

ALECIA C. DOUGLAS

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RESEARCH INTERESTS

The following are specific research areas of interest in the application of information technology to the field of hospitality and tourism.

- Hospitality and tourism Website aesthetic design, servicescape, and emotional usability
- Online marketing and branding of hospitality and tourism organizations
- Online consumer behavior research in hospitality and tourism
- Emerging technological issues with potential implications for the hospitality and tourism industry and education

EDUCATION

Doctor of Philosophy - Hospitality and Tourism Management
Purdue University, West Lafayette, IN

December 2008

Specialization: E-Commerce Applications in the Hospitality and Tourism Industry
Dissertation: "The Role of Emotions in Online Destination Management: Towards the Development of a Website Emotional Design (W.E.D.) Model for Romantic Travel Consumers"

Master of Science - Hospitality Information Technology Management
University of Delaware, Newark, DE

May 2004

Master's Thesis: "Harnessing Simulations in Hospitality Education: Perspectives, Experiences, and Ownership of the Virtual Business"

Bachelor of Science - Hospitality and Tourism Management
University of Technology/University of the West Indies, Kingston, Jamaica

May 2002

Specialization: Food and Beverage Management

ACADEMIC TEACHING**Associate Professor**

August 2014 ~ present

Assistant Professor

August 2008 ~ July 2014

Hotel & Restaurant Management Program, Auburn University

Courses Taught:

- **HRMT 3400 Hospitality Marketing:** This course provides students with a customer-oriented approach to marketing in hospitality and tourism. The marketing techniques available to hotels, restaurants, and tourism businesses are described and evaluated, including packaging, the travel trade, advertising, sales promotion, positioning and branding.
- **HRMT 3800 Hospitality Information Technology:** This course provides students with an introduction to the information technology and E-Commerce strategies used in the hospitality and tourism industry. Emphasis is placed on providing students with a thorough understanding of technology's role in ensuring competitive advantage in today's hospitality and tourism business environment.
- **HRMT 4300 Food and Beverage Management:** This course provides students with a managerial approach to running successful food and beverage operations. Students explore topics such as menu design and pricing, purchasing, inventory and storage of food as well as non-food items, proper sanitation practices, to name a few.
- **HRMT 4860 Hotel Practicum:** The overall aim of the practicum course is to enable students to develop a practical understanding of the basic principles and procedures underlying the two primary areas of food and beverage and lodging operations. Practicum rotations are held at The Hotel at Auburn University.
- **NTRI 4930 Directed Studies:** Undergraduate students are supervised in their investigation of areas of interest in the hospitality and tourism industries both from a practitioner as well as research perspective.
- **HRMT 5460/6460 Catering & Events Management:** The goals of this course are to provide students with an overview of special events, to familiarize students with key points involved in planning special events, and to provide a forum for students whereby they may meet with and plan a major fundraising event with industry professionals.
- **HUSC 5940 The Bahamian Touristscape Study Abroad Program:** This 10-day study abroad program aims to provide an understanding of the composition and competitiveness of tourism destinations as well as to explore what goes into the design of touristscapes and their supporting tourism experience networks. To accomplish this goal, the program features daily site visits and instructor-led discussions along with presentations by several practitioners in the Bahamian tourism industry.
- **NUFS 7960/7966 Special Problems:** Students are directed in the research process as they conduct a review of current literature pertinent to the research problem of their choice, develop research questions and their respective hypotheses where applicable, analyze data either of a qualitative or quantitative nature or a combination of the two, and the formulation of discussions and recommendations sections for the research project.

ACADEMIC TEACHING

Hotel & Restaurant Management Program, Auburn University Courses Taught (cont'd):

- **NUFS 8970/8976 Advanced Topics in Nutrition, Dietetics and Hospitality Management:** This is a graduate level course. The candidate closely supervised the work of graduate students who seek to investigate a research area of interest in the field of hospitality through scientific and empirical investigation.
- **HRMT 8870 Advanced Hospitality and Tourism Management Research and Applications:** A graduate course for doctoral and master's thesis option designed to provide a comprehensive review of the academic research process in the context of hospitality and tourism management. Serving as an advanced capstone research course, HRMT graduate students will become familiar with the steps involved in the research process, critical components of an academic research article, and current trends in hospitality and tourism research.
- **HRMT 8880 Theoretical Development for Hospitality:** This course enables graduate students in the Hotel and Restaurant Management Program to gain a thorough understanding of the nature of theory and theory development. The emphasis is on the basic elements of theory critique and testing. Through the analysis of seminal and contemporary readings in management and social sciences, students will develop a solid understanding of the theoretical development for key research areas within the hospitality field.

