Michael D. Collins, Ph.D.

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BACKGROUND AND EXPERIENCE

Degrees

Doctor of Philosophy - The Ohio State University, Columbus, Ohio, Hospitality Management, 2007

Master of Science – University of Charleston, Beckley, West Virginia, Strategic Leadership, 2002

Bachelor of Arts - Michigan State University, East Lansing, Michigan, Humanities, 1982

Academic Experience

Associate Professor, Hospitality Management

Serve as a tenure-track member of the Hospitality Management faculty; responsibilities include the following:

- Deliver courses in the following areas within discipline: Services Management, Hotel Operations, and Revenue Optimization
- Maintain an appropriate research agenda in order to remain 'academically qualified' per AACSB accreditation standards
- Serve as academic advisor to resort tourism management students
- Provide service to the University, College and community

E. Craig Wall Sr. College of Business Administration......August 2005 – July 2013

Coastal Carolina University

Conway, South Carolina

Associate Professor, Resort Tourism Management

Serve as a tenured member of the Resort Tourism Management faculty; accomplishments included:

- Presented and published a number of research articles at local, regional, national and international conferences as well as in respected international academic journals earning several research awards.
- Consistently earned teaching evaluation scores from students that exceeded the average College and University faculty scores.
- Delivered and created courses in a variety of areas including Service Quality Management, Resort
 Operations Management, Successful Management on the High Seas, Current Issues in Resort
 Tourism, Business Statistics, First Year Experience, Production/Operations Management,
 Marketing, and an Honor's Student seminar.
- Earned recognition from the *Student Affairs Division* (2009) receiving the award presented to faculty for serving as an outstanding "*Counselor, Educator and Friend*" to students
- Awarded an Educational Freedom Award presented by the student chapter of the NAACP (2009).

Assistant Dean and Director, Wall Center for Excellence

Served in this position from July 1, 2011 through June 30, 2013; responsibilities include the following:

- Develop, deliver, and oversee professional development programs for 2,000 business students enrolled in the College
- Oversee all business internships for the College
- Supervise team responsible for academic advising and career counseling
- Interface with employers to develop relationships as well as internship and careeroriented employment opportunities for students and alumni
- Verify and approve all degree applications and review academic petitions within the College
- Oversee a professional staff of six (6) including an Internship Director/Lecturer, four (4)
 Academic and Career Advisors, and an Administrative Specialist
- Continued to serve as an active member of the Resort Tourism Management faculty concurrent with this administrative appointment

Department of Consumer Sciences, College of Human Ecology......September 2003 – June 2005 **The Ohio State University** *Columbus, Ohio*

Administrative Graduate Associate

Served as Academic Advisor to approximately 300 students in the Hospitality Management program in the Department of Consumer Sciences, College of Human Ecology; also served as the Industry Relations Coordinator for the department completing such tasks as arranging industry focus groups for curriculum development, coordinating student internship experiences, and spearheading industry advisory board activities.

College of Business Administration......August 2001 – July 2002

Mountain State University (now the University of Charleston)

Beckley, West Virginia

Director of Degree Programs in Hospitality Business

Founding Director of degree programs in Culinary Arts and Hospitality Management in the College of Business; provided instruction, supervised faculty, recruited and advised students, made budget recommendations, and developed the curricula.

Professional Experience (Highlights)

Vice President and General Manager

Responsible for lodging, conference center, golf, spa, racquet club, security, and maintenance operations, as well as the sales and marketing, of this 3,000 acre resort nestled in the Appalachian Mountains of southern West Virginia; also completed business plan for expansion of lodging and conference center facilities.

Wyndham International......1995 – 2000

Dallas, Texas

General Manager

Responsible for Wyndham Hotel and Resort operations in Salt Lake City, Palm Springs, Los Angeles, and Myrtle Beach, South Carolina.

Hyatt Hotels Corporation......1986 – 1994

Chicago, Illinois

General Manager

Served in general management capacities at Hyatt Hotels in Atlanta, San Francisco, and Chicago.

ACADEMIC INTERESTS

Research Interests

Human resources and organizational behavior, service quality management, revenue management/pricing, hotel & resort operations, online travel companies

Teaching Interests

Resort and hospitality operations, service quality management, human resource management, organizational behavior, marketing, maximizing revenue/yield management, quantitative methods/statistics

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

Mitchell, M., Collins, M., & Damonte, L. T. (2013) Examining the potential for bundling the attractions along the Grand Strand. *The Coastal Business Journal*, 12(1), 100 - 118.

