

Linda J. Shea, Ph.D
Associate Dean and Professor
Isenberg School of Management
University of Massachusetts at Amherst

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Amherst, MA 01003
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Married with 2 adult children
(413) 545-4039

EDUCATION:

Ph.D. Marketing; Minor: Social Psychology
Leeds College of Business Administration
University of Colorado at Boulder

Dissertation: "The Effect of Information Load on Decision Strategies
Used by Purchasing and Non-Purchasing Decision Makers."

M.A. Business Education: Marketing, School of Business
University of Northern Colorado

B.S. Business Administration: Marketing; Minor: Psychology
University of Northern Colorado

TEACHING INTERESTS:

Services Marketing; Research Methods; Strategic Marketing Management;
Global Issues; Services Management

RESEARCH INTERESTS:

Strategic marketing planning issues; Consumer decision-making;
Complaint behavior and recovery; Improving service quality.

ACADEMIC APPOINTMENTS:

UNIVERSITY OF MASSACHUSETTS at Amherst, MA 2011 - present
Associate Dean for Undergraduate Programs
Academic Dean for Undergraduate Students
Department Head, Business Communications Program

UNIVERSITY OF MASSACHUSETTS at Amherst, MA 1992 - present
Professor of Marketing, Hospitality and Tourism Mgt. Department
Marketing Management courses at the graduate and
undergraduate levels, MBA online.

UNIVERSITY OF MASSACHUSETTS at Amherst, MA 1987-1992
Visiting Assistant Professor of Marketing, School of Management
Taught Marketing Research, Consumer Behavior, and Product Mgt.

UNIVERSITY OF CONNECTICUT at Storrs, CT 1986-87
Visiting Assistant Professor of Marketing, School of Business

UNIVERSITY OF HAWAII at Manoa, Honolulu, HI, 1985-86
Assistant Professor of Marketing, College of Business Administration

UNIVERSITY OF COLORADO at Boulder, CO 1980-85
Marketing Instructor while completing doctorate degree.

UNIVERSITY OF NORTHERN COLORADO, Greeley, CO 1975-80
Marketing Instructor. Also taught seminars for the U.S. Air
Force, IBM, Storage Technology, and other corporate clients.

SELECTED OTHER EXPERIENCE:

Associate Dean for Undergraduate Programs, Isenberg School of
Management, 2011 to present.

Special Assistant to the Graduate Dean, UMass-Amherst, 2008-2011

Curriculum Consultant, Lead Investigator for \$100,000 study of new program
development and curriculum, DePaul University, 2009-11

Curriculum Consultant, SHATEC, Singapore, 2007-8

Ph.D. Coordinator, HTM Concentration, Isenberg School'
of Management, 2007 to 2011.

Graduate Program Director, Department of Hospitality and Tourism Management, 1996 to 2007.

Hotel Training Consultant, Spectravision Corp.
Plano, TX, 1994-95

Colorado World Travel Agency, Denver, CO 1983-88
Vice President, Marketing and Member, Board of Directors.

University of Colorado, Denver, CO 1982
Coordinator, Executive M.B.A. Program

Gottko Marketing Research, Greeley, CO 1977-79
Project Director

REFEREED PUBLICATIONS:

Roberts, C., & Shea, L. J. (2017). A theory of lodging: Exploring hotel guest behavior. *The Journal of Hospitality & Tourism Research*, 42(4).

Roberts, C., & Shea, L. J. (2017). Dining Behaviors: Considering a foodservice theory of in-home, local community, and eating while traveling. *The Journal of Hospitality & Tourism Research*, 42(4).

Roberts, C., & Shea, L. J. (2017). Exploring a theory of lodging and a theory of dining behaviors. *CHRIE Communique*, 31(4), p. 4.

Roberts, C., & Shea, L. J. (2017). Call of a Discussion of Hospitality Theory. *Journal of Hospitality & Tourism Research*, 41(4), p. 1.

Lee, S. and Shea, L.J. (2015) Investigating the key routes to customers' delightful moments in the hotel context, *Journal of Hospitality Marketing and Management*, 24 (5). pp. 532-553.

Shea, L. J. & Roberts, C. (2012). 2012 Hospitality and tourism educators compensation analysis, *Journal of Hospitality and Tourism Education*, 24(4).

Johanson, M. M., Ghiselli, R., Shea, L., & Roberts, C. (2010). Changing competencies of hospitality industry leaders: A 25-year review. *Journal of Hospitality and Tourism Education*, 22(2).

Shea, L. J. (May, 2009) Using Consumer Perceived Ethicality as a Guideline for Corporate Social Responsibility Strategy: A Commentary Essay, *Journal of Business Research*, Elsevier, Inc.

