

Education

University of Houston, Conrad N. Hilton College

Doctor of Philosophy in Hospitality Administration

December 2018

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

Advisor: John Bowen, Ph.D.

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

University of Houston, Conrad N. Hilton College

Master of Science in Hospitality Management

May 2012

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

Advisor: Ki-Joon Back, Ph.D.

University of Pittsburgh

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

April 2009

Certificates: Asian Studies, Global Studies

Minors: French, Chinese

Academic Work Experience:

Program Coordinator, *Tourism & Hospitality Management*

August 2021- current

Assistant Professor

August 2019- current

Middle Tennessee State University, Department of Human and Health Performance

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

Executive Master's Program Director

January 2018- May 2019

University of Houston Conrad N. Hilton College

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

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

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

Lecturer

June 2012- December 2018

University of Houston Conrad N. Hilton College

- Awarded Teaching Excellence Graduate Teaching Assistant Award 2017-2018
 - University of Houston
- Awarded the Donald Greenaway Teaching Excellence Award 2014-2015
 - Conrad N. Hilton College
- Courses:
 - Advanced Lodging Management Capstone Course
 - Includes use of Red Global's HotelSim
 - Advanced Hospitality Operations Capstone Course
 - Hospitality Marketing (face to face & online)
 - Hotel Operations (Hybrid)
 - Managing in the Service Environment (face to face & online)
 - Housekeeping and Rooms Management
 - Orlando Resort Experience
 - Solely developed and instructed experiential learning course
 - Graduate Directed Practicum
 - Leadership, CHIA, Personal Branding
- Executive Development Courses:
 - CMAA Business Management Institute
 - CMAA AKSARBEN- Chapter Education

Course Developer & Instructor

Contract Summer/Fall 2018
Summer 2019

Belhaven University, School of Business, Jackson, Mississippi

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

Executive Director of the AH&LA Information Research Center

September 2014- September 2015

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

- Create monthly newsletters for Partner State Associations.
- Create quarterly pieces for AH&LA's Allied Newsletter.
- Uphold communication with AH&LA offices in Washington, D.C.

- Answer all industry inquiries via email and telephone- member and nonmember.
- Maintain AH&LA physical resources and electronic library for the Information Center.

Research

Research Interests

- Online brand/ consumption communities
- Online communication
- Brand identification
- Decision making processes
- Risk perceptions
- Advancing research methods

Publications

- “Exploring consumer perceptions of no- and low-alcohol craft beers”
 - In *Journal of Consumer Marketing*, (2023)
 - Scott Taylor, Elizabeth A. Whalen, & Cortney Norris
 - Research interests- decision making processes; consumption communities
- “Getting Back to Human Touch: Habit and Change Decisions During Mobile Device Intermediations at Events”
 - In *Consumer Behavior in Tourism and Hospitality*, (2022)
 - Annamarie D. Sisson & Elizabeth A. Whalen
 - Research interests- decision making processes
- “Cobranding Hotel Owners and Operators for Increased Willingness to Pay”
 - In *Research in Hospitality Management*, (2022)
 - Elizabeth A. Whalen & Annamarie D. Sisson
 - Research interests- decision making processes; brand identification
- “Risk Mitigation through Source Credibility in Online Travel Communities”
 - In *Anatolia*, (2022)
 - Elizabeth A. Whalen & Amanda Belarmino
 - Research interests- online brand/ consumption communities; online communication; decision making processes, risk perceptions
- “Online Brand Communities: A Case Study of Disney”
 - *Mediating the Mouse: Disney and the Fan Experience*, Ed. Priscilla Hobbs for Intellect Books, (2022)
 - Elizabeth A. Whalen
 - Research interests- online brand/ consumption communities; online communication; brand identification; decision making
- “Exploratory Study on the Perceptions of Event Gamification on Positive Behavioral Outcomes”
 - In the *Journal of Hospitality and Tourism Insights*, (2021)
 - Annamarie D. Sisson & Elizabeth A. Whalen
 - Research interests- decision making processes; consumption communities

- “Examining the Impact of Political Candidates on Hotel Revenue”
 - In the *Journal of Hospitality and Tourism Insights*, (2020)
 - Amanda Belarmino & Elizabeth A. Whalen
 - Research interests- decision making processes; brand identification

- “Share and Share Alike?: Examining the Maturation of the Sharing Economy Through a Craft Beer Exchange”
 - In *International Journal of Contemporary Hospitality Management* (2019)
 - Elizabeth A. Whalen, Amanda Belarmino, & Scott Taylor
 - Research interests- online brand/ consumption communities; online communication; decision making processes

- “Comparing Guests’ Key Attributes of Peer-to-Peer Accommodations and Hotels: Mixed Methods Approach”
 - In *Current Issues in Tourism* (2019)
 - Amanda Belarmino, Elizabeth A. Whalen, Yoon Koh, & John Bowen
 - Research interests- decision making process; online brand/ consumption communities; digital marketing; online communication

