

CASS SHUM – CURRICULUM VITAE

Revised on Jan 14, 2025

Associate Professor in Hospitality Organizational Behavior

William F. Harrah College of Hospitality, University of Nevada, Las Vegas

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BIOS

Dr. Cass Shum is an Associate Professor in Hospitality Organizational Behavior at *the University of Nevada, Las Vegas (UNLV)*. She received her Ph.D. in Management from *the Hong Kong University of Science and Technology*. Dr. Shum previously worked as a research assistant at the *Chinese University of Hong Kong* and a visiting scholar at *the University of Florida*. Her research focuses on employees' unethical behaviors and contemporary organizational behavioral challenges in the hospitality industry, including abusive supervision, racial and sexual discrimination, rule-breaking behaviors, industry turnover, and the use of robots. Dr. Shum's works focused on theoretical contributions and methodological rigor. They can be found in the mainstream (e.g., *Journal of Applied Psychology*, *Journal of Business Ethics*) and hospitality (e.g., *International Journal of Hospitality Management*, *International Journal of Contemporary Hospitality Management*) journals. Dr. Shum is passionate about mentoring student researchers. Her teaching interests include organizational behavior, ethics, and research methods.

ACADEMIC EXPERIENCE

Jul 2024 – Nov	Program Coordinator, Ph.D. in Hospitality Administration
Jul 2022 – Now	Associate Professor in Hospitality Organizational Behavior William F. Harrah College of Hospitality, University of Nevada, Las Vegas
Aug 2015 – Jun 2022	Assistant Professor in Hospitality Organizational Behavior William F. Harrah College of Hospitality, University of Nevada, Las Vegas
Jul 2013 – Jul 2015	Research Assistant Department of Management, Hong Kong University of Science and Technology
Jan 2013 – Dec 2014,	Visiting Scholar Department of Management, University of Florida
Jun 2008 – Jul 2009	Research Assistant (carried the title of Project Officer) School of Hotel and Tourism Management, Chinese University of Hong Kong
Aug 2007 – Dec 2007	Visiting Student School of Hospitality Management, Pennsylvania State University

EDUCATION

Sep 2009 – Jul 2015	Ph.D. in Management of Organizations Hong Kong University of Science and Technology
Sep 2005 – May 2008	B.B.A. (Hotel and Tourism Management, First Class Honors) The Chinese University of Hong Kong

RESEARCH

RESEARCH INTEREST

Workplace hostility and rule-breaking, Diversity-equity-inclusion, Employee-technology interaction

JOURNAL PUBLICATION

1. Zhang, Y. C., Zemke, D., Belarmino, A., & **Shum, C.** (in press). Comparing the antecedents of manager's and employee's job satisfaction in the housekeeping department. *International Hospitality Review*. <https://doi.org/10.1108/IHR-06-2023-0034>
 - Works with doctoral student (UNLV), Yunxuan (Carrie) Zhang
 - Featured in UNLVToday, May 8, 2024, at <https://www.unlv.edu/news/accomplishments/amanda-belarmino-and-cass-shum-both-hospitality-college>
2. Han, W., **Shum, C.**, & Wan, G. (2025). Charging during the stay: The effects of EV chargers' availability and pricing on utilitarian value and hotel behavioral intention. *Journal of Travel & Tourism Marketing*, 42(1), 85–99. <https://doi.org/10.1080/10548408.2024.2427171> [2023 Journal IF: 8.2; JCI: 1.99; H-index: 104; SJR: 1.547; Scopus CiteScore: 13.5].
 - Featured in UNLV Today, Dec 3, 2024, https://www.unlv.edu/news/accomplishments/cass-shum-4?utm_source=unlvtoday&utm_medium=email&utm_campaign=unlvtoday-20241203
3. Zhang, Y. C., **Shum, C.**, & Belarmino, A. (2025). Organizational Responses to Online Employee Reviews: A Mixed-method Research. *International Journal of Hospitality Management*, Article 104003. [2023 Journal IF:10.0; JCI: 2.74; H-index: 169; SJR: 2.923; Scopus CiteScore: 21.2] <https://doi.org/10.1016/j.ijhm.2024.104003>
 - Works with doctoral student (UNLV), Yunxuan (Carrie) Zhang
 - Featured in UNLVToday, Nov 25, <https://www.unlv.edu/news/accomplishments/carrie-zhang-cass-shum-amanda-belarmino>
4. **Shum, C.**, Min, H. K., Sun, J., Yu, H. C., & He. Z. (2024). Kicking the robots: How transformational leadership shapes emotional appraisal of service robot risk awareness on robot abuse. *Journal of Hospitality and Tourism Technology*, 15(5), 934–946. <https://doi.org/10.1108/JHTT-12-2023-0414> [2023 Journal IF: 5.3; JCI: 1.40; H-index: 51; SJR: 1.285; Scopus CiteScore: 8.4].
 - Featured in UNLVToday, June 26, 2024, at https://www.unlv.edu/news/accomplishments/cass-shum-3?utm_source=unlvtoday&utm_medium=email&utm_campaign=unlvtoday-20240625
 - Featured in Kudo, at <https://www.growkudos.com/publications/10.1108%25252Fjhtt-12-2023-0414/reader>
5. **Shum, C.**, Kim, H. J., Calhoun, J. R., Putra, E. D. (2024). “I was so scared I quit”: Uncanny valley effects of robots' human-likeness on employee fear and turnover. *International Journal of Hospitality Management*, Article 103762. <https://doi.org/10.1016/j.ijhm.2024.103762> [2023 Journal IF:10.0; JCI: 2.74; H-index: 169; SJR: 2.923; Scopus CiteScore: 21.2].
 - Featured in UNLVToday, Apr 29, 2024, at <https://www.unlv.edu/news/accomplishments/cass-shum-2>
6. Han, W., Bai, B., Raab C., **Shum, C.**, & Krishen, A. (2024). Will you choose a low-rating hotel

that offers promotions? Insights from the prospect theory. *Journal of Travel & Tourism Marketing*, 41(3), 418–432. <https://doi.org/10.1080/10548408.2024.2323960> [2023 Journal IF: 8.2; JCI: 1.99; H-index: 104; SJR: 1.547; Scopus CiteScore: 13.5].

■ Featured in UNLVToday, Mar 8, 2024, at <https://www.unlv.edu/news/accomplishments/wenjia-han-and-coauthors>

7. Garlington, J., **Shum, C.**, Wong-Padoongpatt, G., & Book, L. (2023). “What it do?” The effects of racial code-switching on industry turnover intention. *International Journal of Contemporary Hospitality Management*, 35(11), 3864–3882. <https://doi.org/10.1108/IJCHM-11-2022-1335> [2022 Journal IF: 11.1; JCI: 2.11; H-index: 113; SJR: 2.5; Scopus CiteScore: 13.6].

■ Works with doctoral student (UNLV), Jaimi Garlington

■ Featured in Kudo, at <https://www.growkudos.com/publications/10.1108%25252Fijchm-11-2022-1335/reader>

■ Featured in UNLVToday, Jul 6, 2023, at https://www.unlv.edu/news/accomplishments/jaimi-garlington-cass-shum-gloria-wong-padoongpatt-laura-book?utm_source=unlvtoday&utm_medium=email&utm_campaign=unlvtoday-20230707

8. Yun, D., & **Shum, C.** (2023). An attribution account of the effects of leaders’ gender and abusive supervision on employee insubordination. *International Journal of Contemporary Hospitality Management*, 35(11), 3807–3824. <https://doi.org/10.1108/IJCHM-11-2022-1334> [2022 Journal IF: 11.1; JCI: 2.11; H-index: 113; SJR: 2.5; Scopus CiteScore: 13.6].

■ Works with doctoral student (UNLV), Dongwon Yun

■ Featured in UNLVToday, Jun 21, 2023, at <https://www.unlv.edu/news/accomplishments/dongwon-yun-cass-shum>

■ Featured in Kudo, at <https://www.growkudos.com/publications/10.1108%25252Fijchm-11-2022-1334/reader>

9. Jiang, W., **Shum, C.**, Min, H. K., & Ding, Y. (2023). How observed customer mistreatment of supervisors affects employees’ service sabotage: A cross-cultural examination from the deontic justice theory. *International Journal of Hospitality Management*, Article 103452. <https://doi.org/10.1016/j.ijhm.2023.103452> [2022 Journal IF: 11.7; JCI: 2.97; H-index: 151; SJR: 2.928; Scopus CiteScore: 18.3].

■ Works with doctoral student (UNLV), Wen Jiang

■ Featured in UNLVToday, Feb 22, 2023, at <https://www.unlv.edu/news/accomplishments/cass-shum-wen-jiang>

10. Zhang, Y. C., **Shum, C.**, & Belarmino, A. (2023). “Best employers”: The impacts of employee reviews and employer awards on job seekers’ application intentions. *Cornell Hospitality Quarterly*, 64(3), 298–306. <https://doi.org/10.1177/19389655221130741> [2022 Journal IF: 3.5; JCI: 0.90; H-index: 88; SJR: 1.178; Scopus CiteScore: 6.1]

■ Works with doctoral student (UNLV), Yunxuan (Carrie) Zhang

■ Featured in UNLVToday, Nov 10, 2022 at <https://www.unlv.edu/news/accomplishments/cass-shum-amanda-belarmino>

11. **Shum, C.**, Garlington, J., Ghosh, A., & Baloglu, S. (2023). A content analysis of hospitality research’s research methods in the 2010s. *International Hospitality Review*, 37(2), 286–313. <https://doi.org/10.1108/IHR-03-2021-0020>

■ Works with master student (UNLV), Jaimi Garlington

12. **Shum, C.** & Ghosh, A. (2022) Safety or service? Effects of employee prosocial safety-rule-breaking on consumer satisfaction. *International Journal of Hospitality Management*, Article

103225. <https://doi.org/10.1016/j.ijhm.2022.103225> [2021 Journal IF:10.427; JCI: 2.55; H-index: 136; SJR: 2.512; Scopus CiteScore:12.9]

■ Featured in UNLVToday, Apr 20, 2022 at <https://www.unlv.edu/news/accomplishments/cass-shum-and-ankita-ghosh>

