

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.

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), Kherson State University, 2000

Thesis: Impact of religious education at elementary school

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

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

Certifications & Diplomas

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

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

Diploma, *proficiency in violin and piano*, School of Music, Kherson, Ukraine 1985-1992

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 \$135K. 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 Awards

External Grants

1. Tourism Performance Curacao, 2022

Role: Co-PI Contribution: \$3,000 Value: \$13,500

2. Mazda UMX 2021 Digital Customer, 2021-2022

Role: Co-PI Contribution: \$7,392 Value: \$50,000

3. Tourism Performance Curacao, 2019

Role: Contributor Contribution: \$ 2,967 Value: \$ 13,500

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

Role: Co-PI Contribution: \$3,579 Value: \$135,936

5. The Strategic Tourism Master Plan Bonaire, 2017

Role: Investigator Contribution: \$5,775 Value: \$129,011

6. Business Entrepreneurship in Latin America Conference, 2017

Role: Co-PI Contribution: \$600 Value: \$1,800

Other Professional Development Contracts

1. Service and Quality Management Innovation in Healthcare, 2017

Continuous Education Contribution: \$600 Value: \$1,800

Internal Grants

Rosen College Research Award, 2016

Role: Co-PI Contribution: \$2,500 Value: \$2,500

Internal Awards

Rosen College Top Journal Incentive Award, 2021

Value \$2,500

Rosen College Top Journal Incentive Award, 2021

Value \$2,500

Rosen College Top Journal Incentive Award, 2019

Value \$2,500

Rosen College Top Journal Incentive Award, 2019

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
- Strategic Issues in Hospitality and Tourism (*Graduate*) HMG 6296

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 (*Graduate*) HMG 6585
- Strategic Marketing in Hospitality HFT 4296
- Dual Degree Programs:

International Teaching:

- Strategic Marketing in Hospitality & Tourism (*Graduate*) IULM Milan, Italy 2019, 2020 & 2022

Scholastic Activities

Total citations 670

Areas of Research Interest

- Workers' health (physical & emotional)
- Other topics of psychology and organizational behavior
- Bid Data Analytics (Data Mining)
- Tourism and destinations

Refereed Journal Publications

1. Cobos, L., & **Shapoval, V.**, (2022). Leveraging psychological characteristics to influence mobile hotel bookings during a global health crisis. *International Journal of Hospitality & Tourism Administration*. (Accepted) Impact Factor 3.10
2. **Shapoval, V.**, Sönmez, S., Hsieh, Y., & Apostolopoulos, Y., (2022) Occupational Health and Safety of Immigrant Hotel Housekeepers. *Workplace Health & Safety Journal*. SSCI Impact factor 2.338 <https://doi.org/10.1177/21650799221090712>
3. Rivera, M., **Shapoval, V.**, Madeiros, & M., Semrad, K. (2022). 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*.13(3) 267-286. Impact factor 1.42 <https://doi.org/10.1108/IJEFM-07-2021-0062>
4. Rivera, M., **Shapoval, V.**, & Medeiros, M. (2021). The relationship between career adaptability, hope, resilience, and life satisfaction for hospitality students in times of Covid-19. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 29, 100344. SSCI Impact factor 3.1 Cite score 3.1 <https://doi.org/10.1016/j.jhlste.2021.100344>
5. Hu, R., Wang, C., Zhang, T., Nguyen, T., Shapoval, V., & Zhai, L. (2021). Applying augmented reality (AR) technologies in theatrical performances in theme parks: A transcendent experience perspective. *Tourism Management Perspectives*, 40, 100889. SSCI Impact factor 6.586 Cite score 6.8 <https://doi.org/10.1016/j.tmp.2021.100889>
6. Zong Y., **Shapoval V.**, & Busser, J., (2021) Baby boomers' generation and social media. *International Journal of Contemporary Hospitality Management* 33(5), 1870-1891. SSCI Impact factor 6.514 Cite score 10.9 <https://doi.org/10.1108/IJCHM-08-2020-0873>
7. 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, 194-206. Cite score 1.8 <https://doi.org/10.1080/10963758.2021.1907197>
8. **Shapoval, V.**, Hägglund, P., Pizam, A., Abraham, V., Carlback, M., Nygren, T., & Smith, R. M. (2021). The COVID-19 pandemic effects on the hospitality industry using social systems theory: A multi-country comparison. *Editorial for a special issue. International Journal of Hospitality Management*, 94, 102-813. SSCI Impact factor 9.237 Cite score 9.4 <https://doi.org/10.1016/j.ijhm.2020.102813>
9. **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), 449-467. Impact factor 1.83 Cite score 3.8 <https://doi.org/10.1080/11745398.2020.1744174>
10. Croes, R., Ridderstaat, J., & **Shapoval, V.** (2020). Extending tourism competitiveness to human development. *Annals of Tourism Research*, 80, 102825. SSCI Impact factor 9.011 Cite score 7.0 <https://doi.org/10.1016/j.annals.2019.102825>
11. **Shapoval, V.** (2019). Emotional Labor and Organizational Injustice in the hospitality Industry. Theoretical Approach. *International Journal of Hospitality Management*. 83, 56-64. SSCI Impact factor 9.237 Cite score 9.4 <https://doi.org/10.1016/j.ijhm.2019.04.002>

