

Education

University of Houston, Conrad N. Hilton College

Doctor of Philosophy in Hospitality Administration

December 2018

Dissertation: Avatar Profile Design: Evaluating the Impacts of Avatar Design on Source Credibility and Community Engagement

Advisor: John Bowen, Ph.D.

Committee: Juan Madera, Ph.D., Cristian Morosan, Ph.D., & Seyhmus Baloglu, Ph.D.

University of Houston, Conrad N. Hilton College

Master of Science in Hospitality Management

May 2012

Professional Paper: Hotel Selection Attributes and Behavioral Intentions for Generation Y Travelers

Advisor: Ki-Joon Back, Ph.D.

University of Pittsburgh

Bachelor of Arts: Cultural Anthropology, *Summa Cum Laude*

April 2009

Certificates: Asian Studies, Global Studies

Minors: French, Chinese

Academic Work Experience:

Program Coordinator, *Tourism & Hospitality Management*

August 2021- current

Associate Professor

June 2024 -current

Assistant Professor

August 2019- June 2024

Middle Tennessee State University, Department of Human and Health Performance

- Create new degree in Tourism and Hospitality
- Create and execute program strategic plan
- Design curriculum for new major
- Attain and maintain accreditation- ACPHA
- Build industry relationships and program reputation
- Advise graduate students- MS & PhD
- Market and recruit new students
- Create Major Field Assessment
- Design student exit survey for graduating THM students
- Chair & member faculty search committees- THM, LSM, Dean, Strategic Partnerships
- Courses:
 - Introduction to the Tourism and Hospitality Industry (face to face & online)
 - Service Design and Delivery / Customer Service (face to face & online)
 - Special Events / Event Planning
 - Principles of Lodging / Hotel Operations (face to face & online)
 - Food and Beverage Tourism (face to face & online)
 - Capstone in Tourism and Hospitality Management
 - Leadership and Professionalism Seminar (face to face & remote)
 - Professional Development (online)
 - Senior Seminar (online)
 - Work Experience/Internship in Hospitality/Events/Tourism

Awards

- Awarded Stars of the Industry: Purple Iris Awards, Industry Educator of the Year 2025
 - Tennessee Hospitality & Tourism Association
 - Nominated for Industry Educator of the Year 2023; 2024
- Awarded Stars of the Industry, Industry Educator of the Year 2025
 - Greater Nashville Hospitality Association
- Awarded 2025 Scholarship to attend Governor's Conference on Hospitality & Tourism
 - Tennessee Department of Tourism
- Awarded 2024 Reviewer of the Year
 - Journal of Teaching in Travel and Tourism
- Awarded Best Paper in Festivals and the Human Touch
 - Council for Hospitality Management Education Conference 2022
 - "Power Down for Human Touch: Mobile Device Intermediations at Events"
- Honorable Mention for Best Paper Award
 - International Society of Travel & Tourism Educators Virtual Conference 2022
 - "You can't win if you don't play! Perceptions of event gamification on behavioral outcomes"
- Awarded Teaching Excellence Graduate Teaching Assistant Award 2017-2018
 - University of Houston
- Awarded the Donald Greenaway Teaching Excellence Award 2014-2015
 - Conrad N. Hilton College

Executive Master Program Director

January 2018- May 2019

University of Houston Conrad N. Hilton College

- Marketing- digital and traditional
- Recruitment of qualified candidates
- Administrative Responsibilities
- Teach Graduate Directed Practicum
- Manage instruction of courses through program

Interim Program Manager – Master of Science in Hospitality Management November 2018- March 2019

- Advising, recruitment, graduate assistantship contracts and scheduling, proctor management, admissions, new student orientation

Lecturer

June 2012- December 2018

University of Houston Conrad N. Hilton College

- Courses:
 - Advanced Lodging Management Capstone Course
 - Includes use of Red Global's HotelSim
 - Advanced Hospitality Operations Capstone Course
 - Hospitality Marketing (face to face & online)
 - Hotel Operations (Hybrid)
 - Managing in the Service Environment (face to face & online)
 - Housekeeping and Rooms Management
 - Orlando Resort Experience
 - Solely developed and instructed experiential learning course
 - Graduate Directed Practicum
 - Leadership, CHIA, Personal Branding
- Executive Development Courses:
 - CMAA Business Management Institute

