

***Academic Background***

Ph.D.	2011	Hotel and Restaurant Management	Auburn University
M.Sc.	2008	Hotel and Restaurant Management	Auburn University
B.S.	2005	Hotel and Restaurant Management <i>Magna Cum Laude</i>	Auburn University
A.Sc.	2003	Applied Sciences <i>Magna Cum Laude</i>	Central Alabama Community College

***Honors***

- ***Awarded Best Conference Co-Chair***-Southeastern, Central, and South American Federation, I-CHRIE Conference, University of Tennessee, Knoxville, TN (2018)
- ***Awarded Best Faculty-Led Presentation*** Southeastern, Central and South American Federation of I-CHRIE Conference, Auburn University, Auburn, AL (2016).
- ***Beta Gamma Sigma***, National Business Honors Society (2005)
- ***Golden Key***, International Honors Society (2004)
- ***Kappa Omicron Nu***, National Honors Society (2004)
- ***Phi Theta Kappa*** Honors Society (2004)
- ***National Society of Collegiate Scholars*** (2005)
- ***Eta Sigma Delta, Chapter President***, National Honor Society for Hotel & Restaurant Management Students (2005)
- ***American Hotel and Lodging Educational Foundation, Scholarship recipient*** (2004)
- ***Alabama Bed and Breakfast Association, Scholarship recipient*** (2004)

***Certifications***

<i>Certified Hotel Industry Analytics</i> (CHIA), American Hotel and Lodging Association Ed. Ins.	exp., 2023.
<i>Certified Hospitality Educator</i> (CHE), American Hotel and Lodging Association Ed. Ins.	exp., 2022.
<i>ServSafe Food Proctor/Instructor Dual Certification</i> , National Restaurant Association	exp., 2022.
<i>ServSafe Alcohol</i> , National Restaurant Association	exp., 2022.
<i>ServSafe Food Certification</i> , National Restaurant Association	exp., 2021.
<i>ServSafe Alcohol Instructor</i> , National Restaurant Association	exp., 2021.

***Academic Experience***

***Associate Professor***, The University of Tennessee, Knoxville, Department of Retail, Hospitality, and Tourism Management, College of Education, Health, and Human Sciences, August, 2020-Present.

*Assistant Professor*, The University of Tennessee, Knoxville, Department of Retail, Hospitality, and Tourism Management, College of Education, Health, and Human Sciences. August, 2014-August, 2020.

*Visiting-Assistant Professor*, The University of Southern Mississippi, Department of Economic Development and Tourism, College of Business. August, 2013-August, 2014.

*Assistant Professor*, The University of Southern Mississippi, Department of Nutrition and Food Systems, College of Health. August 2012-August 2013.

*Visiting Lecturer*, Georgia State University, J Mack Robinson College of Business, Cecil B Day School of Hospitality Administration. August 2011-August 2012

*Graduate Research Assistant/Instructor*, Auburn University, Department of Nutrition, Dietetics, and Hospitality Management, College of Human Sciences. August 2008-August 2011

## ***Industry Experience***

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*Management, and Consultant, JR's Sports Bar and Grill.* May 2000-present.

- Family-operated, family-style restaurant.
- Instrumental in the establishment of a full-service bar operation in a family-style restaurant. Created specialty drink list and established pricing strategies for the restaurant's beverage menu. Involved in menu planning and strategic management.
- Over the past nineteen years, the full-service bar operation has **added more than \$350,000 adult beverages sales.**
- Catering partner who assisted in the design and execution of large, labor-intensive catered events for upwards of three hundred attendees for *Operation Main Street Silent Auction*. The auctions produced close to **\$20,000 in additional catering sales** for both events.

*General Manager, Park Management Group D.B.A. Jameson Inn Hotels.* December, 2008-August, 2011.

- Responsible for daily financial and strategic operations of a sixty-two-guest room, economy brand hotel. Duties included: recruitment and selection, scheduling for upwards of twenty-five employees (seasonal), procurement and inventory control, marketing, and hotel sales.
- Responsible for hotel administration, front desk operations, housekeeping and maintenance.
- Bonus structure directly linked to hotel's financial performance
  - *Managerial bonus >50% of tenure during the economic recession of 2008-2011*
- Individual hotel produced quarter-over-quarter RevPAR (Revenue Per Available Room). RevPAR increased approximately \$15 per room sold for multiple years.
- The unit **exceeded** the company's **Quality Performance Rating** for 11 of 12 quarters.

