

JAMES ARTHUR WILLIAMS

Department of Retail, Hospitality, and Tourism Management
College of Education, Health, and Human Sciences
University of Tennessee
1215 W. Cumberland Ave.
Knoxville, TN 37966-1911

EDUCATION

- 2012 Ph.D. *Iowa State University, Ames, IA*
Department of Apparel, Events, & Hospitality Management
Major: Hospitality Management/Leadership
Dissertation Topic: “*Hospitality Industry-Youth Sports Effect on undergraduate hospitality students’ leadership styles*”
Advisor: Dr. Bob Bosselman
- 2010 D.M. *University of Phoenix, Phoenix, AZ*
Department of Management/Organizational Behavior
Major: Management/Organizational Leadership
Dissertation Topic: “*The Role of Participation in Youth Sports and Managing Organization Change*”
Advisor: Chris Roberts
- 2005 M.S. *Central Michigan University, Mount Pleasant, MI*
Department of Management
General Administration
- 2003 B.S. *Park University, Parkville, MO*
Department of Business Management

CERTIFICATION

- 2018 AHLEI *American Hotel & Lodging Educational Institute, Orlando, FL*
Certified Hospitality Educator Trainer
- 2011 CHE *American Hotel & Lodging Educational Institute, Orlando, FL*
Certified Hospitality Educator
- 2013 CC *Toastmaster’s International, Ames, IA*
Competent Communicator

ACADEMIC EXPERIENCE

- 2020 – Present *University of Tennessee, Knoxville, TN*
Retail, Hospitality, and Tourism Management

Associate Professor in HRT

Courses Taught:

- RHTM 625 Strategic Retail, Hospitality & Tourism Management
- HTM 425 Legal Issues
- HTM 311 Human Resource Management
- HTM 390 Leadership Managing Corporate Culture
- HTM 440 Sport's Tourism

2014 – 2016

University of Tennessee, Knoxville, TN

Retail, Hospitality, and Tourism Management

Assistant Professor in HRT

Courses Taught:

- RHTM 625 Strategic Retail, Hospitality & Tourism Management
- HRT 425 Legal Issues
- HRT 311 Human Resource Management
- HRT 390 Leadership Managing Corporate Culture
- HRT 440 Sport's Tourism (New Course Design)
- COUN 404 Student-Athletes Transition (New Course Design)
- UNHO 101 Keeping It Real (New Course Design)

2012 – 2014

James Madison University, Harrisonburg, VA

School of Hospitality, Sport and Recreation Management

Assistant Professor

Courses Taught:

- Human Resource Management
- Foundation of Leadership

2011 - 2012

South University, Pittsburgh, PA

Online Professor

Courses Taught:

- Organizational Behavior
- Trends of Hospitality
- Business Communication

2008 – 2012

University of Phoenix/Axia College, Phoenix, AZ

Online Professor

Courses Taught:

- Critical Thinking
- Principles of Management

2010 – 2012

Iowa State University, Ames, IA

Department of Apparel, Event, & Hospitality Management

Graduate Assistant as Instructor

Courses Taught:

- Hospitality Law
- Human Resource Management
- Advanced Human Resource Management

2005-2006

Wilson Community College, Wilson, NC

Business Administration Department

Adjunct Instructor

Course Taught:

- Principles of Supervision

- 2009 – 2010 Elm City/Toisnot Middle School, Wilson, NC
Middle School Teacher
Courses Taught:
- Keyboarding
 - Business
 - Computer Application
- 2007 – 2009 Rocky Mount Preparatory School, Rocky Mount, NC
Middle School Teacher
Courses Taught:
- Algebra
 - Computer Basics
- 2006 – 2007 Sallie B. Howard School, Wilson, NC
K-8th Grade Teacher
Courses Taught:
- Keyboarding
 - Computer Applications

