

Christina Geng-qing Chi, PhD

Summary Statements

- Currently have 45 peer-reviewed journal publications, among which 39 appeared/will appear in high-quality SSCI journals, including *Tourism Management*, *Annals of Tourism Research*, *Journal of Travel Research*, *International Journal of Hospitality Management*, *Journal of Hospitality and Tourism Research*, *International Journal of Contemporary Hospitality Management*, *Journal of Hospitality Marketing and Management*, and *Cornell Hospitality Quarterly*
- Currently 14 papers in the research pipeline, among which 9 were submitted with 3 having received Revise & Resubmit (R&R) in high-impact SSCI journals
- Have over 40 conference presentations, one book, two book chapters and one simulation software
- Secured competitive grants totaling \$172,500, and received summer research grant totaling \$82,500
- Research has high impact - Google Scholar Citation more than 6,000 (by October 2019), h-index: 22. Google Scholar Profile - <https://scholar.google.com/citations?user=LpMZgwwAAAAJ&hl=en>
- Several papers received “top cited article” honor granted by top-tier hospitality/tourism journals such as *International Journal of Hospitality Management* (SSCI 5-year impact factor 4.664), and *Tourism Management* (SSCI 5-year impact factor 7.080)
- One of the papers received Web of Science ‘highly cited paper’ honor, representing top 1% of the academic field of social sciences based on a highly cited threshold for the field and publication year (2008).
- A finalist for the Institute of Hospitality Education Research Award presented by EURO CHRIE; the nomination commends an individual piece of research that has made a significant contribution to the hospitality industry and to education.
- Received WSU Carson College of Business Dean’s Excellence Award, recognizing accomplishments in teaching, research and service
- Received WSU Carson College of Business Outstanding Faculty Research Award
- Chaired/co-chaired 5 PhD dissertation, 3 honor thesis; served in 3 PhD dissertation committee, 3 Master thesis committee and 1 honor thesis committee; supervised a large number of PhD (outside the US), post doctorate (outside the US) and international visiting scholars
- Serve on five editorial boards of international refereed journals, two of which are SSCI journals
- Research Fellow for School of Tourism and Hospitality, University of Johannesburg, South Africa
- Research Fellow for International Center for Sustainable Tourism and Hospitality, University of Mauritius, Mauritius

- Visiting professor / invited lecturer of numerous universities worldwide including Sun Yat-Sen University (China), South China University of technology, Ji-nan University (China), Zhong-nan University of Economics & Law (China), Hei-Long-Jiang University (China), Fu-jian Normal University (China), Southwestern University of Finance & Economics (China), National Taiwan Normal University (Taiwan), National Chin-Yi University of Technology (Taiwan), University of Macau (Macau, SAR), University of Sassari (Italy), University of Mauritius (Mauritius), University of Johannesburg (South Africa)
- External reviewer for faculty tenure & promotion for several universities including University of Kentucky (USA) and University of Macau (Macau SAR)
- External examiner for PhD dissertation for several universities including Curtin University (Australia), University of New Castle (Australia), Universiti Putra Malaysia (Malaysia)
- External reviewer of grant proposal for Croatian Science Foundation (Croatia)
- Expert judge for Chinese Government Award for Outstanding Overseas Students sponsored by China's Ministry of Education
- Keynote speaker – International Sino-US Tourism and Hospitality Symposium
- Keynote speaker – 17th International Conference on Human Resource Development
- Keynote speaker - Sun Hotels/properties/services Annual Management Convention
- Keynote speaker - 6th Advances in Hospitality and Tourism Marketing and Management Conference
- Industry workshop speaker, Sun Training Institute, Mauritius
- Invited panelist for various conferences, including Great Western Chapter Travel & Tourism Research Association Conference, Advances in Hospitality and Tourism Marketing and Management Conference, Annual Graduate Education And Graduate Student Research Conference In Hospitality & Tourism
- Serve as officer and board member for Great Western Chapter of Travel and Tourism Association (TTRA); served on several committees for International Council of Hotel, Restaurant, & Institutional Education (I-CHRIE)
- Serve on large number of university committees, college committees and department committees
- Serve as faculty advisor for three WSU Registered Student Organization (RSOs); received WSU RSO Outstanding Advisor Award

Education

Fall 2002 – Summer 2005 Oklahoma State University

Ph. D. / School of Hospitality and Tourism Management

Spring 2000 – Spring 2002 Oklahoma State University

M. S. / School of Hospitality and Tourism Management

Fall 1989 - Spring 1993 Guangdong University of Foreign Studies, China

B. A. / College of English Language & Literature

Research Interest

Customer satisfaction / loyalty in tourism & hospitality industry; Tourism destination image / destination personality; Local residents' wellbeing and their attitudes towards tourism development; Sustainability in tourism & hospitality industry; Generation issues in hospitality industry; Customers' complaint behavior in hospitality & tourism industry; consumers' wine consumption behaviors

Teaching Experience

Fall 2019 – present

Professor

Fall 2013 – Spring 2019

Associate Professor

Fall 2007 – Spring 2013

Assistant Professor

School of Hospitality Business Management, Carson College of Business,
Washington State University

Courses taught

- HBM 280 Lodging Systems & Procedures
- HBM 491 Operational Analysis
- Online HBM 491 (WSU & Cesar Ritz Colleges, Switzerland)
- HBM 497 Certification in Hotel Industry Analytics (Cesar Ritz College, Switzerland)
- HBM 592 Current Issues in Travel & Tourism (PHD)
- HBM 582 Hospitality Operation Analysis (MBA)
- HBM 581 Service Management (MBA)

Fall 2005 – Spring 2007 **Assistant Professor**

Department of Hospitality & Restaurant Management, School of Human Environmental Sciences, Dale Bumpers College of Agricultural, Food and Life Sciences, **University of Arkansas at Fayetteville**

Courses taught

- HESC 2633 Intro to Hotel Operations
- HESC 3633 Front Office Management
- HESC 4633 Advanced Hotel Management

- HESC 4643 Convention & Meeting Management
- HESC 3653 Hospitality Human Resource Management
- HESC 4623 Foodservice Layout & Design
- HESC 2623 Legal Issues in the Hospitality Industry (co-teach)

Fall 2003 – Spring 2005 **Graduate Teaching Instructor**

School of Hospitality and Tourism Management, College of Human Sciences,
Oklahoma State University

