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| **Kimberly S. Severt, Ph.D** | | |
| 12551 Cottage Lane | ksevert@ches.ua.edu | Office: (205) 348-8169 |
| Northport, AL 35475 | Kim.severt@gmail.com | Cell: (407) 454-4118 |

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| --- | --- | --- | --- | --- |
| **EDUCATION** | | | | |
| 2007 |  | Doctor of Philosophy in Hospitality Administration | | |
|  |  | Oklahoma State University, Stillwater, OK | | |
|  |  | Dissertation: Measuring the Effectiveness of Marketing Effort in the Convention Industry: A Customer Equity Approach | | |
|  |  |  | | |
| 2003 |  | M.S. in Hospitality Management | | |
|  |  | Eastern Michigan University, Ypsilanti, MI | | |
|  |  | Thesis: An Investigation of Perceived Organizational Fairness on Job Satisfaction and Intentions to Quit. | | |
|  |  |  | | |
| 1987 |  | B.S. in Business Administration: Major: Management | | |
|  |  | Appalachian State University, Boone, NC | | |
|  |  |  | | |
| 1984 |  | Wingate College, Wingate, NC | | |
|  |  |  | | |
| **Educational Institutions of Employment** | | | | |
| **Associate Professor – The University of Alabama** | | | | |
| 2015 | present | | | Director: Hospitality Management |
|  |  | | | Department of Human Nutrition and Hospitality Management |
|  |  | | | College of Human Environmental Sciences |
|  |  | | | Key Responsibilities: |
|  |  | | | * Coordinate both undergraduate and graduate programs * Schedule courses * Plan the Shila Bowron Leadership Lecture each semester * Address course and student issues that arise * Approve overrides * Advise approximately 40 graduate students and 10 undergraduate students per semester * Coordinate partnerships with other institutions and industry partners * Lead the Accelerated Master’s Program * Mentor 3 tenure-track faculty |
|  |  | | | Administrative Accomplishment: |
|  |  | | | * Re-developed graduate curriculum and increased enrollment over 300% in 3 years * Helped secure $1.25 million funding to develop a hospitality employment training program * Established a new undergraduate concentration, “Sport, Entertainment, and Event Management” * Hosted Dr. DiPietro, Visiting Scholar |
| 2015 |  | | | Earned Tenure |
| 2012 |  | | | Joined The University of Alabama – Associate Professor |
|  | | | | |
|  | | | | |
| **Assistant Professor** | | | | |
| 2006 | 2012 | | University of Central Florida | |
|  |  | | Rosen College of Hospitality Management | |
|  |  | | Accomplishments: Taught and helped develop some of the courses for the first B.S. in Event Management in the U.S. | |
| **Instructor** | | |  | |
| 2004 | 2006 | | University of Central Florida | |
|  |  | | Rosen College of Hospitality Management | |
|  |  | | Department of Tourism, Events, & Attractions | |
| **Adjunct** (part-time) | | | | |
| 2003 | 2004 | | Valencia Community College | |
|  |  | | Hospitality Management | |
| 2001 | 2003 | | Eastern Michigan | |
|  |  | | Hospitality Management | |

**RESEARCH**

**Peer Reviewed Publications**

40. Talantis, S., Shin, Y., & **Severt, K.** (2020). Conference mobile application: Participant acceptance and the correlation with overall event satisfaction utilizing the technology acceptance model (TAM). *Journal of Convention and Event Tourism.* (In press)

39. Jung, S., Shin, Y., **Severt, K.**, & Crowe-White. (2020). Determinants of a consumer’s intention to consume antioxidant-infused sugar-free chewing gum: Measuring taste, attitude, and health consciousness. *International Journal of Consumer Studies.* (In press)

38. **Severt, K.,** & Hahm, J. (2019). Perceptions of destination image based on political affiliation and a longitudinal approach measuring the impact of an election. *Journal of Destination Marketing and Management*. (In press).

37. Shin, Y., Im, J., & **Severt, K**. (2019). Consumers’ intention to patronize food trucks: An Application of an extended theory of planned behavior. *Journal of Foodservice Business Research, 22*(6), 582-599.

