

MELISSA A. BAKER

Department of Hospitality and Tourism Management
Isenberg School of Management
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EDUCATION

Virginia Tech

Doctor of Philosophy in Hospitality and Tourism Management	2013
Virginia Tech	
Masters of Science	2010
Cornell University, School of Hotel Administration	2002
Bachelor of Science	

ACADEMIC EMPLOYMENT

University of Massachusetts Amherst

Associate Professor	2019- Present
Assistant Professor	2013- 2019

Virginia Tech

Graduate Teaching & Research Assistant	2008 –2013
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RESEARCH INTERESTS

- Service Experience Management
- Service Failure and Recovery
- Appearance and Impression Formation

REFEREED JOURNAL PUBLICATIONS

1. Baker, M. A., Legendre, T. S. (2020). Unintended negative consequences of loyalty programs: Endowed vs. earned loyalty. *Journal of Services Marketing*. (Service: A- Level)
2. Kim, K., Baker, M. A. (2020). Paying it forward: The influence of other customer recovery on future co-creation. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2020.03.015> (Management: A Level)
3. Baker, M. A., Kim, K. (2020). Dealing with customer incivility: The effects of managerial support on employee psychological well-being and quality-of-life. *International Journal of Hospitality Management*, 87, 102503. (Hospitality: A Level)
4. Legendre, T. S., Baker, M. A. (2020). The influence of consumer knowledge and trust on risk-benefit perceptions of edible insects. *Journal of Hospitality and Tourism Research*. (Hospitality: A Level)

5. Legendre, T. S., Baker, M. A., Warnick, R., Assaf, A. (2020). Worldview based hospitality brand support: Belief in a just world theory. *International Journal of Contemporary Hospitality Management* 32(3), 1089- 1107.
(Hospitality: A Level)
6. Kim, Y. S., Baker, M. A. (2019). Customers' reactions to other customer caused service failures: The effects of tie strength on customer loyalty. *Journal of Hospitality Marketing & Management*. <https://doi.org/10.1080/19368623.2020.1688218>
(Hospitality: A- Level)
7. Kim, K., Baker, M. A. (2019). The customer isn't always right: The implications of illegitimate complaints. *Cornell Hospitality Quarterly* <https://doi.org/10.1177/1938965519889288>
LEAD ARTICLE.
(Hospitality: A Level)
8. Ahn, J. S., Assaf, A. G., Josianssen. A., Baker, M. A., Lee, S., Kock, F., Tsionas, M. G. (2019). Narcissistic CEOs and corporate social responsibility: Does the role of an outside board of directors matter? *International Journal of Hospitality Management*.
(Hospitality: A Level)
9. Kim, Y. S., Baker, M. A. (2019). I earn it, but they just get it: Loyalty program customer reactions to unearned preferential treatment in the social servicescape. *Cornell Hospitality Quarterly*. <https://doi.org/10.1177/1938965519857539>
(Hospitality: A Level)
10. Baker, M. A., Kim, K. (2019). Value destruction in online reviews: The effect of language, emotions, and trustworthiness. *International Journal of Contemporary Hospitality Management*, 31(4), 1956-1976.
(Hospitality: A Level)
11. Kim, Y. S., Baker, M. A. (2019). Observer reactions to other customer incivility: Emotional labor, gratitude, loyalty to employee, and tipping intention. *International Journal of Contemporary Hospitality Management*, 31(3), 1292- 1308.
(Hospitality A Level)
12. Kim, K., Baker, M. A. (2019). How the employee looks and looks at you: Building employee-customer rapport. *Journal of Hospitality and Tourism Research*, 43(1), 20-40.
(Hospitality: A Level)
13. Baker, M. A., Kim, K. (2018). The role of language, appearance, and smile on perceptions of authenticity versus rapport. *International Journal of Hospitality Management*, 74, 171- 179
(Hospitality: A Level)
14. Baker, M. A. Kim, K. (2018). Other customer service failure: Emotions, impacts, and attributions. *Journal of Hospitality and Tourism Research*, 42(7), 1067-1085.
(Hospitality: A Level)
15. Legendre, T. S., Warnick, R., Baker, M. A. (2017). We support your restaurants because you are local underdogs: Systems justification theory perspectives. *Cornell Hospitality Quarterly*, 59(3), 201-214.
LEAD ARTICLE.
(Hospitality: A Level)
16. Kim, K., Baker, M.A. (2017). The impact of service provider name, ethnicity, and menu information on perceived authenticity and behaviors. *Cornell Hospitality Quarterly*, 58(3), 312-318.
(Hospitality: A Level)
17. Baker, M. A., Magnini, V. P. (2016). The evolution of services marketing, hospitality marketing, and building the constituency model for hospitality marketing. *International Journal of Contemporary Hospitality Management*, 28(8), 1510- 1534.
(Hospitality A Level)

