

Martin A. O'Neill
Horst Schulze Endowed Professor of Hospitality Management

CONTACT DETAILS

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Education

PhD	2000	Hospitality Management	University of Ulster
PGC	1996	Teaching in Higher Ed.	“ “
MS	1991	Hotel and Catering Mgt.	“ “
BA (Hons)	1988	Hotel and Tourism Mgt.	“ “

Professional Experience

- 2022 Head, Horst Schulze School of Hospitality Management
- 2016 Horst Schulze Endowed Professor of Hospitality Management and Department Head
- 2009 Department Head, Nutrition, Dietetics and Hospitality Management, Auburn University
- 2008 Bruno Endowed Professor, Nutrition and Food Science, Auburn University
- 2006 Director, Hotel and Restaurant Management, Nutrition and Food Science, Auburn University
- 2003 Associate Professor, Hotel and Restaurant Management, Nutrition and

- Food Science, Auburn University
- 2002 Senior Lecturer (SL) and Research Manager, School of Marketing, Tourism & Leisure (SMTL), Edith Cowan University (ECU), Perth, Western Australia (WA)
- 2001 SL and Marketing Manager, SMTL, ECU, Perth, W.A.
- 2000 Senior Lecturer and Head, Hospitality Management, ECU, W.A.
- 1997 Lecturer B, SMTL, ECU, Perth, WA
- 1995 Lecturer B, University of Ulster, Northern Ireland
- 1992 Lecturer A, University of Ulster, Northern Ireland
- 1991 P/T Research Officer, Department of Hotel & Catering Management, University of Ulster, Jordanstown, Belfast.

Other Qualifications

- 1996 Wine and Spirit Education Trust Certificate
- 1990 Basic Food Hygiene Certificate
- 1989 Training Skills I + II Craft Training Award
Caterbase Craft Trainer Award

Awards and Honors

- 2018 Alabama Hospitality Educator of the Year, Alabama Restaurant and Hospitality Alliance
- 2016 Horst Schulze Endowed Professor of Hospitality Management
- 2015 Honorary Doctorate in Food Service, North American Food Manufacturers Association
Immediate Past President, International CHRIE
- 2014 President, International CHRIE
- 2013 Vice President, International CHRIE
- 2009 President, Southeast, Central and South American CHRIE
- 2008 Bruno Endowed Professor, Auburn University
- 2007 AU Camp War Eagle Faculty Honoree
- 2006 AU Student Government Association (SGA) "Outstanding Faculty Member" for the College of Human Sciences, Auburn University
- 2005 Office of International Education Auburn University Global Tiger Award –
In recognition of International Education Contributions and Leadership on behalf of Auburn University Students.

- 2004 Adjunct Professor School of Marketing and Tourism, Edith Cowan University
- 2003 Nominated as SGA “Outstanding Faculty Member” by the Dept. of Nutrition and Food Science, Auburn University
- 2003 Nominated for a Teaching Excellence Award by graduating students at Edith Cowan University, Perth, Western Australia.
- 2002 Winner of the Travel and Tourism Research Association (TTRA) Charles R. Goeldner Article of Excellence Award, for best-published research paper entitled “Service Quality Evaluation at Events through Service Mapping” Journal of Travel Research, Vol. 39 (4), 380-390.
- 2002 Inaugural Dean’s Award for Outstanding Academic Achievement in the area of College Promotion and Marketing (Edith Cowan University).
- 2002 Nominated for an Outstanding Teaching Award by graduating students.
- 2001 Nominated for an Outstanding Teaching Award by graduating student.
Nominated for an Outstanding Teaching Award by graduating students.
- 1999 Winner “Best New Researcher”, School of Marketing and Tourism, Edith Cowan University, Perth, Western Australia.

Assigned Duties / Allocation of Time**Administration (A) / Teaching (T) / Research (R) / Service (S)**

Auburn University				
Year / %	A	T	R	S
2020 - 2021	100			
2019 - 2020	100			
2018 - 2019	100			
2017 - 2018	100			
2016 - 2017	100			
2015 - 2016	100			
2014 - 2015	100			
2013 - 2014	100			
2012 - 2013	100			
2011 - 2012	100			
2010 - 2011	100			
2009 - 2010	100			
2008 - 2009	50	25	20	5
2007 - 2008	25	35	35	5
2006 - 2007	15	50	30	5
2005 - 2006		50	45	5
2004 - 2005		50	45	5
2003 - 2004		50	45	5
2002 - 2003		50	45	5
Edith Cowan University				
2002		40	40	20
2001		40	40	20
2000		20	60	20
1999		20	60	20
1998		30	40	30
1997		50	40	10
University of Ulster				
1996 - 1997		50	30	20
1995 - 1996		50	30	20
1994 - 1995		50	20	30
1993 - 1994		50	20	30
1992 - 1993		50	30	20
1991 - 1992		80	-	20

Courses Developed and Taught

Auburn University	Edith Cowan University	University of Ulster
<p>NUFS3040 Food Systems Operations</p> <p>NUFS4500 Hotel Management</p> <p>HOSP4380 Study Travel in Human Sciences – International Field Study</p> <p>HOSP4600 Beverage Appreciation</p> <p>NUFS5530 Continuous Quality Improvement/Science of Quality</p> <p>NUFS5570 Global Hospitality Management</p> <p>NTRI7986 Dis-Ed Non-thesis Research</p> <p>HOSP7990 Research and Thesis</p> <p>HOSP8990 – Research and Dissertation</p> <p>HOSP8020 – New Faculty Development</p> <p>HOSP3700 – Principles of Service Management</p>	<p>Hospitality</p> <p>HOS2110 Food and Beverage Operations (practicum)</p> <p>HOS2112 Hospitality Service</p> <p>HOS2211 Hotel Information Systems</p> <p>HOS2220 Rooms Division Management</p> <p>HOS3111 Contemporary Issues in Hospitality</p> <p>HOS5101 Current Topics in Hospitality (GR)</p> <p>Tourism</p> <p>TSM2101 Introduction to Tourism Studies</p> <p>TSM2240 Travel Agency Management</p> <p>TSM3111 Contemporary Issues in Tourism</p> <p>Other</p> <p>MKT3195 Services Marketing</p>	<p>Hospitality</p> <p>Hotel Operations (F&B Lab)</p> <p>Management of Catering Operations (GR)</p> <p>Bridging Course – Case Study Analysis</p> <p>Total Quality Management (GR)</p> <p>Management Decision Making</p> <p>Tourism</p> <p>Introduction to Leisure and Tourism</p> <p>Tourism Industry Studies</p> <p>Sustainable Tourism Studies</p>

TEACHING AND LEARNING

Teaching Evaluations

Auburn University standard student evaluation forms are used to assess teaching effectiveness of all College of Human Sciences faculties. The overall mean responses for courses taught are summarized in the table below.

Course	Semester	* Personal Performance Mean
HOSP8020 New Faculty Development	Spring 2021	5.95/6
HOSP4600 Beverage Appreciation	Spring 2018	5.95/6
HOSP4600 Beverage Appreciation	Fall 2018	5.9/6
HOSP4600 Beverage Appreciation	Spring 2017	5.9/6
HRMT4600 Beverage Appreciation	Spring 2013	5.46
HRMT4600 Beverage Appreciation	Fall 2012	5.68
HRMT4600 Beverage Appreciation	Spring 2012	5.35
HRMT4600 Beverage Appreciation	Fall 2011	5.65
HRMT4600 Beverage Appreciation	Fall 2010	5.37
NUFS5530 Continuous Quality Improvement	Spring 09	4.87/5
NUFS5530 Continuous Quality Improvement	Fall 08	4.78/5
NUFS4600 Beverage operations	Spring 08	4.82/5
NUFS5380 Study Travel in Nutrition		4.94/5
NUFS6380 Study Travel in Nutrition		4.65/5
NUFS4600 Beverage Operations	Fall 07	4.55/5
NUFS4380 Study Travel in Nutrition	Spring 07	4.46/5
NUFS4600 Beverage Operation		4.93/5
NUFS5530 Continuous Quality Improvement		4.56/5
NUFS4380 Study Travel in Nutrition	Spring 06	4.82/5
NUFS4600 Beverage Operation		4.97/5
NUFS5530 Continuous Quality Improvement		4.51/5
NUFS5530 Continuous Quality Improvement	Fall 05	4.65/5
NUFS5570 Global Hospitality Management	“ “	4.95/5