FIELD EXPERIENCE

- 2014 – Present UnmaskYTP, Knoxville, TN
Leadership Consultant/Publishing Company
President/Owner
- 2017 - 2020 Chinese Hospitality Education Initiative
Academic Advisor
- 2011 – 2012 Grandstay Residential Suites, Ames, IA
Front Desk/Shift Supervisor
- 2005 – 2006 Stock Building Supply, Wilson, NC
Department Supervisor
- 2005 - 2006 Raleigh Rebels/Arena Football, Raleigh, NC
Professional Football Player (Two football seasons)
- 2004 - 2006 Branch Banking & Trust, Wilson, NC
Fraudulent Returns Specialist II
- 1999 – 2003 United States Air Force, Holloman AFB, NM
Dental Hygienist/Infection Control Supervisor

HONORS AND AWARDS

- 2019 **Best International Mentor**, CHEI (Chinese Hospitality Education Initiative)
2019 **Tanisha L. Jenkins Beacon of Light Award**, University of Tennessee

2019 **TEDx Speaker for UTK**, University of Tennessee
2019 **Teaching Excellence Finalist**, University of Tennessee
2019 **Emerging Scholar Top 15**, Diverse: Issues in Higher Education
2018 **Faculty Member of the Year**, UTK NAACP Vol Image Awards
2018 **Faculty Featured for Faculty Appreciation Week**
2017 **Best Faculty Presenter** at the SECSA Federation Conference (March 2017); attendees vote for the winner during a single-room presentation format
2017 **Motivational Speaker of the Year**, The National Society of Leadership and Success of UT; it is the nation's largest leadership honor society
2016 **Dean's Rising Star**, College of Education, Health, and Human Sciences; the dean of the college choose this individual
2016 **Excellence in Teaching**, The National Society of Leadership and Success of UT; it is the nation's largest leadership honor society
2012 **Teaching Excellence Award** for Graduate Students, Iowa State University; this award was given by the dean of the college

RESEARCH

▪ RESEARCH INTERESTS

Leadership in hospitality and tourism, involving sports' experiences, mentorship/education, customer services/relations, and vice industry/tourism. Soft skills encapsulate multiple facets of my research lens.

▪ PUBLICATIONS

Refereed Journal Articles – Published

1. **Williams, J.**, Benjamin, S., Kitterlin-Lynch, M., & Jung, E. (2019). Developing self-efficacy: Does switching to a hospitality major matter? *Journal of Teaching in Travel & Tourism*. [Accepted; 2017 Impact factor: .38]
2. Kim, S., Childs, M., & **Williams, J.** (2019). The effects of outdoor experiential training on part-time student employees' organizational citizenship behavior. *Journal of Hospitality and Tourism Management*. [SSCI Indexed Journal; 2017 Impact factor: 1.293] [Accepted]
3. **Williams, J.** (2019). Finding a voice: An autoethnography of my odyssey in the hospitality academy. *Journal of Negro Education*. [Accepted Impact factor: .16]
4. **Williams, J.**, Brown, E. A., Kitterlin, M., & Benjamin, S. (2018). Intramural sports' participation produce self-efficacy in hospitality leaders. *Journal of Hospitality and Tourism Management*, 34, 41-47. [SSCI Indexed Journal; 2017 Impact factor: 1.293]
5. 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. [Impact factor: 1.14]