13. Yu, H., **Shum, C.**, Alcorn, M., Sun, J., He, Z. (2022). Robots can't take my job: Antecedents and outcomes of Gen Z employees' service robot risk awareness. *International Journal of Contemporary Hospitality Management*, 34(8), 2971–2988. <https://doi.org/10.1108/IJCHM-10-2021-1312> [2021 Journal IF:9.321; JCI: 1.93; H-index: 100; SJR: 2.288; Scopus CiteScore: 11.1]

■ Featured in UNLVToday, Apr 5, 2022 at <https://www.unlv.edu/news/accomplishments/cass-shum-1>

14. Jiang, W., **Shum, C.**, Bai, B., & Erdem, M. (2022). P2P accommodation motivators and repurchase intention: A comparison of indirect and total effects before and during the COVID-19 pandemic. *Journal of Hospitality Marketing & Management*, 3(6), 688–709. <https://doi.org/10.1080/19368623.2022.2043801> [2021 Journal IF: 9.821; JCI: 1.69; H-index: 59; SJR: 1.999; Scopus CiteScore: 12.1]

■ Works with doctoral student (UNLV), Wen Jiang

■ Featured in UNLVToday, Mar 9, 2022 at <https://www.unlv.edu/news/accomplishments/wen-jiang-cass-shum-billy-bai-and-mehmet-erdem>

15. **Shum, C.** (2021). The recursive relationship between abusive supervision and service performance. *Journal of Hospitality and Tourism Insights*, 4(1), 18–34. <https://doi.org/10.1108/JHTI-03-2020-0032>
16. **Shum, C.**, Ghosh, A., & Garlington, J. (2020) Why won't she break rules to promote service? Effects of gender, gender identification, and honesty. *International Journal of Hospitality Management*, Article 102607. <https://doi.org/10.1016/j.ijhm.2020.102607> [2019 H index: 106; InCites: 6.701; SJR: 2.217; Scopus CiteScore: 8.0].

■ Works with doctoral student (UNLV), Ankita Ghosh, and undergraduate student (UNLV), Jaimi Garlington

■ Featured in UNLVToday, Aug 31, 2020 at <https://www.unlv.edu/news/accomplishments/cass-shum-ankita-ghosh-and-jaimi-garlington>

17. **Shum, C.**, Kweisi, A., & Tu, M. H. (2020) When do abusive leaders experience guilt? *International Journal of Contemporary Hospitality Management*, 32(6), 2239–2256. <https://doi.org/10.1108/IJCHM-05-2019-0474> [2019 H index: 76; InCites: 5.667; SJR: 2.203; Scopus CiteScore: 7.2]

■ Works with doctoral students (University of Florida), Min-Hsuan Tu

■ Featured in UNLVToday, Jan 30, 2019 at <https://www.unlv.edu/news/accomplishments/cass-shum-and-anthony-gatling>

■ Featured in Kudo at <https://www.growkudos.com/publications/10.1108%25252Fijchm-05-2019-0474/reader>

18. **Shum, C.**, Gatling, A., & Garlington, J. (2020) All people are created equal? Racial discrimination and its impact on hospitality career satisfaction. *International Journal of Hospitality Management*, Article 102407 [2019 H index: 106; InCites: 6.701; SJR: 2.217; Scopus CiteScore: 8.0]. <https://doi.org/10.1016/j.ijhm.2019.102407>

■ Works with undergraduate student (UNLV), Jaimi Garlington

■ Featured in UNLVToday, Nov 14, 2019 at <https://www.unlv.edu/news/accomplishments/cass-shum-anthony-gatling-and-jaimi-garlington>

- Featured in UNLVToday, cover story “How Hospitality Industry Should Address Discrimination”, Jun 25, 2020 at <https://www.unlv.edu/news/article/how-hospitality-industry-should-address-discrimination>
 - Featured in Newswise, “How Hospitality industry should address discrimination: A long history of discriminatory practices and a UNLV study that shows how it impacts both workers and business points to a need for industry-wide change”, Jun 30, 2020 at <https://www.newswise.com/articles/how-hospitality-industry-should-address-discrimination?channel=>
 - Covered in Costar, “Hotels, we still have a problem: Strategies for finding and keeping black leaders”, Mar 4, 2021 at <https://www.costar.com/article/970446562/hotels-we-still-have-a-problem>
 - Covered in Hosco Recruitment Solutions, “Is Your Hospitality Company an Equal Opportunity Employer?”, Mar 21, 2021 at <https://employers.hosco.com/blog/is-your-hospitality-company-an-equal-opportunity-employer>
19. Gatling, A., Molintas, D. H. R., Self, T., **Shum, C.** (2020) Leadership and behavioral integrity in the restaurant industry: The moderating roles of gender. *Journal of Human Resources in Hospitality & Tourism*, 19, 62–81. <https://doi.org/10.1080/15332845.2020.1672249> [2018 H index: 19; InCites: 1.35; SJR: 0.622; Scopus CiteScore: 2.10].
- Works with doctoral student (UNLV), Denise Molintas
20. **Shum, C.**, Gatling, A., Book, L., Bai, B. (2019). The moderating roles of follower conscientiousness and agreeableness on the relationship between peer transparency and follower transparency. *Journal of Business Ethics*, 154, 483–495. <https://doi.org/10.1007/s10551-017-3471-0> [2018 H index: 147; InCites: 3.796; SJR: 1.86; Scopus CiteScore: 5.80]
- Works with doctoral student (UNLV), Laura Book
 - Featured in UNLVToday, Mar 1, 2017 at <https://www.unlv.edu/news/accomplishments/anthony-gatling-cass-shum-laura-book-and-billy-bai-all-hotel-0>
21. Ghosh, A. & **Shum, C.** (2019) Why do employees break rules? Understanding organizational rule-breaking behaviors in hospitality. *International Journal of Hospitality Management*, 81, 1–10. <https://doi.org/10.1016/j.ijhm.2019.02.003> [2018 H index: 93; InCites: 4.465; SJR: 1.999; Scopus CiteScore: 7.10].
- Works with doctoral student (UNLV), Ankita Ghosh
22. **Shum, C.**, Ghosh, A., & Gatling, A. (2019) Prosocial rule-breaking to help coworker: Nature, causes, and effect on service performance. *International Journal of Hospitality Management*, 79, 100–109. <https://doi.org/10.1016/j.ijhm.2019.01.001> [2018 H index: 93; InCites: 4.465; SJR: 1.999; Scopus CiteScore: 7.10].
- Works with doctoral student (UNLV), Ankita Ghosh
 - Featured in UNLVToday, May 29, 2019 at <https://www.unlv.edu/news/accomplishments/cass-shum-ankita-ghosh-and-anthony-gatling>
23. Tu, M. H., Bono, J., **Shum, C.**, & LaMontagne, L. (2018). Break the cycle: The effects of role model performance and ideal leadership self-concepts on abusive supervision spillover. *Journal of Applied Psychology*, 103, 689–702 <https://doi.org/10.1037/apl0000297> [2017 H index: 235; InCites: 4.643; SJR: 4.694; Scopus CiteScore: 8.30].
- Works with doctoral student (University of Florida), Min-Hsuan Tu
 - Featured in UNLVToday, Apr 20, 2018 at <https://www.unlv.edu/news/accomplishments/cass-shum>

24. **Shum, C.**, Gatling, A., & Shoemakers, S (2018). A model of hospitality leadership competency for frontline and director-level managers: Which competencies matter more? *International Journal of Hospitality Management*, 74, 57–66 <https://doi.org/10.1016/j.ijhm.2018.03.002> [2017 H index: 82; InCites: 3.445; SJR: 2.027; Scopus CiteScore: 6.50]
25. Gatling, A., **Shum, C.**, Book, L., Bai, B. (2017). The influence of hospitality leaders' relational transparency on followers' trust and deviance behaviors: Mediating role of behavioral integrity. *International Journal of Hospitality Management*, 62, 11–20. <https://doi.org/10.1016/j.ijhm.2016.11.010> [2016 H index: 82; InCites: 2.787; SJR: 1.995; Scopus CiteScore: 5.60]
 - Works with doctoral student (UNLV), Laura Book
 - Featured in UNLVToday, Feb 10, 2017 at <https://www.unlv.edu/news/accomplishments/anthony-gatling-cass-shum-laura-book-and-billy-bai-all-hotel>
 - Featured in INSIDE Harrah College, December 2016 at <https://netcommunity.unlv.edu/emailviewonwebpage.aspx?erid=20631043&trid=004718e4-c8d6-4818-8066-c8b28f655034>
26. Chen, Z., Takeuchi, R., & **Shum, C.** (2013). A social information processing perspective of coworker influence on a focal employee. *Organization Science*, 24, 1618–1639. <https://doi.org/10.1287/orsc.2013.0820> [2012 InCites: 3.351; SJR: 7.667; Scopus CiteScore: 8.00]
27. Chang, S., Gong, Y., & **Shum, C.** (2011). Promoting ambidextrous innovations in hospitality companies through the lens of human resource management practices. *International Journal of Hospitality Management*, 30, 812–818. <https://doi.org/10.1016/j.ijhm.2011.01.001> [2011 InCites: 1.771; SJR: 2.031; Scopus CiteScore: 2.90]
28. Tuleja, E. A., Beamer, L., **Shum, C.**, & Chan, E. K. Y. (2011). Designing and developing, questionnaires for translation tutorial. *IEEE Transactions on Professional Communication*, 54, 4, 392–405. <https://doi.org/10.1109/TPC.2011.2172834> [2011 impact factor: 0.660; SJR: 0.634; Scopus CiteScore: 1.60]

BOOK CHAPTERS

29. **Shum, C.**, Ghosh, A., Zhang, Y. C., Chiu, Y. S. K. (2023). Age diversity in the hospitality workplace. In A. A. Manoharan, J. M. Madera, & M. Singal (Eds.), *Handbook of Diversity, Equity and Inclusion Management in the Hospitality Industry* (pp. 62–76). Routledge.
 - Works with doctoral student (UNLV), Yunxuan (Carrie) Zhang and Master's student (UNLV), Ken Chiu
 - Featured in Kudo, <https://www.growkudos.com/publications/10.4324%25252F9781003285687-9/reader>
 - Featured in UNLVToday, Feb 10, 2017 at <https://www.unlv.edu/news/accomplishments/cass-shum-ankita-ghosh-yunxuan-carrie-zhang-yuang-sheng-ken-chiu>
30. Lee, K. H., & **Shum, C.** (2016). The cultural basis of marketing. In M. Baker & M. Saren (Eds.), *Marketing Theory: A Student Text* (3rd ed., pp. 180–196). Sage.
31. Lee, K. H., & **Shum, C.** (2010). The cultural basis of marketing. In M. Baker & M. Saren

(Eds.), *Marketing Theory: A Student Text* (2nd ed., pp. 165–182). Sage.

