

**Michael D. Collins, Ph.D.**  
**Associate Professor, Hospitality Management**  
**Department Chair**

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## Education

- Ph D, **The Ohio State University**, Columbus, Ohio, 2007.  
Major: Hospitality Management  
Dissertation Title: Understanding the Relationships between Leader-Member-Exchange (LMX), Psychological Empowerment, Job Satisfaction, and Turnover Intent in a Limited-Service Restaurant Environment
- MS, **University of Charleston**, Beckley, West Virginia, 2002.  
Major: Strategic Leadership
- BA, **Michigan State University**, East Lansing, Michigan, 1982.  
Major: Humanities

## Licensures and Certifications

- Certified Hotel Industry Analyst, Educational Institute of AH&LA; Smith Travel Research: ICHRIE, April 2014 – Present.
- Certified Hotel Administrator, 1992 – 1997.

## Professional Experience

### Academic Experience

- Associate Professor & Chair, Hospitality Management, School of Management, **University of San Francisco**, San Francisco, California. (August 15, 2013 – present).
- Associate Professor, E. Craig Wall Sr. College of Business Administration, **Coastal Carolina University**, Conway, South Carolina. (August 15, 2005 - August 15, 2013).
- Assistant Dean and Director, Wall Center for Excellence, E. Craig Wall Sr. College of Business Administration, **Coastal Carolina University**, Conway, South Carolina. (July 1, 2011 - June 30, 2013).
- Administrative Graduate Associate, Department of Consumer Sciences, College of Human Ecology, **The Ohio State University**, Columbus, Ohio. (September 15, 2003 - June 15, 2005).
- Director of Degree Programs in Hospitality Business, College of Business Administration, **Mountain State University**, now the **University of Charleston**, Beckley, West Virginia. (August 2001 - July 2002).

## **Professional Industry Experience** (25-year career highlights)

Vice President and General Manager, **Glade Springs Resort**. (2001 - 2002).  
*Responsible for all resort operations, including hotel operations, villa rentals, golf course management, conference operations, racquet club, equestrian center, and spa, as well as all sales, marketing, and administrative functions.*

General Manager, **Wyndham International**. (1995 - 2000).  
*Managed upper-upscale, full-service hotels and resorts located in Salt Lake City, Palm Springs, Los Angeles, West Hollywood, and Myrtle Beach.*

General Manager, **Hyatt Hotels Corporation**. (1986 - 1994).  
*Managed upper-upscale, full-service hotels located in suburban Atlanta, San Francisco, and Chicago.*

## **Teaching**

### **Teaching Assignments**

BUS 188, Introduction to the Hospitality Industry and Professional Development  
BUS 204, Quantitative Business Analysis  
BUS 283, Introduction to the Hospitality Industry  
BUS 388, Services Management  
BUS 480, Optimizing Revenue in the Hospitality Industry  
BUS 482, Hospitality Labor Relations and Human Resource Issues  
BUS 484, Hotel Management

## **Research**

### **Published Intellectual Contributions**

#### **Journal Articles**

- Rauch, D. A., Collins, M. D., Nale, R. D., Barr, P. B. (2015). Measuring Service Quality in Mid-Scale Hotels. *International Journal of Contemporary Hospitality Management*, 27(1), 87 - 106.  
<http://www.emeraldgroupublishing.com/products/journals/journals.htm?id=ijchm>
- Mitchell, M. A., Collins, M. D., Damonte, L. T. (2013). Examining the potential for bundling the attractions along the Grand Strand. *The Coastal Business Journal*, 12(1), 100 - 118.
- 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. D., Parsa, H.G. (2006). Pricing strategies to maximize revenues in the lodging industry. *International Journal of Hospitality Management*, 25(1), 91-107.

## Academic Textbooks

Collins, M. D. (2017). *Make It Count! Getting the Most from a Hospitality Internship* (1st edition, pp. 250). Dubuque, IA: Kendall Hunt Publishing. ISBN 9781524907587  
<https://he.kendallhunt.com/product/make-it-count-getting-most-hospitality-internship>

Collins, M. D. (Forthcoming in 2017). *Delivering the Guest Experience: Successful Hotel, Lodging & Resort Management* (1st ed., pp. 300). Dubuque, IA: Kendall Hunt Publishing. (Under contract).

## Book Chapters

### Peer-reviewed/Refereed

Collins, M. D. (2017). Hotel Operations. In Robert A. Brymer; Rhett Brymer; & Lydia Hanks (Ed.), *Hospitality: An Introduction* (16th edition). Dubuque, IA: Kendall Hunt Publishing. <https://he.kendallhunt.com/product/hospitality-introduction-0>

Collins, M. D. (2014). Hotel Operations. In Robert A. Brymer; Misty M. Johanson (Ed.), *Hospitality: An Introduction* (pp. 183 - 194). Dubuque, IA: Kendall Hunt Publishing.