6. **Williams, J.**, Benjamin, S., Brown, E., Kitterlin, M., Schoffstall, D., & Zaman, M.D. (2018). Hospitality faculty mentoring program for assistant professors. *Journal of Hospitality & Tourism Education*, 31(2), 111-118. doi: 10.1080/10963758.2018.1486198 [High ranking journal for reporting education in hospitality and tourism]
7. Wang, M. Y., Kitterlin-Lynch, M. & **Williams, J.** (2018). Hospitality cooperative education: what are the benefits for industry partners? *Journal of Hospitality and Tourism Education* (Research Note) doi:org/10.1080/10963758.2018.1436970 [High ranking journal for reporting education research in hospitality and tourism]
8. Benjamin, S., **Williams, J.**, & Maher, M. (2017). Focusing the lens to share the story: Using photographs and interviews to explore doctoral students' sense of well-being. *International Journal of Doctoral Studies*, 12, 197-217. [2014 Impact factor: 1.75]
9. Kitterlin, M., **Williams, J.** & Zheng, T. (2015). Winning the job placement competition: Industry's message, and academia's response. *Journal of Hospitality and Tourism Education*, 27(3), 129-134. doi: 10.1080/10963758.2015.1064318 [High ranking journal for reporting education research in hospitality and tourism]
10. Thomas, J., Zeng, E., Kitterlin, M., Chang S. H., & **Williams, J.** (2015). Bitcoin: Legal issues and usage in the hospitality industry. *Journal of Hospitality and Tourism Cases* 4(1). [High ranking journal for reporting cases studies in hospitality and tourism]
11. Moll, L., Kitterlin, M., & **Williams, J.** (2013). Sex always sells? Stripping the façade surrounding vice tourism in a recession. *Tourism and Hospitality Research*, 13(2), 113-122. [Impact factor: 0.75]
12. **Williams, J.**, Brown, E., Bosselman, B., & Foucar-Szocki, R. (2013). Former team sports experiences: Development of collaborative leadership skills for future hospitality managers. *Journal of Tourism and Hospitality Management* 1(1), 1-9. [Impact factor: 0.96]
13. **Williams, J.**, Bosselman, R., Hurst, J., & Tianshu, Z. (2013). Passive leadership is unlikely among hospitality managers with high-level youth sport's participation. *Journal of Hospitality & Tourism Education*, 25(1), 22-28. [High ranking journal for reporting education research in hospitality and tourism]
14. Beverly, D., **Williams, J.**, & Kitterlin, M. (2012). Leaders exhibiting high emotional intelligence are more dedicated to their job performance. *Open Journal of Leadership Studies* 1(4), 37-41. doi: 10.4236/ojl.2012.14006 [Google-based Impact factor: 1.35]
15. Gray, E. & **Williams, J.** (2012). Retail managers: Laissez-faire is synonymous with unsuccessful conflict management styles. *Open Journal of Leadership Studies*, 1(3), 13-16. doi: 10.4236/ojl.2012.13003 [Google-based Impact factor: 1.35]
16. **Williams, J.**, Roberts, C., & Bosselman, R. (2011). Youth sports experiences and the emergence of chameleon leadership. *Journal of Leadership Studies*, 5(3), 6-11. [Impact factor: 0.38]

▪ **Refereed Journal Articles – Under Review**

1. Moreo, A., Pan, T., Cain, L., Kitterlin-Lynch, M. (2020). Women in foodservice: Persevering in a #MeToo world. *Journal of Human Resources in Hospitality & Tourism* (Second Revision).

▪ **Book Chapters**

1. **Williams, J.** & Benjamin, S. (2017). Changes in hospitality consumer needs and wants. *Routledge Handbook of Hospitality Marketing*. Taylor & Francis Group.
2. Foucar-Szocki II, R., Choi, D., & **Williams, J.** (2014). Attractions management. In Brymer, R. (eds.) *Hospitality and Tourism: An Introduction to the Hospitality Industry edition*. Dubuque, IA: Kendall Hunt Publishing.

▪ **CONFERENCE PROCEEDINGS**

Refereed Conference Proceedings

1. Kitterlin-Lynch, M., Moreo, A., **Williams, J.**, & Cain, L. (2020). *Academic work-life balance in a quarantine*. ICHRIE Roundtable Discussion
2. Cain, L., Moreo, A., Kitterlin-Lynch, M., & **Williams, J.** (2020). *Meeting the students where they're at: Opportunities and challenges*. ICHRIE Roundtable Discussion
3. Kitterlin, M., **Williams, J.**, Schoffstall, D., & Brown, E. (2020). *Life after promotion: What do we do now?* ICHRIE Roundtable Discussion
4. Moreo, A., Cain, L., **Williams, J.**, & Kitterlin-Lynch, M. (2020). *Education 2.0 or is it 3.0?* SECSA
5. **Williams, J.** (2020). *Redefining what it means to be black*. 15th Annual Black Issues Conference.
6. **Williams, J.** (2019). *Strategic ways to secure a career position and succeed as an assistant professor*. Inaugural Professional Development Summit.
7. **Williams, J.** (2019). *A way to get proven military leaders into hospitality and tourism degree programs*. SECSA
8. Benjamin, S., & **Williams, J.** (2019). *What does keeping it real look like?* 2019 Conference of Higher Education Pedagogy.
9. **Williams, J.** (2018). *What's real, what's fake? Unmasking your true potential as an educator with authentic leadership*. *Mic Nite*.
10. **Williams, J.**, & Benjamin, S. (2018). *Keeping it real...normalizing failure and encouraging transparency in the classroom*. 2018 Conference of Higher Education Pedagogy.
11. EunKyeong, J., & **Williams, J.** (2018). *Altruistic Behavior among Co-workers from Servant Leadership in the Hospitality Industry*. Presented at SECSA Federation. Knoxville, TN.