OTHER ACADEMIC EXPERIENCE

Graduate Research Assistant/Project Manager

January 2007 ~ June 2007

College of Consumer and Family Sciences Purdue University

- **National Science Foundation Grant, Cybertrust Division, Award No. 0627488, 'CT-ISG: Improving the Privacy and Security of Online Survey Data Collection'**
 - Coordinated and tracked the progress of six sub research projects delegated to a team of five research assistants
 - Applied a quantitative and qualitative meta-analysis approach to analyzing theoretical and empirical peer reviewed papers on Internet Addiction
 - Maintained a database of articles on Internet Addiction

Graduate Research Assistant

August 2005 ~ December 2006

College of Consumer and Family Sciences
Purdue University

- **National Science Foundation Grant, Information Technology Research (ITR) Award No. 0428554, 'Design and Use of Digital Identities'**
 - Conducted qualitative analysis of virtual travel communities and their influence on brand image and brand personality of destinations
 - Conducted quantitative analysis of the digital identity management of travel Websites

OTHER ACADEMIC EXPERIENCE

Graduate Research Assistant

August 2005 ~ December 2006

Department of Hospitality & Tourism Management
Purdue University

- **Wabash and Erie Canal Park Visitor Profile Study**
 - Conducted a visitor profile study in conjunction with Propeller Marketing, LLC and the Wabash and Erie Canal Interpretive Center, Delphi, Indiana
- **Purdue Memorial Union Service Report**
 - Prepared a technical report on the performance of several foodservice and business operations in the Purdue Memorial Union

HOSPITALITY INDUSTRY EXPERIENCE

Front Office Agent

May ~ August 2001

Hyatt Regency Hotel, New Orleans, LA

- Greeted and checked in/out guests and directed guest queries
- Fielded guest complaints and researched the most effective solution and negotiate results

Entrée and Dessert Chef

July ~ August 2000

Golden Tulip Alliance Hotel, Lille, France

- Assisted sous chefs in the entrée, garde manger and pâtissier stations
- Managed the patisserie station for the dinner shift at the fine dining restaurant

Hotel Operations Intern

May ~ July 2000

Hilton Hotel, Kingston, Jamaica

- Hotel management trainee program covering hotel operations in the rooms division, front desk, marketing and sales, PBX, restaurants, and banqueting

SAMPLE GRADUATE LEVEL COURSEWORK IN RESEARCH INTEREST

E-Commerce

E-Consumer Behavior
Research The Business of E-Commerce
Human Factors in Computer Interaction
Design Online Interaction and Facilitation

Hospitality

Strategic Management in the Hospitality Industry
Advanced Hospitality Product Management
Hospitality and Tourism Management Challenge
Analysis

Marketing

Hospitality & Tourism
Marketing Consumer Behavior Research
Strategic Marketing in Hospitality & Tourism
International Hospitality and Services
Marketing

Hospitality Information Technology

Data Mining in the Hospitality Industry
Hospitality Computer-Based Training
Issues in Hospitality Information Technology
Hospitality Systems

Research Methods

Research Design and Methodologies
Methods of Social

Hospitality Research Topics and Methods
Qualitative Research

ACADEMIC SERVICE

International Council on Hotel, Restaurant & Institutional Education (ICHRIE) SECRETARY	July 2017 to present
Southeast, Central, and South American Federation, ICHRIE SECRETARY	July 2015 ~ April 2017
Auburn University Student Disciplinary Committee	August 2011 ~ August 2014
Auburn University Doctor of Philosophy Committee Member	
Shaniel Bernard (Co-Chair)	Spring 2016 ~ present
Wlla Obeidat	Summer 2016 ~ Fall 2017
Amy Bardwell	November 2014 ~ August 2017
Sarinya Thayarnsin (Chair)	August 2013 ~ August 2017
Alana Dillette (Chair)	January 2012 ~ August 2016
Hui (Michelle) Xu (Chair)	May 2011 ~ August 2016
Jennifer Calhoun (Co-Chair)	January 2013 ~ August 2015
Seul Gi Park	November 2009 ~ Dec 2011
Megan Johnson (Co-Chair)	October 2009 ~ August 2011
Jeremy Whaley	July 2010 ~ August 2010
Auburn University Master of Science Committee Member	
Savanna (Brook) Ladner (Chair)	October 2015 ~ August 2017
Miao Yu, M. Sc. (Chair)	November 2013 ~ May 2015
Brooke Lyons, M.Sc. (Chair)	May 2013 ~ May 2014
Charles Marvil, M.Sc.	May 2012 ~ August 2015
McDaniel Ubi, M.Sc. (Chair)	September 2011 ~ August 2014
Kelly Martin	March 2011 ~ May 2013
Debra Charma, M. Sc.	December 2010 ~ December 2011
Alana Dillette, M.Sc. (Chair)	October 2010 ~ December 2012
Charles Smith, M.Sc. (Chair)	August 2010 ~ December 2012
Sara Ghezzi, M.Sc.	May 2010 ~ May 2011
Paul Daniel, M.Sc.	January 2009 ~ December 2011
Louis Rowe, M.Sc.	January 2009 ~ August 2012
Alice Chow, M.Sc.	September 2008 ~ May 2009
Editorial Advisory Board - Journal of Hospitality and Tourism Technology (JHTT)	January 2009 ~ November 2017
Scholarship Director – Hospitality Management Program, Auburn University	January 2009 ~ July 2017
Faculty Advisor - Eta Sigma Delta International Hospitality Honors Society Hospitality Management Program, Auburn University	August 2008 ~ present
Manuscript reviewer	
Tourism Management Cornell Hospitality Quarterly	May 2011 ~ present
Journal of Hospitality & Tourism Research	February 2011 ~ present
International Journal of Contemporary Hospitality Management	July 2010 ~ present
Journal of Quality Assurance in Education	June 2009 ~ present
Asia Pacific Management Review	January 2007 ~ present