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

## Case Study

### Peer-reviewed/Refereed

Collins, M. D., Millar, M., Jones, D. L. (in press). Hotel Council of San Francisco and Corporate Social Responsibility (CSR). *Journal of Hospitality and Tourism Cases*.

## Conference Proceedings

### Peer-reviewed/Refereed

Stephan, J. A., Collins, M. D., Douglas, A. (2016). To spa or not to spa? Exploring the impact of spas in hotels on Average Daily Rate (ADR), Occupancy and Revenue Per Available Room (RevPAR). *International Council of Hotel, Restaurant, & Institutional Education Annual Conference Proceedings*.

Collins, M. D., Millar, M., Jones, D. L. (2015). Aggressive Street Behavior and Its Impact on Destination Image: An Exploratory Study. *Annual Conference Proceedings*. International Council on Hotel, Restaurant, and Institutional Education (ICHRIE).

Stephan, J. T., Collins, M. D. (2014). Where are the Best Hotel Room Rates on the Web? A Comparison of Room Rates Offered by On-Line Travel Agents and Hotel Proprietary Websites. In Raymond Ferreira (Ed.), *Frontiers: Research Proceedings of the Southeast Council on Hotel, Restaurant and Institutional Education* (1st ed., vol. 18, pp. 29 - 32).

Collins, M. D., Mitchell, 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*. InfORMS.

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

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

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*. Southern Management Association.

### **Abstract Refereed Proceedings**

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*. International CHRIE conference.

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

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

Collins, M. D., 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* (1st ed., vol. 10, pp. 34-40). Southeast Council on Hotel, Restaurant, and Institutional Education.

Collins, M. D., Parsa, H.G. (2004). Revenue Maximization through Innovative Pricing Strategies in the Hotel Industry. *International CHRIE conference* (1st ed., vol. 10, pp. 34-40). CHRIE.

### **Poster Presentation**

Stephan, J. A., Collins, M. D. (in press). Evaluating "Best Available" Online Hotel Room Rates. *Annual Conference Proceedings*. International Council on Hotel, Restaurant, and Institutional Education (ICHRIE).

### **Trade Journal Article**

Mitchell, M., Collins, M. D., Damonte, L. T. (2013). Bundle Up! Is Price Bundling Right for Your Organization? In Jill Muehrcke (Ed.), *Nonprofit World* (5th ed., vol. 31, pp. 22 - 24). Nonprofit World. <http://www.snpo.org/publications/>

### **Works in Progress**

#### **Resubmitted Following Revision**

Millar, M., Collins, M. D., Jones, D. L. "Exploring the Relationship between Destination Image, Aggressive Street Behavior, and Tourist Safety." *Journal of Hospitality Marketing and Management*

#### **Research in Progress**

Collins, M. D., Freund, G.D. Identifying Factors that Impact Student Perceptions of a Hospitality Internship. (Data collection phase). Targeting the *Journal of Hospitality and Tourism Education*.

Millar, M., Collins, M. D. Exploring the Impact of Aggressive Street Behavior on Tourists' Perceptions of Tourist Safety and Destination Image. (Data collection phase). Targeted journal TBD.

### **Presentations & Appearances**

Collins, M. D., "Delivering Exceptional Customer Experiences: Operationalizing the Service-Profit Chain," Certification in Hospitality & Tourism Operations Management, Universidad San Francisco de Quito, Cumbaya, Ecuador. (June 9, 2016).

Collins, M. D., Millar, M., Jones, D. L., "Aggressive Street Behavior and Its Impact on Destination Image: An Exploratory Study," International Council on Hotel, Restaurant & Institutional Education, International Council on Hotel, Restaurant & Institutional Education, Orlando, Florida. (July 31, 2015).

Stephan, J. T., Collins, M. D., "Evaluating "Best Available" Online Hotel Room Rates," International Council on Hotel, Restaurant & Institutional Education, International Council on Hotel, Restaurant & Institutional Education, Orlando, Florida. (July 31, 2015).

Collins, M. D., "Optimizing Revenue in Services: Understanding the art and science of peak-load-demand pricing," Universidad San Francisco de Quito, Universidad San Francisco de Quito, Quito, Ecuador. (June 2, 2015).

Collins, M. D. (Panelist), Perotti, E. (Panelist), Rickard, R. (Moderator), "The Power of YOU - Using your Voice to Create Impactful and Sustainable Meetings & CSR Programs," Meeting Professionals International Northern California Chapter, Meeting Professionals International Northern California Chapter, Sonoma, California. (April 14, 2015).

