

MELISSA A. BAKER
Department Chair
Jaime'76 and Cindy Pereira Faculty Fellow
Hospitality and Tourism Management Department
Isenberg School of Management
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ACADEMIC EMPLOYMENT

University of Massachusetts Amherst

Department Chair	2023- present
Jaime '76 and Cindy Pereira Faculty Fellow	2024- present
Professor	2025- present
Associate Professor	2019- 2025
Assistant Professor	2013- 2019

The Wharton School -ABA Stonier Graduate School of Banking

Adjunct Lecturer	2019 –present
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EDUCATION

Virginia Tech

Doctor of Philosophy in Hospitality and Tourism Management	2013
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Virginia Tech

Masters of Science	2010
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Cornell University, School of Hotel Administration

Bachelor of Science	2002
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RESEARCH FOCUS

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

STRATEGIC LEADERSHIP HIGHLIGHTS

Strategic Advancement and Program Elevation

- Increased program ranking to #5 in US and #10 Globally (up from #10 in US and #20 Globally)

Enrollment and Student Engagement

- Increased student enrollment 58% in 2 years
- Increased double major enrollment to highest in department history by 177%
- Possess one of the highest yield % of accepted students matriculating to any department in university of 38% (campus average 18%)

Innovation in Teaching and Learning

M. Baker CV, Isenberg School of Management, July 2026

- Created first new programming in HTM department in 8 years
- Assisted in creation of dynamic, new courses (Wellness & Wellbeing in Business, Hospitality Real Estate, Generative AI, and CSR in Hospitality)
- Co-led Isenberg Teaching Fellows to improve teaching innovation across business school
 - Created Isenberg Teaching Fellow website
 - Led 30+ seminars on teaching excellence
 - Mentored faculty and Ph.D. students
 - Created video, written, and online content to share best pedagogical practices
- Assisted in creation of technology sandbox and digital recording student to advance technology innovation in teaching

Alumni Relations and Engagement

- Led fundraising campaign generating \$2.3 million dollars for HTM Department
- Increased satisfaction and engagement of HTM Leadership Board through strategic vision and results achieved
- Created Young Alumni Fireside Event

Created New High School Partnerships

- Created new programming and partnerships to increase pipeline of talent for HTM industry
 - HTM Pre College Leadership Academy (2-week residential program)
 - Ranked highest in program satisfaction and experience
 - HTM Early College Program
 - Partnership with rural schools to make college more accessible
 - Springfield Empowerment Zone Partnership
 - Partnership to offer college credit to minority and underrepresented students to make college more accessible and attainable

Experiential Learning

- Created new experiential learning opportunities for students
 - Increased industry field trips/ leadership academies
 - Increased conference and industry engagement opportunities
 - Revived short term study abroad Isenberg culture and Tourism Management in Europe (2-week study abroad)
- Created HTM Ambassadors (largest departmental club) to increase student engagement
 - Department Instagram gained 9900% increase in engagement through strategic leadership

REFEREED JOURNAL PUBLICATIONS

1. Kang, A., Baker, M. A., Legendre, T. (2026). An ounce of prevention is worth a pound of cure: The effects of customer incivility and employee support messages. *International Journal of Hospitality Management*.
(ABCD Rank A*, Isenberg Rank Premier)
2. Cain, L., Wu, L., Legendre, T., Baker, M., King, C. (2025). Beyond human resources management: Why employment is the perennial hospitality issue. *International Journal of Contemporary Hospitality Management*.
(ABCD Rank A, Isenberg Rank A)
3. Kim, M., Baker, M. A. (2024). Sustainable tourism employment: A comprehensive overview of tourist employees' experience from a tourist-employee interaction perspective. *Journal of Hospitality and Tourism Management*.
(ABCD Rank A, Isenberg Rank A-)
4. Baker, M. A., Kim, K. (2024). The impacts of organizational support and customer incivility on employee vulnerability and job performance. The moderating role of employee mental health. *International Journal of Hospitality Management*
(ABCD Rank A*, Isenberg Rank Premier)

M. Baker CV, Isenberg School of Management, July 2026

5. Kang, A., Legendre, T. S., Lee, A. S., Baker, M. A. (2023). Heroes rise in tough times: The role of ethical idealism, empathy, and firm recovery response to the COVID-19 pandemic. *Cornell Hospitality Quarterly*.
(ABCD Rank A, Isenberg Rank A)
Top 50 most cited CQ articles 2025
6. Ma, E., Baker, M. A., Kim, Y. S., Kim, K. (2023). When going above and beyond meets diversity: Are service recoveries evaluated based on inference or recognition? *Cornell Hospitality Quarterly*.
(ABCD Rank A, Isenberg Rank A)
7. Kim, M., Baker, M. A., Ma, E. (2023). From customer's fingertips to employee's well-being: The impact of mobile application ordering from a job demand-resource perspective. *Tourism Management*. (ABCD Rank A*, Isenberg Rank Premier)
8. Kim, M., Baker, M. A. (2023). From surviving to co-creating: The effects of the reshaped physical and social servicescape on customer perceptions. *Service Industries Journal*.
(ABCD Rank B, Isenberg Rank A-)
9. Wei, W., Baker, M. A., Onder, I. (2022). All without leaving home: Building a conceptual model of virtual tourism experiences. *International Journal of Contemporary Hospitality Management*.
(ABCD Rank A, Isenberg Rank A)
Featured article in Virtual Special Edition
10. Kang, A., Baker, M. A. (2022). Which CSR message appeals most to you? The role of message framing, psychological ownership, perceived responsibility and customer altruism. *International Journal of Hospitality Management*.
(ABCD Rank A*, Isenberg Rank Premier)
11. Miao, L., Baker, M. A., Hughes, K., Kim, S., Lu, L., Singal, M., Young, C. (2022). Launch of the JHTR featured section "Insight & Foresight": Inspire "Homegrown" theorizing in hospitality and tourism research. *Journal of Hospitality and Tourism Research*.
(ABCD Rank A, Isenberg Rank A)
12. Baker, M. A., Kim, K. (2021). Becoming cynical and depersonalized: The impact of customer incivility, frequency, and coworker support on employee job performance. *International Journal of Contemporary Hospitality Management*.
(ABCD Rank A, Isenberg Rank A)
13. Legendre, T. A., Baker, M. A. (2021). Credit card churning customers and protestant work ethic: Implications of endowed loyalty. *Service Industries Journal*.
(ABCD Rank B, Isenberg Rank A-)
14. Wang, D., Baker, M., Kim, Y., Ma, E. (2021). From angels to demons: Uncovering the relationships between tipping, social dignity, OCB, and incivility intentions. *International Journal of Hospitality Management*.
(ABCD Rank A*, Isenberg Rank Premier)
15. Kim, K., Baker, M. A. (2021). Luxury branding in the hospitality industry: The impact of employee's luxury appearance and elitism attitude. *Cornell Hospitality Quarterly*.
Top 20 most cited CQ articles 2023
Top 10 most read CQ articles 2023
(ABCD Rank A, Isenberg Rank A)
16. Legendre, T. J. S., Baker, M. A. (2021). The gateway bug to edible insect consumption: Interactions between message framing, celebrity endorsement, and online social support. *International Journal of Contemporary Hospitality Management*.
(ABCD Rank A, Isenberg Rank A)
17. Baker, M. A. (2021). Educational distancing: A mixed-methods study of student perceptions in the time of coronavirus. *Journal of Hospitality and Tourism Education*.
(ABCD Rank B, Isenberg Rank A-)