- CMAA AKSARBEN- Chapter Education

Course Developer & Instructor

Belhaven University, School of Business, Jackson, Mississippi

Contract Summer/Fall 2018

Summer 2019

- Curriculum design for Hospitality Marketing course
 - Online
 - Adult Studies
- Course Instructor
 - Hospitality Marketing
 - Facilities Management

Executive Director of the AH&LA Information Research Center

September 2014- September 2015

University of Houston, Conrad N. Hilton College, Houston, Texas

- Create monthly newsletters for Partner State Associations.
- Create quarterly pieces for AH&LA's Allied Newsletter.
- Uphold communication with AH&LA offices in Washington, D.C.
- Answer all industry inquiries via email and telephone- member and nonmember.
- Maintain AH&LA physical resources and electronic library for the Information Center.

Research

Research Interests

- Decision making processes
- Risk perceptions
- Online brand/ consumption communities
- Brand identification

Publications

- "Avatar Profile Design and Source Credibility in Online Leisure Communities: Implications for Engagement Strategies"
 - In *Leisure Sciences*, (2025)
 - **Elizabeth A. Whalen** & Danielle Lauber
 - Research interests- online brand/ consumption communities; online communication; decision making processes
- "Event Planner Destination Choice: A Case Study of Nashville"
 - In *Journal of Convention & Event Tourism*, (2025)
 - Yi "Vanessa" Liu & **Elizabeth A. Whalen**
 - Research interests- decision making processes
- "Hotel Innovation and Novelty: A Case Study of Disney's Star Wars Galactic Starcruiser"
 - In *Current Issues in Tourism*, (2024)
 - **Elizabeth A. Whalen** & Rudy Dunlap
 - Research interests- decision making processes; consumption community

- “The Impact of Message Framing on Perceptions of Controversial CSR in Hotels”
 - In *International Hospitality Review*, (2024)
 - Amanda Belarmino, **Elizabeth A. Whalen**, & Renata Fernandes Guzzo
 - Research interests- decision making processes; risk perceptions
- “Novel Trends Challenging Tourism”
 - In *Worldwide Hospitality and Tourism Themes*, (2023)
 - **Elizabeth A. Whalen** & John T. Bowen
 - Research interests- decision making processes; brand identification
- “Engaging in Student Evaluations of Teaching through Intrinsic Motivation: An Exploratory Study of Competence, Perceived Choice, Value/Usefulness, and Relatedness”
 - In the *Journal of Teaching in Travel & Tourism*, (2023)
 - Annamarie D. Sisson & **Elizabeth A. Whalen**
 - Research interests – decision making processes; advancing teaching methods
- “Comparison of Generational Loyalty Models and Loyalty Programs for Millennial, Generation X, and Baby Boomer Hotel Customers”
 - In *Journal of Hospitality and Tourism Insights*, (2023)
 - **Elizabeth A. Whalen**, John T. Bowen, & Seyhmus Baloglu
 - Research interests- decision making processes; brand identification
- “Exploring consumer perceptions of no- and low-alcohol craft beers”
 - In *Journal of Consumer Marketing*, (2023)
 - Scott Taylor, **Elizabeth A. Whalen**, & Cortney Norris
 - Research interests- decision making processes; consumption communities
- “Getting Back to Human Touch: Habit and Change Decisions During Mobile Device Intermediations at Events”
 - In *Consumer Behavior in Tourism and Hospitality*, (2022)
 - Annamarie D. Sisson & **Elizabeth A. Whalen**
 - Research interests- decision making processes
- “Cobranding Hotel Owners and Operators for Increased Willingness to Pay”
 - In *Research in Hospitality Management*, (2022)
 - **Elizabeth A. Whalen** & Annamarie D. Sisson
 - Research interests- decision making processes; brand identification
- “Risk Mitigation through Source Credibility in Online Travel Communities”
 - In *Anatolia*, (2022)
 - **Elizabeth A. Whalen** & Amanda Belarmino
 - Research interests- online brand/ consumption communities; online communication; decision making processes, risk perceptions
- “Online Brand Communities: A Case Study of Disney”
 - *Mediating the Mouse: Disney and the Fan Experience*, Ed. Priscilla Hobbs for Intellect Books, (2022)
 - **Elizabeth A. Whalen**
 - Research interests- online brand/ consumption communities; online communication; brand identification; decision making