*Restaurant Manager, Darden Corporation, Longhorn Steakhouse.* September 2005-November, 2008

- Traveled throughout Georgia, Tennessee, and Alabama. Successful MIT, and restaurant manager in Georgia and Tennessee promoted to a *New Restaurant Opening (NRO)* team in Oxford, Al. Facilitated training sessions for approximately sixty employees. Direct involvement and mentoring of three trainees promoted to managerial positions within the company.

*Server/Intern, Saugahatchee Country Club.* May, 2004-May, 2005

- Server promoted to Intern.
- Rotated through all of the major areas of club operations including Country Club Administration, Front Office, Dining Rooms(s), Banquets and Catering, Golf Course Operations, Housekeeping, and the Traditions Grill.

- Required to conduct a four-course wine and food pairing for the membership. *Server*, Auburn City Limits. April 2002-September, 2005
- Server in a fine-dining restaurant in Auburn, Alabama. Intensive experience with a wine list that was featured in *Wine Spectator Magazine*.

## RESEARCH

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### *Publications*

- Alshammari, F., **Whaley, J.E.**, Hur, S., & Kim, Y-K. (2019). Gender differences in motivations to attend festivals in Saudi Arabia. *International Hospitality Review*, 33(2), 126-141.
- Whaley, J. E.**, Hur, S., & Kim, Y-K. (2019). Grocery shopping channels: Segmentation by gender and age group. *Journal of Business Theory and Practice*, 7(3), 124-135.
- Whaley, J. E.**, & Costen, W. (2019). Personal and social norm of tipping: Ethnicity and gender differences. *International Journal of Marketing Studies*, 11(1), 1-10. DOI: 10.5539/ijms.v11n3p1.
- Sneed, C., Fairhurst, A., & **Whaley, J.E.** (2019). Local food purchasing in the farmers' market: Value-attitude-behavior. *International Journal of Tourism and Hospitality Research*, 33(4), 41-52.
- Whaley, J.E.**, Lee, J., & Kim, Y-K. (2019). Do tipping motivations lead to server loyalty in a restaurant? *International Hospitality Review*, DOI: 10.1108/IHR-01-2019-0001
- Whaley, J.E.**, Lee, K., & Butler, R. (2019). Operational efficiency of two types of summer food service programs: A school-based SFSP and a community-based SFSP. *Journal of Food and Nutrition Research*, 7(3), 237-243. DOI: 10.12691/jfmr-7-3-9.
- Whaley, J. E.**, Kim, S-H., & Kim, Y-K. (2019). Influencing factors of restaurant tipping. *Journal of Foodservice Business Research*, 22(2), 1-15. DOI: <https://doi.org/10.1080/15378020.2019.1570773>.
- Lee, J. & **Whaley, J.E.** (2018). Determinants of dining satisfaction. *Journal of Hospitality Marketing and Management*, 28(3), 351-378. DOI: 10.1080/19368623.2019.1523031.
- Yaoyuneyong, G., **Whaley, J.**, Butler, R., Williams, J., Jordan, K., & Hunt, L. (2018). Resort mystery shopping: A case study of hotel service. *Journal of Quality Assurance in Hospitality & Tourism*, 19(3), 358-386. DOI: 10.1080/1528008X.2017.1418702.
- Beckman, E., **Whaley, J. E.**, & Kim, Y-K. (2017). Motivations and experiences of whitewater rafting tourists on the Ocoee River, USA. *International Journal of Tourism Research*, 19(2), DOI:10.1002/jtr.2109.
- Whaley, J. E.**, Douglas, A. C., & O'Neill, M. A. (2014). What's in a tip? The creation and refinement of a restaurant-tipping motivations scale: A consumer perspective. *International Journal of Hospitality Management*, 37(0), 121-130. DOI: <http://dx.doi.org/10.1016/j.ijhm.2013.11.005>

### *Refereed-Conference Proceedings*

- Kim, S-K, & **Whaley, J.E.** (2020). Experience management in restaurants: Examining the flow experience. *International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE)*. Phoenix, Az.
- Jordan, K.L, **Whaley, J.E.**, and Kim, Y-K. (2018). Economic impact of domestic medical tourism. Southeast, Central, and South American Federation of I-CHRIE Conference, University of Tennessee, Knoxville, TN.
- Whaley, J. E.**, Price, C., & Kim, S-H. (2016). A decade after Katrina. Gauging hoteliers' knowledge of

hurricane-related crisis management. An exploratory study. Southeastern, Central and South American Federation of I-CHRIE Conference, Auburn University, Auburn, AL. **\*Awarded Best Faculty-Led Presentation**