NUFS5530 Continuous Quality Improvement	Spring 05	4.85/5
NUFS5530 Continuous Quality Improvement	Fall 04	5.00/5
NUFS5570 Global Hospitality Management	“ “	4.90/5
NUFS5530 Continuous Quality Improvement	Spring 04	4.58/5
NUFS6530 Continuous Quality Improvement	“ “	5.00
NUFS4500 Hotel Management	“ “	4.62/5
NUFS4380 Study Travel in Nutrition	“ “	5.00
NUFS5530 Continuous Quality Improvement	Fall 03	4.63/5
NUFS5570 Global Hospitality Management	“ “	4.93/5
NUFS4500 Hotel Management	Spring 03	2/5

Graduate Research Committee's

a. Graduate Students Completed

* denotes students not enrolled at Auburn University

i. Major Professor (Ph.D)

<u>Name</u>	<u>Dissertation Title</u>	<u>Year</u>
Erol Sozen	A Multi-model approach to exploring Sustainability in the US Craft Brewing Industry	2018
Lynsey Wilson	Examination of Event Volunteers' Motivation and Satisfaction Levels Utilizing the Kano Method	2014
Jeremy Whaley	An exploratory Study of Tipping Motivations	2013
Meghan Johnson	Environmentalism and Planned Behavior in a mixed use resort environment	2012
Douglas Murray	Home Brewing as a Serious Leisure Endeavor - A mixed methods approach	2011
Martin MacCarthy	An ethnographic study of Australian Shooting Clubs	2009
Missy VanHyfte	Nature Based Tourism in Alabama – Factors Driving satisfaction and intent to return	2009
Kristen Kozub	The moderating role of loyalty in service Recovery – an examination of the ultra-luxury Hotel Sector.	2008

David Martin	Cognitive scaling, emotions team identity and future behavioral intentions: an examination of sporting event venues	2007
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ii. Major Professor (Master's - thesis)

<u>Name</u>	<u>Thesis Title</u>	<u>Year</u>
Erol Sozen	Motivations for Entrepreneurial Engagement in Craft Brewing	2015
Jeremy Whaley	Quality Assurance and Alabama State Parks	2011
Douglas Murray	Home Brewing and Serious Leisure: an Empirical Investigation	2009
Meghan Hunter	An investigation of the use of the IPA Evaluation technique – Anniston Army Depots Morale Welfare and Recreation Service Provision	2009
David Martin	Exploring the effect of emotion on time- elapsed consumer perceptions of service – a re-examination of the satisfaction construct	2005
* Danielle Lacey	Cross-cultural training initiatives – a case of two Olympic cities	2004
* Aungkan Thongkao	How green is your hotel? An examination of environmentally friendly practices of the Phuket Hotel Industry	2002

iii Major Professor (Master's – non-thesis)

Anne M. Lowery	Language as a communication tool between Employees and subordinates	2008
Vanessa Ocasio	Spa treatment preferences / motivation of Gay and Lesbian travelers	2008
Jeremy Whaley	The role of guest satisfaction in explaining Future behavioral intention – an examination of Alabama State Parks accommodation services	2008
Lindsay Waits	Travel safety awareness – examining the Issues with study abroad programs	2008

b. Graduate Students Presently Serving

i. Major Professor & Committee Member Currently Serving

<u>Name</u>	<u>Degree Expected (Department)</u>	<u>Progress to Date</u>
Lane Gilbert	PhD (Hospitality Management)	Coursework
Sorcha O'Neill	MS (Hospitality Management)	Coursework

RESEARCH

Research Interests

Primary research thrust relates to the concept of Continuous Quality Improvement (CQI) and its application within the broad services field encompassing both public and private sector organizations in the tourism, hospitality and restaurant management fields. My research niche is in the area of disconfirmation modeling as a tool for garnering customer feedback and continual system improvement. Recent grant funding has been received from the United States Department of the Army, The Department of State Parks in Alabama and the Alabama Bureau of Tourism and Travel. Additional recent research and training partners include the Federal Credit Union Movement, North East Alabama Regional Medical Hospital, the Lodge and Conference Center at Grand National, Auburn Alabama, the West Australian Tourism Commission and the Margaret River Wine Industry Association, Margaret River, Western Australia.

Research Awards/Honours

- 2010 Conference Best Paper Award, International CHRIE, San Juan, Puerto Rico, 30 July 2010 – The Use of Sequential Critical Incident Analysis to Evaluate Service Process Quality in the Restaurant Sector.
- 2005 Highly Commended Award from the Emerald Literati Club 2005 Awards for Excellence
- 2003 Member of the Editorial Review Board of the Journal of Managing Service Quality
- 2001 Winner of the Travel and Tourism Research Association (TTRA) Charles R. Goeldner Article of Excellence Award, for best published article in the Journal of Travel Research in 2001.

Refereed Journal Articles

*denotes graduate student

1. Sozen, E., **O'Neill, M.**, and Rahman, I. (2021). An exploratory study of US craft brewery owners' motivations for adopting environmental practices. *International Journal of Contemporary Hospitality Management*, 32 (2), 713-736.
2. Sozen, E., Rahman, I., and **O'Neill, M.** (2021). Craft breweries' environmental proactivity: an upper echelons perspective. *International Journal of Wine Business Research*, 34 (2), 489-513
3. Sozen, E., & **O'Neill, M.** (2020). An Exploration of Quality Service in Brewing Sector. *Journal of Quality Assurance in Hospitality & Tourism*, 21(1), 105-128.
4. *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*, March
5. *Dillette, A., *Douglas, A., Martin, D., and **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*. Vol. 25(9): 1222-1239.
6. *Murray, D., Martin, D. S., **O'Neill, M. A.** and *Gogue, J. (2015). "Serious Leisure: The Sport of Target Shooting and Leisure Satisfaction." *Journal of Sport in Society*. Manuscript ID FCSS-2015-0005.
7. *Murray, D. and **O'Neill, M.A.** (2015). Home brewing and Serious Leisure: Exploring the motivation to engage and the resultant satisfaction derived through participation. *World Leisure Journal*, Vol. 57 (4).
8. *Kozub, K.R., **O'Neill, M.A.** and Palmer, A. (2014). Emotional antecedents and outcomes of service recovery: An exploratory study in the luxury hotel industry. *The Journal of Services Marketing*, Vol. 28 (3), 233 – 243
9. Martin, D. S., *Murray, D., **O'Neill, M. A.**, McCarthy, M., and *Gogue, J. (2014). "Target Shooting as a Serious Leisure Pursuit—an Exploratory Study of the Motivations Driving Participant Engagement." *World Leisure Journal*, Vol. 56, #3.
10. *Whaley, J., Douglas, A., and **O'Neill, M.A.** (2014). What's in a tip? The creation and refinement of a restaurant-tipping motivations scale: A consumer perspective. *International Journal of Hospitality Management*, 37: 121-130
11. *Park, SG, Kim, K and **O'Neill, M.A.** (2014). Complaint behavior intentions and expectation of service recovery in individualistic and collectivistic cultures. *International Journal of Culture, Tourism and Hospitality Research* Vol. 8 (3)
12. Alonso, A., **O'Neill, M.A.**, Liu, Y and O'Shea, M. (2013). Factors Driving Consumer Restaurant Choice: An Exploratory Study from the Southeastern United States. *Journal of Hospitality Marketing and Management*. Vol.22 (5): 547-567.
13. Alonso, A. and **O'Neill, M.A.** (2012). What is your favorite Southern dish? A study of Southern US consumers. *Journal of Foodservice Business Research Manuscript*, Vol. 15 (3), 247-264
14. *Murray, D.W. and **O'Neill, M.A.** (2012). Craft beer: penetrating a niche market. *British Food Journal*, Vol. 114 (7), 899 - 909
15. Alonso, A., and **O'Neill, M.A.** (2012). Imagery and Consumption of Wine: A

