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EDUCATION

Ph.D. in Hospitality and Tourism Management, Purdue University
M.S. in Hospitality and Tourism Management, Purdue University
Graduate Certificate in Statistics, Purdue University
B.S. in Applied Mathematics, Moscow State University, Russia

COURSES

- LEI 6931 **Data Analysis in Tourism and Destination Management**. Graduate course on multivariate data analysis with SPSS software within the “Tourism Analytics” specialization.
- HLP 6515 Online: **Evaluation Procedures in Health and Human Performance**. Graduate course for Online Sport Management Program. Introductory statistics, hypothesis testing, and data analysis with SPSS software. Online format for Online Master SPM program.
- HLP 6515 **Evaluation Procedures in Health and Human Performance**. Graduate course on introductory statistics, hypothesis testing, and data analysis with SPSS software.
- HLP 6535 **Research Methods**. Graduate course on research in social sciences.
- LEI 3836 **Hospitality Management**. Undergraduate course on managerial issues in hospitality and tourism sector.
- LEI 4955 **UF in Russia: Hospitality Practicum in Historic Nizhni Novgorod**. A five-week study abroad program.

RESEARCH INTERESTS

My research interests are in the area of destination marketing, branding, and positive image building. I study tourism behavior and the effectiveness of destination promotion efforts in situations of strained bilateral relations between nations. I am also interested in usability of user-generated content for managerial decision-making in destination marketing.

GRANT ACTIVITIES

* - denotes a graduate student

1. **Stepchenkova, S. (PI)**, Thapa, B. (Co-PI), Romsdahl, R. (Co-PI, external), & Kirilenko, A. (Co-PI) (Submitted on October 24, 2016). Theodore Roosevelt National Park experience and resource protection. Funding Agency: Theodor Roosevelt National Park, US Dept. of the Interior. **\$180,582. Not Funded.**
2. **Stepchenkova, S. (PI)**, Fesenmaier, D. (Co-PI), Kirilenko, A. (Co-PI), Stienmetz, J. (I), and Nichols, M. (I) [external] (2016). New Product Development Plan for Enhancing the Visitor Experience at Ponte Vedra Beach, FL. Funding agency: St. Johns County Chamber of Commerce, FL. **\$48,400. Funded.** Since summer 2016, Dr. Fesenmaier has acted as a PI on the grant.
3. **Stepchenkova, S. (PI)**, Kim, H.* (Co-PI), Babalou, V.* (Co-PI). Tourists’ Perceptions of Destination St. Augustine, FL. IRB # 201600400. Sub-project within the grant “Mapping iMotion of St. Augustine”. Funded internally by UF Foundation, # 00123261.
 - Report: Kim, H.*, Babalou, V.*, & **Stepchenkova, S.** (2016). Rebranding the Colonial Quarter St. Augustine, Florida.

4. **Stepchenkova, S.** (PI). (2014). "Capacity Building Partnership: Mobility Programs in University Administration and Tourism Education-2014: University of Florida, USA and N. I. Lobachevsky State University of Nizhni Novgorod, Russian Federation". Funding Agency: N. I. Lobachevsky State University of Nizhni Novgorod, Russian Federation. Total funding: **\$59,456**.
5. **Stepchenkova, S.** (PI), & Kim, H. (g) (2014-2015). "Country versus destination brand: An application of brand equity and brand extension." Funding Agency: Tourism Cares, Canton, MA, USA. NTA Luray Caverns Graduate Research Scholarship. Total funding: **\$3,000**.
6. Hodges, Alan W. (PI), Pennington-Gray, L., **Stepchenkova, S.**, & Scicchitano, M. (2012-2013). "Economic contributions of the St. Augustine Amphitheater in St. Johns County, Florida." Funding Agency: St. Johns City. Total funding: **\$63,800**. [Sub-contract to Pennington-Gray, L. (PI) & Stepchenkova, S. (CO-PI): **\$10,000**].
7. **Stepchenkova, S.** (PI), Thapa, B. (Co-PI), & Pennington-Gray, L. (Co-PI). (2010-2013). "Capacity Building Partnership to Improve Tourism Education, Research, and Industry Outreach: University of Florida, USA and the State University of Nizhni Novgorod, Russian Federation." Funding Agency: The U.S. Department of Education, *Funds for the Improvement of Post-Secondary Education (FIPSE)*. FIPSE funding: **\$400,000** (grant number P116S100001). The Ministry of Education and Science of the Russian Federation matching funding: **\$400,000**. Total funding: **\$800,000**.