18. Baker, M. A., Shin, J. T., Kim, Y. W. (2016). An exploration and investigation of edible insect consumption: The impacts of image and description on risk perceptions and purchase intent. *Psychology & Marketing*, 33(2), 94- 112.
(Marketing A- Level)
19. Baker, M. A., Davis, E., Weaver, P. A. (2014). Eco-friendly attitudes, barriers to participation and differences in behavior at green hotels. *Cornell Hospitality Quarterly*, 55(1), 89-99
(Hospitality: A Level)
20. Magnini, V. P., Baker, M. A., Karande, K. (2013). A driver of initial guest perceptions: The frontline provider's face. *Cornell Hospitality Quarterly*, 54(4), 396- 405. **FEATURED ARTICLE.**
(Hospitality: A Level)
21. Baker, M. A., Murrmann, S. K., Green, C. G. (2013). Dining in the city: Server behaviors, time preferences, and the effect of urbanization in restaurants. *Journal of Foodservice Business Research*, 16(2) 113-138.
(Hospitality: B Level)
22. Chu, K. H.L., Baker, M. A., Murrmann, S. K. (2012). When we are onstage, we smile: The effects of emotional labor on employee work outcomes. *International Journal of Hospitality Management*, 31(3), 906-915.
(Hospitality: A Level)
23. Baker, M. A., Magnini, V. P., Perdue, R. R. (2012). Opportunistic customer complaining: Causes, consequences, and managerial alternatives. *International Journal of Hospitality Management*, 31(1), 295-303.
(Hospitality: A Level)

BOOK CHAPTER PUBLICATIONS

1. Baker, M. A., Kim, K. The service experiencescape. In Dixit, S. K. (Ed). *The Routledge Handbook of Tourism Experience Management and Marketing*. Routledge.
2. Kim, K., Baker, M. A. Managing service failures and service recoveries. In Dixit, S. K. (Ed). *The Routledge Handbook of Tourism Experience Management and Marketing*. Routledge.
3. Bebekova, A., Baker, M. A. Crisis management and tourism experiences. In Dixit, S. K. (Ed). *The Routledge Handbook of Tourism Experience Management and Marketing*. Routledge.
4. Baker, M. A. Service quality and emotional intelligence. In Koc, E. (Ed.). *Emotional Intelligence in Tourism and Hospitality*. CABI Publishing.
5. Baker, M. A., Kim, K. Heritage and authenticity in gastronomic tourism. In Dixit, S. K. (Ed). *The Routledge Handbook of Gastronomic Tourism*. Routledge.
6. Baker, M. A., Shin, J. T. Edible insect gastronomy. In Dixit, S. K. (Ed). *The Routledge Handbook of Gastronomic Tourism*. Routledge.
7. Shin, J. T., Baker, M. A. Roles of local foods in sustainable development. In Dixit, S. K. (Ed). *The Routledge Handbook of Gastronomic Tourism*. Routledge.
8. Baker, M. A., Shin, J. T., Kim, Y. W. (2018). Customer acceptance, barriers, and preferences in the US. In Halloran, A., Flore, R., Roos, N., & Vantomme, P. (Eds.) *Edible Insects in Sustainable Food Systems*. Springer, pp. 387- 399.
9. Shin, J. T., Baker, M. A., Kim, Y. W. (2018). Edible insect uses in South Korean Gastronomy: Korean Edible Insect Laboratory case study. In Halloran, A., Flore, R., Roos, N., & Vantomme, P. (Eds.) *Edible Insects in Sustainable Food Systems*. Springer, pp. 147-159.
10. Baker, M. A. (2017). Service recovery theories and models. In Koc, E. (Ed.) *Service Failure and Recovery in Tourism and Hospitality: A Practical Manual*. CABI Publishing.