PAPER UNDER REVIEW

1. **Shum, C., & Zhang, Y. C.** (under review). #Metoo but so what? How sexual harassment experience moderates employees' moral outrage at sexual harassment allegations on online employee reviews. *Journal of Business Ethics*. [2023 Journal IF: 5.9; JCI: 1.77; H-index: 253; SJR: 2.624; Scopus CiteScore:12.8]. (*1st submission*)
2. Zhang, C., & **Shum, C.** (in progress). Synthesizing MeToo: A meta-analysis of workplace sexual harassment in Hospitality and Tourism. *International Journal of Contemporary Hospitality Management* [2023 Journal IF: 9.1; JCI: 2.40; H-index: 126; SJR: 2.843; Scopus CiteScore:16.9]. (*1st R&R*)

WORKING PAPERS (rank by the expected submission date)

3. Zhang, Y. C., Shum, C., Manoharan, A. (in progress). Woke washing won't work: The effects of diversity cues on online employee review sites on job seekers' application intentions. Target: *International Journal of Hospitality Management*.
4. Yun, D., Guzzo, R. F., & **Shum, C.** (in progress). Evaluating pride applicants? The moderating role of gender and perceived similarity on hiring manager's evaluations of LGBTQ+ gender identity expression. Target: *International Journal of Contemporary Hospitality Management*.
5. Baughman, S., **Shum, C.**, Guzzo, R. F., Cotrone, F., Bendixen, L. (in progress). Uncorking the wine industry's secret: Barriers for women in the wine industry. *International Journal of Hospitality Management*.
6. Baughman, S., **Shum, C.**, Garlington, J., Jung, I.H. (in progress). Inclusive leaders and gender discrimination in the wine industry: Insights from self-determination theory. Target: *International Journal of Contemporary Hospitality Management*.
7. Garlington, J., **Shum, C.**, & Wong-Padoongpatt, G. (in progress). The impact of racial group-guilt and racial code-switching on employees' anxiety and burnout. *International Journal of Hospitality Management*.
8. Yun, D., & Shum, C. (in progress). The art of sorry: A comprehensive review of apology literature in hospitality and tourism. *International Journal of Contemporary Hospitality Management*.
9. Shum, C., Zhang, Y. C., & Lalwani, A. (in progress). Title upgrade for dirty work: The effects of robot in job title on perceived prestige, applications intentions, and wage expectations. Target: *International Journal of Hospitality Management*.
10. Chang, W., **Shum, C.**, (in progress). The goodwill but bad reciprocation of leader empathy: Roles of relative LMX, leader work meaningfulness on unethical pro-organizational behaviors. *International Journal of Contemporary Hospitality Management*.
11. Zhang, Y., **Shum, C.**, & Manoharan, A. (in progress). Over-promise and underdeliver style woke washing: The effects of diversity cues on online employee review sites on job seekers' application

intention. *International Journal of Hospitality Management*.

12. **Shum, C.**, Yun, D., Raab, C., & Jiang, W. (in progress). Who care about friends' suffering when they're victims: A social information processing model of bystanders' reactions to observed abusive supervision. *International Journal of Hospitality Management*.
13. Alibakhshi, S., **Shum, C.**, Kim, H. J., Zhang, Y. C. (in progress). Don't kick the failing robots: Cross-cultural studies on error management, service robot errors, and employee's robot abuse. *International Journal of Hospitality Management*.
14. Garlington, J., Shum, C., Kim, H. J. (in progress). Alleviating employee's perceived robots' threat with organizational and training practices: A qualitative and an experimental analysis. *International Journal of Hospitality Management*.
15. **Shum, C.**, Zhang, Y., Lalwani, A. (in progress). Title upgrade for dirty work: The effects of robot in job title on perceived prestige, applications intentions, and wage expectations. *International Journal of Hospitality Management*.
16. Ghosh, A., **Shum, C.**, Bai, B., & Ausar, K. (in progress). Gender differences in the relationship among prosocial rule breaking, justice, and customer outcomes.
17. Chiu, Y. K. S., & **Shum, C.** (in progress). Is she better than him: Testing competing theoretical arguments on gender differences in service performance evaluations.
18. Chiu, Y. K. S., & **Shum, C.** (in progress). The robots is tracking me! Robots' camera and mic effects on perceived usefulness and privacy concerns.

CONFERENCE PRESENTATIONS^{#2}

1. Yoon, Y., Guzzo, F. G., & **Shum, C.** (2025, February). *Let's be real: how does deep-level diversity affect hospitality employees?* Poster presented at the 2025 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Dayton, TX.
2. Baughman, S., **Shum, C.**, Guzzo, F. R., Cotrone, F., Bendixen, L. (2025, January). *Uncorking the U.S. wine industry's gender barriers: A qualitative study*. Paper presented at the 30th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.
3. Garlington, J., **Shum, C.**, Kim, H. J.. (2025, January). *Let's make employees dance with AI! U.S. Hospitality Employee's Recommendations for AI-systems Implementations*. Paper presented at the 30th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.
4. Yun, D., & **Shum, C.** (2025, January). *Power of apology: The moderating role of apology in abusive supervision's relationships with ruminations and service innovative behavior*. Paper presented at the 30th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.
5. Baughman, S., **Shum, C.**, Garlington, J., Jung, I. (2024, July). *Gender discrimination in the wine industry: Insights from self-determination theory*. Paper presented at the 2024 International Federation of Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), Montreal,

Quebec, Canada.

6. Garlington, J., **Shum, C.**, & Wong-Padoongpatt, G. (2024, January). *The impact of racial group-guilt and racial code-switching on employees' anxiety and burnout*. Paper presented at the 29th Annual Graduate Student Research Conference in Hospitality and Tourism, Miami, FL.
7. Yun, D., Guzzo, R., & **Shum, C.** (2024, January). *Do we screen out pride applicants? The effect of LGBTQ+ gender identity expression on job interview opportunities*. Paper presented at the 29th Annual Graduate Student Research Conference in Hospitality and Tourism, Miami, FL.
8. Sun, W., Raab, C., & **Shum, C.** (2024, January). *Lead or Lag: Leveraging Knowledge Management for Successful Internationalization of Asian Hotel Companies*. Paper presented at the 29th Annual Graduate Student Research Conference in Hospitality and Tourism, Miami, FL.
9. Baughman, S., & **Shum, C.** (2024, January). *Uncorking the wine industry's secret: Barriers for women in the wine industry*. Poster presented at the 29th Annual Graduate Student Research Conference in Hospitality and Tourism, Miami, FL.
10. Lungu, A., **Shum, C.**, & Yun, D. (2023, February). *The paradox of paradoxical leadership on employee helping behaviors: Moderating role of self-efficacy*. Paper presented at the 2023 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Las Vegas, NV.
11. Zhang, Y. C., & **Shum, C.** (2023, February). *Workplace sexual harassment in the hospitality industry: A meta-analytic review*. Paper presented at the 2023 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Las Vegas, NV.
12. Chiu, Y.S., & **Shum, C.** (2023, February). *Big brother is watching you: The impact of service robot's functions on employees' privacy concerns*. Paper presented at the 2023 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Las Vegas, NV.
13. Han, W., Bai, B., Raab, C., **Shum, C.**, & Krishen, A. (2023, February). *The joint effect of rating disadvantage and sales promotion on hotel choice intention*. Paper presented at the 2023 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Las Vegas, NV.
14. Jiang, W., **Shum, C.**, Belarmino, A., & Bai, B. (2023, February). *#Unrulycustomer: The effects of social media posts about customer mistreatment on viewers' moral emotions and reactions*. Paper presented at the 2023 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Las Vegas, NV.
15. Yun, D., & **Shum, C.** (2023, February). *An attribution account of the effects of leaders' gender and abusive supervision on employee insubordination*. Paper presented at the 2023 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Las Vegas, NV.
16. Zhang, Y. C., Zemke, D., Belarmino, A. & **Shum, C.** (2023, February). *Managers and employees: Comparing the antecedents of job satisfaction in the same department*. Paper presented at the 2023 West Federation of Council on Hotel, Restaurant, and Institutional

- Education (WF-CHRIE), Las Vegas, NV.
17. Chiu, Y. S. K., & **Shum, C.** (2023, January). *Is she better than him: Testing competing theoretical arguments on gender differences in service performance evaluations*. Paper presented at the 28th Annual Graduate Student Research Conference in Hospitality and Tourism, Orange, CA.
 18. Yun, D., & **Shum, C.** (2023, January). *Energizer or stimulant? Moderating roles of coffee on the abusive supervision exhaustion effects*. Paper presented at the 28th Annual Graduate Student Research Conference in Hospitality and Tourism, Orange, CA.
 19. Garlington, J., **Shum, C.**, Wong-Padoongpatt, G., & Book, L. (2023, January). *Who are you? The effects of racial code-switching on industry turnover intentions*. Paper presented at the 28th Annual Graduate Student Research Conference in Hospitality and Tourism, Orange, CA.
 20. Lungu, A., & **Shum, C.**, (2022, December). *Are they satisfied enough to go above and beyond?* Poster presented at the OUR Fall 2022 Undergraduate Research Conference, Las Vegas, NV.
 21. Zhang, Y., & **Shum, C.** (2022, August). *#MeToo? The Moderating Role of Sexual Harassment Experience on Readers' Reactions to Online Sexual Harassment Complaints*. Paper presented at 2022 International Federation of Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), Washington, DC.
 22. Jiang, W., **Shum, C.**, Min, K., & Ding, Y. (2022, August). *I demand to speak to your supervisor": Effects of customer mistreatment of supervisors on employees' service sabotage*. Paper presented at 2022 International Federation of Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), Washington, DC.
 23. Jiang, W., **Shum, C.**, Bai, B., & Erdem, M. (2022, August). *Examining P2P accommodation motivators and satisfaction: The moderating role of COVID-anxiety*. Paper presented at 2022 International Federation of Council on Hotel, Restaurant, and Institutional Education (I-CHRIE), Washington, DC.
 24. **Shum, C.**, & Ghosh, A. (2022, February). *Safety or service? Effects of employee prosocial safety-rule breaking on customer satisfaction*. Paper presented at 2022 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), virtual conference.
 25. Yu, H., **Shum, C.**, Alcorn, M., Sun, J., & He, Z. (2022, February). *Service robots and Gen Z's industry turnover intention: The moderating role of transformational leadership*. Paper presented at 2022 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), virtual conference.
 26. Zhang, Y., & **Shum, C.** (2022, February). *Third-parties reactions to supervisor sexual harassment complaints on online employee reviews: Insights from deontic justice*. Poster presented at 2022 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), virtual conference.
 27. Yun, D., & **Shum, C.** (2022, February). *She's a bitch, He's having a bad day: An attribution account of the effects of leaders' gender on subordinates' insubordination and deviance*. Poster