Mitchell, M., Collins, M., & Damonte, L. T. (Sep/Oct 2013). Bundle Up! Is Price Bundling Right for Your Organization? *Nonprofit World*, 31(5), 22 – 24.

Damonte, L. T., Collins, M. D., & Megehee, C. M. (2012). Segmenting Tourists by Direct Tourism Expenditures at New Festivals. *International Journal of Culture, Tourism and Hospitality Research, 6(3),* 279 – 286.

Collins, M. D. (2010). The effect of psychological contract fulfillment on manager turnover intentions and its role as a mediator in a casual, limited-service restaurant environment. *International Journal of Hospitality Management, 29 (4),* 736 - 742.

Collins, M. & Parsa, H. G. (2006). Pricing strategies to maximize revenues in the lodging industry. *International Journal of Hospitality Management, 25 (1)*, 91 - 107.

Book Chapter

Collins, M. D. (*in press,* anticipated 2014). "Hotel Operations", In Brymer, Robert A.; Johanson, Misty (Ed.) *Hospitality: An Introduction*, Dubuque, IA: Kendall/Hunt Publishing Company

Collins, M. D. & Damonte, L. T. (2011). "Hotel Operations", In Brymer, Robert A.; Johanson, Misty (Ed.) *Hospitality: An Introduction*, Dubuque, IA: Kendall/Hunt Publishing Company, 173 – 182.

Refereed Proceedings

Full Paper

Mitchell, M., Collins, M., & Damonte, L. T. (2012). All-Inclusive Pricing for the Grand Strand? The Potential for Price Bundling of Attractions in the Myrtle Beach Tourism Market. *Southeast InfORMS Conference*.

Collins, M. D. (2011). Online Travel Companies and Hotel Occupancy Taxes: Merely Syntax or a Question of Ethics? *Southeast InfORMS*.

Collins, M. D. & George, R. T. (2010). Examination of the Relationships among Leader-Member-Exchange, Job Satisfaction, and Turnover Intent in a Limited-Service Restaurant Environment. *Southern Management Association Conference*.

Abstract Only

Damonte, L. T. & Collins, M. D. (2010). Estimating New Direct Spending Resulting From Festival Attendance. *Southeast Council on Hotel, Restaurant, and Institutional Education*.

Collins, M. D. (2008). The Effect of Psychological Contract Fulfillment on Manager Turnover Intentions and its Role as a Mediator in a Casual, Limited-Service Restaurant Environment. *International CHRIE conference*.

Rausch, D. A., Nale, R. D., Collins, M. D., & Barr, P. B. (2007). Measuring Quality in Resort Accommodations. *Southeast InfORMS*.

Collins, M. (2006). Antecedents to Employee and Management Turnover Intent in a Quick Foodservice Environment. *International CHRIE conference*.

Collins, M. & Kang, B. (2006). Psychological contract fulfillment, psychological empowerment, job satisfaction, and turnover intention in an upscale, casual quick-service restaurant. *Southeast Council on Hotel, Restaurant, and Institutional Education, 10 (1)*, Georgia State University, 34 - 40.

Collins, M. & Parsa, H. G. (2004). Revenue Maximization through Innovative Pricing Strategies in the Hotel Industry. *International CHRIE conference*, International CHRIE

Presentation of Refereed Papers

International

Kandampully, J., Roberts, C., Shea, L., & Collins, M. (2012, April). *Managing the Service Experience in Travel, Tourism and Hospitality.* POMS Conference, Chicago, Illinois.

Collins, M. D. (2008, August). *The Effect of Psychological Contract Fulfillment on Manager Turnover Intentions and its Role as a Mediator in a Casual, Limited-Service Restaurant Environment.* International CHRIE conference, Atlanta, Georgia.

Collins, M. (2006, July). *Antecedents to Employee and Management Turnover Intent in a Quick Foodservice Environment.* International CHRIE conference, Washington, District of Columbia.

Collins, M. & Johnson, W. (2005, July). *Making It Count: Getting the Most from a Hotel Internship Experience*. International CHRIE conference, Las Vegas, Nevada.

Collins, M. & Parsa, H. G. (2004, July). *Revenue Maximization through Innovative Pricing Strategies in the Hotel Industry.* International CHRIE conference, Philadelphia, Pennsylvania.

Regional

Mitchell, M., Collins, M., & Damonte, L. T. (2012, November). *All-Inclusive Pricing for the Grand Strand? The Potential for Price Bundling of Attractions in the Myrtle Beach Tourism Market.* Southeast InfORMS Conference, Myrtle Beach, South Carolina.