- “Exploratory Study on the Perceptions of Event Gamification on Positive Behavioral Outcomes”
 - In the *Journal of Hospitality and Tourism Insights*, (2021)
 - Annamarie D. Sisson & **Elizabeth A. Whalen**
 - Research interests- decision making processes; consumption communities
- “Examining the Impact of Political Candidates on Hotel Revenue”
 - In the *Journal of Hospitality and Tourism Insights*, (2020)
 - Amanda Belarmino & **Elizabeth A. Whalen**
 - Research interests- decision making processes; brand identification
- “Share and Share Alike?: Examining the Maturation of the Sharing Economy Through a Craft Beer Exchange”
 - In *International Journal of Contemporary Hospitality Management* (2019)
 - **Elizabeth A. Whalen**, Amanda Belarmino, & Scott Taylor
 - Research interests- online brand/ consumption communities; online communication; decision making processes
- “Comparing Guests’ Key Attributes of Peer-to-Peer Accommodations and Hotels: Mixed Methods Approach”
 - In *Current Issues in Tourism* (2019)
 - Amanda Belarmino, **Elizabeth A. Whalen**, Yoon Koh, & John T. Bowen
 - Research interests- decision making process; online brand/ consumption communities; digital marketing; online communication
- “Understanding a Shifting Methodology: A Content Analysis of the Use of Netnography in Hospitality and Tourism Research”
 - In *International Journal of Contemporary Hospitality Management* (2018)
 - Special Issue: Advances in Research Methods in Hospitality and Tourism (2018)
 - **Elizabeth A. Whalen**
 - Research interests- advancing research methods
- “Using Active Learning Activities to Increase Student Outcomes in an Information Technology Course”
 - In the *Journal of Hospitality & Tourism Education* Issue,4, (2017)
 - Cristian Morosan, Mary Dawson, & **Elizabeth A. Whalen**
 - Research interests- advancing teaching methods
- “Trends That Are Changing Travel and Tourism”
 - In the *Worldwide Hospitality and Tourism Themes*, (2017)
 - John T. Bowen & **Elizabeth A. Whalen**
 - Research interests- online brand/ consumption communities; online communities; brand identification
- “The Innovative Competitive Advantage: A Case Study of Two Pioneering Companies”
 - In the *Journal of Hospitality and Tourism Cases*, (2017)
 - **Elizabeth A. Whalen** & JiYoon (Jennifer) Han
 - Research interests- decision making processes

- “Millennials: Changing Loyalty Programs, Design, and Brand Standards”
 - In HITEC 2016 Special Report, (2016)
 - John T. Bowen & **Elizabeth A. Whalen**
 - Research interests- decision making processes; brand identification

Works in progress

- “Negative Emotions Scale Development”
 - Karen Tan & **Elizabeth A. Whalen**
 - Research interests- advancing research methods; decision making processes
- “The Impact of Observed Crime Statistics on Intentions to Visit a Destination”
 - **Elizabeth A. Whalen** & Danielle Lauber
 - Research interests- risk perceptions; decision making processes
- “Shut Up and Brew: Consumer Perceptions of Advocacy in the Beer Industry”
 - Scott Taylor & **Elizabeth A. Whalen**
 - Research interests- brand identity; decision making processes
- “Haute Cuisine”
 - Amanda Belarmino & **Elizabeth A. Whalen**
 - Research interests- brand identity; decision making processes