12. Min, S., & **Williams, J.** (2018). *The impact of employer brand and corporate social responsibility on hotel employees' intention to stay*. 83rd TOSOK International Tourism Conference. February 12-13, 2018.
13. **Williams, J.** (2017). *Finding my Voice*. SECSA Federation. Miami, FL. **Best Presenter Award**
14. Kim, S., Childs, M. & **Williams, J.** (2016). *Outdoor-based experiential training: Testing its impact on organizational attitudes for part-time frontline employees*. 2016 Annual ICHRIE Conference, Dallas, Texas.
15. **Williams, J.**, Fairhurst, A., & Doss, M. (2015). *Women might be more effective leaders: The numbers do not lie*. 2015 Annual ICHRIE Conference, Orlando, Florida.
16. **Williams, J.**, Kitterlin, M., Schoffstall, D., & Brown, E. (2015). *Surviving the early years of academia: Teaching, research, & politics*. 2015 Annual ICHRIE Conference, Orlando, Florida.
17. Schoffald, D., **Williams, J.**, Brown, E., & Kitterlin, M. (2015). *The balancing act between teaching and research: Surviving the early years*. 2015 Annual ICHRIE Conference, Orlando, Florida.
18. **Williams, J.**, Whaley, J. & Lee, K. (2014). *Creating a positive and productive work environment for tenure track assistant professors*. 2014 Annual SECSA Conference, Greenville, North Carolina.
19. Lee, K., & **Williams, J.** (2014). *Fast food restaurants and food deserts: A way to benefit all parties*. 2014 Annual SECSA Conference, Greenville, North Carolina.
15. Whaley, J., & **Williams, J.** (2014). *Exploring continuous quality improvement utilizing a mystery-shop program*. 2014 Annual SECSA Conference, Greenville, North Carolina.
16. **Williams, J.**, Brown, E., & Kitterlin, M. (2014). *Team sport experiences lead to the development of transformational leadership*. 2014 Annual ICHRIE Conference, San Diego, California.
17. **Williams, J.**, Brown, E., & Kitterlin, M. (2013). *Enlisted veterans: An untapped source of student enrollment?* 2013 Annual ICHRIE Conference, St. Louis, Missouri.
18. Brown, E. & **Williams, J.** (2013). *Impact of club or organization involvement on hospitality undergraduates*. 2013 Annual ICHRIE Conference, St. Louis, Missouri.
19. Meng, Li, Lu, Shan, Tianshu, Z., & **Williams, J.** (2012). *An investigation of casino social impact using data envelopment analysis*. 18th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Seattle, Washington.
20. **Williams, J.** & Bosselman, R. (2012). *High-youth sport's participants do not yield ineffective leadership styles*. 2012 Annual ICHRIE Conference, Providence, Rhode Island.
21. Brown, E. & **Williams, J.** (2012). *Professional appearance impact on the hiring process of hospitality applicants*. 2012 Annual ICHRIE Conference, Providence, Rhode Island.
22. **Williams, J.**, Mayfield, K., & Bosselman, R. (2012). *Early age athletics effect on undergraduate*

hospitality students leadership styles. 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Auburn, Alabama.