- Southern United States Case Study. *Journal of Food Products Marketing* Vol.18 (4): 306-324
16. Alonso, A. and **O'Neill, M.A.** (2012). Muscadine Grapes, Food Heritage and Consumer Images: Implications for the Development of a Tourism Product in Southern USA. *Journal of Tourism Planning and Development*, Vol. 9. (3): 213-229
 17. Alonso, A. and **O'Neill, M.A.** (2011). Consumer imagery and Southern US foods: a preliminary study. *JOHAR: Journal of Hospitality Application and Research*, Vol. 6 (2), 17-35.
 18. Alonso, A. and **O'Neill, M.A.** (2011). Investing in the social fabric of rural and urban communities: a comparative study of two Alabama farmers' markets. *Community Development*, Vol. 42. (3), 392-409.
 19. Alonso, A. and **O'Neill, M.A.** (2011). Interest in Maximization and Value-added Produce: a preliminary Study from Chilton County, Alabama. *British Food Journal*, Vol. 113 (5), 637-655.
 20. Alonso, A. and **O'Neill, M.A.** (2011). Climate Change from the Perspective of Spanish Wine Growers: a Three-Region Perspective. *British Food Journal*, Vol. 113 (2), 205-221.
 21. Alonso, A. and **O'Neill, M.A.** (2011). Can Universities Assist Small Hospitality Enterprises? The Operators' Views. *Journal of Foodservice Business Research*, Vol. 14 (1), 53-62
 22. Alonso, A. and **O'Neill, M.A.** (2011). What defines the "ideal" hospitality employee? A college town case. *International Journal of Hospitality and Tourism Administration*, Vol. 12, 73-93
 23. Ayoun, B., *Johnson, M., *VanHyfte, M. and **O'Neill, M.** (2010). Comparison Study of U.S. and Non-U.S. Education Internationalization Practices of Hospitality and Tourism Programs, *Journal of Teaching in Travel & Tourism*, Vol. 10 (4): 335-361.
 24. Alonso, A.D. and **O'Neill, M.A.** (2010) "Small hospitality enterprises and local produce: a case study", *British Food Journal*, Vol. 112 (11): 1175 – 1189
 25. O'Neill, M.A., *Riscinto-Kozub, K and *Van Hyfte, M. (2010). Defining Visitor Satisfaction in the context of camping oriented nature-based tourism – the driving force of quality. *Journal of Vacation Marketing*, Vol. 16. (2): 141-156
 26. *Crawford, A., Hubbard, S., **O'Neill, M.A.** and Guarino, A. (2010). Does Core Self-Evaluation have a place among Restaurant Employees? *Journal of Human Resources in Hospitality and Tourism*, Vol. 9 (3): 300-317
 27. MacCarthy, M and **O'Neill, M.A.** (2010). The Inexorable Demise of Competition Shooting in Australia. *The International Journal of Sport and Society*, Vol.1 (1): 211-221.
 28. Martin, D. S. and **O'Neill, M. A.** (2010). "Scale Development and Testing: A New Measure of Cognitive Satisfaction in Sports Tourism." *Event Management*, Vol. 14, 1.
 29. McMullan, R. and **O'Neill, M.A.** (2010). Towards a Valid and Reliable Measure of Visitor Satisfaction. *Journal of Vacation Marketing*, Vol. 16 (1): 29-44
 30. *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 and Leisure Property*, Vol. 9 (2), 93-104.
 31. Martin, D. S., Howell, R., and **O'Neill, M. A.** (2010). "The Impact of Positive Affect,

- Negative Affect, and Customer Satisfaction on the Future Behavioral Intentions of Sports Fans.” *International Journal of Sport and Society*, Vol. 1, 2.
32. Alonso, A., **O’Neill, M.A.** and Kim, K. (2009). In search of authenticity: a case examination of the transformation of Alabama's Langdale Cotton Mill into an industrial heritage tourism site. *Journal of Heritage Tourism*, Vol. 5 (1): 33-48
 33. Alonso, A.D. and **O’Neill, M.A.** (2009). Wine Tourism in Spain. A Case of Three Regions. *Tourism Interdisciplinary Journal*, Vol. 57 (4): 361-500.
 34. *Crawford, A., Hubbard, S., **O’Neill, M.A.** and Guarino, A. (2009). Mediating effects: a study of the work environment and personality in the quick-service restaurant setting. *Journal of Hospitality and Tourism Management*, Vol. 16 (1): 24-31
 35. Alonso, A. and **O’Neill, M.A.** (2009). Staffing issues among small hospitality businesses: A college town case. *International Journal of Hospitality Management*. Vol. 28 (4): 573-578
 36. *Crawford, A., Hubbard, S., Shumate, S. and **O’Neill, M.A.** (2009). Workplace Spirituality and Employee Attitudes within the Lodging Environment. *Journal of Human Resources in Hospitality and Tourism*, Vol. 8: 67-84
 37. Alonso, A.D., & **O’Neill, M.A.** (2009). Staffing issues among small hospitality businesses: a college town case. *International Journal of Hospitality Management*, Vol. 28, 573-578.
 38. **O’Neill, M.A.** (2008). Quality evaluation directs improvement efforts for Uncle Sam: an examination of service quality perceptions at Anniston Army Depot, *Journal of Food Service Management and Education (FSMEC)*, Vol. 3 (1): 1-16
 39. Martin, D.S., **O’Neill, M.A.** Hubbard, S.S. and Palmer, A.J. (2008). The role of emotion in explaining consumer satisfaction and future behavioral intention, *Journal of Services Marketing*, Vol. 22 (3): 224-236
 40. MacCarthy, M., **O’Neill, M.A.** & Williams, P. (2006). Customer Satisfaction and Scuba-diving: Some Insights from the Deep. *Service Industries Journal*, Vol. 26 (5): 537-555
 41. **O’Neill, M. A.** (2005) Employee care, a vital antecedent to customer care in the health care industry: an exploratory investigation of the employee satisfaction construct at the North East Alabama Regional Medical Center. *Leadership in Health Sciences*, February.
 42. **O’Neill, M.A.** and Hubbard, S (2004). Directing the continuous quality improvement effort: a case examination from the Alabama hospitality sector. *Florida International University*, Vol. 23 (2)
 43. **O’Neill, M.A.** and Palmer, A. (2004). Cognitive Dissonance and the Stability of Service Quality Perceptions. *The Journal of Services Marketing*, Vol. 18 (6): 433-449
 44. **O’Neill, M.A.** and Palmer, A. J. (2004). Importance-performance analysis: a useful tool for directing continuous quality improvement in higher education. *Journal of Quality Assurance in Higher Education*, Vol. 12 (1): 39-52

