

**Lenna V. Shulga, Ph.D.**

Associate Professor  
Director of the Master of Science  
in Travel Industry Management (MS-TIM) Program  
Shidler College of Business  
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**Education**

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|---|-----------------------|
| <b>Ph.D. University of Nevada, Las Vegas</b>  | Las Vegas, NV         |
| William F. Harrah College of Hotel Administration   | 2014 - 2017           |
| <i>Dissertation: Value Co-creation Propositions: A Self-Determination Theory of Customer Acceptance, Trust and Wellbeing.</i> |                       |
| <i>Dr. James A. Busser, Chair</i>   |                       |
| <ul style="list-style-type: none"><li>• Major: Marketing</li><li>• Minor: Quantitative Psychology</li></ul>                   |                       |
| <b>MBA University of Massachusetts</b>  | Lowell, MA            |
| Manning School of Business  | 2012 – 2014           |
| <ul style="list-style-type: none"><li>• Business Strategy</li><li>• E-Commerce</li></ul>                                      |                       |
| <b>BBA Rostov Institute of Management, Business and Law</b>   | Rostov-on-Don, Russia |
| <ul style="list-style-type: none"><li>• Major: Management</li><li>• Minor: Marketing</li><li>• Diploma with Honors</li></ul>  | 1992 – 1996           |

**Professional Certifications**

- 2017 Graduate Certificate in Quantitative Psychology, UNLV
- 2016 Certified Hospitality Educator (CHE) by American Hotel and Lodging Association.
- 2016 Certified in Hotel Industry Analytics (CHIA) by American Hotel and Lodging Association, ICHRIE and STR.

## Honors and Awards

- 2021 Hee Family Endowed Faculty Fellow appointment (three-year period)
- 2020 Shidler College / TIM School, Professor of the Semester Award, Fall 2020 Semester
- 2020 Shidler College / TIM School, Professor of the Semester Award, Spring 2020 Semester
- 2019 Shidler College / TIM School, Professor of the Semester Award, Fall 2019 Semester
- 2018 JHTM Paper Hackathon Winner. EuroCHRIE Conference 2018, Dublin, Ireland. “To share or not to share: The role of animosity in P2P accommodation.”
- 2017 Best Paper Award. Research Track. West Federation CHRIE Conference 2017. Willingness to Participate in Consumer Generated Advertisement and its Effect on Loyalty.
- 2016 Best Paper Award. 6<sup>th</sup> Annual Society for Marketing Advances Conference, Atlanta, GA. “The Role of Social Exchange Ideology in Value Co-Creation Interactions between Customers and a Service Provider.”
- 2016 First Place Presentation Award. 18<sup>th</sup> Annual Graduate College and Graduate and Professional Student Association Annual Research Forum, UNLV. Presentation: “Customer and Company Interactions in Value Co-Creation: The Role of Commercial Friendship”, Social Science, Business and Hotel Platform, Las Vegas, NV.
- 2015 Best Paper Award. 6<sup>th</sup> Advances in Tourism Marketing (ATMC) Conference, Joensuu, Finland. Conceptual model of customer-company interaction in value co-creation.

## Scholarship

### Refereed Journal Publications

**Shulga, L. V.,** Busser, J. A., & Chang, W. (2022). Relational Energy and Generation Effects on Employee and Customer Wellbeing, *Journal of Hospitality Marketing and Management*, accepted 6/15/22.

**Shulga, L. V.,** & Spencer, D. M. (2022). Hospitality/Tourism Career Forums as a Means of Imparting Career Advice to Students: An Empirical Evaluation. *Journal of Hospitality & Tourism Education*, 1-11.

**Shulga, L.V.,** Busser, J.A., Topcuoglu, E., & Molintas, D. H. R. (2022). Internal Branding: Role of a Co-Created Corporate Event Message, *Event Management*.

**Shulga, L. V.,** Busser, J. A., Bai, B., & Kim, H. (2021). Branding Co-Creation with Consumer-Generated Advertising: Effect on Creators and Observers. *Journal of Advertising*, 1-19. <https://doi.org/10.1080/00913367.2021.1978017>

**Shulga, L. V. (2021).** Front-line employee self-determination in value Co-Creation: Generational profiles. *Journal of Hospitality and Tourism Management*, 48, 479-491.

