

Lina Xiong

CURRENT POSITION

Assistant Professor
Program Liaison, Master of Tourism Management – China
Department of Human Dimensions of Natural resources
Warner College of Natural Resources
Colorado State University

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EDUCATION

- 2014 **Ph.D. Business Administration**
Temple University, Philadelphia, PA
Dissertation title: *Employee brand internalization: the central route to a brand aligned workforce* (Winner of Highly Commended Award 2014 Emerald/EFMD Outstanding Doctoral Research Awards)
- 2008 **M.S. Hospitality Information Management**
University of Delaware, Newark, DE
Thesis title: *Website Accessibility of U.S. Based Hospitality Websites*
- 2006 **B.S. Tourism Management**
Jinan University, Guangzhou, China
Capstone title: *The application of revenue management in Chinese theme parks*

PROFESSIONAL EXPERIENCE

- 2014- Present – Assistant Professor
Colorado State University, Fort Collins, CO
Department of Human Dimensions of Natural resources
- 2013-2014 – Instructor
Marshall University, Huntington, WV
Lewis College of Business
- 2012-2013 – Instructor
Temple University, Philadelphia, PA
School of Tourism and Hospitality Management

PUBLICATIONS

Research areas: Internal branding, service management, customer loyalty

Refereed Journal Articles (Accumulated citation counts as of Jan 2017: **242**)

- 2016 Piehler, R., King, C., Burmann, C., & Xiong, L. (2016). The importance of employee brand understanding, brand identification, and brand commitment in realizing brand

- citizenship behaviour. *European Journal of Marketing*, 50(9/10), 1575-1601.
- 2015 **Xiong, L.**, & King, C. (2015). Motivational drivers that fuel employees to champion the hospitality brand. *International Journal of Hospitality Management*, 44, 58-69.
- 2015 Xie, K., **Xiong, L.**, Chen, C.-C., & Hu, C. (2015). Understanding active loyalty behavior in hotel reward programs through customers' switching costs and perceived program value. *Journal of Travel & Tourism Marketing*. 32(3). 308-324.
- 2014 **Xiong, L.**, King, C., & Hu, C. (2014). Where is the love? Investigating multiple membership and hotel customer loyalty. *International Journal of Contemporary Hospitality Management*, 26(4). 572-592. (Winner of the Outstanding Paper in the 2015 Emerald Literati Network Awards for Excellence)
- 2013 **Xiong, L.**, King, C., & Piehler, R. (2013). "That's not my job": Exploring the employee perspective in the development of brand ambassadors. *International Journal of Hospitality Management*, 35, 348-359.
- 2012 Lee, W., **Xiong, L.**, & Hu, C. (2012). The effect of Facebook users' arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model. *International Journal of Hospitality Management*, 31(2), 819-827.
- 2010 **Xiong, L.**, & Hu, C. (2010). Harness the power of viral marketing in hotel industry: A network discount strategy. *Journal of Hospitality and Tourism Technology*, 1(3), 234-244.
- 2009 Moreo, A., DeMicco, F. J., & **Xiong, L.** (2009). Towards a model to measure the quality of environmental sustainability: The Hospitality Environmental Scorecard. *Journal of Quality Assurance in Hospitality & Tourism*, 10(1), 44-58.

Manuscripts submitted

- 2017 **Xiong, L.** & King, C. (2017). Too much of a good thing? Examining how proactive personality affects employee brand performance under formal and informal organizational support. First revision.
- 2017 **Xiong, L.** & King, C. (2017). When do employees speak up? Examining employee psychological brand ownership and voice behavior. Submitted.
- 2017 Wu, L., So, K. K., **Xiong, L.**, & King, C. (2017). The effect of employee conspicuous consumption cue on consumers' negative behavioral responses toward service failures. Submitted
- 2016 So, K. K., Wu, L., **Xiong, L.**, & King, C. (2016). The role of customer brand identification in the era of Social Media. Submitted.

Refereed Conference Presentations and Proceedings

- 2016 **Xiong, L.** (2016). What drives employees' brand internalization? Building a brand climate in service organizations. Paper accepted for presentation at 2016 tourism naturally conference, Alghero, Italy, Oct 2-5, 2016.
- 2016 **Xiong, L.**, King, C., & Du, J. (2016). Do employees truly value their brand values? Examining the specificity of employee-brand value fit for service brands. Paper presented at 2016 TTRA Conference, Vail, Colorado, June 14-16, 2016.
- 2016 So, K. K., Wu, L., **Xiong, L.**, & King, C. (2016) The Role of Customer Brand