REFEREED RESEARCH PUBLICATIONS

* - denotes a graduate student

40. **Stepchenkova, S.**, Su, L.J.*, & Shichkova, E. (Forthcoming). Intention to travel internationally and domestically in an unstable world. To *International Journal of Tourism Cities*, special issue on Terrorism in Tourism Cities.
39. Kim, H.*, & **Stepchenkova, S.**, & Yilmaz, S. (Forthcoming). Destination extension: A faster route to fame for the emerging destination brands? *Journal of Travel Research*. DOI: 10.1177/0047287518754407. IF=4.564.
39. Kim, M.*, & **Stepchenkova, S.** (2017). Examining the impact of experiential value on emotions, self-connective attachment, and brand loyalty in family restaurants. *Quality Assurance in Hospitality Management*, 19(3), 298-321. DOI: 10.1080/1528008X.2017.1418699. IF=NA.
37. Kirilenko, A. P., **Stepchenkova, S.**, Kim, H. N.*, & Li, X. (Forthcoming). Automated sentiment analysis in tourism: Comparison of approaches. *Journal of Travel Research*. DOI: 10.1177/0047287517729757. IF=4.564.
36. Kim, M.*, & **Stepchenkova, S.** (2018). Does environmental leadership affect market and eco performance? Evidence from Korean franchise firms. *Journal of Business and Industrial Marketing*, 33(4), 417-428. DOI: 10.1108/JBIM-02-2017-0046. IF=1.371.
35. **Stepchenkova, S.**, Shichkova, E., Kim, M.*, and Rykhtik, M. I. (2018). Do strained bilateral relations affect tourists' desires to visit a country that is a target of animosity? *Journal of Travel and Tourism Marketing*, 35(5), 553-566. DOI: 10.1080/10548408.2017.1374907. IF=1.453.
34. **Stepchenkova, S.**, Su, L. J.*, & Shichkova, E. (Forthcoming). Marketing to tourists from unfriendly countries: Should we even try? *Journal of Travel Research*. DOI: 10.1177/0047287517752883. IF=4.564.
33. Kim, H.*, & **Stepchenkova, S.** (2017). Understanding destination personality through visitors' experience: cross-cultural perspective. *Journal of Destination Marketing and Management*, 6(4), 416-425, DOI: 10.1016/j.jdmm.2016.06.010. IF=1.556.
32. Kirilenko, A. P., Dessell, T., Kim, H. N.*, & **Stepchenkova, S.** (2017). Crowdsourcing Analysis of Twitter Data on Climate Change: Paid Workers vs. Volunteers. *Sustainability*, 9(11), 2019. DOI: 10.3390/su9112019. IF=1.789.