**Shulga, L. V.,** Busser, J. A., & Bai, B. (2021). Hospitality business models, customer well-being and trust: the mediating role of competitive service advantage. *International Journal of Contemporary Hospitality Management*, 33(9), 3040-3064. <https://doi.org/10.1108/IJCHM-09-2020-1033>

**Shulga, L.V., &** Busser, J. A. (2020). Customer self-determination in value co-creation, *Journal of Service Theory and Practice*, 31(1), 83-111. <https://doi.org/10.1108/JSTP-05-2020-0093>

**Shulga, L. V.,** Busser, J. A., Bai, B., & Kim, H. (2021). The Reciprocal Role of Trust in Customer Value Co-Creation. *Journal of Hospitality & Tourism Research*, 45(4), 672-696.

**Shulga, L.V., &** Busser, J. A. (2020). Hospitality employee and customer role in value co-creation: Personal, organizational and collaborative outcomes. *International Journal of Hospitality Management*, 91, 102648, <https://doi.org/10.1016/j.ijhm.2020.102648>

**Shulga, L.V. (2020).** Change Management Communication: The Role of Meaningfulness, Leadership Brand Authenticity and Gender. *Cornell Hospitality Quarterly*, 62(4), 498-515, <https://doi.org/10.1177/1938965520929022>

**Shulga, L. V., &** Busser, J. A. (2020). Customer acceptance of four types of hospitality value propositions. *International Journal of Hospitality Management*, 87, 102388, <https://doi.org/10.1016/j.ijhm.2019.102388>

Busser, J., and **Shulga, L.** (2019). Role of commercial friendship, initiation and co-creation types, *Journal of Service Theory and Practice*, 29(4), 488-512.

**Shulga, L. V., &** Busser, J. A. (2019). Talent management meta review: a validity network schema approach. *International Journal of Contemporary Hospitality Management*, 31(10), 3943-3969.

Busser, J. A., & **Shulga, L. V.** (2019). Involvement in consumer-generated advertising: Effects of organizational transparency and brand authenticity on loyalty and trust. *International Journal of Contemporary Hospitality Management*, 31(4), 1763-1784.

Busser, J. A., **Shulga, L. V.,** Kang, H. J. A., & Molintas, D. H. R. (2019). The effect of hospitality conference messaging on employee job responses. *International Journal of Hospitality Management*, 78, 284-292.

Busser, J. A., **Shulga, L.V.**, & Kang, H. J. (2019). Customer Disposition to Social Exchange in Co-Innovation. *International Journal of Hospitality Management*, 76, 299-307.

**Shulga, L. V.**, Busser, J. A., & Bai, B. (2018). Factors affecting willingness to participate in consumer generated advertisement. *International Journal of Hospitality Management*, 74, 214-223.

Busser, J. A., & **Shulga, L. V.** (2018). Co-created value: Multidimensional scale and nomological network. *Tourism Management*, 65, 69-86.

**Shulga, L. V.**, Busser, J. A., & Kim, H. (2018). Generational Profiles in Value Co-Creation Interactions. *Journal of Hospitality Marketing & Management*, 27(2), 196-217.

**Shulga, L.**, & Tanford, S. (2018). Measuring perceptions of fairness of loyalty program members. *Journal of Hospitality Marketing & Management*, 27(3), 346-365.

Cain, L., Tanford, S., & **Shulga, L.** (2018). Customers' Perceptions of Employee Engagement: Fortifying the Service-Profit Chain. *International Journal of Hospitality & Tourism Administration*, 19(1), 52-77.

### **Referred Book Chapters**

Spencer, D.M, & **Shulga, L.V.** (2022). A Case Study of an Emergent, Family Owned and Operated Private Tour Company. Book Chapter for Research Handbook on Entrepreneurship and Innovation in Family Firms, accepted May, 2022.