45. **O'Neill, M.A.** (2004). Obesity and the airlines – weighing up the issues. *Florida International University Hospitality Review*, Vol. 20 (2): 80-89
46. **O'Neill, M.A.** and Palmer, A. (2004). Wine Production and Tourism – Adding Service to a Perfect partnership. *Cornel Hotel and Restaurant Administration Quarterly*, Vol. 45, (6): 269-284
47. **O'Neill, M.A.** (2003). The influence of time on student perceptions of service quality: the need for longitudinal measures. *The Journal of Educational Administration*, Vol. 41 (3): 310-325
48. **O'Neill, M.A.** and Palmer, A. (2003). An exploratory study of the effects of experience on consumer perceptions of the service quality construct. *Managing Service Quality*, Vol. 13 (3): 187-196
49. **O'Neill, M.A.**, Palmer, A. and Wright, C. (2003). Disconfirming user expectations of the online service experience: inferred versus direct disconfirmation modeling. *Internet Research: Electronic Networking Applications and Policy*, Vol. 13 (4): 281-296
50. **O'Neill, M.A.**, MacCarthy, M. and Williams, P. (2003). Evaluating service quality within the dive tourism sector: an application of the importance-performance technique. *Florida International University (FIU) Hospitality Review*, Vol. 20 (2): 47-65
51. Palmer, A. and **O'Neill, M.A.** (2003). The effects of perceptual processes on the measurement of service quality. *Journal of Services Marketing*, Vol. 17 (3): 254-274.
52. **O'Neill, M.A.**, Palmer, A. and Charters, S. (2002). Wine production as a service experience - the effects of service quality on wine sales. *Journal of Services Marketing*, Vol.16 (4), 342-362
53. **O'Neill, M.A.** and Palmer, A. (2001). Survey Timing and Consumer Perceptions of Service Quality: an Overview of Empirical Evidence. *Managing Service Quality*, Vol. 11 (2): 182-190
54. Charters, S. and **O'Neill, M.A.** (2001). Service Quality at the Cellar Door: A Comparison between Regions. *International Journal of Wine Marketing*, Vol.13 (3): 7-17
55. **O'Neill, M.A.**, Wright. C. & Fitz, F. (2001). Quality evaluation in on-line service environments: an application of the importance-performance measurement technique. *Managing Service Quality*, Vol. 11 (6): 402-418
56. Getz, D., **O'Neill, M.A.** and Carlsen, J. (2001). Service Quality Evaluation at Events through Service Mapping. *Journal of Travel Research*, Vol. 39 (4), 380-390
57. **O'Neill, M.A.**, Hubbard, S. Salazar, J. and Kent, W.E. (2000). The Impact of Tipping on Job Satisfaction of Restaurant Servers. *Australian Journal of Hospitality Management*, Vol. 7 (2), 51-55
58. **O'Neill, M.A.** and Ali-Knight, J. (2000). Accessing the Disability Tourism Dollar – An Investigation of Western Australia's Hotel Industry, *Florida International*

- University, Hospitality Review, Vol. 18 No 2: 72-88. (50%)*
59. Charters, S. and **O'Neill, M.A.** (2000). Delighting the customer: how good is the cellar door experience? *The Australian and New Zealand Wine Industry Journal, Wine Marketing Supplement*, July/August: 11-16. (50%)
 60. **O'Neill, M.A.** (2000). The role of perception in disconfirmation models of service quality in the tourism industry, *Measuring Business Excellence - The Journal of Business Performance Measurement, Vol. 4 No 2 (Second Quarter): 46-59*
 61. **O'Neill, M.A.** and Charters, S. (2000). Service Quality at the Cellar Door: Implications for Australia's Developing Wine Tourism Industry, *Managing Service Quality, Vol. 10 (2): 112-122*
 62. **O'Neill, M.A.**, Williams, P. and MacCarthy, M. (2000). Diving into service quality – the Dive tour operator perspective, *Managing Service Quality, Vol. 10 (3): 131-140*
 63. **O'Neill, M.A.**, Getz, D. and Carlsen, J. (1999). Evaluation of Service Quality at Events: the 1998 Coca-Cola Masters Surfing Event at Margaret River, Western Australia, *Managing Service Quality, Vol. 9 (3): 158-166*
 64. Williams, P., **O'Neill, M.A.** and Ali-Knight, J. (1999). Strategies for Managing Capacity in Western Australian Hotels: An Exploratory Study, *Australian Journal of Hospitality Management, Vol. 6 (1): 1-10*
 65. **O'Neill, M.A.**, Palmer, A. and Beggs, R. (1998). The Effects of Survey Timing on Perceptions of Service Quality, *Managing Service Quality, Vol. 8 (2): 126-132*
 66. **O'Neill, M.A.**, Williams, P. and Orr, N. (1998). Capacity Management: A Strategy for Overcoming Volatility in the Northern Ireland Hotel Sector, *The International Journal of Business Transformation, Vol.1 (4), (April): 229-239*
 67. **O'Neill, M.A.**, Beggs, R. and Fitz, F. (1998). Looking Towards a Brighter Future – A Review of the Northern Ireland Peace Process and the Implications for Tourism, *Florida International University Hospitality Review, Vol.16 (2): 1-13*
 68. **O'Neill, M.A.** (1997). Investing in people: a perspective from Northern Ireland tourism – Part Two. *Managing Service Quality, Vol. 7 (6): 292-300*
 69. **O'Neill, M.A.** and Gabbie, O. (1997). SERVQUAL and the Northern Ireland Hotel Sector - Part Two. *Managing Service Quality, Vol. 7 (1): 43-49*
 70. Gabbie, O. and **O'Neill, M.A.** (1996). SERVQUAL and the Northern Ireland Hotel Sector - Part One. *Managing Service Quality, Vol. 6 (6): 25-32*
 71. **O'Neill, M.A.** and Orr, N. (1996). The Problem with Capacity: The Case of the Northern Ireland Hotel Sector, *International Journal of Contemporary Hospitality Management, Vol. 8, (5): 35-37*
 72. **O'Neill, M.A.** (1996). Investing in People: A Perspective from Northern Ireland Tourism – Part One, *Managing Service Quality, Vol. 6 (4): 36-040*
 73. **O'Neill, M.A.** and McKenna, M.A. (1996). Current Quality Issues in the Northern Ireland Tourism Sector, *The TQM Magazine, Vol. 8 (1): 15-19*
 74. **O'Neill, M.A.** and Fitz, F. (1996). Northern Ireland Tourism: What Chance Now? *The*

Journal of Tourism Management, Vol. 17 (3), (May): 161-164

75. **O'Neill, M.A.**, McKenna, M.A. and Watson, H. (1994). Service Quality in the Northern Ireland Hospitality Industry, *Managing Service Quality*, Vol. 4 (3): 36-40
76. **O'Neill, M.A.** and McKenna, M.A. (1994). N. Ireland Tourism: A Quality Perspective, *Managing Service Quality*, Vol. 4 (2): 31-35

Refereed Book Chapters

*denotes graduate student

1. *Sozen, E. and **O'Neill, M.A.** (2017). An Exploration of the Motivations Driving New Business Start-up in the United States Craft Brewing Industry. In Slocum, S.L., Kline, C. and Cavaliere, C.T (eds.) *Craft Beverages and Tourism, Vol 2 – Environmental, Societal and Marketing Implications*. Palgrave MacMillan: USA
2. Alonso, A. and **O'Neill, M.A.** (2013). Marketing Spanish Wine and Wine Tourism: an Unfulfilled Potential. In Edwards, M & Lee, A. (eds.) *Marketing Strategy Casebook*. Melbourne, Australia: Cambridge University Press
3. Alonso, A., **O'Neill, M. A.** and Liu, Y. (2012). Food culture in the southern United States. Preserving traditional foods or slow death? In Springer, W. (Ed) *European Culinary Tourism*, FH Wien University of Applied Sciences of WKW: Austria
4. **O'Neill, M.A.** and Charters, S. (2006). Survey timing and visitor perceptions of cellar door quality. In Jack Carlsen and Stephen Charters (Eds.) *Global Wine Tourism: Research Management and Marketing*. London: CABI Publishing
5. **O'Neill, M.A.** and Charters, S. (2006). Service quality at the cellar door: a lesson in services marketing from Western Australia's developing wine tourism sector. In B. Prideaux, G. Moscardo & E. Laws (Eds.) *Managing Tourism and Hospitality Services: Theory and International Applications*, London: CABI Publishing.
6. Hubbard, S.S. and **O'Neill, M.A.** (2006). Quality Service in Clubs. In J. Purdue (Ed.) *Contemporary Club Management*. Educational Institute of the American Hotel and Lodging Association.
7. **O'Neill, M.A.** (2003). Access guaranteed, but just how hospitable are we? An investigation from the Western Australian hotel sector! Tourism Deluxe Access for All – Annual Symposium of the International Institute for Information Design (IIID), Lech Am Arlsberg, Austria, September 18-22. (100%) – refereed proceeding
8. **O'Neill, M.A.** (2002). A thriller in Manila – lessons in service recovery. In J. Kandampully (Ed.) *Services Management: the new paradigm in hospitality* (265-268). Frenches Forest, NSW, Australia, Hospitality Press.