36. Shin, Y., Im, J., & **Severt, K.** (2019). Qualitative assessment of key beliefs in regards to consumers’ food truck visits using the theory of planned behavior. *Journal of Foodservice Business Research*. https://doi.org/10.1080/1528008X.2019.1627271

35. Carr, A., Shin, Y., & **Severt, K**. (2019). Predicting intentions to visit microbreweries and investigating beerscape. *International Journal of Culture, Tourism, and Hospitality Research*. DOI (10.1108/IJCTHR-11-2018-0160). <https://www.emerald.com/insight/content/doi/10.1108/IJCTHR-11-2018-0160/full/html>

34. Hahm, J. & **Severt. K.** (2019). Sweet home Alabama. *Rosen Research Review*. (Each author contributed 50%) [https://hospitality.ucf.edu/rosen-research-review/](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhospitality.ucf.edu%2Frosen-research-review%2F&data=02%7C01%7CJeeYeon.Hahm%40ucf.edu%7Cd0120485e0a5422b16e008d6d867ee54%7Cbb932f15ef3842ba91fcf3c59d5dd1f1%7C0%7C0%7C636934338464182024&sdata=L2ZOIvSWgxNTxc4CIsP%2Bqy4xkTG4prdoOJ23t0LC%2Fkw%3D&reserved=0)

33. Shin, Y., Kim, H., & **Severt, K.** (2019). Consumer values and service quality perception of food truck experience. *International Journal of Hospitality Management, 7,* 11-20.<https://doi.org/10.1016/j.ijhm.2018.12.008>

32. Shin, Y., Im, J., Jung, S., & **Severt, K**. (2018). Motivations behind consumers’ organic menu choices: The role of environmental concern, social value, and health consciousness. *Journal of Quality Assurance in Hospitality & Tourism, 20*(1), 107-122. <https://doi.org/10.1080/1528008X.2018.1483288>

31. Chen, H., **Severt, K.**, Shin, Y., Knowlden, A. P., & Hillard, T. (2018). "How'd you sleep?" measuring business travelers' sleep quality and satisfaction in hotels. *Journal of Hospitality and Tourism Insight, 1*(3). 188-202. <https://doi.org/10.1108/JHTI-11-2017-0015>

## 30. Hahm, J., & Severt, K. (2018). Importance of destination marketing on image and familiarity. *Journal of Hospitality & Tourism Insights, 1*(1), 37-53. 10.1108/JHTI-10-2017-0002. (Each author contributed 50%) Received the Emerald Literati Award for 2019.

29. Shin, Y., Im, J., Jung, S., & **Severt, K.** (2018). The theory of planned behavior and the norm activation model approach to consumer behavior regarding organic menus. *International Journal of Hospitality Management, 69*, 21-29. 10.1016/j.ijhm.2017.10.011

28. Shin, Y., Im, J., Jung, S., & **Severt, K.** (2018). An examination of locally sourced restaurant patronage intention. *Journal of Quality Assurance in Hospitality & Tourism, 19*(1). 10.1080/1528008X.2017.1343170

27. Shin, Y., Kim, H., & **Severt, K**. (2018). Antecedents of consumers’ intention to visit food trucks. *Journal of Foodservice Business Research, 21*(3), 239-256. 10.1080/15378020.2017.1368810

26. Carr, A., Shin, Y., **Severt, K**., & Lewis, M. (2017). A qualitative approach to understanding the underlying beliefs of microbrewery consumers*. International Journal of Hospitality Beverage Management, 1*(1), 4-20.

25. Shin, Y., Moon, H., Jung, S., & **Severt, K.** (2017). The effect of environmental values and attitudes on consumer willingness to pay more for organic menus: A value-attitude-behavior approach. *Journal of Hospitality and Tourism Management, 33*. 10.1016/j.jhtm.2017.10.010

24. Templeton, A., Fjelstul, J., **Severt, K**., & Shin, Y. (2017). Driving RV park/campground selection: A grounded theory approach. *Journal of Tourism Insights, 8*(1).1-19.

23. Shin, Y., Im, J.Y., Jung, S., & **Severt, K.** (2017). Consumer’s willingness to patronize locally sourced restaurants: The impact of environmental concern, environmental knowledge, and ecological behavior. *Journal of Hospitality Marketing and Management.* 26(6), 644-658. 10.1080/19368623.2017.1263821

22. Shin, Y.H., **Severt, K.,** & Fjelstul, J. (2016). RV traveler’s pull factors to campgrounds in leisure tourism. *Journal of Quality Assurance in Hospitality and Tourism, 18*(4), 493-508*.* 10.1080/1528008X.2016.1271380

21. Shin, Y., Im, J., Jung, S., & **Severt, K.** (2017). Locally sourced restaurant: consumers’ willingness to pay. *Journal of Foodservice Business Research, (59),* 1-15. 10.1080/15378020.2016.1276319

20. Stran, K., Knol, L., Turner, L., Lawrence, J., McCallum, D., & **Severt, K.** (2016). College students’ intentions to use calorie information on a restaurant menu: Application of the Theory of Planned Behavior. *American Journal of Health Education, 47*(4), 215-223. https://www.tandfonline.com/doi/full/10.1080/19325037.2016.1179142

19. Hara, T., **Severt, K.,** & Shapoval, V. (2014). Estimating number of attendees to an open free cultural festival. *Journal of Tourism Economics, Policy and Hospitality Management, (*ISSN 2187-784X for online).