- Shea, L. J., & Roberts, C. (2008). Compensation analysis: The 2008 ICHRIE salary survey. *Journal of Hospitality & Tourism Education*, 20(4), 43-48.
- Roberts, C., & Shea, L. J. (2008). JHTE electronic submission update. *Journal of Hospitality & Tourism Education*, 20(4), 49.
- Roberts, C. and Shea, L.J. (2007) Faculty Salaries in the U.S. and abroad: The 2006 survey of hospitality and tourism educators, *Journal of Hospitality and Tourism Education*, 19 (2).
- Roberts, C. & Shea, L.J.. (2006) Trends in the gaming industry and their Curricular implications. *Journal of Hospitality and Tourism Education*, 18 (2).
- Shea, L.J., Enghagen, L., & Khullar, A. (2005) Consumer complaint behavior via the internet: A content analysis of responses. *Journal of Travel and Tourism Marketing*, special edition on E-Consumer Behavior, 17 (2/3), 144-165.
- Roberts, C., Shea, L. J., & Sasso, S. (2005). Ray Kroc: A visionary CEO who reshaped an industry. *Journal of Hospitality and Tourism Education*, 17(1), 6-12.
- Griffin, R. K., Shea, L. J. & Roberts, C. (2004). An innovative approach to international hospitality and tourism management education: The traveling summer abroad program. *The Journal of Hospitality and Tourism Education*, 16(2), pp. 50-58.
- Shea, L. J. & Roberts, C. (2003). Performance strategies: Establishing minimums. *Journal of Hospitality and Tourism Education*, 15(1), 52-58.
- Shea, L. J. & Roberts, C. (2002), Trends in hotel top management team composition: A longitudinal study – Phase 2”, *Journal of Applied Hospitality Management*, 5 (2), 116-133.
- Roberts, C. & Shea, L. J. (1999) Demography of the top management teams in the hotel industry,” *Journal of Applied Hospitality Management*, 2(1), 72-87.
- Shea, L. J. & Roberts, C. (1998) "A content analysis for post-purchase Evaluation using customer comment logbooks," *Journal of Travel Research*, 36 (4), Spring, 68-73.
- Roberts, C., Shea, L. J. & Lattuca, F. (1998) Developing a resort management course: A case study, *Journal of Hospitality and Tourism Education*, 9 (4), 16-22.
- Griffin, Robert, Linda J. Shea, and Pamela Weaver, (1997) Response to Rejoinder, *Journal of Hospitality and Leisure Marketing*, 4 (4).

Manickas, P. & Shea, L. J. (1997) Hotel complaint behavior and resolution: A content analysis, *Journal of Travel Research*, 36(2), 68-73.

Bojanic, D. C. & Shea, L. J. (1997) Segmentation for a multiunit restaurant operation - Taking location into account when advertising, *Cornell Hotel and Restaurant Quarterly*, 38(4), 56-61.

Shea, Linda J. and Chris Roberts, (1997) A shift in teaching paradigms: From pedagogy to andragogy, *Journal of Hospitality and Tourism Education*, 9(1), 33-37.

Griffin, R. & Shea, L. J. (1996) How business travelers discriminate between mid-priced and luxury hotels: An analysis using a longitudinal sample, *Journal of Hospitality and Leisure Marketing*, 3(4).

Roberts, C. & Linda J. Shea, (1996) Core capabilities in the hotel industry, *Hospitality Research Journal*, 19 (4), 141-153.

Shea, L. J. & Roberts, C. (1995) Linking business and marketing strategies: An analysis of the competitive environment of hotels," *Journal of Hospitality and Leisure Marketing*, 3 (1), 47-64.

Bojanic, D. C., Shea, L. J. & Honeycutt, E. D. Jr., (1994) "An examination of convention sales training programs: Implications for industry and academic institutions, *Hospitality and Tourism Educator*, 7 (2), 15-19.

Shea, L. J. & Wooldridge, B. (1993) Managing the transition from an R&D to a marketing-driven organization," *Proceedings of the American Marketing Association Summer Educators' Conference*, Chicago.

Shea, L.J. & Punj, G (!988) "Philosophical perspectives in macromarketing: Assumptions and Issues," *Proceedings: American Marketing Association Winter Educators' Conference*, Shapiro and Walle, editors, San Diego, 1988. (Copyrighted material – refereed paper published in full.)

Cateora, P. R. & Shea, L. J. (1983) Adding an international dimension to marketing courses, *Journal of Marketing Education*," (Summer) 1983. Shea, Linda J. and Philip Cateora, "Adding and International Dimension to Principles of Marketing," *Marketing Educator*, Winter, 1983.