Refereed Conference Proceedings

*denotes graduate student

1. *O'Neill, S. Traynor, M., & **O'Neill, M.** (2021). Exploring Restaurant Managers'

- Attitudes, Motives, and Involvement Towards Practices for Mitigating Food Waste. *25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January, Houston, TX.
2. ***O'Neill, M.**, Martin, D, Guo, Y & Liu, T. (2020). Rage Against the Machine – Exploring the Antecedents of Customer Rage within the Lodging Industry. *Southeastern, Central and South American CHRIE Federation Conference*, March, Auburn, Al.
 3. *Sozen, E & **O'Neill, M.** (2020). An Exploratory Examination of Environmentally Friendly Practices in the US Craft Brewing Industry. *25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January, Las Vegas, Nevada.
 4. *Sozen, E. & **O'Neill, M.** (2019). Study Abroad Students' Worries, Hesitation and Risk Perceptions and its Influence on Risk Reduction Strategies. Southeastern, Central and South American Federation, March, Sarasota, FL
 5. Sozen, E. & **O'Neill, M.** (2019). Craft Brewery Owners' Motivational Factors Behind Green practices. *24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January, Houston, TX.
 6. *Sozen, E., MacCarthy, M. and **O'Neill, M.A.** (2016). Poignant Memories: Consuming D-Day 1944. *Consumer Behavior in Tourism Symposium*. Bruneck-Brunico, Italy December.
 7. *Sozen, E., MacCarthy, M. and **O'Neill, M.A.** (2016). An exploration of quality service in the Alabama brewing sector. *Consumer Behavior in Tourism Symposium*. Bruneck-Brunico, Italy December.
 8. **O'Neill, M.A.** and *Whaley, J. (2015). Tipping the scales on good service behavior - an exploratory study of tipping motivations from the US Hospitality Sector! CBIT, Applied University of Science, Munich, Germany, December.
 9. *Wilson-Madison, L. and **O'Neill, M.** Using the Kano Method to Explore Event Volunteers' Motivation and Satisfaction. 2015 Annual ICHRIE. Orlando, FL: July 29-31, 2015.
 10. *Sozen, E., and **O'Neill, M.A.** (2014). The Motivating Factors in Starting-up a Brewery: An Exploratory Investigation of the United States Craft Brewing Sector. *Annual International CHRIE Summer Conference & Marketplace*. San Diego, CA,
 11. MacCarthy, M. and **O'Neill, M.A.** (2012). The Sacred and Profane of Remembrance Tourism: Lest we Forget. *Consumer Behavior in Tourism Symposium*, December 10-13, Bruneck, Italy.
 12. Martin, D.S., *Nemec, B., and **O'Neill, M.A.** (2012). Confirming the Game-day Satisfaction Construct-A Study of NCAA Game Day Patrons. *Research Proceedings: Southeast Council on Hotel, Restaurant & Institutional Education*, 15 (2), 22-27.
 13. Alonso, A. and **O'Neill, M.A.** (2011). Food Culture in the Southern United States:

Preserving Traditional Foods or Slow Death. *European Culinary Tourism Conference*, 3-4 March: FH Wien. (50%)

14. MacCarthy, M. and **O'Neill, M.A.** (2010). Australian Target Shooters: a Contentious Sport. *International Conference on Sport and Society*, 8-10th March, University of British Columbia, Vancouver, Canada
15. **O'Neill, M.A.** and MacCarthy, M. (2008). Defining visitor satisfaction in the context of camping oriented nature-based tourism – the driving force of quality! *Consumer Behavior in Tourism Symposium*, December 10-14th, Free University of Bolzano, Bruneck, Italy
16. Martin, D.S., **O'Neill, M.A.** Hu, B., and Ergul, M (2008). Scale Development and Testing: A New Measure for the Spectator Sports Industry. *EUROCHRIE*, Dubai, October
17. *Riscinto-Kozub, K., and **O'Neill, M.**, (2008). An Exploratory Study of Recovery Satisfaction and its Influence upon Guest Behavioral Intentions – Evidence from the Front Line. *International Services Marketing Conference*, Penn State University, State College, PA
18. **O'Neill, M.A.**, Hubbard, S.S. and McMullan, R. (2006). Developing a Valid and Reliable Measure of Visitor Satisfaction: An Empirical Investigation. *International CHRIE*, Washington DC, July
19. Hubbard, S.S. and **O'Neill, M.A.** (2006). Discovering Passion in Gourmet Tourism: A Unique Epicurean Study Tour. *ICHRIE*, Washington DC, July
20. *Martin, D. S. and **O'Neill, M.A.** (2005). Exploring the effect of emotion on time-elapsd consumer perceptions of service quality – a reexamination of the satisfaction construct! *10th Annual Graduate Student Education and Research Conference*, Purdue University and the University of South Carolina, January 5th – 7th, Myrtle Beach, South Carolina.
21. **O'Neill, M.A.** and Groves, R. (2004). The instability of the cellar door service construct - an exploratory study! *Australia and New Zealand Marketing Academy Annual Conference (ANZMAC)*, Victoria University of Wellington, Wellington, New Zealand, 29th November – 1st December 2-4th December.
22. **O'Neill, M.A.** and Palmer, A. (2003). The effects of survey timing upon visitor perceptions of service quality. *European Advances in Consumer Research Conference*, Dublin, Ireland, June 4th-7th: 1-5
23. **O'Neill, M.A.** Palmer, A and Groves, R. (2002). Measuring Service Quality in Higher Education: the Student Perspective. *Australia and New Zealand Marketing Academy Annual Conference (ANZMAC)*, Monash University, Melbourne, Australia, 2-4th December
24. **O'Neill, M.A.** and Palmer, A. (2002). Perceptual processing and the measurement of service quality: evidence from the Western Australian tourism sector. *7th International Conference on ISO9000 and TQM*, April 2nd – 4th, RMIT, Melbourne,

Australia.

25. **O'Neill, M.A.** and *Wright, C. (2002). An importance-performance based measure of on-line service quality: an exploratory empirical investigation. *3rd World Congress on the Management of Electronic Commerce* January 16-18, Hamilton, Calgary, Canada.
26. MacCarthy, M., **O'Neill, M.** and Williams, P. (2001). The Holistic Interpretative Package: a Qualitative Measure of Customer Satisfaction in Dive Tourism. *7th Asia Pacific Travel Association Annual Conference*, University of the Philippines, Manila, 4-7 July.
27. **O'Neill, M.A.** and Palmer, A. (2001). Exploring the Relationship between Post-consumption Dissonance and Time-elapsd Perceptions of Service Quality. *ANZMAC*, Massey University, Albany, New Zealand, 3-5 December.
28. **O'Neill, M.A.**, Palmer, A. Charters, S. and Fitz, F. (2001). Service Quality and Behavioral Intention: an Exploratory Study from the Australian Wine Tourism Sector. *ANZMAC*, Massey University, Albany, New Zealand, 3-5 December.
29. **O'Neill, M.A.**, Williams, P. and MacCarthy, M. (2000). Service Quality Evaluation in Scuba-diving: an Application of the Importance-Performance Technique. *ANZMAC 2000 Visionary Marketing for the 21st Century – facing the challenge*, Griffith University, Queensland, Australia, 28th November – 1st December
30. **O'Neill, M.A.** and Palmer, A. (2000). An Empirical Study of the Effects of Time upon Consumer Perceptions of Service Quality. *ANZMAC 2000 Visionary Marketing for the 21st Century – facing the challenge*, Griffith University, Queensland, Australia, 28th November – 1st December.
31. Palmer, A and **O'Neill, M.A.** (2000). The Distorting Effects of Time on Perceptions of Service Quality, *29th EMAC Conference - Marketing in the New Millenium*, Rotterdam, May 23rd – 26th.
32. Williams, P., **O'Neill, M.A.**, and MacCarthy, M. (2000). Consumption Issues in Dive Tourism: an Exploratory Study, *6th Asia Pacific Travel Association Annual Conference*, Prince of Songla University, Phuket, Thailand, June 28th – July 1st.
33. **O'Neill, M.A.** and Ali-Knight, J. (2000). Just how hospitable is the Western Australian hospitality industry: the case of the patron with a disability, *6th Asia Pacific Travel Association Annual Conference*, Prince of Songla University, Phuket, Thailand, June 28th – July 1st.
34. Ninian, O., Orr, N, and **O'Neill, M.A.** (2000). Speak English Here! If the data suggests so ... *British Academy of Marketing Annual Conference*, University of Derby, United Kingdom, June 28th – July 1st.
35. **O'Neill, M.A.** and Charters, S. (2000). Service Quality and Brand Loyalty at the Cellar Door – An Exploratory Study of Western Australia's Wine Tourism Industry, *5th International Conference on ISO9000 and Total Quality Management (5ICIT)*, Singapore, 25th – 27th April.