- Kim, S-H., **Whaley, J. E.**, & Kim, Y-K. (2015). A tipping-model for restaurants. *World Conference on Hospitality, Tourism, and Event Research*, Seoul, Korea.
- Whaley, J. E.**, Williams, J. A., & Yaoyuneyong, G. (2014). Exploring continuous quality improvement utilizing a mystery shop program: The case of a gulf coast casino. *Southeast CHRIE Hospitality and Tourism Research*, 19(1), 47.
- Williams, J. A., **Whaley, J. E.**, & Lee, K. (2014). Creating a positive and productive environment for tenured-track assistant professors. *Southeast CHRIE Hospitality and Tourism Research*, 19(1), 17.
- Whaley, J. E.**, & O'Neill, M. (2012). To tip or not to tip? An exploratory study of consumer-tipping behavior—A refinement of a tipping motivations scale. *Proceedings of the Seventeenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. (Study II & III)
- Whaley, J. E.**, & O'Neill, M. (2011). To tip or not to tip? An exploratory study of the motivations driving consumer—tipping behavior. *Proceedings of the Sixteenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. (Pilot-II)
- Whaley, J. E.**, & O'Neill, M. (2009). What's in a tip? An exploratory study of the motivations driving consumer tipping behavior. *Frontiers in Southeast Council on Hotel, Restaurant, and Institutional Education (CHRIE)*, 13(2), 45-49 (Study-I)

### ***Manuscripts under Construction***

- Kim, S-W., & **Whaley, J.E.** Management in restaurants: Re-specifying the role of food, employee, and atmosphere as a contributor to the optimal flow experience. *Target Journal-Cornell Hospitality Quarterly*.
- Jordan, K., **Whaley, J. E.**, & Kim, Y-K. Medical tourism: Its economic impact in East Tennessee. *Target Journal—Tourism Today*
- Whaley, J. E.** Labor management, working off the clock and injury: The case of the responsible party. *Target Journal-Journal of Hospitality and Tourism Cases*.
- Whaley, J. E.** Those creepy-crawly bedbugs. A managerial approach to handling the inevitable. *Target Journal- Journal of Hospitality, Leisure, Sports & Tourism Education*.

### ***Refereed-Conference Presentations***

- Jordan, K., **Whaley, J. E.**, & Fairhurst, A.E. (January, 2016). Event Management. Pedagogy at a Southeastern University. *Proceedings of the Twenty-First Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Philadelphia, PA.
- Whaley, J., E.**, O'Neill, M.A., & Douglas, A.C. (December, 2015). Tipping the scales on good service behavior-an exploratory study of tipping motivations from the US Hospitality Sector. *Consumer Behavior Conference*. Munich, Germany.
- Talbert-Lehe, J., Brown, D. M., & **Whaley, J. E.** (October, 2013). What affects a patient's perception of food quality? Poster presented at *Food & Nutrition Conference & Expo*. Houston, Tx.
- Weiss, C., Brown, D. M., & **Whaley, J. E.** (October, 2013). Call center employee adherence to customer service scripting. Poster presented at *Food & Nutrition Conference & Expo*. Houston, Tx.
- Selig, M., Brown, D. M., & **Whaley, J. E.** (October, 2013). Evaluating the emergency food shipment for

correct order size and product in an acute care facility. Poster presented at *Food & Nutrition Conference & Expo*. Houston, Tx.

Steinberger, S., Brown, D. M., & **Whaley, J. E.** (October, 2013). The evaluation of the quality of scrambled eggs using a cook-chill production system. Poster presented at *Food & Nutrition Conference & Expo*. Houston, Tx.

**Whaley, J. E.**, & O'Neill, M. (July, 2010). What's in a tip? An exploratory study of the motivations driving consumer tipping behavior. Poster presented at *International Council on Hotel, Restaurant, and Institutional Education Conference*. San Juan, Puerto Rico.

## ***Invited Presentations, Consultations, Interviews, and TV Presentations***

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**Whaley, J. E.** (August, 2018). Expert witness for Owen R. Lipscomb, *Law Offices of Julie Bhattacharya Peak*

**Whaley, J. E.** (February 2017). Motivations and experiences of whitewater rafting tourists on the Ocoee River, USA. Presentation for *HRT 410, Strategic Management, Retail, Hospitality, and Tourism Management*, UTK.