- “Understanding a Shifting Methodology: A Content Analysis of the Use of Netnography in Hospitality and Tourism Research”
 - In *International Journal of Contemporary Hospitality Management* (2018)
 - Special Issue: Advances in Research Methods in Hospitality and Tourism (2018)
 - Elizabeth A. Whalen
 - Research interests- advancing research methods

- “Using Active Learning Activities to Increase Student Outcomes in an Information Technology Course”
 - In the *Journal of Hospitality & Tourism Education* Issue,4, (2017)
 - Cristian Morosan, Mary Dawson, & Elizabeth A. Whalen
 - Research interests- advancing teaching methods

- “Trends That Are Changing Travel and Tourism”
 - In the *Worldwide Hospitality and Tourism Themes*, (2017)
 - John T. Bowen & Elizabeth A. Whalen
 - Research interests- online brand/ consumption communities; online communities; brand identification

- “The Innovative Competitive Advantage: A Case Study of Two Pioneering Companies”
 - In the *Journal of Hospitality and Tourism Cases*, (2017)
 - Elizabeth A. Whalen & JiYoon (Jennifer) Han
 - Research interests- decision making processes

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

Works in progress

- “Novel Trends Challenging Tourism”
 - In the *Worldwide Hospitality and Tourism Themes*
 - Elizabeth A. Whalen & John T. Bowen (*under review*)
 - Research interests- decision making processes; brand identification
- “Comparison of Generational Loyalty Models and Loyalty Programs for Millennial, Generation X, and Baby Boomer Hotel Customers”
 - Elizabeth A. Whalen, John T. Bowen, & Seyhmus Baloglu (*under review*)
 - Research interests- decision making processes; brand identification
- “Educating consumers about controversial CSR: An experiment with the Gideon Bible”
 - Amanda Belarmino, Elizabeth A. Whalen, & Renata Fernandes Guzzo (*under review*)
 - Research interests- decision making processes; risk perceptions
- “The Impact of Avatar Profile Design on Source Credibility, Similarity, and Online Community Engagement”
 - Elizabeth A. Whalen & Danielle Lauber (*under review*)
 - Research interests- online brand/ consumption communities; online communication; decision making processes
- “Event Planner Destination Choice: A Case Study of Nashville”
 - Yi “Vanessa” Liu & Elizabeth A. Whalen (*under review*)
 - Research interests- decision making processes
- “Hotel Innovation and Novelty: A Case Study of Disney’s Star Wars Galactic Starcruiser”
 - Elizabeth A. Whalen & Rudy Dunlap
 - Research interests- decision making processes; consumption community
- “Negative Emotions Scale Development”
 - Karen Tan & Elizabeth A. Whalen
 - Research interests- advancing research methods; decision making processes
- “The Impact of Observed Crime Statistics on Intentions to Visit a Destination”
 - Elizabeth A. Whalen & Danielle Lauber
 - Research interests- risk perceptions; decision making processes
- “Evaluating SDT for Student Responsiveness in Faculty Teaching Evaluations”
 - Annamarie D. Sisson & Elizabeth A. Whalen
 - Research interests – decision making processes; advancing teaching methods
- “The Playbook for Change: Visualizing the New Virtual Classroom”
 - Catherine Ariail, Sandy Benson, Jenn Caputo, & Elizabeth A. Whalen (not ordered)
 - Research interests – advancing teaching methods

Grants

- Faculty Professional Development Travel Grant, 2023
 - Congressional Summit on Travel & Tourism, July 2023

- **Received \$820.20**
- The Silvan S. Tomkins Grant for Research in the Affective Sciences, 2023
 - Negative Emotions Scale Development, with Karen Tan
 - **Received \$3,000**
- Distinguished Lecture Fund- Middle Tennessee State University, 2022
 - THM 4600: Leadership and Professionalism Seminar
 - Speaker: Tourism Commissioner Mark Ezell, Current Issues in Tennessee Tourism
 - **Received \$1,500**
- MT Online Intercultural Exchange (MTOIE) Grant- Middle Tennessee State University, 2021
 - THM 4140: Food and Spirits Tourism, with Jahanzeeb Qurashi.
 - Received \$5,000, not fulfilled.
- Faculty Travel Grant- Middle Tennessee State University, 2020
 - Annual ICHRIE Conference 2020 in Phoenix, Arizona, *not received*
- Information Literacy Curriculum Integration Grant- Middle Tennessee State University, 2020
 - THM 4400: Capstone in Tourism and Hospitality Management, *not received*
- Online Degree Grant- University of Houston, 2018
 - Course Advancements: Internal Consulting and Research Planning & Research; Hospitality Business Analytics, *not received*
- Marketing Science Institute Clayton Dissertation Proposal Competition, 2017
 - “To Believe or Not to Believe: The Impact of Avatar Information Labeling on Source Credibility”, *not received*
- Teaching Innovation Program Grant- University of Houston, 2016
 - Interactive and Student-Centered Learning Through the Active Learning Classroom, with Rachel Lee
 - **Received \$27,850**
 - <http://www.uh.edu/hilton-college/News-Events/Snap-Shots-Newsletter/201703/yellow-lab-alc/>

