

Adiyukh Berbekova
School of Travel Industry Management, Shidler College of Business,
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EDUCATION

Doctor of Philosophy in Hospitality and Tourism Management, University of Massachusetts, Amherst, USA (2018-2022).

Master of Arts in International Tourism Management, West Coast University of Applied Sciences, Heide, Germany (2013-2015). Graduated with Excellence.

Bachelor of Science. Hospitality and Tourism Industry. Kabardino-Balkarian State University, Nalchik, Russia (2008-2013). Graduated with Honors.

Bachelor of Science. Law. Kabardino-Balkarian State University, Nalchik, Russia (2009-2013). Graduated with Honors.

ACADEMIC EMPLOYMENT

University of Hawaii at Manoa **2022-Present**

Assistant Professor

University of Massachusetts, Amherst **2018-2022**

Graduate Teaching & Research Assistant

RESEARCH INTERESTS

- Crisis management in tourism and hospitality
- Quality of life in tourism and hospitality
- Destination performance
- Residents' attitudes and support for tourism

REFEREED JOURNAL PUBLICATIONS

1. **Berbekova, A.**, Assaf, A.G., Uysal, M., & Tsionas, M. Quality Of Life Frontier For Tourism Destinations. *Tourism Management*, 108, 105091.
2. Uysal, M., **Berbekova, A.**, & Wang, J. Quality-of-life (QoL): A critical examination of research progress. *Tourism Management*, 107, 105070.
3. **Berbekova, A.** & Lin, I. (2024). Exploring the Connection Between Mental Health and Well-being for Faculty in Hospitality and Tourism Education: A Thematic Analysis. *Journal of Hospitality and Tourism Education*. 1–10.
<https://doi.org/10.1080/10963758.2024.2369134>
4. **Berbekova, A.**, Kock, F., Assaf, A., & Josiassen, A. (2024). Understanding and Employing Formative Constructs: Conceptualization, Operationalization and Threats of Misspecification. *Journal of Hospitality & Tourism Research*. 0(0).
<https://doi.org/10.1177/10963480241258510>
5. **Berbekova, A.**, Assaf, A.G., & Uysal, M. (2024). Frontier Measurement for Quality of Life Performance. *Annals of Tourism Research*, 106, 103765.
6. **Berbekova, A.**, Assaf, A.G., & Uysal, M. (2024). Interdisciplinary Approach to Tourism Demand Modeling: Quality of Life Indicators. *Journal of Hospitality & Tourism Research*. 10963480241229238
7. Kock, F., **Berbekova, A.**, Assaf, A., & Josiassen, A. (2024). Rethinking Scale Development in Hospitality Research: On the Importance and Advocacy of Nomological Validity. *International Journal of Contemporary Hospitality Management*