Collins, M. D. (2011, October). *Online Travel Companies and Hotel Occupancy Taxes: Merely Syntax or a Question of Ethics?* Southeast InfORMS, Myrtle Beach, South Carolina.

Collins, M. D. & George, R. T. (2010, October). *Examination of the Relationships among Leader-Member-Exchange, Job Satisfaction, and Turnover Intent in a Limited-Service Restaurant Environment.* Southern Management Association Conference, St. Petersburg, Florida.

Bowden, E. & Collins, M. (2009, November). *When is 'Politically Correct' Incorrect?* Multicultural Leadership Conference, Charlotte, North Carolina.

Mitchell, M., Collins, M., Keels, J. K., & Latta, M. (2007, October). *Time Out! Taking stock of your academic career and planning for greater-than-you outcomes.* Southeast InfORMS, Myrtle Beach, South Carolina.

Rausch, D. A., Nale, R. D., Collins, M. D., & Barr, P. B. (2007, October). *Measuring Quality in Resort Accommodations.* Southeast InfORMS, Myrtle Beach, South Carolina.

Collins, M. & Kang, B. (2006, March). *Psychological contract fulfillment, psychological empowerment, job satisfaction, and turnover intention in an upscale, casual quick-service restaurant.* Southeast Council on Hotel, Restaurant, and Institutional Education, Atlanta, Georgia.

Presentation of Non-Refereed Papers

Local

Collins, M. & Stephan, J. (2012). *Hotels vs. Online Travel Companies: Where are the best hotel room rates on the web?* Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina.

Collins, M. D. (2011). *Online Travel Companies: Intermediary or Hotel Operator?* Wall Interdisciplinary Talks (WITS), Conway, South Carolina.

Bowden, E., Collins, M. D. & Overton, T. (2010, February). *Meant to Mentor: A three-way perspective on enhancing the college experience.* Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina.

Collins, M. D., Tankersley, H. E., Smith, R. J., & Kost, J. (2008, February). *Abortion: Understanding the Debate.* Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina.

Mitchell, M., Collins, M. D., Keels, K., & Latta, M. (2008, February). *Seeking a Life of Both Success and Significance.* Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina.

Willis, M., Garza-Gabriel, G., Speight, S., Ayres, N., Shackelford, S., Michael Collins, et al, (2008, February). *Mentoring Children as an Investment in our Future.* Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina.

Collins, M. (2007, February). *Today's Mentors: Tomorrow's Leaders.* Celebration of Inquiry, Coastal Carolina University, Conwy, South Carolina.

Collins, M. (2005, November). *Antecendents to Voluntary Employee Turnover in a Quick Foodservice Environment.* The Ohio State University, College of Human Ecology, Department of Consumer Sciences, Research Presentation, Columbus, Ohio.

Collins, M. (2005, October). *Antecedents to Voluntary Employee Turnover Intention in a Quick Foodservice Environment.* Wall Interdisciplinary Talks, Conway, South Carolina.

Regional

Collins, M. (2007, May). *Building Tomorrow's Leaders: The Dalton & Linda Floyd Family Mentoring Program.* Annual Civic Learning Conference at Coastal Carolina University, Conway, South Carolina.

Willis, M., Savage-Davis, E., Farmer, J., Nelson, S., Royce, S., Collins, Michael; Costner, Richard, (2006, March). *K-12 Mentoring and Civic Learning at Coastal Carolina University: Reflections from faculty, students, children, and school personnel.* PK-16 Educators and Administrators Conference, Columbia, South Carolina.

State

Collins, M. D. (2008, March). *Tourism Trends: Breathing Easier in Today's Favored Destinations.* South Carolina Tobacco Summit, Columbia, South Carolina.

PROFESSIONAL ASSOCIATIONS

Memberships

International Council on Hotel, Restaurant, & Institutional Education Southern Management Association Production Operations Management Society

Certifications

Certified Hotel Administrator, 1992 - 1997

TEACHING

Courses Taught

Business Statistics, Current Issues in Resort Tourism, Global Issues in Economics, Marketing, Organizational Theory & Behavior, Production/Operations Management, Quality Process Management, Resort Operations Management, Resort Management Internship, Successful Management on the High Seas

Other Teaching Activities

Student Assign-Clinical/Practicum/Internship

2011 - Student Assign-Clinical/Practicum/Internship. 27 students. Oversaw internships for 27 students, including 8 general business internships (CBAD 497), 4 guest service I (RTMA 180) internships, 7 guest service II (RTMA 280) internships, and 8 resort management internships (RTMA 480). Re-designed the internship course to ensure compliance with experiential learning best practices as outlined in the University's Quality Enhancement Plan (QEP). Created Blackboard sites for all internships in order to improve supervision of students, accountability, and assessment.