11. Kim, K., Baker, M. A. (2017). The influence of other customers in service failure and recovery. In Koc, E. (Ed.) *Service Failure and Recovery in Tourism and Hospitality: A Practical Manual*. CABI Publishing.
12. Lee, M., Baker, M. A. (2017). Technology, satisfaction, and service failure. In Koc, E. (Ed.) *Service Failure and Recovery in Tourism and Hospitality: A Practical Manual*. CABI Publishing.
13. Baker, M. A. (2017). Electronic customer relationship management and customer satisfaction. In Dixit, S. K. (Ed.) *Routledge Handbook of Consumer Behavior in Hospitality and Tourism*. Routledge.
14. Baker, M. A. (2016) Managing customer experiences in hotel chains. In Ivanova, M., Ivanova, S., & Magnini, V. P (Eds.) *Handbook of Hotel Chain Management*. Routledge.

RESEARCH & CONFERENCE PRESENTATIONS

1. Baker, M. A., Ma, E., Kim, Y. S. Discrimination or globalization: The effects of employee ethnicity, race, and organizational citizenship behaviors on service recovery experience. Caribbean-International Tourism Conference. Cave Hill, Barbados, December 11- 13, 2019.
2. Kim, Y., Baker, M. A. Investigating the role of employee voice in the failure recovery process on pride and employee task satisfaction. International Council on Hotel, Restaurant, and Institutional Education. New Orleans, US, July 24- 26.
3. Baker, M. A., Kim, K. K. Becoming cynical and depersonalized: The impact of customer incivility, frequency, and coworker support on employee job performance. Travel and Tourism Research Association Conference. Melbourne, Australia, June 25- 27, 2019. **BEST PAPER FINALIST**
4. Baker, M. A., Legendre, T. J. Celebrity endorsement, message framing, and online social support: The gateway bug to edible insect consumption. Travel and Tourism Research Association Conference. Melbourne, Australia, June 25- 27, 2019.
5. Baker, M. A., Kim, K. K. Destroying the value of online reviews: The effects of emotions, language, and valence on trustworthiness. European Council on Hotel, Restaurant, and Institutional Education Conference. Dublin, Ireland, November 6-9, 2018.
6. Baker, M. A., Legendre, T. S. Endowed versus earned loyalty program rewards: Equity, emotions, and consequences. European Council on Hotel, Restaurant, and Institutional Education Conference. Dublin, Ireland, November 6-9, 2018.
7. Kim, K. K., Baker, M. A. Social support and spending pleasure: Mediating role of deservingness. European Council on Hotel, Restaurant, and Institutional Education Conference. Dublin, Ireland, November 6-9, 2018.
8. Kim, K. K., Baker, M. A. Observation of opportunistic complaining of other customers. Global Marketing Conference. Tokyo, Japan, July 26- 29, 2018.
9. Kim, Y. S., Baker, M., Sheel, A. A study of situational factors influencing frontline employees' participation behaviors in service innovation implementation. International Council on Hotel, Restaurant, and Institutional Education Conference. Baltimore, Maryland, July 27, 2017.
10. Kim, Y. S., Baker, M., Shea, L. Investigating the impact of unearned preferential treatment on the firm's loyalty program customers. International Council on Hotel, Restaurant, and Institutional Education Conference. Baltimore, Maryland, July 27, 2017.
11. Shin, J. T., Warnick, R., Baker, M. We want to support because you are local underdogs. International Council on Hotel, Restaurant, and Institutional Education Conference. Baltimore, Maryland, July 27, 2017.
12. Baker, M., Kim, K. The observance of other customer opportunistic complaining, emotional expression, and firm recovery on focal customers' perceived fairness and revisit intention. Global Congress of the Special Interest Tourism & Hospitality Conference, Beppu, Japan, June 25, 2017.