18. Kim, K. K., Baker, M. A. (2021). Do I deserve to spend? Online social support and spending pleasure. *Cornell Hospitality Quarterly*, 1-17.
(ABCD Rank A, Isenberg Rank A)
19. Baker, M. A., Legendre, T. S. (2020). Unintended negative consequences of loyalty programs: Endowed vs. earned loyalty. *Journal of Services Marketing*.
(ABCD Rank A, Isenberg Rank A-)
20. Kim, K., Baker, M. A. (2020). Paying it forward: The influence of other customer recovery on future co-creation. *Journal of Business Research*, 121, 604- 615.
(ABCD Rank A, Isenberg Rank A)
21. 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.
(ABCD Rank A*, Isenberg Rank Premier)
22. Legendre, T. S., Baker, M. A. (2020). Legitimizing edible insects for human consumption: The impacts of trust, risk-benefit, and purchase activism. *Journal of Hospitality and Tourism Research*, 1-23.
(ABCD Rank A, Isenberg Rank A)
- Top 25 most cited JHTR articles 2023**
23. 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.
(ABCD Rank A, Isenberg Rank A)
24. Kim, K., Baker, M. A. (2020). The customer isn't always right: The implications of illegitimate complaints. *Cornell Hospitality Quarterly*, 61(2), 113- 127.
(ABCD Rank A, Isenberg Rank A)
- 2020 BEST PAPER FINALIST**
- Top 15 most cited CQ articles 2021 and 2022**
25. Kim, Y. S., Baker, M. A. (2020). I earn it, but they just get it: Loyalty program customer reactions to unearned preferential treatment in the social servicescape. *Cornell Hospitality Quarterly*, 61(1), 84- 97.
(ABCD Rank A, Isenberg Rank A)
- Top 10 most cited CQ articles of 2021 and 2022**
- Top 50 most read CQ articles 2025**
26. Kim, Y. S., Baker, M. A. (2020). Customers' reactions to other customer caused service failures: The effects of tie strength on customer loyalty. *Journal of Hospitality Marketing & Management*, 29(6), 682- 701.
(ABCD Rank A, Isenberg Rank A-)
27. Ahn, J. S., Assaf, A. G., Josianssen. A., Baker, M. A., Lee, S., Kock, F., Tsionas, M. G. (2020). Narcissistic CEOs and corporate social responsibility: Does the role of an outside board of directors' matter? *International Journal of Hospitality Management*, 85, 102350.
(ABCD Rank A*, Isenberg Rank Premier)
28. 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.
(ABCD Rank A, Isenberg Rank A)
29. 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.
(ABCD Rank A, Isenberg Rank A)

FEATURED ARTICLE

Featured article in Virtual Special Edition

30. 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.
(ABCD Rank A, Isenberg Rank A)

Top 10 most downloaded JHTR article 2020, 2021, 2023

31. 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
(ABCD Rank A*, Isenberg Rank Premier)
32. Baker, M. A. Kim, K. (2018). Other customer service failure: Emotions, impacts, and attributions. *Journal of Hospitality and Tourism Research*, 42(7), 1067-1085.
(ABCD Rank A, Isenberg Rank A)
33. Legendre, T. S., Warnick, R., Baker, M. A. (2017). The support of local underdogs: Systems justification theory perspectives. *Cornell Hospitality Quarterly*, 59(3), 201-214.
(ABCD Rank A, Isenberg Rank A)

LEAD ARTICLE

Top 10 most cited CQ articles 2020

34. 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.
(ABCD Rank A, Isenberg Rank A)

Top 10 most cited CQ articles 2019

35. 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.
(ABCD Rank A, Isenberg Rank A)
36. 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.
(ABCD Rank A, Isenberg Rank A-)
37. 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
(ABCD Rank A, Isenberg Rank A).

Top 10 most downloaded CQ article 2019 and 2020

Top 30 most read article 2023

38. 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.
(ABCD Rank A, Isenberg Rank A)

FEATURED ARTICLE

39. 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.
(ABCD Rank B)
40. 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.
(ABCD Rank A*, Isenberg Rank Premier)
41. 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.

BOOK CHAPTER PUBLICATIONS

1. Baker, M. A., Kang, A. Collaborative experiences in virtual tourism and travel. Routledge Handbook of Collaborative Consumption in Tourism. Routledge.
2. Wei, W., Baker, M. A. Virtual tourism experiences: Exploring the concept and key elements. Handbook of Experience Science: Tourism, Hospitality, and Leisure. Edward Elgar Publishing.
3. Kang, A., Baker, M. A.. Designing customer experiences: The importance of different types of service encounters. Handbook of Experience Science: Tourism, Hospitality, and Leisure. Edward Elgar Publishing.
4. Baker, M. A., Kim, K. The service experiencescape. (2020). In Dixit, S. K. (Ed). The Routledge Handbook of Tourism Experience Management and Marketing. Routledge.
5. Kim, K., Baker, M. A. Managing service failures and service recoveries. (2020). In Dixit, S. K. (Ed). The Routledge Handbook of Tourism Experience Management and Marketing. Routledge.
6. Bebekova, A., Baker, M. A. Crisis management and tourism experiences. (2020). In Dixit, S. K. (Ed). The Routledge Handbook of Tourism Experience Management and Marketing. Routledge.
7. Baker, M. A. Service quality and emotional intelligence. (2019). In Koc, E. (Ed.). Emotional Intelligence in Tourism and Hospitality. CABI Publishing.
8. Baker, M. A., Kim, K. (2019). Heritage and authenticity in gastronomic tourism. In Dixit, S. K. (Ed). The Routledge Handbook of Gastronomic Tourism. Routledge.
9. Baker, M. A., Shin, J. T. Edible insect gastronomy. (2019). In Dixit, S. K. (Ed). The Routledge Handbook of Gastronomic Tourism. Routledge.
10. Shin, J. T., Baker, M. A. (2019). Roles of local foods in sustainable development. In Dixit, S. K. (Ed). The Routledge Handbook of Gastronomic Tourism. Routledge.
11. 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.
12. 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.
13. 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.
14. 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.
15. Lee, M., Baker, M. A. (2017). Technology, satisfaction, and service excellence. In Koc, E. (Ed.) Service Failure and Recovery in Tourism and Hospitality: A Practical Manual. CABI Publishing.
16. 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.
17. 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. Cain, L., Baker, M. A. How can we find the balance? Doing more with less versus wellbeing. International Council on Hotel, Restaurant, and Institutional Education Conference. Hague, Netherlands, November 8-10, 2025