Course taught

- HRAD 3783 Hospitality Human Resource Management

**Student
Advising &
Chair**

Fall 2007 – Present School of Hospitality Business Management College of
Business (SHBM) **Washington State University**

- Chair/co-chair, PhD dissertation committee (WSU SHBM)
 - Greg Denton (PhD, will graduate in 2022)
 - Hengxuan Chi (PhD, will graduate in 2021)
 - Zhe Ouyang (Ph.D, will graduate in 2020)
 - Ruiying Cai (Ph.D, graduated in 2018, assistant professor at Colorado Mesa University, USA)
 - Lu Lu (Ph.D, graduated in 2016, assistant professor at Temple University, USA)
- Chair, undergraduate students honor thesis committee (WSU Honor College)
 - Ian Kennedy (B. A., will graduate in 2020)
 - Chloe Payne (B.A., graduated in 2014)
 - Rosalyn Krueger (B.A., graduated in 2011)
- Committee member, PhD dissertation & MA thesis committee (within and outside SHBM)
 - SHBM (WSU)
 - Allan Lu (Ph.D, graduated in 2014, assistant professor at Taiwan Normal University, R.O.C.)
 - Gaunette Sinclair-Maragh (Ph.D, graduated in 2014, Associate Professor and Head of the School of Hospitality and Tourism Management at University of Technology, Jamaica)
 - Dept. of Apparel, Merchandising, Design & Textiles (WSU)
 - Jing Sun (Ph.D, will graduate in 2020)

- School of Design & Construction (WSU)
 - Stephanie Chahan (M.A., graduated in 2017)
- Evaluator, undergraduate student honor thesis (WSU Honor College)
 - Alexandria Tribe (B. A., graduated in 2015)
- External examiner, PhD dissertation (universities outside the U.S.)
 - Universiti Putra Malaysia, 2017
 - University of Newcastle, Australia, 2014 - 15
 - Curtin University, Australia, 2011-13
- Supervisor of research projects, PhD and post doctorate (universities outside the U.S.)
 - Southwestern University of Finance and Economics, China
 - Sun Yat-sen University, China
 - Shaan-xi Normal University, China
- Supervisor of research projects, international visiting scholars
 - Fu-jian Normal University, China
 - Ji-nan University, China
 - Yun-nan Minzu University, China
 - Zhong-nan University of Economics & Law, China
 - Hei-long-jiang University, China

Fall 2005 – Spring 2007 Hospitality & Restaurant Management School of
Human Environmental Sciences **University of Arkansas at Fayetteville**

- Served as academic advisor for 25 undergraduate students
- Chaired the thesis committee of 2 Master students

**Professional
Experience**

Summer 2001 **San Diego Marriott Hotel & Marina**
Coronado Island Marriott Resort San Diego, CA

- Accounts Receivable Assistant, Department of Finance

Aug. 2000 – Aug. 2003 **OSU Residential Life** Stillwater, OK

- Assistant Purchasing Manager

Aug. 1993 – Dec. 1999 **China International Travel Service** Guangzhou

- Sales Manager & Travel Administer / Tour Director

Publications

1. Chi, C. G., Chi, H. X. & Ouyang, Z. (in press). Wellness hotel: Conceptualization, scale development and validation. *International Journal of Hospitality Management* (SSCI, 5-year IF: 4.664).
2. Lu, L., Chi, C. G. & Zou, R. (2019). Determinants of Chinese Consumers' Organic Wine Purchase. *International Journal of Contemporary Hospitality Management*, 31 (9), 3761-3778 (SSCI, 5-year Impact Factor: 3.464).
3. Chi, C. G., Zhang, C. Z. & Liu, Y. (2019). Determinants of Corporate Social Responsibility behaviors: perspective of travel and tourism managers at world heritage sites. *International Journal of Contemporary Hospitality Management*, 31 (6), 2253-2269 (SSCI, 5-year Impact Factor: 3.464).
4. Chen, M-H, Chen B. H. & Chi, C. G. (2019). Socially responsible investment by generation Z: a cross-cultural study of Taiwanese and American investors. *Journal of Hospitality Marketing & Management*, 28 (3), 334–350 (SSCI, 2018 IF: 3.011).
5. Ouyang, Z., Wei, W. & Chi, C. G. (2019). Environment management in the hotel industry: Does institutional environment matter? *International Journal of Hospitality Management* (SSCI, 5-year IF: 4.664), 77, 353-364.
6. Cho, H, Joo, D. & Chi, C. G. (2019). Examining nostalgia in sport tourism: the case of US college football fans. *Tourism Management Perspective* (SSCI, 2018 IF: 2.485), 29, 97 – 104.
7. Lu, L., & Chi, C. G. (2018). An examination of consumer perceived value of organic dining. *International Journal of Contemporary Hospitality Management* (SSCI, 5-year IF: 3.464), 30 (8), 2826-2844.
8. Liu, J., Song, Q, Liu, N. & Chi, C. G. (2018). Threshold effects of tourism agglomeration on the green innovation efficiency of China's tourism industry. *Chinese Journal of Population, Resources and Environment*, 16 (3), 277-286.
9. Li, X., Lu, L., & Chi, C. G. (2018). Examining incentive travelers: how motivation affects organizational commitment. *International Journal of Tourism Research* (SSCI, 2018 IF: 2.278), 20 (6), 830 - 842.
10. Cai, R., & Chi, C. G (2018). The impact of complaint efforts on customer satisfaction and loyalty. *The Service Industries Journal* (SSCI, 2018 IF: 1.258), 38 (15-16), 1095 – 1115.
11. Chi, C. G., Pan, L. & Chiappa, G. D. (2018). Examining destination personality: its antecedents and outcomes. *Journal of Destination Marketing and Management* (SSCI, 5-year IF: 3.993), 9, 149-159.