Grants

- Faculty Professional Development Travel Grant, 2023
 - Congressional Summit on Travel & Tourism, July 2023
 - **Received \$820.20**
- The Silvan S. Tomkins Grant for Research in the Affective Sciences, 2023
 - Negative Emotions Scale Development, with Karen Tan
 - **Received \$3,000**
- Distinguished Lecture Fund- Middle Tennessee State University, 2022
 - THM 4600: Leadership and Professionalism Seminar
 - Speaker: Tourism Commissioner Mark Ezell, Current Issues in Tennessee Tourism
 - **Received \$1,500**
- MT Online Intercultural Exchange (MTOIE) Grant- Middle Tennessee State University, 2021
 - THM 4140: Food and Spirits Tourism, with Jahanzeeb Qurashi.
 - Received \$5,000, not fulfilled.
- Faculty Travel Grant- Middle Tennessee State University, 2020
 - Annual ICHRIE Conference 2020 in Phoenix, Arizona, *not received*
- Information Literacy Curriculum Integration Grant- Middle Tennessee State University, 2020
 - THM 4400: Capstone in Tourism and Hospitality Management, *not received*

- Online Degree Grant- University of Houston, 2018
 - Course Advancements: Internal Consulting and Research Planning & Research; Hospitality Business Analytics, *not received*
- Marketing Science Institute Clayton Dissertation Proposal Competition, 2017
 - “To Believe or Not to Believe: The Impact of Avatar Information Labeling on Source Credibility”, *not received*
- Teaching Innovation Program Grant- University of Houston, 2016
 - Interactive and Student-Centered Learning Through the Active Learning Classroom, with Rachel Lee
 - **Received \$27,850**

Conference Proceedings

- Sharing Means Caring: How the Need for Relationships Drives Guests to AirBNB
 - Amanda Belarmino, Elizabeth A. Whalen, Yoon Koh, & John Bowen
 - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
 - Dallas, Texas, USA, 20-22, July 2016
- Using Active Learning Activities to Increase Student Outcomes in an Information Technology Course
 - Cristian Morosan, Mary Dawson, & Elizabeth A. Whalen
 - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
 - Dallas, Texas, USA, July 20-22, 2016
- Exploring the Antecedents of Tourism and Hospitality Based Online Communities on Consumer Decision Making Processes
 - Elizabeth A. Whalen & John Bowen
 - Graduate Student Research Conference in Hospitality and Tourism
 - Houston, Texas, USA, January 5-7, 2017
- Is There Room for Online Ethnography in the Changing Netnography Landscape?
 - Elizabeth A. Whalen
 - TTRA International Conference- Travel and Tourism Research Association
 - Qualitative Research Symposium
 - Quebec City, Quebec, Canada, June 20-22, 2017
- Engaging the Customer: The Impacts of Online Travel Community Engagement on Brand Identification and Behavioral Intentions
 - Elizabeth A. Whalen & John Bowen
 - TTRA International Conference- Travel and Tourism Research Association
 - Graduate Student Colloquium
 - Quebec City, Quebec, Canada, June 20-22, 2017
- Existing Loyalty Programs a Thing of the Past?- Understanding Millennial Loyalty
 - Elizabeth A. Whalen, John Bowen, Seyhmus Baloglu, & Hyun-Kyung Lee
 - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
 - Baltimore, Maryland, USA, July 26-28, 2017