Bertsch, T. & Shea, L. J. (1982) Determination of measurement scales for revising or developing teacher evaluation instruments," *Journal of Marketing Education*, Spring.

BOOKS

Shea, L. J. & Roberts, C. (in progress) *Pioneers of the hospitality industry: Lessons from leaders, innovators, and visionaries, Edited volume 2*. International CHRIE.

Shea, L. J. & Roberts, C. (2009) *Pioneers of the hospitality industry: Lessons from leaders, innovators, and visionaries, Edited volume 1*. International CHRIE.

BOOK CHAPTERS

Shea, L. J. (2016), "Careers in hospitality and tourism education," in *Hospitality: An Introduction*. 16th edition, Robert Brymer and Misty Johanson (Eds) Kendall/Hunt Publishing Company.

Shea, L. J. (2014), "Careers in hospitality and tourism education," in *Hospitality: An Introduction*. 15th edition, Robert Brymer and Misty Johanson (Eds.), ISBN 978-1-6652-4143, Kendall/Hunt Publishing Company.

Shea, L. J. (2011), "Careers in hospitality and tourism education," in *Hospitality: An Introduction*. 14th edition, Robert Brymer and Misty Johanson (Eds.), ISBN 978-0-7575-5698, Kendall/Hunt Publishing Company.

Shea, L. J., Enghagen, L., & Khullar, A., (2004) Consumer complaint behavior via the Internet: A content analysis of responses., in *Handbook of Consumer Behavior, Tourism, and the Internet*, Juline E. Mills and Rob Law (Eds.) SOFT ISBN: 0-7890-2599-X, The Haworth Hospitality Press / 335-355.

Shea, L. J., (2001) Managing and marketing internal and external market relationships in hospitality, tourism, and leisure services, in *Service Quality Management in Hospitality, Tourism, and Leisure*. Jay Kandampully, Connie Mok, and Beverly Sparks, (Eds.) Haworth Publishing, 255-268.

Shea, L. J. (2001) Services marketing, in *Introduction to Hospitality Management*. Brian N. Miller, (Ed.) Kendall-Hunt Publisher

Shea, L. J. & Schewe, C. D. (1994) Marketing for the long-term healthcare organization, chapter in *Long-term Healthcare Administration*, Seth Goldsmith, ed., Aspen Publishers, Inc., 155-171

Shea, L. J. & Schewe, C. D. (1995) Enhancing the quality of life during widowhood: A marketing challenge, in *New Dimensions in*

Marketing/Quality of Life Interface. Joseph Sirgy and Josh Samli, editors. Greenwood Press, 137-149

Cateora, P. R. & Shea, L. J. (1994) Export marketing, chapter in *Marketing Manager's Handbook*, Sidney Levy, ed., Chicago: Dartnell, 1300-1317.

Journal of Hospitality and Tourism Education (JHTE) EDITORIALS

Shea, L. J., & Roberts, C. (2002). Facilitating scholarly interchange. *Journal of Hospitality and Tourism Education*, 14(4), 5.

Roberts, C., & Shea, L. J. (2003). Developing quality and style in journal articles. *Journal of Hospitality and Tourism Education*, 15(1), 4-5.

Shea, L. J., & Roberts, C. (2003). Organization, content and criteria. *Journal of Hospitality and Tourism Education*, 15(2), 5-6.

Roberts, C., & Shea, L. J. (2003). Reflecting, reshaping and refining the mission and goals. *Journal of Hospitality and Tourism Education*, 15(3), 4.

Shea, L. J., & Roberts, C. (2003). Introducing new approaches and strategies. *Journal of Hospitality and Tourism Education*, 15(4), 4.

Roberts, C., & Shea, L. J. (2004). Hospitality and tourism profiles. *Journal of Hospitality and Tourism Education*, 16(1), 4.

Shea, L. J., & Roberts, C. (2004). The transformation of a diva: A tribute to entry-level food service positions and a call to secondary hospitality educators. *Journal of Hospitality and Tourism Education*, 16(2), 4-5.

Roberts, C., & Shea, L. J. (2004). Educators as travelers and road warriors. *Journal of Hospitality and Tourism Education*, 16(3), 4-5.

Shea, L. J., & Roberts, C. (2004). Obsessions department: How online teaching cost me \$20,000. *Journal of Hospitality and Tourism Education*, 16(4), 4-5.

Roberts, C., & Shea, L. J. (2005). Balance, enrichment and rigor. *Journal of Hospitality and Tourism Education*, 17(1).