ACADEMIC HONORS & SCHOLARSHIPS

<p>Best Student-Led Research Abstract Bernard, S. & Douglas, A. C. (2018). Does consumers' perception of fairness of green hotel initiatives influence revisit intention? 3rd Annual SECSA Research Conference, Knoxville, TN, March 1-2, 2018</p>	<p>March 2018</p>
<p>Best Student-Led Research Presentation Bernard, S. & Douglas, A. C. (2017). Millennial consumers' perception of green practices of Airbnb hosts. 2nd Annual SECSA Research Conference, Miami, FL, March 9-10, 2017.</p>	<p>March 2017</p>
<p>Best Student-Led Research Abstract Chen, H., Barnes, R., & Douglas, A. C. (2016). An analysis of perceived organizational supports, organizational citizenship behavior, job embeddedness, and turnover intentions among quick service restaurant employees. 1st Annual SECSA Research Conference, Auburn, AL, February 25-26, 2016.</p>	<p>February 2016</p>
<p>Certified Hospitality Educator The American Hotel & Lodging Educational Institute</p>	<p>June 2012</p>
<p>Outstanding Faculty Award College of Human Sciences, Women's Philanthropy Board</p>	<p>March 2011</p>
<p>Best Paper Nominee Douglas, A. C., & Miller, B. (2006). Experiential Learning: Empowering Students in an Interactive Online Hospitality Simulation Environment. 11th Annual Graduate Student Research Conference in Hospitality & Tourism.</p>	<p>January 2006</p>
<p>Purdue Doctoral Fellowship, Purdue University</p>	<p>August 2005 ~ 2007</p>
<p>Journal of Hospitality and Tourism Education Article of the Year Award Mills, J. E. & Douglas, A. C. (2004). Ten Information Technology Trends Driving the Course of Hospitality and Tourism Higher Education. 2005 ICHRIE Annual Conference & Exposition, Las Vegas, Nevada.</p>	<p>July 2005</p>
<p>Panel of Outstanding Graduate Students College of Human Services, Education, & Public Policy, University of Delaware</p>	<p>May 2004</p>
<p>Outstanding Performance in Food & Beverage Management School of Hospitality & Tourism Management, University of Technology, Jamaica</p>	<p>2001 ~ 2002</p>
<p>Student of the Year Award, University of Technology, Jamaica</p>	<p>2000 ~ 2001</p>
<p>Most Outstanding All-Round Student School of Hospitality & Tourism Management, University of Technology, Jamaica</p>	<p>2000 ~ 2001 1999 ~ 2000</p>

GRANT APPLICATIONS

SUBMITTED ~ AWARDED

Douglas, A. C. (PI), Rahman, I., & Brown, O. N. (December, 2014). Investigating the Use of Mobile Augmented Reality Technologies in Full-Service Restaurant Menu Labeling: The Effects on Menu Information Processing, Menu Choice, and Purchase Behavior. Funding Source: Auburn University Intramural Grants Program. **Amount requested and awarded: \$50,000.00**

Rahman, I. (PI) & **Douglas, A. C.** (December, 2014). Green Signaling in Green Hotels: An Empirical Investigation. Funding Source: Auburn University Intramural Grants Program. **Amount requested: \$10,000.00; amount awarded: \$9,000.00**

Douglas, A.C. (November, 2012). The Bahamian Touristscape Study Abroad Pre-Program Site Visit. *Grant Program:* Study Abroad Development Grant. *Funding Source:* Office of International Programs, Auburn University. *Grant Summary:* The development and planning of the academic component of The Bahamian Touristscape as well as program logistics by conducting a site visit to four study abroad locations in March 2013. **Amount requested and awarded: \$5,000.**

Douglas, A.C. (October, 2012). The Bahamian Touristscape: A Conceptual and Experiential Island-Hopping Study Abroad Exploration. *Grant Program:* Office of International Programs, College of Human Sciences Study Abroad Grant Program. *Funding Source:* The College of Human Sciences, Auburn University. *Grant Summary:* The administration of a faculty-led study abroad experience for undergraduate and/or graduate students in CHS. **Amount requested and awarded: \$5,000.**