- **The Loyalty of a Generation: Comparing Models of Customer Loyalty Across Generational Segments**
 - Elizabeth A. Whalen & John Bowen
 - Graduate Student Research Conference in Hospitality and Tourism
 - Fort Worth, Texas, USA, January 3-5, 2018
- **Craft Beer Aficionados Welcome: How Source Attractiveness and Risk Perceptions Influence Intentions for Beer Exchange**
 - Elizabeth A. Whalen, Scott Taylor Jr., & John Bowen
 - Graduate Student Research Conference in Hospitality and Tourism
 - Fort Worth, Texas, USA, January 3-5, 2018
- **Do Models of Customer Loyalty Vary Across Generational Segments?**
 - John Bowen, Seyhmus Baloglu, & Elizabeth A. Whalen
 - EuroCHRIE 2018
 - Dublin, Ireland, November 7-9, 2018
- **To Believe or Not to Believe: The Impact of Avatar Information Labeling on Source Credibility**
 - Elizabeth A. Whalen & John Bowen
 - Graduate Student Research Conference in Hospitality and Tourism
 - Houston, Texas, USA, January 3-5, 2019
- **Risk Mitigation through Source Credibility: An Investigation of Online Community Engagement**
 - Elizabeth A. Whalen & John Bowen
 - Graduate Student Research Conference in Hospitality and Tourism
 - Houston, Texas, USA, January 3-5, 2019
- **Craft Beer Traders Behavioral Intentions and Engagement in Online Communities: An Exploratory Study of Perceived Similarity**
 - Scott Taylor & Elizabeth A. Whalen
 - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
 - New Orleans, Louisiana, USA, July 24-26, 2019
- **The Antecedents of Hotel Loyalty Across Generational Segments**
 - John Bowen, Seyhmus Baloglu, & Elizabeth A. Whalen
 - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
 - Special Interest Group- Sales and Marketing Faculty
 - New Orleans, Louisiana, USA, July 24-26, 2019
- **Universal Service Design in the Restaurant Industry: Bridging the Gap Between ADA Guidelines and Customer Needs**
 - Rosemary Reid (student) & Elizabeth A. Whalen
 - 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism
 - Houston, Texas, January 6-8, 2022
- **Event Planner Destination Choice: A Case Study of Nashville**
 - Yi “Vanessa” Liu & Elizabeth A. Whalen
 - Southeast, Central & South American (SECSA) Federation Conference 2022
 - Online, March 4, 2022

- Power Down for Human Touch: Mobile Device Intermediations at Events
 - Annamarie Sisson & Elizabeth A. Whalen
 - Council for Hospitality Management Education Conference 2022
 - Edinburgh, Scotland, May 25-27, 2022
 - **WINNER** Tourism and Languages Subject Group's Award for **Best Paper** in Festivals and the Human Touch
- You can't win if you don't play! Perceptions of event gamification on behavioral outcomes
 - Annamarie Sisson & Elizabeth A. Whalen
 - International Society of Travel & Tourism Educators Virtual Conference 2022
 - Online October 5-7, 2022
 - **HONORABLE MENTION** for Best Paper Award at ISTTE Annual Conference
- It's Time to Connect the Dots: Engaging in Student Evaluations of Teaching through Intrinsic Motivation
 - Annamarie Sisson & Elizabeth A. Whalen
 - Council for Hospitality Management Education Conference 2023
 - Stenden, Netherlands, May 23-26, 2023
- Shut-Up and Brew: Consumer Perceptions of Advocacy in the Beer Industry
 - Scott Taylor & Elizabeth A. Whalen
 - Southeast, Central & South American (SECSA) Federation Conference 2024
 - Columbia, South Carolina, USA, March 8-9, 2024
- The Impact of Observed Crime Statistics on Intentions to Visit a Destination
 - Elizabeth A. Whalen & Danielle Lauber
 - Southeast, Central & South American (SECSA) Federation Conference 2024
 - Columbia, South Carolina, USA, March 8-9, 2024
- Politics in a Pint Glass: Consumer Support for Craft Brewery Advocacy
 - Scott Taylor, Jr., Elizabeth A. Whalen, & Yang Zhuang
 - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
 - Indianapolis, IN, USA, June 16-19, 2025

Student Thesis/Dissertations

- From the Traditional Marketing Mix (4Ps) in Sport to New Marketing Mix (3Ps): Toward a Paradigm Shift from Practitioner's Perspective
 - Mohammed Alqahtani – PhD Dissertation
 - Committee Member, 2020
- The Impact of Crime Statistics on Traveler Risk Perceptions and Willingness to Travel
 - Will Mitchell – Master's Thesis
 - Chair, 2021
- Universal Design in the Restaurant Industry: Bridging the Gap between ADA Guidelines and Customer Needs
 - Rosemary Reid – Undergraduate Honors Thesis
 - Chair, 2021

Professional Work Experience

Assistant General Manager

April 2011- June 2012

Drury Inn and Suites Houston West/ Energy Corridor, Houston, Texas

- Oversee all team members and supervisors.
- Management and hiring of staff- front desk, housekeeping, maintenance.
- Participate in sales calls and relationships with corporate contracts.
- Guest Relations and support.
- Management of all financial concerns.
- Focus on quality, service, profitability, and teamwork.