36. **O'Neill, M.A.**, Williams, P. and MacCarthy, M. (2000). Service Quality and Dive Tourism – Implications for the Dive Tour Operator, *5th International Conference on ISO9000 and Total Quality Management (5ICIT)*, Singapore, 25th – 27th April.
37. **O'Neill, M.A.** and Ali-Knight, J. (2000). Accessing the Disability Tourism Dollar – Implications for Small to Medium Sized Hotel Operators in Western Australia. *Council for Australian Tourism and Hospitality Educators Conference*, La Trobe University, Mount Buller, February.
38. Charters, S. and **O'Neill, M.A.** (1999). Service Quality at the Cellar Door, *Proceedings of the 2nd Annual Australian Wine Tourism Conference*, Rutherglen, South Australia, August 15th – 17th.
39. **O'Neill, M.A.**, Getz, D. and Carlsen, J. (1999). Service Quality at Events: An Evaluation of the 1998 Coca-Cola Masters Surfing Event at Margaret River, Western Australia, TQM and Innovation, *Proceedings of the 4th International Conference on ISO 9000 and TQM*, Hong Kong Baptist University, Hong Kong, April 7th-9th.
40. **O'Neill, M.A.** and Palmer, A. (1999). The Effects of Tangibles on Long-term Perceptions of Service Quality, *ANZMAC Conference*, University of Technology, Sydney, November 30th – December 1st.
41. Ali-Knight, J., **O'Neill, M.A.** and Williams, P. (1998). The Impact of the Asian Economic Downturn upon the Management of Capacity in the Western Australian Hotel Sector, *New Zealand Tourism and Hospitality Research Conference*, Lincoln University, Akaroa, November 29th – December 1st.
42. Palmer, A. and **O'Neill, M.A.** (1998). Time Delay Effects of Service Quality Measurement: An Exploratory Empirical Study, *Academy of Marketing Annual Conference (Adding Value Through Marketing)*, Sheffield Hallam University, United Kingdom, July 8th – 10th.
43. **O'Neill, M.A.**, Palmer, A. and Beggs, R. (1997). Time Elapsed Perceptions of Service Quality: Managing the Customer/Supplier Interface. *British Academy of Marketing – 31st Annual Conference (Marketing Without Borders)*, Manchester Metropolitan University, United Kingdom 8th – 10th July.
44. Palmer, A., **O'Neill, M.A.** and Beggs, R. (1997). The Validity of Measures of Perceptions in Disconfirmation Models of Service Quality: a Conceptual Paper. *American Marketing Association (AMA) Annual Conference*, Dublin, Ireland 12th - 15th June.
45. **O'Neill, M.A.** and Orr, N. (1996). Capacity Problem Solving and the Northern Ireland Hotel Sector. *International Association of Hotel Management Schools Conference*, Leeds Metropolitan University, 28th – 30th March.
46. **O'Neill, M.A.** and McKenna, M.A. (1993). Service Quality in The Hospitality Industry, *Proceedings International Association of Hotel Management Schools (IAHMS) Conference*, Gothenburg, Sweden, 15th – 17th May.
47. **O'Neill, M.A.** and McKenna, M.A. (1992). Factors affecting future menu

compilation, *Proceedings XII Home Economics and Consumer Studies Conference*, John Moores University, Liverpool, United Kingdom, 13th – 15th September.

Refereed Abstracts/Poster Presentations

*denotes graduate student

1. *Zadrozinski, M. and **O'Neill, M.A.** (2018). Hostel Design and the Implications for Satisfaction and Repeat Purchase Intention. (SECSA), University of Tennessee, Knoxville, February.
2. *Sozen, E., Rahman, I. and **O'Neill, M.A.** (2017). Study Abroad Students' Risk Perceptions and its Influence on Travel Behaviors. 2nd Southeast, Central and South American CHRIE Federation Annual Conference, Miami, FL March.
3. *Wilson-Madison, L. and **O'Neill, M.A.** (2015). Examination of Event Volunteers' Motivation and Satisfaction Levels Utilizing the Kano Method. 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Tampa, FL: January 8-10.
4. *Sozen, E., and **O'Neill, M.A.** (2015). An Exploration of Quality Service in the Alabama Brewing Sector. 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Tampa, FL, Jan 2015
5. *Sozen, E., **O'Neill, M.A.** and Murray, D. (2014). Motivations for Entrepreneurial Engagement in the Craft Brewing Sector and Their Relation to Entrepreneurial Orientation and Work Life Satisfaction: An Exploratory Investigation of the United States Craft Brewing Sector. 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2014 Houston, Texas
6. *Whaley, J. and **O'Neill, M.A.** (2012). To Tip or Not to Tip? An Exploratory Study of the Motivations Driving Consumer Tipping Behavior-Refinement of a Tipping Motivation Scale. 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Auburn, Alabama.
7. *Eyoum, K. and **O'Neill, M.A.** (2012). International Student Satisfaction with Ethnic Food Provision in a Southeastern College Town – Really? 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Auburn, Alabama.
8. *Gogue, J. and **O'Neill, M.A.** (2012). Customer Satisfaction in a Mixed Audience Environment: A Gay Bar Study. 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Auburn,

Alabama.

9. *Park, G.G., Kim, K. and **O'Neill, M.A.** (2012) Complaint Behavior and Service Recovery in the Fast-food Restaurant Industry: Cross Cultural Perspectives. 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Auburn, Alabama.
10. *Park, S., Kim, K, and **O'Neill, M.A.** (2011) Complaint behavior and service recovery in a fast-food restaurant industry: Cross cultural perspectives. 17th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Auburn University, Auburn, AL, Jan 5-7, 2011.
11. *Murray, D and **O'Neill, M.A.** (2011). Examining the niche market potential for independent F&B operations: A study of home brewers, serious leisure, and craft beer enthusiasts. 16th Annual Graduate Research Conference for Students in Hospitality and Tourism, University of Houston, Texas, January.
12. *Whaley, J and **O'Neill, M.A.** (2011). To tip or not to tip? An exploratory study of the motivations driving consumer tipping behavior. 16th Annual Graduate Research Conference for Students in Hospitality and Tourism. University of Houston, Texas, January.
13. *Townsend, K., Nemec, B. and **O'Neill, M.A.** (2010). An Extension of the Game-day Satisfaction Construct – An Exploratory Study from the South Eastern Conference. SE-CHRIE Conference, Georgia State University, Atlanta, Georgia, February 19th
14. *Murray, D. and **O'Neill, M.A** (2010). Examining the niche market potential of serious leisure participants for independent food and beverage operations: a study of home brewers and craft beer enthusiasts. 15th Annual Graduate Research Conference in Hospitality and Tourism, Washington D.C – January 6-9
15. *Whaley, J. and **O'Neill, M.A** (2009). What's in a tip! An exploratory study of the motivations driving consumer tipping behavior. SE-CHRIE Conference, Oxford, Mississippi, October 14-16
16. *Riscinto-Kozub, K., **O'Neill, M.A.** and Van Hyfte, M. (2008). An exploration of service recovery expectations: confirming Boshoff's RECOVSAT model in the ultra-luxury hotel sector. SECHRIE, North Carolina, October 16-17, Johnson and Wales University
17. *Van Hyfte and **O'Neill M.A.** (2008). The effect of customer satisfaction on future behavioral intention. SECHRIE, Charlotte, North Carolina, October 16-17, Johnson and Wales University
18. *Riscinto-Kozub, K., and **O'Neill, M.A.** (2008). Exploring the Relationship between Recovery Satisfaction and Future Behavioral Intentions – The Mediating Role of