12. Chi, C. G., Ouyang, Z. & Xu, X. (2018). Changing perceptions and reasoning process: Comparison of pre- and post-event residents' attitudes. *Annals of Tourism Research* (SSCI, 5-year IF: 6.814), 70, 39 – 53.
13. Lu, L, Gursoy, D, Chi, C. G., & Xiao, G. (2018). Developing a Consumer Complaining Effort Scale. *Journal of Hospitality Tourism and Research* (SSCI, 2018 IF: 2.849), 42 (5), 686 - 715.
14. Lu, L. & Chi, C. G (2018). Examining diners' decision-making of local food purchase: the role of menu stimuli and involvement. *International Journal of Hospitality Management* (SSCI, 5-year IF: 4.664), 69, 113-123.
15. Chi, C. G., Cai, R. & Li, Y. (2017). Assess local residents' subjective wellbeing at a world heritage site. *Tourism Management* (SSCI, 5-year IF: 7.080), 63, 209-222.
16. Xu, X. & Chi, C. G. (2017). Examining operating efficiency of U.S. hotels: a Window DEA approach. *Journal of Hospitality Marketing & Management* (SSCI, 2018 IF: 3.011), 26 (7), 770-784.
17. Yolal, M., Chi, C. G., & Pesamaa, O. (2017). Examine destination loyalty of first time and repeat visitors at all-inclusive resorts. *International Journal of Contemporary Hospitality Management* (SSCI, 5-year IF: 3.464), 29 (7), 1834-1853.
18. Lu, L, Rahman, I., & Chi, C. G. (2017). Ready to embrace genetically modified wines? Examining the role of knowledge exposure and intrinsic wine attributes. *Cornell Hospitality Quarterly* (SSCI, 2018 IF: 2.492), 58 (1), 23-38.
19. Lu, A. C-C., Chi, C. G, & Lu, Y.-R. (2017). Sensation seeking, message sensation value, and destinations: A cross-cultural comparison. *Journal of Hospitality and Tourism Research* (SSCI, 2018 IF: 2.849), 41 (3), pp. 357-383.
20. Lu, L, Rahman, I., & Chi, C. G. (2016). Can knowledge and product identity shift sensory perceptions and patronage intentions? The case of genetically modified wines. *International Journal of Hospitality Management* (SSCI, 5-year IF: 4.664), 53, 152-160.
21. Rahman, I., Park, J. D. & Chi, C. G. (2015). Consequences of "Greenwashing": Consumers' reaction to hotel's green initiatives. *International Journal of Contemporary Hospitality Management* (SSCI, 5-year IF: 3.464), 27 (6), 1054-1081.

22. Lu, L., Chi, C. G., & Liu, Y. (2015). Authenticity, involvement, and image: Evaluating tourists' experience at historic districts. *Tourism Management* (SSCI, 5-year IF: 7.080), 50, 85-96.
23. Gursoy, D., Chen, J. & Chi, C.G. (2014). A theoretical examination of destination loyalty formation. *International Journal of Contemporary Hospitality Management* (SSCI, 5-year IF: 3.464), 26 (5), 809-827.
24. Chi, C. G., Maier, T. & Gursoy, D. (2013). Employee perceptions of younger and older managers by generation and job category. *International Journal of Hospitality Management* (SSCI, 5-year IF: 4.664), 34, 42 - 50.
25. Sun, A., Chi, C. G. & Xu, H. (2013). Developing destination Loyalty: the case of Hainan Island, China. *Annals of Tourism Research* (SSCI, 5-year IF: 6.814), 43, 547 - 577.
26. Wen, B. & Chi, C. G. (2013). Examine the cognitive and affective antecedents to service recovery satisfaction: a field study of delayed airline passengers. *International Journal of Contemporary Hospitality Management* (SSCI, 5-year IF: 3.464), 25 (3), 306 - 327.
27. Chi, C. G, Chua, B-L., Othman, M. & Karim, S (2013). Investigating the structural relationships between food image, food satisfaction, culinary quality and behavioral intentions: the case of Malaysia. *International Journal of Hospitality & Tourism Administration*, 14 (2), 99-120.
28. Gursoy, D., Chi, C. G; & Karadag, E. (2013). Generational differences in work values and attitudes among frontline and service contact employees. *International Journal of Hospitality Management* (SSCI, 5-year IF: 4.664), 32, 40 - 48. **'International Journal of Hospitality Management' Top 5 Most Highly Cited Articles 2014 - 2016**
29. Chi, C. G. (2012). An examination of destination loyalty: Differences between first time and repeat visitors. *Journal of Hospitality and Tourism Research* (SSCI, 2018 IF: 2.849), 36 (1), 3 – 24.
30. Gursoy, D., Chi, G. C. and Rutherford, D. (2011). Alcohol - Service Liability: Consequences of Guest Intoxication. *International Journal of Hospitality Management* (SSCI, 5-year IF: 4.664), 30 (3), 714-724.
31. Gursoy, D., Chi, C. G., Ai, J. & Chen, B. T. (2011). Temporal change in resident perceptions of a mega-event: the Beijing 2008 Olympic games. *Tourism Geography* (SSCI, 2018 IF: 2.747), 13 (2), 299-324.
32. Chi, C. G. (2011). Destination loyalty formation and travelers' demographic characteristics: A multiple group analysis approach. *Journal of Hospitality and Tourism Research* (SSCI, 2018 IF: 2.849), 35 (2), 191-212.

33. Gursoy, D., Chi, C. G., and Dyer, P. (2010). Locals' attitudes towards mass and alternative tourism: the case of Sunshine coast, Australia. *Journal of Travel Research* (SSCI, 5-year IF: 6.622), 49 (3), 381-394.
34. Karim, S. & Chi, C. G. (2010). Culinary tourism as a destination attraction: An empirical examination of the destination's food image. *Journal of Hospitality Marketing & Management* (SSCI, 2018 IF: 3.011), 19 (6), 531 - 555.
35. Gursoy, D., Bonn, M. A. and Chi, C. G. (2010). An examination of general, non-destination specific versus destination specific motivational factors. *Journal of Hospitality Marketing & Management* (SSCI, 2018 IF: 3.011), 19 (4), 340 – 357.
36. Gursoy, D., Baloglu, S. & Chi, C. G. (2009). Destination competitiveness of Middle Eastern countries: An examination of relative positioning. *Anatolia: An International Journal of Tourism and Hospitality Research*, 20 (1), 151 – 163.
37. Gursoy, D., Chi, C. G., and Dyer, P. (2009). An examination of locals' attitudes. *Annals of Tourism Research* (SSCI, 5-year IF: 6.814), 36 (4), 723 – 726.
38. Chi, C. G. & Gursoy, D. (2009). Employee satisfaction, customer satisfaction, and financial performance. *International Journal of Hospitality Management* (SSCI, 5-year IF: 4.664), 28 (2), 245-253.
39. Chi, C. G. & Gursoy, D. (2009). How to help your graduates secure better jobs? An industry perspective. *International Journal of Contemporary Hospitality Management* (SSCI, 5-year IF: 3.464), 21 (3), 308-322.
40. Chi, C. G. & Qu, H. (2009). Examining the relationship between tourists' attribute satisfaction and overall satisfaction. *Journal of Hospitality Marketing & Management* (SSCI, 2018 IF: 3.011), 18 (1), 4 – 25.
41. Gursoy, D., Maier, T. A. & Chi, C. G. (2008). Generational differences: An examination of work values and generational gaps in the hospitality workforce. *International Journal of Hospitality Management* (SSCI, 5-year IF: 4.664), 27 (3), 448 – 458. **'International Journal of Hospitality Management' Top 10 Most Highly Cited Articles 2009 - 2013**
42. Chi, C. G. & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: an integrated approach. *Tourism Management* (SSCI, 5-year IF: 7.080), 29 (4), 624 - 636. **'Tourism Management' Top Cited Article 2007 – 2011; Web of Science 'highly cited paper' - top 1% of the academic field of Social Sciences in terms of citation**