Restaurant Manager

April 2010- April 2011

Pappas Seafood House, Humble, Texas

- Ensure customer satisfaction and problem solving.
- Management of staff including training, evaluation, staffing, coaching and disciplinary recourse.
- Direct restaurant upkeep and maintenance.
- Oversee store cash and credit receipts, labor charts, and profit increase through directed selling.
- Manage multiple sectors within the restaurant- hosts, bar, recognition, trainers.

Server/Headwait/Trainer

December 2009- April 2010

Pappas Seafood House, Humble, Texas

- Train new wait staff in company policies and procedures, and proper customer care.
- Perform checkout and handling of money for servers at end of shift.
- Serve guests and participate in customer care and satisfaction.

Ranch Hand

June 2009- October 2009

Housekeeper, Cook, Dishwasher, House Person, Laundry Attendant

K-Bar-Z Guest Ranch and Outfitters, Cody, Wyoming

- Manage guesthouse kitchen and prepare all guest meals- plan, prepare, cook, clean, organize.
- Maintain guest cabins- housekeeping, laundry, servicing, guest requests.
- Maintain main guest house- cleaning, maintenance, laundry, guest requests.
- Welcome all new arrivals and escort through the facilities.
- Lead trail rides; equip guests for hunting trips and assist with horse care.
- Fulfill any additional roles necessary and requested.

Intramural Soccer Supervisor

August 2008- May 2009

University of Pittsburgh, Pittsburgh, Pennsylvania

- Hire and schedule all staff and referees.
- Manage players and staff to maintain safe and fun environment.
- Oversee proper handling of equipment.

Service:

University

- Consultant for Hotel Design Course Project—Interior Design Program MTSU, 2020-2025
- Scholars Week Poster Symposium – Judge MTSU, 2021, 2022
- Academic Appeals Subcommittee – CBHS MTSU, 2021-2023
- University Curriculum Committee – 2022-2026
 - Vice Chair, 2023-2024; 2025-2026
 - Chair, 2024-2025; 2026-2027
- Academic Misconduct Committee – 2024-2026
- Search Committee – Director of Corporate and Strategic Partnership MTSU, 2021
- Consultant – Strategic Planning MTSU, 2022
 - Public Health
 - Recording Industry
 - College of Media and Entertainment
- CUSTOMS – new student orientation – panelist and moderator for Academic Affairs MTSU 2023, 2024
- UH Enrollment Services Liaison for Communications Internship, 2012-2014

College/ Department

Middle Tennessee State University

- Maintain accreditation- ACPHA
- Create industry partnerships
- Develop and implement THM Curriculum
- Organize and run THM Advisory Board Meetings
- Faculty Advisor for HC3 Hackathon 2020 MTSU team
- Organize Spring 2020 THM/LSTS Career Fair
- Create proposal for hotel learning lab on MTSU campus
- Design THM Program Mission Statement, Vision Statement, Core Values, Strategic Plan
- Search committee chair – Summer 2021; Fall 2021
- Search committee member – Spring 2021; Summer 2021; Fall 2021; Fall 2025;

University of Houston

- UH Club Advisor-Hotel and Lodging Association of the Greater Houston Area Student Chapter, 2013-2015
- UH Club Advisor-Disney Internship Program Alumni Association, Houston Chapter, 2013-2015
- Moderator for UH Hall of Honor Think Tanks, 2016
- UH Team Facilitator for EuroCHRIE Hotel Challenge via Red Global, 2017
- UH Lodging Committee Member, 2012-2018
- Instructor for Hilton College's sister program at Universidad San Ignacio de Loyola in Lima, Peru, 2013
- Faculty Panel on UH Student Engagement in the Classroom, 2017