23. **Williams, J.**, & Bosselman, R. (2012). *Do team sports participation draws similar traits needed for collaborative leadership*. 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Auburn, Alabama.
24. **Williams, J.**, Lu, S., Wang, X., & Tang, R. (2011). *Training programs role in improving customer service skills*. 2011 Annual ICHRIE Conference, Denver, Colorado.
25. Gray, E., **Williams, J.**, & Dunfee, C. (2011). *Introduction of CLAP-strategies and tips for online doctoral learning team success*. School of Advanced Studies Quarterly Poster Session: Memorable Moments in Doctoral Education, University of Phoenix.

▪ **Invited Presentation**

1. **Williams, J.** (2020) COIA (Coalition on Intercollegiate Athletics) Annual Meeting: *Using Mindfulness to Live a Limitless*.
2. **Williams, J.** (2019). *Raising your student evaluations by increasing your love in the classroom*. Annual UT Faculty Orientation.
3. **Williams, J.** (2019). *Be limitless and stop operating within the limitations of your mind*. UT Football Team.
4. **Williams, J.** (2019). *Student motivation strategies for a new age student*. Annual ICHRIE campfire presentations.
5. **Williams, J.** (2019). *Check Your Life: A million dollar mindset for mindfulness*. TEDx UTK.
6. **Williams, J.** (2018). *8th Annual Hospitality Industry Day*. Bethune-Cookman University, Daytona Beach, FL.
7. Benjamin, S., & **Williams, J.** (2018). *Normalizing failure and encouraging transparency in the classroom*. Virginia Tech University Ph.D. Hospitality Program.
8. **Williams, J.** Project Grad for the University of Tennessee. June 5 – 15th, 2017.
9. **Williams, J.** *Honoring the Dream by Standing for Justice and Equality*. Leadership Educational Symposium. January, 12, 2017. Knoxville, TN.
10. **Williams, J.** *Faculty Spotlight*. Presentation made about my research and journey to academia at the 13th Annual Graduate Student Research Colloquium. March 3, 2017. University of Tennessee: Knoxville, TN.
11. **Williams, J.** *13th Documentary Viewing and Discussion*. Presentation made about the 13th amendment, mass incarceration, and political correctness. February 21, 2017. University of Tennessee: Knoxville, TN.
12. **Williams, J.** *Brothers United*. Presentation made about leadership and effective soft skills in today's work environment. March 15, 2016. Tennessee State University: Nashville, TN.

13. **Williams, J.** *Cultural Autobiography Panel*. Presentation made in Urban Multicultural undergraduate educators' cohort. February 2016. University of Tennessee: Knoxville, TN.
14. **Williams, J.** *Racial Awareness Panel*. Dr. Amos and Dr. Chonika education class to teach on racial awareness and cultural sensitivity. January 2015. University of Tennessee: Knoxville, TN.

GRANTS

▪ INTERNAL/EXTERNAL GRANTS

University of Tennessee

1. \$1,000.00. Thom, E. & **Williams, J.** (June, 2019). Sew it sell it. *Engagement and Outreach Mini Grant*. (**Funded**).
2. \$18,900.00. Lee, K. & **Williams, J.** (November, 2015). How to survive in the food desert. *Alliance Women Philanthropists-Giving Circle*. (**Not funded**).
3. \$3,090.09. **Williams, J.** (January, 2015). Preparing hospitality students for leadership roles: Soft skills learned from team sports involvement. *University of Tennessee, Professional Development Awards Grant Program*. (**Not funded**).