43. Ekiz, E., Gursoy, D., & Chi, C. G. (2007). Impacts of organizational responses on complainants' justice perceptions and post-purchase behaviors. *Journal of Quality Assurance in Hospitality & Tourism Management*, 8 (1), 1 – 25.
44. Chi, C. G. & Qu, H. (2004). A study of differential employers' attitude towards hiring people with physical, mental, and sensory disabilities in food service industry. *Journal of Human Resources in Hospitality and Tourism*, 3 (2), 1 - 31.
45. Chi, C. G. & Qu, H. (2003). Integrating persons with disabilities into the workforce: A study on employment of people with disabilities in foodservice industry. *International Journal of Hospitality & Tourism Administration*, 4(4), 59 - 83.

**Other
Scholarly
Work**

- Book - Gursoy, D. & Chi, C. G. (2018). *Routledge Handbook of Destination Marketing*. London & New York, Routledge.
- Book chapter - Chi, C. G. (2018). *Chapter 24: Revisiting destination loyalty: an examination of its antecedents*. In Gursoy, D. & Chi, C. G. (Ed.) *Routledge Handbook of Destination Marketing*. London & New York, Routledge.
- Book chapter - Gursoy, D. & Chi, C. G. (2008). *Chapter 11: Travelers' information search behavior*. In Haemoon Oh (Ed.) *Handbook of Hospitality Marketing*. England, Elsevier.
- Simulation software - Gursoy, D., Chi, C. G. & Li, Y. (2010). Hotel business management training simulation.
- Research report - Chi, C. G. & Qu, H. (Jan, 2004). Eureka Springs Visitors' Survey Report. Prepared for the Great Eureka Springs Chamber of Commerce, AR, USA
- Research report - Chi, C. G. & Qu, H. (Dec, 2003). Oklahoma Restaurant Association Membership Survey Report. Prepared for the Oklahoma Restaurant Association, OK, USA

**Works in
Progress**

- Chi, C. G., Ouyang, Z., Lu, L. & Zou, R. *Drinking "green": What drives organic wine consumption in emerging wine market*. Submitted to Cornell Hospitality Quarterly, received R & R.
- Xu, X., Chi, C. G., Cai, R., & Pan, L. *Guanxi interactions and group customers' complaining behavior: Moderating effects of group size and*

relational distance. Submitted to Journal of Hospitality & Tourism Research, received R & R.

- Chi, C. G., Wen, B. & Ouyang, Z. Developing relationship quality in economy hotels: the role of perceived fairness, service quality and commercial friendship. Submitted to Journal of Hospitality Marketing & Management.
- Cho, H., Chi, C. G. & Chiu, W. *Understanding sustained usage of health and fitness app: Integration of the technology acceptance model and the investment model*. Submitted to Computers in Human Behavior.
- Cai, R & Chi, C.G. *Effects of color brightness of food pictures on consumers' purchase behaviors*. Submitted to Cornell Hospitality Quarterly.
- Kazim, A. Gursoy, D. & Chi, C. G. *Loyalty to Ecotourism Destination: The role of satisfaction, quality, value, and destination image*. Submitted to Journal of Hospitality & Tourism Research.
- Kazim, A. Gursoy, D., & Chi, C. G. *Destination Image, Familiarity, Information Search Behaviour, Involvement and Travel Motivation as Antecedents of Ecotourism Destination Loyalty*. Submitted to Journal of Vacation Marketing.
- Cho, H, Joo, D. & Chi, C. G. *Does sport tourists' past experience influence their revisit intention? The mediating role of nostalgia*. Submitted to Current Issues in Tourism.
- Chi, C. G. & Chi, H. X. *Conceptualizing tourism nostalgia*. Plan to submit to Annals of Tourism.
- Cai, R & Chi, C.G. *Picture vs Reality: How does the difference between food pictures and real food influence consumer behavior?* Plan to submit to International Journal of Hospitality Management
- Asan, K, Yolal, M., & Chi, C. G. *Understanding cycling neo-tribes: A case of special interest tourism*. Plan to submit to Annals of Tourism.
- Cai, R & Chi, C. G. *Factors influencing consumer behaviors in ordering online food delivery services*. Plan to submit to International Journal of Hospitality Management
- Cai, R & Chi, C. G. *The role of trust in residents' subjective well-being and their support for tourism*. Plan to submit to Tourism Management.
- Lu, L., Chi, C. G. & Zou, R. *What lead to consumers' organic wine purchase?* EURO CHRIE Conference, November 7 – 9, 2018, Dublin, Ireland