13. Baker, M., Shin, J. T., Kim, Y. W. Understanding customer trust and acceptance of edible insect products: The influence of perceived risk, benefits, and knowledge. Global Congress of the Special Interest Tourism & Hospitality Conference, Beppu, Japan, June 25, 2017.
14. Kim, Y. S., Lee, M., Baker, M. Investigating the effects of brand and employee tie strength on customer tipping behavior in the context of other customers' service failure and recovery. Graduate Educate and Graduate Student Research Conference in Hospitality & Tourism. Houston, Texas, January 6, 2017.
15. Kim, K., Baker, M.A. The motivations of disseminating negative word of mouth. International Council on Hotel, Restaurant, and Institutional Education Conference. Dallas, Texas, July 21, 2016.
16. Baker, M.A., Kim, K. The role of language, appearance, and smile on perceptions of authenticity versus rapport. International Council on Hotel, Restaurant, and Institutional Education Conference. Dallas, Texas, July 22, 2016.
17. Kim, K., Baker, M.A. Other customers as a service recovery agent: A conceptual model of the impact of other customers in a service failure context. International Council on Hotel, Restaurant, and Institutional Education Conference. Dallas, Texas, July 22, 2016.
18. Shin, T. J., Baker, M. A. The influence of consumer knowledge and trust on risk-benefit perceptions of edible insects. Eating Insects Detroit Conference: Exploring the culture of insects as food and feed. Detroit, Michigan, May 27, 2016.
19. Kim, K., Baker, M. A. The impact of employee appearance, eye contact, and courtesy on building customer-employee rapport. Graduate Student Research Conference in Hospitality & Tourism. Philadelphia, Pennsylvania. January 7, 2016.
20. Baker, M.A., Kim, K. Other customer generated service failure: Attributions, customer perceptions and impacts for the firm. International Council on Hotel, Restaurant, and Institutional Education Conference. Orlando, Florida, July 31, 2015.
21. Baker, M.A., Kim, K. K. Authenticity and the tangible cues of employee name, ethnicity, and menu descriptions. International Council on Hotel, Restaurant, and Institutional Education Conference. Orlando, Florida, July 31, 2015.
22. Kim, K. K., Baker, M. A., Oh, H. Directive versus empowering leadership and employees as a brand builder. International Council on Hotel, Restaurant, and Institutional Education Conference, Poster Presentation. Orlando, Florida, July 31, 2015.
23. Shin, T. J., Baker, M. A., Km, Y. G. Customer information processing on abhorred food products. International Council on Hotel, Restaurant, and Institutional Education Conference. Orlando, Florida, July 31, 2015.
24. Baker, M. A. Dysfunctional vs. Functional complaints: Employee emotions, emotional labor, and coping. Service Management and Science Forum Conference. Waltham, MA, June 13, 2015.
25. Baker, M. A. Managing the customer electronic word-of-mouth experience through managerial response strategies. Service Management and Science Forum Conference. Waltham, MA, June 13, 2015.
26. Baker, M. A., & Kim, K. How the employee looks and looks at you: Attractiveness, eye contact, and courtesy. Service Management and Science Forum Conference. Waltham, MA, June 13, 2015.
27. Baker, M. A. Routes to investigating customers private and public word-of-mouth intentions via service recovery strategies. Frontiers in Service Conference. Miami, Florida. June 26, 2014.
28. Kim, K., Baker, M. A. Food safety behaviors: An examination of organizational factors. International Council on Hotel, Restaurant, and Institutional Education Conference. San Diego, California, July 29, 2014.
29. Kim, K., Baker, M. A. The moderating impact of organizational commitment and employee motivation on the relationship between food safety training and food safety behaviors. Graduate Student Research Conference in Hospitality and Tourism. Houston, Texas. January 4, 2014.

30. Baker, M. A, McGehee, N., Murphy, L., Li, Xiangping. Images and Icons in photographic depiction of destinations: American and Australian generation Y perceptions. Annual Graduate Student Research Conference in Hospitality and Tourism. Chantilly, Virginia, January 8, 2010.
31. Baker, M. A., Weaver, P., Davis, E. An analysis of consumer knowledge, concern, and behavior: Green hotel programs and initiatives. Annual Graduate Student Research Conference in Hospitality and Tourism. Chantilly, Virginia., January 9, 2010.

TEACHING EXPERIENCE

Service Experience Management HT MGT 397M

Description: Service experience management focuses on strategically managing all touchpoints in guests' experience including service delivery, service failure and recovery, internal marketing, brand management, customer psychology and body language.

Spring 2016	4.9/5.0 scale
Fall 2016	4.9/5.0 scale
Spring 2017	4.9/5.0 scale
Fall 2017	4.9/5.0 scale
Spring 2018	4.7/5.0 scale
Fall 2018	4.9/5.0 scale
Fall 2019	4.8/5.0 scale
Spring 2020	4.8/5.0 scale (COVID-19 semester)

Foodservice Management HT MGT 250

Description: Discusses foodservice classifications, menu design and evaluation, purchasing, production, service, safety and sanitation, as well as management functions of food and beverage operations.

Fall 2012	4.8/ 5.0 scale
Spring 2013	4.8/5.0 scale
Fall 2013	4.8/ 5.0 scale
Spring 2014	4.7/5.0 scale
Fall 2014	4.7/ 5.0 scale
Spring 2015	4.9/5.0 scale
Fall 2015	4.8/ 5.0 scale
Spring 2019	4.6/5.0 scale

Leadership Issues in Foodservice Management HT MGT 455

Description: Capstone Course focusing on integrative experience, shared learning and applying prior learning to new situations, challenging questions and real-world experiences.

