travel and Tourism Research Association Annual International Conference, Bruges, Belgium.*
28. Cartier, E. A., Lowry, L. L., and **Back, R. M.** (2014, June). Greenwashing: One reused bed-sheet and bath-towel at a time. *The Travel and Tourism Research Association Annual International Conference, Bruges, Belgium.*
29. Lowry, L. L., Cartier, E. A., and **Back, R. M.** (2014, June). Colorado's budding tourism industry: The growing relationship between marijuana tourism and the media. *The Travel and Tourism Research Association Annual International Conference, Bruges, Belgium.*
30. Lowry, L. L. & **Back, R. M.** (2014, June). Impact of "Farm Winery Legislation S 2582: An act relative to economic development reorganization" on Massachusetts wineries. *The American Association of Wine Economists 8<sup>th</sup> Annual Conference, Walla Walla, Washington, USA.*
31. **Back, R. M.** & Lowry, L. L. (2013, June). A cluster of delights: A case study of the wine farm as agritourism destination. *The American Association of Wine Economists 7<sup>th</sup> Annual Conference, Stellenbosch, South Africa.*
32. Jeong, M., Tierney, E., Lee, A., Koh, J., Cartier, E., & **Back, R.** (2012, August). Reviewing and developing the event management program from the perspective of three stakeholders: students, educators, and industry practitioners. *Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Providence, Rhode Island, USA.*

#### **REFEREED POSTER PRESENTATIONS**

1. Park, J.-Y., **Back, R. M.**, Bufquin, D., & Nutta, M. W. W. (2019, April). Revisiting information overload: Mediating role of perceived stress and enjoyment. *Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students, Las Vegas, Nevada, USA.*
2. Park, J.-Y., Bufquin, D., and **Back, R. M.** (2016, October). The effects of perceived congruence on visitors' emotional and behavioral responses emanating from disruption of hotel "starchitecture". *EuroCHRIE Conference, Budapest, Hungary.*
3. **Back, R. M.** (2012, August). What's it worth to me? The importance of perceived value on effective service recovery in the hospitality and tourism industry. *Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference, Providence, Rhode Island, USA.*
4. **Back, R. M.** (2012, June). More than just wine: The evolution of wine tourism in South Africa. *The Travel and Tourism Research Association Annual International Conference, Virginia Beach, Virginia, USA.*

## INVITED KEYNOTE PRESENTATIONS

1. **Back, R. M.** & Tasci, A. D. A. (2020, January). U.S. wine region brand equity: Familiarity, image, quality, and value, explaining loyalty. *Florida Wine and Grape Growers Association Annual Conference, DeLand, Florida, USA*
2. Tasci, A. D. A. & **Back, R. M.** (2020, January). Significance of Florida winescape on satisfaction and loyalty. *Florida Wine and Grape Growers Association Annual Conference, DeLand, Florida, USA*
3. **Back, R. M.** & Tasci, A. D. A. (2019, January). Challenges and opportunities for wine tourism in Florida: Further research results. *Florida Wine and Grape Growers Association Annual Conference, DeLand, Florida, USA*
4. **Back, R. M.** & Tasci, A. D. A. (2018, January). Challenges and opportunities for wine tourism in Florida. *Florida Wine and Grape Growers Association Annual Conference, Palatka, Florida, USA*
5. **Back, R. M.** (2017, September). The effect of a winery visit on brand loyalty and purchasing behavior. *The Business of Wine & Food Tourism Conference, Stellenbosch, South Africa*
6. **Back, R. M.** (2016, November). Should wineries charge for a tasting? The effect of a tasting fee on purchasing behavior. *The Business of Wine & Food Tourism Conference, Stellenbosch, South Africa*

## EDITORIAL BOARD MEMBERSHIP

1. Journal of Vacation Marketing
2. Journal of Hospitality and Tourism Research
3. International Journal of Hotel and Tourism Administration