Poole, S. M., Millar, M., Collins, M. D., "Making Doing the Right Thing Fun. The Promise of Gamification in Jesuit Business Education," Colleagues in Jesuit Business Education (CJBE) Annual Conference, San Francisco. (July 2014).

Collins, M. D., "Smart choices: Ensuring success, health and balance in your life," Universidad Internacional SEK, Universidad Internacional SEK, Quito, Ecuador. (July 4, 2014).

Collins, M. D., "Delivering Exceptional Guest Experiences: Operationalizing the Service-Profit Chain," Universidad Tecnológica Equinoccial, Universidad Tecnológica Equinoccial, Quito, Ecuador. (July 2, 2014).

Collins, M. D., "Optimizing Revenue in Services: Understanding the art and science of peak-load-demand pricing," Universidad Internacional SEK, Universidad Internacional SEK, Quito, Ecuador. (June 26, 2014).

Collins, M. D., "Smart choices: Ensuring success, health and balance in your life," Universidad Iberoamericana, Universidad Iberoamericana, Puebla, Mexico. (June 6, 2014).

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

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

- Collins, M. D., Kandampully, J., Roberts, C., Shea, L., "Managing the Service Experience in Travel, Tourism and Hospitality," POMS Conference, Chicago, Illinois. (April 2012).
- Collins, M. D., "Online Travel Companies: Intermediary or Hotel Operator?," Wall Interdisciplinary Talks (WITS), Conway, South Carolina. (2011).
- Collins, M. D., "Online Travel Companies and Hotel Occupancy Taxes: Merely Syntax or a Question of Ethics?," Southeast InfORMS, Myrtle Beach, South Carolina. (October 2011).
- Collins, M. D., George, R.T., "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. (October 2010).
- Collins, M. D., Bowden, E., Overton, T., "Meant to Mentor: A three-way perspective on enhancing the college experience," Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina. (February 2010).
- Collins, M. D., Bowden, E., "When is 'Politically Correct' Incorrect?," Multicultural Leadership Conference. (November 2009).
- Collins, M. D., "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. (August 2008).
- Collins, M. D., "Tourism Trends: Breathing Easier in Today's Favored Destinations," South Carolina Tobacco Summit, Columbia, South Carolina. (March 2008).
- Collins, M. D., Tankersley, H.E., Smith, R.J., Kost, J., "Abortion: Understanding the Debate," Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina. (February 2008).
- Collins, M. D., Willis, M., Garza-Gabriel, G., Speight, S., Ayres, N., Shackelford, S., "Mentoring Children as an Investment in our Future," Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina. (February 2008).
- Collins, M. D., Mitchell, M., Keels, K., Latta, M., "Seeking a Life of Both Success and Significance," Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina. (February 2008).
- Collins, M. D., Rausch, D.A., Nale, R.D., Barr, P.B., "Measuring Quality in Resort Accommodations," Southeast InfORMS, Myrtle Beach, South Carolina. (October 2007).
- Collins, M. D., Mitchell, M., Keels, J.K., Latta, M., "Time Out! Taking stock of your academic career and planning for greater-than-you outcomes," Southeast InfORMS, Myrtle Beach, South Carolina. (October 2007).
- Collins, M. D., "Building Tomorrow's Leaders: The Dalton & Linda Floyd Family Mentoring Program," Annual Civic Learning Conference, Coastal Carolina University, Conway, South Carolina. (May 2007).
- Collins, M. D., "Today's Mentors: Tomorrow's Leaders," Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina. (February 2007).

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

Collins, M. D., Willis, M., Savage-Davis, E., Farmer, J., Nelson, S., Royce, S., "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. (March 2006).

Collins, M. D., Kang, B., "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. (March 2006).

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

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

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

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

## **Service**

### **School**

Member, Faculty Governance Council (FGC). (August 2014 - Present).

#### *School*

Member, Graduate Program Committee (GPC). (October 2013 - Present).

Serve as the Hospitality Management's representative on the Graduate Program Committee (GPC).

#### *School*

Member, Advising Task Force. (September 2013 - May 2014).

Created and conducted a survey of the School of Management faculty regarding advising responsibility and possible changes to the School of Management curriculum.

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

## University

### *University*

Member, First Year Experience Subcommittee. (September 15, 2016 - Present).

This subcommittee, formed by the University's Retention and Persistence Committee, evaluates and recommends initiatives designed to improve the experience of first year students at the University of San Francisco

### *University*

Member, Advising Sub-Committee of Retention & Persistence Committee. (September 2014 - August 2016).

Serve as the School of Management's representative on this sub-committee that will recommend a University-wide model to be utilized in all schools and colleges relative to undergraduate academic advising.

