

Valeriya Shapoval

Associate Professor
University of Central Florida
Rosen College
Orlando FL 32819
407-903-8053
Valeriya.Shapoval@ucf.edu

EDUCATION

Hospitality Management, Rosen College, University of Central Florida, USA
Doctor of Philosophy, August 2016

Cornell University, School of Industrial Labor Relations, New York, USA
Master of Professional Studies in Applied Statistics, May 2005

Khersonsky State University, Kherson, Ukraine
Master of Education/Pedagogy, May 2000

Khersonsky State University, Kherson, Ukraine
Bachelor of Education/Pedagogy May 1999

CERTIFICATIONS & DIPLOMAS

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

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

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

ACADEMIC POSITIONS

Associate Professor, Rosen College of Hospitality Management 2023-present
University of Central Florida

Undergraduate level: Leadership & Strategic Management

Graduate level: Strategic Marketing, Leadership, Strategic Issues; Data Analysis

Assistant Professor, Rosen College of Hospitality Management 2016 - 2023
University of Central Florida

Undergraduate: Human resources, Leadership and strategic management, Marketing, Strategy

Graduate: Strategic marketing, Data analysis, Strategic issues, Leadership

Visiting Tenured Teacher IULM (The University Institute for Modern Languages) Milan Italy 2023

Graduate: Strategic Marketing

Visiting Instructor IULM (The University Institute for Modern Languages), Milan Italy 2019-2023

Graduate: Strategic Marketing; Chairing a committee for several graduate thesis

Super Adjunct, Rosen College of Hospitality Management, University of Central Florida 2015 - 2016

Undergraduate: Events, Hospitality Services, and Lodging Management

Graduate Research Assistant, Dick Pope Sr. Institute for Tourism Studies 2012 - 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
University of Central Florida

Supported a professor in managing logistics and grading event management class.

PROFESSIONAL EXPERIENCE

<i>Solare Hotels and Resorts</i> , Tokyo, Japan Consultant	2013
<i>Ypartnership</i> , Orlando, Florida Research Analyst/Intern	2010
<i>Amscot financial</i> , Orlando, Florida Co-Manager and Assistant Manager	2006 - 2009
<i>Courtyard by Marriott</i> , Ithaca, New York Reception Desk & Concierge	2000 - 2005

GRANTS, FELLOWSHIPS AND AWARDS

External Grants

Title: Tourism Performance Curacao
Role: Co-Principal Investigator
Total awarded: \$13,000
Period: 2022

Title: Mazda UMX 2021 Digital Customer
Role: Co-Principal Investigator
Total awarded: \$50,000
Period: 2021-2022

Title: Tourism Performance Curacao
Role: Contributor
Total awarded: \$13,500
Period: 2019

Title: Estimating the Economic Impact of Vacation Home Rentals in Florida
Role: Co-Principal Investigator
Total awarded: \$135,936
Period: 2019

Title: The Strategic Tourism Master Plan Bonaire
Role: Investigator
Total awarded: \$129,011
Period: 2017

Title: Business Entrepreneurship in Latin America Conference
Role: Co-Principal Investigator
Total awarded: \$1,800
Period: 2017

Title: Service and Quality Management Innovation in Healthcare
Role: Co-Principal Investigator
Total awarded: \$1,800
Period: 2017

Internal Grants

Title: Rosen College Research Award,
Role: Co-Principal Investigator
Total awarded: \$2,500
Period: 2016

Internal Awards

<i>Rosen College Top Journal Incentive Award,</i> Value \$2,500	2021
<i>Rosen College Top Journal Incentive Award,</i>	2021

Value \$2,500 <i>Rosen College Top Journal Incentive Award,</i>	2019
Value \$2,500 <i>Rosen College Top Journal Incentive Award,</i>	2019
Value \$2,500	

TEACHING EXPERIENCE

Graduate:

Strategic Marketing in Hospitality & Tourism
Strategic Issues in Hospitality and Tourism
Leadership in Hospitality and Tourism
Data Analysis in Hospitality and Tourism Research

Undergraduate:

Hospitality Human Resources Management
Leadership and Strategic Management in Hospitality
Leadership and Strategic Management in Hospitality
Lodging Operations
International Events
The Event Industry

REFEREED JOURNAL PUBLICATIONS

1. Hsieh, Y., **Shapoval, V.**, Sönmez, S., & Apostolopoulos, Y., (2023) Work Challenges and Health of Immigrant Hotel Housekeepers: Part 2. SSCI Impact factor 2.338 *Workplace Health & Safety Journal*.
2. Cobos, L., & **Shapoval, V.**, (2022). Leveraging psychological characteristics to influence mobile hotel bookings during a global health crisis. *International Journal of Hospitality & Tourism Administration*.
3. **Shapoval, V.**, Sönmez, S., Hsieh, Y., & Apostolopoulos, Y., (2022) Occupational Health and Safety of Immigrant Hotel Housekeepers. *Workplace Health & Safety Journal*.
4. 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*.
5. 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.
6. 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.
7. Zong Y., **Shapoval V.**, & Busser, J., (2021) Baby boomers' generation and social media. *International Journal of Contemporary Hospitality Management* 33(5), 1870-1891.
8. 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.
9. **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. *Editorial for a special issue. International Journal of Hospitality Management*, 94, 102-813.
10. **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.
11. Croes, R., Ridderstaat, J., & **Shapoval, V.** (2020). Extending tourism competitiveness to human development. *Annals of Tourism Research*, 80, 102825.
12. **Shapoval, V.** (2019). Emotional Labor and Organizational Injustice in the hospitality Industry. Theoretical Approach. *International Journal of Hospitality Management*. 83, 56-64.
13. **Shapoval, V.** (2019). How Injustice impacts an Emotional Labor. *International Journal of Hospitality Management*, 78, 112-121.

14. 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.
15. **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.
16. 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.
17. **Shapoval, V.**, & Pizam, A. (2017). The Prestige of Hospitality Occupations. *Tourism Analysis*, 22(4), 451-466.
18. **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.
19. 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.
20. 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.** (2023) Ecotourism. In Birnkmann, R. (Ed.). *The Palgrave Handbook of Global Sustainability*.

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.

OTHER PUBLICATIONS

1. Shapoval, V. (2016). Organizational in-justice and emotional labor of hourly wage employees in the hospitality industry, *Doctoral Dissertation*, University of Central Florida.
2. Shapoval, V. (2005). Customer behavior and usage of new internet banking products, *Master Project*, Cornell University.
3. Shapoval, V. (2000). Impact of religious education at elementary school, *Master Thesis*, Khersonsky State University.
4. Shapoval, V. (1999). Comparative analysis of educational programs in kindergarten and elementary schools between Japan and Ukraine, *Undergraduate Thesis*, Khersonsky State University.

REFEREED CONFERENCE PROCEEDINGS

1. Cobos, L.M. & **Shapoval, V.** (2023, March 29-April 1). *Influencing Guest's Trust Through Hotel Mobile App* [Presentation]. 34th International Academy of Business Disciplines Conference, New Orleans, LA.
2. Morman, B. & **Shapoval, V.** (2023, January). *Tourism slogans as a touchpoint for brand awareness* [Poster Presentation]. 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Anaheim, California
3. 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.
4. **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

5. 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
6. **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
7. Croes, R., Ridderstaat, J., & **Shapoval, V.** (2019) Extending tourism competitiveness to human development. *7th IATE-International Association for Tourism Economics*. LaPlata, Argentina.
8. **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.
9. **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.
10. 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.
11. **Shapoval, V.** & Pizam, A. (2015). Customer (in) justice, emotional labor and job satisfaction in the hospitality industry. *5th International Interdisciplinary Business-Economics Advancement Conference*. Orlando, Florida.
12. 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.
13. **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.
14. **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.
15. **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.
16. 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*.
17. 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*.
18. Croes, R., Rivera, M., Lee, S., & **Shapoval, V.** (2013). Bok Tower Gardens: Marinating relevance in the Changing Word. 31st Annual EUROCHRIE, Freiburg, Germany.
19. **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.** (2023). Occupational health in immigrant housekeepers. Occupational and Environmental Grand Rounds Conference. Yale University
2. **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.
3. Rivera, M., Croes, R., **Shapoval, V.**, Van Niekerk, M. & Semrad, K. (2017). Tourism Master Plan: A preliminary overview. Parliament Bonaire, Kralendijk, May 9th.
4. Croes, R., Rivera, M. & **Shapoval, V.** (2017). Bonaire's Tourism Master Plan: An overview. Parliament Bonaire, Kralendijk, March 19.
5. **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