▪ BOOKS/ARTICLES IN POPULAR PRESS

1. **Williams, J.** (2020). *Check Your Life: Be Limitless*. Knoxville, TN: UnmaskYTP Publishing. (**Release date is July 4**).
2. **Williams, J.** (2020). *From Flab to Abs*. Knoxville, TN: UnmaskYTP Publishing. (Self-Help/Leadership); discusses the importance of heightened awareness and inner spiritual growth to lead the physical to manifestation of greatness. It is a leadership movement of the mind, body, and spirit.
3. **Williams, J.** (2020). *From thug to scholar: An odyssey to unmask my true potential*. Knoxville, TN: UnmaskYTP Publishing. (Self-Help/Leadership); it discusses the notion that we all wear masks and cut ourselves off to our hidden potential. It uses leadership tactics to empower people to the presence of now and individual leadership within themselves, spiritually, physically, and mentally. **[10,000 copies sold]**
4. **Williams, J.** (2020). *UnmaskYTP Workbook: An unmask toolkit to your individual greatness*. Knoxville, TN: UnmaskYTP Publishing. (Self-Help/Leadership); leadership workbook

that guides readers to their individual unmasking, so they are led to walk in their authentic version of being.

▪ **ACADEMIC ADVISING**

University of Tennessee

Doctoral Committee Member in Progress

2018- Co-chair Kenia Taylor, Ph.D. Student
2018- Marshall Steward, Ph.D Candidate

Doctoral Committee Member Completed

2020 Eunkyeon Jung, Ph.D
2020 Ethan Bottone, Ph.D
2019 Theresa Kwon, Ph.D
2017 So Young Song, Ph.D
2016 Angela Sebby, Ph.D

PROFESSIONAL SERVICE

▪ **UNIVERSITY-RELATED SERVICE/ACTIVITIES**

University of Tennessee

2020 Faculty Fellows-The Imagine Tennessee Initiative [**Present**]
2020 Special Admissions Considerations Committee [**Present**]
2020 Marva Rudolph Scholarship Committee [**Present**]
2020 CDI Events and Programming Committee [**Present**]
2020 2021-2022 Carl Cowan Scholarship Committee [**Present**]
2019 Search for College Dean – committee member
2018 Member of Commission for Blacks [**Present**]
2018 Invited by Interim Provost and Senior Vice Chancellor, John Zomchick the Special Admissions Guidelines working group [**Present**]
2018 Invited by Interim Provost and Senior Vice Chancellor, John Zomchick Global Citizenship: US (GCUS) – New general education curriculum working group [**Present**]
2018 Invited by Chancellor Davenport to serve on the Alcohol Policy Task Force
2018 Invited by Interim Provost and Senior Vice Chancellor, John Zomchick Campus Dialogues (Promoting civility in the classroom)
2018 Taught pedagogy workshops for staff and faculty members (Preparing for incivility and difficult dialogues using roleplaying and improvisation)
2017 Spoke on Personal Leadership as a UT student for the Bridge Program (STEM) hosted by the College of Engineering. Summer orientation to minority engineers.
2017 Invited by Dean Rider to represent the College of Education at Student Summer Orientation Program (Three sessions).
2017 Taught the course Global Leadership and Cultural Business Awareness for University of Tennessee Men’s Basketball Team for a Study Abroad to Spain, August 2 – 12th, 2017.

Leadership Roles for University/Nationally

2020-	Director of Networking for ICHRIE [Present]
2020-	Sub-committee chair for Teaching and Learning Committee for ICHRIE [Present]
2020-	Foreign Evaluation Expert for China [Present]
2020-	Chair for Commission for Blacks [Present]
2019-	Faculty Leader for Volunteer Impact Community [Present]
2018-2020	Co-Chair for Commission for Blacks
2017-	Chair of Athletics for the Faculty Senate [Present]
2014-2019	Director of membership for the SECSA federation

James Madison University

2012 – 2014	College of Business Diversity Council member
2013	Search Committee for Director of JMU
2012	JMU 2012 Homecoming Step Show (Stompmania)

Iowa State University

2011 – 2012	GSAHM President
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▪ COLLEGE-RELATED SERVICE/ACTIVITIES

University of Tennessee

2020	Food 4 All Coordinator Vista Program Supervisor [Present]
2020	Strategic Planning Working Groups
2017	Leadership program “Putting the T in Community” Haslam College of Business
2016	Guest lecturer in College of Business (Management course)
2016-	Member of Faculty Senate [Present]
2016-	Undergraduate curriculum review committee [Present]
2015-	Project Grad UTK summer institute instructor
2015	African American Diversity Panelist, College of Education
2015	African American Read-In Event, College of Education