2. Legendre, T., Baker, M. A., Kang, A. When a foodservice business fails and artificial intelligence offers legal advice. International Council on Hotel, Restaurant, and Institutional Education Conference. Hague, Netherlands, November 8-10, 2025
3. Baker, M. A., Legendre, T. Why employment is the perennial hospitality problem: Overcoming enrollment and attraction challenges. European Council on Hotel, Restaurant, and Institutional Education Conference. Doha, Qatar, November 4-7, 2024.
4. Kang, Y. A., Baker, M. A., Legendre, T. We have your back: Employee versus customer focused support during customer incivility. International Council on Hotel, Restaurant, and Institutional Education Conference. Montreal, Canada, July 24- 26, 2024.
5. Jeon, Y., Baker, M. A., How contactless service and customer incivility affect hospitality employee's mental health and turnover intention: The moderating role of resilience. International Council on Hotel, Restaurant, and Institutional Education Conference. Montreal, Canada, July 24- 26, 2024.
6. Kim, M. S., Baker, M. A., Employees emotional reactions to mobile application ordering using cognitive appraisal theory of emotions. International Council on Hotel, Restaurant, and Institutional Education Conference. Montreal, Canada, July 24- 26, 2024.
7. Kim, M. S., Baker, M. A. How to correct customer misbehavior: The impact of service scripts and other customers' positive feedback on role breadth and self-efficacy. International Council on Hotel, Restaurant, and Institutional Education Conference. Phoenix Arizona, July 19- 21, 2023.

BEST POSTER WINNER.

8. Kim, M. S., Baker, M. A., Ma, E. Employees dehumanization of customers: The negative impact of mobile orders and the moderating role of customer orientation. International Council on Hotel, Restaurant, and Institutional Education Conference. Phoenix Arizona, July 19- 21, 2023.
9. Kim, M. S., Baker, M. A. How misbehavior affects us all: Correcting customer misbehavior from problem and observing customer perspectives. International Council on Hotel, Restaurant, and Institutional Education Conference. Washington D. C., August 2- 7, 2022.
10. Kang, Y. A., Baker, M. A. Human versus technology provider smiles: Not all smiles are equal. International Council on Hotel, Restaurant, and Institutional Education Conference. Washington D. C., August 2- 7, 2022.
11. Kang, Y. A. Baker, M. A. Creating memorable experiences in service encounters: The moderating role of technology fatigue. International Council on Hotel, Restaurant, and Institutional Education Conference. Washington D. C., August 2- 7, 2022.
12. Kang, Y. A., Baker, M. A. Service encounter research: An integrative bibliometric review. International Council on Hotel, Restaurant, and Institutional Education Conference. Washington D. C., August 2- 7, 2022.
13. Kim, M. S., Baker, M. A. A holistic overview of tourism destination employees: An integration perspective. TOSOK International Tourism Conference. Busan, Korea, July 13- 15, 2022.

BEST PAPER WINNER

14. Kim, M. S., Baker, M. A., Ma, E. The positive impact of mobile applications on employee well-being: A job demand-resource perspective. Graduate Student Research Conference in Hospitality & Tourism. Houston, Texas, January 7-8, 2022.

BEST PAPER FINALIST.

15. Baker, M. A., Kim, K. The detrimental mindset of the customer is always right: Impacts of customer incivility and firm support on employee mental health and vulnerability. European Council on Hotel, Restaurant, and Institutional Education Conference. Aalborg, Denmark, September 28- 30, 2021.

BEST PAPER WINNER

16. Kim, K., Baker, M. A. Luxury branding in the hospitality industry: The impact of employee's luxury appearance and elitism attitude. European Council on Hotel, Restaurant, and Institutional Education Conference. Aalborg, Denmark, September 28- 30, 2022.

17. Kim, M., Baker, M. A. The reshaped servicescape: The roles of signage and partitions on customer behavior intentions during the COVID-19 pandemic. International Council on Hotel, Restaurant, and Institutional Education Conference. July 26- 30, 2021
18. Kang, Y., Baker, M. A. How do customers perceive corporate social responsibility messages during COVID-19? The Moderating role of customer altruistic values. International Council on Hotel, Restaurant, and Institutional Education Conference. July 26- 30, 2021
19. Kang, Y., Legendre, T., Lee, S. A., Baker, M. A. Sharing the pain: The role of ethical idealism and firm responses to the COVID-19 pandemic. Western Federation Council on Hotel, Restaurant, and Institutional Education Conference, online presentation, February 19, 2021.
20. Kang, Y., Baker, M. A. Viewing the customer as a potential employee: The application of brand-centered training to customers. International Council on Hotel, Restaurant, and Institutional Education Conference, online presentation, July, 2020.
21. 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.
22. 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.
23. 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

24. 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.
25. 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.
26. 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.
27. 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.
28. Kim, K. K., Baker, M. A. Observation of opportunistic complaining of other customers. Global Marketing Conference. Tokyo, Japan, July 26- 29, 2018.
29. 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.
30. 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.
31. 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.
32. 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.

33. 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.
34. 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.
35. 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.
36. 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.
37. 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.
38. 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.
39. 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.
40. 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.
41. 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.
42. 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.
43. Shin, T. J., Baker, M. A., Kim, Y. G. Customer information processing on abhorred food products. International Council on Hotel, Restaurant, and Institutional Education Conference. Orlando, Florida, July 31, 2015.
44. Baker, M. A. Dysfunctional vs. Functional complaints: Employee emotions, emotional labor, and coping. Service Management and Science Forum Conference. Waltham, MA, June 13, 2015.
45. 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.
46. 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.
47. 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.
48. 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.
49. 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.