Loyalty. 13th Annual Graduate Research Conference in Hospitality and Tourism, Orlando, FL

19. *Waits, L. and **O'Neill, M.A.** (2007). Towards a methodology for measuring and managing risk aversion in international travel: the case of study abroad students. 12th Annual Graduate Conference, January – 4-6th, Houston, Texas.
20. *Riscinto-Kozub, K., **O'Neill, M.A.**, and Britton- Gaillard, N. (2007). Confirming the Cellar Door Service Construct: A Longitudinal Study. SECHRIE, Hilton Head, SC
21. *Riscinto-Kozub, K. and **O'Neill, M.A.** (2007). The effects of service recovery satisfaction on customer loyalty and future behavioral intentions. 12th Annual Graduate Conference in Hospitality and Tourism, January – 4-6th, Houston, Texas
22. Martin, D.S., **O'Neill, M.A.**, and Hubbard, S.S. (2007). The use of emotional scales in service settings-an examination of Russell's Circular Order of Affect. Research Proceedings: Advances in Hospitality and Tourism Research, 12th Annual Hospitality and Tourism Graduate Student Education and Research Conference. January – 4-6th, Houston, Texas
23. *Crawford, A., Hubbard, S, Shumate, S and **O'Neill, M.A.** (2007). An evaluation of the spiritual values-based model within the lodging environment. 12th Annual Graduate Conference in Hospitality and Tourism, January – 4-6th, Houston, Texas
24. McMullan, R., **O'Neill, M.A.** and Hubbard, S (2006). Developing a Valid and Reliable Measure of Visitor Satisfaction: Preliminary Findings. SECHRIE Conference, November, Memphis, Tennessee
25. *Aylor, E., **O'Neill, M.A.**, and Hubbard, S. (2006). Child nutrition training across the United States (US) – an initial look at what is in place and attitudes concerning more governmental involvement. Arkansas Registered Dietician Association Annual Regional Conference (ARDA) Educate, Enrich, Enlighten, April 6th – 7th.
26. *Martin, D.A., **O'Neill, M.A.** and Hubbard, S. (2006). The Use of Importance-Performance Scales in the Arena of Event Management, SECHRIE, March, Georgia State University, Atlanta.
27. Martin, D.S., **O'Neill, M.A.**, and Hubbard, S.S. (2006). Affect, and Cognition-A Reexamination of the Customer Satisfaction Construct and its Influence upon Future Behavioral Intention, a Continuing Study. Research Proceedings: Southeast Council on Hotel, Restaurant & Institutional Education, 9 (1), 39-42.
28. Martin, D.S., **O'Neill, M.A.**, and Hubbard, S.S. (2006). Emotions and Their role in the Formation of Customer Satisfaction. Research Proceedings: Advances in Hospitality and Tourism Research, 11th Annual Hospitality and Tourism Graduate Student Education and Research Conference, 11 (1), 53.

29. *Martin, D.A. and **O'Neill, M.A.** (2005). Exploring the effect of emotion on time-elapsd consumer perceptions of service quality – a reexamination of the satisfaction construct! SECHRIE, October, Auburn University.
30. McMullan, R., **O'Neill, M.A.** and Hubbard, S. (2005). Developing a valid and reliable measure of visitor satisfaction: a Pilot Study in Progress. SECHRIE, October, Auburn University.
31. **O'Neill, M.A.**, and Hubbard, S. (2004). Importance – Performance Analysis: An Exploratory Study from the Alabama Hospitality Sector. SECHRIE Hospitality and Tourism Research, 7(2), 53-59.
32. **O'Neill, M.A.** and Hubbard, S.S. (2004). Evaluating the service quality construct within the Alabama hospitality sector. *4th Annual Hawaii International Conference on Business*, Sheraton Waikiki Hotel, Honolulu, Hawaii, June 21st – 24th
33. *Lego, C., Wood, N., Solomon, M., **O'Neill, M.A.** and Turley, D. (2001). Real or Replica? Deciphering Authenticity in Irish pubs. *Association of Consumer Research Annual Conference*, Texas, 11-14 October
34. **O'Neill, M.A.**, Hubbard, S. and Kent, B. (1999). The Relationship between Employees Satisfaction and Tipping: A Comparative Application of the Brayfield-Rothe Instrument. *ICHRIE Albuquerque*, New Mexico August 4th – 7th
35. **O'Neill, M.A.** Williams, P. and Ali-Knight, J. (1999). Strategies for Managing Capacity in the Western Australian Hotel Industry: An Exploratory Study, *Proceedings of the 9th Annual Australian Tourism and Hospitality Research Conference*, University of South Australia, 8-10th February. (50%)
36. **O'Neill, M.A.** and Ali-Knight, J. (1999). Accessing the Disability Tourism Dollar: implications for Small and Medium Sized Hotel Enterprises in Western Australia, *Proceedings of the 9th Annual Australian Tourism and Hospitality Research Conference*, University of South Australia, 8-10th February
37. **O'Neill, M.A.**, Carlsen, J. and Alexander, N. (1999). Developing a Performance Indicator for the Western Australian Restaurant Sector, *Proceedings of the 9th Annual Australian Tourism and Hospitality Research Conference*, University of South Australia, 8-10th February
38. **O'Neill, M.A.** and Palmer, A. (1998). Perceptions of Service Delivery in the Hospitality Sector, *Proceedings of the 8th Annual Australian Tourism and Hospitality Research Conference (Progress in Tourism and Hospitality Research)*, Gold Coast, Queensland, Australia, 11-14th February

Non-refereed Articles

1. Ali Knight, J. and **O'Neill, M.A.** (1999). Accessing the Disability Tourism Dollar, *TOURISTICS*, Vol. 15 No. 2: 12-16. (50%)
2. **O'Neill, M.A.** Williams, P. and Ali-Knight, J. (1998). Capacity Problem Solving in the Western Australian Hotel Sector, *TOURISTICS*, Vol.14 No 1: 3-8. (40%)
3. Alexander, N., **O'Neill, M.A.** and Carlsen, J. (1998). Developing a Performance Indicator for the Perth Restaurant Sector, *TOURISTICS*, Vol. 14 No. 2: 7-14. (20%)

Invited Symposium Lectures

1. **O'Neill, M.A.** (2007). The role of culture in explaining service quality perceptions. Edith Cowan University Doctoral Colloquium, March 20th.
2. **O'Neill M.A.** (2007). The Keep it Simple Stupid Approach to Graduate Research. Edith Cowan University Doctoral Colloquium, March 21st.
3. **O'Neill, M.A.** (2005). Reinforcing the service concept. Alabama Dietary Managers Association, Annual Conference, Auburn University Hotel and Conference Center, September 22nd.
4. **O'Neill, M.A.** (2003). Access guaranteed, but just how hospitable are we? An investigation from the Western Australian hotel sector! Tourism Deluxe Access for All – Annual Symposium of the International Institute for Information Design (IIID), Lech Am Arlsberg, Austria, September 18-22.
5. **O'Neill, M.A.** (1997). Tourism and Terrorism: lessons from Northern Ireland developing peace process. *George Washington University Tourism Institute*, (February): George Washington University, Washington D.C.
6. **O'Neill, M.A.** and McKenna, M. (1994). A Sustainable Approach to Northern Ireland Tourism, Proceedings of International Institute for Peace through Tourism (IIPT), Second Global Conference – Building a Sustainable World Through Tourism, Montreal, Canada 16th – 16th September. (70%)
7. McKenna, M.A. and **O'Neill, M.A.** (1994). The Impact of Consumerism on the Hospitality Industry, *Proceedings XIV International Home Economics and Consumer Studies Conference*, Sheffield Hallam University, July. (20%)

Invited Lectures

1. “An Examination of the Satisfaction Construct – Customer/Supplier Relationship