Douglas, A.C. & Kim, K. (September, 2012). Partnering with South Korean Universities in Research and Teaching Opportunities. Grant Program: The Global Partners Grant Program (GPGP). Funding Source: The Office of International Programs, Auburn University. Grant Summary: The GPGP is designed to develop faculty capacity to establish overseas research and academic partnerships. **Amount awarded: \$10,000.**

Martin, D. & **Douglas, A.C.** (March, 2011). Certified Hospitality Educator Workshop: Travel expenses to participate in an off-campus workshops and certification program with the American Hotel and Lodging Foundation to which promote excellent teaching and enhanced student learning. Funding Source: The Daniel F. Breeden Endowed Grant Program, Auburn University. **Amount requested and awarded: \$3,430.**

SUBMITTED ~ NOT FUNDED

Douglas, A. C. (April, 2009) (Co-PI). Title: Hospitality and Tourism Summer Academy Outreach Initiative. Funding Source: Auburn University Outreach Scholarship Grant. Amount requested: \$19,747.

ACADEMIC RESEARCH

REFEREED PUBLICATIONS

1. Dillette, A. K., **Douglas, A. C.**, & Andrzejewski, C. (2018): Yoga tourism – a catalyst for transformation? *Annals of Leisure Research*, DOI:10.1080/11745398.2018.1459195
2. Calhoun, J., O'Neill, M., & **Douglas, A. C.** (2018). An Examination of Second Language Education Provision among United States (US) and European Hospitality and Tourism Management Schools. *Journal of Hospitality and Tourism Education*, DOI: [10.1080/10963758.2018.1438901](https://doi.org/10.1080/10963758.2018.1438901).
3. Dillette, A., **Douglas, A.**, Martin, D., & O'Neill, M. (2017). Resident Perceptions on Cross-Cultural Understanding as an Outcome of Volunteer Tourism Programs: The Bahamian Family Island Perspective. *Journal of Sustainable Tourism*, 25(9), 1222-1239.
4. Calhoun, J. & **Douglas, A. C.** (2015). *An analysis of hospitality and tourism research: learning organization's (LO) influence on sustainability practices*. The Handbook of Research on Global Hospitality and Tourism Management. Edited by Angelo Camillo. Published by IGI Global.
5. Whaley, J.*, **Douglas, A. C.**, O'Neill, M. (2014). "What's in a Tip?" The Creation and Refinement of a Consumer-Tipping Motivations Scale. *International Journal of Hospitality Management*, 37, 121-130.
6. Phelan, K., Mills, J. E., **Douglas, A. C.**, & Aday, B.* (2013). Digital personalities: an examination of the online identity of travel and tourism websites. *Journal of Hospitality & Tourism Technology*, 4(3), 248-262.
7. **Douglas, A. C.**, Mills, J. E., & Phelan, K (2010). Smooth sailing? Passenger's assessment of cruise brand equity. *Journal of Travel & Tourism Marketing*, 27(7), 649-675.
8. Chow, A.J.*, Alonso, A.D., **Douglas, A.C.**, & O'Neill, M.A. (2010). Exploring open kitchens' impact on restaurateurs' cleanliness perceptions. *Journal of Retail & Leisure Property*, 9, 93-104.
9. Byun, S., Ruffini, C., Mills, J.E., **Douglas, A.**, Niang, M., Stepchencova, S., Lee, S., Loufti, J., Lee, J., Atallah, M., & Blanton, M. (2009). Internet Addiction: Metasynthesis of 1996–2006 Quantitative Research. *Cyber Psychology & Behavior*, 12(2), 203-207.
10. **Douglas, A. C.**, Niang, M., Mills, J. E., Stepchencova, S., Byun, S., Lee, J., Loufti, J., Ruffini, C., Atallah, M., Blanton, M., & Wartell, R. (2008). Internet addiction: a qualitative meta-synthesis of 1996-2006 research. *Computers in Human Behavior*, 24(6), 3027–3044.
11. **Douglas, A.**, Miller, B., Kwansa, F. & Cummings, P. (2008). Students' perceptions of the usefulness of a virtual simulation in post-secondary hospitality education. *The Journal of Teaching in Travel & Tourism*, 7(3), 1-19.
12. Lehto, X., **Douglas, A. C.**, & Park, J. (2008). Mediating the effects of natural disasters on travel intention. *Journal of Travel & Tourism Marketing*, 23(2/3/4), 29-43. Published simultaneously as the book: *Safety and Security in Tourism: Recovery Marketing after Crises*, Edited by Noel Scott, Eric Laws, and Bruce Prideaux.
13. **Douglas, A. C.** (2007). CHIP & PIN technology: a POS solution for restaurants. *The Journal of Foodservice Business Research, Special Issue on Information Technology*, 10(1), 101-112.
14. Mills, J. E., Lee, J., & **Douglas, A. C.** (2007). Exploring perceptions of U.S. state tourism organizations Web advertising effectiveness. *The Asia Pacific Journal of Tourism Research*, 12(3), 245- 266.
15. **Douglas, A. C.** & Mills, J. E. (2004). Staying afloat in the tropics: applying a structural equation model approach to evaluating national tourism organization Websites in the Caribbean. *The Journal of Travel & Tourism Marketing*, 17(2/3), 269-293.

