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# Kimberly S. Severt

*Associate Professor*

*University of Alabama*

*College of Human Environmental Sciences*

*Department of Human Nutrition and Hospitality Management*

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## *Education*

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- 2007    Ph.D    Oklahoma State University, Stillwater, Oklahoma  
Doctor of Philosophy in Hospitality Administration  
Dissertation: *Measuring the Effectiveness of Marketing Effort in the Convention Industry: A Customer Equity Approach*
- 2003    M.S.    Eastern Michigan University, Ypsilanti, Michigan  
Master's Degree Hospitality Management, GPA 3.90
- 1987    B.S.    Appalachian State University, Boone, North Carolina  
Bachelor of Science in Business Administration; Major: Management
- 1985           Wingate College, Wingate, North Carolina  
General Education Curriculum

## *Research Specialization*

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- Event Management
- Convention Sales and Services
- Convention and Trade Show Management
- Incentive Travel

## *Research*

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### PUBLICATIONS:

17. Hara, T., Severt, K. & Shapoval, V. (2013) An Exploratory Study to Analyze Obesity Issues in an African American Community: Utilizing a Special Cultural and Heritage Event. (Submitted to the Journal of Social Health June, 2013).

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16. Hara, T., Severt, K. & Shapoval, V. (2013) Estimating Number of Attendees to an Open Free Cultural Festival. *International Journal of Event and Festival Management*. (submitted 03/14/13, resubmitted 11/17/13).
  15. Hayat, A., Severt, K., Breiter, D., Nusair, K., Okumus, F. (2013) Attributes influencing meeting planners' destination selection: A case of Orlando, Florida. *Event Management*, 18(2) (April, 2014).
  14. Severt, K. (2014) Benefits of incorporating a faculty engagement program with a leading industry tradeshow, *IMEX America Journal of Convention and Event Tourism* 15 (1), 21-24.
  13. Severt, K., Fjelstul, J. & Breiter, D. (2013). Information communication technologies: Usages and preferences of GenY students and meeting professionals. *Journal of Convention and Event Tourism* (2)14, 124-143.
  12. Severt, K. (2013). Channel Incentive Travel Programs: Stakeholders Perceptions and Indicators of Satisfaction and Loyalty Based on the Incentive Travel. *Journal of Tourism Research Hospitality* (2) 3 doi:10.4172/2324-8807.1000122.
  11. Severt, K. (2012). Revisiting the Value of Incentive Travel, *Journal of Tourism Research Hospitality*, 1(1). <http://www.scitechnol.com/ArchiveJTRH/jtrh-archive.php?month=September&year=2012>
  10. Fjestul, J. & Severt, K. (2011). Examining the use of RV travel forums for campground searches. *Journal of Tourism Insights* (2),2. Available at: <http://scholarworks.gvsu.edu/jti/vol2/iss2/4>
  9. Fjestul, J., Severt, K. & Breiter, D. (2010). Building association attendance: Differences between chapter, regional, and annual meetings. *Event Management*, 13. 31-41.
  8. Severt, K., Herrera, D. & DiPietro, R. (2010) An exploratory study examining technology adoption and implementation of inventory management systems in Aruba restaurants. *Florida International University Review*, 48 (1). 52-82.
  7. Severt, K. Fjestul, J. & Breiter, D. (2009) A comparison of motivators and inhibitors for association meeting attendance for three generational cohorts, *Journal of Convention & Event Tourism* 10, (2). 105-119.
  6. Fjestul, J. Severt, K. & Breiter, D. (2009). An analysis of the motivators and inhibitors affecting association meeting attendance for Generation X and Baby Boomers, *Event Management*, 13(1). 31-42.

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5. Severt, K., Severt, D. & Palakurthi, R. (2009). Show manager's perceptions of components of customer equity in the convention industry. *Journal of Quality Assurance of Hospitality Tourism*,10 (2). 113-138.
  4. Severt, K & Palakurthi, R. (2008). Apply customer equity in the convention industry. *Journal of Contemporary Hospitality Management*,20 (6). 631-646.
  3. Rompf, P., Breiter, D. & Severt, K. (2008). Destination selection criteria: Key success factors evolve and dominate. *Event Management*,12(1). 27-38.
  2. Severt, D., Rompf, P. & Severt, K. (2007). A qualitative analysis of the effects of fairness on customer satisfaction. *Advances in Hospitality and Leisure*, 3. 105-127.
  1. Severt, K., & Gregory, S. (2005) Organizational fairness on job satisfaction and intentions to quit: A university foodservice case study, PRAXIS, Atlanta, GA.