Academic Community

- Advisory Board – Nashville State University, Hospitality and Tourism Program, 2022-2025
- Academic Advisory Committee – Hospitality Internships, 2023-current
- Editorial Board Member: *Journal of Hospitality and Tourism Insights*, 2024-2026
- Editorial Board Member: *Journal of Teaching in Travel & Tourism*, 2021-current
- Editorial Board Member: *Journal of Hospitality and Tourism Education (JHTE)*, 2023-current
- Peer Reviewer: (Please see Web of Science for dates and specifics: <https://www.webofscience.com/wos/author/record/731603>)
 - *Journal of Services Marketing*
 - *International Journal of Contemporary Hospitality Management*

- *International Journal of Hospitality Management*
- *Current Issues in Tourism*
- *Journal of Hospitality and Tourism Research*
- *Journal of Hospitality and Tourism Insights*
- *Journal of Research in Interactive Marketing*
- *Research in Hospitality Management*
- *Cornell Hospitality Quarterly*
- *Foods*
- *Behavioral Sciences*
- *Advances in Hospitality & Tourism Research*
- *Sustainability*
- *World Leisure Journal*
- *Anatolia*
- ICHRIE Annual Conference
- EuroCHRIE Annual Conference
- ICHRIE SECSA Annual Conference
- Global Conference on Business Economics (GLOBE)
- Editing and Creation of Supplementary Textbook Material for *Marketing for Hospitality and Tourism, 8th Edition*, Kotler, Bowen, & Baloglu, 2019 (fee acquired)
- Served on the AH&LEF Research Project Funding Committee, 2014
- Case Study “Beyond Revenue: Serene Haven’s Quest for Customer-Centric Revenue Management” in Chapter 11 of *Revenue Management and Optimization: Beyond Hotels*

Industry/ Community

- Keynote speaker- HEB Women in Leadership Luncheon Series- October 22, 2015
- Breakout session speaker- Houston Public Library Annual Meeting- May 1, 2015
- Breakout session speaker- Hospitality Management- Texas Community College Teachers Association Annual Conference, March 2, 2019
- Publication in Murfreesboro Magazine March 2020 edition “Creating Your Own Personal Brand” pages 2-3.
- Featured in MTSU News – “Professor says communication is key to helping students success during pandemic” – October 15, 2020 <https://mtsunews.com/professor-says-communication-is-key-to-helping-students-succeed-during-pandemic/?fbclid=IwAR14XV3S9qgoWb4Z1jZ1N-jWVnXsmkjehHqnmGsPjwfWdySErrPv702chgs>
- Speaker – Dames Club – “Tourism in Your Own Backyard” – May 17, 2023
- Speaker – MTSU Alumni Summer College – “Tourism: More Than a Vacation” – June 21, 2023
- Speaker – MTSU Alumni Summer College – “Beyond the Mainstream: Uncovering the Fascinating World of Special Interest, Niche, and Heritage Tourism” – June 23, 2023
- Moderator – MTSU Alumni Summer College – Panel on “The Economic Impacts of Rural Tourism” – June 22, 2023
- TN State Representative – Congressional Summit on Tourism hosted by Southeast Tourism Society, Washington D.C., July 2023
- Speaker – MTSU Quantum, “Leadership Essentials” – October 20, 2023
- Speaker – Rutherford County Hospitality Association – April 24, 2024
- Panelist – Hospitality Internships – Learners2Leaders Webinar, Effective Communication – May 24, 2024
- THM Representative – Williamson County Schools Entrepreneurship and Innovation Center – October 14, 2024
- THM Representative – Commissioner of Labor and Workforce Development at MTSU – October 24, 2024
- Panelist – Hospitality Internships – Learners2Leaders Webinar, Effective Strategies for Effective Time Management & Prioritization – October 25, 2024
- Speaker – Dames Club – “Learning about THM and the new hotel project” – January 15, 2025
- Tennessee Hospitality and Tourism Association (TNHTA) Board of Directors – January 2025, 2-year commitment
- Speaker – Bahamas Tourism Commission, University of the Bahamas – collaboration with MTSU – May 29, 2025

- Panelist – The Future of Hospitality Workforce & Compliance – Legal + Workforce Symposium, TNHTA – July 16, 2025