12. **Shapoval, V.** (2019). How Injustice impacts an Emotional Labor. *International Journal of Hospitality Management*, 78, 112-121. SSCI Impact factor 9.237 Cite score 9.4 <https://doi.org/10.1016/j.ijhm.2018.10.022>
13. 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. SSCI Impact factor 9.237 Cite score 9.4 <https://doi.org/10.1016/j.ijhm.2018.11.003>
14. **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. Impact factor 1.88 Cite score 2.1 <https://doi.org/10.1080/15378020.2018.1483698>
15. 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. Impact factor 1.88 Cite score 2.1 <https://doi.org/10.1080/15378020.2016.1229090>
16. **Shapoval, V.**, & Pizam, A. (2017). The Prestige of Hospitality Occupations. *Tourism Analysis*, 22(4), 451-466. Cite score 2.3 <https://doi.org/10.3727/108354217X15023805452013>
17. **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. SSCI Impact factor 10.982 <https://doi.org/10.1177/0047287517696960>
18. 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 273). SSCI Impact factor 6.514 Cite score 10.9 <https://doi.org/10.1108/IJCHM-04-2015-0167>

Other Publications

1. 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

1. **Shapoval, V.** (2022) Ecotourism. In Birnkmann, R. (Ed.). *The Palgrave Handbook of Global Sustainability*. (Accepted).

Encyclopedia

1. Pizam, A. & **Shapoval, V.** (2021). Management, Tourism. In Jafari, J. (Ed.). *Encyclopedia of tourism*. New York: NY: Routledge (updated)
2. 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.
3. Pizam, A. & **Shapoval, V.** (2013). Management, Tourism. In Jafari, J. (Ed.). *Encyclopedia of tourism*. New York: NY: Routledge.

Research in Progress

1. Hsieh, Y., **Shapoval, V.**, Sönmez, S., & Apostolopoulos, Y., (2022) Hotel Housekeepers' Work Challenges and Health. *Journal of Health and Safety at Work* (Accepted with minor revisions)

2. **Shapoval, V** & Yost, E., (2022) Profile of slow tourists to environmentally friendly destinations, to be submitted to Journal of Travel Research (*under 1st review*)
3. Sönmez, S., **Shapoval, V.**, Hsieh, Y., & Apostolopoulos, Y., (2022). Hotel Housekeepers Want: R-E-S-P-E-C-T. *Equality, diversity and inclusion: An international journal* (*under 1st review*)
4. Croes R., Rivera, M., & **Shapoval V.** (2022). Tourism development and happiness: A residents' perspective, case of Poland *Tourism Management Journal* (*under 1st review*).
5. Vanhoudt, M., Murphy, K., & **Shapoval, V.**, (2022) Brand Innovation and Loyalty. (*To be submitted to Journal of Hospitality Marketing & Management*)
6. **Shapoval, V.**, & Busser, J. Emotional Labor Scale Consolidation *in progress*
7. Pizam, A., Villy, A., & **Shapoval V.**, Dark Tourism *in progress*