ACADEMIC RESEARCH

16. Mills, J. E. & **Douglas, A.** (2004). Ten information technology trends driving the course of hospitality and tourism higher education. *The Journal of Hospitality & Tourism Education*, 16(4), 21-33. (**Article of the Year Award**)
17. Morrison, A., Taylor, J. S., & **Douglas, A. C.** (2004). Website evaluation in tourism and hospitality: the art is not yet stated. *The Journal of Travel & Tourism Marketing*, 17(2/3), 233-251.

REFEREED SUBMITTED - UNDER REVIEW

1. Dillette, A. K., **Douglas, A. C.**, Martin, D. A, Andrzejewski, C.. Exploring the pathways and barriers to well-being as a result of wellness tourism experiences. *Current Issues in Tourism*. Manuscript ID: CIT-4448. (30% contribution)
2. **Chen, H., Douglas, A. C.**, & Barnes, R. A. Quickservice Restaurants' Employees Organizational Citizenship Behavior: Investigating the Moderating Effect of Job Embeddedness. *International Journal of Contemporary Hospitality Management*. Manuscript ID: IJCHM-02-2017-0103. (30% contribution)

BOOK REVIEW

1. **Douglas, A. C.** & Mills, J. E. (2007). Hospitality 2010: the future of hospitality and travel. *International Journal of Contemporary Hospitality Management*. 19(1), 94.

RESEARCH IN PROGRESS

1. **Douglas, A. C.** & Mills, J. E.. Functional or emotional? An assessment of the emotional quality of luxury travel websites. Targeting: *Journal of Travel Research*.
2. **Douglas, A. C.**, Struempfer, B., Parmer, S. & Gregg, M. Extension educators' perceptions of mobile technology integration in K-12 classrooms: An application of the Technology Acceptance Model. Targeting: *Journal of Research on Technology in Education*.
3. **Douglas, A. C.**, Mills, J. E. & Jang, S. Towards emotional usability in e-Travel: exploring the influence and dimensionality of emotive design elements of destination websites. Targeting: *Tourism Management*.
4. **Douglas, A.C.** & Miller, B. Harnessing simulations in hospitality education: Predicting student satisfaction and psychological ownership of the virtual business. Targeting: *The Journal of Hospitality and Tourism Education*.
5. **Douglas, A. C.**, Mills, J. E., Kavanaugh, R. R., & Jang, S. e-Motional connections: applying and validating the website emotional design scale in the context of environmental psychology. Targeting: *Journal of Travel Research*.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

1. Bardwell, A., Martin, D., **Douglas, A. C.**, & Lee, Y. M. (2018). The rural tourist typology: segmenting rural tourists using three-step latent class analysis. The 2018 ICHRIE Annual Research Conference, Indian Wells, CA, July 25-27, 2018.

ACADEMIC RESEARCH**CONFERENCE PRESENTATIONS AND PROCEEDINGS (cont'd)**

2. Dillette, A. & **Douglas, A. C.** (2018). Do vacations really make us happier? Exploring the relationships between tourism, wellness and quality of life. The 2018 ICHRIE Annual Research Conference, Indian Wells, CA, July 25-27, 2018.
3. Bernard, S. & **Douglas, A. C.** (2018). A review of articles on green hotel practices: a focus on methods. 3rd Annual SECSA Research Conference, Knoxville, TN, March 1-2, 2018.
4. Bernard, S. & **Douglas, A. C.** (2018). Does consumers' perception of fairness of green hotel initiatives influence revisit intention? 3rd Annual SECSA Research Conference, Knoxville, TN, March 1-2, 2018.
5. Kim, Y. & **Douglas, A. C.** (2018). Local food movement: a case study evaluating the intrinsic and extrinsic cues in online reviews of an upscale southern restaurant. 3rd Annual SECSA Research Conference, Knoxville, TN, March 1-2, 2018.
6. Bernard, S. & **Douglas, A. C.** (2017). Millennial consumers' perception of green practices of Airbnb hosts. 2nd Annual SECSA Research Conference, Miami, AL, March 9-10, 2017.
7. Obeidat, W. & **Douglas, A. C.** (2017). The effects of regional political instability on Jordan's perceived image: an application of the destination image restoration theory. 2nd Annual SECSA Research Conference, Miami, AL, March 9-10, 2017.
8. **Douglas, A. C.** (2016). Restaurant Menu Nutrition Labelling: Consumer Acceptance of and Readiness to Use Mobile Augmented Reality Applications at the Point of Purchase. Auburn University "This is Research" Faculty Symposium 2016. Auburn, AL., September 16, 2016.
9. Dillette, A. K.*, **Douglas, A. C.**, & Andrzejewski, C. (2016). An exploratory examination of the wellness tourist experience using netnography. Travel and Tourism Research International Conference, Vail Valley, Colorado, June 14-16, 2016.
10. Thayarnsin, S.* & **Douglas, A. C.** (2016). The role of risk, image and quality on destination loyalty: perspectives from international medical tourists toward Thailand as a medical tourism destination. Travel and Tourism Research International Conference, Vail Valley, Colorado, June 14-16, 2016.
11. Thayarnsin, S.* & **Douglas, A. C.** (2016). A systematic review of challenges in medical tourism destination management. Travel and Tourism Research International Conference, Vail Valley, Colorado, June 14-16, 2016.
12. Chen, H.*, Barnes, R.*, & **Douglas, A. C.** (2016). An analysis of perceived organizational supports, organizational citizenship behavior, job embeddedness, and turnover intentions among quick service restaurant employees. 1st Annual SECSA Research Conference, Auburn, AL, February 25-26, 2016.
13. Dillette, A.* & **Douglas, A. C.** (2016). Finding happiness through travel? Wellness tourism vs. traditional vacations. The 21st Annual Graduate Student Research Conference in Hospitality & Tourism, Philadelphia, Pennsylvania, January 7-9, 2016.
14. Bardwell, A.* & **Douglas, A. C.** (2016). Utilizing the self-congruity theory to identify the local food consumer. The 21st Annual Graduate Student Research Conference in Hospitality & Tourism, Philadelphia, Pennsylvania, January 7-9, 2016.
15. Eyoun, K.*, Chen, H.* & **Douglas, A. C.** (2016). American hotel expatriates in the Middle East: The influence of Hofstede's individualism/collectivism dimension, cross-cultural adjustment, and perceived organizational support on expatriate performance. The 21st Annual Graduate Student Research Conference in Hospitality & Tourism, Philadelphia, Pennsylvania, January 7-9, 2016.