31. **Stepchenkova, S.**, & Shichkova, E. (2017). Attractiveness of the United States as a travel destination for Russian tourists in the era of strained bilateral relations. *International Journal of Tourism Cities*, 3(1), 87-101. DOI: 10.1108/IJTC-10-2016-0047. Invited paper.
30. Kirilenko, A. P., & **Stepchenkova, S.** (2017). Sochi 2014 Olympics on Twitter: Perspectives of hosts and guests. *Tourism Management*, 63, 54-65. DOI: 10.1016/j.tourman.2017.06.007. IF=4.707.
29. **Stepchenkova, S.**, & Shichkova, E. (2016). Country and destination image domains of a place: Framework for quantitative comparison. *Journal of Travel Research*, 56(6), 776-792. DOI: 10.1177/0047287516663320. IF=4.564.
28. Berezina, K.*, Semrad, K. J., **Stepchenkova, S.**, & Cobanoglu, C. (2016). The managerial flash sales dash: Is there advantage or disadvantage at the finish line? *International Journal of Hospitality Management*, 54, 12-24. IF=3.912.
27. Kirilenko, A. P., & **Stepchenkova, S.** (2016). Inter-coder agreement in one-to-many classification: Fuzzy kappa. *PLOS ONE*. DOI: 10.1371/journal.pone.0149787, March 2, 2016. IF=2.806.
26. Kim, H.*, & **Stepchenkova, S.** (2015). Effect of tourist photographs on attitudes towards destination: Manifest and latent content. *Tourism Management*, 49, 29-41. IF=4.707.
25. Lu, W.*, & **Stepchenkova, S.** (2015). User-generated content as a research mode in tourism and hospitality applications: Topics, methods, and software. *Journal of Hospitality Marketing & Management*, 24(2), 119-154. IF=NA.
24. Kirilenko, A. P., Molodtsova, T.*, & **Stepchenkova, S.** (2015). People as sensors: mass media and local temperature influence climate change discussion on Twitter. *Global Environmental Change*, 30, 92-100. IF=6.327.
23. Pennington-Gray, L., **Stepchenkova, S.**, & Schroeder, A.* (2015). Using the lens of Flickr to denote emic meanings about the impact of hurricane Sandy on a tourism destination: The Jersey Shore. *International Journal of Tourism Anthropology*, 4(1), 89-109. Special issue "Uncovering non-conscious meanings and motivations in the stories tourist tell of trip and destination experiences." IF=NA.
22. **Stepchenkova, S.**, Kim, H.*, & Kirilenko, A. P. (2015). Cultural differences in pictorial destination images: Russia through the camera lenses of American and Korean tourists. *Journal of Travel Research*, 54(6), 758-773. IF=4.564.
21. **Stepchenkova, S.**, Shichkova, E., Kim, H.*, Pennington-Gray, L., & Rykhtik, M. I. (2015). Segmenting visiting friends and relatives travel market to a large urban destination: A case of Nizhni Novgorod, Russia", *Journal of Destination Marketing and Management*, 4, 235-247. IF=2.158.
20. **Stepchenkova, S.**, Rykhtik, M. I., Shichkova, E., Kim, H.*, & Petrova, O. (2015). Segmentation for urban destination: gender, place of residence, and trip purpose: A case of Nizhni Novgorod, Russia. *International Journal of Tourism Cities*, 1(1), 70-86. DOI: 10.1108/IJTC-08-2014-0013. Invited paper.
19. Jang, W.*, Ko, Y. J., & **Stepchenkova, S.** (2014). The effects of message appeal on consumer attitude toward sporting events. *International Journal of Sport Communication*, 7(3), 337-356. IF=NA.
18. Kirilenko, A. P., & **Stepchenkova, S.** (2014). Public microblogging on climate change: One year of Twitter worldwide. *Global Environmental Change*, 26, 171-182. IF=6.327.
17. **Stepchenkova, S.**, & Li, X. (Robert) (2014). Destination image: Do top-of-mind associations say it all? *Annals of Tourism Research*, 45(2), 46-62. IF=5.544.
16. **Stepchenkova, S.**, & Zhan, F*. (2013). Visual destination image of Peru: Comparative content analysis of DMO and user-generated photography. *Tourism Management*, 36, 590-601. IF=4.707.
15. Kirilenko, A. P., & **Stepchenkova, S.** (2012). Climate change discourse in mass media: Application of computer-assisted content analysis. *Journal of Environmental Studies and Sciences*, 2(2), 178-191. IF(RG)=1.16.