18. Stran, K., Knol, L., Turner, L., Lawrence, J., McCallum, D., & **Severt, K**. (2015). College students must overcome barriers in order to use calorie labels in fast food restaurants. *Journal of Nutrition Education and Behavior, 48*(2), 122-130*.* 10.1016/j.jneb.2015.09.009

17. Hahm, J., Breiter, D., **Severt, K.** Wang, Y., & Fjelstul, J. (2015). The relationship between sense of community and satisfaction on future intentions to attend an association’s annual meeting. *Tourism Management, 52,* 151-160.

16. **Severt, K.,** & Fjelstul, J. (2015). Evaluating RV campground attributes using importance-performance analysis. *Journal of Tourism Insights, 6*(1/4).

15. Hayat, A., **Severt, K**., Breiter, D., Nusair, K., & Okumus, F. (2014). Attributes influencing meeting planners’ destination selection: A case of Orlando, Florida. *Event Management: An International Journal, 18*(4.2).

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 Gen Y students and meeting professionals. *Journal of Convention and Event Tourism, 12*(2), 124-143.

12. **Severt, K**. (2013). Channel incentive travel programs: Stakeholder’s perceptions and indicators of satisfaction and loyalty based on the incentive travel. *Journal of Tourism Research* *Hospitality,* *3*(2). 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: An International Journal, 13,* 31-41*.*

8. **Severt, K.,** Herrera, D., & DiPietro, R. (2010). 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: An International Journal, 13(1),* 31-42.

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: An International Journal, 12*(1), 27-38.

2. Severt. D., Rompf, P., & **Severt, K**. (2007). A qualitative assessment of the service encounter. *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.

**Peer-Reviewed Manuscripts Accepted with Minor Revisions**

**Severt, K.**, Shin, Y., Chen, H., & DiPietro, R. (2019). Measuring the Relationships between Corporate Social Responsibility, Perceived Quality, Price Fairness, Satisfaction, and Conative Loyalty in the context of Local Food Restaurants. *International Journal of Hospitality & Tourism Administration*. (Submitted August, 2019, second revision January 2020).

**Peer-Reviewed Manuscripts Submitted & Under Review**

Olive, A., Chen, H., & **Severt, K.** (2019). Campus recruiting service quality: understanding college recruiters' experience during campus visits. *Quality in Higher Education*. (Submitted August, 2019).

Robbins, R. **Severt, K**., & Knowlden, A. Examining sleep satisfaction in hotels as reported by frequent travelers: Opportunities for hotel design and service delivery to enhance the guest sleep experience, *Tourism and Hospitality Research* (submitted January 3, 2020, under review).

Shin, Y., Jung, S., Im, J., & and **Severt, K**. Applying an extended theory of planned behavior to examine a state-branded food product purchase behavior: The moderating effect of gender. *Journal of Hospitality and Tourism Management.* (Submitted January 2019, under review, second revision, November 2019).