### **Manuscripts Under Review**

**Shulga, L. V.**, Busser, J.A., & Molintas, D. H. R. Front-Line Employees: Meta-Analysis of Management of Emotions at Work. *Cornell Hospitality Quarterly* (2<sup>nd</sup> Review).

Busser, J.A., Molintas, D.H.R., **Shulga, L.V.**, & Lee, S. Role of Emotions during a Short Service Encounter, targeting *Journal of Hospitality and Tourism Management* (3<sup>rd</sup> Review).

**Shulga, L.V.**, Busser, J. A., & Topcuoglu, E. Customer and employee co-creation: emergence and dissipation of value, *Service Business* (1<sup>st</sup> Review)

**Shulga, L.V.**, Busser, J.A., & Yedlin, J. Employee Engagement on Wellbeing: An Analysis of PERMA Framework. Book Chapter for Tourism and Quality-of-Life (QOL) Research II (2<sup>nd</sup> Review).

**Shulga, L.V.**, & Busser, J.A. COVID-19 Human Resource Retrenchment Strategies and the Role of Transformational Leadership. *International Journal of Contemporary Hospitality Management* (1<sup>st</sup> Review)

## Conference Presentations

**Shulga, L.V.** & Busser, J.A. Customer Motivation to Participate in Value Propositions. 50<sup>th</sup> Annual Meeting. Western Decision Sciences Institute. 5-8 April 2022. Island of Hawaii, HI.

Lin, I. & **Shulga, L.V.** Online Customer Reviews of hotels/Resorts and Spas. 50<sup>th</sup> Annual Meeting. Western Decision Sciences Institute. 5-8 April 2022. Island of Hawaii, HI.

Spencer, D. & **Shulga, L.V.** Dynamics of an Emergent, Family Owned and Operated Private Tour Company. 50<sup>th</sup> Annual Meeting. Western Decision Sciences Institute. 5-8 April 2022. Island of Hawaii, HI.

Lee, S., Busser, J.A., & **Shulga, L.V.** Hotel Interactional Service Quality and Guest Trust. The 27<sup>th</sup> Annual Graduate Education & Graduate Research Conference in Hospitality and Tourism, 6-7 January 2022 (virtual).

**Shulga, L.V.,** & Busser, J.A. (2021). Co-Creation: The More We Contribute – The More We Value. The 7<sup>th</sup> Naples Forum on Service, 6-9 September 2021 (virtual).

**Shulga, L.V.,** & Busser, J.A. (2021). COVID-19 Human Resource Retrenchment Strategies and the Role of Transformational Leadership. 2021 TTRA Annual International Conference (virtual).

Molintas, D.H.R., Lee, S., Busser, J. & **Shulga, L.** (2020). Role of Emotions During a Short Service Encounter. 25<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada.

Lee, S., **Shulga, L.V.,** & Busser, J.A. (2020). Online Hotel Reviews: The Factors Predicting Behavioral Intention. 25<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada.

**Shulga, L.V.,** & Busser, J. A. (2019). Employee and Customer Motivation in Co-Creation and Co-Destruction of Value. 50<sup>th</sup> TTRA International Conference, Melbourne, Australia.

**Shulga, L.V.,** & Busser, J. A. (2018). Roles as Resources in Value Co-Creation: Employees and Customers. 2018 EuroCHRIE Conference, Dublin, Ireland.

**Shulga, L.V.,** & Busser, J.A. (2018). Customer Acceptance: Business Models and Value Propositions. 2018 Annual ICHRIE Summer Conference, Palm Springs, CA.

Lin, K., & **Shulga, L.** (2018). Factors Affecting Customer Satisfaction with Service Recovery, Word-of-Mouth and Customer Loyalty in Hotel Industry. 2018 Asia-Pacific Forum. Honolulu, HI.

**Shulga, L.V.,** & Busser, J.A. (2018). Hospitality Brand Transparency and Authenticity: Co-creation Antecedents Affecting Loyalty and Trust. Western Decision Making Institute Conference. Kauai, HI.