8. Wang, S., **Berbekova, A.**, Uysal, M., & Wang, J. (2024). Emotional Solidarity and Co-creation of Experience as Determinants of Environmentally Responsible Behavior: A Stimulus-Organism-Response Theory Perspective. *Journal of Travel Research*. DOI: 10.1177/00472875221146786
9. Dogru, T., Line, N., Hanks, L., Acikgoz, F., Abbott, J. A., Bakir, S., **Berbekova, A.**, ... & Suess, C. (2023). The implications of generative artificial intelligence in academic research and higher education in tourism and hospitality. *Tourism Economics*, 13548166231204065.
10. Dogru, T., Line, N., Mody, M., Hanks, L., Abbott, J., Acikgoz, F., Assaf, A., Bakir, S., **Berbekova, A.**, Bilgihan, A., Dalton, A., Erkmén, E., Geronasso, M., Gomez, D., Graves, S., Iskender, A., Ivanov, S., Kizildag, M., Lee, M., ... Zhang, T. (2023). Generative Artificial Intelligence in the Hospitality and Tourism Industry: Developing a Framework for Future Research. *Journal of Hospitality & Tourism Research*, 0(0). <https://doi.org/10.1177/10963480231188663>
11. **Berbekova, A.**, Uysal, M. & Assaf, A. (2023) Quality of Life and Public Policy Development for Tourism Destinations. *Cornell Hospitality Quarterly*.
12. **Berbekova, A.**, Uysal, M., Wang, D., & Wang, S. (2023). Tourism development as a moderator between emotion and well-being. *Tourism Recreation Research*, 1-5. DOI: 10.1080/02508281.2023.2216524
13. Josiassen, A., Kock, F., Assaf, A. & **Berbekova, A.** (2023). The role of affinity and animosity on solidarity with Ukraine and hospitality outcomes. *Tourism Management*. DOI: 10.1016/j.tourman.2022.104712
14. **Berbekova, A.**, Cycz, E., Silva, M., Magnini, V. P., & Uysal, M. (2023). Understanding overlapping segments for State Park visitors. *Journal of Park and Recreation Administration*. DOI: 10.18666/JPRA-2022-11395
15. Wang, S., **Berbekova, A.**, & Uysal, M. (2022). Pursuing Justice and Quality of Life: Supporting Tourism. *Tourism Management*, 89 <https://doi.org/10.1016/j.tourman.2021.104446>.
16. **Berbekova, A.**, Uysal, M. & Assaf, A.G. (2022). Toward an Assessment of Quality of Life Indicators as Measures of Destination Performance. *Journal of Travel Research*, <https://doi.org/10.1177/00472875211026755>.

17. Önder, I. & **Berbekova, A.** (2021). Web analytics: More than website performance evaluation? *International Journal of Tourism Cities*. <https://doi.org/10.1108/IJTC-03-2021-0039>.
18. **Berbekova, A.**, Uysal, M. & Assaf, A.G. (2021). A Thematic Analysis of Crisis Management in Tourism: a Theoretical Perspective. *Tourism Management*, 86. <https://doi.org/10.1016/j.tourman.2021.104342>.
19. Kock, F., **Berbekova, A.** & Assaf, A.G. (2021). Understanding and Managing the Threat of Common Method Bias: Detection, Prevention and Control. *Tourism Management*, 86. <https://doi.org/10.1016/j.tourman.2021.104330>.
20. Wang, S., **Berbekova, A.**, & Uysal, M. (2021). Is this about feeling? The interplay of emotional well-being, solidarity, and residents' attitude. *Journal of Travel Research*, 60(6), 1180-1195.
21. Wang, D., Ma, E., Kim, Y. S., Liu, A., & **Berbekova, A.** (2021). From good soldiers to happy employees: Exploring the emotional and well-being outcomes of organizational citizenship behavior. *Journal of Hospitality and Tourism Management*, 49, 570–579. <https://doi.org/10.1016/j.jhtm.2021.11.005>
22. Uysal, M., **Berbekova, A.**, & Kim, H. (2020). Designing for Quality of life. *Annals of Tourism Research*, 83, 102944. <https://doi.org/10.1016/j.annals.2020.102944>.

BOOK CHAPTERS

1. **Berbekova, A.** & Uysal, M. (2024). Indicators of Quality of Life in Tourism: the Perspective of Demand and Supply Interaction. In Konu, H. and Smith, M.K. (Eds.) *A Research Agenda for Tourism and Wellbeing*. Edward Elgar Research Agendas.
2. **Berbekova, A.** & Uysal, M. (2024). The nexus of sustainable urban tourism and quality of life. In Maxim, C., Morrison, A.M., Coca-Stefaniak, J.A., & Day, J. (Eds.) *Handbook of Sustainable Urban Tourism*. Edward Elgar Publishing.
3. **Berbekova, A.** & Wang, S. (2024). The impact of host-guest conflict on residents' attitude: the mediating effect of emotional solidarity and well-being. In Kock, F., Lindgreen, A., & Markovic, S. (Eds.). *Research Handbook on Tourism, Complexity, and Uncertainty*.