**Refereed
Conference
Papers**

- Chi, C. G., Ouyang, Z. & Lu, L. *Drinking "Green": Determinants of Organic Wine Consumption in China*. Travel and Tourism Research Association (TTRA) 2018 International Conference, June 26-28, Miami, FL, USA
- Cai, R & Chi, C.G. *Effects of color brightness in food pictures on consumers' food evaluations and willingness to purchase*. 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3 - 5, 2018, Fort Worth, Texas, U. S. A.
- Chi, C. G. & Xu, X. *Comparing impacts of pre- and post-mega event on residents' perception*. EURO CHRIE Conference, October 23 - 25, 2017, Nairobi, Kenya
- Cai, R & Lu, L., Gursoy, D. & Chi, C.G. *When other customers sabotage the service: an appraisal theory perspective*. ICHRIE Conference; July 26 - 28, 2017, Baltimore, Maryland, U.S.A.
- Ouyang, Z., Wei, W. & Chi, C. G. *Environment management in the hospitality industry: An empirical examination of China hotels*. 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5 – 7, 2017, Houston, Texas, U.S.A.
- Xu, X. & Chi, C. G. *A DEA analysis of the operating efficiency of U.S. hotels*. EURO CHRIE Conference, October 26 - 28, 2016, Budapest, Hungary
- Cai, R., Chi, C. G. & Gursoy, D. *Examining customers' complaint effort scale in restaurants*. 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 7 – 9, 2016, Philadelphia, Pennsylvania, U.S.A.
- Pan, L., Xu, X., Cai, R. & Chi, C. G. *Group complaining behavior from a Guanxi perspective*. 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 7 – 9, 2016, Philadelphia, Pennsylvania, U.S.A.
- Cai, R., Chi, C. G. & Li, Y. *Explore factors that influence residents' subjective well-being*. EURO CHRIE Conference, October 15 - 17, 2015, Manchester, U. K.
- Lu, A., Gursoy, D. & Chi, C. G. *Authenticity perceptions, brand equity and brand choice intention: the case of ethnic restaurant*. 2015 I-CHRIE Annual Conference & Exposition, July 29 – 31, 2015, Orlando, Florida, U. S. A.
- Lu, L., Gursoy, D. & Chi, C. G. *Developing a consumer complaining effort scale*. 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 8 – 10, 2015, Tampa, Florida, U.S.A.

- Lu, L., Rahman, I. & Chi, C. G. The role of knowledge exposure and supreme wine attributes in genetically modified wine consumption. EURO CHRIE Conference, October 6 - 9, 2014, Dubai, UAE.
- Lu, L., Chi, C. G. & Liu, Y. *Tourist experience at historic district: A case study of Lichi Bay, China*. 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 3 – 5, 2014, Houston, Texas, USA.
- Gursoy, D., Chi, C. G. & Hussein, K. *An examination of quality of higher education services: A zone of tolerance approach*. EURO CHRIE Conference, October 16 - 19, 2013, Freiburg, Germany.
- Lu, C., Lu, A., Chi, C. G. & Xiao, G. *The impact of message sensation value and sensation seeking trait on young consumers' destination image perceptions*. 18th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 3 – 5, 2013, Seattle, Washington, USA.
- Chi, C. G. & Wen, B. *Examine the antecedents and outcomes of relationship quality*. EURO CHRIE Conference, October 25 - 27, 2012, Lausanne, Switzerland.
- Wen, B. & Chi, C. G. *Examine the impact of perceived justice and consumption emotions on service recovery satisfaction*. APF & ICES Conference, May 22 - 24, 2012, Hong Kong, China.
- Rahman, I., Park, J. D. & Chi, C. G. *The negative effect of "greenwashing" phenomenon in hotels*. 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5 – 7, 2012, Auburn, Alabama, USA.
- Chi, C. G. & Wen, B. *The impact of perceived justice, consumption emotions and service quality on customer relationship*. EURO CHRIE Conference, October 19 - 22, 2011, Dubrovnik, Croatia.
- Lu, C. Y. & Chi, C. G. *Examining the impact of advertisements containing catchphrase messages on consumers' destination image and behavioral intentions*. Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference, June 19 – 24, 2011, Istanbul, Turkey
- Gursoy, D. and Chi, C. G. *Industry's expectations from hospitality schools: What has changed?* 9th Asia Pacific CHRIE Conference, June 2 – 5, 2011, Hong Kong.
- Chi, C. G. & Karim, S. *Examining the relationship between food image and tourists' behavioral intentions*. EURO CHRIE Conference, October 25 - 28, 2010, Amsterdam, the Netherlands.

- Chen, B. T. & Chi, C. G. *East-west cultural impacts on leisure and recreation of university students*. 2010 Asia Pacific CHRIE Conference, August 12-14, 2010, Phuket, Thailand.
- Chi, C. G., Gursoy, D. and Chen, B. T. *A systematic examination of destination loyalty formation*. 2010 I-CHRIE Annual Conference & Exposition, July 28 – 31, 2010, San Juan, Puerto Rico.
- Nunkoo, R., Ramkissoon, H., Gursoy, D. and Chi, C. G. *A model for understanding residents' support for tourism in small islands*. 2009 I-CHRIE Annual Conference & Exposition, July 29 – Aug. 1, 2009, San Francisco, CA, USA.
- Chi, C. G, Gursoy, D. & Qu, H. *Demographic variables and loyalty formation: A systematic examination*. 2009 I-CHRIE Annual Conference & Exposition, July 29 – Aug. 1, 2009, San Francisco, CA, USA.
- Gursoy, D. & Chi, C. G. *Local residents' perceptions of mass and alternative tourism development*. 2009 Sustainable and Alternative Tourism: An International Conference, July 11- 13, 2009, Yangshuo (Guilin), China.
- Chi, C. G & Karim, S. *An empirical examination of destination's food image: Comparison of the food image of Thailand, Italy and France*. 7th. Asia Pacific CHRIE Conference, May 28 – 31, 2009, Singapore.
- Chen, M. H., Huang, S. S. & Chi, C. G. *Changes in monetary policy and hospitality stock returns*. 2008 I-CHRIE Annual Conference & Exposition, July 30 – Aug. 2, 2008, Atlanta, GA, USA.
- Gursoy, D. & Chi, C. G. *Employee satisfaction, customer satisfaction, and financial performance*. 2008 I-CHRIE Annual Conference & Exposition, July 30 – Aug. 2, 2008, Atlanta, GA, USA.
- Neal, J., Gursoy, D. & Chi, C. G. (2008). *Tourism satisfaction: A system's approach*. 2008 TTRA Annual Conference, June 15 – 17, 2008, Philadelphia, PA, USA
- Gursoy, D., Chi, C. G. and Chen, B. T. (2007). *Factors influencing Taiwanese students' camping behavior*. 4th China Tourism Forum, Dec. 15 – 16, 2007, Kunming, Yunnan, China.
- Chi, C. G. & Qu, H. (2007). *Measuring service quality of a historic destination: An application of importance-performance analysis*. 2007 I-CHRIE Annual Conference & Exposition, July 25 - 29, 2007, Dallas, TX, USA.
- Powell, A., Gursoy, D., Chi, C. G. (2007). *Leading the next generation in the lodging industry: generational differences and strategies to deal with the differences*, 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 4 - 6, 2007, Houston, TX, USA.