**Shulga, L.V., & Busser, J.A.** (2018). Impact of Perceptions of Leadership Authenticity and Conference Message Meaning on Organizational Outcomes. West Federation CHRIE Conference 2018. Denver, CO.

Molintas, D.H., Busser, J., **Shulga, L.**, & Kang, H.J. (2018). The Impact of Hospitality Conference Messaging on Employee Attitudes, Attributes and Emotional Attachment. 23rd Annual Graduate Student Research Conference in Hospitality and Tourism. Fort Worth, TX.

Topcuoglu, E., **Shulga, L.**, & Busser, J. (2018). Effects of Authentic Hotel Conference Messaging on Employee WOM Intentions and Competitive Service Advantage. 23rd Annual Graduate Student Research Conference in Hospitality and Tourism. Fort Worth, TX.

Joe, S.J., Kharitonova, A., **Shulga, L.** & Busser, J. (2017). Hotel Online Reviews: The Factors Predicting Behavioral Intention. 2017 Annual ICHRIE Summer Conference, Baltimore, MD.

**Shulga, L.V.**, Bai, B., & Busser, J.A. (2017). Willingness to Participate in Consumer Generated Advertisement and its Affect on Loyalty. West Federation CHRIE Conference 2017. San Diego, CA. Best Paper Award.

Yedlin, J., **Shulga, L.V.**, & Busser, J.A. (2017). Hospitality Industry and Academic Collaboration: Class Marketing Plan Project and Student Self-Efficacy. West Federation CHRIE Conference 2017. San Diego, CA.

**Shulga, L.V.**, & Busser, J.A. (2017). Co-Created Value: Scale Development and Validation. 22nd Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, TX.

**Shulga, L.V.**, Busser, J.A., & Bai, B. (2017). Trust Reciprocity in Value Co-Creation: Examining Participants and Bystanders. 22nd Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, TX.

**Shulga, L.V.**, Busser, J.A., & Kim, H.L. (2017). Generational Profiles in Value Co-Creation Interactions. 22nd Annual Graduate Student Research Conference in Hospitality and Tourism. Houston, TX.

Busser, J. A., & **Shulga, L. V.** (2016). The Role of Social Exchange Ideology in Value Co-Creation Interactions Between Customers and a Service Provider. 6th Society for Marketing Advances Conference. Atlanta, GA. Best Paper Award.

**Shulga, L. V.**, & Busser, J. A. (2016). Customer perceptions of value co-creation: Scale development and validation. EuroCHRIE Conference, Budapest, Hungary.

**Shulga, L. V.**, Baloglu S., & Bowen, J. T. (2016). Consumers' regulatory focus and trust in hotel online review websites and their impact on booking. EuroCHRIE Conference, Budapest, Hungary.

**Shulga, L. V. & Busser, J. A. (2016)** Relationality and Identification in Value Co-Creation: The Role of Commercial Friendship. 2016 Annual ICHRIE Summer Conference, Dallas, TX.

**Shulga, L. & Tanford, S. (2016)** Perceptions of Justice of Hotel Loyalty Program Members. 2016 Annual ICHRIE Summer Conference, Dallas, TX.

Cho, S., Boykin, D., & **Shulga, L. (2016)**. Key Touchpoint Interactions in the Integrated Resort Experience: A Comparative Sentiment Analysis of Online Reviews. 16th International Conference on Gambling & Risk Taking. Las Vegas, NV.

Boykin, D., Cho, S., & **Shulga, L. (2016)**. Business Implications of Experiential Variety for the Integrated Resort Customer: A Sentiment Analysis of Online Reviews. Western Federation CHRIE Conference, Denver, CO.

**Shulga, L.V. & Busser, J.A. (2016)**. Generational Differences: The Effect of Friendship and Initiation of Co-creation on Satisfaction, Trust, and Loyalty. 21st Annual Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, PA.

**Shulga, L., Bai, B., & Busser, J. (2016)**. The Effect of Brand Attachment and Trust On Willingness-To-Participate In Collaborative Marketing For Hospitality Brands. 21st Annual Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, PA.