4. **Berbekova, A.**, & Uysal, M. (2023). Re-Evaluating Push and Pull Framework of Tourist Motivation: Post Covid-19 Pandemic. In Ramkissoon, H. (Ed) *Handbook on Tourism and Behaviour Change*. Series: Research Handbooks in Tourism. Edward Elgar Publishing.
5. **Berbekova, A.** (2023). Quality of Life and Destination Performance. In Uysal, M., Sirgy, J., & Kruger, S. (Eds.) *Handbook of Tourism and Quality-of-Life Research II*. Springer.
6. Kempel, J. & **Berbekova, A.** (2023). Exploring the Causal Nexus of Tourism Impacts on Quality of Life. In Uysal, M., Sirgy, J., & Kruger, S. (Eds.) *Handbook of Tourism and Quality-of-Life Research II*. Springer.
7. **Berbekova, A.**, Wang, S., Wang, J., Song, J., & Wang, X. (2023). Empowerment and support for tourism: giving control to the residents. In Uysal, M., Sirgy, J., & Kruger, S. (Eds.) *Handbook of Tourism and Quality-of-Life Research II*. Springer.
8. **Berbekova, A.**, & Uysal, M. Wellbeing and Quality of Life in Tourism. (2021). In Wilks, J., Pendergast, D., Leggat, P., & Morgan, D. (Eds.) *Tourist Health, Safety and Wellbeing post Pandemic*. Springer.
9. **Berbekova, A.**, & Baker, M. A. Crisis Management and Tourism Experiences. (2020). In Dixit, S. K. (Ed). *The Routledge Handbook of Tourism Experience Management and Marketing*. Routledge.

CONFERENCE PRESENTATIONS

1. Kiko-Figueroa, B. & **Berbekova, A.** From Cultural Appropriation to Cultural Appreciation: Exploring the Use of Culture in Hawai'i Tourism. Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, USA. January 2-5, 2025.
2. Sakamoto, C., **Berbekova, A.**, & Agrusa, J. Three Decades of Tourism Development and Residents' Attitudes, Perceptions, and Sentiment in Tourism: A Bibliometric Analysis. Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, USA. January 2-5, 2025.
3. Shulga, L. V., **Berbekova, A.**, Seo, K., & Lin, I. Assessing Competencies Required for Master Students in Hospitality and Tourism: A Comparative Study. International Council

on Hotel, Restaurant, and Institutional Education (ICHRIE). Montreal, Quebec, Canada. July 24-26, 2024.

4. **Berbekova, A.**, Shulga, L. V., & Spencer, D. M. Encouraging employee-resident pro-environmental behavior: Exploring the impact of a state's green image and message. Travel and Tourism Research Association's 54th Annual International Conference. Burlington, Vermont, USA. June 11-13, 2024.
5. **Berbekova, A.**, & Shulga, L. V. Exploring the impact of green human resource management on employees' subjective well-being: the role of individual resilience. American Association of Geographers (AAG) Annual Meeting. Honolulu, USA. April 16-20, 2024.
6. Lin, I., **Berbekova, A.**, & Shulga, L.V. Exploring spa careers and education in luxury hotel/resort spas. Western Decision Sciences Institute (WDSCI) 52nd Annual Conference. Santa Rosa, Sonoma County, California, USA. April 2 – 5, 2024.
7. Shulga, L. V., & **Berbekova, A.** Effects of green HRM practices on employee pro-environmental behavior: the role of ethical climate and new environmental paradigm. West Federation International Council on Hotel, Restaurant, and Institutional Education (WF CHRIE) Conference. Denver, Colorado. February, 1-3, 2024. **BEST COMPLETED RESEARCH - APPLIED RESEARCH AWARD.**
8. Wang, J., **Berbekova, A.**, Uysal, M. & Wang, S. Understanding the interaction between narrative transportation, positive emotions, and tourists' life satisfaction in red tourism sites. Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Anaheim, USA. January 5-7, 2023.
9. Pawar, A., Sheel, A., Gholap, R., Wang, D., **Berbekova, A.** Exploring the impact of CEO attributes on firms' ALFO strategy implementation in the hospitality industry. Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Anaheim, USA. January 5-7, 2023.
10. Wang, S., **Berbekova, A.**, Uysal, M., & Wang, J. Tourists' green behavior: exploring the effects of emotional solidarity and value co-creation. International Council on Hotel, Restaurant, and Institutional Education (ICHRIE). Washington D.C., USA. August, 3-6 2022.