#### BOOK CONTRIBUTOR

Severt, K. (2004). *Encyclopedia for Hospitality and Tourism*. Event Definition Contributor.

#### PEER REVIEWED POSTER PRESENTATIONS

- 2013 Fjsetul, J. & Severt, K. International Society of Travel and Tourism Educators, Detroit, MI. (accepted for presentation October, 2013)
- 2011 Severt, K. Fjsetul, J. & Breiter, D. International Council of Hotel Restaurant Institute Educator, Denver, CO.
- 2009 Severt, K. Fjsetul, J. & Breiter, D. International Council of Hotel Restaurant Institute Educator, San Francisco, CA.
- 2008 Severt, K. International Council of Hotel Restaurant Institute Education, Atlanta, GA.
- 2008 Severt, K & Breiter, D. Euro Council of Hotel Restaurant Institute Education, Dubai, "Building Association Attendance: Difference between Chapter, Regional & Annual Meetings form the Perception of the Attendees.",12 (1)
- 2008 Hilliard, T., Severt, K. & Palakurthi, R. Oklahoma State 19<sup>th</sup> Annual Research Symposium, best poster award.

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- 2005 Severt, K. International Society of Education on Teaching and Learning, Poster Presentation, Cocoa Beach, FL. "Teaching outside the box: teacher it is for you."
- 2005 Severt, K. International Council of Hotel and Restaurant Intuitional Educators, Las Vegas, Nevada. "*Critical Matching of Event Type with Destination Selection.*"
- 2005 Severt, K. 10<sup>th</sup> Annual Graduate Research Conference, Myrtle Beach, SC. "*Event and Destination Characteristics: Their Role in the Selection Process.*"
- 2003 Severt, K. & Gregory, S. Graduate Research Fair, Eastern Michigan University, "*An Investigation of Perceived Organizational Fairness on Job Satisfaction and Intentions to Quit.*"
- 2003 Severt, K. International Council of Hotel and Restaurant Intuitional Educators, Palm Springs, CA. "*Organizational Fairness on Job Satisfaction and Intentions to Quit.*"
- 2001 Severt, K. International Council of Hotel and Restaurant Intuitional Educators, Albuquerque, NM. "*What do our future employees have to say about us?*"

#### CONFERENCE PRESENTATIONS and PROCEEDINGS

- Severt, K., Fjestul, J. Breiter, D. & Hahm, J. (2013). The Differences in Organizational Commitment, Materialism, and Life Values between Gen Y and Future Meeting Professionals, Southeast CHRIE Fall Conference, Bevard, NC.
- Fjestul, J. & Severt, K. (2013). Exploring Motivational Influences for RV Travel by Ownership Classification. International Society of Travel and Tourism Educators. Detroit, MI (Accepted for Poster Presentation, October, 2013)
- Severt, K. & Fjestul, J. (2013). An Investigation of Event Specifications Inefficiencies. IMEX America 2013 Conference, Las Vegas, NV (submitted August 24, 2013).
- Hahm, J. Breiter, D., Wang, Y., & Severt, K. (2013). Sense of community as a predictor of satisfaction and future intentions to attend an annual conference. International Council of Hotel Restaurant Institutional Education (ICHRIE). St. Louis, MO.
- Severt, K. & Fjestul, J. (2013). Analyzing Information Communication Technology in the Process of Event Specifications in Convention Hotels. Southeast CHRIE Conference, Atlanta, GA.
- Severt, K. & Tuma, L. (2012). Success Factors of a Channel Incentive Travel Program. Southeast CHRIE Fall Meeting, Pigeon Forge, TN.

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Severt, K & Hilliard, T. (2012). Understanding Incentive Travel: The difference between Earners and Non-Earner's Performance. Annual International Council of Hotel Restaurant Institutional Education (ICHRIE) Conference, Rhode Island.

Severt, K & Orfgen, T. (2012). The Challenges of Online Assessment. Annual International Council of Hotel Restaurant Institutional Education (ICHRIE) Conference, Rhode Island.

Fjestul, J. & Severt, K. (2010). "Understanding the use of RV Forum in Campground Searches." Oregon. Hosted by the Journal of Tourism Insights.

Severt, K., Fjestul, J. & Breiter, D. (2010). "Attracting Generation Y in the Meeting Industry." International Council of Hospitality Institutional Education, Dubai.

Severt, K. & Aeillo, T. (2009). Decision Making Model in the Convention Industry. International Conference on Festivals & Events Research. Orlando, Florida.