50. 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.
51. 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

Customer Experience Management HT MGT 386

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

Spring 2016	4.9/5.0 scale	Fall 2021	5.0/5.0 scale (online)
Fall 2016	4.9/5.0 scale	Fall 2021	4.6/5.0 scale
Spring 2017	4.9/5.0 scale	Spring 2022	4.6/5.0 scale
Fall 2017	4.9/5.0 scale	Fall 2022	4.8/5.0 scale
Spring 2018	4.7/5.0 scale	Spring 2023	4.8/5.0 scale
Fall 2018	4.9/5.0 scale	Fall 2023	4.7/5.0 scale
Fall 2019	4.8/5.0 scale	Spring 2024	4.8/5.0 scale
Spring 2020	4.8/5.0 scale (COVID)	Fall 2024	4.8/5.0 scale
Fall 2020	5.0/5.0 scale (online)	Spring 2025	4.7/5.0 scale
Fall 2020	4.4/5.0 (COVID)	Fall 2025	4.8/5.0 scale
Spring 2021	4.6/5.0 (COVID-19)	Spring 2026	4.6/5.0 scale

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 2020	5.0/5.0 scale (COVID remote)
Spring 2015	5.0/ 5.0 scale	Spring 2021	5.0/5.0 scale (COVID remote)
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		

Business in Global Society SCH-MGT 191I and 192I

Description: Residential academic program yearlong course focusing on global business, cultural differences, and individual and group leadership

Fall 2021	4.7/5.0 scale
Spring 2022	4.9/5.0 scale
Fall 2022	4.8/5.0 scale

M. Baker CV, Isenberg School of Management, July 2026

Spring 2023 4.7/5.0 scale

Strategic Management HT-MGT 444

Description: Senior capstone course integrating all learning from HTM major, General Education, and Integrative Experience requirements, focusing on strategic management for firms.

Fall 2022 4.6/ 5.0 scale

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

Fall 2022 5.0/5.0 scale

Tour Operations HT MGT 391T (Short-term Study Abroad)

Description: Course examines the strategic purpose of tourism operations including the planning, operating, and strategy of tourism destinations and activities. Emphasis is placed on experiential learning through the study abroad program

Summer 2019 5.0/5.0 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

Summer 2024 5.0/5.0 scale

Summer 2025 5.0/5.0 scale

HTM Pre-College Leadership Academy

Description: Two-week residential program for high school students. Course focuses on learning inside and outside the classroom on leadership, hospitality, tourism. Experiential learning with field trips to hotel, events, foodservice, resorts, and culinary sessions

Summer 2024 5.0/5.0 scale

Summer 2025 5.0/ 5.0 scale

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
Spring 2021	5.0/5.0 scale
Spring 2023	5.0/5.0 scale

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

Description: 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)
Fall 2020	4.9/5.0 scale (Hybrid)	Spring 2019	4.4/5.0 scale (Online)
Spring 2021	4.6/5.0 scale (Hybrid) COVID	Summer 2019	4.3/5.0 scale (Online)
Spring 2022	5.0/ 5.0 scale (Hybrid)	Spring 2020	4.6/5.0 scale (Online) COVID
		Summer 2020	4.7/5.0 scale (Online) COVID
		Spring 2021	4.6/5.0 scale (Online) COVID
		Summer 2021	4.5/5.0 scale (Online) COVID
		Fall 2021	4.8/5.0 scale (Online)
		Spring 2022	4.7/ 5.0 scale (Online)
		Summer 2022	4.9/ 5.0 scale (Online)
		Fall 2022	4.9/ 5.0 scale (Online)
		Fall 2022	5.0/ 5.0 scale (Online)
		Winter 2023	4.7/ 5.0 scale (Online)
		Summer 2023	4.8/ 5.0 scale (Online)
		Winter 2024	4.8/ 5.0 scale (Online)
		Summer 2025	4.7/5.0 scale (Online)

Leadership and Organizational Behavior SCH MGMT 680 (Online Course)

Description: MBA course examining leadership, organizational behavior, and management theories in understanding complex dynamics among individuals, teams, and organizations

Winter 2022	4.7/5.0 scale (Online)
Winter 2022	4.5/5.0 scale (Online)
Winter 2023	4.9/ 5.0 scale (Online)
Summer 2023	4.7/ 5.0 scale (Online)
Winter 2024	4.8/5.0 scale (Online)
Summer 2024	4.6/ 5.0 scale (Online)
Summer 2025	4.9/5.0 scale (Online)

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
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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

Editor

- Journal of Hospitality and Tourism Education, Special Issue on AI in Education

Associate Editor

- Journal of Hospitality and Tourism Research (A rank)
- International Journal of Hospitality and Tourism Administration

Editorial Board

- International Journal of Hospitality Management (Premier rank)
- International Journal of Contemporary Hospitality Management (A rank)
- Cornell Hospitality Quarterly (A rank)
- Journal of Services Marketing
- Journal of Hospitality and Tourism Technology
- Journal of Hospitality and Tourism Research (A rank)
- International Journal of Hospitality and Tourism Administration

Ad hoc Reviewer

1. Tourism Management (Premier)
2. Annals of Tourism Research (Premier)
3. Journal of Business Research (A rank)
4. Psychology & Marketing (A-rank)
5. Journal of Service Research (A rank)
6. Journal of Services Marketing
7. Journal of Consumer Marketing
8. Journal of Travel Research (A rank)
9. International Journal of Hospitality Management (Premier rank)
10. Journal of Hospitality and Tourism Education (A- rank)
11. Journal of Business Ethics
12. Services Marketing Quarterly
13. Journal of Sustainable Tourism (A rank)
14. Journal of Hospitality Marketing & Management (A- rank)
15. Journal of Retailing and Consumer Services
16. Journal of Travel & Tourism Marketing
17. Journal of Vacation Marketing (A- rank)
18. Journal of Service Theory and Practice
19. Journal Hospitality and Tourism Management
20. Journal of Hospitality and Tourism Technology
21. Tourism Economics (A- rank)
22. Current Issues in Tourism (A- rank)
23. Current Psychology
24. Journal of Quality Assurance in Hospitality and Tourism

25. Behavior and Information Technology
26. Anatolia
27. Insects
28. Foods
29. Academy of Marketing Conference
30. ICHRIE Conference
31. Global Marketing Conference
32. Graduate Student Research Conference in Hospitality and Tourism

INVITED PRESENTATIONS

Off Campus

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|---|------------|
| 1. Chef Culinary Conference: Customer Experience Management as the Differentiation Factor | 06/06/2026 |
| 2. ABA Stonier Graduate School of Banking & Wharton Leadership: Global Cultures and Communication for Team Performance | 06/4/2026 |
| 3. ABA Stonier Graduate School of Banking & Wharton Leadership: The Strategy and Science of Customer Psychology | 06/2/2026 |
| 4. Lexington Women in Business | 05/20/2026 |
| 5. Chef Culinary Conference, Hospitality is how you make people feel | 06/12/2025 |
| 6. ABA Stonier Graduate School of Banking & Wharton Leadership: Global Cultures and Communication for Team Performance | 06/11/2025 |
| 7. Chef Culinary Conference, Keynote Speaker: Customer Experience Management | 06/05/2024 |
| 8. ABA Stonier Graduate School of Banking & Wharton Leadership: Talent Management | 06/02/2024 |
| 9. ABA Stonier Graduate School of Banking & Wharton Leadership: Global Cultures and Communication for Team Performance | 06/02/2024 |
| 10. Hospitality and Tourism Scholars Symposium: Exploring Sustainable Futures Invitation only HTM Leaders Conference | 03/15/2024 |
| 11. Journal of Hospitality and Tourism Research: Associate Editor Onboarding | 01/29/2024 |
| 12. ABA Stonier Graduate School of Banking & Wharton Leadership: Talent Management and Succession Planning | 6/08/2022 |
| 13. Ivy Exec Webinar: Building a Customer Experience Strategy | 6/24/2021 |
| 14. ABA Stonier Graduate School of Banking & Wharton Leadership: Talent Management and Succession Planning | 6/11/2021 |
| 15. ABA Stonier Graduate School of Banking & Wharton Leadership: Talent Management and Succession Planning | 6/12/2020 |
| 16. ABA Stonier Graduate School of Banking & Wharton Leadership: Talent Management and Succession Planning | 6/12/2019 |
| 17. Virginia Tech Invited Speaker Series: Building your Academic Brand and Research Identity: A Story of Customer Experience Management | 11/1/2019 |
| 18. Internet Marketing Inc.: Managing your Communication: The Pursuit of Wow | 9/22/2016 |
| 19. Internet Marketing Inc.: Managing your Communication: The Pursuit of Wow | 9/21/2016 |
| 20. New England Research Symposium: Courtesy, Eye contact, and Rapport | 10/14/2016 |
| 21. Internet Marketing Inc.: Effective Managerial Communication | 8/8/2014 |