**Grants**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Amount** | **Funding Agency** | **Project Name** |
| 2019 | $9,500\* | Professional Convention Management Association (PCMA) – CO PI | Women Leadership in the Event Industry: Identifying Barriers and Best Practices |
| 2019 | $24,996\* | USDA, Specialty Crop Block Grant – CO PI | Eat LOCAL! |
| 2019 | $7,000 | Timothy S,Y, Lam Foundation | Women in Leadership in the the Hospitality Industry: Barriers and Best Practices |
| 2019 | $23,700 | Incentive Research Foundation | Motivation profile in incentive travel |
| 2018 | $2,000\* | UA - College of Human Environmental Sciences (Internal) - PI | Impact of an Election on Alabama’s Destination Image |
| 2016 | $22,000 | Professional Convention Management Association (PCMA) | Financial, Legal, and Practical Aspects of Managing Dietary Restrictions at Meetings |
| 2015 | $6,000\* | The University of Alabama RGC (Internal) – PI | Measuring Sleep Quality of Business and Leisure Travelers Utilizing Hotels |
| 2013 | $28,700 | Professional Convention Management Association (PCMA) | Analysis of Catering Menus for Group Meetings: Handling the Increased Number of Allergy and Dietary Restrictions of Attendees and the Cost Difference between Ideal Nutritional Menus and Budgetary Menus |
| 2013 | $2,000\* | UA – College of Human Environmental Sciences (Internal) - PI | Use of Technology in Off-site Meetings and Incentive Travel: Challenges Facing Hotels |
| 2012 | $2,000\* | Eatonville Community Development Grant – CO PI | Association to Preserve Eatonville Community |
| 2011 | $20,000\* | Incentive Research Foundation -– PI | Channel Incentive Travel |
| 2011 | $18,000\* | Professional Convention Management Association (PCMA) – CO PI | Generational Differences in Adult Learning and Use of Event Technology |
| 2011 | $2,000\* | UCF- Rosen College (Internal) – PI | Generational Learning Differences for Meeting Attendees |
| 2010 | $30,000\* | Orlando Convention & Visitors Bureau – CO PI | Meeting Planner’s Perception of Orlando Attributes to Increase Meeting Bookings2010 |
| 2010 | $20,000\* | Hilton Market Research Grant – CO-PI | Meeting Attributes |
| 2009 | $20,000\* | Incentive Research Foundation – PI | What is Incentive Travel? |
|  |  |  |  |
| **\*Total Amount Funded $156,496** | | |  |

**Textbook Contributor**

**Severt, K**. (2017) “Incentive Travel Case Study” *Contemporary Case Studies in Event Management*, ISBN-13: 978-1524936129

Chen, H., & **Severt, K.** (2016). Hospitality Management: An Introduction 16th Edition. Chapter 5: Industry Trade Associations and Rating Services. Co-Author.

**Severt, K**. (2015). Professional Meeting Management, 6th Edition Professional Convention Management Association. Chapter 13: Food and Beverage for Meetings Co-Author.

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

**Conference Presentations**

Shin, Y. Im, J. Moon, H. & Severt, K. (2020). The effect of state-branded food products’ marketing mix on brand equity. Annual International Council of Hotel Restaurant Institute Educators, Phoenix, AZ.

Kim, H., Im J., & Severt, K. (2020). Employee perceptions of innovativeness and adaptive behaviors. Annual International Council of Hotel Restaurant Institute Educators, Phoenix, AZ.

Cobos, L., & **Severt, K.** (2019). “Technology post-adoptive behaviors and gender among hotel branded mobile app users.” SMART Conference, Orlando, FL.

Jung, S. E., Crowe-White, K., Shin, Y. H., & **Severt, K.** (2019). Intention to purchase functional sugar-free gum infused with antioxidants from spices for vascular health using the value attitude behavior model. Food and Nutrition Conference and Expo,Philadelphia, PA.

Shin, Y. H., Im, J. & **Severt, K.** (2019). Determinants of consumers’ intention to patronize food truck. Annual International Council of Hotel Restaurant Institute Educators (ICHRIE) Conference, New Orleans, LO.

Shin, Y., Moon, H., Jung, S., & **Severt, K.** (2017). Asian Pacific Tourism Association 2017 Annual Conference, Busan, Korea.

Templeton, A., Fjelstul, J., & **Severt, K**. (2017). Discovering Motivations in RV Parks/Campground Selection: A Grounded Theory Approach. 2017 International Academy of Business Disciplines Conference New Orleans, LA***.***

Shin, Y. H. & **Severt. K.** (2016). The influence of electronic word-of-mouth on locally sourced restaurant patronage. 2016 iHITA Annual Research Conference, New Orleans, LA.

**Severt, K.,** Shin, Y.H., Chen, H., & Knowlden, A. (2016). How hotel attributes influence sleep quality of business and leisure travelers*.* Annual International Council of Hotel Restaurant Institute Educators (ICHRIE) Conference, Dallas/Grapevine, TX.

**Severt, K.,** Chen, H., & **Shin, Y.H.** (2016). Measuring sleep quality of business travelers in hotel stays.Global Events Congress VII, Indianapolis, IN.

**Severt, K.,** Fjestul, J., & Carr, A. (2015). “Content Analysis of RV Blog: Who blogs and what information is included?” South Sea Island, FL.

**Severt, K.** and Fjelstul, J. (2015). Evaluating RV Campground Attributes Using Importance Performance Analysis. Southeast CHRIE Spring Conference. Tuscaloosa, AL.

Brown, T., Severt, D., & **Severt, K.** (2015). “Hospitality and Transformative Service Research: A 3-factor model for Optimal Personal care to the Non-Hedonic Tourist at Destination Assisted Living.” Annual International Council of Hotel Restaurant Institute Educators (ICHRIE) Conference. Orlando, FL.