Spring 2014	5.0/ 5.0 scale
Spring 2015	5.0/ 5.0 scale
Spring 2016	4.9/5.0 scale
Spring 2017	5.0/ 5.0 scale
Spring 2018	5.0/5.0 scale
Spring 2019	4.8/5.0 scale
Spring 2020	5.0/5.0 scale (COVID-19 semester)

Risk and Sanitation Management HT MGT 353

Description: Discusses sanitation and risk management components of hospitality management including safely serving and preparing food, alcoholic beverages, legal issues, physical and human assets, crisis management and travel security and safety.

Fall 2012	4.8/ 5.0 scale
Fall 2013	4.8/ 5.0 scale
Fall 2014	5.0/ 5.0 scale
Fall 2015	4.9/5.0 scale

Business in Italy SCH-MGT 397D (Short-term Study Abroad)

Description: Seminar course and study abroad experience in Italy. Focus is on globalization, made-in-Italy brand, modern versus traditional production, and business aesthetics unique to Italian products and services.

Fall 2018	5.0/5.0 scale
Fall 2019	5.0/5.0 scale
Fall 2020	4.9/ 5.0 scale

Cultural Tourism HT MGT 391C (Short-term Study Abroad)

Description: Introduces students to cultural tourism within a study abroad including elements of history, art, cuisines, social dynamics, recreation, and tourism that help shape different cultures way of life. Emphasis is placed on experiential learning through the study abroad program

Seminar in Hospitality Research SCH MGMT 888

Description: Doctoral student seminar with focus on research theory, development, and methodology in hospitality operations and human resources management.

Spring 2013	5.0/ 5.0 scale
Fall 2016	4.7/5.0 scale

Research in Services Marketing and Management SCH MGMT 885

Description: Doctoral student seminar exploring theory and methodology of services marketing and management

Fall 2016	4.7/5.0 scale
Spring 2019	4.3/5.0 scale

Human Resources Management SCH MGMT 770 (Online and Hybrid Course)

Description: Hybrid MBA course that focuses on strategic human resources management, employment law, hiring process, performance management, and compensation for more effectively managing people

Spring 2017	4.9/5.0 scale (Hybrid)	Fall 2018	4.6/5.0 scale (Online)
Spring 2018	5.0/5.0 scale (Hybrid)	Summer 2018	4.7/5.0 scale (Online)
Fall 2019	4.9/5.0 scale (Hybrid)	Summer 2018	4.6/5.0 scale (Online)
		Spring 2019	4.4/5.0 scale (Online)
		Summer 2019	4.3/5.0 scale (Online)
		Spring 2020	4.6/5.0 scale (Online) COVID-19

Food and Beverage Management HTM4414

Description: An overview of food and beverage management, focusing on the current trends, operational challenges, menu design and development, control functions, budgets, and strategic management

Spring 2010	4.9/ 5.0 scale
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Lodging Management HTM 3524

Description: An overview of lodging management and operations, focusing on segmentation, current trends within the industry, managerial challenges and strategies, departmental functions, and development of sustained competitive advantages for future lodging managers

Fall 2010	4.9/ 5.0 scale
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Human Resources Management HTM 4464

Description: Course focuses on managing people in the workplace addressing human resource strategic planning, staffing, employment law, selection, recruitment, compensation, job design, and motivation with both theory and practice of human resources

Fall 2011	5.0/ 5.0 scale
Spring 2012	4.9/ 5.0 scale

Introduction to Hospitality and Tourism Management HTM 1414

Description: Examines key components and variations in hospitality operations, introduces and analyzes tourism demand, motivation, and impact, and discusses managerial components of HR, finance, service, marketing, and communication

Spring 2012 4.6/ 5.0 scale

Catering Management HTM 2514 (Online Course)

Description: Introductory course designed to familiarize students with catering operations, venues, services, functions, process, and management with a focus on managerial critical thinking

REVIEWING ACTIVITIES

Editorial Board

- Journal of Hospitality and Tourism Research
- International Journal of Contemporary Hospitality Management
- Cornell Hospitality Quarterly
- International Journal of Hospitality and Tourism Administration

