

## ***Academic Background***

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Ph.D.	2011	Hotel and Restaurant Management <i>Magna Cum Laude</i>	Auburn University
M.S.	2008	Hotel and Restaurant Management <i>Magna Cum Laude</i>	Auburn University
B.S.	2005	Hotel and Restaurant Management <i>Magna Cum Laude</i>	Auburn University
A.Sc.	2003	Applied Sciences <i>Magna Cum Laude</i>	Central Alabama Community College

## ***Honors***

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- ***Awarded Best Faculty-Led Presentation*** Southeastern, Central and South American Federation of I-CHRIE Conference, Auburn University, Auburn, AL.
- ***Beta Gamma Sigma***, National Business Honors Society
- ***Golden Key***, International Honors Society
- ***Kappa Omicron Nu***, National Honors Society
- ***HEART*** (Hospitality Excellence Achieved Through Restaurant Training) Program with Shoney's
- ***Phi Theta Kappa*** Honors Society
- ***National Society of Collegiate Scholars***
- ***Eta Sigma Delta, Chapter President***, National Honor Society for Hotel & Restaurant Management Students
- ***American Hotel and Lodging Educational Foundation, Scholarship recipient***
- ***Alabama Bed and Breakfast Association, Scholarship recipient***

## ***Certifications***

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<i>Certified Hospitality Educator (CHE)</i> , American Hotel and Lodging Association Ed. Foundation,	exp., 2017.
<i>ServSafe</i> Food Certification, National Restaurant Association	exp., 2021.
<i>ServSafe</i> Alcohol	exp., 2020.
<i>ServSafe</i> Proctor/Instructor Dual Certification	exp., 2018.

## ***Academic Experience***

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***Assistant Professor***, The University of Tennessee, Knoxville, Department Retail, Hospitality, and Tourism Management, College of Education, Health, and Human Sciences. August, 2014-Present.

***Visiting-Assistant Professor***, The University of Southern Mississippi, Department of Economic Development and Tourism, College of Business. August, 2013-August, 2014.

***Assistant Professor***, The University of Southern Mississippi, Department of Nutrition and Food Systems, College of Health. August, 2012-August, 2013.

*Visiting Lecturer*, Georgia State University, J Mack Robinson College of Business, Cecil B Day School of Hospitality Administration. August, 2011-August, 2012.

*Graduate Research Assistant/Instructor*, Auburn University, Department of Nutrition, Dietetics, and Hospitality Management, College of Human Sciences. August, 2008-August, 2011

## ***Industry Experience***

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*Catering Partner, and Consultant*, JR's Sports Bar and Grill. May, 2000-2015.

- Family-operated, family-style restaurant.
- Instrumental in the establishment of a full-service bar operation in a family-centered restaurant. Created specialty drink list and established pricing strategies for the restaurant's beverage menu.
- Over the past fifteen years, the family style, full-service bar operation has **added liquor sales of more than \$100,000**.
- Catering partner who assisted in the design and execution of large, labor-intensive catering events for upwards of three hundred attendees for *Operation Main Street Silent Auction* producing close to **\$10,000 in additional revenue** for one event.

*General Manager*, Park Management Group D.B.A. Jameson Inn Hotels, December, 2008-August, 2011.

- Responsible for daily financial and strategic operations of a sixty-two guest room, economy brand hotel. Duties included: recruitment and selection, scheduling for upwards of twenty-five employees (seasonal), procurement and inventory control, marketing, and independent hotel sales.
- Responsible for hotel administration, front desk operations, housekeeping and maintenance.
- Bonus structure was directly linked to hotel's financial performance
  - *Managerial bonus >50% of his tenure during the economic recession of 2008-2011*
- Individual hotel produced quarter-over-quarter RevPar (Revenue Per Available Room). RevPAR increased approximately \$15 per room sold for the entire year.
  - Unit exceeded the company's Quality Performance Rating for 11 of 12 quarters.*

*Restaurant Manager*, Longhorn Steakhouse, September, 2005-November, 2008

- As a *Manager-In-Training*, I traveled throughout Georgia, Tennessee, and Alabama. As a result of my success as an MIT, and as a restaurant manager in Georgia and Tennessee I was promoted to a *New Restaurant Opening (NRO)* team in Oxford, AL. In this role, I facilitated training sessions for approximately sixty employees for the new restaurant opening. These sessions included training for servers, bartenders, hosts, cooks, and other heart-of-the-house staff. The training sessions were a continuation of the company's pre-established training program (*X-Treme Trainers and Train-the-Trainers*) which stressed individual learning styles (*Doers, Watchers, Thinkers, Reflectors*). My direct involvement and mentoring of three trainers led to the promotions of these trainers to key-level and managerial positions within the company.