- Chi, C. G. & Qu, H. (2006). *A study of developing destination loyalty model*. 2006 I-CHRIE Annual Conference & Exposition, July 26 - 30, 2006, Crystal City, VA, USA.
- Ekiz, E., Gursoy, D., Chi, C. G. (2006). *Impacts of organizational responses on complainants' justice perceptions and post-purchase behaviors*. 2006 I-CHRIE Annual Conference & Exposition, July 26 - 30, 2006, Crystal City, VA, USA.
- Chi, C. G. & Qu, H. (2005). *An empirical investigation of the antecedents of tourist satisfaction*. 2005 I-CHRIE Annual Conference & Exposition, July 27 - 31, 2005, Las Vegas, NV, USA.
- Chi, C. G. & Qu, H. (2005). *A study of the antecedents of destination loyalty: the Inter-relationships between destination image, tourist satisfaction and destination loyalty*. 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5 – 7, 2005, Myrtle Beach, SC, USA.
- Chi, C. G. & Kim, W. (2004). *Cash flow ratios: A complimentary approach to traditional financial ratio analysis*, 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6 – 8, 2004, Houston, TX, USA.
- Chi, C. G. & Qu, H. (2003). *A study of employing people with disabilities in foodservice industry*. 2003 I-CHRIE Annual Conference & Exposition, August 6 - 9, 2003, Palm Springs, CA, USA.
- Chi, C. G. & Qu, H. (2003). *A study of foodservice employers' attitude towards hiring people with disabilities*. 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5 – 7, 2003, Las Vegas, NV, USA.
- Chi, C. G., Madanoglu, M., Craig, Z. & Xu, Z. (2002). *A study of turnover among room attendants in north central Oklahoma hotel industry*. 7th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2002, Houston, TX, USA.

Grants

- China Natural Science Foundation: Power, identity and responsibility at heritage tourism destination (#41471122), 2015 – 2018, RMB¥800,000 (US\$130,500). Principle investigators: Chaozhi Zhang, Christina Chi, Dogan Gursoy et. Al.
- Malaysia Ministry of Higher Learning: Modeling the antecedents of eco-tourists' loyalty to Malaysian ecotourism destinations and the interplay among them (Ref: FRGS/2/2013/SS05/UUM/02/8), MYR105,400 (US\$

33,000), 2014 - 2015. Principal investigators: Azilah Kazim, Dogan Gursoy, Christina Chi

- Carson College of Business Summer Research Support Funding, Washington State University, \$16,000, summer 2019.
- Carson College of Business Summer Research Support Funding, Washington State University, \$11,000, summer 2018.
- Carson College of Business Summer Research Support Funding, Washington State University, \$11,000, summer 2017.
- Carson College of Business Summer Research Grant, Washington State University, \$7,500, summer 2016. Principle investigator: Christina Chi
- Carson College of Business Summer Research Grant, Washington State University, \$7,500, summer 2015. Principle investigator: Christina Chi
- Carson College of Business Summer Research Grant, Washington State University, \$7,500, summer 2014. Principle investigator: Christina Chi
- College of Business Summer Research Grant, Washington State University, \$5,000, summer 2012. Principle investigator: Christina Chi
- College of Business Summer Research Grant, Washington State University, \$10,000, summer 2011. Principle investigator: Christina Chi
- W.Terry Umbreit Distinguished Chair Summer Research Fund, School of Hospitality Business Management, Washington State University, \$2,500, summer 2011. Principle investigators: Christina Chi & Imran Rahman
- Great Eureka Springs Chamber of Commerce, Arkansas: the Eureka Springs Visitors' Survey, \$8,000, July 2003. Principle investigators: Hailin Qu & Christina Chi
- Oklahoma Restaurant Association: Oklahoma Restaurant Association Membership Survey, \$1,000, September 2003. Principle investigators: Hailin Qu & Christina Chi

**Grants
Applied**

- Diagnosis of Spectatorship in Singapore: The Case of Singapore Football League, 2019 – 2022, SGD\$400,085 (US\$292,985). Submitted to Singapore Ministry of Education, May 2018. Principle investigators: Heetae Cho, et al. Collaborator: Christina Chi
- Customer Profile & Satisfaction Survey at Paine Field Airport Terminal in Everett / Mukilteo, 2019 – 2022, US\$145,530. Submitted to Propeller Airports (Seattle), September 2018. ORSO# 135070-001. Principle investigator: Christina Chi; Co-investigator: Kahlil Philander, not received.

- Developing a management model for urban historic sites museums. Submitted to China Ministry of Education, 2011. Principle investigators: Ai Jin, Christina Chi et al., not received
- Planning and developing Chinese Urban historic sites that benefit local residents, tourists and the government. Submitted to China Natural Science Foundation, 2012. Principle investigators: Ai Jin, Christina Chi, Dogan Gursoy, et al., not received

Honors /Awards

- Lifetime Member of **Cambridge's Who's Who** for accomplished executives and professionals
- Lifetime Member of the **National Honor Society of Phi Kappa Phi**, one of the highest general honorary organizations nationwide
- 2019 Outstanding Faculty Research Award, Carson College of Business, WSU
- 2017 Dean's Excellence Fellow, Carson College of Business, WSU
- 2017 STR Market Study Competition, Undergraduate Team Merit Award, New York, New York – I am the advisor for the WSU team
- The **top** faculty at associate professor level in the field of hospitality/tourism based on citations per year for journal articles published since 2006, comparing to faculty at peer institutions including Cornell University, George Washington University, Michigan State University, Pennsylvania State University, Purdue University, Temple University, University of Central Florida, University of Florida, University of Nevada, Las Vegas and Virginia Tech, according to "Benchmarking HBM Faculty productivity Report" by Hanover Research.
- A finalist for the Institute of Hospitality Education Research Award 2014 presented by EURO CHRIE; the nomination commends an individual piece of research that has made a significant contribution to the hospitality industry and to education.
- 2014 Registered Student Organization (RSO) Outstanding Advisor Award, WSU
- 2014 President's Award for Leadership, Chinese Students and Scholars Association (CSSA) – I am the faculty advisor for CSSA
- 2004 William E. Davis Chair Research Scholar Award, OSU
- 2004-2005 College of Human Environmental Sciences Buck & Irene Clements Graduate Scholarship, OSU
- 2003-2004 College of Human Environmental Sciences Mildred H. & John W. Skinner Graduate Fellowship, OSU