ACADEMIC RESEARCH**CONFERENCE PRESENTATIONS AND PROCEEDINGS (cont'd)**

16. Dillette, A.* & **Douglas, A. C.** (2015). Toward an Understanding of Cross-Cultural Interaction between Residents and Tourists: The Case of Bahamian Family Islands. Travel and Tourism Research International Conference, Portland, Oregon June 15-18, 2015.
17. Dillette, A.* & **Douglas, A. C.** (2015). 'Eudaimonia' as an outcome of wellness tourism? An exploratory study of wellness travelers using self-determination theory. The 20th Annual Graduate Student Research Conference in Hospitality & Tourism, Tampa, Florida January 8-10, 2015.
18. Yu, M.* & **Douglas, A. C.** (2015). The effects of personality traits and emotional intelligence on customer complaint behavior in hospitality industry. The 20th Annual Graduate Student Research Conference in Hospitality & Tourism, Tampa, Florida January 8-10, 2015.
19. Dillette, A.*, Townsend, K.*, & **Douglas, A. C.** (2014). The impacts of sport tourism: A review of knowledge and methods. The 2014 ICHRIE Annual Research Conference, San Diego, CA, July 29-August 1, 2014.
20. Calhoun, J.* & **Douglas, A. C.** (2014). A phenomenological study of what constitutes "success" for hospitality workers. The 2014 ICHRIE Annual Research Conference, San Diego, CA, July 29-August 1, 2014.
21. Calhoun, J.* & **Douglas, A. C.** (2014). An analysis of hospitality and tourism research: learning organization's (LO) influence on sustainability practices. The 2014 ICHRIE Annual Research Conference, San Diego, CA, July 29-August 1, 2014.
22. Calhoun, J.*, O'Neill, M., & **Douglas, A. C.** (2013). An examination of second language education provision among United States (US) and European (EU) hospitality and tourism management schools. The Fall 2013 South Eastern CHRIE meeting, Brevard, SC, September 27, 2013. {20% contribution: research design and manuscript preparation}
23. Dillette, A.* & **Douglas, A. C.** (2013). Experiential learning as an educational tool for hospitality and tourism students. Shrinking The Global Divide: Synergy, Service & Sustainability, Nassau, Bahamas, September 18-20, 2013. {30% contribution: idea generation, literature review, research design, and manuscript preparation}
24. Dillette, A. & **Douglas, A. C.** (2013). Exploring cross-cultural understanding as an outcome of volunteer tourism programs: A mixed methods approach to volunteer tourism, social exchange theory, cross-cultural understanding. The 18th Annual Graduate Student Research Conference in Hospitality & Tourism, Seattle, Washington January 3-5, 2013. {40% contribution: idea generation, literature review, research design, data collection and analysis, findings, discussions, conclusions, and manuscript preparation}
25. Xu, H. & **Douglas, A. C.** (2013). How much does lowest price guarantee policy cost from the perspective of Monte Carlo option pricing? The 18th Annual Graduate Student Research Conference in Hospitality & Tourism, Seattle, Washington January 3-5, 2013. {30% contribution: idea generation, literature review, research design, data collection and analysis, findings, discussions, conclusions, and manuscript preparation}
26. Ubi, M., Dillette, A. & **Douglas, A. C.** (2013). Exploring brand loyalty: residents and non-residents' perceptions of locally-owned versus multinational hotel brands in Nigeria. The 18th Annual Graduate Student Research Conference in Hospitality & Tourism, Seattle, Washington January 3-5, 2013. {30% contribution: idea generation, literature review, research design, and manuscript preparation}