- Identification in the era of Social Media. Paper presented at 2016 annual ICHRIE Conference, Dallas, Texas, July 20-22, 2016.
- 2014 **Xiong, L. & King, C.** (2014). *Understanding the knowledge effect in engendering hotel employees' brand commitment*. San Diego, California, July 30-August 1.
- 2014 **Xiong, L. & King, C.** (2014). *Examining the role of employee-brand value congruence in internal branding*. Paper accepted for presentation at 2014 Academy of Marketing Science Annual Conference, Indianapolis, May 21-May 23.
- 2013 **Xiong, L. & King, C.** (2013). *Are employees motivated to be brand champions? Investigating the missing link in internal brand management*. Paper presented at 2013 International CHRIE Conference, St. Louis, Missouri, July 24-27.
- 2013 **Xiong, L. & King, C.** (2013). *Employee brand understanding: a new perspective in measuring the effectiveness of internal brand management*. Paper presented at the 18th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Seattle, WA, January 3-5.
- 2012 **Xiong, L., & Hu, C.** (2012). *Who broke the loyalty reward promise? Investigating members' reward redemption behaviors in hotel loyalty programs*. Paper presented at 2012 International CHRIE Conference, Providence, Rhode Island, August 1-4.
- 2012 **Xiong, L., & Hu, C.** (2012). *Nexus of hotel loyalty programs and social media: A conceptual attempt*. Paper presented at 2012 APTA Conference, Taipei, Taiwan, June 25-28.
- 2012 **Xiong, L., Zhang, X., & Hu, C.** (2012). *Sustainable development for Chinese urban heritage tourism: Insights from travelers in Shanghai*. Paper presented at the 2012 TTRA International Annual Conference, Virginia Beach, VA, June 17-19.
- 2012 **Xiong, L., Zhang, X., & Hu, C.** (2012). *Harmonizing heritage preservation and tourism development: Travelers' perspectives on Chinese urban heritage tourism*. Paper presented at the 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL, January 5-7.
- 2011 Xie, K., **Xiong, L.**, Chen, C.-C., & Hu, C. (2011). *Understanding active loyalty in hotel reward programs through customers' switching costs and perceived program value*. Paper presented at the 2011 International CHRIE Conference, Denver, CO, July 27-30.
- 2011 **Xiong, L., & Hu, C.** (2011). *Examining loyalty behaviors by membership status in hotel loyalty programs*. Paper presented at the 2011 APTA Conference, Seoul, Korea, July 3-6.
- 2011 Hu, C., & **Xiong, L.** (2011). *Loyalty programs are not enough: Active loyalty from hotel customers' perspectives*. Paper presented at the 9th APacCHRIE Conference, Hongkong, S.A.R. China, June 2-5.
- 2011 **Xiong, L., & Hu, C.** (2011). *Hotel Viral Marketing via Social Networks: A Strategic Pricing Lesson from Group Buying* Paper presented at the 16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX, January 6-8.
- 2010 **Xiong, L., & Hu, C.** (2010). *Elements of online hotel reviews for spring break vacations: an experimental design study*. Paper presented at the 16th Asia Pacific Tourism Association (APTA) Annual Conference, Macau, S.A.R. China, July 13-16.
- 2010 **Xiong, L., & Hu, C.** (2010). *A stakeholder analysis on sustainable heritage tourism development in China*. Paper presented at the First Sino-French Tourism Forum, Shanghai, China. June 30-July 2.
- 2009 **Xiong, L., Cobanoglu, C., Cummings, P., & DeMicco, F.** (2009). *Website Accessibility of*

U.S. Based Hospitality Websites. Paper presented at 16th ENTER conference, Amsterdam, the Netherlands, January 28-30.

Invited Presentations and Workshops

2016 **Xiong, L.** (December 2016). *Internal brand management for tourism service brands*. 37th Outstanding Young Scholar forum, Central China Normal University, Wuhan, China.

Technical Reports

2010 Wahlbin, K., Abrams, J., Cobanoglu, C., & **Xiong, L.** (2010). *Creating an Accessible Web Presence for the Lodging Industry (Technology Primer)*: American Hotel & Lodging Association.

TEACHING EXPERIENCE

Colorado State University: Semesters Taught

Online and bilingual (English and Chinese)

Tourism Concepts and Practices: F16, S16

Organizational Management in Tourism: F16

Financial Management in Tourism: F16

Tourism Marketing Concepts and Applications: F16

Strategic Management for Travel and Tourism: S16

Natural Resources Management and Tourism: S16

Tourism Quantitative Analysis I: S16

Tourism Quantitative Analysis 2: S16

On-campus

Starting and Managing a Tourism Enterprise: F15

Strategic Management for Travel and Tourism: F15 (*Online and on-campus*)

Advanced Lodging: F14

Marshall University: Semester Taught

On-campus

Principles of Marketing: S14,

Marketing Management: S14, F13

Sales Management: S14, F13

Principles of Management: F13

Marshall University: Semester Taught

Introduction to Tourism and Hospitality: F12, S12

HONORS AND AWARDS

- 2015 Winner of the Outstanding Paper in the 2015 Emerald Literati Network Awards for Excellence
- 2014 Highly Commended Award of the 2014 Emerald/EFMD Outstanding Doctoral Research Awards, Hospitality Management category

GRANTS AND FELLOWSHIPS

- 2015 “Advancement in Research Grants”, Human Dimensions of Natural Resources Department, Colorado State University (Grant amount: 13,685 US dollars)
- 2013 Conference travel grant, Lewis College of Business, Marshall University (Grant amount: 1500 US dollars)
- 2009 – 2012 The Fox School Travel Grant, Temple University (Grant amount: 4000 US dollars)

SERVICE

Peer Reviewer for Refereed Journals

Journal of Brand Management
Managing Service Quality
International Journal of Contemporary Hospitality Management
International Journal of Hospitality Management
APTA 2016 Beijing Conference
Journal of Hospitality & Tourism Marketing
Journal of Hospitality & Tourism Research
Journal of Hospitality and Tourism Technology
2015 WHTER & ICES International Conference
21st APTA 2015 International Conference
16th Graduate Student Research Conference in Hospitality and Tourism

ADDITIONAL TRAINING

- 2016 CHIA certified (Certification in Hotel Industry Analytics)