Ad hoc Reviewer

- Journal of Business Research
- Psychology & Marketing
- Journal of Services Marketing
- Annals of Tourism Research
- Journal of Travel Research
- International Journal of Hospitality Management
- Journal of Hospitality and Tourism Education
- Journal of Business Ethics
- Journal of Sustainable Tourism
- Journal of Hospitality Marketing & Management
- Journal of Retailing and Consumer Services
- Journal of Travel & Tourism Marketing
- Journal of Vacation Marketing
- Journal of Service Theory and Practice
- Journal Hospitality and Tourism Management
- Tourism Economics
- Anatolia
- Insects
- Academy of Marketing Conference
- ICHRIE Conference
- Global Marketing Conference
- Graduate Student Research Conference in Hospitality and Tourism

INVITED PRESENTATIONS (NON-REFEREED)

- ABA Stonier Graduate School of Banking & Wharton Leadership: Talent Management and Succession Planning 6/12/2020
- University Women's Network: Managing Work Personalities Workshop 3/11/2020
- Women in of Isenberg Conference: Color Psychology Workshop 2/22/2020
- Virginia Tech Invited Speaker Series: Building your Academic Brand and Research Identity: A Story of Customer Experience Management 11/1/2019
- Women in Business: Business Etiquette 10/22/2019
- Isenberg Marketing Club: Marketing Applications in Hospitality 9/8/2019

M. Baker CV, Isenberg School of Management July, 2020

- ABA Stonier Graduate School of Banking & Wharton Leadership: Talent Management and Succession Planning 6/12/2019
- Eta Sigma Delta: Culture and Cuisine Dinner 4/25/2019
- UMass Athletics: Professional and Dining Etiquette 4/2/2019
- Women of Isenberg Conference: Corporate Confidence: Who's Behind the Suit? Panel 2/23/2019
- University Women's Network: Different Work Styles 2/13/2019
- UMass Athletics: Professional and Dining Etiquette 10/16/2018
- Women in Business: Appearance and Dressing for Success 9/24/2018
- Managing Social Styles: Assistant Vice Chancellor's Alumni Relations Staff Retreat 6/8/2018
- UMass Athletics: Professional and Dining Etiquette 3/20/2018
- Women of Isenberg Conference: Managing Social Styles Workshop 2/24/2018
- Harambee Residential Community: Diversity, Professionalism, & Etiquette Seminar 2/22/2018
- Isenberg Marketing Club: Social Styles and Communication 9/14/2017
- UMass MBA Orientation: Social Styles and Communication 8/28/2017
- Eta Sigma Delta: Culture and Cuisine Dinner and Seminar 4/26/2017
- Women in Business: Leadership Styles Seminar 4/10/2017
- Eta Sigma Delta: Leadership Styles Seminar 4/5/2017
- UMASS Athletics: Professional and Dining Etiquette 3/29/2017
- Eta Sigma Delta: Teamwork Exercise 2/15/2017
- New England Research Symposium: Courtesy, Eye contact, and Rapport 10/14/2016
- UMass Athletics: Professional and Dining Etiquette 10/12/2016
- Hillel Association: Appearance and Impression Formation 10/7/2016
- Internet Marketing Inc.: Managing your Communication: The Pursuit of Wow 9/22/2016
- Internet Marketing Inc.: Managing your Communication: The Pursuit of Wow 9/21/2016
- UMass MBA Orientation: Managing Personalities 8/30/2016
- New England Club Managers Conference: Foodservice Trends 3/21/2016
- Women of Isenberg Conference: Leadership Panel 2/27/2016
- Women of Isenberg Conference: Leadership Styles Seminar 2/27/2016
- Eta Sigma Delta: Leadership Styles 2/8/2016
- International Hospitality Academy: Business & Dining Etiquette 8/11/2015
- International Hospitality Academy: Restaurant Management Trends 8/10/2015
- UMass Athletics Scholar Athlete Luncheon: Scholar Athletes in HTM 5/6/2015
- UMass Athletics: Professional and Dining Etiquette 4/1/2015
- Women of Isenberg Conference: Building your Brand 2/17/2015
- UMass Amherst, Residence Hall Mentoring: Gaining value and breaking out of your comfort zone 10/20/2015
- Internet Marketing Inc.: Effective Managerial Communication 8/ 8/2014
- International Hospitality Academy: Etiquette Lecture and Restaurant Management 7/15/2014
- International Hospitality Academy: Etiquette Lecture 2/12/2013
- National Society of Minorities in Hospitality: Interviewing Success 1/30/2013