- presented at 2022 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), virtual conference.
28. Zhang, Y., Belarmino, A., & **Shum, C.** (2022, January). *Examining the language and impact of managerial responses to online employee reviews during the COVID-19 pandemic*. Paper presented at the 27th Annual Graduate Student Research Conference in Hospitality and Tourism, virtual conference.
 29. Chiu, Y.S.K., & **Shum, C.** (2022, January). *Don't blaming the virus: Effect of layoff notice framing on the relationship between layoff and survivor's prosocial rule-breakings*. Paper presented at the 27th Annual Graduate Student Research Conference in Hospitality and Tourism, virtual conference.
 30. Ghosh., A., **Shum, C.**, Gatling, A., & Bai, B. (2021, February). *Prosocial rule-breaking to help customers among hospitality employees: The moderating role of depletion*. Paper presented at 2021 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), virtual conference.
 31. Gatling., A., **Shum, C.**, & Garlington, J. (2021, February). *Racial differences in the impact of COVID-19 pandemic on restaurant supervisors work hours, paranoid, and depletion*. Paper presented at 2021 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), virtual conference.
 32. Jiang, W., & **Shum, C.** (2021, February). *Seeing your supervisors being mistreated by your customers: effects of customer mistreatment on third-party observers*. Paper presented at 2021 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), virtual conference.
 33. Chiu, Y. S. K., & **Shum, C.** (2021, February). *Blame it on the Virus: Effect of COVID-19 message on the relationship between layoff and survivors' prosocial rule-breaking behaviors*. Paper presented at 2021 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), virtual conference.
- Undergraduate Research Competition Honorary Award
34. Zhang, Y., & **Shum, C.** (2021, February). *Why employees write online employee reviews: Insights from the theory of planned behavior*. Poster presented at 2021 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), virtual conference.
 35. Zhang, Y., Belarmino, A., & **Shum, C.** (2021, January). *The impact of employee-generated reviews and best employer awards on job-seekers' application intentions*. Paper presented at the 26th Annual Graduate Student Research Conference in Hospitality and Tourism, virtual conference.
 36. Garlington, J., **Shum, C.**, Ghosh, A., & Baloglu, S. (2021, January). *Taking Stock and Moving Forward: A Content Analysis of Research Methods Used in Hospitality Research in the 2010s*. Paper presented at the 26th Annual Graduate Student Research Conference in Hospitality and Tourism, virtual conference.

37. Jiang, W., **Shum, C.**, & Raab, C. (2021, January). *Effects of observed abusive supervision on observers' turnover intention*. Paper presented at the 26th Annual Graduate Student Research Conference in Hospitality and Tourism, virtual conference.
- Best Paper Finalists (Top 14)
38. Ghosh, A., **Shum, C.**, Bai, B., & Gatling, A. (2021, January). *Outcomes of prosocial rule-breaking to help customers among hospitality employees*. Paper presented at the 26th Annual Graduate Student Research Conference in Hospitality and Tourism, virtual conference.
39. **Shum, C.** (2020, February). *The reciprocal relationship between abusive supervision and service performance: Can coworker support stop the spiral effect?* Paper presented at the 2020 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Pomona, CA, US.
40. **Shum, C.**, Ghosh, A., & Garlington, J. (2020, February). *She won't break rules for guests: Effects of gender and gender identity on prosocial rule-breaking to promote service*. Paper presented at the 2020 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Pomona, CA, US.
41. **Shum, C.**, & Wen, J. (2020, February). *Can coffee reduce the relationship among abusive supervision, relational energy, and emotional exhaustion? Insights from the resource perspective*. Poster presented at the 2020 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Pomona, CA, US.
42. Garlington, J., **Shum, C.**, & Gatling, A. (2020, January). *All men are created equal? Racial discrimination and its impact on hospitality career satisfaction*. Paper presented at the 25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, US.
43. Wen, J., **Shum, C.**, Bai, B., & Erdem, M. (2020, January). *Which matter most? A comparison of the effect of motivators for Airbnb on repurchase intention*. Paper presented at the 25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, US.
44. Ghosh, A., & **Shum, C.** (2020, January). *She won't break rules for guests: Effects of gender and gender identity on prosocial rule-breaking to promote service*. Poster presented at the 25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, US.
45. **Shum, C.**, Ghosh, A., Garlington, J. (2019, December). *She won't break rules for guests: Effects of gender and gender identity on prosocial rule-breaking to assist service?* Poster presented at the OUR Fall 2019 Undergraduate Research Conference, Las Vegas, NV.
46. Chen, J., **Shum, C.**, & Takeuchi, R. (2019, June) *The role of mindfulness and self-control in employees' response to coworker ostracism*. Paper presented at the 2020 Asia Academy of Management (AAOM) Conference, Bali, Indonesia.
47. Jiang, W., **Shum, C.**, & Bai, B (2019, May). *Relationship between Motivators to Use Airbnb and Customers' Repurchase Intention: Moderating Effect of Consideration Set*. Paper presented at the 2019 APac CHRIE & Euro CHRIE Joint Conference, Hong Kong.
48. **Gatling, A.**, Garlington, J., & **Shum, C.** (2019, May). *All men are created equal? Racial*

discrimination and its impact on hospitality career satisfaction. Poster presented at the OUR Spring 2019 Undergraduate Research Conference, Las Vegas, NV.

49. **Shum, C.**, Tu, M. H., & Gatling, A. (2019, February) *When do abusive leaders experience guilt? The moderating roles of exposed abuse and agreeableness*. Paper presented at the 2019 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Sonoma, CA, US
50. **Ghosh, A., Shum, C., & Gatling, A.** (2019, January) *Pro-social rule-breaking to help coworker: Is it bad for service performance?* Paper presented at the 24th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, US.
- Best Paper Finalists (Top 10)
51. **Ghosh, A., & Shum, C.** (2019, January) *Why do employees rebel? Understanding organizational rule-breaking behaviors in hospitality*. Paper presented at the 24th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, US.
52. **Shum, C.** (2018, February) *Enhancing students' learning with word-game: A case of hospitality OB class*. Paper presented at the 2018 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE), Denver, CO, US
53. **Molintas, D. H. R., Ghosh, A., Shum, C., Self, T.** (2018, January) *Leaders' behavioral integrity and follower trust: The moderating roles of generation and gender*. Paper presented at the 23rd Annual Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX, US.
54. **Shum, C., Gatling, A., & Shoemakers, S.** (2017, June) *Examining managerial and leadership competency in hospitality*. Paper presented at the 3rd Global Tourism and Hospitality Conference, Hong Kong.
55. **Tang, J., Shum, C., & Gatling, A.** (2017, January). *Trickle down effects of abusive supervision: Will abusive supervisors feel guilt?* Poster presented at the 22nd Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, US.
56. **Shum, C., Gatling, A., Book, L., & Bai, B** (2016, August). *The moderating roles of follower conscientiousness and agreeableness on the relationship between peer transparency and follower transparency*. Paper presented at the 75th Annual Meeting of the Academy of Management, Anaheim, CA, US.
57. **Gatling, A., Shum, C., Book, L., Bai, B** (2016, July). *Relationship between leader behavioral integrity and trust*. Paper presented at the Annual 2016 International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Summer Conference, Dallas/ Grapevine, TX, US.
58. **Tu, M.H., Bono, J., Shum, C., & Van Scotter, L.** (2015, August). *Breaking the cycle of abusive supervision: The role of leader performance and self-concept*. In **C. Shum & L. Van Scotter** (Chair), *Beyond displace aggression: Reexamining the antecedents of abusive supervision*. Symposium conducted at the 74th annual meeting of the Academy of Management, Vancouver, Canada.

59. **Shum, C.**, Takeuchi, R., & Chen, Z. (2014, August). *A non-linear relationship between abusive supervision and subordinates' job performance*. Paper presented at the 73rd annual meeting of the Academy of Management, Philadelphia, PA, U.S.
60. **Shum, C.**, Zhou, L., Carter, D.R., Mo, S., & Chen, H. (2014, August). *Influence of subordinates' and supervisors' network positions on the effect of abusive supervision*. Paper presented at the 73rd annual meeting of the Academy of Management, Philadelphia, PA, U.S.
61. **Shum, C.**, & Takeuchi, R. (2014, August). Dissonance or strategy? Leader's social skills and subordinates' reactions to abusive supervision. In A. Pundt & L. Venz (Chair), *Both sides of the story – leaders and followers in constructive and destructive leadership processes*. Symposium conducted at the 73rd annual meeting of the Academy of Management, Philadelphia, PA, U.S.
62. Takeuchi, R., **Shum, C.**, & Lian, H. W. (2014, May). *Leader's and follower's Ppower distance moderating abusive supervision–voice relations*. Poster presented at the 29th annual conference of the Society for Industrial and Organizational Psychology, Honolulu, Hawaii, U.S.
63. Takeuchi, R., **Shum, C.**, & Chiaburu, D. (2012, August). A social information processing model of task and contextual performance antecedents and consequences. In D. M. Bergeon & J. Harvey (Chair), *Beyond performance evaluation... organizational citizenship behavior and outcomes*. Symposium conducted at the 71st annual meeting of the Academy of management, Boston, MA, U.S.
64. Takeuchi, R., **Shum, C.**, & Chiaburu, D. (2012, June). *Do 'contexts' matter? A social information processing model of task and contextual performance antecedents and consequences*. Paper presented at the 5th biennial meeting of International Association for Chinese Management Research, Hong Kong.
65. **Shum, C.**, & Takeuchi, R. (2011, August). *Antecedent and consequence of employee job performance behaviors: Social information processing view*. Paper presented at the 70th annual meeting of the Academy of Management, San Antonio, TX, U.S.
66. **Shum, C.**, & Takeuchi, R. (2011, August). *Abusive supervisors And employee voice: Integration of social exchange and power/dependence theory*. Paper presented at the 70th annual meeting of the Academy of Management, San Antonio, TX, U.S.
67. Chang, S., & **Shum, C.** (2011, August). *High performance work system, goal orientations, and creativity: A firm-level analysis*. Paper presented at the 70th annual meeting of the Academy of Management, San Antonio, TX, U.S.