**On- and Off-
campus
Services**

- A finalist for the Distinguished Phoenix Award, which represents the best of OSU / Spring 2002
- 2002-2003 College of Human Environmental Sciences Karl & Louise Wolf Fellowship, OSU
- Pullman Chinese Cultural Center – Board member, since 2017
- Vice President – WSU Chinese American and Chinese Faculty/Staff Association, since 2010
- Treasurer – Asian American and Pacific Islander Faculty Staff Association (AAPIFSA) at the Washington State University (WSU), 2012 - 2015
- Faculty advisor – Eta Sigma Delta, International Hospitality Management Honor Society, since fall 2017
- Faculty advisor – the Hong Kong & Macao Students Association at the WSU, since 2011
- Faculty advisor – the Chinese Students & Scholars Association (CSSA) at the WSU, since 2010
- Faculty co-advisor – the Chinese Students & Scholars Association, WSU, 2007 – 2009
- WSU President’s Honorary Doctoral Degrees Committee – since 2018
- WSU Faculty Status Committee – August 2015 – August 2018
- WSU Academic Showcase Committee, since 2018
- WSU GPSA Research Expo Judge - 2017 & 2018
- Promotion Committee – Department of MISE, Carson College of Business, 2019
- Strategic Planning Committee - Carson College of Business, WSU, August 2014 – January 2015
- Data subscription committee - Carson College of Business, WSU, 2014 – 2015
- Faculty-led study abroad in Brig, Switzerland in Spring 2016
- Faculty-led study abroad in Phuket, Thailand in Summer 2013
- Tenure & Promotion Committee – School of Hospitality & Business Management since 2013
- Chair - SHBM assessment & curricular committee, School of Hospitality Business Management (SHBM), WSU, 2011 - 2017
- CHIA certification training for undergraduate students, since 2014

- PhD students selection committee member, since 2010
- Search committee – SHBM new faculty, WSU, 2016 – 2017, 2013 – 2014, 2009 – 2010; Culver hospitality relation manager, 2010
- Selection committee – WSU orientation counselors, since 2014
- Guest speaker – International Marketing Day, WSU, May 2014
- Ad hoc committee – using Apple products in higher education, 2013
- Invited panelist – WSU / Pullman Diversity Dialogue, Jan. 2012, WSU
- Invited guest speaker - International Professionals' Sharing Night, 2011 - 2013, WSU
- Graduate conference committee - School of Hospitality Business Management (SHBM), WSU, 2011 – 2012
- Faculty Advisor - the Hospitality Club at the University of Arkansas, 2005 - 2007
- Awards Committee – College of Agriculture, University of Arkansas, 2005 - 2007
- Homecoming Committee - College of Agriculture, University of Arkansas, 2005 – 2006
- Treasurer - the Graduate & Professional Student Government Association (GPSGA) of Oklahoma State University, 2003 – 2004
- Chair – OSU GPSGA finance committee, 2003 – 2004
- Chair – OSU Travel Award committee, 2003 – 2004
- Chair – OSU Graduate Student Group Fund committee, 2003 - 2004
- Member - Stillwater Leadership Council, 2003 – 2004
- University Scholarship Committee – Oklahoma State University (OSU), 2003 – 2004
- SHRA Department representative at the Graduate & Professional Student Government Association (GPSGA) - OSU, 2002 – 2003
- GPSGA Finance committee - OSU, 2002 – 2003
- Operation committee - 15th OSU Annual Research Symposium, 2004
- Operation committee - 14th OSU Annual Research Symposium, 2003
- Cultural coordinator - the Chinese Students & Scholars Association, 2001 – 2002; organized and hosted 3 Chinese cultural events in OSU with over 300 participants per event

**Professional
Activities /
Services**

- Editorial board member & paper reviewer
 - Editorial board - *Journal of Hospitality Marketing & Management (SSCI, 2018 impact factor 3.011)*
 - Editorial board - *International Journal of Contemporary Hospitality Management (SSCI, 5-year impact factor 3.567)*
 - Editorial board - *Journal of Quality Assurance in Hospitality & Tourism Management*
 - Editorial board – *International Journal of Hospitality & Tourism Administration*
 - Editorial board – *Asia-Pacific Journal of Innovation in Hospitality & Tourism*
 - Ad hoc paper reviewer – *Annals of Tourism Research (SSCI)*
 - Ad hoc paper reviewer - *Tourism Management (SSCI)*
 - Ad hoc paper reviewer - *International Journal of Hospitality Management (SSCI)*
 - Ad hoc paper reviewer - *Journal of Hospitality and Tourism Research (SSCI)*
 - Ad hoc paper reviewer – *Cornell Hospitality Quarterly (SSCI)*
 - Ad hoc paper reviewer - *International Journal of Tourism Research (SSCI)*
 - Ad hoc paper reviewer - *Journal of Destination Marketing and Management (SSCI)*
 - Ad hoc paper reviewer - *Journal of Cultural Economics (SSCI)*
- Visiting professorship & external reviewer
 - Research Fellow – School of Tourism and Hospitality, University of Johannesburg, South Africa, since 2015
 - Research Fellow - International Center for Sustainable Tourism and Hospitality, University of Mauritius, since 2014
 - External reviewer of grant proposals for Croatian Science Foundation, 2018
 - Invited Lecturer - College of Tourism Management, Sun Yat-sen University, Guangzhou, China, June 2019
 - Visiting Professor – Department of Management, University of Mauritius, July 2018
 - Invited Lecturer – Faculty of Business Administration, University of Macau, Macau, July 2018