ENCYCLOPEDIA AND MISCELLANEOUS PUBLICATIONS

Shea, L. J. (2009; 2005) Diffusion of innovations, *International Encyclopedia of Hospitality Management*, Revised Edition, Abe Pizam, Editor, Elsevier Publishing.

Shea, L. J. (2009; 2005) Marketing, *International Encyclopedia of Hospitality Management*, Abe Pizam, Editor, Elsevier Publishing.

Mills, J. & Shea, L. J. (2009; 2005), Cognitive dissonance, revised *International Encyclopedia of Hospitality Management*, Revised Edition, Abe Pizam, Editor, Elsevier Publishing.

Shea, L. J. & Condon, J. (2009; 2005) Gap Model of service quality, *International Encyclopedia of Hospitality Management*, Revised Edition, Abe Pizam, Editor, Elsevier Publishing.

Roberts, C., & Shea, L. J. (2003). A comparison of hotel executive teams in Singapore and the USA. *Quest*. Singapore Hotel Association: Singapore.

Roberts, C. and Shea, L. J. (2002). Where are the female hotel executives? *Lodging Hospitality*, 58 (4), 33-36.

Shea, L. J. (2002) Capturing guests' feelings through comment logs, . In J. Kandampully, *Services Management: The new paradigm in hospitality* (p. 106). Hospitality Press: Australia.

Shea, L. J. (2002) Analysis of a hotel complaint log, In J. Kandampully, *Services Management: The new paradigm in hospitality* (p. 112). Hospitality Press: Australia.

PUBLISHED PROCEEDINGS, ABSTRACTS AND CONFERENCE PRESENTATIONS:

Roberts, C., & Shea, L. J. (2017). Exploring a theory of lodging. International Council on Hotel, Restaurant and Institutional Education Conference at Baltimore, MD.

Roberts, C., & Shea, L. J. (2017). Exploring a theory of dining: in-home, local community, and eating while traveling. International Council on Hotel, Restaurant and Institutional Education Conference at Baltimore, MD.

Shea, L. J. & Roberts, C. (2017). Success in Academic Publishing: An Editor Panel. International Council on Hotel, Restaurant and Institutional Education

Conference at Baltimore, MD.

Roberts, C., & Shea, L. J. (2017). Null Hypothesis Statistical Testing (NHST) versus Somewhat Precise Outcome Testing (SPOT). International Council on Hotel, Restaurant and Institutional Education Conference at Baltimore, MD.

Lee, M., & Shea, L., & Jeong, M. (2017 Under Review). Others reactions to service recovery efforts in social media: A third-party justice perspective. *The 2017 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Dallas, TX, USA.

Lee, M., Shea, L., & Jeong, M. (2016, January). Hotel service recovery efforts in social media: Tie strength, observer perceived fairness, behavioral intentions, and hotel image. *The 21st Annual Graduate Student Research Conference in Hospitality and Tourism*, Philadelphia, PA, USA

Shea, L. J., & Roberts, C. (2015). A Turnkey Program to Brand and Managed Community Service Activity. International Council on Hotel, Restaurant and Institutional Education Conference at Orlando, FL.

Roberts, C., Shea, L. J., & Barker, B. (2015). Best practices of hospitality advisory boards. International Council on Hotel, Restaurant and Institutional Education Conference at Orlando, FL.

Lee, M., & Shea, L. (2014, August). Effects of hotel service recovery and the moderating role of social ties in social media. *The 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, San Diego, CA, USA.

Shin, T. J. and Shea, L.J., (2014) The Incongruence between Aesthetics of e-Servicescapes and Online Reviews: Consumer Skepticism and Evaluation, International Council on Hotel, Restaurant and Institutional Education Conference, San Diego, CA.

Shea, L.J. and Roberts, C. (2014) Students as Citizens First, Because Community Matters and Character Counts: A Program Model, International Council on Hotel, Restaurant and Institutional Education Conference, San Diego, CA.

Kim, K. and Shea, L.J. (2014), Waiting in Line: Can Waiting in Line be a positive Marketing Tool? International Council on Hotel, Restaurant and Institutional Education Conference, San Diego, CA.

Shea, L.J. and Roberts, C. (2013) Citizens First: A Comprehensive Program of Professional Development, International Council on Hotel, Restaurant and Institutional Education Conference, St. Louis, MO.

Shea, L. J., (2012) Managing Services in Hospitality and Tourism: Integrating Perspectives, POMS Conference (Production and Operations Management), Chicago, IL.

Shea, L. J. (2012). Graduate student perceptions of academy benefits, International Council on Hotel, Restaurant and Institutional Education Conference, Providence, RI.