^{#2} Underlined person is the person presenting the paper/ poster.

INVITED PRESENTATION

1. **Shum, C.** (2024, Aug). *Hospitality new graduate student orientation: Ph.D. student orientation*. Harrah College of Hospitality, University of Nevada, Las Vegas, NV.
2. **Shum, C.** (2024, Aug). *Hospitality Ph.D. and PTI fall 2024 teaching workshop: Teaching on-campus*. Harrah College of Hospitality, University of Nevada, Las Vegas, NV.

3. **Shum, C.** (2024, Aug). *Ready Ready Week Passport Session: How to connect with faculty on research*. Graduate College, University of Nevada, Las Vegas, NV.
4. **Shum, C.** (2024, May). *Robots and Employees in Hospitality and Tourism Industry: Service Robot Appearance, Service Robots Risk Awareness, and Employee's Fear of Robots*. School of Business and Administration, Southwestern University of Finance and Economics, Chingdu, China.
5. **Shum, C.** (2024, May). *Human-like robots and #metoo: Two employee research studies with mixed methods*. School of Hotel and Tourism Management, Chinese University of Hong Kong, Hong Kong.
6. **Shum, C.** (2024, May). *Methods in employee-robot interaction research: Multi-level data analysis, quasi experiment and curvilinear effect*. Faculty of International Tourism and Management, City University of Macau.
7. **Shum, C.** (2024, May). *Uncorking the nature and effects of gender barriers and discrimination in U.S. wine industry: Two mixed method studies*. School of Hotel and Tourism Management, Hong Kong Polytechnic University, Hong Kong.
8. **Guzzo, R.F., Ausar, K., & Shum, C.** (2024, March). *Using AI in social science research*. Harrah College of Hospitality, University of Nevada, Las Vegas, NV.
9. **Shum, C.,** (2023, May). *Effects of observed abusive supervision on third-party observers*. Harrah College of Hospitality, University of Nevada, Las Vegas, NV.
10. **Shum, C.,** & **Zhang, Y.** (2022, March). *The dark side of organizational behaviors in hospitality*. Invited keynote presentation at 16th EdukCircle International Convention on Tourism and Hospitality, virtual conference.
11. **Shum, C.,** (2021, April). *Data collection using Mturk*. Harrah College of Hospitality, University of Nevada, Las Vegas, NV.
12. **Shum, C.,** (2020, November). *I'm just no good": A self-verification perspective on when employees proactively provoke abusive supervision through self-deprecating speech*. Harrah College of Hospitality, University of Nevada, Las Vegas, NV.
13. **Shum, C.** (2019, September). *When do abusive leaders experience guilt?* Harrah College of Hospitality, University of Nevada, Las Vegas, NV.
14. **Shum, C.** (2017, September) *Multilevel modelling with Mplus*. Harrah College of Hospitality, University of Nevada, Las Vegas, NV. Sept 22, 2017.
15. **Shum, C.** (2014, December 3) *Abusive supervision: Under what conditions can its effects be mitigated*. Harrah College of Hotel Administration, University of Nevada, Las Vegas, NV.
16. **Shum, C.** (2014, November) *Abusive supervision: Under what conditions can its effects be mitigated*. Department of Management, University of Florida, Gainesville, FL. Nov 24, 2014.
17. **Shum, C.** (2012, October 6) *Introduction to leadership*. 42nd Yuen Long West Group, The Scout Association of Hong Kong, Yuen Long.

PUBLIC SPEAKING

1. Lalwani, A., **Shum, C.**, Wirth, H., Ellis, C. (2024, Nov 21). In Lalwani, A. (keynote speaker), *Battle of the bots: To use or not?* BSCAI Contracting Success 2024 Conference, Mandalay Bay Resort and Casino, Las Vegas.

MEDIA COVERAGE

- ✓ Strayer, P. (2024, May 16). *Is the wine industry sexist? Consumers like male and female winemaker produced wines equally, while wine insiders report industry “need improvement”*. Wine Business. <https://www.winebusiness.com/news/article/287443>
- ✓ Jung, I. (2024, Spring). *Diversity research: Gender equality in the wine industry*. The Wine Industry Today. <https://static1.squarespace.com/static/60773fb93cc71c48132b01f1/t/664513747fa4c36266782b39/1715803010235/The+Wine+Industry+Today+Volume+II.pdf>
- ✓ Fortuna, N. (2024, May 7). *Best practices for identifying and nurturing high-potential employees*. Today's Hotelier. <https://www.todayshotelier.com/2024/05/07/in-house-hiring/>
- ✓ Rudolph, J. (2023, Oct 13). *Should Fort Worth spend \$700M to overhaul the aging convention center downtown?* Fort Worth Star-Telegram. <https://www.star-telegram.com/news/business/article279302094.html>
- ✓ Tsai, S. (2023, August 31). *Las Vegas hospitality industry struggles to recover post-pandemic*. FoxBusiness. <https://www.foxbusiness.com/fox-news/las-vegas-hospitality-industry-struggles-recover-post-pandemic>
- ✓ Pandey, E. (2023, August 6). *The new world of tipping*. Axios. <https://www.axios.com/2023/08/06/the-new-world-of-tipping>
- ✓ University of Nevada, Las Vegas (2020, Jun 30). *How hospitality industry should address discrimination*. Newswise. <https://www.newswise.com/articles/how-hospitality-industry-should-address-discrimination>

HONOR, AWARDS, AND FUNDINGS

HONORS AND AWARDS

1. Dean's Fellowship, 2023-2024, William F. Harrah College of Hospitality, University of Nevada, Las Vegas. (\$10'000 for 2 years)
2. Best Reviewer, 2022 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE).
3. Undergraduate Research Competition, Honorary Award, 2021 West Federation CHRIE Conference, virtual conference. 2021 Spring.
4. Best paper finalists, 26th Annual Graduate Student Research Conference in Hospitality and Tourism, virtual conference. 2021 Spring.

5. Best Reviewer, 2020 West Federation of Council on Hotel, Restaurant, and Institutional Education (WF-CHRIE).
6. Best paper finalists, 24th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, US. 2019 Spring.
7. West Federation CHRIE Regional Conference Scholarship, West Federation CHRIE, 2017 (USD 500).
8. Outstanding Reviewer, Organizational Behavior Division, Academy of Management, 2013

UNIVERSITY LEVEL COMPETITIVE FUNDINGS

1. University Faculty Travel Fund, University of Nevada, Las Vegas
 - 2023 Fall (USD 400)
 - 2022 Fall (USD 1000)
 - 2018 Fall (USD 253.8)
 - 2017 (USD 500)
2. OUR Research Supply Funds, Office of Undergraduate Research, University of Nevada, Las Vegas, 2022 Fall (USD 1000)
3. Top Tier Doctoral Graduate Research Assistantship Grant (TTDGRA) for project “Understanding employee online reviews in the hospitality industry,” Graduate College, University of Nevada, Las Vegas, 2020 Fall -2023 Spring (3 years of PhD stipend).
4. Faculty Teaching Award, 2013-2014, Chinese University of Hong Kong, 2014
5. Dean’s PhD Fellowship for Research Excellence, Hong Kong University of Science and Technology, 2013 (HKD 72000)
6. Oversea Research Award, Hong Kong University of Science and Technology, 2013 (HKD 48000)

INTERNAL FUNDINGS

1. College Publication Incentive Program, William F. Harrah College of Hospitality, UNLV
 - ◆ “Organizational Responses to Online Employee Reviews: A Mixed-method Research”, 2024 (USD 3’000)
 - ◆ “Charging during the Stay: The Effects of EV Chargers’ Availability and Pricing on Consumer Perceived Utilitarian Value and Behavioral Intentions”, 2024 (USD 3’000)
2. Faculty Research Incentives (FRI) Program, William F. Harrah College of Hospitality, UNLV
 - ◆ “Woke washing won’t work: The effects of diversity cues on online employee review sites on job seekers’ application intention.”, 2024 (USD 4’000) (PI: Cass Shum, Co-PI: Carrie Yunxuan Zhang)
 - ◆ “#MeToo but so what? The moderating role of sexual harassment experience on employees’ moral outrage to online employee review’s sexual harassment allegations”, 2024 (USD 3’998) (PI: Cass Shum, Co-PI: Carrie Yunxuan Zhang)