On Campus

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| 1. UMass Auxiliary: Service Excellence Training Seminar | 2/2/2025 |
| 2. UMass Amherst Admissions: Building your Enrollment Strategy, Best Practices From HTM | 10/15/2025 |
| 3. Women in Business: Business Etiquette | 10/20/2025 |
| 4. University Women's Network: Managing Different Personalities | 10/18/2024 |

M. Baker CV, Isenberg School of Management, July 2026

5. Women in Business: Business Etiquette	10/8/2024
6. Women in Isenberg Conference: Personal Branding Workshop	02/10/2024
7. Women in Business: Business Etiquette	11/4/2023
8. Jewish Business Leaders: Managing Personalities	10/30/2023
9. Delta Sigma Pi Business Fraternity: Business and Dining Etiquette	4/12/2023
10. Women in Business: Business Etiquette	11/8/2022
11. Faculty Fridays, Isenberg School of Management	03/25/2022
12. Women in Business: Personal Branding and Dressing for Success	9/20/2021
13. Faculty Video Series: Women of Isenberg Conference: How to Find the Joy	02/01/2020
14. HubChats Podcast, Isenberg School of Management	11/23/2020
15. University Women's Network: Managing Work Personalities Workshop	3/11/2020
16. Women in of Isenberg Conference: Color Psychology Workshop	2/22/2020
17. Women in Business: Business Etiquette	10/22/2019
18. Isenberg Marketing Club: Marketing Applications in Hospitality	9/8/2019
19. Eta Sigma Delta: Culture and Cuisine Dinner	4/25/2019
20. UMass Athletics: Professional and Dining Etiquette	4/2/2019
21. Women of Isenberg Conference: Corporate Confidence: Who's Behind the Suit? Panel	2/23/2019
22. University Women's Network: Different Work Styles	2/13/2019
23. UMass Athletics: Professional and Dining Etiquette	10/16/2018
24. Women in Business: Appearance and Dressing for Success	9/24/2018
25. Managing Social Styles: Assistant Vice Chancellor's Alumni Relations Staff Retreat	6/8/2018
26. UMass Athletics: Professional and Dining Etiquette	3/20/2018
27. Women of Isenberg Conference: Managing Social Styles Workshop	2/24/2018
28. Harambee Residential Community: Diversity, Professionalism, & Etiquette Seminar	2/22/2018
29. Isenberg Marketing Club: Social Styles and Communication	9/14/2017
30. UMass MBA Orientation: Social Styles and Communication	8/28/2017
31. Eta Sigma Delta: Culture and Cuisine Dinner and Seminar	4/26/2017
32. Women in Business: Leadership Styles Seminar	4/10/2017
33. Eta Sigma Delta: Leadership Styles Seminar	4/5/2017
34. UMASS Athletics: Professional and Dining Etiquette	3/29/2017
35. Eta Sigma Delta: Teamwork Exercise	2/15/2017
36. UMass Athletics: Professional and Dining Etiquette	10/12/2016
37. Hillel Association: Appearance and Impression Formation	10/7/2016
38. UMass MBA Orientation: Managing Personalities	8/30/2016
39. New England Club Managers Conference: Foodservice Trends	3/21/2016
40. Women of Isenberg Conference: Leadership Panel	2/27/2016
41. Women of Isenberg Conference: Leadership Styles Seminar	2/27/2016
42. Eta Sigma Delta: Leadership Styles	2/8/2016
43. International Hospitality Academy: Business & Dining Etiquette	8/11/2015
44. International Hospitality Academy: Restaurant Management Trends	8/10/2015
45. UMass Athletics Scholar Athlete Luncheon: Scholar Athletes in HTM	5/6/2015
46. UMass Athletics: Professional and Dining Etiquette	4/1/2015
47. Women of Isenberg Conference: Building your Brand	2/17/2015
48. UMass Amherst, Residence Hall Mentoring: Gaining value and breaking out of your comfort zone	10/20/2015
49. International Hospitality Academy: Etiquette Lecture and Restaurant Management	7/15/2014
50. International Hospitality Academy: Etiquette Lecture	2/12/2013
51. National Society of Minorities in Hospitality: Interviewing Success	1/30/2013