**Whaley, J. E.** (January, 2017). Expert witness for Owen R. Lipscomb, *Law Offices of Julie Bhattacharya Peak*

**Whaley, J. E.** (May, 2016). The psychology of tipping-Interview for the *New York Times*. Interviewed by Jonah Bromwich.

**Whaley, J. E.** (December, 2015). East Tennessee hotel trends (*Adventure and Medical Tourism*) and You. Presentation for Senior Leadership Teams of Hilton and Doubletree by Hilton of East Tennessee

**Whaley, J. E.** (April, 2015). Historical practice of tip-giving in the United States. Interview for *Newsmax*, Interviewed by Nicole Jurick

**Whaley, J. E.** (December, 2014). Expert witness for Merrill Nordstrom, *Rayburn, Coghlan Law Firm, PLLC*

**Whaley, J. E.** (September, 2014). Marriot and the tipping of housekeepers. Interview for WBIR, Interviewed by Robin Wilhoit

**Whaley, J. E.** (May, 2014). Motivation, leadership, and strategic management. Presentation for the Bay St. Louis-Waveland school district, Professional development seminar. Bay St. Louis, Ms.

**Whaley, J. E.** (August, 2013). Who's really the customer? A case for internal service training. Presentation for the Bay St. Louis-Waveland school district, Professional development seminar. Bay St. Louis, Ms.

**Whaley, J. E.** (May, 2013). Motivation, leadership, and strategic management. Presentation for the Bay St. Louis-Waveland school district, Professional development seminar. Bay St. Louis, Ms.

## ***Grants and Funding***

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**Whaley, J. E.** (2019). Labor management, working off the clock and injury: The case of the responsible party. Target Journal-*Journal of Hospitality and Tourism Cases*. Submitted May 2019 for **\$2,000** (Funded).

Costello, C., White, T., Kyle-Harmon, H., Burney, J. L., & **Whaley, J. E.** (2017). Development and implementation of a web-based culinary science class for high school teachers. Submitted April 2017, for **\$50,000** to USDA-NIFA. (Not funded)

Jordan, K., **Whaley, J. E.**, & Kim, Y-K. (2016). The economic impacts of medical tourism on East Tennessee. SARIF, College of Education, Health, and Human Sciences. **\$3,700** (Not funded).

Kim, S-H., **Whaley, J. E.**, & Kim, Y-K. (2015). A tipping model for restaurants. Departmental Grant-Awarded **\$3,000** (Funded).

# TEACHING

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## *The University of Tennessee, Knoxville:*

- ***Introduction to Foodservice Management***-The objectives of the course are to identify and explain how to develop and evaluate menus, explain equipment for quantity cooking, determine how to assess customer's behaviors and respond to create value, explain food safety principles, specifications and purchasing of food along with the basic cooking methods of various foods. (2016-2017).
- ***Financial Management***-The objectives of the course are to provide students with financial information on the principles of effective cost management in lodging and foodservice systems. Controlling food and labor costs, along with forecasting revenue, expense, and profit, is analyzed. Elements such as forecasting future sales based on sales history data and other foodservice industry management tools are examined. Effective purchasing, receiving, storage, and issuing tactics for adequate cost controls are discussed along with proposed pricing strategies of menu items based on operational data and profit goals. Labor productivity measures for foodservice operations are calculated. (2016, 2017, 2018).
- ***Meeting, Events, Exhibitions, and Conventions***-The objectives of the course are to provide an in-depth overview of the Meetings and Events Industry while exposing the students to real-life events, business representatives, and industry representatives. (2014, 2015).
- ***Advanced Food Service Operations (Ready for the World Café)*** - The objectives of the course are to fulfill the university's mission to expose students to international culinary cuisine and international service. The course is a collaborative project between the University of Tennessee (RHTM-Department) and Pellissippi State Community College (Culinary Arts Program). This course is a student experiential learning course in which the department sells tickets to the general public each semester. The students host an average of five-to-seven events per semester. ***Over 1,650 guests served over seven semesters.*** (2015, 2016, 2018, 2019).
- ***Beverage Management (New Course Design)***. The objectives of the course are designed to provide an overview of contemporary issues in beverage management, including general instruction in wines, beers, spirits, coffees and teas, and the legal implications relative to their selling, serving, and consumption. (Summer 2015, 2016, 2017, 2018, 2019, 2020).
- ***Advanced Meetings and Events Management***-The objectives of the course are to understand how to design, manage, and execute an upscale, silent auction, recognize and determine consumer behaviors to select high-quality events, and appreciate how to maximize productivity and morale of student employees. This course is a student *experiential learning* course that conducts the department's annual fundraising event for student scholarships and student experiential learning activities. ***As the instructor of record for the process along with the department head and a co-instructor, collaborative activities raised approximately \$27,900 (net) for Spring semester (2016), approximately \$30,600 (net) for Spring semester (2017), approximately \$31,000 (net) for Spring semester (2018), approximately \$26,500 for Spring semester (2019), and approximately \$29,000 (net) Spring semester (2020).***