**Severt, K**., Hara, T., & Shapoval, V. (2014). “Estimating Number of Attendees to an Open Free Cultural Festival.” Southeast CHRIE Conference, Greenville, NC

**Severt, K.,** & Hahm, J. (2014). “The Use of Technology in Off-site Business Meetings and Incentive Travel: Challenges Facing Hotels from the Hotels’ Perspective.” Southeast CHRIE Conference, Atlanta, GA.

Fjelstul, J., & **Severt, K.** (2014). “Vehicle Electrification: A Destination Sustainability Case Study Initiative.” Dubuque, IA.

**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, Brevard, NC.

Fjestul, J., & **Severt, K.** (2013). “Exploring Motivational Influences for RV Travel by Ownership Classification.” International Society of Travel and Tourism Educators, Detroit, MI.

**Severt, K.,** & Fjestul, J. (2013). “An Investigation of Event Specifications Inefficiencies.” IMEX America 2013 Conference, Las Vegas, NV.

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) Conference, 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.

**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, RI.

**Severt, K.,** & Orfgen, T. (2012). “The Challenges of Online Assessment.” Annual International Council of Hotel Restaurant Institutional Education (ICHRIE) Conference, Providence, RI.

**Severt, K**., Fjelstul, J., & Breiter, D. (2011). “Event Preferences from the Generation Y Perspective” Annual International Council of Hotel Restaurant Institute Educators (ICHRIE) Conference, July, 2011, Denver, CO.

Fjestul, J., & **Severt, K.** (2010). “Understanding the use of RV Forum in Campground Searches”. Resort and Commercial Recreation Association National Conference, Bend, OR.

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

Fjelstul, J., **Severt, K.,** and Breiter, D. (2009). “An Exploratory Study on Motivators and Inhibitors to Conference Attendance: Understanding Association Membership Diversity Issues.” International Conference on Festivals & Events Research. Orlando, FL.

**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, PN, **Best Paper Award.**

Fjelstul, J., **Severt, K**., & Breiter, D. (2008). “Generational Differences in Relation to Association Membership and Conference Attendance.” Annual International Council of Hotel Restaurant Institute Educators (ICHRIE) Conference. Atlanta, GA

**Severt, K.,** Fjelstul, J., & Breiter, D. (2008). “Building association attendance: Differences between chapter, regional, and annual meetings from the perception of the attendees” EUROCHRIE Conference. Dubai.

**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, NC.

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

**Conference Presentations with Graduate Students**

Ward, S.,Shin, Y. H.,& **Severt K.** (2020). Applying the theory of consumption values to college students' intention to purchase local food. The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Brendlinger, B., Chen, H., & **Severt K.** (2019). “The impact of server disclosure on customer disclosure and service recovery satisfaction in restaurants.”  24th Annual Graduate Research and Education Conference, Houston, TX.

Talantis, S., Shin, Y., & **Severt K.** (2019). “Conference mobile application: Participant acceptance and the correlation with overall event satisfaction.” 24th Annual Graduate Research and Education Conference, Houston, TX.

Brendlinger, B., Carr A., Shin, Y., **Severt, K.,** & Niuh, A. (2018). “Perceived service quality generating customer emotions and achieving satisfaction in the food truck industry.”  23rd Annual Graduate Research and Education Conference, Houston, Texas.

Brendlinger, B., Chen H., & **Severt, K.** (2018). “Customer’s perception of restaurant employee’s emotional competency influencing customer’s brand loyalty, revisit intention and overall satisfaction.”  23nd Annual Graduate Research and Education Conference, Houston, TX.

Olive, A., Chen, S. & **Severt, K**. (2018). 23nd Annual Graduate Research and Education Conference, Houston, TX.

Van Leeuween, N., & **Severt, K.** (2017). “Highlighting best practices for hosting a premiere soccer tournament.” Undergraduate Research and Creative Activity Conference, The University of Alabama, Tuscaloosa, AL. (Undergraduate student - poster).

Anthony, J., Shin, Y., Carr, A., & **Severt, K.** (2017). “Music festival attendees' perception of festival quality, value, satisfaction, and revisit intentions.” 22nd Annual Graduate Research and Education Conference, Houston, TX.

Carr, A., Shin, Y., **Severt, K**., & Lewis, M. (2017). “Identifying the underlying beliefs of microbrewery consumers: A qualitative study.” 22nd Annual Graduate Research and Education Conference, Houston, TX.