3. Small-scale Fund, William F. Harrah College of Hospitality, UNLV
 - ◆ “Title upgrade for dirty work: The effects of robot in job title on perceived prestige, applications intentions, and wage expectations”, 2024 (USD 600)
 - ◆ “Charging during the stay: Hotel EV chargers’ attributes on hotel consumers’ perceived values and booking intentions”, 2023 (USD 600)
4. Summer Research Support, William F. Harrah College of Hospitality, UNLV
 - ◆ “The curvilinear effects of service robots’ human-likeness on employees’ fear and turnover: Insights from Uncanny Valley Theory”, 2023 (USD 8’232).
 - ◆ “The impact of observed abusive supervision of coworker and workplace relationships on third-party observers’ reactions”, 2022 (USD 8’232).
 - ◆ “Don’t blame the virus: Effect of layoff message framing on the relationship between layoff and survivor’s rule-breakings.”, 2021 (USD 7’723).
 - ◆ “I’m just no good”: A self-verification perspective on when employees proactively provoke abusive supervision through self-deprecating speech.”, 2020 (USD 7’723).
 - ◆ “When do abusive leaders experience guilt?”, 2019 (USD 7’545).
 - ◆ “Does Breaking Rules for Coworkers Hurt Service? Relationship Among Moral Courage, Prosocial-rule Breaking, and Service Performance”, 2018 (USD 7’545).
5. Summer Research Support, William F. Harrah College of Hotel Administration, UNLV
 - ◆ “Hospitality competency model”, 2017 (USD 6’667).
 - ◆ “Nonlinear Relationship between Abusive Supervision and Subordinates’ Job Performance: A Model of Justice Judgement Process”, 2016 (USD 6’667).
6. Internal funding, William F. Harrah College of Hospitality, UNLV
 - ◆ “Assessing the impact of employee reviews on job-seekers’ behavioral intentions.”, 2019 (USD 600).
 - ◆ “Drinking to avoid abuse? Newcomers’ social drinking with coworkers, their adaptation, and abusive supervision.”, 2018 (USD 3’000).
 - ◆ “Who care more about leaders’ behavioral integrity? The moderating roles of follower’s generation and gender on the relationship between leaders’ behavioral integrity and follower trust.”, 2018 (USD 750).
7. Internal funding, William F. Harrah College of Hotel Administration, UNLV
 - ◆ “Trickle down effects of ineffective leadership: Will an ineffective leader feel guilt”, 2016 (USD 3’000).
8. Publication Reward, William F. Harrah College of Hotel Administration, UNLV
 - ◆ “The moderating roles of follower conscientiousness and agreeableness on the relationship between peer transparency and follower transparency.” 2017 (USD 3’000).
9. Travel and Development Fund. William F. Harrah College of Hotel Administration, UNLV, 2015-now (USD 4’000 per year 2015-2024, USD 3’000 per year 2024-now).
10. Research Travel Grant, Hong Kong University of Science and Technology, 2011, 2014, 2015

(2015: HKD 8000; 2014a: HKD 8000; 2014b: HKD 7000; 2011: HKD 13000)

SCHOLARSHIP

1. Li Po Chun Charitable Trust Fund Scholarship, Li Po Chun Charitable Trust Fund Committee, 2015 (HKD 20'140).
2. Sir Edward Youde Memorial Fellowships 2010/11 (Honorary Fellowship), 2011 (HKD 3000)
3. Hung Long Fellowship, 2011 (HKD 3000)

EXTERNAL FUNDING

1. Shum, C. (2024). Title matter: How incorporating robots in job title improve job applications. Funding amount: \$600. Proposal submitted to Cardinal Robot. Status: Funded.
2. Shum, C., & Zhang, Y. X. C. (2022). The Career Pathway to Hotel General Manager: Insights from LinkedIn and Glassdoor. Proposal submitted to AHLA Foundation. Status: Not funded.
3. Shum, C., & Ghosh, A. (2022). Proposal on coping with aging workforce. Grant amount: \$16146. Proposal submitted to Waikiki Hotels, Hawaii. Status: Not funded.
4. Wan, G., & Shum, C. (2021). Logical thinking and foreign investment: Macro and micro view. Proposal submitted to National Natural Science Foundation of China. Grant amount: \$100,000 RMB (~15,500 USD). Status: Not funded
5. Lam, C. F., Van Dyne, L., Shum, C., Jin, K. Y., & Graham, K. (2020). "I'm not good enough": A self-verification perspective on why and when employees may provoke abusive supervision. Proposal submitted to Hong Kong General Research Fund (GRF). Grant amount - \$100,000 HKD (~\$12,900 USD). Status: Not funded.
6. Gatling, A., Goeglein, A. T., Pyper, C., & Shum, C. (2017) Reducing Nurse Incivility and Improving Patient Satisfaction in Health Care through Spiritual Intervention for Nurses. Proposal submitted to University Medical Center. Grant amount: \$60,000 USD. Status: Not funded.

TEACHING

TEACHING (GRADUATE)

Instructor, HOA735 Research Method, UNLV

Description: Today's business environment is filled with uncertainty. Business research is utilized to guide managerial decisions and reduce risk by describing and predicting factors that can affect business success. Research methods are the tools that researchers used to conduct business research. It ensures meaningful and valid conclusions in business research. During the semester, you will develop skills to organize, design, construct, carry out, analyze, and interpret research to solve identified problems. Examination of research methods including: the scientific method, literature review, sampling, statistics,

research design, and analytical technique.

In-person sections

<u>Semester</u>	<u>Overall evaluation</u>	<u>Instructor rating</u>	<u>Response rate</u>
Fall, 2024	4.61/5	4.61/5	7/8
Fall, 2023	4.98/5	5/5	4/5
Spring, 2023	4.4/5	4.47/5	8/8
Fall, 2022	4.68/5	4.69/5	13/15
Spring, 2022	4.4/5	4.37/5	13/18
Fall, 2021	4.12/5	3.98/5	12/25
Spring, 2021	4.80/5	4.81/5	3/9
Fall, 2020	4.40/5	4.46/5	14/30

Sample student comments:

- Her teaching was very structured , well–organized and very detailed, and students really learned the research methods step by step.
- It would be better if she could encourage students to be a bit more creative or innovative. At first I wasn't sure I would like the very prescriptive nature of the class, but I've really grown to appreciate how each step of the research process was so clearly defined and each week we were able to deep dive with a corresponding assignment. Learned so much!
- This course is the only course that I walked away from this semester actually feeling like I learned something. The class was engaging, challenging, and extremely informative. I think that it is essential for students to take this course in their first semester as it sets you up for success in your research. Cass is a phenomenal teacher. I think a lot of us had to warm up to her, but not only to I now respect her as an extremely good researcher, teacher, and academic, I also really like her as a person. She really cares about us and just wants to push us to be successful.
- In this class Dr. Cass proved that something worth doing is worth doing well. Her teaching style is thorough and concise, there is nothing I learned in this class that will not be useful to me beyond this class or my time here at UNLV. It was privilege to take this class and with it I was able to note where I have weaknesses and strengths, and as I approach my thesis, I am aware with where to start.

Instructor, HOA794 Issues and Trends for Hospitality Educators, UNLV

Description: First-year Ph.D. students complete three sections of this course in fall, spring, and summer semester. By the end of this series of seminars, students should come away with an enhanced understanding of what it means to be an academic and the role of the academics in the greater academia and society. Topics discussed will focus on research, leadership, applying for an academic position, the roles of a faculty member, and the structure of higher education, and service, among others. There will be presentations from faculty, guest lecturers, and senior Ph.D. students who share their views on research concepts, hospitality industry trends, and other related topics within higher education.

In-person sections

<u>Semester</u>	<u>Overall evaluation</u>	<u>Instructor rating</u>	<u>Response rate</u>
Fall, 2024	4.52/5	4.60/5	5/6

Sample student comments:

- Dr. Shum is very good at explaining the reason behind the reason behind the course objectives
- Her class was very informative and fun. I like how she made the class interactive, it was one of my favorite classes I ever took
- I like how interactive and engaging it was. Dr. Shum is a great teacher, I learned a lot from her
- Well organized, very relevant
- How to become a good researcher & the importance of attention to detail.

TEACHING (UNDERGRADUATE CLASSES)**Instructor, HMD305 Managing Hospitality Organizational Behavior, UNLV**

Description: The hospitality business is a people business. In this course, you will learn organizational behavior theories and their impact on employee and management performance in the hospitality industry; develop management skills in conflict resolution and diversity management; analyze hospitality organizational cultures; apply motivation techniques in the hospitality workplace; develop team management skills both as a team member and manager.

In-person sections

<u>Semester</u>	<u>Overall evaluation</u>	<u>Instructor rating</u>	<u>Response rate</u>
Fall, 2022	4.36/5	4.56/5	47/58
Spring, 2022	4.14/5	4.02/5	7/24
Fall, 2021	3.97/5	3.92/5	21/57
Spring, 2021	4.19/5	4.18/5	4/33

Asychronized Online sections

<u>Semester</u>	<u>Overall evaluation</u>	<u>Instructor rating</u>	<u>Response rate</u>
Fall, 2020	4.40/5	4.47/5	15/59

Sample student comments:

- I learned a lot about how to motivate people in the work environment. I thought the stress sections were informative and relevant. I especially appreciate the knowledge about hindrance versus challenge stress. I thought the information on emotional intelligence was also very important.
- Normally it is difficult for me to be engaged in a conceptual course such as this one but the kahoot really helped me pay attention in each class. I also enjoyed the professors efforts in hands-on learning like group tasks and volunteering for extra credit.
- Dr. Shum made this class interesting and even provided in class demonstrations that were related to the material and showed how what we were learning could be used in the industry. I loved all the videos and interactive Kahoot! in class! I also thought the group assignments were fun!

Instructor, HMD407 Hospitality Organizational Behavior, UNLV

Description: The hospitality business is a people business. Organization behavior (OB) involves understanding, explaining, and improving the attitudes and behaviors of individuals and groups in organizations. In this course, we learn how to manage people's attitudes and behaviors in hospitality organizations from the perspective of Organizational Behavior research. Throughout this course, we address people management questions, such as "Why some employees perform better than others?" and "How can we improve team performance?" by understanding topics at the individual, team, and organizational levels. This course studies OB topics such as personality, decision making, motivation, team, organization culture, and power. The course is designed to blend OB research-based concepts with examples. In addition to lectures on concepts, interactive class activities, including videos, case, and discussions will be conducted. Students are expected to participate in discussions by sharing their opinions and personal experiences related to the topic areas.