*Server/Intern*, Saugahatchee Country Club, May, 2004-May, 2005

- Primarily a server who was promoted to complete an internship. Rotated through all of the major areas of club operations and learned systems such: Country Club Administration, Front Office, Dining Rooms(s), Banquets and Catering, Golf Course Operations, Housekeeping, and the Traditions Grill. At the end of the internship, he was required to conduct a four course wine and food pairing for the membership. The wine diner was conceptualized and created from a 2005 trip to Napa Valley for which he was a student with Auburn University.

*Server*, Auburn City Limits, April, 2002-September, 2005

- Server in a fine-dining restaurant in Auburn, Alabama. Intensive experience with a wine list that was featured in *Wine Spectator Magazine*.

## ***Research***

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### ***Manuscripts under Review***

**Whaley, J.E.**, Kim, S.W., & Kim, Y-K. (September, 2016). Influencing factors of restaurant-tipping. Submitted-*Journal of Hospitality and Tourism Research*.

Yaoyuneyong, G., **Whaley, J.**, Butler, R., Williams, J.A., Jordan, K., & Hunt, L. B., (September, 2016). Into the deep-Mystery shopping and casino-hotel services: A mixed-method investigation. Submitted-*International Journal of Hospitality Management*.

Beckman, E., **Whaley, J.E.**, Kim, Y-K. (April, 2016). Adventure tourism: Applying edgework theory. Submitted-*Journal of Tourism Research*.

### ***Publications***

**Whaley, J. E.**, Douglas, A. C., & 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(0), 121-130. doi:<http://dx.doi.org/10.1016/j.ijhm.2013.11.005>

### ***Refereed-Conference Proceedings***

**Whaley, J.E.**, Price, C., and Kim, S.W. (2016). A decade after Katrina. Gauging hoteliers' knowledge of hurricane-related crisis management. An exploratory study. Southeastern, Central and South American Federation of I-CHRIE Conference, Auburn University, Auburn, AL. ***\*Awarded Best Faculty-Led Presentation***

Kim, S.H, **Whaley, J. E.**, and Kim, Y.K. (2015). A tipping-model for restaurants. *World Conference on Hospitality, Tourism, and Event Research*, Seoul, Korea.

**Whaley, J. E.**, Williams, J. A., & Yaoyuneyong, G. (2014). Exploring continuous quality improvement utilizing a mystery-shop program: The case of a gulf coast casino. *Southeast CHRIE Hospitality and Tourism Research*, 19(1), 47.

Williams, J. A., **Whaley, J. E.**, & Lee, K. (2014). Creating a positive and productive environment for tenured-track assistant professors. *Southeast CHRIE Hospitality and Tourism Research*, 19(1), 17.

- Whaley, J. & O'Neill, M.** (2012). To Tip or not to Tip? An exploratory study of consumer-tipping behavior—A refinement of a tipping motivations scale. *Proceedings of the Seventeenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. (Pilot-II and III)*
- Whaley, J. & O'Neill, M.** (2011). To tip or not to tip? An exploratory study of the motivations driving consumer—tipping behavior. *Proceedings of the Sixteenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.* [http://scholarworks.umass.edu/gradconf\\_hospitality/2011/Presentation/84/](http://scholarworks.umass.edu/gradconf_hospitality/2011/Presentation/84/) **(Pilot-II)**
- Whaley, J. & O'Neill, M.** (2009). What's in a tip? An exploratory study of the motivations driving consumer tipping behavior. *Frontiers in Southeast Council on Hotel, Restaurant, and Institutional Education (CHRIE), 13(2), 45-49 (Pilot-I)*