EVIDENCE OF RESEARCH AND TEACHING IMPACT: TELEVISION, MAGAZINE AND ONLINE APPEARANCES

1. Pizza Today (November 24, 2025). "How to deal with challenging or disruptive patrons" <https://pizzatoday.com/news/how-to-deal-with-challenging-or-disruptive-patrons/615530/>
2. Boston Globe (September 12, 2025), "As travelers seek escape, kitsch makes a comeback", <https://www.bostonglobe.com/2025/09/11/lifestyle/retro-travel-trends/>
3. Chronicle of Higher Education (September 2024), "Harnessing the Expertise of Great Business Teachers", <https://sponsored.chronicle.com/harnessing-the-expertise-of-great-business-teachers/>
4. Safety & Health Magazine (February 27, 2024), "The Customer is Always Right May be Wrong for Workers' Mental Health", <https://www.safetyandhealthmagazine.com/articles/25118-the-customer-is-always-right-may-be-wrong-for-workers-mental-health>
5. UMass (February 20, 2024), "Faculty Research: HTM Professor Studies the Business Impacts of Supporting Employees", <https://www.isenberg.umass.edu/news/faculty-research-htm-professor-studies-business-impacts-supporting-employees>
6. MassLive (February 18, 2024), "UMass study: 'Customer Is Always Right' Taking Toll on Worker Mental Health", <https://www.masslive.com/westernmass/2024/02/umass-study-customer-is-always-right-taking-toll-on-worker-mental-health.html>
7. Modern Restaurant Management (February 21, 2024), "Is the Customer Always Right?", <https://modernrestaurantmanagement.com/is-the-customer-always-right/>
8. African Marketing Confederation (February, 2024), "Stronger Customer Support for Companies That Care for Their Workers" <https://africanmarketingconfederation.org/stronger-customer-support-for-companies-that-care-for-their-workers/>
9. The Mirage (February 13, 2024), "Firms Cutting CEO Pay, Not Jobs, Enjoy Higher Customer Loyalty: Study:", <https://www.miragenews.com/firms-cutting-ceo-pay-not-jobs-enjoy-higher-1172346/>
10. Houston Daily (February 12, 2024), "Hilton College Study Finds Higher Customer Loyalty to Companies that Cut CEO Pay- Not Jobs During COVID Pandemic", <https://houstondaily.com/stories/654756110-hilton-college-study-finds-higher-customer-loyalty-to-companies-that-cut-ceo-pay-not-jobs-during-covid-pandemic>
11. Dynne, C. (February 8, 2024), "Why Vulnerable Employees Struggle with 'The Customer is Always Right' Policy", Counsel & Heal, <https://www.counselheal.com/articles/41313/20240208/why-vulnerable-employees-struggle-customer-always-right-policy.htm>
12. Gale Health and Medicine (February 7, 2024), "The Customer is Always Right Policy Challenged by Customer Hostility, Worker Mental Health", <https://go.gale.com/ps/i.do?id=GALE%7CA781772784&sid=sitemap&v=2.1&it=r&p=HRCA&sw=w&userGroupName=anon%7Ecd6e2b3f&aty=open-web-entry>
13. Kupec, A. (February 7, 2024), "The Customer is Always Right Policy Challenged by Customer Hospitality, Worker Mental Health", <https://www.umass.edu/news/article/customer-always-right-policy-challenged-customer-hostility-worker-mental-health>
14. Luhn, B. (February 12, 2024), "Hilton College Study Finds Higher Customer Loyalty to Companies That Cut CEO Pay- Not Jobs- During COVID Pandemic" <https://uh.edu/news-events/stories/2024/february/02122024-covid-customer-loyalty.php>
15. Becker's Hospital Review (February 13, 2024), "Cut CEO pay, not jobs, to boost customer loyalty", <https://www.beckershospitalreview.com/hospital-management-administration/cut-ceo-pay-not-jobs-to-boost-customer-loyalty-study.html>
16. Press Release Point (February 2, 2024), "UMass Amherst Researcher Finds Higher Customer Support for Companies that Cut CEO Pay Not Jobs, During COVID" <https://www.pressreleasepoint.com/umass-amherst-researcher-finds-higher-customer-support-companies-cut-ceo-pay-not-jobs-during-covid>
17. PhysOrg (February 2, 2024), "Research Finds Higher Customer Support for Companies that Cut CEO Pay, Not Jobs, During COVID", <https://phys.org/news/2024-02-higher-customer-companies-ceo-pay.html>

M. Baker CV, Isenberg School of Management, July 2026

18. Hoodline (February 2, 2024), "UMass Amherst Study Reveals Higher Customer Loyalty for Hospitality Brands that Cut CEO Pay Over Jobs During COVID-19"
<https://hoodline.com/2024/02/umass-amherst-study-reveals-higher-customer-loyalty-for-hospitality-brands-that-cut-ceo-pay-over-jobs-during-covid-19/>
19. Boston Business Journal (February 1, 2024), "Five Things You Need to Know, and How to Cut Costs Without Losing Customers (Your CEO Won't Like It)"
<https://www.bizjournals.com/boston/news/2024/02/01/five-things-biogen-leqembi-breakthrough-energy.html>
20. UMass News (January 31, 2024), "UMass Amherst Researcher Finds Higher Customer Support for Companies That Cut CEO Pay, Not Jobs- During COVID"
<https://www.umass.edu/news/article/umass-amherst-researcher-finds-higher-customer-support-companies-cut-ceo-pay-not-jobs>
21. UMass Amherst (October 4, 2023), "New HTM Chair Brings ICHRIE Award Winning Energy",
<https://www.isenberg.umass.edu/news/thats-why-we-do-what-we-do>
22. Isenberg School of Management (November 17, 2021), "Isenberg Innovation Continues with Teaching Fellows" <https://www.isenberg.umass.edu/news/isenberg-innovation-continues-teaching-fellows>
23. UMass Amherst (October 15, 2021), "HTM Professor wins UMass Amherst Distinguished Teaching Award" <https://www.isenberg.umass.edu/news/htm-professor-wins-umass-amherst-distinguished-teaching-award>
24. WesternMass (July 6th, 2021), "Isenberg Turns the Pandemic Into a Learning Experience"
<https://www.westernmassedc.com/isenberg-turns-the-pandemic-into-a-learning-experience/>
25. BusinessWest (July 7th, 2021), "Isenberg Turns the Pandemic Into a Learning Experience"
<https://businesswest.com/blog/isenberg-turns-the-pandemic-into-a-learning-experience/>
26. New England Chapter Club Management Association of America (June 24th, 2021), "Building a Customer Experience Strategy: The Essentials" <https://www.necma.org/join/event/webinar-building-a-customer-experience-strategy-the-essentials-06-24-2021>
27. Ivy Exec (June 24th, 2021), "Building a Customer Experience Strategy: The Essentials"
<https://www.ivyexec.com/professionals/classes/details/building-a-customer-experience-strategy-the-essentials>
28. University News HQ (April 15th, 2021), "2020-21 Distinguished Teaching Award Winners"
<https://www.universitynewshq.com/university-news/2020-21-distinguished-teaching-award-winners/>
29. The Daily Free Press (February 5, 2021), "Restaurants prepare for take-out heavy Super Bowl"
<https://dailyfreepress.com/2021/02/05/restaurants-prepare-for-take-out-heavy-super-bowl/>
30. Women of Isenberg Faculty Video Series (2021), "How to find the Joy" <https://womenofisenbfive.org.com/faculty-video-series>
31. HubChats Podcast (November 23, 2020), "Hospitality and Tourism Management with Melissa Baker", Spotify.
<https://open.spotify.com/show/4sdsxFSD77OonQJePerMik?si=c6zaylTDTsqgUzfl37ZE1g>
32. The Daily Free Press (September 11, 2020), "Twenty Percent of Massachusetts Restaurants have Closed Since the Pandemic Began" <https://dailyfreepress.com/2020/09/11/20-percent-of-mass-restaurants-have-closed-since-pandemic-began/>
33. University of Massachusetts Amherst. News and Media Relations (August 7, 2020), "Five Faculty Named Inaugural Isenberg Teaching Fellows" <https://www.umass.edu/newsoffice/article/five-faculty-named-inaugural-isenberg>
34. University of Massachusetts, Isenberg School of Management News (July 5, 2020) "Isenberg Teaching Fellows Lead Faculty Innovation" <https://www.isenberg.umass.edu/news/isenberg-teaching-fellows-lead-faculty-innovation>
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M. Baker CV, Isenberg School of Management, July 2026