NON-REFEREED/ TRADE PUBLICATIONS

1. **Shapoval, V.** (2023 May 15th). Occupational Health and Safety of Immigrant Hotel Housekeepers. SAGE Perspectives.
2. Croes, T, Ridderstaat, J., & **Shapoval, V** (2021) Tourism Competitiveness and Human Development. *Rosen Research Review* 2(2), 4
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

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.** & Orlowski, 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.

EDITORIAL RESPONSIBILITIES

Managing Editor

International Journal of Hospitality Manager *Elsevier* 2019-present

Assistant Editor

International Journal of Hospitality Manager *Elsevier* 2017-2018

Editorial Board Member

Tourism Economics, *Sage* 2022-present

Ad Hoc Reviewer

Journal of Hospitality and Tourism Management
Journal of Immigrant & Minority Health
Journal of Occupational and Environmental Medicine
Journal of Quality Assurance in Hospitality and Tourism
Tourism Review
Cornell Quarterly
International Journal of Hospitality Management
Journal of Destination Marketing & Management
International Journal of Intelligent Computing and Cybernetics
Tourism Analysis: An Interdisciplinary Journal
Journal of Foodservice Business Research

Conferences Ad Hoc 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

STUDENT DISSERTATION / THESIS SUPERVISION

Ph.D. Committee Chair

Brianna Morman (2022-present) Time analysis of transformation in the TEFL segment of tourism

Ph.D. Committee Member

Riana Madison (2021-Present)

Master Thesis Chair

Claudia Moreschi (2022-23). What do we need to know to create a successful sporting event dedicated to milano-cortina 2026 Winter Olympics using tools of marketing psychology?

Chiara Borcha (2022-23). How to increase guest loyalty in the “new normal” of the COVID-19 pandemic: The case of BULGARI Hotel Milano.

Miriana Vondhoudt, (2019-2020). Brand innovation and loyalty in the hospitality industry.

THE UNIVERSITY OF CENTRAL FLORIDA SERVICE

University Level Committees

Chair

Graduate Curriculum Senate 2021-2023

Member

UCF Textbook Committee	2023-present
Graduate Curriculum Senate (Member)	2023-present
UCF Libraries Scholarly Communication Faculty Advisory Board	2019-2020
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

Rosen College Level Committees

Chair

Promotion & Tenure Committee (P&T)	2021-2022
Colloquium	2019-2021

Member

Scholarship Committee	2022-present
Rosen Research Review (RRR)	2019-2022
Planning advisory and assessment	2020-2022
International Marketing Initiative	2019-2021
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

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

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

Member, American Psychology Association (APA)

Member Council of Hotel, Restaurant, and Institutional Education (ICHRE)

RESEARCH IN PROGRESS

1. **Shapoval, V** & Yost, E., (2022) Predisposition: who are the eco travelers and slow tourists? *Journal of Travel Research (under 1st review)*
2. Croes R., Rivera, M., & **Shapoval V.** (2022). Tourism development and happiness: A residents' perspective, case of Poland. *Journal of International Tourism Management (under 1st review)*.
3. **Shapoval V.,** Villy, A., & Pizam, A., Dark Tourism: Victims of Holocaust trauma and finding a closure through tourism. *(in progress)*
4. Vanhoudt, M., Murphy, K., & **Shapoval, V.,** (2022) Brand Innovation and Loyalty. *(in progress)*
5. **Shapoval, V.,** & Busser, J. Emotional Labor Scale Consolidation *(in progress)*