Carr, A.,Shin, Y. H**.** & **Severt K**. (2016). Examining consumer behavior in microbrewery tourism. 8th Annual Graduate Research Symposium of the Department of Educational Studies in Psychology, Research Methodology, and Counseling, Tuscaloosa, AL.

Carr, A., Shin, Y. H.& **Severt K.** (2016). Understanding why people visit microbreweries. The 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA.

Shapoval, V., Hara, T., & **Severt. K.** (2011). “Multifaceted sustainability of an African America heritage festival.” 17th Annual Hospitality Graduate Student Research Conference, Auburn University, Auburn, AL.

Adams, K., Kaufman, T., & **Severt, K.** (2008). “Hospitality student’s self-perceptions of professionalism: A cross cultural study.” Hospitality Graduate Conference, Myrtle Beach, SC.

Allison, P., & **Severt, K.** (2008). “The effects of exhibitor services quality on attendee behavior.” Hospitality Graduate Conference. Myrtle Beach, SC.

**Peer-Reviewed Poster Presentations**

Kim, H. & **Severt, K**. (2020). “Employee perception of innovativeness and adaptive behaviors,” Annual International Council of Hotel Restaurant Institute Educators (ICHRIE) Conference, Phoenix, AZ.

**Severt, K**., Hilliard, T., & Stuckrath, T. (2016) “Financial, Legal, and Practical Aspects of Managing Dietary Restrictions at Meetings.” IMEX America, Las Vegas, NV.

**Severt, K.,** Shin, Y., Chen, H., & Knowlden, A. (2016). “How Hotel Attributes Influence Sleep Quality of Business and Leisure Travelers.” Annual International Council of Hotel Restaurant Institute Educators (ICHRIE) Conference, Houston, TX.

Shin, Y., & **Severt, K.** (2016). “The Influence of Electronic Word-of-mouth on locally Sourced Restaurant Patronage.” 2016 iHITA Annual Research Conference, New Orleans, LA.

**Severt, K**., Fjelstul, J., & Breiter, D. (2014). “Is there a difference in Gen Y and Meeting Professional’s preferences in hotel selection, organizational commitment, and life values?” IMEX America, Las Vegas, NV.

Hahm, J., & **Severt, K.** (2014). “The Familiarity and Image of a tourism destination and its impact on intention to visit: The case of Alabama.” Annual International Council of Hotel Restaurant Institute Educators (ICHRIE) Conference, San Diego, CA.

Stran, K. A., Knol, L. L., Turner, L. W., **Severt, K.,** McCallum, D. M., & Lawrence, J. C. (2014). “Positive attitudes are predictive of college students’ intention to use and utilization of posted calorie information on a full-service restaurant menu.” Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo, Atlanta, GA.

**Severt, K.,** & Fjestul, J. “An Investigation of Event Specification. (2013).” IMEX America, Las Vegas, NV.

Fjsetul, J., & **Severt, K**. “Exploring Motivational Influences for RV Travel by Ownership Classification”. (2013) International Society of Travel and Tourism Educators, Detroit, MI.

**Severt, K.,** Fjsetul, J., & Breiter, D. (2011). Annual International Council of Hotel Restaurant Institute Educators (ICHRIE) Conference. Denver, CO.

**Severt, K.,** Fjsetul, J., & Breiter, D. (2009). “Event Preferences from the Generation Y Perspective." Annual International Council of Hotel Restaurant Institute Educators (ICHRIE) Confernce, San Francisco, CA.

**Severt K.,** (2008). “Incentive Travel in the Downturn of the Economy.“ Annual International Council of Hotel Restaurant Institute Educators (ICHRIE) Conference. Atlanta, GA.

**Severt, K.,** & Breiter, D. (2008). “Building Association Attendance.” Euro Council of Hotel Restaurant Institutional Education, Dubai.

Hilliard, T., **Severt, K**., & Palakurthi, R. (2008). Oklahoma State 19th Annual Research Symposium, Stillwater, OK, **Best Poster Award.**

**Severt, K.** (2005). “Teaching outside the box: teacher it is for you.” International Society of Education on Teaching and Learning, Poster Presentation, Cocoa Beach, FL.

**Severt, K.** (2005). “Critical Matching of Event Type with Destination Selection.” AnnualInternational Council of Hotel and Restaurant Institutional Educators (ICHRIE) Confernce, Las Vegas, NV.

**Severt, K.** (2005). “Event and Destination Characteristics: Their Role in the Selection Process.”10th Annual Graduate Research Conference, Myrtle Beach, SC.