36. University of Massachusetts Amherst. News and Media Relations (May 15, 2020), “Melissa Baker Named a Favorite Business Professor by Poets & Quants”
<https://www.umass.edu/news/article/melissa-baker-named-favorite-business>
37. Isenberg School of Management, University of Massachusetts Amherst (May 15, 2020), “Melissa Baker Named a Favorite Business Professor by Poets & Quants.
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<https://www.newsbreak.com/news/1567398672150/melissa-baker-named-a-favorite-business-professor-by-poets-quants>
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<https://poetsandquantsforundergrads.com/students/2020-best-brightest-cassandra-raffi-massachusetts-amherst-isenberg/#:~:text=She%20is%20not%20only%20a,School's%20highest%2Dprofile%20public%20event.>
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<https://www.umass.edu/news/article/tefd-announces-2018-19-lilly-fellows>
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<https://poetsandquantsforundergrads.com/students/favorite-business-professors-of-the-class-of-2020/>
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<https://psmag.com/environment/the-phrase-insect-bites-could-take-on-a-whole-new-meaning>
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50. Daily Hampshire Gazette. (February 2, 2015). “Technology Adds Reach, Scrutiny for Restaurants,” by Scott Merzbach.
51. SMART NEWS. (February 2, 2015). “Technology adds Reach, Scrutiny for Restaurants.”
52. Liquor License News (November 20, 2013). “No Beards for Wait Staff” by Melissa Kupiec.
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54. Hotels Magazine (November 7, 2013). “Should hotel companies legislate staff facial hair” by Jeff Weinstein <https://hotelsmag.com/news/should-hotel-companies-legislate-staff-facial-hair/>
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57. UPI (November 6, 2013). “Study: Customers prefer hotel workers without beards”
https://www.upi.com/Odd_News/2013/11/05/Study-Customers-prefer-hotel-workers-without-beards/59311383686290/
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59. HTrends Mobile Edition (November 5, 2013). "Employee Appearance a driver of guest perceptions". <https://www.htrends.com/trends-detail-sid-74764.html>
60. Resort Trades (November 5, 2013). "Appearance a driver of guest perceptions".
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71. GreenBiz (November 3, 2009). "Hotel guests need help staying green on the road, Study finds" By Sookhan So <https://www.greenbiz.com/article/hotel-guests-need-help-staying-green-road-study-finds>

HONORS AND AWARDS

Teaching Awards

International

- International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Teaching Excellence Award 2023
<https://ichrie.memberclicks.net/award-winners-2023>
- Poets & Quants Favorite Business Professor 2020
<https://poetsandquantsforundergrads.com/students/favorite-business-professors-of-the-class-of-2020/>
- International Council on Hotel, Restaurant, and Institutional Education Eta Sigma Delta Chapter of Distinction Award 2015

University

- Isenberg Ph.D. Outstanding Teaching Award (Chair of recipient) Misun Kim 2024
- Flexible Learning Fellowship 2021- 2023
- Distinguished Teaching Award, UMass Amherst 2021
 - Winner
 - Highest teaching award honor at UMass campus (only 3 selected each year)<https://www.isenberg.umass.edu/news/htm-professor-wins-umass-amherst-distinguished-teaching-award>
- Distinguished Teaching Award, UMass Amherst

M. Baker CV, Isenberg School of Management, July 2026

- Finalist 2020
- Nominee 2019
- Nominee 2018
- Teaching with Technology Award
 - Nominee 2022
 - Nominee 2021
- Manning Prize for Excellence in Teaching
 - Nominee 2021
 - Finalist 2025
 - Finalist 2026
- Isenberg Teaching Fellow 2020- 2022
- Lilly Fellowship, UMass Amherst 2018- 2019
 - Selected as one of 8 Fellows across all disciplines of UMass Campus
<https://www.umass.edu/news/article/tefd-announces-2018-19-lilly-fellows>
- Faculty Recognition Award, UMass Athletics 2018
- College Outstanding Teacher Award, Isenberg School of Management 2016
- Graduate Student Excellence in Teaching, Hospitality and Tourism Management Department, Virginia Tech 2011

Research Awards

International

- Top 2% Most Cited Scientists, Elsevier 2025
 - <https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/7>
- Top 2% Most Cited Scientists, Elsevier 2024
 - <https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/7>
- Best Poster Winner, ICHRIE Conference 2023
 - Kim, M. S., Baker, M. A. How to correct customer misbehavior: The impact of service scripts and other customers' positive feedback on role breadth and self-efficacy.
- Best Paper Winner, TOSOK International Tourism Conference 2022
 - Kim, M. S., Baker, M. A. A holistic overview of tourism destination employees: An integration perspective.
- Best Paper Finalist, Graduate Student Research Conference in Hospitality & Tourism 2022
 - Kim, M. S., Baker, M. A., Ma, E. The positive impact of mobile applications on employee well-being: A job demand-resource perspective.
- Best Paper Winner, EUROCHRIE Conference 2021
 - Baker, M. A., Kim, K. The detrimental mindset of the customer is always right: Impacts of customer incivility and firm support on employee mental health and vulnerability.
- Best Paper Award Finalist, Cornell Hospitality Quarterly 2020
 - Kim, K., Baker, M. A. (2020). The customer isn't always right: The implications of illegitimate complaints. *Cornell Hospitality Quarterly*, 61(2), 113- 127.
- Outstanding Reviewer Award, Journal of Hospitality and Tourism Research 2020
- Best Paper Finalist, TTRA Conference 2019
 - Baker, M. A., Kim, K. K. Becoming cynical and depersonalized: The impact of customer incivility, frequency, and coworker support on employee job performance.
- Outstanding Reviewer Award, International Journal of Contemporary Hospitality Management 2017
- Outstanding Reviewer Award, International Journal of Contemporary Hospitality Management 2016
- Outstanding Scientific Paper Reviewer Service Management & Marketing, 2015

M. Baker CV, Isenberg School of Management, July 2026

International Council on Hotel, Restaurant, and Institutional Education

University

- Research Productivity Award, Isenberg School of Management 2023
2022
- Isenberg Ph.D. Outstanding Research Award (Chair of recipient) Misun Kim 2023
- Research Excellence Award, Isenberg School of Management 2021
- Isenberg Ph.D. Outstanding Research Award (Chair of recipient) Youngsun Kim 2021
- Kelleher Award, Outstanding Faculty and Staff, UMass Amherst 2017
- Holtzman Award for Research Excellence 2012
- Outstanding Doctoral Student Award, Pamplin College of Business, Virginia Tech 2012