**Shulga, L., Busser, J., & Henthorne, T. (2015)**. Conceptual model of customer-company interaction in value co-creation. 6th Advances in Tourism Marketing Conference, Joensuu, Finland. Best Paper Award

**Shulga, L., Busser, J., & Henthorne, T. (2015)**. The role of commercial friendship in company versus customer initiation of co-creation for tourism brands. 6th Advances in Tourism Marketing Conference, Joensuu, Finland.

**Shulga, L. & Busser, J. (2015)**. Co-Created Value for Tourism Brands: Scale Development and Validation. Doctoral Seminar in Tourism Business Studies. 6th Advances in Tourism Marketing Conference, Joensuu, Finland.

**Shulga, L. & Busser, J. (2015)** Conceptual Model of Value Co-Creation in Hospitality. ICHRIE Annual Summer Conference, Orlando, FL.

Repetti, T., Busser, J. & **Shulga, L. (2015)** Predicting Behavioral Intentions of Mass Participation Sporting Event Travelers. ICHRIE Annual Summer Conference, Orlando, FL.

Repetti, T., Busser, J. & **Shulga, L. (2015)** Importance of Hotel Attributes on Hotel Choice by Mass Sporting Event Participants. Western CHRIE Annual Summer Conference, San Francisco, CA.

Moll, L., Tanford, S. & **Shulga, L.** (2015) Impact of Employee Engagement on Customer Satisfaction and Customer Loyalty. 20th Annual Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL.

### **Grants and Contracts**

- 2020 Hawaii Travel Authority Workforce Development Study Grant (submitted February 2020 /rejected April 2020)
- 2016 Caesars Summer Research Grant. Co-Created Value: Scale Development and Validation
- 2015 Hilton Summer Research Grant. The role of commercial friendship in company versus customer initiation of co-creation

### **Curriculum Instructional Activities and Involvement**

#### **University of Hawai‘i at Mānoa (2017 – present)**

*Associate Professor*, School of Travel Industry Management, Shidler College of Business

- 2022 Human Resources Management TIM306 (Fall – *pending*)
- 2022 Research Application in Hospitality, Tourism and Transportation TIM601 (Fall – *pending*)

*Assistant Professor*, School of Travel Industry Management, Shidler College of Business

- 2022 Human Resources Management TIM306 (Spring, student evaluation average: 4.57; TIM School average: 4.38)
- 2022 Strategic Management for Travel and Hospitality Industry TIM431 (Spring, student evaluation average: 4.83; TIM School average: 4.38)
- 2021 Management of Service Enterprise TIM303 (Fall, student evaluation average: 4.52; TIM School average: 4.16)
- 2021 Human Resources Management TIM306 (Spring, student evaluation average: 4.57; TIM School average: 4.40, Fall, student evaluation average: 4.45; TIM School average: 4.16)
- 2021 Research Application in Travel Industry Management TIM601 (Spring, student evaluation average: 5.00; TIM School average: 4.00)



2020	Human Resources Management TIM306 (Spring, Summer, Fall; student evaluation average: 4.74; TIM School average: 4.42)
2020	Management of Service Enterprise TIM303 (Fall, student evaluation average: 4.89; TIM School average: 4.42)
2019	Human Resources Management TIM306 (Spring, Summer, Fall; student evaluation average: 4.71; TIM School average: 4.35)
2019	Research Application in Travel Industry Management TIM601 (Fall; student evaluation average: 3.86; TIM School average: 4.33)
2018	Human Resources Management TIM306 (Spring, Summer, Fall, student evaluation average: 4.56; TIM School average: 4.32)
2017	Human Resources Management TIM306 (Fall, student evaluation average: 4.53; TIM School average: 4.21)

***Professional Programs***

- 2020 Bunkyo University, Hawaii Study Program, Customer Service (Feb, 2020)
- 2019 Meikai and Rikkyo Univeristy, Hawaii Study Program, HR Management in the Hospitality Industry (August, 2019)  
Bunkyo University, Hawaii Study Program, Customer Service (Feb, 2019)
- 2018 Meikai and Rikkyo Univeristy, Hawaii Study Program, HR Management in the Hospitality Industry (August, 2018)

