**CURRICULUM VITAE**

Lina Xiong

Assistant Professor

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**EDUCATION**

2014 Ph.D. Business Administration, Temple University

2008 M.S. Hospitality Information Management, University of Delaware

2006 B.S. Tourism Management, Jinan University, Guangzhou, China

**ACADEMIC POSITIONS**

(2017-Present) Tenure-track Assistant Professor, Director of Academics in the Master of Tourism Management program (MTM) – China, Department of Human Dimensions of Natural resources, Colorado State University, CO

(2014-2017) Non-tenure track Assistant Professor, Department of Human Dimensions of Natural resources, Colorado State University, CO

(2013-2014) Instructor, Lewis College of Business, Marshall University, WV

(2012-2013) Instructor, School of Tourism and Hospitality Management, Temple University, PA

**PUBLICATIONS**

My overarching research framework is **branding in service marketing and management**, both from an external customer/tourist perspective and an internal employee/stakeholder perspective. Because of the unique characteristics of tourism products and services, the establishment of a strong and competitive brand is critical to the success of tourism organizations as well as destinations. My research started from the customer/tourist perspective by examining what promotes their positive attitudes and behaviour towards tourism brands, incorporating contexts such as social media marketing, festivals/events, and hotel loyalty programs. My current and main research area focuses on the internal stakeholder perspective in seeking to building a sustainable competitive advantage through internal branding among tourism employees at the micro-level as well as destination residents at the macro-level. Internal branding emphasizes the critical conduit role of employees or residents in creating brand-aligned service and destination experiences. This research focus is critical for tourism organizations because a unique service brand experience can only be achieved through employees who are motivated to meet customers’ prior brand expectations through their brand-aligned attitudes, behaviors, manners, actions, etc. In addition, brand-aligned employees are more likely to stay with the brand for a longer term, which is highly desired in the service industry where high turn-over is a prevalent problem.

This emerging research area bears significance to both tourism research and practices. I draw theories and concepts from organizational behaviour, psychology, consumer behavior, and marketing and management literature. As reflected in my publications, I emphasize publishing in top tourism/service journals, including *International Journal of Hospitality Management, Journal of Travel Research, and International Journal of Contemporery Hospitality Management, European Journal of Marketing* with a focus on tourism and brand management from both customer and employee perspective.

**16 Refereed journal publications (Accumulated citation as of December 2020: 862)**

**2021 Xiong, L.,** Wang, H., Yang, Y. & He, W. (2021). Promoting resident-tourist interaction quality when residents are expected to be hospitable hosts at destinations. *Journal of Hospitality and Tourism Management*, *46, in print.*

**2020** Knight, D., **Xiong, L**., Lan, W. & Gong, J. (2020). Impact of COVID-19: Research note on tourism and hospitality sectors in the epicenter of Wuhan and Hubei Province, China. *International Journal of Contemporary Hospitality Management, 13* (12), 3705-3719*.*

**2020 Xiong, L.,** & King, C. (2020). Exploring How Employee Sense of Brand Community Affects Their Attitudes and Behavior. *Journal of Hospitality & Tourism Research*, *44*(4), 567-596.

**2019 Xiong, L.** & King, C. (2019). Aligning employees’ attitudes and behavior with hospitality brands: the role of employee brand internalization. *Journal of Hospitality & Tourism Management*, *40*, 67-76.

**2019 Xiong, L.,** So, K. K. F., Wu, L., & King, C. (2019). Speaking up because it’s my brand: Examining employee brand psychological ownership and voice behavior in hospitality organizations. *International Journal of Hospitality Management*, *83*, 274-282.

**2019** Wu, L., So, K. K., **Xiong, L.,** & King, C. (2019). The impact of employee conspicuous consumption cue and physical attractiveness on consumers’ behavioral responses to service failures. *International Journal of Contemporary Hospitality Management.* *31*(1), 21-40.

**2018 Xiong, L.,** & King, C. (2018). Too much of a good thing? Examining how proactive personality affects employee brand performance. *International Journal of Hospitality Management.* 68. 12-22.

**2018** So, K. K., Wu, L., **Xiong, L.,** & King, C. (2018). Brand management in the era of social media: Social visibility of consumption and customer brand identification. *Journal of Travel Research*, *57*(6), 727-742.

**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. **(W*inner 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.

**PAPERS PRESENTED AT PROFESSIONAL CONFERENCES**

**2019** Wang, H. & **Xiong, L.** (2019). *Why do residents support tourism development: Exploring the central role of resident-tourist interaction*. Paper accepted to present at China Tourism Forum 2019, U.S.A., July 21-22, 2019 in Philadelphia, PA.

**2019** **Xiong, L.** (2019). *How does transformational leadership promote employees’ follower behaviors in internal brand management? “It takes a village”.* Paper accepted to present at 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong, May 22-25, 2019

**2018** **Xiong, L.** & King, C. (2018). *The role of brand community for service organization employees*. Paper presented at 2018 10th SERVSIG Conference, Paris, France, June 14-16. (Session Chair)

**2017** **Xiong, L.** & King, C. (2017). *When do employees speak up? Examining employee*

*psychological brand ownership and voice behavior*. Paper presented at 2017 annual ICHRIE Conference, Baltimore, Maryland, July 26-28.

**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*. Paper presented at 2017 annual ICHRIE Conference, Baltimore, Maryland, July 26-28.

**2016** **Xiong, L.** (2016). *What drives employees’ brand internalization? Building a brand climate in service organizations*. Paper presented 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.* Paper presented at 2014 annual ICHRIE Conference, 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 presented 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 Buyin*g. 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**

**2019 Xiong, L.** (2019). *Building unique destination brands through residents.* Invited lecture at School of Business, Liaoning University, Shenyang, China

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

**2014 Xiong, L.** (December 2014). *New norms, new dynamics, new industry in urban tourism*. 2014 China tourism report release and urban tourism forum, Wuhan, China.

**Others (e.g., 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.

**GRANTS**

**2018-2020** “Destination brand internalization from a resident perspective”, China Social Science Foundation, Grant amount: 200,000 RMB (about 29,831 US dollars). *Granted.*

**2016 – 2019** HDNR travel funds, Human Dimensions of Natural Resources Department, Colorado State University. (Grant amount: 2400 US dollars per year). *Granted.*

**2015** PI, “Advancement in Research Grants”, Human Dimensions of Natural Resources Department, Colorado State University (Grant amount: 13,685 US dollars). *Granted.*

**2013** Conference travel grant, Lewis College of Business, Marshall University (Grant amount: 1,500 US dollars). *Granted.*

**2009 – 2012** The Fox School Travel Grant, Temple University (Grant amount: 4,000 US dollars). *Granted.*

**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

**COMMITTEES**

College Committee, year(s)

* Warner College of Natural Resources (WCNR) IT committee, 2019 Fall to present

Department Committee, year(s)

* 2019 Fall to present, HDNR Diversity & Inclusion Committee, **Chair**
* 2019, HDNR GTA planning Committee, member
* 2019, HDNR Conservation-diversity tenure-track position job search committee, member
* 2017-2018, HDNR Diversity & Inclusion Committee, member
* 2018, HDNR Event Coordinator job search committee, member