Shea, L. J., & Roberts, C. (2012). The shifting role of hospitality graduate programming. International Council on Hotel, Restaurant and Institutional Education Conference, Providence, RI.

Lee, S. & Shea, L. (2012). Delightful experiences in hotel stays: Exploring customers' delightful moments. The 2012 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference & Marketplace, Providence, RI.

Lee, S., & Shea, L. (2012). When are you satisfied the most?: The value fit between personal goal orientation and recovery strategies. The 2012 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference & Marketplace, Providence, RI.

Roberts, C., & Shea, L. J. (2012). 2012 Salary study of hospitality and tourism educators. International Council on Hotel, Restaurant and Institutional Education Conference at Providence, RI.

Lowe, D. and Shea, L. J. (2012) The Effect of menu nutritional labels on consumer dietary decision-making. The 2012 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference & Marketplace, Providence, RI.

Jeong, M., Back, R., Lee, A., Cartier, E., Koh, J., and Shea, L. (2012). Reviewing and developing the event management program from the perspectives of three stakeholders: students, educators, and industry practitioners. The 2012 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference & Marketplace, Providence, RI.

Shea, L. and Roberts, C. (2011). Industry expectations of graduate student competencies: a comprehensive study. Int'l CHRIE Conference, Denver, CO.

Roberts, C. and Shea, L. (2011). Doctoral evaluation and assessment, Annual I-CHRIE Conference, Denver, CO.

Shea, L. J. and Roberts, C. (2010), Summer abroad program: Developing partnerships and budget guidelines, Annual I-CHRIE Conference, Puerto Rico.

Johanson, M. M., Ghiselli, R., Shea, L., & Roberts, C. (2010). Revealing key competencies of Hospitality Graduates Demanded by Industry: A 25-year review, Annual I-CHRIE Conference, Puerto Rico.

Roberts, C. and Shea, L. J. (2010), Collaborating in data collecting: Building data networks, Annual I-CHRIE Conference, Puerto Rico.

Shea, L. J. and Roberts, C. (2009), PhD Programs: Program designs, variants and networking possibilities, I-CHRIE Conference, San Francisco, CA.

Roberts, C. and Shea, L.J., (2009) Summer Abroad Programs: tried, tired and in need of revitalization, Annual I-CHRIE Conference, San Francisco, CA.

Yang, W., Shea, L. J., Matilla, A., & Roberts, C. (2009). Acculturation and changing eating habits of Chinese students. The 14th Annual Graduate Student Research Conference in Hospitality and Tourism at Las Vegas, Nevada.

Shea, L. J. and Roberts, C.(2008) *International CHRIE 2008 Salary Study*. I-CHRIE Conference, Atlanta, GA, July.

Roberts, C. and Shea, L. J. (2008) *Electronic Access to JHTE, Hosteur and the College Guide*. I-CHRIE Conference, Atlanta, GA, July.

Shea, L. J. and Roberts, C. (2007) "Strategies for online teaching," Council on Hotel, Restaurant and Institutional Education, Dallas, TX.

Shea, L. J. and Roberts, C. (2007) "Strategies for online teaching," Council on Hotel, Restaurant and Institutional Education, Dallas, TX.

Shea, L. J. (2007) Panel member Career Academy: "How to Publish in Refereed Journals". *I-CHRIE Conference Proceedings*, Dallas, TX.

Shea, L. J. and Hobson, J.S. Perry (2006), "Globalization of Tourism and Hospitality Education: Innovation in International Partnerships" accepted for EUROCHRIE Conference, Leeds, U.K.

Shea, L. J., & Roberts, C. (2006) "An Open Discussion of JHTE: A session for contributors and reviewers." Council on Hotel, Restaurant and Institutional Education, Dallas, TX.

Shea, L. J., Enghagen, L. E., & Farmer, T. (2005) A Multidimensional case study in professional ethics: The ethical implications of explicit and implicit guarantees, loyalty programs, and e-complaint dissemination. Presentation, Council on

Hotel, Restaurant and Institutional Education annual conference, Las Vegas, NV

Shea, L. J., & Roberts, C. (2005). Strategies for teaching online: Share your knowledge. Presentation, Council on Hotel, Restaurant and Institutional Education annual conference, Las Vegas, NV.

Shea, L. J., & Roberts, C. (2005). Strategic management, strategic marketing in lodging: Does it happen at the property level? Presentation proposal accepted, Council of Hotel, Restaurant and Institutional Education annual conference, Las Vegas, NV.

Roberts, C., & Shea, L. J. (2005). The *Educator*: A session for contributors and reviewers. Presentation, Council on Hotel, Restaurant and Institutional Education annual conference, Las Vegas, NV.