- Building”, United States Department of the Army, January 2004.
2. “Total Quality Concepts in Hospitality”, College of Business (HRMT), Tuskegee University, April 2004.
 3. “Customer Service – what it means and how to deliver it”! Cape Lodge Winery, Margaret River, Western Australia, November 2003.
 4. “Facility Design and the Impact of Physical Evidence upon Consumer Perceptions of Service Quality”, College of Business (HRMT), Tuskegee University, November 2003.
 5. “The Good, the Bad and the Ugly of International Tourism Development”, College of Human Sciences (HRMT – NUFSS1010), October 2003.
 6. “Wine Tourism and Cellar Door Service – Implications for Longer Term Loyalty”, College of Human Sciences (HRMT – NUFSS3400), October 2003.
 7. “Service Quality and Consumer Complaining Behavior – an Inside out Approach to Problem Solving and Customer Relationship Building”, Federal Credit Union, Desoto State Park, Alabama, August 2003.
 8. “Customer Service and Achieving Employee Buy-in”, North East Alabama Regional Medical Center, Anniston, Alabama, May 2003.
 9. “The Effects of Time upon Consumer Perceptions of Service Quality”, Management Development Institute of Singapore (MDIS – Business and Marketing Major), February 2002.
 10. “An Exploration of the Service Concept and Implications for Service Professionals”, Management Development Institute of Singapore (MDIS – Business and Marketing Major), September 2001.
 11. “An Exploration of the Service Quality and Customer Satisfaction Constructs” – College of Business (Marketing), Curtin University of Technology, Perth, Western Australia, March 2000.
 12. “Team Building and Service Excellence” Brookland Valley Estate Winery, Margaret River, Western Australia, November 1999.

Grant Funding

1. 2021 (Co-PI) - \$71,418 – Extramural grant from the United States Department of Agriculture. Cochrane Fellowship Program to educate South African Craft Brewers on the US Craft Brewing Industry.
2. 2008 (PI) - \$55,429 - Extramural grant from the Alabama State Parks Department to undertake service training for all accommodation outlets (Co-PI)

3. 2007 (PI) - \$22,465 – Extramural grant from the United States Department of the Army to evaluate consumer satisfaction with Moral Welfare and Recreation Service Provision at Anniston Army Depot (PI)
4. 2007 (PI) - \$18,601 – Extramural grant from the Alabama State Parks Department to evaluate guest satisfaction with Alabama State Parks Accommodation Service Provision (PI)
5. 2006 (Co-PI) - \$59,288.43 - Extramural grant from the Alabama State Parks Department to undertake re-write of standard operating procedure manual.
6. 2006 (Co-PI) - \$47,288.43 - Extramural grant from the Alabama State Parks Department to undertake service training for all accommodation outlets.
7. 2006 (Co-PI) - \$49,090.97 - Extramural grant from the Alabama Bureau of Tourism and Travel to develop a state tourism satisfaction measure.
8. 2006 (PI) - \$10,847.42 Extramural grant from the United States Military to explore the relationship between dining service quality and future behavioral intention – Anniston Army Depot
9. 2005 (PI) – \$9,865 Extramural grant from the United States Military to conduct a comparative evaluation of “Service Quality Perceptions at Anniston Army Depot”, Anniston, Alabama.
10. 2004 (PI) - \$7,626 Extramural Grant from the United States Military to conduct an evaluation of “Service Quality Perceptions at Anniston Army Depot”, Alabama.
11. 2003 (PI) - \$3,000 Competitive Research Grant to explore the issue of “Time elapsed perceptions of service quality within the Alabama tourism sector”.
12. 2002 (PI) - \$40,000 Cooperative Research Council for Sustainable Tourism Competitive Grant to develop a satisfaction measure for the Australian tourism industry.
13. 2001 (PI) - \$15,000 Competitive Faculty Grant (\$5000 Faculty / \$10,000 in-kind Funding from Margaret River Wine Industry Association) to evaluate visitor perceptions of service quality within the Margaret River wine region, WA
14. 1999 (PI) - \$5,000 Competitive Faculty Grant to explore the issue of disability access with the Western Australian hotel industry.
15. 1998 (PI) - \$6,050 Competitive Faculty Grant addressing capacity management strategies within the Western Australian hotel industry.
16. 1997 (Co-PI) - \$5,000 Small and Medium Sized Enterprise Research Council (SMERC) Discontinuity as an Indicator of Business Performance in the Western Australian Restaurant Sector.

SERVICE

Auburn University 2003 – Present

During my time at Auburn, I have served on many key leadership committees surrounding all aspects of the College of Human Sciences administrative mission. These activities span all elements of the activities, including, teaching and learning, research and scholarship, marketing and promotion, search, outreach and extension, alumni relations and the development function. My engagement with the Development Office in particular has borne considerable fruit as of late, not least with respect to the lead gift (\$15mn) that led to the development of the Tony and Libba Rane Culinary Science Centre (<https://ranecenter.auburn.edu/>); a first of its kind Hospitality Education Centre that opens to the public August 2022.

Denotes currently serves

2018	Co-Chair, International Strategic Planning Committee
2018	Member, CHS Search Committee, Director of Development, College of Human Sciences
2017*	Leadership Team, Tony and Libba Rane Culinary Education Center Committee
2016	Member, CHS Search Committee, Department Head, Human Development and Family Studies Member, CHS Search Committee, Department Head, Consumer and Design Sciences
2015	Immediate Past President, International CHRIE
2014	President, International CHRIE
2014*	Member, CHS International Scholarship Committee
2013	Vice President, International CHRIE
2010	Member, Search Committee, Assistant Director, ACES
2009	President, Southeast, Central and South American CHRIE Federation
2007	Chair, HRMT Search Committee
2006-07	Acting Program Director, HRMT
2006	Chair, HRMT Search Committee
2006-08	Member, Student Social Life Committee
2005	CHS@AU in Italy Faculty Diplomat.
2004	Member, College Faculty Retention Committee
2004	Nominated as SGA “Outstanding Teacher” by the Dept. of Nutrition and Food Science, Auburn University.
2003-10	Member, CHS College Curriculum Advisory Committee
2003-08	Member, Hotel and Restaurant Management (HRMT) Faculty Search

Committee
Member, HRMT Curriculum Review Committee
Member, HRMT / West Paces Hotel Group Partnership Committee
Member, HRMT / American Hotel and Lodging Association (AHLA)
Scholarship Review Committee (2003/2004).
Member, HRMT Fundraising Committee (silent auction)
2004 CHS@AU in Italy Faculty Diplomat

Professional Service

Over the years, the faculty member has served in an advisory capacity, research collaborator, reviewer, and consultative training specialist with the following professional bodies globally:

- International Council of Hospitality, Restaurant and Institutional Education Association (ICHRIE)
- Alabama Department of State Parks
- Alabama Department of Tourism
- Alabama Restaurant and Hospitality Alliance
- US Army, Directorate of Community and Family Activity (DCFA)
- The Australia and New Zealand Marketing Academy (ANZMAC)
- The Council for Australian Hospitality and Tourism Educators (CAUTHE)
- The Asia Pacific Travel Association (APTA)
- Pacific Asia Travel Association (PATA)
- British Academy of Marketing (AM)
- International Institute for Peace through Tourism (IIPT)
- International Academic Advisory Board for MCB/Emerald Journals
- Tourism Council Australia
- The West Australian Tourism Commission
- The West Australian Hotels Association
- The West Australian Hospitality Industry Advisory Council
- The Margaret River Wine Tourism Association
- The Disability Services Commission Access Curriculum Development Board
- The West Australian Airports Authority
- Qantas Airways
- The British Council for Hospitality Management Education (CHME)
- The International Association of Hospitality Management Schools (IAHMS)

- The Association of European Hotel and Tourism Schools (AEHT)
- The Northern Ireland Tourism Board (NITB)
- The Northern Ireland Department of Economic Development (DED)
- The Northern Ireland Tourism and Hospitality Training Council (NITHTC)
- The Northern Ireland Training and Employment Agency (NITE&A)
- The Hotel, Catering and Institutional Management Association (HCIMA)
- The Northern Ireland Hotels Association.