

Martin A. O'Neill

Contact Details

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Education

PhD	2001	Hospitality Management	University of Ulster
PGC	1996	Teaching in Higher Ed.	“ “
MSc	1991	Hotel and Catering Mgt.	“ “
BA (Hons)	1988	Hotel and Tourism Mgt.	“ “

Professional Experience

2009 Department Head, Dept. of Nutrition, Dietetics and Hospitality, Auburn University

2008 Professor, Hotel and Restaurant Management, Dept. of Nutrition and Food Science, Auburn University

2006 Director, Hotel and Restaurant Management, Dept. of Nutrition and Food Science, Auburn University

2003 Associate Professor, Hotel and Restaurant Management, Dept. of 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 Department 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.
- 1990 Food & Beverage Supervisor, Quality Plaza Hotel, Belfast, Northern Ireland
- 1989 Restaurant Manager, Europa Hotel, Belfast, Northern Ireland
- 1988 Assistant Restaurant Manager/Duty Manager, Hilton National Hotel, Newbury.
- 1985 Chef/Duty Chef, Gardner Merchant, Ashdown House, Gatwick Airport.

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

Teaching Awards and Honors

- 2014 President, International CHRIE
- 2013 Vice-president International CHRIE
- 2009 President, South east, Central and South American CHRIE
- 2007 AU Camp War Eagle Faculty Honoree
- 2006 AU Student Government Association (SGA) “Outstanding Faculty Member” for the College of Human Sciences, Auburn 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 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

Courses Developed and Taught

Auburn University	Edith Cowan University	University of Ulster
<ul style="list-style-type: none"> • NUFS3040 Food Systems Operations • NUFS4500 Hotel Management • NUFS4380 Study Travel in NUFS – International Field Study • NTRI4600 Beverage Appreciation • NUFS5530 Continuous Quality Improvement/Science of Quality • NUFS5570 Global Hospitality Management • NUFS7986 Dis-Ed Non-thesis Research • NUFS7990 Research and Thesis 	<p>Hospitality</p> <ul style="list-style-type: none"> • HOS2110 Food and Beverage Operations (practicum) • HOS2112 Hospitality Service • HOS2211 Hotel Information Systems • HOS2220 Rooms Division Management • HOS3111 Contemporary Issues in Hospitality • HOS5101 Current Topics in Hospitality (GR) <p>Tourism</p> <ul style="list-style-type: none"> • TSM2101 Introduction to Tourism Studies • TSM2240 Travel Agency Management • TSM3111 Contemporary Issues in Tourism <p>Other</p> <ul style="list-style-type: none"> • MKT3195 Services Marketing 	<p>Hospitality</p> <ul style="list-style-type: none"> • Hotel Operations (F&B Lab) • Management of Catering Operations (GR) • Bridging Course – Case Study Analysis • Total Quality Management (GR) • Management Decision Making <p>Tourism</p> <ul style="list-style-type: none"> • Introduction to Leisure and Tourism • Tourism Industry Studies • Sustainable Tourism Studies

Recent 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 included below.

Course	Semester	* Personal Performance Mean
HRMT4600	Spring 2013	5.46/6
HRMT4600	Fall 2012	5.68/6
HRMT4600	Spring 2012	5.35/6
HRMT4600	Fall 2011	5.65/6
HRMT4600	Fall 2010	5.37/6
NUFS5530	Spring 09	4.87/5
NUFS5530	Fall 08	4.78/5
NUFS4600 NUFS5380 NUFS6380	Spring 08	4.82/5 4.94/5 4.65/5
NUFS4600	Fall 07	4.55/5
NUFS4380 NUFS4600 NUFS5530	Spring 07	4.46/5 4.93/5 4.56/5
NUFS4380 NUFS4600 NUFS5530	Spring 06	4.82/5 4.97/5 4.51/5
NUFS5530 NUFS5570	Fall 05 “ “	4.65/5 4.95/5
NUFS5530	Spring 05	4.85/5
NUFS5530 NUFS5570	Fall 04 “ “	5.00/5 4.90/5
NUFS5530	Spring 04	4.58/5
NUFS7530	“ “	5.00/5
NUFS4500	“ “	4.62/5
NUFS4380	“ “	5.00/5
NUFS5530	Fall 03	4.63/5
NUFS5570	“ “	4.93/5

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

- 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.