Refereed Conference Proceedings

1. Semrad, K., Rivera, M., **Shapoval, V.**, & Medeiros, M. (2021). African-American cultural festival: Attendees' familiarity, involvement and behavioral intentions. *Proceedings of The 5th International Conference on Events (ICE): Making New Waves in Africa by Exploring New Frontiers in Festivals & Events*, Cape Town, South Africa, November 16-18, 2021.
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.
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). Overlapping of satellite accounts and policy recommendations to mitigate global measurement issues - Tourism satellite accounts and culture satellite accounts. *3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit: Transforming Partnerships*. Orlando, Florida.
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. **Shapoval, V.**, Rivera, M., & Huang, A.,” UMX 2021 Digital Customer App Mazda Data Science and Evaluation”. Mazda North America as part of Mazda UMX 2021 Digital Customer grand. Orlando FL December 8th.
2. Rivera, M., Croes, R., **Shapoval, V.**, Van Niekerk, M. & Semrad, K. (2017). Tourism Master Plan: A preliminary overview. Parliament Bonaire, Kralendijk, May 9th.
3. Croes, R., Rivera, M. & **Shapoval, V.** (2017). Bonaire's Turism Master Plan: An overview. Parliament Bonaire, Kralendijk, March 19.
4. **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 Journal Article

1. Croes, R., Ridderstaat, J., & **Shapoval, V** (2021) Tourism Competitiveness and Human Development. *Rosen Research Review* 2(2), 4
2. Croes, R., Rivera, M., Semrad, K., Shapoval, V., Ridderstaat, J., Altin, M., (2020). The relevance of the Vacation Home Rental Industry to Florida's Economy and the COVID-19 Hangover *Rosen Research Review* 1(2), 42-43
3. **Shapoval, V.**, (2019) Service with a Smile: How Organizational Injustice Impact Emotional Labor. *Rosen Research Review* 1(2),10

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

1. **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

1. **Managing Editor:** International Journal of Hospitality Manager, *Impact factor 9.2 Cite score 9.4 Elsevier 2019-present*
2. **Editorial Board Member:** Tourism Economics, *Impact factor 4.38, Sage 2022*
3. **Assistant Editor:** International Journal of Hospitality Management, *Elsevier 2017*

Ad Hoc Reviewer

1. Psychology Research and Behavior Management 2022
2. International Journal of Contemporary Hospitality Management 2022
3. Journal of Quality Assurance in Hospitality and Tourism 2021
4. Tourism Review 2021
5. Cornell Quarterly 2019
6. International Journal of Hospitality Management 2017
7. Journal of Destination Marketing & Management 2017
8. International Journal of Intelligent Computing and Cybernetics 2017
9. Tourism Analysis: An Interdisciplinary Journal 2016
10. Journal of Foodservice Business Research 2016

Thesis Committee

Ph.D. Dissertation

1. Riana Madison *Present*

Master Thesis (Chair)

1. Claudia Moreschi Neuropsychology Marketing in the event industry. *Present*
2. Chiara Borchia Experiential Marketing: A Case of Bulgari Hotel. *Present*
3. Miriana Vondhoudt, Brand innovation and Loyalty in the Hospitality Industry, *graduated in 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

- Graduate Curriculum Senate (*Committee Chair*) 2021-2022
- UPCC (Undergraduate Policy and Curriculum Committee) 2018-2022
- Faculty Excellence 2018-2022
- UCF Textbook Committee 2020-2021
- UCF Libraries Scholarly Communication Faculty Advisory Board 2018-2019; 2019-2020

Committees College Level

- Colloquium (*Chair*) 2019-2021
- Rosen Research Review (RRR) 2019-present
- Planning advisory and assessment 2020-present
- 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

Student Service

1. Guest lectured at Dr. Asli Taci's HFT 7295 Theories in Hospitality and Tourism class on the topic: Emotional labor and organizational justice. 2021
2. Guest lectured at Dr. Asli Taci's HFT 7295 Theories in Hospitality and Tourism class on the topic: Emotional labor and organizational justice. 2019

Professional Affiliations

1. Member, American Psychology Association (APA)
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