14. Kirilenko, A. P., **Stepchenkova, S.**, Romsdahl, R., & Mattis, K. (2012). Computer-assisted analysis of public discourse: A case study of the precautionary principle in the US and UK press. *Quality & Quantity*, 46(2): 501-522. IF=1.094.
13. Li, X. (Robert), & **Stepchenkova, S.** (2012). Chinese outbound tourists' destination image of America: Part I. *Journal of Travel Research*, 51(3), 250-266. IF=4.564.
12. Lu, W.*, & **Stepchenkova, S.** (2012). Ecotourism experiences reported online: Classification of satisfaction attributes. *Tourism Management*, 33(3), 702-712. IF=4.707.
11. **Stepchenkova, S.**, & Li, X. (Robert) (2012). Chinese outbound tourists' destination image of America: Part 2. *Journal of Travel Research*, 51(6), 687-703. IF=4.564.
10. **Stepchenkova, S.**, & Eales, J. (2011). Destination image as quantified media messages: The effect of news on tourism demand. *Journal of Travel Research*, 50(2), 198-212. IF=4.564.
9. **Stepchenkova, S.**, & Mills, J. E. (2010). Destination image: A meta-analysis of 2000-2007 research. *Journal of Hospitality Marketing & Management*, 19(6), 575-607. IF=1.88.
8. **Stepchenkova, S.**, Tang, L., Jang, S., Kirilenko, A. P., & Morrison, A. M. (2010). Benchmarking CVB website performance: Spatial and structural patterns. *Tourism Management*, 31(5), 611-620. IF=4.707.
7. Byun, S., Ruffini, C., Mills, J., Douglas, A., Niang, M., **Stepchenkova, S.**, Lee, S. K., Loufti, J., Lee, J.-K., Atallah, M., & Blanton, M. (2009). Internet addiction: A quantitative meta-synthesis of 1996-2006 research. *CyberPsychology & Behavior*, 12(2), 203-207. IF(RG)=3.76.
6. **Stepchenkova, S.**, Kirilenko, A. P., & Morrison, A. M. (2009). Facilitating content analysis in tourism research. *Journal of Travel Research*, 47(4), 454-46. IF=4.564.
5. Douglas, A. C., Mills, J. E., Niang, M., **Stepchenkova, S.**, Byun, S., Ruffini, C., Lee, S. K., Loutfi, J., Lee, J.-K., Atallah, M., & Blanton, M. (2008). Internet addiction: A qualitative meta-synthesis of 1996-2006 research. *Computers in Human Behavior*, 24(6), 3027-3044. IF=4.252.
4. Jiang, H., Mills, J.E., & **Stepchenkova, S.** (2008). Digital identity management and satisfaction with virtual travel communities. *Information Technology and Tourism Journal*, 10(1), 43-58. IF(RG)=1.11.
3. **Stepchenkova, S.**, & Morrison, A. M. (2008). Russia's destination image among American pleasure travelers: Revisiting Echtner & Ritchie. *Tourism Management*, 29(3), 548-560. IF=4.707.
2. **Stepchenkova, S.**, Chen, Y., & Morrison, A. M. (2007). China and Russia: Organic destination images in U.S. media. *China Tourism Research*, 3(1), 55-72. IF(RG)=0.34.
1. **Stepchenkova, S.**, & Morrison, A. M. (2006). The destination image of Russia: From the online induced perspective. *Tourism Management*, 27(5), 943-956. IF=4.707.

BOOK CHAPTERS

4. **Stepchenkova, S.**, Kirilenko, A. P., & Li, Xiang (Robert) (2018). Barriers and sentiment of the American tourists toward travel to China. In Metin Kozak and Nazmi Kozak (eds.) *Tourist Behavior: An Experiential Perspective*, pp. 129-139. Springer Nature.
3. Kirilenko, A. P., & **Stepchenkova, S.** (2016). Sochi-Olympics on Twitter: Topics, Geographical Landscape, and Temporal Dynamics. In Z. Xiang and D. R. Fesenmaier (eds.) *Analytics in Smart Tourism Design: Concepts and Methods*. Springer International Publishing, Switzerland, pp. 215-234.
2. Kirilenko, A. P., Romsdahl, R., & **Stepchenkova, S.** (2014). Precautionary principle in the US and UK. In: Michalos A.C. (Ed.) *Encyclopedia of quality of life and well-being research*. Springer, Dordrecht, Netherlands: Springer, pp. 5016-5020.

1. **Stepchenkova, S.** (2012). Content Analysis. In L. Dwyer, A. Gill, and N. Seetaram (Eds.), *Handbook of research methods in tourism: Quantitative and qualitative approaches*, pp. 443-458. UK: Edward Elgar Publishing.

OTHER PUBLICATIONS

4. Andres Coca-Stefaniak, Alastair M. Morrison, Deborah Edwards, Nelson Graburn, Claire Liu, Philip Pearce, Can Seng Ooi, Douglas G. Pearce, **Svetlana Stepchenkova**, Greg W. Richards, Amy So, Costas Spirou, Keith Dinnie, John Heeley, László Puczukó, Han Shen, Martin Selby, Hong-bumm Kim, Guoqing Du (2017). Editorial. *International Journal of Tourism Cities*, 2 (4), 273-280.
3. Shichkova, E. V., **Stepchenkova, S.**, Rykhtik, M. I., Golubin, R. V. & Petrova, O. V. (2017). City brand in a context of the city's attractiveness: A case of Nizhni Novgorod, Russia. *Service in Russia and Abroad*, Vo.11, No. 1(71), 60-72. *In Russian*.
2. **Stepchenkova, S.** (2014). People, partnerships, packaging, and programming: 4Ps to success: a portrait of Alastair Morrison. *Anatolia: An International Journal of Tourism and Hospitality Research*, 26(1), 129-136.
1. **Stepchenkova, S.** (2013). Book review: Tourism in Brazil: Environment, management and segments by G. Lohmann and D. Dredge. *Tourism Management*, 37, 37-38.