***New Course Development***

- 2020 eMBA: Hospitality Track, Current Issues in Hospitality and Tourism  
Organizational Behavior TIM 684

***Master of Science, Professional Paper Advisor***

- 2021 An-Yu Wang, *The Impact of Employee “New Hire” Badge on Restaurant Customer Revisit Intention.*
- 2021 Jianxun (Leslie) Zhang, *Improving Business Performance through Practicing Emotional Labor Strategies in Hospitality Human Resource Management.*
- 2019 Lai Ching (Keira) Yau, *Family Vacation in Oahu: Satisfaction and Recommendations.*
- 2018 Kai Lin, *Factors Affecting Customer Satisfaction with Service Recovery, Loyalty, and Word-of-Mount Intention in Hotel Industry.*

***Academic Advisor***

- 2020 – present Faculty Advisor, PATA Student Chapter, TIM School
- 2018 – 2021 Faculty Advisor, TIMSA, TIM School
- 2019 STR Marketing Study Student Competition (Graduate Team), 2019 HX: Hotel Experience Conference, New York, NY
- 2017 – 2018 Faculty Advisor, PATA Student Chapter, TIM School

**University of Nevada, Las Vegas (2014 – 2017)**

***Instructor***, William F. Harrah College of Hospitality

2017	Human Resources (2 Sessions: Spring, Summer)
2016	Hospitality Marketing (3 Sessions: Fall; Spring; Summer)
2015	Organizational Behavior applied to the Service Industries (3 Sessions: Spring, Summer, Fall)

**Administrative Experience and Service**

**University of Hawai‘i at Mānoa**

***University Committees***

2021-present Manoa International Education Committee (MIEC)

2020-2022 UHPA TIM Faculty Representative

***College/Department Committees***

2022-present Director of the Master of Science in Travel Industry Management (MS-TIM) Program

2017-present Graduate Faculty, School of Travel Industry Management.

2021–2022 Research Committee, School of Travel Industry Management.

2020-2021 Research Committee, School of Travel Industry Management.

2019-2020 Undergraduate Curriculum Committee, School of Travel Industry Management.

2019-2020 Faculty Search Committee (2 positions: F&B, Instructor). School of Travel Industry Management.

2019 (Spr) Administrative Staff Search Committee, School of Travel Industry Management.

2018-2019 Faculty Research Committee, School of Travel Industry Management.

2018-2019 Curriculum Assessment Committee, School of Travel Industry Management.

2018-2019 TIM Faculty Senate, Secretary, School of Travel Industry Management.

2018-2019 Faculty Search Committee (Hospitality, F&B), School of Travel Industry Management.

2017-2018 Faculty Research Committee, School of Travel Industry Management.

### **University of Nevada, Las Vegas**

2015 – 2016 Hotel College Representative. Graduate and Professional Student Association, UNLV. Awards Committee.

2015 – 2016 Member, Faculty Search Committee, Assistant Professor Hospitality Human Resources.

## **Professional Appointments and Involvement**

### **Reviewer**

Annals of Tourism Research  
International Journal of Hospitality Management  
International Journal of Contemporary Hospitality Management  
International Journal of Hospitality Management and Marketing  
Journal of Hospitality & Tourism Research  
Journal of Hospitality and Tourism Management  
The Service Industries Journal  
Human Relations  
Journal of Marketing Management  
Journal of Tourism Management  
2019 APacCHRIE & EuroCHRIE  
Graduate Conference 2018  
EuroCHRIE 2016, 2018, 2019, 2020 Conferences  
WesternCHRIE 2017 Conference

### **Industry/Non-Profit Organizations Involvement**

2018 – present Vice Chair, Pacific Asia Travel Association (PATA), Hawaii Chapter, board member; PATA Student Forum (2018; 2019-2020, 2021)  
2021 – present Board Member, PATA International.