**Severt, K**., & Gregory, S. (2003). “An Investigation of Perceived Organizational Fairness on Job Satisfaction and Intentions to Quit.”Graduate Research Fair, Eastern Michigan University, Ypsilanti, MI.

**Severt, K.** (2003). “Organizational Fairness on Job Satisfaction and Intentions to Quit.”AnnualInternational Council of Hotel and Restaurant Institutional Educators (ICHRIE) Conference, Palm Springs, CA.

**Severt, K.** (2001). “What do our future employees have to say about us?” Annual International Council of Hotel and Restaurant Institutional Educators (ICHRIE) Conference, Albuquerque, NM.

**Industry Presentations**

2018 UA Center for Economic Development – Presentation for City of Chelsea, AL.

2016 FACS Conference, Birmingham, AL. Meetings and Event Curriculum.

2014 Webinar on Sustainability and Events for the Center for Sustainable Tourism.

2014 Alabama Public Radio. “Meeting and event planning for non-profits.”

2013 IMEX/MCI Future Leaders Forum, Seoul, Korea.

2008 Presented at Youngson University in Busan, S. Korea. “The importance of association in the U.S. Convention Industry.”

2008 Presented at the Religious Convention Association Annual Conference. “Technology: A blessing or a curse?” Orlando, Florida.

2006 Presented to the Orange County Convention Center (Orlando, Florida.) “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.

**Awards and Honors**

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| --- |
| 22019 Elected **Director of Conference for International CHRIE**  22019 Journal of Hospitality and Tourism Insights **Outstanding Paper**  22019 Nominated for the UA Advising Award  22018 PCMA Faculty Scholarship (funded annual conference attendance) |
| 22011 Faculty of the Year, Rosen College of Hospitality Management, Orlando, FL |
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| 22010 PCMA Faculty Scholarship for Annual Conference in Dallas, TX |
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| 22009 PCMA Faculty Scholarship for Annual Conference in New Orleans, LA  22008 Oklahoma State 19th Annual Research Symposium, Stillwater, OK, **Best Poster Award** |
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| 22004 National Restaurant Association Educational Foundation Industry Experience Grant |
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| 22004 Adjunct Professor of the Year, Rosen School of Hospitality Management, University Of Central Florida, Orlando, FL |
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| 22003 Outstanding Graduate Student Award, Eastern Michigan University, Ypsilanti, MI |
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| 22000 Outstanding Graduate Assistant Nominee, Eastern Michigan University, Ypsilanti, MI |
| 22000 Certified Hospitality Educator (CHE), American Hotel and Lodging Educational Institute |
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| 11999 Graduate Assistantship, Eastern Michigan University, Ypsilanti, MI |

**TEACHING**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Opinion of Instruction | | Evaluation | |
|  |  | Course | Instructor |
| FA2019 | RHM 480 Adv. Meetings & Convention Mgt. | 4.48 | 4.69 |
| SU 2019 | RHM 300 Event Planning for Wedding Cord. | 5.00 | 5.00 |
| SP 2019 | RHM 575 Hospitality Operations Analysis | 4.33 | 4.67 |
| FAl 2018 | RHM 480 Adv. Meetings & Convention Mgt. | 4.00 | 4.08 |
| SP 2018 | RHM 480 Adv. Meetings & Convention Mgt. | 3.66 | 4.44 |
|  | RHM 575 Hospitality Operations Analysis | 4.14 | 4.43 |
| FA 2017 | RHM 480 Adv. Meetings & Convention Mgt. | 4.75 | 4.75 |
|  | RHM 385 Event Leader, Prog. & Prob. Solving | 4.00 | 4.46 |
| SP 2017 | RHM 480 Adv. Meetings & Convention Mgt. | 4.22 | 4.78 |
|  | RHM 575 Hospitality Operations Analysis | 3.25 | 3.75 |
| FA2016 | RHM 480 Adv. Meetings & Convention Mgt. | 4.08 | 4.54 |
|  | RHM 385 Event Leader, Prog. & Prob. Solving | 3.74 | 4.26 |
| SU 2016 | RHM 474 Managerial Accounting | 4.00 | 5.00 |
| SP 2016 | RHM 480 Adv. Meetings & Convention Mgt. | 4.25 | 4.25 |
| FA2015 | RHM 480 Adv. Meetings & Convention Mgt. | 3.75 | 4.25 |

**SERVICE**

**International Service**

* 2019 Nominated and Elected for the Board of Directors for International Council of Hotel Restaurant Institute Educators (ICHRIE) – Director of Conferences
* 2015 – 2017 Meeting and Event Technology Board – International Board
* 2010 – 2012 Akilah Institute for Women, Rwanda, South Africa – Curriculum Development and Fund Raising