Shea, L. J. & Roberts, C. (2004). The *Educator*: A session for contributors and reviewers. Council on Hotel, Restaurant and Institutional Education at Philadelphia.

Shea, L. J. (2004) Improving service quality in graduate programs: Graduate student mentoring, Council on Hotel, Restaurant and Institutional Education at Philadelphia, PA.

Roberts, C., & Shea, L. J. (2004). Strategies of teaching online: Share your knowledge. Council on Hotel, Restaurant and Institutional Education at Philadelphia.

Shea, L. J. (2004) From around the world to around the corner: Graduate student mentoring, Graduate Mentoring Symposium, University of Massachusetts, Amherst, MA., May 14.

Shea, L. J., & Roberts, C. (2003). Composition of Hotel Executive Teams: Gender Similarities, Differences and Changes. Council on Hotel, Restaurant and Institutional Education at Palm Springs, CA.

Roberts, C., & Shea, L. J. (2003). What members want: Content of the *Educator*. Council on Hotel, Restaurant and Institutional Education at Palm Springs, CA.

Shea, L. J., & Roberts, C. (2003). Faculty performance: Beyond minimum standards. Council on Hotel, Restaurant and Institutional Education at Palm Springs, CA.

Khullar, A, Shea, L. J. & Enghagen, L. E. (2003) Negative word-of-mouth communications. Eighth Annual Graduate Education and Graduate Student Research Conference, Council on Hotel, Restaurant and Institutional Education at Las Vegas, NV.

Shea, L. J. (2003) Graduate Student Research and Publishing. Eighth Annual Graduate Education and Graduate Student Research Conference, Council on Hotel, Restaurant and Institutional Education at Las Vegas, NV.

Roberts, C. & Shea, L. J. (2002). A comparative analysis of hotel top management demographics in Singapore and the U.S. Council on Hotel, Restaurant and Institutional Education at Orlando, FL.

Roberts, C. & Shea, L. J. (2002). Establishing minimum standards for faculty merit pay allocation: A case study. Council on Hotel, Restaurant and Institutional Education at Orlando, FL.

Shea, L. J. & Roberts, C. (2001). Top management teams in the hotel industry: a longitudinal study – phase 2. Council on Hotel, Restaurant and Institutional Education at Toronto, Canada.

Roberts, C. & Shea, L. J. (1999) Top management teams in the hotel industry," CHRIE Conference, Albuquerque, NM, August.

Shea, L. J. & Roberts, C. (1998) Interdisciplinary course enrichment using computer simulation technology: Linking strategic management and marketing, CHRIE Conference, Miami, Florida, August.

Roberts, C. & Shea, L. J. (1997) Linking strategic planning and implementation: A communication model and empirical test of strategic understanding, *Proceedings of the 17th Annual International Conference of the Strategic Management Society*, Barcelona, Spain, October, 1997.

Roberts, C., Shea, L. J. & Lattuca, F. P., Jr. (1997) Developing a resort management course, presented at CHRIE Conference, Providence, RI

Griffin, R & Shea, L. J. (1996) How business travelers discriminate between mid-priced and luxury hotels," presented at CHRIE Conference, Washington, D.C., August.. (Abstract).

Manickas, P. & Shea, L. J. (1996) Hotel complaint behavior and resolution, presented at CHRIE Conference, Washington, D.C. 1996 (Abstract).

Bojanic, D. C., Shea, L. J. & Honeycutt, E. D. Jr. (1994) An evaluation of convention sales training programs," *CHRIE Conference Proceedings*, Palm Springs, CA (Abstract).

Shea, L. J. & Schewe, C. D. (1992) Neglected widowhood: Marketers missing the boat," *Proceedings of the Academy of Marketing Science Fourth Annual Quality of Life Conference*, Washington, D.C., 1992.

Shea, L. J. & Wooldridge, B. (1992) The transformation from individual to team leadership, *Proceedings of the Twelfth Annual International*

Conference of the Strategic Management Society, London, 1992.