CONFERENCES

* - denotes a graduate student; ^ - denotes a presenter

55. Su, L.J.*, **Stepchenkova, S.**^, & Kirilenko, A. P. (2018). Public Response to Service Failure on Sina Weibo: Implications for Crisis Communication. The 7th International Tourism Studies Association (ITSA) Biennial Conference and the 2nd International Tourism Educators South Africa (TESA) Conference, August 6-10, Tshwane, South Africa. Stand-up.
54. **Stepchenkova, S.**^, Shichkova, E., & Su, L.J.* (2018). Decision making of Russian tourists to travel in a world shaped by instability. The 7th International Tourism Studies Association (ITSA) Biennial Conference and the 2nd International Tourism Educators South Africa (TESA) Conference, August 6-10, Tshwane, South Africa. Stand-up.
53. Kirilenko, A. P., **Stepchenkova, S.**^, & Fesenmaier, D. (2018). Tourism Analytics: Preparing students for the digital revolution in tourism. The 7th International Tourism Studies Association (ITSA) Biennial Conference and the 2nd International Tourism Educators South Africa (TESA) Conference, August 6-10, Tshwane, South Africa. Stand-up.
52. Kim, Minseong*^, & **Stepchenkova, S.** (2018). The Impact of Personal Values and Attitudes on Responsible Behavior toward the Environment. *The 49th Annual Conference of the Travel and Tourism Research Association (TTRA)*, June 26-28, Miami/Coral Gables, FL, USA. Stand-up.
51. Su, Lijuan.*^, Kirilenko, A. P., & **Stepchenkova, S.** (2018). Moderating Role of Geospatial Proximity on Public Crisis Involvement: A Case Study of "Woman Attacked in Yitel" on Sina Weibo. *The American Association of Geographers (AAG) Annual Meeting*. April 10-14, New Orleans, USA. Stand-up.
50. **Stepchenkova, S.**^, & Kirilenko, A. P. (2018). Trends in Tourism Research from the 1970s: Topical, Geographical, and Gender Distributions. *The American Association of Geographers (AAG) Annual Meeting*. April 10-14, New Orleans, USA. Stand-up.
49. Su, Lijuan*^, **Stepchenkova, S.**, & Kirilenko, A. P. (2018). The power of a headline: Hotel service failure on Sina Weibo. *The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 3-5, Fort Worth, Texas, USA. Stand-up.
48. Kim, Minseong*^, & **Stepchenkova, S.** (2017). The Role of Advertising and Sales Promotion in Building Brand Prestige, Brand Love, and Passion-Driven Behavior: Evidence from the Korean Foodservice Industry. *The 4th World Research Summit for Tourism and Hospitality*. December 8-11, Orlando, FL, USA. Stand-up.