## **Graduate Courses:**

### ***The University of Tennessee, Knoxville:***

#### ***Doctoral-level Courses:***

- ***RHTM 590 Graduate Seminar***-The objectives of the course are to assist doctoral students in developing self-identity as confident professionals in academic institutions. Course content is designed to promote postgraduate students' skills and philosophical foundations for career development in higher education. (Fall 2019).

### ***The University of Southern Mississippi:***

#### ***Doctoral-level Courses:***

- ***Service Systems Planning and Control***-The objectives of the course were to study applicable service systems, apply strategic management models, and address service systems from the perspective of an executive or owner/operator. (2013)
- ***Behavioral Management in Food Service Systems***-The objectives of the course were to study individual and group behavior in the organization of food service and nutrition organizations. (2013)

#### ***Masters-level Courses:***

- ***Tourism and Service as Economic Development***-The purpose of this course was to provide students with an overview of the mechanisms used by ED professionals to create and sustain tourism and service-based economies. Amenity, heritage, and asset-based development models were discussed. Focused on methods for attracting tourism, hospitality, and gaming businesses as target sectors for economic development. The course included a study of ecotourism and the gaming industry. (2014)
- ***Current Topics in Food Systems Management for Dietetic Internship***-Study of current problems in food service management. (Dietetic Interns registered for this course during the semester they are completing the management rotation of the internship.) (2013).
- ***Special Research Problems***-The objectives of the course were to aid a masters-level student in the conceptualization and development of a graduate-level thesis project. (2013).

## **Undergraduate Courses:**

### ***The University of Southern Mississippi:***

- ***Financial Management in Nutrition and Food Systems***-The objectives of the course was to provide an overview of financial management, budget development, analysis, review, and reconciliation. In addition to the work in the online course in Blackboard, undergraduate students completed requirements for the Didactic Program in Dietetics accreditation requirements. (2014).

- ***Practicum in Dietetics/Dietetic Internship Management Rotations***-The objectives of the courses were to focus on the applications of dietetics in selected health care settings. NFS 567L was structured to accommodate 1200 hours of supervised dietetic practice required of students enrolled in the Dietetic Internship (DI) at USM. These are designed to fulfill the required core and general emphasis area competencies of the Accreditation Council for Education in Nutrition and Dietetics (ACEND) of the Academy of Nutrition and Dietetics. *Fully online course.* (2012-2013).
- ***Quality Service Management*** -The objectives of the course were to understand, challenge, and refine the principles of guest services administration in an organization. Theories and concepts of service were explored with emphasis on identifying customer preferences and a systematic process for organizations to design service delivery systems and implement a successful quality service environment that consistently meets and exceeds customer expectations. *Online course.* (2013-2014).
- ***Beverage Control and Service*** -The objectives of the course were designed as an overview of contemporary issues in beverage management, including general instruction in wines, beers, spirits, coffees and teas, and the legal implications relative to their selling, serving, and consumption. *Face-to-Face course is utilizing a Blackboard Supplement.* (2013-2014).
- ***Financial Aspects in Hospitality***-Course stressed industry benchmarks and focused on the uniqueness of the operational reporting systems and financial/ownership structure of the hotel and restaurant industry. *Online-Hybrid Course.* (2013-2014).
- ***Casino and Resort Marketing***-The objectives of the course were to integrate prior courses in casino management and provide an in-depth overview of the applications of marketing concepts within the casino/resort industry. *Fully-online course.* (2013-2014).