### ***Manuscripts under Preparation***

- Whaley, J.E.** and Lee, K Exploratory research of strategic concerns for Summer Food Service Programs (SFSPs)-A comparative study. (Writing Narrative, Analyzing Data) Target Journal: *Journal of Child Nutrition Management.*
- Williams, J., **Whaley, J.** Yaoyuneyong, G., Butler, R., Jordan, K., & Hunt, L. B., (2015).Mystery Shopping and the Seasonality of Service Quality: The Case of a Gulf Coast Casino. (Target-*Journal of Contemporary Hospitality Management*).
- Whaley, J.,** Yaoyuneyong, G., Williams, J., Butler, R., Jordan, K., & Hunt, L. B. Mystery Shopping Motivations-Does Gender Matter? An Exploratory Study of Consumer-Motivations to participate in a Casino-Mystery Shop Program. (Target- *International Journal of Hospitality Management*).
- Jordan, K., **Whaley, J.,** Yaoyuneyong, G., Butler, R., Williams, J., & Hunt, L. B. Mystery Shopping and Food and Beverage Quality. The Case of a Gulf Coast Casino. (Target-*International Journal of Hospitality Management*).

### ***Refereed-Conference Presentations***

- Jordan, K., **Whaley, J.E.,** & Fairhurst, A.E. (January, 2016). Event Management. Pedagogy at a Southeastern University. Proceedings of the Twenty-First Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, PA.
- Whaley, J., E.,** O'Neill, M.A., & Douglas, A.C. (December, 2015). Tipping the scales on good service behavior-an exploratory study of tipping motivations from the US Hospitality Sector. Consumer Behavior Conference. Munich, Germany.
- Talbert-Lehe, J., Brown, D.M., & **Whaley, J.E.** (October, 2013). What affects a patient's perception of food quality? Poster presented at Food & Nutrition Conference & Expo. Houston, Tx.
- Weiss, C., Brown, D.M., & **Whaley, J.E.** (October, 2013). Call center employee adherence to customer service scripting. Poster presented at Food & Nutrition Conference & Expo. Houston, Tx.
- Selig, M., Brown, D.M., & **Whaley, J.E.** (October, 2013). Evaluating the emergency food shipment for correct order size and product in an acute care facility. Poster presented at Food & Nutrition Conference & Expo. Houston, Tx.
- Steinberger, S., Brown, D.M., & **Whaley, J.E.** (October, 2013). The evaluation of the quality of scrambled eggs using a cook-chill production system. Poster presented at Food & Nutrition Conference & Expo. Houston, Tx.

**Whaley, J. & O'Neill, M.** (July, 2010). What's in a tip? An exploratory study of the motivations driving consumer tipping behavior. Poster presented at International Council on Hotel, Restaurant, and Institutional Education Conference. San Juan, Puerto Rico.

## ***Invited Presentations, Consultations, Interviews, and TV Presentations***

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**Whaley, J.E.,** (May, 2016). The Psychology of Tipping-Interview for the *New York Times*. Interviewed by Jonah Bromwich.

**Whaley, J.E.,** (December, 2015). East Tennessee Hotel Trends (*Adventure and Medical Tourism*) and You. Presentation for Senior Leadership Teams of Hilton and Doubletree by Hilton of East Tennessee.

**Whaley, J.E.,** (April, 2015). Historical practice of tip-giving in the United States.-Interview for *Newsmax*, Interviewed by Nicole Jurick.

**Whaley, J.E.,** (December, 2014). Caesar's Entertainment DBA Harrah's Casino. Private Consultation.

**Whaley, J.E.,** (September, 2014). Marriot and the Tipping of Housekeepers. Interview for WBIR, Interviewed by Robin Wilhoit.

**Whaley, J.E.** (May, 2014). Motivation, Leadership, and Strategic Management. Presentation for the Bay St. Louis-Waveland School District, Professional Development Seminar. Bay St. Louis, Ms.

**Whaley, J.E.** (May, 2013). Motivation, Leadership, and Strategic Management. Presentation for the Bay St. Louis-Waveland School District, Professional Development Seminar. Bay St. Louis, Ms.

**Whaley, J.E.** (August, 2013). Who's really the customer? A case for internal service training. Presentation for the Bay St. Louis-Waveland School District, Professional Development Seminar. Bay St. Louis, Ms.