Asychronized Online sections

<u>Semester</u>	<u>Overall evaluation</u>	<u>Instructor rating</u>	<u>Response rate</u>
Summer, 2020	4.65/5	4.66/5	8/29

Hybrid sections

<u>Semester</u>	<u>Overall evaluation</u>	<u>Instructor rating</u>	<u>Response rate</u>
Spring, 2020	4.28/5; 3.96/5	4.21/5; 4.09/5	18/60; 14/59

In-person sections

<u>Semester</u>	<u>Overall evaluation</u>	<u>Instructor rating</u>	<u>Response rate</u>
Fall, 2019	4.65/5; 4.26/5	4.62/5; 4.33/5	23/39; 33/60
Spring, 2019	4.47/5	4.48/5	23/55
Fall, 2018	4.51/5	4.54/5	51/58
Summer, 2018	4.59/5	4.58/5	12/31
Spring, 2018	4.50/5	4.46/5	28/60
Fall, 2017	4.70/5	4.75/5	28/57
Summer, 2017	4.62/5	4.68/5	29/29
Spring, 2017	4.31/5; 4.16/5	4.35/5; 4.16/5	32/60; 32/60
Fall, 2016	4.13/5; 3.90/5	4.20/5; 4.01/5	50/60; 33/60
Spring, 2016	3.66/5; 4.05/5	3.79/5; 4.20/5	32/60; 37/60
Fall, 2015	3.24/5; 4.12/5	3.44/5; 4.23/5	34/60; 26/59

Sample student comments:

- She made the class fun while still having real life examples. You can see she cares about the subject and her students.
- The lesson plan was always very well thought out and easy to follow. I love the use of movies and participation to keep me actively learning. The zappos field trip was a cool idea and would have been fun.
- Cass will always hear you out and is always very understanding. Her communication is beyond

outstanding and is always available for questions or concerns, which is very comforting because she will address issues immediately. Cass was always well prepared and very knowledgeable in each aspect she teaches. She made me open my eyes to new perspectives that I have never noticed before and makes difficult concepts easy to understand.

Instructor, HMD307 Hospitality Leadership, Management, and Ethics, UNLV

Description: Hospitality is a people business. Leadership is a process whereby individual influences a group of individuals to achieve a common goal. In this course, we learn how to lead and manage hospitality organizations in an ethically, environmentally, economically, and socially sustainable way. Throughout this course, we address people management questions, such as “What is leadership?” and “How can we become an effective leader” by understanding topics at leadership behaviors, style, and development. The course is designed to educate students about leadership theories with a purpose of developing students’ leadership behaviors and skills. In addition to lectures on concepts, interactive class activities, including videos, case, and discussions will be conducted. Students are expected to participate in in-class and online activities.

In-person sections

<u>Semester</u>	<u>Overall evaluation</u>	<u>Instructor rating</u>	<u>Response rate</u>
Spring, 2019	3.81/5	3.83/5	28/58
Fall, 2018	4.15/5	4.26/5	57/59
Spring, 2018	4.18/5	4.25/5	18/59
Fall, 2017	4.12/5	4.29/5	35/60

Sample student comments:

- Group work was well planned out to include everything we've learned in lecture. The escape room exercise really brought our team together, keep that going!
- The professor has great enthusiasm in teaching and is well-prepared for each lecture. The professor takes great responsibility for her job. The professor is available for consultation after class. The professor is fast at replying to emails. The professor invited guest speaker to class to bring us real industry knowledge and practice.
- The participation points make us stay engaged the whole time. There are a lot of examples of videos and movies that make the understanding easier. Professor really cares about the subject and our engagement in it.

TEACHING (UNDERGRADUATE CLASSES, INTERNATIONAL, IN-PERSON)

HTMG3020A Organizational Behaviors for Hospitality Business, Chinese University of Hong Kong

<u>Semester</u>	<u>Overall class evaluation</u>	<u>Overall instructor evaluation</u>	<u>Response rate</u>
Spring, 2014	5.09/6	5.27/6	22/25

MGMT1110 Introduction to Management, Hong Kong University of Science and Technology

<u>Semester</u>	<u>Overall class evaluation</u>	<u>Overall instructor evaluation</u>	<u>Response rate</u>
Spring, 2014	4/5	4/5	5/43

OTHER TEACHING (INDEPENDENT STUDIES)

<u>Semester</u>	<u>Student name</u>	<u>Topics</u>
Fall 2024	Jaimi Garlington	Readings: DEI in Hospitality
Spring 2024	Jaimi Garlington	Employee-robot interactions
Summer 2023	Jaimi Garlington	OB theories and racial code switching
Summer 2023	Dongwon Yun	Readings: Abusive Supervision
Spring 2023	Dongwon Yun	Abusive supervision and apology
Summer 2022	Dongwon Yun	OB theories and abusive supervision
Summer 2022	Yunxuan (Carrie) Zhang	Readings: Sexual harassment
Spring 2022	Yunxuan (Carrie) Zhang	OB theories and Sexual harassment
Spring 2022	Wen (Helena) Jiang	OB theories and customer mistreatment
Summer 2021	Yunxuan (Carrie) Zhang	Online Employee Review
Summer 2021	Wen (Helena) Jiang	Readings: Customer Mistreatment
Spring 2021	Wen (Helena) Jiang	Human Resource Management
Summer 2019	Ankita Ghosh	Readings: Employee Rule Breaking
Fall 2018	Ankita Ghosh	OB Theories and Prosocial Rule Breaking

DOCTORAL STUDENT ADVISING

Dissertation Committee, UNLV

<u>Student name</u>	<u>Role</u>	<u>Graduate date</u>
☐ Jaimi Garlington	Chair	ongoing
☐ Joseph (Joe) Mckay	Chair	ongoing

Title: Pay transparency and job seekers' application intentions

☐ Dongwon Yun	Chair	ongoing
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Title: "I am sorry for being abusive": The moderating roles of leaders' apologies on subordinates' reactions to abusive supervision.

✓ Wai (Sunny) Sun	Member	Summer 2024
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Title: Internationalization strategies of Asian hotel companies (AHCs) – An knowledge integration perspective.

✓ Yunxuan (Carrie) Zhang	Chair	Summer 2023
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Title: The framing effects of in-flight workplace sexual harassment awareness campaigns on passengers' attitudes and reporting intentions

✓ Wen (Helena) Jiang	Chair	Spring 2023
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Title: #Rudecustomers: The effects of social media posts about customer mistreatment on viewers' moral emotions and reactions

✓Wenjia (Nicole) Han Member Summer 2022
Title: Purchase intentions for hospitality products with negative online reviews: The joint effects of rating disadvantages, attitude, and sales promotion

✓Ankita Ghosh Chair Fall 2020
Title: Prosocial rule-breaking to help customers among hospitality employees

Dissertation Committee, Grand Canyon University

<u>Student name</u>	<u>Role</u>	<u>Graduate date</u>
✓Alfonso Martinez	Ph.D. Dissertation Content Expert	Summer 2022
<i>Title: The influence of abusive verbal supervision on healthcare professionals: A qualitative descriptive study</i>		

MASTER GRADUATE STUDENT ADVISING

Thesis Committee, UNLV

<u>Student name</u>	<u>Role</u>	<u>Graduate date</u>
✓Yejuo (June) Yoon	Member	Spring 2025
<i>Title: Let's be real: How does deep-level diversity affect hospitality employees?</i>		
✓Scarlett Baughman	Chair	Spring 2024
<i>Title: Uncorking the wine industry's secret: Barriers for women in the wine industry.</i>		
✓Yuang-Sheng (Ken) Chiu	Chair	Summer 2023
<i>Title: Big brother is watching you: The impact of service robot's functions on employees' privacy concerns</i>		
✓Haocheng Zhou	Member	Summer 2023
<i>Title: Decision making under uncertainty – Perceived house edge or game outcome</i>		
✓Jaimi Garlington	Chair	Summer 2022
<i>Title: Who are you? Racial code-switching and identity threat</i>		
✓Dana Jungjoo Bae	Co-chair	Spring 2021
<i>Title: The effect of perceived justice and organizational embeddedness on employee morale and voluntary turnover rate after layoffs in the hospitality industry</i>		
✓Wen Jiang	Member	Summer 2019
<i>Title: The relationship between motivation to use Airbnb and guests' repurchase intention: Moderating effect of consideration set</i>		

Propaper Committee, UNLV

<u>Student name</u>	<u>Role</u>	<u>Graduate date</u>
✓Kenneth (Ken) Stojak	Propaper Committee Chair	Spring 2021
<i>Title: How abusive supervision contributes to employee theft in small and medium-sized enterprises</i>		
✓Yuenyuen Tao	Master Propaper Committee member	Fall 2020
<i>Title: Resort fees – An Economic analysis</i>		

UNDERGRADUATE STUDENT ADVISING

<u>Student name</u>	<u>University</u>	<u>Roles</u>	<u>Graduation date</u>
Alexandra Lungu	UNLV	Undergraduate Research Advisor	Spring 2022
Yuang-Sheng (Ken) Chiu	UNLV	Undergraduate Research Advisor	Spring 2021
Jaimi Garlington	UNLV	Undergraduate Research Advisor	Spring 2020

OTHER STUDENT ADVISING

- ✓ Faculty mentor, Research & Mentorship Program (RAMP), for Dongwon Yun and Alexandar Lungu, 2022-2023

GUEST LECTURE TEACHING**University of Nevada, Las Vegas**

- ✓ HOA734 Research Methodology (Topic: Qualitative studies), Fall 2023
- ✓ HOA794 PhD Seminar Course (Topic: Overview of Hospitality Journals and Publications), Fall 2023
- ✓ HOA794 PhD Seminar Course (Topic: Research Experiences from Hospitality Faculty), Fall 2022
- ✓ HOA795 Research Seminar in Hospitality Education (Topic: Conducting Research on and with Students), Spring 2022; Spring 2023
- ✓ HOA794 PhD Seminar Course (Topic: Different Tools for Collecting Data), Spring, 2022; Spring 2023
- ✓ HOA703 Human Resources Management in the Hospitality Industry (Topic: Hospitality competency in 2020), Fall, 2018
- ✓ HMD259 Human Resources Management in the Hospitality Industry (Topic: Ethics and human resource management), Spring, 2018
- ✓ HMD307.1003 Hospitality Leadership, Management, & Ethics (Topic: Building a constructive climate), Fall, 2015

University of Florida

- ✓ MAN 3240 Organizational Structure and Behavior (Topic: Abusive supervision at workplace) (Overall class evaluation: 4.28/5; Overall instructor evaluation: 4.17/5; Response rate: 29/46), Fall, 2014

TEACHING ASSISTANT**University of Florida**

- ✓ MAN6930 Organizational development (Hybrid class), Summer, 2013
- ✓ MAN5246 Organizational behavior, Spring, 2013