47. **Stepchenkova, S.**[^], & Kirilenko, A. P. (2017). Looking at long-term trends in tourism scholarship with Big Data analytics. *Workshop on Analytics in Tourism Design*, November 10-13, Vienna, Austria. Stand-up.
46. Kim, Minseong*[^], & **Stepchenkova, S.** (2017). The influence of perceived service fairness on brand association and brand citizenship behavior in the Korean restaurant industry. *The 23rd Asia Pacific Tourism Association (APTA) Annual Conference*. June 5-7, 2017, Busan, South Korea. Stand-up.
45. Su, Lijuan*[^], **Stepchenkova, S.**, & Shichkova, E. (2017). Marketing to an unfriendly audience: Effect of the Brand USA promotional video on Russian tourists. *The 7th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference*, July 10-15, Famagusta, Cyprus. Stand-up.
44. **Stepchenkova, S.**[^], Kirilenko, A. P., & Shichkova, E. (2017). Intention to visit country-target of animosity: Decision tree model of young Russian tourists. *The 7th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference*, July 10-15, Famagusta, Cyprus. Stand-up.
43. **Stepchenkova, S.**[^], Kirilenko, A. P., & Shichkova, E. (2017). Tourist decision-making model to visit country-target of animosity. *The 3rd Global Tourism & Hospitality Conference*, June 5-7, Hong Kong. Stand-up.
42. Kirilenko, A. P.[^], & **Stepchenkova, S.** (2017). Changing geography of climate change discourse on Twitter. *The American Association of Geographers (AAG) Annual Meeting*. April 5-9, Boston, USA. Stand-up.
41. Kim, Minseong*[^], & **Stepchenkova, S.** (2017). The role of environmental leadership in enhancing market performance: Perspective of the South Korean foodservice franchise firms. *The 22th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 5-7, Houston, USA. Stand-up.
40. Su, Lijuan*[^] & **Stepchenkova, S.** (2017). The power of a headline: Application of geospatial technology in hospitality industry. *The 22th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 5-7, Houston, USA. Poster.
39. Kirilenko, A. P.[^], & **Stepchenkova, S.** (2016). Public opinion mining on Sochi-2014 Olympics. *The 1st International Conference on Advanced Research Methods and Analytics*. July 6-7, Valencia, Spain. Stand-up.
38. Kirilenko, A. P.[^], & **Stepchenkova, S.** (2016). Content analysis of public perceptions of Sochi Olympics using mass media and social networks data mining. *The 4th Interdisciplinary Tourism Research Conference*, May 24-29, Bodrum, Turkey. Stand-up.
37. **Stepchenkova, S.**[^], Kirilenko, A. P., & Li, X. (2016). Content and sentiment analyses of travel barriers to China. *The 4th Interdisciplinary Tourism Research Conference*, May 24-29, Bodrum, Turkey. **Received the Josef Mazanec Recognition Award**. Stand-up.
36. Kim, H.*[^], & **Stepchenkova, S.** (2015). Exploring brand extension in tourist destination context: A case of Jeju Island, South Korea. *The 3rd World Research Summit for Tourism and Hospitality*. December 15-18, 2015, Orlando, FL. Stand-up.
35. Kim, H.*[^], & **Stepchenkova, S.** (2015). Perceived destination personality based on visitors' experience: A case of Jeju Island, South Korea. *The 46th Annual Conference of the Travel and Tourism Research Association (TTRA)*, June 15-17, Portland, OR. Stand-up.
34. **Stepchenkova, S.**, & Shichkova, E. (2015). Country-of-origin effects on destination product: Implications for brand USA. *The 46th Annual Conference of the Travel and Tourism Research Association (TTRA)*, June 15-17, Portland, OR. Poster.
33. Kirilenko, A. P., & **Stepchenkova, S.**[^] (2015). Sochi Olympics on Twitter: Geographical landscape and temporal dynamics. *The 2015 Annual Meeting of the Association of American Geographers (AAG)*, April 21-25, Chicago, IL (Recreation, Tourism & Sport Session). Stand-up.