ACADEMIC RESEARCH**CONFERENCE PRESENTATIONS AND PROCEEDINGS (cont'd)**

27. Xu, H. & **Douglas, A. C.** (2013). Segmenting the global lodging industry: An application of the modern portfolio theory in hospitality. The 18th Annual Graduate Student Research Conference in Hospitality & Tourism, Seattle, Washington January 3-5, 2013. {30% contribution: idea generation, literature review, research design, and manuscript preparation}
28. Dillette, A. & **Douglas, A. C.** (2012). Local residents' perceptions on the impacts of tourism: a case study of the family islands of The Bahamas. The 17th Annual Graduate Student Research Conference in Hospitality & Tourism, Auburn, Alabama, January 5-7, 2012. {40% contribution: idea generation, literature review, research design, data collection and analysis, findings, discussions, conclusions, and manuscript preparation}
29. Hui, X. & **Douglas, A. C.** (2012). Applying data envelopment analysis to U.S. convention center productivity: a comparison of ownership structures. The 17th Annual Graduate Student Research Conference in Hospitality & Tourism, Auburn, Alabama, January 5-7, 2012.
30. Dillette, A. & **Douglas, A. C.** (2011). Swim Bahamas: An exploratory study into the perception of Bahamian Islanders vs. the attitudes of the 'Voluntourist'-A Case Study. The Spring 2011 South Eastern CHRIE meeting, Georgia State University, Atlanta, Georgia, February 25, 2011.
31. Chen, Y., **Douglas, A.C.** & Lehto, X. (2008). Spa resort atmospherics: the environment's influence on behavior intentions through affect and cognition. The 13th Annual Graduate Student Research Conference in Hospitality & Tourism, Orlando, Florida, January 3-5, 2008.
32. **Douglas, A. C.**, Mills, J. E., & Kavanaugh, R. R. (2007). Exploring the use of emotional features at romantic destination websites. International Federation of Information and Communications Technologies in Tourism 2007 Conference Proceedings, Ljubljana, Slovenia, January 24-26, 2007.
33. Mills, J. E., & **Douglas, A. C.** (2007). Online differentiation: a comparative personality analysis of tourism websites. International Federation of Information and Communications Technologies in Tourism 2007 Conference Proceedings, Ljubljana, Slovenia, January 24-26, 2007.
34. **Douglas, A. C.**, Mills, J. E., Kavanaugh, R. R., & Jang, S. (2007). Emotions in online destination management: towards the development of a destination website emotional design (W.E.D.) model for romantic travel consumers. International Federation of Information and Communications Technologies in Tourism 2007 Ph.D. Workshop Conference Proceedings, Ljubljana, Slovenia, January 23, 2007.
35. **Douglas, A.C.** & Lehto, X. (2007). Disaster through the eyes of the tourist: a case study analysis of the response of vacationers to South East Asia impacted by the 2004 Indian Ocean Tsunami. The 12th Annual Graduate Student Research Conference in Hospitality & Tourism, Houston, Texas, January 4-6, 2007.
36. Mills, J. E., **Douglas, A. C.**, & Sigala, M. (2006). E-Business Liability: the last decade of lawsuits affecting travel and tourism. EyeforTravel Travel Distribution Summit 2006, London, England, June 5-6, 2006.
37. **Douglas, A. C.** & Mills, J. E. (2006). Logging brand personality online: website content analysis of Middle Eastern and North African destinations. International Federation of Information and Communications Technologies in Tourism 2006 Conference Proceedings, Lausanne, Switzerland, January 18-20, 2006.
38. **Douglas, A. C.** & Miller, B. (2006). Experiential learning: empowering students in an interactive online hospitality simulation environment. The 11th Annual Graduate Student Research Conference in Hospitality & Tourism, Seattle, Washington, January 5-7, 2006 (*Best Paper Nominee*).