### ***Georgia State University:***

- ***Hospitality Strategic Management (Capstone, CTW-Critical Thinking Through Writing)***-The objectives of the course were to focus on the integration and application of interdisciplinary management concepts, theories, and practices in hospitality enterprises in the development of future industry leaders; The course integrated academic and practical experiences in the analysis of current economic, political and social issues impacting the formulation, implementation, and management of strategic business plans. *Face-to-face with a U-Learn Supplement.* (2011-2012).
- ***Hospitality Human Resources Management***-The objectives of this course were to study organizational behavior, selection and placement of personnel, the role of supervision, performance appraisal, wage and salary administration, benefits administration, employee motivation, communication, and training as they pertain to the establishment of an effective employee relations program in a performance-based hospitality organization. *Face-to-face with a U-Learn Supplement.* (2011-2012).
- ***Restaurant Management***-The objectives of the course covered the history, organization, and development of modern foodservice concepts: industry demographics, impact of restaurants' location, menu design, business entities, franchising, service delivery systems, equipment selection, facility layout, and career demands. *Face-to-face with a U-Learn Supplement.* (2012).
- ***Perspectives of the Hospitality Industry***-The objectives of the course were to provide an overview of the historical evolution and development of the modern lodging, food service, travel and tourism, and other

hospitality-related industries, including current and future career opportunities. *Face-to-face with a U-Learn Supplement*. (2012).

## ***Auburn University:***

- ***Food and Beverage Management***-The objectives of the course were to impart the knowledge and management skills essential for the successful operation of a full-service commercial restaurant. *Face-to-face with a Blackboard Supplement*. (2011).
- ***Hospitality Facilities Management***-The objectives of the course took a broad view to synthesize plans and strategies designed to have practical value and facilitate a better understanding of several concepts of facilities management (particularly in regards to hotels and restaurants) in the hospitality industry. *Face-to-face with Blackboard Supplement*. (2010).
- ***Professional Development in Hospitality (Graduate Assistant)***-The objectives of the course were to equip students with skills and experiences for successful career entry and effective career management based on individual needs and skills. *Online hybrid course*. (2009).
- ***Travel Studies in Nutrition and Food Sciences (Graduate assistant)***
  - 2010-*International Experience-Travel Studies in Nutrition and Food Sciences*-Doctoral assistant in Travel Studies in Nutrition and Food Sciences with Auburn University assistant instructor of students through Spain, Italy, Austria, Germany, Belgium, Holland, France, and Ireland while educating them on safe foreign travel, currency exchanges, diverse multi-cultural interactions, food, beverage, lodging operations, and tourism.
  - 2008-*International Experience-Travel Studies in Nutrition and Food Sciences*-Graduate assistant in Travel Studies in Nutrition and Food Sciences with Auburn University assistant instructor of students through Spain, Italy, Austria, Germany, Switzerland, Belgium, Holland, France, and Ireland while educating them on safe foreign travel, currency exchanges, diverse, multicultural interactions, food, beverage, lodging operations, and tourism.

## **SERVICE**

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### ***Service to the Discipline***

***Moderator.*** (2020). 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, UNLV, Las Vegas, NV.

***Reviewer.*** (2020-present). *International Journal of Tourism Research*.

***Reviewer.*** (2020-present). *Tourism and Hospitality Research*

***Reviewer.*** (2020-present). *Labor Studies Journal*

***Reviewer.*** (2019-present). *International Journal of Contemporary Hospitality Management*

***Reviewer.*** (2019). 25<sup>th</sup> Annual Graduate Conference in Hospitality and Tourism Research, UNLV

***Reviewer.*** (2019-present). *FIU-International Hospitality Review*

***Reviewer.*** (2019-present). *Journal of Foodservice Business Research*

***Reviewer.*** (2019-present). *International Journal of Tourism and Hospitality Research*

***Conference Co-Chair.*** (2018). *Southeastern, Central and South American Federation of I-CHRIE Conference*

*Reviewer.* (2018). *Southeastern, Central and South American Federation of I-CHRIE Conference*  
*Reviewer.* (2016). *International Council on Hotel, Restaurant, and Institutional Education Conference*  
*Reviewer.* (2016). *Southeastern, Central and South American Federation of I-CHRIE Conference*  
*Moderator.* (2016). 21<sup>st</sup> Annual Graduate Conference in Hospitality and Tourism Research, Temple University  
*Reviewer.* (2014). *International Journal of Hospitality Management*  
*Reviewer.* (2013). *Southeastern Council on Hotel, Restaurant, and Institutional Education*  
*Reviewer.* (2012). *Southeastern Council on Hotel, Restaurant, and Institutional Education*

## ***Service to the UT System***

### ***University***

***Instructor and Event-Coordinator. UT Garden Gala.*** (Spring, 2019). A silent auction and benefit for the UT Gardens.

***Instructor and Event-Coordinator. UT Garden Gala.*** (Spring, 2018). A silent auction and benefit for the UT Gardens which raised a departmental benefit of **\$400.**