## Dissertation Committee - Doctoral candidate

Member, **University of Delaware**. (September 2016 - May 2017).

Serving as the "outside member" for the doctoral dissertation committee of Ph.D. candidate, Arash Riasi at the University of Delaware; the topic of Arash's dissertation will relate to Revenue Optimization and the Relocation of Hotel Guests due to Overbooking.

Member, **Auburn University**. (January 2016 - May 2017).

Serving as the "outside member" for the doctoral dissertation committee of Ph.D. candidate, John Stephan at Auburn University; the title of John's dissertation is: "Evaluating the Effectiveness of Sports Stadium Sponsorships"

## Profession

### *Regional*

Officer, International Council on Hotel, Restaurant & Institutional Education West Federation. (February 10, 2016 - Present).

Serve as Secretary for the West Federation within this international association that serve hospitality educators

### *National*

Conference-Related, Colleagues in Jesuit Business Education. (March 2014 - July 2014).

Served as the Co-Chair for the Program Committee for the annual Colleagues in Jesuit Business Education, which was hosted by the University of San Francisco in July of 2014.

## Student Organizations

### *Hospitality Management Program*

Faculty Advisor, Hospitality Management Association. (August 2013 - Present).

Serve as the faculty advisor for this student organization. Accompany students on a trip each year to the International Hotel, Restaurant, and Boutique Design conference in addition to coaching the club's leadership team.

Faculty Advisor, Eta Sigma Delta Honor Society. (August 2008 - May 2013).

Eta Sigma Delta: Founding faculty advisor for the Resort Tourism Management program's honor society at Coastal Carolina University; planned and executed annual Eta Sigma Delta Salutes luncheons honoring local industry leaders.



## **Editorial Roles**

Multiple manuscript reviews related to hotel pricing and job satisfaction, International Journal of Hospitality Management, Reviewer, Academic. (August 2005 - present).

Multiple manuscript reviews related to service quality and hotel pricing, International Journal of Contemporary Hospitality Management, Reviewer, Academic. (January 2010 - present).

## **Professional Memberships**

International Council on Hotel, Restaurant, & Institutional Education.

Production Operations Management Society.

Southern Management Association.

## **Service to Industry**

### **Consulting**

Litigation, City of Charleston et al versus Online Travel Companies (OTCs), Compensated. (April 2010 - November 2010).

Management, Breads of the World, LLC (d/b/a Panera Bread), Pro Bono. (2007).

Management, Breads of the World, LLC (d/b/a Panera Bread), Compensated. (2006).

Management, University of Illinois' Allerton Park and Conference Center, Compensated. (May 2006 - October 2006).

Management, Breads of the World, LLC (d/b/a Panera Bread), Pro Bono. (2005).

## **Professional Development**

### **Development Activities Attended**

USF Sponsored Training, "The Meaning of Jesus: Two Visions," University Ministry. (August 2016 - October 2016).

USF Sponsored Training, "College: What it Was, Is, and Should Be," Center for Teaching Effectiveness. (May 2016 - October 2016).

USF Sponsored Training, "The Case for God," University Ministry. (February 2016 - May 2016).

Writing Retreat, "CRASE Online Writing Challenge," Center for Research, Artistic and Scholarly Excellence. (March 1, 2016 - March 20, 2016).

Attended Conference, "Annual Conference," International Council on Hotel, Restaurant, & Institutional Education. (July 29, 2015 - August 1, 2015).

Workshop, "Jose Bowen and Teaching Naked," Center for Teaching Excellence at the University of San Francisco. (February 9, 2015).

Attended Conference, "Annual Regional Conference," West Federation of ICHRIE. (February 6, 2015 - February 7, 2015).

Attended Conference, "Annual Conference," International Council on Hotel, Restaurant, & Institutional Education. (July 30, 2014 - August 2, 2014).

Spanish language immersion, "Spanish Language Immersion Program," Universidad Iberoamericana, Puebla, Mexico. (June 2, 2014 - June 13, 2014).

Spiritual Exercises, "Ignatian Spiritual Exercises," University Ministry at the University of San Francisco. (September 17, 2013 - May 6, 2014).

## **Awards and Honors**

### **Research Awards**

D.H. Byers Business Paper Award, AVX Corporation, Research. (2012).

D.H. Byers Business Paper Award, AVX Corporation, Research. (2009).

Best Paper Award - Human Resources, International Council on Hotel, Restaurant and Institutional Education (ICHRIE), Research. (2008).

D.H. Byers Business Paper Award, AVX Corporation, Research. (2006).

### **Awards for Service to the University Community**

Education Freedom Award, NAACP Student Chapter - Coastal Carolina University. (2009).

Student Affairs Division Award, Coastal Carolina University, Service, University. (May 2009).