Hong Kong University of Science and Technology

- ✓ MGMT1110 Introduction to Management, Spring 2012 (Overall advisor evaluation: 5.09/ 6;

Response rate: 75/191)

Chinese University of Hong Kong

- ✓ HMG 4900 Fieldwork and Internship: A theory construction for the hospitality industry, Spring 2009
- ✓ HMG 4900 Fieldwork and Internship: A theory construction for the hospitality industry, Fall, 2009

TEACHING SHADOWING

University of Nevada, Las Vegas

- ✓ FAB 410 Food and Beverage Culminating Experience, Spring 2024
- ✓ HOA735 Hospitality Research Method, Spring 2020

Hong Kong University of Science and Technology

- ✓ MGMT1110 Introduction to Management, Fall 2011

SERVICE

SERVICES (JOURNAL/ CONFERENCE REVIEWS)

Coordinating Editor

- ✓ *International Journal of Hospitality Management*, 2024-

Editorial Advisory Board (EAB) member

- ✓ *International Journal of Hospitality Management*, 2025 – now
- ✓ *International Journal of Contemporary Hospitality Management*, 2023 – now [12+ reviews]
- ✓ *Journal of Hospitality and Tourism Technology*, 2023 – now [11+ reviews]
- ✓ *Journal of Hospitality and Tourism Insights*, 2024 – now [11+1 reviews]

Ad hoc reviewer - Hospitality

- ✓ *International Journal of Hospitality Management*, 2010-2024 [36+1 reviews]
- ✓ *International Journal of Contemporary Hospitality Management*, 2018-2022 [17 reviews]
- ✓ *Cornell Hospitality Quarterly*, 2013-now [5+ reviews]
- ✓ *Journal of Hospitality and Tourism Insights*, 2019 – 2023 [3 reviews]
- ✓ *Annals of Tourism Research*, 2024 – now [2+ review]
- ✓ *International Hospitality Review*, 2020 – now [2 reviews]
- ✓ *Tourism Management*, 2023 – now [3+ review]
- ✓ *Journal of Hospitality and Tourism Management*, 2022 – now [3 reviews]
- ✓ *Journal of Hospitality and Tourism Research*, 2021 – now [1 review]
- ✓ *Journal of Hospitality & Tourism Education*, 2020 – now [1 review]
- ✓ *International Journal of Hospitality & Tourism Administration*, 2019 – now [2 review]

Ad hoc reviewer – Management

- ✓ *Academy of Management Journal*, 2016-now [4 reviews]
- ✓ *Journal of Business Ethics*, 2022 – now [6 review]
- ✓ *International Journal of Human Resource Management*, 2019 – now [3 review]

- ✓ *Journal of Occupational and Organizational Psychology*, 2019 – now [2 review]
- ✓ *Sustainability*, 2019- now [2 review]
- ✓ *Journal of Management Studies*, 2023 – now [1 review]
- ✓ *Stress & Health*, 2023 – now [1 review]

Conference organizing

- ✓ Track Chair for HR, Leadership, and Education Track, *the Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*, 2023 – 2025 [managed 47 +52 submissions]
- ✓ Director of Conference, *West Federation CHRIE*, 2022 - 2023
- ✓ Member, *Ad hoc Hospitality Graduate Conference 2020 Organizing Committee* (Paper review), 2018-2020

Conference reviewer

- ✓ *Hospitality Graduate Conference*, 2016-2019, 2021-now [8 years, 31 reviews]
- ✓ *The Western Federation Council on Hotel, Restaurant, and Institution Education (WF-CHRIE) Conference*, 2019-2020, 2022-2025 [6 years, 13 reviews]
 - Outstanding reviewer, 2020
 - Outstanding reviewer, 2022
- ✓ *The International Council on Hotel, Restaurant, and Institution Education (I-CHRIE) Conference*, 2016-2023 [7 years, 9 reviews]
- ✓ Organizational Behavior Division, Annual Meeting of Academy of Management, 2012-2013
 - Outstanding reviewer, June 2013
- ✓ Human Resource Division, Annual Meeting of Academy of Management, 2011-2013

Grant/ funding agent reviewer

- ✓ Faculty Development Scheme, Research Grants Council (RGC) of Hong Kong, 2024 [2 proposal]

Book chapter/ award reviewer

- ✓ *Handbook of Diversity, Equity and Inclusion Management in the Hospitality Industry*, 2022 [2 chapters]
- ✓ I-CHRIE dissertation proposal award reviewer, 2023-2024 [2 proposal]

SERVICES (UNIVERSITY AND COMMUNITY)

Department of Hospitality Management, University of Nevada, Las Vegas (UNLV)

- ✓ Chair, Assistant Professor of Hospitality Management Search Committee, 2024-2025
- ✓ Member, Department Promotional and Tenure Committee, 2022 – 2024
- ✓ Chair, Open-rank Hospitality College Search Committee (HMD), 2021-2022
- ✓ Member, Department Bylaws, 2021 - 2027
- ✓ Member, Curriculum Committee, 2016-2018
- ✓ Member, Assistant Professor Hospitality Human Resource Management Search Committee, 2016-2017

- ✓ Member, Assistant Professor Hospitality Human Resource Management Search Committee, 2015-2016

William F. Harrah College of Hospitality, University of Nevada, Las Vegas (UNLV)

- ✓ Graduate Coordinate, Ph.D. in Hospitality Administration, 2024-
- ✓ Promotion and tenure committee, 2024-2027
- ✓ Graduate Curriculum Committee, 2024-2027
- ✓ Member, PhD Admission, 2018 – 2020, 2023-2025
- ✓ Chair, Open-rank Hospitality College Search Committee (FBE), 2021-2022
- ✓ Chair, Open-rank Hospitality College Search Committee (RGG), 2021-2022
- ✓ Chair, PhD Admission, 2021 - 2022
- ✓ Graduate Faculty Representative, Assessment Committee, 2020-2021
- ✓ Member, Research Council, 2020
- ✓ Co-chair, Ad hoc Promotion and Tenure Standard Committee, 2019 - 2021
- ✓ Member, Strategic Plan Committee (Top Tier Research), 2018-2019
- ✓ Member, Top-tier metrics committee, 2017-2018
- ✓ Member, Best Thesis/ Dissertation Awards Selection Committee, 2015-2017
- ✓ Member, Ad Hoc Committee for Drafting Faculty Chairperson Position Announcement, 2016

Graduate College, University of Nevada, Las Vegas (UNLV)

- ✓ Member, Graduate Programs Committee, 2024-2025
- ✓ Member, Graduate Program Review Committee, 2022-2024
- ✓ Member, Top-tier Graduate Research Assistant (TTDGRA) Fellowship Review committee, 2022-2023
- ✓ Member, Graduate Awards Committee 1 (GAWC-1), 2021-2022
- ✓ Member, R1 Graduate Research Committee, 2018 - 2019

University of Nevada, Las Vegas (UNLV)

- ✓ Chair, General Education Committee, Faculty Senate, 2023-2026
- ✓ Alternative member, Promotion and Tenure, Faculty Senate, 2023-2025
- ✓ Associate chair, General Education Committee, Faculty Senate, 2022-2023
- ✓ Search advocate, 2022-2023
- ✓ Search committee, Dean of the Graduate College, 2022
- ✓ College liaison with UNLV Institutional Review Boards (IRB), 2020-2021
- ✓ General Education Committee, Faculty Senate, 2018-2022

Hong Kong University of Science and Technology (HKUST)

- ✓ Ph.D. representative, Department of Management, 2012-2013
- ✓ Hall tutor, Undergraduate Hall IV, 2010-2012
- ✓ Peer counselor, 2010 - 2011

Community service

- ✓ Board of director, Hong Kong Business Association of Nevada, 2017-now

- ✓ Consultant, 42nd Yuen Long West Group, The Scout Association of Hong Kong, 2012-2013

Non-committee service

- ✓ Online teaching mentor, William F. Harrah College of Hospitality, Fall 2020
- ✓ Commencement Faculty marshals, William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas, Fall 2015, Fall 2017, Spring 2017, Spring 2019, Fall, 2019, Spring 2021
- ✓ Faculty supervisor for Chinese Students & Scholars Association at Fest of Community Day, University of Nevada, Las Vegas, April 2017

EDUCATION-RELATED TRAINING

Management training

- UNLV Management Training Academy, UNLV, Spring 2024.
- Search advocate Program, Oregon State University, Summer 2022.

Research training

- Social/ Behavioral IRB Training, CITI - Collaborative Institutional Training Initiative, Aug 2015, Jul 2020
- Responsible Conduct of Research Training, CITI - Collaborative Institutional Training Initiative, Aug 2015
- Conflicts of Interest Training, CITI - Collaborative Institutional Training Initiative, Aug 2015
- Post-Approval Monitoring (PAM) Training, CITI - Collaborative Institutional Training Initiative, Aug 2015

Industry certificate

- Food Handler Safety Training Card, Southern Nevada Health District (SNHD), Spring 2024
- Train-the-trainer Certification in Advanced Hospitality and Tourism Analytics (CAHTA), STR CoStar SHARE Center, Summer 2023
- The STR Certification in the Hotel Industry Analytics (CHIA), STR CoStar SHARE Center, Jan 2020
- Certified International Coffee Barista, Apr 2013

Teaching related training

- RSI, UNLV, Fall 2024
- Online Education - RSI Asynchronous Learning: Building a Foundation of Knowledge course, UNLV, Apr 2024
- Accessible Syllabus Training, UNLV, Summer 2021
- Online teaching essential, UNLV, Summer 2020
- Certified Hospitality Educator, American Hotel & Lodging Education Institute, Jan 2016

Compliance training

- DEI – Diversity, Inclusion & Belonging, 2024
- Understanding FERPA, UNLV, Aug 2015, Nov 2023.
- Understanding Public Records, UNLV, Oct 2022, Oct 2023, Oct 2024

- Certification Cybersecurity Awareness Training, UNLV Apr 2021, Mar 2023, Feb 2024
- At-Risk for Faculty & Staff, Kognito Campus, June 2016
- Intersections: Preventing Discrimination and Harassment (US) course, LawRoom, Feb 2016
- Title IX training, LawRoom, Oct 2015
- Prevent Harassment & Discrimination certification, LawRoom, Oct 2016, Apr 2021, May 2023