## AD-HOC REVIEWER

1. Current Issues in Tourism
2. International Hospitality Review
3. International Journal of Contemporary Hospitality Management
4. International Journal of Entrepreneurship and Small Business
5. International Journal of Hospitality Management
6. Journal of Destination Marketing and Management
7. Journal of Hospitality and Tourism Education
8. Journal of Hospitality and Tourism Insights
9. Journal of Hospitality and Tourism Technology
10. Journal of Themed Experience and Attraction Studies

## TEACHING

### COURSES TAUGHT

1. HFT 3067/4067 Wines of the World (online) (UCF)
2. HFT 3811 Beverage Sales, Marketing, and Distribution (online) (UCF)
3. HFT 3868 History and Culture of Wine (mixed-mode and online) (UCF)
4. HFT 4065 Fine Spirits Management (mixed-mode and online) (UCF)
5. HFT 4866C Exploring Wines of the World (face-to-face and mixed-mode) (UCF)



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| 6. | HMG 6811     | Beverage Supply Chain Management (graduate level course – online) (UCF)          |
| 7. | HT-MGT 334   | Special Events Management (face-to-face) (UMass)                                 |
| 8. | SCH-MGMT 713 | Services Marketing Management (Co-taught graduate level course – online) (UMass) |

## **PROGRAM DEVELOPMENT**

UCF Undergraduate Beverage Management Certificate

## **SERVICE**

### **UNIVERSITY COMMITTEES**

1. Senator, Faculty Senate, 2019 to present
2. 1<sup>st</sup> Alternate Senator, Faculty Senate, 2018-2019
3. Chair, UCF Academic Calendar Committee, 2019 to present
4. Vice-Chair, UCF Academic Calendar Committee, 2018-2019
5. Member, Graduate Council Policy Committee, 2019 to present
6. Member, Student Academic Success Advisory Council, 2021 to present
7. Member, Graduation Success Team, 2021 to present

### **COLLEGE COMMITTEES**

1. Chair, Undergraduate Policy and Curriculum Committee, 2018-2020
2. Member, Undergraduate Policy and Curriculum Committee, 2015-2018
3. Coordinator, Communications Taskforce, 2018-2019
4. Member, Safety Committee, 2019 to present
5. Member, Scholarship Committee, 2016 to present
6. Member, Diversity and Inclusion Committee, 2020 to present
7. Member, Ph.D. Curriculum Update Committee, 2021 to present
8. Ex-officio member, Graduate Policy and Curriculum Committee, 2019 to present
9. Member, Bylaws Committee, 2018-2019
10. Member, International Relations Committee, 2015-2019

### **DEPARTMENT COMMITTEES**

1. Chair, Foodservice and Lodging Management Degree Sub-Committee, 2020-2021
2. Chair, Beverage Committee, 2015 to present
3. Co-Chair, Beverage Committee, 2015-2021

### **STUDENT CLUBS**

1. Faculty Advisor to UCF Wine Club – 2019 to present

### **PROFESSIONAL/INDUSTRY AFFILIATIONS/MEMBERSHIPS**

1. Fellow of the Institute of Hospitality
2. Academy of Management
3. American Association of Wine Economists
4. Florida Wine and Grape Growers Association

5. International Council on Hotel, Restaurant, and Institutional Education
6. Society of Wine Educators

### **AWARDS AND HONORS**

1. Rosen College's Hero Award for exceeding expectations in service to the college during the pandemic of 2020
2. Rosen College Certificate of Appreciation for above and beyond service to the Rosen College Family – 2020
3. HFT 3067 Wines of the World course recognized as a *High Quality* online course within the State University System of Florida – 2020
4. University of Massachusetts Amherst – Full Tuition Scholarship – 2011-2015
5. International Council on Hotel, Restaurant, and Institutional Education, North East North American (NENA) Federation Graduate Promise Award Scholarship – 2014