EVIDENCE OF RESEARCH IMPACT: TELEVISION, MAGAZINE AND ONLINE APPEARANCES

- Poets & Quants for Undergrads (May 12, 2020). “Favorite Business Professors of the Class of 2020.” The Best of the Best by Jeff Schmitt <https://poetsandquantsforundergrads.com/2020/05/12/favorite-business-professors-of-the-class-of-2020/>
- University of Massachusetts Amherst. News and Media Relations (May 15, 2020), “Melissa Baker Named a Favorite Business Professor” by Poets & Quants.
- Isenberg School of Management, University of Massachusetts Amherst (May 15, 2020), “Melissa Baker Named a Favorite Business Professor by Poets & Quants.
- WGBY Television (April 1, 2019). Full interview. “Eliminating the tipped wage in Massachusetts” <https://connectingpoint.wgby.org/livestream/>
- Mass Live Business News (April 8, 2018). Commentary featured in article, “No English, no luck? Why MGM Springfield is looking for strong English skills and what’s being done to prep candidates” by Kim Kinney.
- The Week (January 23, 2016). Research Featured in Article, “How Westerners Eat Insects”
- Pacific Standard (January 23, 2016). Research featured in article, “How Westerners Eat Insects,” by Tom Jacobs.
- Amherst Bulletin (February, 2015). Commentary featured in article, “Technology gives restaurant owners closer connections” by Scott Merzbach. [M. Baker CV, Isenberg School of Management July, 2020](https://www.amherstbulletin.com/Archives/2015/02/f6biztechnology-hg-020215Daily Hampshire Gazette. (February 2, 2015). Commentary featured in article, “Technology adds reach, scrutiny for restaurants,” by Scott Merzbach.• SMART NEWS. (February 2, 2015). Commentary featured in article, “Technology adds reach, scrutiny for restaurants.” By• Liquor License News (November 20, 2013). Research Featured in Article, “No Beards for Wait Staff” by Melissa Kupiec.• Market Parallels, Inc. (November 8, 2013). Research Featured in Article, “Beards bad, smiling good, new study suggests,” by W. PeMatico• Hotels Magazine (November 7, 2013). Research featured in article, “Should hotel companies legislate staff facial hair” by Jeff Weinstein• Overnight New York (November 6, 2013). Research Featured in Article, “Bearded hotel staffers are viewed less favorable by guests, a New Cornell Study finds” By Terry Trucco.• Hospitality Net (November 6, 2013). Research featured in article, “Bearded hotel staffers don’t cut it with guests, says new Cornell study”.• UPI (November 6, 2013). Research Featured in Article, “Study: Customers prefer hotel workers without beards”.• Hotel Online (November 5, 2013). Research featured in article, “Bearded hotel staffers don’t cut it with guests, says new Cornell study”.• HTrends Mobile Edition (November 5, 2013). Research featured in article, “Employee Appearance a driver of guest perceptions”.• Resort Trades (November 5, 2013). Research Featured in Article, “Appearance a driver of guest perceptions”.• Restaurant Hospitality (November 5, 2013). Research Featured in Article, “Beards bad, smiling good, new study suggests” By Megan Rowe.• Malaysia Sun (November 5, 2013). Employee Appearance a driver of guest perceptions.• Cornell University School of Hotel Administration (November 4, 2013). Research featured in article, “Bearded hotel staffers don’t cut it with guests, says new Cornell study”.</div><div data-bbox=)

- Hotel News Resource (November 4, 2013). Research featured in article. “Bearded Staffers don’t cut it with guests: Employee appearance a driver of guest perceptions”.
- Hospitality Trends (November 4, 2013). Research featured in article, “Bearded hotel staffers don’t cut it with guests”.
- Management Ink. (July 3, 2013 & November 7, 2013). Research featured in article, “Yes, looks do matter in the workplace” by Cynthia Nalevanko.
- Overnight New York (November 6, 2013). Research featured in article, “Bearded hotel staffers are viewed less favorable by guests, a New Cornell Study finds” By Terry Trucco.
- Psychology Today (March 12, 2013). Research featured in Article, “The six best kept secrets about stress”.
- Pamplin College of Business Magazine. Research Featured in Article, “Guests’ green habits slip during hotel stays

PROFESSIONAL EXPERIENCE

Program Manager

May 2011- August 2012

Leadership, Excellence, and Academics at Pamplin

Pamplin College of Business, Virginia Tech

- Assisted in designing program with focus on student development and progress in successful transition to college with key factors of social adjustment, social integration, academic efficacy, and institutional commitment
- Managed and executed lecturer presentations, events, discussions, and interactions for maximum engagement and pedagogical advancement
- Applauded for work at the Pamplin College of Business Advisory Board meeting and served as the only graduate student invited