Student Assign-Supervised Thesis (UG Seniors)

2011 - Student Assign-Supervised Thesis (UG Seniors). Supervision of senior thesis for honor's student, Ms. Tiffani Cosson. Research involves assessing customer perceptions of the Walt Disney World theme park and antecedents to repeat visitation.

Other Teaching Activities

2011 - Other Teaching Activities. Smart Choices: Taking Charge! Achieving Success! is a professional development workshop designed to assist students with successfully managing their lives. Addresses the following areas: seven dimensions of human wellness, value-centered decision making, time management principles, and managing personal productivity. Conducted 21 sessions of the workshop through the Wall Center for Excellence, which was attended by nearly 150 students. Required activity for UNIV 110B, First Year Experience, students.

Consulting

2010: City of Charleston et al versus Online Travel Companies (OTCs) Re: Hotel Tax Liabilities, Expert witness; serving as an expert witness in a number of lawsuits involving various counties in North Carolina and the City of Charleston against the online travel companies (Expedia, Travelocity, etc.) relative to hotel occupancy tax payments; working with attorneys representing the plaintiffs (taxing authorities). Provided expert witness report in May of 2010; deposition taken in fall of 2010; the lawsuit resulted in a multi-million dollar tax settlement for the plaintiffs.

2007: Breads of the World, LLC (d/b/a Panera Bread), Associate opinion survey, Assessed levels of job satisfaction, psychological empowerment, and turnover intention for this firm that employs approximately 1,800 associates and operates 60 bakery-cafes in Ohio, Kentucky, and Colorado; provided recommendations to senior management relative to strategies that may reduce management turnover.

2006: University of Illinois' Allerton Park and Conference Center, Conducting a complete assessment of the Allerton Conference Center, to include a financial review, market review, competitive survey, operations

review, and client focus group, in order to identify strategies that may be employed to make the center profitable.

2006: Breads of the World, LLC d/b/a Panera Bread, Assisted this organization in the implementation of a pre-employment assessment program through which management applicants complete an evaluation instrument, which measures cognitive abilities, behavioral tendencies, and occupational interests. Trained all company recruiters and senior management on the proper use of the information provided by this assessment tool.

2005: Breads of the World, LLC d/b/a Panera Bread, Completed an employee opinion survey and conducted management focus group interviews in order to identify the antecedents of management turnover, which ran 58.5% in 2004 costing the firm over \$700,000 in direct costs. Findings were reported to the firm's senior management and partners. Interventions were recommended and an action plan was developed that the firm is implementing in an effort to reduce the level of management turnover within the firm.

SERVICE:

Service to the University

Faculty Advisor:

2008-2009 – present: Eta Sigma Delta: Founding faculty advisor for the Resort Tourism Management program's honor society; planned and executed annual Eta Sigma Delta Salutes luncheons honoring local industry leaders.

Extensive additional service to the University and the Wall College: details furnished upon request.

Honors-Awards-Grants

2012: Third place award received for the following manuscript: Damonte, L.T.; Collins, M.D.; Megehee, C.M. (2011) Segmenting Tourists by Direct Tourism Expenditures and New Festivals; **AVX Corporation D.H. Byers Business Paper Award**

2009: Fifth place earned for paper entitled The Effect of Psychological Contract Fulfillment and Its Role as a Mediator in a Casual, Limited-Service Restaurant Environment. AVX D.H. Byers Business Paper Award.

2009: For promoting through education and action, the ideals of inclusion and rights of all. **Education Freedom Award from the NAACP Student Chapter - Coastal Carolina University**

2009: Presented to that member of the University community who most typifies the ideals of student development advisor: Counselor, Educator, Friend. Let each become all he is capable of being. **Student Affairs Division Award - Coastal Carolina University**

2008: Best Paper Award - Human Resources: The Effect of Psychological Contract Fulfillment on Manager Turnover Intentions and its Role as a Mediator in a Casual, Limited-Service Restaurant Environment; **International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Annual Conference**

2006: First Place Award earned for paper entitled 'Identifying Interventions to Address Voluntary Management Turnover in a Quick Foodservice Environment'; **AVX D.H. Byers Business Paper Award**

Qualification: Academic/Professional

Academically Qualified