▪ DEPARTMENT-RELATED SERVICE/ACTIVITIES

University of Tennessee

2018	Developed an honors course to recruit additional students to our HRT/RCS undergraduate program (Keeping it real: Improving soft skills)
2016	Career Fair Expo for Knoxville Middle School Students
2015	Advisory Board Meeting Roundtable Leader, RHTM department
2014 – 2015	Search committee member for Hospitality & Tourism Management faculty position

▪ NATIONAL AND INTERNATIONAL-RELATED SERVICE/ACTIVITIES

- 2020- BGC & UT Swag Academy Committee-Knoxville, TN
- 2020- Jack and Jill Oratorical Judge for Austin East Scholarship-Knoxville, TN
- 2020- Word Players Board Member **[Present]**
- 2019 Taught a Certified Hospitality Department Trainer course – San Antonio, TX
- 2019 Taught a Certified Hospitality Educator course – Bethlehem, PA
- 2018 Teaching leadership academy for ICHRIE hospitality conference – Palm Springs, CA
- 2018 Leadership consultant for Bulgaria retreat – Bulgaria, June 28 – July 2 **[Present]**
- 2017 CHEI Academic Advisor for Chinese hospitality professors – various provinces in China, travel and consult three times a year
- 2017 Leadership training for Marriott managers in Pigeon Forge April 17th
- 2016 Keynote Leadership talk with Pigeon Forge Chamber of Commerce April 21st
- Leadership training for Riverstone Lodge managers and employees, Pigeon Forge
- Soft Skill Training for Tennessee State University student athletes (football team) March 23rd
- Led a Diversity Training workshop for Pellissippi State Community College faculty and staff November 11th
- 2015 MOVE (Taught leadership tactics to disabled youth in VA) JMU, Harrisonburg, VA
- 2014 Commencement speaker at E.T. Beddingfield H.S., Wilson, NC
- Keynote for Future Leaders’ program at Coffeewood Correctional Institution

▪ **ACADEMIC SERVICE**

Editorial Review Board

- 2020- International Marketing Journal of Culture and Tourism
- 2018- Journal of American Academic Research (JAAR) editorial board members

Ad hoc Review for Journals

- 2017- International Journal of Hospitality & Tourism Administration
- Journal of Foodservice Business Research
- Journal of Hospitality & Tourism Education
- Journal of Hospitality & Tourism Research
- Journal of Negro Education
- SCHOLE: A Journal of Leisure Studies and Recreation Education

Review for Conference

- 2020 2020 Annual TTRA Conference, Victoria, BC, Canada, June 2020
- 2019 2019 Annual ICHRIE Conference, New Orleans, Louisiana, July 2019
- 2019 2019 Annual SECSA Conference, Sarasota, Florida, March 2019
- 2018 2018 Annual ICHRIE Conference, Palm Springs, California, July 2018
- 2017 2017 Annual ICHRIE Conference, Baltimore, Maryland, July 2017
- 2016 2016 Annual ICHRIE Conference, Dallas, Texas, July 2016
- 2015 2015 Annual ICHRIE Conference, Orlando, Florida, July 2015
- 2014 2014 Annual ICHRIE Conference, San Diego, California
- 2013 2013 Annual ICHRIE Conference, St. Louis, Missouri, July 2013
- 2013 Annual Graduate Conference, Seattle, WA, January 2013
- 2012 2012 Annual ICHRIE Conference, Providence, Rhode Island, July 2012
- 2011 2011 Annual ICHRIE Conference, Denver, Colorado, July 2011
- 2012 Graduate Conference, Auburn, AL, January 2012

Service for Conference

- 2019 Moderator for SECSA conference in Sarasota, FL March 2019
- 2018 Moderator for SECSA conference in Knoxville, TN February 2018
- 2016 Facilitator for SECSA conference in Auburn, AL, February 2016
- 2016 Moderator for SECSA conference in Auburn, AL February 2016
- 2013 Moderator for ICHRIE conference in St. Louis, MO July 24-27, 2013