11. **Berbekova, A.**, Uysal, M., & Assaf, A.G. Measuring International Tourism Demand to the United States: System Theory Perspective. Travel and Tourism Research Association Conference (TTRA). Virtual Conference. June 13-16, 2022. **BEST PAPER FINALIST.**
12. **Berbekova, A.** Crisis Preparedness of Tourism Destinations: An Application of Social Network Analysis. CAUTHE 2022 Hybrid Conference. Brisbane, Australia. February 7-9, 2022.
13. **Berbekova, A.**, Uysal, M., & Assaf, A.G. Investigating the Relationship between Quality of Life and Tourism Demand. Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Virtual Conference. January 7-8, 2022.
14. **Berbekova, A.**, Cycz, E., Silva, M., Magnini, V.P., & Uysal, M. Overlapping Segments For A State Parks System: A Canonical Correlation Approach. Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Virtual Conference. January 7-8, 2022.
15. **Berbekova, A.**, Wang, S., & Uysal, M. Emotional Solidarity and Residents' Attitudes toward Tourism: The Mediating Role of Wellbeing. International Council on Hotel, Restaurant, and Institutional Education (ICHRIE). Virtual Conference. July 26-30, 2021.
16. **Berbekova, A.**, Wang, S., & Uysal, M. Support for Tourism: Pursuing a Better Life and Social Justice. Travel and Tourism Research Association Conference (TTRA). Virtual Conference. June 14-16, 2021.
17. Li, D.K., Bahja, F., Wang, B., **Berbekova, A.**, & Liu, S. AI-Enabled Data Innovation and Value Creation in Customer-Centric Firm Communities. CAUTHE 2021. Online Conference. February 9-12, 2021.
18. **Berbekova, A.**, Uysal, M. & Assaf, A.G. Is a Good Place to Live a Good Place to Visit? Destination Performance Measures and Quality of Life Indicators. Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Virtual Conference. January 8-9, 2021.
19. Wang, S., **Berbekova, A.**, & Uysal, M. Is This about Feeling? The Interplay of Emotional Well-being, Solidarity, and Residents' Attitude. Travel and Tourism Research Association Conference (TTRA). June 16-18, 2020.

20. **Berbekova, A.**, Uysal, M. & Assaf, A.G. A Thematic Analysis of Crisis Management in Hospitality and Tourism. Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Las-Vegas, USA. January 3-5, 2020.
21. **Berbekova, A.** Crisis Management in the Tourism Industry: How to Overcome the Consequences of Terrorism. ISCONTOUR. International Tourism Conference, Krems, Austria. May 23-24, 2016.

TEACHING EXPERIENCE

Travel Industry Management School, Shidler College of Business, University of Hawai'i at Mānoa

Course title	Semester/Year	Credit Hours	Dept/Course Number	No. of Students
Sociocultural Issues in Tourism*	Fall/2022	3	TIM 321	16
Resort, Spa and Wellness Management	Fall/2022	3	TIM 401	16
Strategic Management for the Travel/Hospitality Industry*	Fall/2022	3	TIM 431	11
Strategic Management for the Travel/Hospitality Industry*	Spring/2023	3	TIM 431-Sec-001	17
Strategic Management for the Travel/Hospitality Industry*	Spring/2023	3	TIM 431- Sec-002	22