Conference Proceedings

- Sharing Means Caring: How the Need for Relationships Drives Guests to AirBNB
 - Amanda Belarmino, Elizabeth A. Whalen, Yoon Koh, & John Bowen
 - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
 - Dallas, Texas, USA, 20-22, July 2016
- Using Active Learning Activities to Increase Student Outcomes in an Information Technology Course
 - Cristian Morosan, Mary Dawson, & Elizabeth A. Whalen
 - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
 - Dallas, Texas, USA, July 20-22, 2016
- Exploring the Antecedents of Tourism and Hospitality Based Online Communities on Consumer Decision Making Processes

- Elizabeth A. Whalen & John Bowen
- Graduate Student Research Conference in Hospitality and Tourism
- Houston, Texas, USA, January 5-7, 2017

- Is There Room for Online Ethnography in the Changing Netnography Landscape?
 - Elizabeth A. Whalen
 - TTRA International Conference- Travel and Tourism Research Association
 - Qualitative Research Symposium
 - Quebec City, Quebec, Canada, June 20-22, 2017

- Engaging the Customer: The Impacts of Online Travel Community Engagement on Brand Identification and Behavioral Intentions
 - Elizabeth A. Whalen & John Bowen
 - TTRA International Conference- Travel and Tourism Research Association
 - Graduate Student Colloquium
 - Quebec City, Quebec, Canada, June 20-22, 2017

- Existing Loyalty Programs a Thing of the Past?- Understanding Millennial Loyalty
 - Elizabeth A. Whalen, John Bowen, Seyhmus Baloglu, & Hyun-Kyung Lee
 - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
 - Baltimore, Maryland, USA, July 26-28, 2017

- The Loyalty of a Generation: Comparing Models of Customer Loyalty Across Generational Segments
 - Elizabeth A. Whalen & John Bowen
 - Graduate Student Research Conference in Hospitality and Tourism
 - Fort Worth, Texas, USA, January 3-5, 2018

- Craft Beer Aficionados Welcome: How Source Attractiveness and Risk Perceptions Influence Intentions for Beer Exchange
 - Elizabeth A. Whalen, Scott Taylor Jr., & John Bowen
 - Graduate Student Research Conference in Hospitality and Tourism
 - Fort Worth, Texas, USA, January 3-5, 2018

- Do Models of Customer Loyalty Vary Across Generational Segments?
 - John Bowen, Seyhmus Baloglu, & Elizabeth A. Whalen
 - EuroCHRIE 2018
 - Dublin, Ireland, November 7-9, 2018

- To Believe or Not to Believe: The Impact of Avatar Information Labeling on Source Credibility
 - Elizabeth A. Whalen & John Bowen
 - Graduate Student Research Conference in Hospitality and Tourism
 - Houston, Texas, USA, January 3-5, 2019

- Risk Mitigation through Source Credibility: An Investigation of Online Community Engagement
 - Elizabeth A. Whalen & John Bowen
 - Graduate Student Research Conference in Hospitality and Tourism
 - Houston, Texas, USA, January 3-5, 2019

- Craft Beer Traders Behavioral Intentions and Engagement in Online Communities: An Exploratory Study of Perceived Similarity
 - Scott Taylor & Elizabeth A. Whalen
 - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
 - New Orleans, Louisiana, USA, July 24-26, 2019
- The Antecedents of Hotel Loyalty Across Generational Segments
 - John Bowen, Seyhmus Baloglu, & Elizabeth A. Whalen
 - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
 - Special Interest Group- Sales and Marketing Faculty
 - New Orleans, Louisiana, USA, July 24-26, 2019
- How Customer Loyalty Varies Across Generational Segments
 - John Bowen, Seyhmus Baloglu, & Elizabeth A. Whalen
 - AHTMM- 10th Advances in Hospitality and Tourism Marketing and Management Conference
 - Sao Paulo, Brazil, July 6-10, 2020
- Universal Service Design in the Restaurant Industry: Bridging the Gap Between ADA Guidelines and Customer Needs
 - Rosemary Reid (student) & Elizabeth A. Whalen
 - 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism
 - Houston, Texas, January 6-8, 2022
- Event Planner Destination Choice: A Case Study of Nashville
 - Yi “Vanessa” Liu & Elizabeth A. Whalen
 - Southeast, Central & South American (SECSA) Federation Conference 2022
 - Online, March 4, 2022
- Power Down for Human Touch: Mobile Device Intermediations at Events
 - Annamarie Sisson & Elizabeth A. Whalen
 - Council for Hospitality Management Education Conference 2022
 - Edinburgh, Scotland, May 25-27, 2022
 - **WINNER** Tourism and Languages Subject Group’s Award for **Best Paper** in Festivals and the Human Touch
- You can’t win if you don’t play! Perceptions of event gamification on behavioral outcomes
 - Annamarie Sisson & Elizabeth A. Whalen
 - International Society of Travel & Tourism Educators Virtual Conference 2022
 - Online October 5-7, 2022
 - **HONORABLE MENTION** for Best Paper Award at ISTTE Annual Conference