Assistant General Manager

August 2002-July 2008

Bravo Development, Inc., Columbus, OH

- Managed all aspects of high-volume (6 million to 10 million per year), casual-upscale restaurants: Guest, team member, and financial
- Consistently achieved and surpassed sales and financial goals, turnover targets, and top rankings in guest satisfaction
- Served as lead mentor in flagship training store. Oversaw, coached, and developed over 100 managers
- Responsible for implementing projects, assignments, and assisted in development of Manager-In-Training program and workbook
- Pioneered and developed college graduate recruiting and development program
- Recruited and interviewed manager candidates and led performance evaluations

HONORS AND AWARDS

- Isenberg Teaching Fellow 2020-2021
- Distinguished Teaching Award, UMass Amherst
 - Finalist 2020
 - Nominee 2019
 - Nominee 2018
- Favorite Business Professor, Poets & Quants 2020
- Lilly Fellowship, UMass Amherst
 - Selected as one of 8 Fellows across all disciplines of UMass Campus 2018
- Faculty Recognition Award, UMass Athletics 2018

- Outstanding Reviewer Award, International Journal of Contemporary Hospitality Management
 - Editorial Board Reviewer 2017
 - Ad Hoc Reviewer 2016
- Kelleher Award, Outstanding Faculty and Staff, UMass Amherst 2017
- College Outstanding Teacher Award, Isenberg School of Management 2016
- Outstanding Scientific Paper Reviewer Service Management & Marketing, International Council on Hotel, Restaurant, and Institutional Education 2015
- Eta Sigma Delta Chapter of Distinction Award, International Council on Hotel, Restaurant, and Institutional Education 2015
- Holtzman Award for Research Excellence 2012
- Outstanding Doctoral Student Award, Pamplin College of Business, Virginia Tech 2012
- Graduate Student Excellence in Teaching, Hospitality and Tourism Management Department, Virginia Tech 2011

GRANTS

- Lilly Fellowship 2018
 - \$14,000
- Flex Grant for Teaching/ Faculty Development sponsored by the Center for Teaching and Faculty Development, University of Massachusetts Amherst
 - \$500 2020
 - \$500 2019
 - \$500 2018
 - \$500 2017
 - \$500 2015
 - \$500 2014
- MSP Research Grant sponsored by Massachusetts Society of Professors Research Support Fund.
 - \$1000 2020
 - \$1000 2019
 - \$1000 2018
 - \$1000 2017
 - \$1000 2016
 - \$800 2015
- Society for Hospitality and Foodservice Managers Course Grant 2015
 - \$1250

GRADUATE STUDENT COMMITTEES

- Yeon Jung Kim, Doctoral Chair, Isenberg School of Management 2019- present
- Youngsun Kim, Doctoral Chair, Isenberg School of Management 2016- 2020
 - Placement: University of California, San Bernardino
- Jin Sun Ahn. Doctoral committee, Isenberg School of Management 2014- 2018
 - Placement: Boston University
- Kawon Kim, Doctoral Co-Chair, Isenberg School of Management 2013- 2017
 - Placement: University of South Carolina
- Erfan Rezvani, Doctoral committee. Isenberg School of Management 2015- 2016
- Jungyoung Tiffany Shin Doctoral committee, Isenberg School of Management. 2014- 2016
 - Placement: University of Houston

SERVICE ACTIVITIES

- Search Committee, Center for Teaching and Learning 2019
- Mt. Ida Task Force, Isenberg School of Management 2019- present
- Minor Planning Committee, Isenberg School of Management 2019- present
- Search Committee, Executive Director of Chase Career Center, Isenberg School of Management 2019
- College Curriculum Committee, Isenberg School of Management 2018- present
- University Faculty Senate Elected Delegate, UMass Amherst 2018- present
- Chair, Isenberg College Teaching Award and Recognition Selection Committee (TARSC) 2017- present
- Faculty Advisor to UMass Amherst Chapter of Eta Sigma Delta (International Society that recognizes academic excellence of hospitality management students) 2015- present
- Faculty Search Committee, HTM Department 2015- 2016
- Ph.D. Application Review Committee, HTM Department 2013- present
- Undergraduate Strategic Planning and Curriculum Committee, UMass Amherst, Department of Hospitality and Tourism Management 2014- present
- Graduate Strategic Planning Committee, UMass Amherst, Department of Hospitality and Tourism Management 2014- present