- Visiting Professor – Department of Tourism Management, College of Management, Jinan University, Guangzhou, China, July 2018
- Visiting Professor - College of Tourism Management, Sun Yat-sen University, Guangzhou, China, June 2018
- Invited Lecturer – Department of Tourism Management, School of Business Administration, Zhongnan University of Economics and Law, Wuhan, China, June 2018
- Visiting Professor – Department of Economics and Business, University of Sassari, Italy, Summer 2017
- Adjunct Professor - MOOC *Principles of Hospitality Management*, Department of Tourism and Hospitality, School of Economics and Commerce, South China University of Technology, Guangzhou, China, August 2017
- Visiting Professor – Department of Tourism and Hospitality, School of Economics and Commerce, South China University of Technology, Guangzhou, China, June 2017
- External PhD dissertation examiner – Universiti Putra Malaysia, Selangor, Malaysia, 2017
- Invited lecturer - Department of Travel Industry Management, College of Business Administration, Southwestern University of Finance and Economics, Chengdu, China, July 2016
- Invited lecturer – School of History, Culture and Tourism, Hei-long-jiang University, Harbin, China, June 2016
- External reviewer for faculty Promotion & Tenure, University of Kentucky, Lexington, KY, USA, Fall 2016 & Fall 2017
- External reviewer for faculty Promotion & Tenure, University of Macau, Macau S. A. R., Spring 2016
- Expert judge for Chinese Government Award for Outstanding Self-financed Students Abroad sponsored by China’s Ministry of Education, since 2016
- Visiting Professor – Department of Tourism and Hospitality, School of Economics and Commerce, South China University of Technology, Guangzhou, China, June 2015
- Visiting Professor – School of Economics, Fujian Normal University, Fuzhou, China, June 2015
- PhD dissertation examiner – Curtin University, Australia, 2014 - 2015
- PhD dissertation examiner – University of Newcastle, NSW 2308, Australia, 2011 – 2013

- Visiting Professor – Department of Tourism and Hospitality, School of Economics and Commerce, South China University of Technology, Guangzhou, China, June 2013
- Visiting Professor - Department of Tourism Management, College of Management, Jinan University, Guangzhou, China, May 2010
- Invited lecturer - Department of Leisure Industry Management, National Chin-Yi University of Technology, Taichung, Taiwan, December 2009
- Invited lecturer - School of Tourism Management, Sun Yat-sen University, Guangzhou, China, December 2009
- Invited lecturer - Department of Travel Industry Management, College of Business Administration, Southwestern University of Finance and Economics, Chengdu, China, December 2007
- Invited lecturer - Department of Tourism Management, College of Management, Jinan University, Guangzhou, China, December 2007
- Invited lecturer - Department of Hospitality Management, College of Business, Sun Yat-sen University, Guangzhou, China, December 2007
- Keynote speaker / invited panelist / industry training
 - Keynote speaker – International Sino-US Tourism and Hospitality Symposium, Wuhan, China, June 2019
 - Keynote speaker – 17th International Conference on Human Resource Development, Taipei, Taiwan, June 2019
 - Expert panelist – Tourism and Hospitality Research and Education Forum, Guangzhou, China November 2019
 - Invited speaker – STH 2019 Associate Conference, Johannesburg & Cape Town, South Africa, Oct. 2019
 - Invited panelist – 9th Advances in Hospitality and Tourism Marketing and Management Conference, Portsmouth, England, July 2019
 - Keynote speaker - Sun Hotels/properties/services Annual Management Convention, Mauritius, July 2018
 - Industry workshop speaker –Sun Training Institute, Mauritius, July 2018
 - Invited panelist – 8th Advances in Hospitality and Tourism Marketing and Management Conference, Bangkok, Thailand, June 2018
 - Invited panelist –Travel & Tourism Research Association, Great Western Chapter Conference, Seattle, Washington, April 2018
 - Invited panelist – 7th Advances in Hospitality and Tourism Marketing and Management Conference, North Cyprus, July 2017

- Keynote speaker – 6th Advances in Hospitality and Tourism Marketing and Management Conference, Guangzhou, China, July 2016
- Invited panelist – 4th Advances in Hospitality and Tourism Marketing and Management Conference, Mauritius, June 2014
- Conference co-chair & panelist - 3rd Advances in Hospitality and Tourism Marketing and Management Conference, Taipei, Taiwan, June 2013
- Invited panelist - International Hospitality and Tourism Education Summit, Guangzhou, China, May 2011
- Invited to attend RevME workshop on teaching and research in hospitality Revenue Management, 2015 & 2016
- Attended Train the Trainer Session for Certification in Advanced Hospitality and Tourism Analytics (CAHTA) in Dublin, Ireland sponsored by the Smith Travel Research (STR), 2018
- Attended Train the Trainer Session for Certification in Hotel Industry Analytics in Memphis, Tennessee & Manchester, England sponsored by the Smith Travel Research (STR), 2013 & 2015
- Program committee member - IEEE conference on big data service 2015: 'Smart city and tourism' track
- Invited panelist - 18th annual graduate education and graduate student research conference in hospitality & tourism, January 2013
- Paper reviewer – 15 - 17th annual graduate education and graduate student research conference in hospitality & tourism, 2010 - 2012
- Paper reviewer - 2009 I-CHRIE Annual Conference & Exposition
- Paper reviewer - 15th Asia Pacific Tourism Association Annual Conference, 2009
- Paper reviewer – 11 - 13th annual graduate education and graduate student research conference in hospitality & tourism, 2006 - 2008
- Paper reviewer - Texas CHRIE Conference, 2006
- Moderator - 2006 I-CHRIE Annual Conference & Exposition
- Moderator - 11th annual graduate education and graduate student research conference in hospitality & tourism, 2006
- Attended Grantsmanship Workshop in Dallas, TX sponsored by the United States Department of Agriculture (USDA), 2006
- Moderator - 2004 I-CHRIE Annual Conference & Exposition
- Moderator - 9th annual graduate education and graduate student research conference in hospitality & tourism, 2004

- Paper review committee - 8th annual graduate education and graduate student research conference, 2003
- Professional association leadership & activities
 - Treasurer - Travel & Tourism Research Association (TTRA) Great Western Chapter, since 2015
 - Board member - Travel & Tourism Research Association (TTRA) Great Western Chapter, since 2012
 - Member - International Council of Hotel, Restaurant, & Institutional Education (I-CHRIE), since 2003
 - I-CHRIE Research Committee, 2011 – 2013
 - I-CHRIE Conference Committee, 2011 – 2013
 - I-CHRIE JHTR Editorial Review Board Committee, 2011 - 2013
 - I-CHRIE Professional Development Committee, 2009 – 2011
 - I-CHRIE Awards Committee, 2009 – 2011
 - Member and presenter of the 2010 I-CHRIE Career Academy
 - Vice President – Kansas, Oklahoma, Missouri, Arkansas(KOMA) International Council of Hotel, Restaurant, & Institutional Education (I-CHRIE) Chapter, 2006-2007
 - Treasurer – KOMA CHRIE Chapter, 2005-2006