Destination Development & Marketing*	Fall/2023	3	TIM 425	11
Research Applications in Hospitality, Tourism, Transportation	Fall/2023	3	TIM 601	6
Destination Development & Marketing*	Spring/2024	3	TIM 425	17
Strategic Management for the Travel/Hospitality Industry*	Spring/2024	3	TIM 431	11
Sociocultural Issues in Tourism*	Fall/2024	3	TIM 321	16
Research Applications in Hospitality, Tourism, Transportation	Fall/2024	3	TIM 601	6

Note: * indicates a writing intensive course

Isenberg School of Management, University of Massachusetts, Amherst

- HT-MGT 240. LODGING OPERATIONS MANAGEMENT (SPRING 2021; FALL 2021; SPRING 2022).
- SCH-MGMT 499E. APPLIED RESEARCH METHODS IN SERVICES MANAGEMENT (Teaching Assistant and Co-Instructor; 2018-2022).

UNIVERSITY SERVICE

Service to Shidler College of Business, University of Hawai'i at Mānoa:

- Strategic Planning Special Task Force Service, Fall 2022
- Shidler College Strategic Planning Team, Spring 2023

Service to the School of Travel Industry Management, University of Hawai'i at Mānoa:

- TIM Ph.D. Program representative
- Member, Assistant Professor in Transportation Search Committee, Fall 2022/Spring 2023
- Member, Assistant Professor in Strategic Management Search Committee, Spring 2023
- Undergraduate Program Assessment Coordinator, Fall 2022/Spring 2023
- Member, TIM Curriculum Committee, 2023-2024
- Member, TIM Departmental Scholarship Committee, 2022-2023

SERVICE TO THE PROFESSION

Ad-hoc reviewer for:

Annals of Tourism Research

Current Issues in Tourism

Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.

International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference.

International Journal of Contemporary Hospitality Management

International Journal of Hospitality Management

International Journal of Tourism Cities

Journal of Business Research

Journal of Consumer Behavior

Journal of Hospitality and Tourism Management

Journal of Hospitality Marketing & Management

Managing Tourism Across Continents Conference (MTCON)

Tourism Analysis

Tourism Economics

Tourism and Hospitality Research

Tourism Management

Travel and Tourism Research Association Conference (TTRA)

Editorial board member:

International Journal of Contemporary Hospitality Management

Tourism Analysis

Tourism Economics

SERVICE TO THE COMMUNITY

A presentation about TIM school and careers in tourism management for Pearl City High School students, Honolulu, Hawaii. October 24, 2023. Online.

HONORS & AWARDS

- Shidler College of Business, Professor of the Semester award, Fall 2024
- Excellence in Teaching Award for AY 2023-2024 nominee
- Manoa Faculty Research Travel Award, 2024
- Shidler Faculty Fellow Endowment, 2023-2026
- Shirley M. Lee Research Award, Shidler College of Business, 2022-2023
- Isenberg Outstanding Doctoral Student Research Award, 2021-2022
- Isenberg Doctoral Program Fellowship, 2018
- DAAD (German Academic Exchange Service) Scholarship Holder, 2014-2015. Study Scholarships for Graduates of all Disciplines

INVITED PRESENTATIONS

Webinar “*The Future of the Visitor Industry in the State of Hawaii: Opportunities and Challenges Associated with China and Other Markets after the COVID-19 Pandemic*” organized by Center for Chinese Studies at the University of Hawai‘i at Mānoa, March 9, 2023

OTHER ACTIVITIES

Berbekova, A., Uysal, M., Wang, D. & Lowry, L. (2019) The Big E and the Massachusetts Building: Findings of 2019 survey.

In an effort to monitor and improve the visitor experience in the Massachusetts building, a survey was administered during the 2019 Big E entertainment fair. The study was conducted in cooperation with the Massachusetts Department of Agricultural Resources (MDAR) and the Massachusetts Building advisory board. During three days of the second week of the fair, an onsite survey of visitors to the Massachusetts Building was undertaken; the same questionnaire was later distributed online using an email list from MDAR. The findings and several recommendations to improve visitors’ satisfaction were later presented to the Massachusetts building advisory board.