Research Committee's

a. Graduate Students Completed

* denotes students not enrolled at Auburn University

i. Major Professor (Ph.D)

<u>Name</u>	<u>Thesis Title</u>	<u>Year</u>
Lynsey Wilson	Examination of Event Volunteers' Motivation and Satisfaction Levels Utilizing the Kano Method	2014
Jeremy Whaley	An exploratory Study of Tipping Motivations	2011
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

ii. Major Professor (Master's - thesis)

<u>Name</u>	<u>Thesis Title</u>	<u>Year</u>
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	2005

	construct	
* 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
Erin Aylor	Child Nutrition Training in the United States – an exploratory study	2005

iv. Committee Member Completed

<u>Name</u>	<u>Degree (Department)</u>	<u>Year</u>
Seul-Gi Park	Ph.D (Hotel and Restaurant Management)	2013
Khalid Eyoun	MS. (Hotel and Restaurant Management)	2013
Alana Dillette	MS. (Hotel and Restaurant Management)	2012
Kyle Townsend	MS. (Hotel and Restaurant Management)	2011
Ben Nemec	MS. (Hotel and Restaurant Management)	2008
Douglas Murray	MS. (Hotel and Restaurant Management)	2008
Alleah Crawford	Ph.D (Hotel and Restaurant Management)	2008
Jason Koenigsfeld	Ph.D (Hotel and Restaurant Management)	2006
Jona Cary	Ph.D (Hotel and Restaurant Management)	2006
Alleah	M.S. (Hotel and Restaurant Management)	2005

Crawford		2005
Kyle Draper	M.S. (Hotel and Restaurant Management)	2004
Jason	M.S. (Hotel and Restaurant Management)	2004
Koenigsfeld		
Brandi Bailey	M.S. (Hotel and Restaurant Management)	2003
Barbara Gaines	M.S. (Hotel and Restaurant Management)	2003

b. Graduate Students Presently Serving

i. Major Professor

<u>Name</u>	<u>Degree Expected (Department)</u>	<u>Progress to Date</u>
Lynsey Wilson	Ph.D (Hotel and Restaurant Management)	Dissertation
Erol Sozen	MS (Hotel and Restaurant Management)	Thesis
Mary Owens	MS (Hotel and Restaurant Management)	Non-thesis

ii. Committee Member

<u>Name</u>	<u>Degree Expected (Department)</u>	<u>Progress to Date</u>
Jason Gogue	Ph.D (Hotel and Restaurant Management)	Dissertation

Recent Peer-reviewed Publications

Refereed Journal Articles – 2009 - 14

1. Murray, D. and O'Neill, M.A. (In Press 2015). Home brewing and Serious Leisure: Exploring the motivation to engage and the resultant satisfaction derived through participation. *World Leisure Journal*, Vol. 57 (4)
2. 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
3. Park, S.G., 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)
4. 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, Vol. 37: 121-130.

5. Martin, D.S., Murray, D. **O'Neill, M.A.**, MacCarthy, M. and Gogue, J. (2013). Target shooting as a serious leisure pursuit – an exploratory study of the motivations driving participant engagement. *World Leisure Journal*, Vol. 54 (3): 1-16.
6. 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.
7. 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
8. Murray, D.W. and **O'Neill, M.A.** (2012). Craft beer: penetrating a niche market. *British Food Journal*, Vol. 114 (7), 899 - 909
9. 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
10. 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
11. 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.
12. 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.
13. 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.
14. 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.
15. 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
16. 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
17. 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. (4): 335-361.

18. Alonso, A.D. and **O'Neill, M.A.** (2010) "Small hospitality enterprises and local produce: a case study", *British Food Journal*, Vol. 112 Iss: 11, pp.1175 – 1189
19. **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
20. 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
21. 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.
22. 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
23. 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*, 9 (2), 93-104.
24. 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 No 1: 33-48 (40%).
25. 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.
26. Crawford, A., Hubbard, S., **O'Neill, M** 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 (10%).
27. Alonso, A. and **O'Neill, M.** (2009). Staffing issues among small hospitality businesses: A college town case. *International Journal of Hospitality Management*. Vol. 28 (4): 573-578.
28. Crawford, A., Hubbard, S., Shumate, S. and **O'Neill, M.** (2009). Workplace Spirituality and Employee Attitudes within the Lodging Environment. *Journal of Human Resources in Hospitality and Tourism*, Vol. 8: 67-84. (25%).
29. 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.
30. **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)
31. 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

Invited Articles (Published as book chapters) – 2009-14

1. 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
2. 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, FHWien University of Applied Sciences of WKW: Austria (ISBN-10: 370911165X)

Refereed Conference Proceedings – 2009 - 14

1. 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
2. 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.
3. 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.
4. Eyoun, 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.
5. 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.
6. 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.
7. 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%)

8. Park, S., Kim, K, and **O'Neill, M.A** (2011) Complaint behavior and service recovery in a fast-food restaurant industry: Cross cultural perspectives. Stand-up presentation to the 17th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Auburn University, Auburn, AL, Jan 5-7, 2011.
9. 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 Tourism and Hospitality Education. University of Houston, Texas, January.
10. 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 Tourism and Hospitality Education. University of Houston, Texas, January.
11. 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 (50%).
12. 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 (60%).
13. 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. Fifteenth Annual Graduate Research Conference in Hospitality and Tourism, Washington D.C – January 6-9 (50%).
14. 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 (50%).