Student Thesis/Dissertations

- From the Traditional Marketing Mix (4Ps) in Sport to New Marketing Mix (3Ps): Toward a Paradigm Shift from Practitioner’s Perspective
 - Mohammed Alqahtani – PhD Dissertation
 - Committee Member, 2020
- The Impact of Crime Statistics on Traveler Risk Perceptions and Willingness to Travel
 - Will Mitchell – Master’s Thesis

- Chair, 2021
- Universal Design in the Restaurant Industry: Bridging the Gap between ADA Guidelines and Customer Needs
 - Rosemary Reid – Undergraduate Honors Thesis
 - Chair, 2021

Professional Work Experience

Assistant General Manager

April 2011- June 2012

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

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

Restaurant Manager

April 2010- April 2011

Pappas Seafood House, Humble, Texas

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

Server/Headwait/Trainer

December 2009- April 2010

Pappas Seafood House, Humble, Texas

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

Ranch Hand

June 2009- October 2009

Housekeeper, Cook, Dishwasher, House Person, Laundry Attendant

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

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

Intramural Soccer Supervisor

August 2008- May 2009

University of Pittsburgh, Pittsburgh, Pennsylvania

- Hire and schedule all staff and referees.
- Manage players and staff to maintain safe and fun environment.

- Oversee proper handling of equipment.

Service:

University

- UH Enrollment Services Liaison for Communications Internship, 2012-2014
- Consultant for Hotel Design Course Project—Interior Design Program MTSU, 2020-2022
- Scholars Week Poster Symposium – Judge MTSU, 2021, 2022
- Academic Appeals Subcommittee – University College & Undeclared Majors MTSU, 2021-2023
- Search Committee – Director of Corporate and Strategic Partnership MTSU, 2021
- Consultant – Strategic Planning MTSU, 2022
 - Public Health
 - Recording Industry
 - College of Media and Entertainment

College/ Department

Middle Tennessee State University

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

University of Houston

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

Academic Community

- Editorial Board Member: *Journal of Teaching in Travel & Tourism*, 2021
- Peer Reviewer: (Please see Publons for dates and specifics: <https://publons.com/researcher/1670463/elizabeth-a-whelen/>)
 - *Journal of Services Marketing*
 - *International Journal of Contemporary Hospitality Management*
 - *International Journal of Hospitality Management*
 - *Current Issues in Tourism*
 - *Journal of Hospitality and Tourism Research*

- *Journal of Hospitality and Tourism Insights*
- *Journal of Research in Interactive Marketing*
- *Cornell Hospitality Quarterly*
- *Foods*
- *Behavioral Sciences*
- *Advances in Hospitality & Tourism Research*
- *Sustainability*
- *World Leisure Journal*
- ICHRIE Annual Conference
- EuroCHRIE Annual Conference
- ICHRIE SECSA Annual Conference
- Editing and Creation of Supplementary Textbook Material for *Marketing for Hospitality and Tourism, 8th Edition*, Kotler, Bowen, & Baloglu, 2019 (fee acquired)
- Served on the AH&LEF Research Project Funding Committee, 2014
- Advisory Board – Nashville State University, Hospitality and Tourism Program, 2022

Industry/ Community

- Keynote speaker- HEB Women in Leadership Luncheon Series- October 22, 2015
- Breakout session speaker- Houston Public Library Annual Meeting- May 1, 2015
- Breakout session speaker- Hospitality Management- Texas Community College Teachers Association Annual Conference- March 2, 2019
- Publication in Murfreesboro Magazine March 2020 edition “Creating Your Own Personal Brand” pages 2-3.
- Featured in MTSU News – “Professor says communication is key to helping students success during pandemic” – October 15, 2020 <https://mtsunews.com/professor-says-communication-is-key-to-helping-students-succeed-during-pandemic/?fbclid=IwAR14XV3S9qgoWb4Z1jZ1N-jWVnXsmkjehHqnmGsPjwfWdySErrPv702chgs>