Wooldridge, B. & Shea, L. J. (1992) Corporate transformations: The Milton Bradley case," (as part of panel presentation), *Proceedings of the Twelfth Annual International Conference of the Strategic Management Society, London.*

Shea, L. J. & Wooldridge, B. (1992) Managing the transition from an R&D to a marketing-driven organization," *Proceedings of the American Marketing Association Summer Educators' Conference, Chicago.*

Shea, L. J. & Punj, G. (1988) Philosophical perspectives in macromarketing: Assumptions and issues, *Proceedings: American Marketing Association Winter Educators' Conference, Shapiro and Walle, (Eds) San Diego.*
Shea, L. J. & Punj, G. (1987) Consumer purchases of domestic versus foreign products: A theoretical perspective," *Proceedings: European Academy of Marketing, Toronto, June.*

Shea, L. J. & Higgins, L. (1982) Educating the general public: The extended role of marketing educators, *Proceedings of the Western Marketing Educators' Conference, Long Beach, CA.*

Foutz, K. & Shea, L. J. (1981) The international marketing field trip: Effects on attitudes toward multinational corporations, *Proceedings of the Western Marketing Educators' Conference, Oakland, CA.*

HONORS, GRANTS, CONTRACTS AND PROJECTS:

Selected as a recipient of a 1993-94 Lilly Teaching Fellowship Award **(\$8,000)**

Member of project team selected by Vice Chancellor Paul Page to study cash food service operations on campus, 1993-94 **(\$40,000).**

Received International Travel Award for **\$600** from Office of Grants and Contracts, 1992.

Coordinator for Mystery Shopper Program, Pyramid Corporation, Hampshire Mall **(\$1200/year)** for 3 years.

Received **\$600** Mini-grant for Teaching, "Integrating Business Problem-solving and Decision-making in Strategy and Marketing." (1997)

Certificate of Appreciation for Demonstrating Excellence in Teaching
Awarded by the Division of Continuing Education, UMASS, 1999.

Outstanding Reviewer, awarded by Council of Hotel, Restaurant, and

Institutional Educators national professional association, 2000.

Awarded **\$2500** Research Grant from the Isenberg School of Management, Summer, 2003.

Awarded **\$10,000** Graduate program mentoring grant entitled, "From Around the Corner to Around the World." from the Graduate School, University of Massachusetts, Amherst, 2003-2004.

Awarded **\$10,000** Ethics Research Grant – Graduate School. June, 2004-05.

Co-Principal in Sentosa Institute (Singapore) Needs Assessment Study, S\$93,220 (**US\$55,000**). Completed report in May, 2004.
Awarded **\$2500** Research Grant, Isenberg School of Management, Summer, 2006.

Winner of the **Excellence in Graduate Teaching and Innovative Graduate Programs Award**, Northeastern Association of Graduate Schools, Montreal, Canada, April, 2010.

Honored for International recognition, UMass Founder's Day Faculty Honors event, April, 2010.

Winner of the Int'l CHRIE **John Wiley & Sons Innovation in Teaching Award**, August, 2010.

Selected as **HERS Leadership Fellow**, Wellesley College, 2010-11.
Participated in four 3-day workshops and worked on Graduate School Strategic Plan and Customer Service Report projects.

PROFESSIONAL AFFILIATIONS:

AACSB International
Northeastern Association of Graduate Schools
International Council of Hotel, Restaurant, and Institutional Educators
Northeastern Regional CHRIE Federation (NENA)
American Marketing Association
Strategic Management Society
American Psychological Association
International Hospitality and Tourism Technology Association
Academy of Marketing Science
Association for Consumer Research

SELECTED SERVICE CONTRIBUTIONS:

Department Committees:

Executive Development Liaison, 2000-2002
International Committee 1998-present DCT Switzerland Sub-Committee 2003-
Curriculum Committee 1992-1997; Chair 1993-95; Ad hoc 1998- present
Personnel Committee 1993-present except 1996-8, Chair 1994-95; 2000-3;
2008-9
Research Committee 1992-1994
Academic Affairs Committee 1992-93
Search Committees: Co-Chair for Hotel Operations, MIS, Food Service;
Member for Human Resources, Chief Undergraduate Advisor, Chair for MIS
position, Member for Program Manager Position, member for H.R. ssearch.
Faculty Advisor, Flint Cafe 1995-97
Faculty Advisor, Master's Society (Graduate Student Group) 1996-present
Professional Master's Program Development 1997
Graduate Program Director 1996 to 2007
Co-Director, Summer Abroad Program, 1998-2000, 2007-2008
MBA/HTM Dual Degree Department Coordinator 2004-2010
Ph.D. Program Coordinator, 2008 to 2011
Curriculum Re-design Committee 2015
Search Committee, HTM Assistant Professor 2016

College and University Committees:

Chair, Isenberg Curriculum Committee 2011 -
College Name Change Committee 1992-93
CFNR College Curriculum Committee 1993-96
Committee on Faculty Development in Teaching 1996 - (3-yr. term)
Lead Speaker - Lilly Fellow "Celebration of Teaching" Dinner 1994
Fine Arts Center Marketing Board 1994-97
Committee for Women, 1999 to present
Graduate Council, 2000-2011
- Graduate Travel Research Award Sub-committee Chair, 2001-2003
- Academic Standards and Curriculum Subcommittee Co-Chair, 2004-2007
- Council Chair
Member of the ISOM Ph.D. Committee, 2004-present
Member, Applied Management Personnel Committee, 2002-4; 2006-8
University Without Walls Committee for HTM online program 2003-present
University Without Walls Faculty Advisor – MassMutual Program 2002-present
ISOM College Personnel Committee 2005-2009; Alternate: 2009-10
University Research and Engagement Committee, 2009 to 2012.
Graduate Dean's Review Committee, 2009

Search Committee Chair, Dean of the Graduate School position
University Deans' Council, 2011+
Academic Matters Council, Chair, 2012+
First Two Years Committee, 2012+
Launched Freshman Mentoring Initiative, 2012
Launched Isenberg Citizens First Initiative, 2012

Professional Service:

Editorships: **Executive Editor**, *Journal of Hospitality and Tourism Research*, 2015-
Executive Co-Editor, *Perspectives in Asian Leisure and Tourism*, 2008-
Executive Co-Editor, *Journal of Hospitality and Tourism Education* 2003-2009
Associate Editor, *CHRIE Proceedings*, 2002, 2003, 2004
Associate Editor, *International Encyclopedia of Hospitality Mgt.* 2005

Editorial Review Boards: *The International Journal of Hospitality and Tourism
Technology* 1997-99
Journal of Vacation Marketing 2000- 2014.
Journal of Business Research, 2008 - present
Journal of Hospitality and Tourism Education 2009-present

Ad Hoc Reviewer: *The Journal of Hospitality and Leisure Marketing*
The Journal of Hospitality Marketing and Management
The Journal of Hospitality and Tourism Research
The International Journal of Hospitality Research
Managing Service Quality
CHRIE Refereed paper track 1994-present
CHRIE Symposium paper track 1999-present

Professional Association Positions:

American Marketing Association Membership Advisory Board 1992-3

NERCHRIE (Regional Professional Association) Board of Directors
- Representative 1992-1995
- Secretary-Treasurer, 1999-2003
- Vice President 2004-2009

I-CHRIE Conference Moderator 1995, 1997

I-CHRIE Program Committee, 1997

I-CHRIE Conference Moderator Coordinator 1997

I-CHRIE Symposium Review Committee 1999-present

I-CHRIE Marketing Track Content Specialist – Refereed Papers, 2001-2004

I-CHRIE Publications Committee, 2003-2009

I-CHRIE Research Committee, 2009 to present

Selected Service Outreach:

Administrator: Mystery Shopper Program, Hampshire Mall, Hadley, MA
Hotel Training Consultant- Spectravision Corporation, Plano, TX

Lead consultant on \$100,000 study for Graduate Program Development, DePaul University. 2010-2011.

Marketing Research and Consulting: Various projects involving primary and secondary consumer research, identification of target markets and their expectations, competitive analyses, and development of marketing plans.

Ingate Farms Bed and Breakfast, Belchertown, MA
Swift River Inn and Resort, Cummington, MA
Northfield Mountain Recreation Area, Northfield, MA
Starbuck's Café, Amherst, MA
Cold Springs Bakery, Belchertown, MA
Mohegan Sun Casino, Connecticut
The Inn at Northampton, Northampton, MA
Cornerstone Deli
The Howard Johnson's Hotel – Hadley
Top of the Campus Restaurant/Hatch Restaurant
Yankee Candle Company
Ivanhoe Restaurant – Springfield
Amherst Chamber of Commerce
Mt. Tom Ski Area
Black Walnut Inn Amherst, MA
Massachusetts Sheep Breeders Assn., Williamsburg, MA
Yankee Peddler Inn, Holyoke, MA
Lord Jeffrey Inn – Amherst, MA
Holiday Inn Express – Hadley, MA
Springfield Convention & Visitors Bureau
Northampton Recreation Department, Northampton, MA
The Delaney House, Holyoke, MA
Country Inn and Suites, Holyoke, MA
Open Square Development, Holyoke, MA
Promoting Downtown Amherst Group

Maplewood Restaurant and Organic Farm
Eric Carle Museum, Amherst, MA
Greater Springfield C. V. B.
Sentosa Tourism Development - Singapore
Meeting in Style – Shelburne Falls
Stu Davis, Consultant, Cold Stone Ice Cream
Franklin County Chamber of Commerce
University Club – UMass-Amherst
DePaul University Sch. of Hospitality Leadership – Directed \$100,000
Graduate Curriculum Development project