Severt, K., Severt, D., & Palakurthi, R. (2008). Components of customer equity in the convention Industry. The Third Annual International Conference on Service Quality, Pennsylvania State University, State College, Pennsylvania, **Best Paper Award.**

Severt, K. (2003). An Instructional Design Model for the Training and Certification of Tour Guides. Southeast Council of Hotel and Restaurant Institutional Educators (CHRIE) Conference, Wilmington, North Carolina.

Severt, K. (1999). Generation Y: What they think about the Industry. Midwest Council of Hotel and Restaurant Institutional Educators (CHRIE) Conference, Merrillville, Indiana.

#### CONFERENCE PRESENTATIONS WITH GRADUATE STUDENTS

Shapoval, V., Hara, T. & Severt, K (2011). Multifaceted Sustainability of an African America Heritage Festival, 17th Annual Hospitality Graduate Student Research Conference, Auburn University (submitted).

Adams, K., Kaufman, T. & Severt, K. (2008). Hospitality Student's Self perceptions of professionalism: A cross cultural study. Hospitality Graduate Conference.

Allison, P. & Severt, K. (2008). The effects of exhibitor services quality on attendee behavior. Poster presentation. Hospitality Graduate Conference.

#### INDUSTRY PRESENTATIONS

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- 2013 IMEX/MCI Future Leaders Forum, Seoul, Korea.
  - 2008 Presented at Youngson University in Busan, S. Korea. The Importance of Association in the US Convention Industry.
  - 2008 Presented at the Religious Convention Association Annual Conference, Technology: A Blessing or a Curse?
  - 2006 Presented to the Orange County Convention Center Research and Marketing Departments to propose support for dissertation research. Support was provided.
  - 2003 Presented to Regional Marriott Managers, Detroit Michigan a study conducted on Generation Y and their attitudes about the industry.

### *Research in Progress*

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- Supplier Challenges Meeting Bandwidth Expectations in Convention Hotels
- Inefficiencies Pertaining to Event Specifications” - Convention Industry Council Grant Project
- RV Push Motivators
- Good Sam’s Club Member’s Satisfaction with RV Association Services
- Analysis of Catering Menus for Group Meetings: Handling the Increased Number of Allergy and Dietary Restrictions of Attendees

### *Funded Grants & Projects*

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Incentive Research Foundation	\$20,000 Funded Fall 2009
Meetings Professional International Foundation	\$18,000 Funded Spring 2010
Orlando Convention and Visitors Bureau Grant	\$30,000 Funded Summer 2010
Hilton Market Research Grant	\$20,000 Funded Summer 2010
Convention Industry Council	\$20,000 Funded Fall 2010
Rosen College Internal Grant	\$ 2,000 Funded Spring 2011
Incentive Research Foundation	\$20,000 Funded Summer 2011
Association to Preserve Eatonville Community	\$ 2,000 Funded Spring 2012
<u>Crenshaw Research Grant (CHES, Internal grant)</u>	<u>\$ 2,000 Funded Summer/Fall 2013</u>
<b>Total Funding</b>	<b>\$134,000</b>

#### Grants Submitted But Not Yet Funded

Professional Convention Management Association Grant \$30,000 Submitted August, 2013. (Not funded)

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## *Courses Taught*

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Primary Undergraduate Courses (not an all-inclusive list):

- Event Leadership Programming and Problem Solving
- Trade Show Management
- Convention Sales and Services
- Event Design, Production, and Technology
- Catering Management
- Food & Beverage Cost Control
- Introduction to the Meetings and Event Industry
- Hospitality Guest Service
- Tourism Management
- Introduction to Hospitality Management
- Supervision/Human Resources
- Convention Management (graduate level)
- International Events

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## *Industry Experience*

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Restaurant and Event Experience: (1980-2003)

<u>Date</u>	<u>Position</u>	<u>Location/Responsibilities</u>
2000 - 2003	Event Coordinator	Eastern Michigan University Planned and scheduled all university catering functions, summer programs, special events, student functions, and space rental. Audio visual, catering, set-up requirements and space specifications.
1996 - 2001	Dining Room/Catering Manager	Mac's Acadian Seafood, Saline, Michigan Catering Service Director
1993 - 1995	Manager	The Farmhouse Restaurant Blacksburg, Virginia
1992 - 1993	Assistant Manager	Mountain Air Seafood and Steak House Jefferson, North Carolina
1991	Front of the House Manager	Emerald Valley Resort Eugene, Oregon
1990	Server	Deb's Family Restaurant, Eugene, Oregon,
1980	Server/Baker	Hardees, N. Wilkesboro, North Carolina Pastry Maker

Events Produced for the Rosen College of Hospitality Management:

<u>Date</u>	<u>Event</u>
Fall 2006	-Career Fair Breakfast

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		-Career Fair Exhibitor Luncheon -Advisory Board/Senior Reception
Spring	2006	-Career Fair Breakfast -Career Fair Exhibitor Luncheon -Advisory Board/Senior Reception -SKAL Hospitality Association Dinner
Fall	2005	-Meeting Professionals International (MPI) Luncheon -Faculty/Staff Dinner -Etiquette and Fashion Show Luncheon
Spring	2005	-Hospitality Human Resource Association (HHRA) -Central Florida Women's League (CFWL) Luncheon -SKAL Hospitality Association Dinner
Fall	2004	-Hospitality Financial Technology Professionals (HFTP) Dinner -Meeting Professionals International (MPI) Luncheon -Madrigal Feast (2 night production with dinner)

Management Experience - Eckerd Drug Corporation: (1982-1989)

<u>Date</u>	<u>Position</u>	<u>Location/Responsibilities</u>
1989	General Manager	Cornelius, North Carolina Opened the Store: Hired and trained new associates, Planned Grand Opening, Planned and organized opening work teams. Youngest Female General Manager in the Company at the time
1988	Assistant Manager	Charlotte, North Carolina Highest volume Eckerd store in North and South Carolina at the time. Hiring, training, merchandising, financial accountability and store performance
1987	Assistant Manager	North Wilkesboro, North Carolina (same as above)
1986	Floating Assistant Manager	17-store district in northwest North Carolina. Attended school full-time while being an assistant manager. This opportunity allowed me to experience multiple store operations, work with a variety of managers, and gave me a holistic view of the company.

Service Industry Experience:

Eckerd Drug Corporation

<u>Year</u>	<u>Location and Experience</u>
1985	Charlotte, North Carolina - Eckerd Drug Internship Management Training Program This program enabled gaining valuable store managing experience while attending college. This program offered supervision by Eckerd area supervisor and college Academic Advisor that facilitated the blending of Management education with pragmatic experience.
1984	Boone, North Carolina - Worked in Cosmetics Department while attending



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	Appalachian State University (averaged 30 hours a week).
1983	Monroe, North Carolina – Worked 30+ hours / week as a Pharmacy Tech while attending Wingate College.
1982	Charlotte, North Carolina – Trained in all service areas of this retail drug store including cosmetics, pharmacy, camera, and front-end associate.

### *Selected Honors*

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<u>Date</u>	<u>Honor</u>
2011	Faculty of the Year, Rosen College of Hospitality Management
2010	PCMA Faculty Scholarship for Annual Conference in Dallas
2009	PCMA Faculty Scholarship for Annual Conference in New Orleans
2004	National Restaurant Association Educational Foundation Industry Experience Grant
2004	Adjunct Professor of the Year, Rosen School of Hospitality Management, University Of Central Florida
2003	Outstanding Graduate Student Award
2000	Outstanding Graduate Assistant Nominee
2000	Certified Hospitality Educator, American Hotel and Lodging Educational Institute
1999	Graduate Assistantship

### *University and College Service*

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<u>Dates</u>	<u>University of Alabama</u>
2012 – 2013	College Department Distant Education Committee Office Associate Hiring Committee Chair of the Faculty Search Committee
	<b><u>Rosen College of Hospitality Management</u></b>
2010 – 2011	College College University University Chair: Undergraduate Curriculum Review Appeals Committee Undergraduate Curriculum Review Committee Parking Committee
2009 – 2010	College College College University University Chair: Undergraduate Curriculum Review Awards Committee Appeals Committee Undergraduate Curriculum Review Committee Parking Committee
2008 – 2009	College Undergraduate Curriculum Review Committee
2007 – 2008	College

### *Graduate Student Committees*

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Taryn Aeillo	Dissertation Committee	Graduated 2014
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Kimberly Stran	Dissertation Committee	Graduated 2013
Jeeyeon Hahm	Dissertation Committee	Graduated 2013
Adi Hayat	Master's Thesis Committee	Graduated 2011

### *Professional Memberships/ Advisor*

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HARACA Student Club 2012-2013 – Co-Advisor  
Council of Hotel Restaurant Institute Educators (CHRIE) 1999-2013  
Professional Convention Management Association (PCMA) 2008-2013  
International Special Event Society (ISES) 2010-2011  
National Association of Catering Executives (NACE) 2008  
Hospitality Financial and Technology Professionals (HFTP) 2009-2010  
Business Professionals of America (BPA) Faculty Advisor 2011-2012

### *Advisory Boards*

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Editorial Board for the *Journal of Tourism Research Hospitality*  
HARACA – Co-advisor  
Meeting and Event Technology Board – International Board  
Faculty Task Force PCMA  
Akilah Institute for Women Rwanda, South Africa