ACADEMIC RESEARCH

CONFERENCE PRESENTATIONS AND PROCEEDINGS (cont'd)

39. Edwards, A., **Douglas, A. C.** & Mills, J. E. (2006). The impact of digital moonlighting on the modern workplace. The 11th Annual Graduate Student Research Conference in Hospitality & Tourism, Seattle, Washington, January 5-7, 2006.
40. **Douglas, A. C.** & Miller, B. (2004). Using internet-based simulations in hospitality education: bridging the gap. The 2004 Euro-CHRIE Conference, Ankara, Turkey, November 3-7, 2004.
41. **Douglas, A. C.**, Miller, B., Kwansa, F., & Cummings, P. (2004). Usefulness of a virtual simulation in post-secondary education: students' perceptions. The 2004 International Society of Travel & Tourism Educators Annual Conference, Hong Kong, China, September 26-28, 2004.
42. **Douglas, A. C.** & Miller, B. (2004). Harnessing computer simulation in hospitality education. The 9th Annual Graduate Student Research Conference in Hospitality & Tourism, Houston, Texas, January 6-8, 2004.
43. **Douglas, A. C.** (2003). CHIP & PIN Technology: a POS solution for restaurants and hotels. The 2003 International Foodservice Technology Exposition, Long Beach, California, October 26-29, 2003.
44. **Douglas, A. C.** & Mills, J. E. (2003). Tech trends: an exploration of the future of hospitality and tourism education. The 2003 I-CHRIE Annual Conference and Exposition, Palm Springs, California, August 6-9, 2003.
45. **Douglas, A. C.** & Mills, J. E. (2003). Five education technology trends & the potential impact on hospitality and tourism education. The 8th Annual Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, Nevada, January 5-7, 2003.

PROFESSIONAL DEVELOPMENT ACTIVITIES (Auburn University)

- The Office of Academic Assessment's Meta Assessment Institute held July 16-20th, 2018. As a participant in this institute, I was trained in best practices of academic assessments and how to evaluate assessment reports from different programs across the university.
- The Biggio Center for the Enhancement of Teaching & Learning's 2018 Summer Course (Re)Design held July 9-13, 2018. As a participant in this program, I: (re)designed a course using principles from Dee Fink's *Designing Significant Learning Experiences* backwards design process, trained in active learning pedagogy and prepared to apply those principles in EASL classrooms, and became part of an ongoing cohort committed to "making teaching visible" at Auburn University by sharing teaching innovations.
- "The 2012 International Hotel and Motel Restaurant Show" held November 10-13, 2012. The Candidate attended several forums, seminars and workshops centered on hospitality leadership, trends in the catering industry, trends in the hospitality industry, navigating travel review Websites among others.
- Participant in the Tuscan Vistas Tour of Italy in celebration of the 10th Anniversary of the Joseph S. Bruno Study Abroad Program in Italy October 14-23, 2012.
- Participant in the Certified Hospitality Educator (CHE) workshop held December 13-15, 2011 that resulted in the award of CHE.
- "Evaluating and Assessing Student Writing: Workshop" presented by Dr. Margaret Marshall of the Office of University Writing, February 3, 2011.

PROFESSIONAL DEVELOPMENT ACTIVITIES (Auburn University)

- “The 2011 International Hotel and Motel Restaurant Show” held November 13-16, 2011. The Candidate attended several forums, seminars and workshops centered on hospitality leadership, perspectives of women senior executives in hospitality, social media application in the industry, wine tasting educational workshop among others.
- “Using Revision to Improve Student Writing” presented by Margaret Marshall presented by Dr. Margaret Marshall of the Office of University Writing, October 13, 2010. This workshop provided key insights to faculty who currently incorporate writing assignments of significant weight and commitment on the part of the students in their course work. Participants were exposed to several different types of revision techniques and strategies in addition to working revision into the course timetable.
- “Cross-Cultural Perspectives on University Teaching and Learning” symposium held February 19 – 20, 2010 at Auburn University. The symposium featured professional and research based presentations from a variety of tenured faculty with multi-cultural teaching experiences at the undergrad and graduate level. Presenters shared experiences, understandings, and best practices on the perspectives of international and ethnic American students such as Chinese, African American, Latino, Korean, Muslim, and Hindu.
- “Dreamweaver” workshop held over the course of four tutorial working sessions in Spring 2010. The course introduces the basics of effective Website design and the use of the HTML coding format in addition to the creation of templates and the use of existing Auburn University Website templates.
- “iTeach: Outside the Classroom”. A day-long conference by the AU Instructional Multimedia Group (IMG) sponsored by Apple and Adobe software companies. The conference which had several break-out session, focused on the use of new technology tools to aid the delivery of course material and to increase participation and engagement in classes. Several topics include the use of clickers, podcasting, virtual worlds and web-based meetings. March 12, 2010
- “The New Faculty Scholar’s Program” presented by Dr. James Groccia and team is a yearlong program centered on acclimating new Auburn faculty to their roles in teaching, research and service as well as the respective expectations of the faculty in each role. The program fosters collegiality and presents best practices that can lead to success for the tenure-tacked faculty.
- National Endowments for the Humanities workshop (NEH) grant writing workshop September 2009.
- "Understanding and Using student evaluations to Improve your Teaching" presented by Dr. James Groccia, Biggio Center, Auburn University, January 22, 2009.

ACADEMIC AFFILIATIONS AND ACTIVITIES

International Council on Hotel, Restaurant and Institutional Educators	2009 ~ present
Hospitality Sales & Marketing Association	2008 ~ present
Eta Sigma Delta International Hospitality and Tourism Honor Society	2006 ~ present