***Instructor and Event-Coordinator. UT Garden Gala.*** (Spring, 2017). A silent auction and benefit for the UT Gardens which raised a departmental benefit of **\$2,575.**

***Instructor and Event-Coordinator. UT Garden Gala.*** (Spring, 2016). *A silent auction and benefit for the UT Gardens raised a departmental benefit of \$100.*

***Instructor and Event-Coordinator, UT Garden Gala.*** (Spring, 2015). *A silent auction and benefit for the UT Gardens raised a departmental benefit of \$2,310.*

***Alternate-Faculty Senate Representative*** (Spring, 2015). The University of Tennessee, Knoxville.

### ***College***

***College Senate*** (Fall, 2020). Committee Member. New three-year appointment until Fall 2023.

***Chaperon & Attendee.*** (Fall, 2019). Provided transportation and attended breakfast with a candidate for the Dean's appointment in the College of Education, Health, and Human Sciences.

### ***Department***

***Director.*** (Fall, 2020). ***Retail, Hospitality, and Tourism Management Virtual Fundraiser.*** A virtual fundraising event for the Retail, Hospitality, and Tourism Management Department at UTK.

***Director.*** (Spring, 2020). ***Appalachian Spring.*** A silent auction and benefit for the Retail, Hospitality and Tourism Management Department.

***Event Assistant.*** (Fall, 2019). ***Big Kahuna Wing Festival.*** A large scale-philanthropic event which raises funds for the UT Culinary Institute and Creamery.

***Director.*** (Spring, 2019). ***Appalachian Spring.*** A silent auction and benefit for the Retail, Hospitality and Tourism Management Department.

***Director.*** (Spring, 2018). ***Appalachian Spring.*** A silent auction and benefit for the Retail, Hospitality and Tourism Management Department.

***Director.*** (Spring, 2017). ***Appalachian Spring.*** A silent auction and benefit for the Retail, Hospitality and Tourism Management Department.

***Director.*** (Spring, 2016). ***Appalachian Spring.*** A silent auction and benefit for the Retail, Hospitality and Tourism Management Department.

**Search-Committee Member** RHTM Faculty Member (2016-2017). Continued responsibility for assisting in the hire of the new faculty member for Hotel, Restaurant, and Tourism Management, UTK.

**Search-Committee Member** RHTM Faculty Member (2015-2016). Continued responsibility for assisting in the hire of the new faculty member for Hotel, Restaurant, and Tourism Management, UTK.

**Search-Committee Member**, RHTM Faculty Member (2014-2015). Responsible for assisting in the hire of the new faculty member for Hotel, Restaurant, and Tourism Management, UTK.

**Member** (2014-present). Graduate Committee, Department of Retail, Hospitality, and Tourism Management, University of Tennessee.

**Member** (2012-2013). Graduate Admissions Committee. The University of Southern Mississippi

### ***Doctoral-Committees***

Year/Projected Year of Completion	Name	Dissertation
2020	<i>Faten Alshammari</i>	<i>Saudi Arabian Entrepreneurs at Festivals for Women: Roles of Empowerment and Social Support</i>
2019	<i>Songyee Hur</i>	<i>How Brand Empowerment Strategies Affect Consumer Behavior: From Psychological Ownership Perspective</i>
2018	<i>Chloe Ki</i>	<i>The Drivers and Impacts of Social Media Influencers: The Role of Mimicry</i>
2017	<i>Ran Huang</i>	<i>Social Media as a Consumer Service Channel: Roles of Response Types and Audience Power</i>
2017	<i>Cherry Suntithammasoot</i>	<i>The Influence of Restaurant Review Websites Attributes on Consumer Internal States and Behavioral Responses</i>
2017	<i>Sun-Hwa Kim</i>	<i>Understanding Frontline Employees' Work Attitude and Behavior: Combining the Theory of Implicit-Beliefs and Job Demands-Resources (JD-R) Model.</i>
2016	<i>Wei Fu</i>	<i>Eco-Fashion Consumption: Cognitive-Experiential Self-Theory</i>

## *Service to the Community*

### **Medical Tourism**

The Knoxville-based community project intends to explore the economic impact of medical tourism in East Tennessee. The purpose of the study is to assess the economic and motivational impacts of the patients and their loved ones who travel to Knoxville to receive medical treatment at the center. Based on the results of the study, the implications might include (1) promotion strategies intended to entice and motivate patients to engage in post-consumption behaviors (2) economic modeling for investment or divestment in future fiscal, strategic planning, and (3) plans to improve the Knoxville area's ranking as a premier medical tourism destination.