**The University of Alabama**

**University Service**

* 2018 – present Non-medical IRB Board
* 2014 – 2016 Faculty Senate
* 2014 – 2016 Faculty Senate Steering Committee
* 2014 – 2016 Legislative Liaison Faculty Senate
* 2014 – 2015 University Research Advisory Council (Standing Committee)

**College Service**

* 2018 – present Co-Chair of the Promotion & Tenure Committee
* 2016 – 2018 Promotion & Tenure Committee Member
* 2012 – 2013 Distant Education Committee

**Department of Human Nutrition and Hospitality Management Service**

* 2015 – present Plan and coordinate the Shila Bowron Leadership Series
* 2015 – present Director of the Hospitality Management Program
* 2015 – present Director of the Hospitality Management Graduate Program
* 2019 – Administrative Assistant Search Committee
* 2018 – Search Committee for Tenure Track Faculty Position
* 2017 – Search Committee for Instructor Position – Chair
* 2016 – Assessment Coordinator
* 2015 – Faculty Search Committee Chair
* 2013 – Faculty Search Committee Chair
* 2012 – Administrative Assistant Search Committee

**University of Central Florida – Rosen College of Hospitality Management**

**University Service**

* 2008 – 2012 Undergraduate Curriculum Review Committee
* 2009 – 2012 Parking Committee

**College Service**

* 2009 – 2012 Appeals Committee
* 2009 – 2010 Awards Committee
* 2010 – Faculty Search Committee
* 2009 – Faculty Search Committee

**Professional Service**

* Editorial Board for the Journal of Convention & Event Management
* Editorial Board for the Journal of Tourism Research Hospitality
* Faculty Task Force for the Professional Convention Management Association
* Reviewer for the Journal of Hospitality Tourism Research
* Reviewer for International Journal of

**Graduate Student Committees**

|  |  |  |
| --- | --- | --- |
| Susan Hughes | Master Thesis Committee | Graduated Fall 2019 |
| Motaz Zaitouni | Dissertation Committee | Graduates Fall 2019 |
| Bethany Brendlinger | Master’s Thesis Co-Chair | Graduates Spring 2019 |
| Ashley Olive | Master’s Thesis Committee | Graduated Fall 2018 |
| Lisa Cobos | Dissertation Committee | Graduated Spring 2018 |
| Allison Carr | Master’s Thesis Co-Chair | Graduated Spring 2017 |
| Taryn Aeillo | Dissertation Committee | Graduated Spring 2014 |
| Kimberly Stran | Dissertation Committee | Graduated Spring 2013 |
| Jeeyeon Hahm | Dissertation Committee | Graduated Spring 2013 |
| Adi Hayat | Master’s Thesis Committee | Graduated Spring 2011 |

**Professional Membership**

* International Council of Hotel Restaurant Institute Educators (ICHRIE) 1999-2020
* Meetings Professional International - 2018 -2019
* Professional Convention Management Association (PCMA) 2008-2020
* International Special Event Society (ISES) 2010-2014
* National Association of Catering Executives (NACE) 2008
* Hospitality Financial and Technology Professionals (HFTP) 2009-2010

**Student Club Advisor**

* Hotel and Restaurant and Convention Association (HARACA) - 2014 – 2018
* American Society of Ecotourism (ASET) - 2015 – 2017
* Hotel and Restaurant and Convention Association (HARACA) - 2012-2013
* Business Professionals of America (BPA) Faculty Advisor 2011-2012

**Advisory Boards**

* Editorial Board for the *Journal of Tourism Research* *Hospitality*
* Editorial Board for the *Journal of Convention & Event Tourism*
* Meeting and Event Technology Board – International Board
* Professional Convention Management Association (PCMA) - Faculty Task Force
* Akilah Institute for Women, Rwanda, South Africa

**INDUSTRY EXPERIENCE**

**Hospitality Industry Management Experience**

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| Date | Position | Location/Responsibilities |
| 2000-2003 | Event Coordinator | Eastern Michigan University, Ypsilanti, MI |
| 1996-2001 | Front-of-the-house Manager | Mac’s Acadian Seafood, Saline, MI |
| 1993-1995 | Manager | The Farmhouse Restaurant, Blacksburg, VA |
| 1992-1993 | Assistant Manager | Mountain Air Seafood & Steaks, Glendale Sp. NC |
| 1990-1991 | Manager | Emerald Valley Resort, Eugene, OR |

**Other Management Experience Eckerd Drug 1982-1989**