## ***Grants and Funding***

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**Co-Investigator.** (2016). The economic impacts of medical tourism on east Tennessee. SARIF, College of Education, Health, and Human Sciences. \$3,700 (Not-Funded).

**Primary Investigator.** (2015). A tipping model for restaurants. Departmental Grant-Awarded **\$3,000 (Funded)**.

## ***Teaching***

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### ***The University of Tennessee, Knoxville:***

- ***Meeting, Events, Exhibitions, and Conventions***-The objectives of the course are to provide an in-depth overview of the Meetings and Events Industry while exposing the students to real-life events, business representatives, and industry representatives.
- ***Advanced Food Service Operations (Ready for the World Café)*** - The objectives of the course are to fulfill the university's mission to expose students to international-culinary cuisine and international service. The course is designed as a collaborative project between the University of Tennessee (RHTM-Department) and Pellissippi State Community College (Culinary Arts Program). This course is a student-experiential learning course in which the department sells tickets to the generally public each semester. The students host an average of five-to-seven events per semester.

- ***Beverage Management- New Course Design.*** The objectives of the course are designed as an overview of contemporary issues in beverage management, including general instruction in wines, beers, spirits, coffees and teas, and the legal implications relative to their selling, serving, and consumption.
- ***Foodservice Operations Management-***The objectives of the course are to identify and explain how to develop and evaluate menus, describe equipment, determine how to assess customers' behaviors and respond to create value, explain food safety principles, food specifications and food purchasing.
- ***Advanced Meetings and Events Management-***The objectives of the course are to understand how to design, manage, and execute an upscale, silent auction, recognize and determine consumer behaviors to select high quality events, and appreciate how to maximize productivity and morale of student employees. This course is a student-experiential learning course which conducts the department's annual fundraising event for student scholarships and student experiential-learning activities. ***As the instructor of record with students and the department head, collaborative activities raised approximately \$27,900 (net) for Spring-semester 2016.***

## ***Graduate Courses:***

### ***The University of Southern Mississippi:***

#### ***Doctoral-level Courses:***

- ***Service Systems Planning and Control-***The objectives of the course were to study applicable service systems, apply strategic management models, and address service systems from the perspective of an executive or owner/operator.
- ***Behavioral Management in Food Service Systems-***The objectives of the course were to study individual and group behavior in the organization of foodservice and nutrition organizations.

#### ***Masters-level Courses:***

- ***Tourism and Service as Economic Development-***The purpose of this course was to provide students with an overview of the mechanisms used by ED professionals to create and sustain tourism and service-based economies. Amenity, heritage, and asset based development models were discussed. Focused on methods for attracting tourism, hospitality, and gaming businesses as target sectors for economic development. Included a study of ecotourism and the gaming industry.
- ***Current Topics in Food Systems Management for Dietetic Internship-***Study of current problems in food service management. (Dietetic Interns registered for this course during the semester they are completing the management rotation of the internship.)
- ***Special Research Problems-***The objectives of the course were to aid a masters-level student in the conceptualization and development of a graduate-level thesis project.

## ***Undergraduate Courses:***

### ***The University of Southern Mississippi:***

- ***Financial Management in Nutrition and Food Systems***-The objectives of the course were to provide an overview of financial management, budget development, analysis, review, and reconciliation. In addition to the work in the online course in Blackboard, undergraduate students completed requirements for the Didactic Program in Dietetics accreditation requirements.
- ***Practicum in Dietetics/Dietetic Internship Management Rotations***-The objectives of the courses were to focus on the applications of dietetics in selected health care settings. NFS 567L was structured to accommodate 1200 hours of supervised dietetic practice required of students enrolled in the Dietetic Internship (DI) at USM. These are designed to fulfill the required core and general emphasis area competencies of the Accreditation Council for Education in Nutrition and Dietetics (ACEND) of the Academy of Nutrition and Dietetics. *Fully online course.*
- ***Quality Service Management*** -The objectives of the course were to understand, challenge, and refine the principles of guest-services management in an organization. Theories and concepts of service were explored with emphasis on identifying customer preferences and a systematic process for organizations to design service delivery systems and implement a successful quality service environment that consistently meets and exceeds customer expectations. *Fully online course.*
- ***Beverage Control and Service*** -The objectives of the course were designed as an overview of contemporary issues in beverage management, including general instruction in wines, beers, spirits, coffees and teas, and the legal implications relative to their selling, serving, and consumption. *Face-to-Face course utilizing a Blackboard Supplement.*
- ***Financial Aspects in Hospitality***-Course stressed industry benchmarks and focused on the uniqueness of the operational reporting systems and financial/ownership structure of the hotel and restaurant industry. *Online-Hybrid Course*
- ***Casino and Resort Marketing***-The objectives of the course were to integrate prior courses in casino management and provide an in-depth overview of the applications of marketing concepts within the casino/resort industry. *Fully-online course.*