## **Professional Development**

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- 2020-Attendee, 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, UNLV, Las Vegas, NV.
- 2019-Information Security Awareness Training (UTK-OIT)
- 2019-Attendee, the National Restaurant Association Expo, Chicago, IL
- 2019-Code of Conduct Training, UTK
- 2018-Responsible Conduct in Research, CITI Training, *Recertification*
- 2018-*Qualitative Analysis-NVivo-11* Training (UTK-OIT)
- 2018-Using NVivo as a research tool, exclusively for the University of Tennessee (Webinar)
- 2018-Conference Co-Chair, Southeast, Central, and South American Federation) I-CHRIE
- 2018-Information Security Awareness Training (UTK-OIT)
- 2018- Title IX Mandatory Reporter Training (UTK)
- 2017-*My ServSafe Lab Webinar*, Provided by Pearson Online Learning.
- 2017-*Teaching as Research*-Tennessee Teaching and Learning Institute (UTK-OIT).
- 2017-*Introduction to Canvas* (UTK-OIT)
- 2017-*Adobe InDesign* (UTK-OIT)
- 2017- Title IX Mandatory Reporter Training (UTK)
- 2017- Information Security Awareness Training (UTK-OIT)
- 2016-*Foodservice Consultants Society International-Forward-Thinking Foodservice Design*. HX, New York, New York, Continuing Education
- 2016-*Public Health Matters: Learn How You Can Protect Your Business From Risk*. HX, New York, New York, Continuing Education
- 2016-*Time to Get Your LinkedIn Profile Makeover*. HX, New York, New York, Seminar
- 2016-*STRIDE*-Workshop, UTK
- 2016-*Qualitative Analysis-NVivo-11* Training (UTK-OIT)
- 2016-*Blackboard-Independent and Assessment Design Using Blackboard* (Multiple Sessions, UTK-OIT)
- 2016-*Blackboard-Independent Course Design and Assessment* (Multiple Sessions, UTK-OIT).
- 2015-*Qualitative Data Analysis-NVivo-10* Training
- 2015-*Tenure and Promotion Workshop*
- 2014-*MGT-624-Structural Equation Modeling in Organizational Research*
- 2014-*Tenure and Promotion Workshop*
- 2014-*Tennessee Teaching and Learning Institute-Earned Teaching Certification*

- 2014-*The University of Southern Mississippi Teachers' Forum*
- 2013 -*Blackboard 9.1-Blackboard Collaborate-Learning Enhancement Center-USM*
- 2013-*Legal Issues of Concern to Faculty Members: Staying out of Trouble, and Getting (and Keeping) Tenure along the Way-Seminar hosted by USM*
- 2012-*Scientific Teaching: Active Learning, Assessment, and Diversity-LEC-USM*
- 2012-*Faculty First Year: How Do I Become a Success at Research and Pub-LEC-USM*
- 2012-*iClicker-2 Training, Demo for New Users-Learning Enhancement Center-USM*
- 2012-*Connect Yard-Online Webinar-Learning Enhancement Center-USM*
- 2012-*Blackboard 9.1-Learning Enhancement Center-USM*
- 2012-*IRB-Review of Community Based Research Forum-Hosted by USM*
- 2012-*Responsible Conduct in Research, CITI Training-Certification*
- 2010-*Blackboard Quick Starts Workshop, Office of Information Technology, Auburn University. Topics: web-based course design and course management system.*
- 2009-*Attendee, International Court of Master Sommeliers, through the Auburn University Hospitality Management Program. Topics: wine regions, wine tasting, and food pairings.*
- 2005-*Attendee, Napa Valley Epicurean Study Tour with Auburn University's Hospitality Management Program. Topics: wine regions, wine tasting, food pairings, and viticulture. Private seminars and tastings provided by Robert Mondavi's and Barron Philippe de Rothschild's Opus 1, Beringer, Rodney Strong, Quintessa, Wentz Vineyards, Pisoni Vineyards, Culinary Institute of America at Grey Stone, and more.*
- 2004 *Food Safety Management Program (Tap Series), National Food Safety Management Certification*

## **Professional Memberships**

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Southeastern, Central, and South American Federation of I-CHRIE-Member (2008-present).  
International Council on Hotel, Restaurant, and Institutional Education (2012-present).