### **Memberships in Professional Associations**

2019 – present Member, Travel and Tourism Research Association (TTRA)

2018 – present	Member, Society for Human Resource Management Hawaii Chapter (SHRM)
2017 – present	Member, Pacific Asia Travel Association, Hawaii Chapter (PATA)
2016 – present	Member of UNLV Hospitality Honor Society
2015 - present	Member, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE).
2014 - present	Member, UNLV Hotel Association.
2014 – present	Beta, Gamma, Sigma Honor Society (AACSB)

### **Professional Services**

2022	Session Moderator. 2022 Western Decision Sciences Institute Conference. Island of Hawaii, HI.
2020	Conference Session Panelist. “ <i>Learning to Juggle: research, teaching, and service as a new assistant professor</i> ” 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada.
2020	Conference Session Organizer. Northeast Asia Economic Forum, <a href="https://www.neaef.org/">https://www.neaef.org/</a> , Honolulu, HI.
2018	Session Moderator. Global Tourism Summit. Honolulu, HI.
2018	Session Moderator. Asia-Pacific Forum. Honolulu, HI.

### **Work Experience**

<b>Extended Stay America Hotels</b>	2013 – 2015
Regional Business Development Manager (MA, RI, ME, NH)	
<ul style="list-style-type: none"><li>• Task-Force</li><li>• Business Development</li><li>• Marketing and Direct Sales for 19 hotels in the NE region/Boston Market.</li></ul>	
<b>Willowdale Estate, Topsfield, MA</b>	2008 – 2011
Manager, Sales and Marketing	
<ul style="list-style-type: none"><li>• Implemented successful marketing and sales systems</li><li>• Luxury Branding</li><li>• Full Advertising Campaigns including Digital Marketing, Sales Forecasts,</li><li>• Managed a team of three</li></ul>	

- Social and Corporate Events
- Account Management
- Managed a team of 4

**Homewood Suites/Hampton Inn, Peabody, MA**

2006 - 2008

Director of Sales

- Solidified the extended stay base business
- Increased the number of group bookings by 160%
- Prepared Sales Forecasts
- Marketing Strategy
- Competition Analysis and Pricing
- Managed Corporate Accounts
- Business Groups, Meetings, and SMERF Groups
- Managed a team of 2

**Essex Conference Center, Essex, MA**

2005 - 2006

Director of Sales

- Marketing and Advertising Strategy and Implementation
- Revenue Management.
- Non-Profit and Corporate Events and Retreats

**Hotel 140, Boston, MA**

2004 - 2005

Hotel Manager

- Opening a New Boutique Hotel
- Pre-Launching Research
- Marketing Strategy & Sales Forecasting
- E-Commerce & Online Marketing
- ERP implementation
- Hired, trained and managed the Front Desk of 8
- Revenue Management.
- Advertising. Managing Vendors. Business Development.

**Kendall Hotel/Mary Prentiss Inn, Cambridge, MA**

2001 - 2004

Marketing Manager

- Opening a New Boutique Hotel.
- Marketing Strategy.
- Advertising & Online Marketing
- Competition Analysis
- Pricing & Revenue Management
- Customer Relationship Management.
- Restaurant Administration
- Bookkeeping

Career Path: Front Desk Agent, Hotel Supervisor, Restaurant Administrator, Bookkeeper, Marketing Manager

**Palmira LTD / MTB Group, Footwear Manufacturer, Moscow, Russia**

1997 – 2000

Marketing Manager

- Historical Data Analysis
- Sales Forecasting
- Pricing and Inventory Analysis
- Seasonal footwear critical data analysis and forecasts.
- Managed a team of 6

### **Industry Certification**

Step Up Sales Training, Hampton Inn/Hilton, Certificate

### **Software Proficiency**

- MS Office: advanced Word, Excel, PowerPoint
- Databases: MC Access, PHP/MySQL
- Hotel/Event Planning: ROSS2000, Micros, Caterease
- Sales/Client Management: SalesPro, Salesforce, MS CRM
- Web-Design: Dreamweaver (HTML), Photoshop Elements, Fireworks
- Statistical: SPSS, AMOS, SmartPLS, MiniTab, Comprehensive Meta-Analysis, Leximancer.