### ***Georgia State University:***

- ***Hospitality Strategic Management (Capstone, CTW-Critical Thinking Through Writing)***-The objectives of the course were to focus on the integration and application of interdisciplinary management concepts, theories and practices in hospitality enterprises in the development of future industry leaders; The course integrated academic and practical experiences in the analysis of current economic, political and social issues impacting the formulation, implementation and management of strategic business plans. *Face-to-face with a U-Learn Supplement.*
- ***Hospitality Human Resources Management***-The objectives of this course were to study organizational behavior, selection and placement of personnel, role of supervision, performance appraisal, wage and

salary administration, benefits administration, employee motivation, communication, and training as they pertain to the establishment of an effective employee relations program in a performance-based hospitality organization. *Face-to-face with a U-Learn Supplement.*

- **Restaurant Management**-The objectives of the course covered the history, organization and development of modern food service concepts: industry demographics, impact of restaurants' location, menu design, business entities, franchising, service delivery systems, equipment selection, facility layout, and career demands.. *Face-to-face with a U-Learn Supplement.*
- **Perspectives of the Hospitality Industry**-The objectives of the course were to provide an overview of the historical evolution and development of the modern lodging, food service, travel and tourism, and other hospitality related industries, including current and future career opportunities. *Face-to-face with a U-Learn Supplement.*

## ***Auburn University:***

- **Food and Beverage Management**-The objectives of the course were to impart the knowledge and management skills essential for the successful operation of a full-service commercial restaurant. *Face-to-face with a Blackboard Supplement.*
- **Hospitality Facilities Management**-The objectives of the course took a broad view to synthesize plans and strategies designed to have practical value and facilitate a better understanding of several concepts of facilities management (particularly in regards to hotels and restaurants) in the hospitality industry. *Face-to-face with Blackboard Supplement.*
- **Professional Development in Hospitality (Graduate Assistant)**-The objectives of the course were to equip students with skills and experiences for successful career entry and effective career management based on individual needs and skills. *Online hybrid course.*
- **Travel Studies in Nutrition and Food Sciences (Graduate assistant)**
  - 2010-*International Experience-**Travel Studies in Nutrition and Food Sciences***-Doctoral assistant in Travel Studies in Nutrition and Food Sciences with Auburn University-assistant instructor of students through Spain, Italy, Austria, Germany, Belgium, Holland, France, and Ireland while educating them on safe foreign travel, currency exchanges, diverse multi-cultural interactions, food, beverage, lodging operations, and tourism.
  - 2008-*International Experience-**Travel Studies in Nutrition and Food Sciences***-Graduate assistant in Travel Studies in Nutrition and Food Sciences with Auburn University-assistant instructor of students through Spain, Italy, Austria, Germany, Switzerland, Belgium, Holland, France, and Ireland while educating them on safe foreign travel, currency exchanges, diverse, multi-cultural interactions, food, beverage, lodging operations, and tourism.

## ***Departmental Service***

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**Reviewer. (2016). International Council on Hotel, Restaurant, and Institutional Education Instructor and Event-Coordinator. UT Garden Gala. (Spring, 2016). A silent-auction and benefit for the UT Gardens, raised a departmental benefit of \$100.**

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**Reviewer. (2016).** *Southeastern, Central and South American Federation of I-CHRIE Conference*

**Instructor and Coordinator. (Spring, 2016).** A silent-auction and benefit for the Retail, Hospitality, and Tourism Department that raised a departmental benefit of **approximately \$27,900.**

**Moderator, (Spring, 2016).** 21<sup>st</sup> Annual Graduate Conference in Hospitality and Tourism Research, Temple University

**Search-Committee Member** RHTM Faculty Member **2015-2016.** Continued responsibility for assisting in the hire of the new-faculty member for Hotel, Restaurant, and Tourism Management, UTK.