GRANTS & FELLOWSHIPS

- Jaime '76 and Cindy Pereira Faculty Fellow 2024- present
 - Fellowship awarded based on “outstanding research contributions and productivity”
- Hyatt University Fund Grant: Creating Inspirational Experiences 2023
 - \$4,000
- Flex Learning Fellowship 2021
 - Selected as inaugural fellow for flexible learning
 - \$29,700
- Isenberg Teaching Fellowship
 - \$15,000 2021
 - \$15,000 2020
- Lilly Teaching Fellowship 2018
 - \$14,000
- Flex Grant for Teaching/ Faculty Development sponsored by the Center for Teaching and Faculty Development
 - \$500 2022
 - \$500 2021
 - \$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 2022
 - \$1000 2021
 - \$1000 2020
 - \$1000 2019
 - \$1000 2018
 - \$1000 2017
 - \$1000 2016
 - \$800 2015
- Society for Hospitality and Foodservice Managers Grant 2015
 - \$1250

DEVELOPMENT CAMPAIGNS AND FUNDRAISING

- Created and led HTM 50th Career Day Campaign Fundraising campaign for HTM Department celebrating 50 years of Career Day
<https://umass.scalefunder.com/gday/giving-day/81497> \$2,300,001
- Created and led Pre-College HTM Leadership Academy \$130,905
 - Developed and co-led pre-college leadership program for future HTM leaders
 - Generated revenue for HTM Department

GRADUATE STUDENT COMMITTEES

- Seungho Mark Kim, Doctoral Chair, Isenberg School of Management 2025- present
- Mohammed Dayalii, Doctoral Chair, Isenberg School of Management 2025- present
- Allyson Antin, Committee Member, University of Rhode Island 2024- present
- Yejin Jeon, Doctoral Chair, Isenberg School of Management 2023- present
- Jun Wang, Ph.D. Committee, Isenberg School of Management (Marketing) 2024- 2026
 - Placement: Marist College
- Misun Sunny Kim, Doctoral Chair, Isenberg School of Management 2020- 2024
 - Placement: Boston University
 - Ph.D. Outstanding Research Award Winner
 - Ph.D. Outstanding Teaching Award Winner
- Yeon Jung Kang, Doctoral Chair, Isenberg School of Management 2019- 2023
 - Placement: University of Kentucky
- Youngsun Kim, Doctoral Chair, Isenberg School of Management 2016- 2020
 - Placement: University of California, San Bernardino
 - Ph.D. Outstanding Research Award Winner
- 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
- Jungyoung Tiffany Shin, Doctoral committee, Isenberg School of Management. 2014- 2016
 - Placement: University of Houston

SERVICE ACTIVITIES

National and International Service

- International Foodservice Manufacturers Education Foundation, Committee Member 2024- present
- Guest Editor, Special Issue “Artificial intelligence in teaching and learning for hospitality and tourism education” Journal of Hospitality and Tourism Education 2024- 2025
- Associate Editor, Journal of Hospitality and Tourism Research 2021- present
- Associate Editor, International Journal of Hospitality and Tourism Administration 2021- present
- Inspiration Initiative Task Force, Journal of Hospitality and Tourism Research 2022
- Best Paper Committee, Journal of Hospitality and Tourism Research 2021- present
- External Reviewer Tenure and Promotion
 - University of South Carolina, College of Hospitality, Retail, and Sport Management 2026
 - Texas Tech, Hospitality & Retail Management, Health & Human 2025

M. Baker CV, Isenberg School of Management, July 2026

Sciences	
○ Temple University, School of Sport, Tourism, and Hospitality Management	2024
○ Pennsylvania State University, School of Hospitality Management	2024
○ University of Houston, Hilton College of Hospitality	2023
○ Oklahoma State, Spears School of Business	2023
○ University of Hawaii Manoa, Shidler College of Business	2021
• Isenberg Global Citizens Advisor	2021-2024
○ Oversaw over 30,000 hours of student community service	
• Service Leadership in South Africa	2022
○ Participated in program of computer program donations, building sustainable gardens, collaborate local communities (Nourish eco-village), rhino de-horning project Bayala reserve	
• Conference Reviewer and Moderator, ICHRIE	2013- present
• ICHRIE member	2012- present
• TTRA member	2013- present
• Cornell Hotel Society, member	2002- present
• Graduate Conference Organizer, Chantilly Virginia	2010
University Level Service	
• University Faculty Senate Elected Delegate, UMass Amherst	2018- present
• General Education Council, UMass Amherst	2022- present
• Beyond Business Panelist	2023- present
• Teaching Showcase, Center for Teaching and Learning	2024
• National Center for Faculty Development and Diversity	2023- present
○ Mentor: Veronica Martin Ruiz, Marketing	
• Flex Learning Fellow Experience Presenter, UMass Amherst	4/6/2023
• Flex Learning Fellowship, UMass Amherst	2021- 2023
• Distinguished Teaching Award Committee, UMass Amherst	2022
• Workshop Committee, Center for Teaching and Learning	2021
• Search Committee, Center for Teaching and Learning	2019
College Level Service	
• Isenberg Global Citizens Program, Faculty Advisor	2021- 2024
• College Curriculum Committee, Isenberg School of Management	2018- 2023
• Chair, Isenberg College Teaching Award and Recognition Selection Committee (TARSC)	2020- 2023
• Isenberg Teaching Fellow	2020- 2022
• Isenberg Teaching with Digital Technology Award Committee	2020- 2022
• Isenberg pre-tenure Workshop Panelist	2022
• Innovation in Teaching and Learning Strategic Committee	2020-2021
• Attracting Talented Students Strategic Committee	2020-2021
• Mt. Ida Task Force, Isenberg School of Management	2019- 2021
• Minor Planning Committee, Isenberg School of Management	2019- 2021
• Search Committee, Executive Director of Chase Career Center, Isenberg School of Management	2019
• Isenberg College Teaching Award and Recognition Selection Committee (TARSC)	2017- 2019
Departmental Level Service	
• Fall Visit Days Program Leader (prospective student event)	2022- present
• Destination Days Program Leader (admitted student campus event)	2022- present

M. Baker CV, Isenberg School of Management, July 2026

- Advisor, HTM Ambassadors 2023- present
- Creator of HTM Career Day 50th Campaign 2023- 2024
- Outreach and Engagement Task Force 2019-2023
- Departmental Personnel Committee 2020- 2023
- Master's Program Strategic Committee 2020- 2023
- Faculty Advisor to UMass Amherst Chapter of Eta Sigma Delta (International Society that recognizes academic excellence of hospitality management students) 2015- 2022
- Faculty Search Committee, HTM Department 2015- 2016
- Ph.D. Application Review Committee, HTM Department 2013- present
- Undergraduate Strategic Planning and Curriculum Committee 2014- present
- Graduate Strategic Planning Committee, HTM Department 2014- present