**Search-Committee Member,** RHTM Faculty Member **2014-2015.** Responsible for assisting in the hire of the new-faculty member for Hotel, Restaurant, and Tourism Management, UTK.

**Instructor and Coordinator, UT Garden Gala, (Spring, 2015).** *A silent-auction and benefit for the UT Gardens, raised a departmental benefit of \$2,310.*

**Alternate-Faculty Senate Representative (Spring, 2015).** The University of Tennessee Knoxville

### ***Doctoral-Committees:***

Year/Projected Year of Completion	Name	Dissertation
2018	Songyee Hur	
2017	Faten Alshammari	
2017	Sun-Hwa Kim	
2017	Ran Huang	
2017	Chloe Ki	
2016	Cherry Suntithammasoot	
<b>2016 (Completed-Summer, 16')</b>	<b>Wei Fu</b>	<b><i>Eco-Fashion Consumption: Cognitive-Experiential Self-Theory</i></b>

**Reviewer** for *International Journal of Hospitality Management.* (2014).

**Member,** Graduate Admissions Committee. (2012-2013). The University of Southern Mississippi

**Reviewer** for SE-CHRIE. (2013). Southeastern Council on Hotel, Restaurant, and Institutional Education

**Reviewer** for SE-CHRIE. (2012). Southeastern Council on Hotel, Restaurant, and Institutional Education

### ***Professional Development***

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2016-UTK, *STRIDE*-Workshop

2016-Qualitative Analysis-NVivo-11 Training (UTK-OIT)

2016-Blackboard-Independent and Assessment Design Using Blackboard (Multiple Sessions, UTK-OIT)

- 2016-Blackboard-Independent Course Design and Assessment (Multiple Sessions, UTK-OIT).
- 2015-Qualitative Data Analysis-NVivo-10 Training
- 2015-Tenure and Promotion Workshop
- 2014-MGT-624-Structural Equation Modeling in Organizational Research
- 2014-Tenure and Promotion Workshop
- 2014 Tennessee Teaching and Learning Institute
- 2014 The University of Southern Mississippi Teacher's Forum
- 2013 Blackboard 9.1-Blackboard Collaborate-Learning Enhancement Center-USM
- 2013 Legal Issues of Concern to Faculty Members: Staying out of Trouble, and Getting (and Keeping) Tenure Along the Way-Seminar hosted by USM
- 2012 Scientific Teaching: Active Learning, Assessment and Diversity-LEC-USM
- 2012 Faculty First Year: How Do I Become a Success at Research and Pub-LEC-USM
- 2012 i>Clicker-2 Training, Demo for New Users-Learning Enhancement Center-USM
- 2012 Connect Yard-Online Webinar-Learning Enhancement Center-USM
- 2012 Blackboard 9.1-Learning Enhancement Center-USM
- 2012 IRB-Review of Community Based Research Forum-Hosted by USM
- 2010 Blackboard Quick Starts Workshop, Office of Information Technology, Auburn University. Topics: web based course design and course management system.
- 2009 Attended Sommelier Course, International Court of Master Sommeliers, through the Auburn University Hospitality Management Program. Topics: wine regions, wine tasting, and food pairings.
- 2005 Attended Napa Valley Epicurean Study Tour, through Auburn University Hospitality Management Program. Topics: wine regions, wine tasting, food pairings, and viticulture. Private seminars and tastings given by Robert Mondavi's and Barron Philippe de Rothschild's Opus 1, Beringer, Rodney Strong, Quintessa, Wente Vineyards, Pisoni Vineyards, Culinary Institute of America at Grey Stone, and more
- 2004 Food Safety Management Program (*Tap Series*), National Food Safety Management Certification

## ***Professional Memberships***

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***CMAA*** (Club Managers Association of America)

Southeastern, Central and South American Federation of I-CHRIE-Member (2012-present).

International Council on Hotel, Restaurant, and Institutional Education (2012-present).