32. Kim, H.*^, & **Stepchenkova, S.** (2015). Understanding brand extension in destination management: Key issues and research propositions. *The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Tampa, Florida, January 8-10, 2015. Stand-up.
31. Kirilenko, A. P., Molodtsova, T.*^, & **Stepchenkova, S.** (2014). People as sensors: mass media and local temperature influence climate change discussion on Twitter. *American Geophysical Union Fall Meeting (AGU)*, Dec. 15-19, San Francisco, CA. Poster.
30. Kim, H.*, & **Stepchenkova, S.**^ (2014). Destination image in tourist photography: Cultural perspective. *The 45th Annual Conference of the Travel and Tourism Research Association (TTRA)*, June 18-21, Bruges, Belgium. Poster.
29. Molodtsova, T.*^, Kirilenko, A. P., & **Stepchenkova, S.** (2014). Utilizing the social media data to validate "climate change" indices. *UND Graduate School Scholarly Forum*. Grand Forks, ND, March 12. Poster.
28. Berezina, K.*^, Semrad, K., **Stepchenkova, S.**, & Cobanoglu, C. (2014). Do flash sales work? Finally we have an understanding: Flash sales evaluation framework. *International Hospitality Information Technology Association (iHITA) Conference*. June 22, Los Angeles, CA.
27. Simanovskaya, G.*, & **Stepchenkova, S.**^ (2013). Factors affecting post-visitation behavior of domestic tourists: A case of Nizhni Novgorod, Russia. In *Proceedings of Sociology in Modern Society*, Lobachevsky State University of Nizhni Novgorod. Stand-up.
26. Molodtsova, T.*^, Kirilenko, A. P., & **Stepchenkova, S.** (2013). Utilizing the social media data to validate climate change indices. *American Geophysical Union (AGU) Fall Meeting*, December 9-13, San-Francisco, CA. Poster.
25. **Stepchenkova, S.**^, & Kim, H.* (2013). Cultural differences in pictorial destination image: Russia through the camera lens of American and Korean tourists. *2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge*, December 15-17, Orlando, FL. Stand-up.
24. Berezina, K.*, Semrad, K., Cobanoglu, C., & **Stepchenkova, S.** (2013). Managerial flash sales dash: Is there advantage or disadvantage at the finish line? *2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge*, December 15-17, Orlando, FL.
23. Tasci, A.*, & **Stepchenkova, S.**^ (2013). Cross-continent tourism collaboration as a strategic tool for global peace: A tale of two cases. *Conference on Tourism and Hospitality: The Highway to Sustainable Regional Development*, June 28 – 30, 2013, Yerevan, Armenia. Stand-up.
22. Kirilenko, A. P., & **Stepchenkova, S.**^ (2013). Inter-coder reliability assessment with fuzzy kappa: Climate change discourse, travel reviews, and visual images applications. *International Communications Association (ICA) Conference*. June 17-21, London, UK. Stand-up.
21. **Stepchenkova, S.**^, Kirilenko, A. P., & Kim, H.N.* (2013). Grassroots branding with Twitter: Amazing Florida. In L. Cantoni and Z. Xiang (eds.) *The 20th International Conference on Information and Communication Technologies in Tourism (ENTER) Proceedings*, (pp. 144-156). Innsbruck, Austria, January 22-25, 2013. SpringerWienNewYork: Austria. Stand-up.
20. Kirilenko, A. P.*, & **Stepchenkova, S.** (2012). Measuring the dynamics of climate change Communication in mass media and social networks with computer-assisted content analysis. *American Geophysical Society (AGU) Fall Meeting*, Dec. 3-7, San Francisco, CA. Poster.
19. Semrad, K., Donohoe, H., Thapa, B., Tasci, A., & **Stepchenkova, S.** (2012). Educating the next generation of tourism & hospitality managers: What core competencies will a globalized industry require from them? Paper presentation at the *Tourism Education Futures Institute 6th Meeting: Transformational Leadership for Tourism Education*. Milan, Italy. June 28-30.
18. **Stepchenkova, S.**, Thapa, B., & Pennington-Gray, L. (2012). Capacity building partnership: A model for international university collaboration to improve tourism education, research, and industry outreach. *The*

- 43rd Annual Conference of the Travel and Tourism Research Association (TTRA). June 17-19, 2012. Virginia Beach, VA, USA. Poster presentation.
17. Molodtsova, T.*, Kirilenko, A. P., & **Stepchenkova, S.** (2012). Climate change discourse: Comparisons of topics and attitudes in conservative and liberal U.S. press. *UND Graduate School Scholarly Forum*. Grand Forks, ND, February 28, 2012. Poster presentation.
 16. Kim, H.*, & **Stepchenkova, S.** (2012). The effect of media sources on popularity of ecotourism destination: A case study of Jeju Island, South Korea. *The 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Auburn, Alabama, January 5-7, 2012. Poster presentation.
 15. Simanovskaya, G.*, & **Stepchenkova, S.** (2012). From a cultural tourism center to a mega-event destination: A case of Nizhni Novgorod, Russia. *The 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Auburn, Alabama, January 5-7, 2012. Poster presentation.
 14. **Stepchenkova, S.**, Lane, C. W., Pennington-Gray, L., & Thapa, B. (2011). Strategic partnership to improve tourism education: University of Florida, USA and the State University of Nizhni Novgorod, Russian Federation. In F. Hummel (Ed.), *Proceedings of the 2011 Annual International Society of Travel and Tourism Educators (ISTTE) Conference*, October 20-22, 2011 in Miami, USA (Vol. 23, pp. 265-272). St. Clair Shores, MI: International Society of Travel and Tourism Educators.
 13. **Stepchenkova, S.**, & Zhang*, F. (2011). DMOs and user-generated photography: Comparison of projected and perceived destination images using perceptual maps. *The 42nd Annual Conference of the Travel and Tourism Research Association (TTRA)*. June 19-21, 2011. London, Ontario, Canada.
 12. Lu, W.*, & **Stepchenkova, S.** (2011). U.S. Ecotourists' travel experience and satisfaction reported on the World Wide Web: A case of Costa Rica ecolodges. *The 16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism: Advances in Hospitality and Tourism Research*, vol. XVI. Houston, TX. January 6-8, 2011.
 11. Lu, W.*, **Stepchenkova, S.**, Thapa, B., & Donohoe, H. (2010). Ecotourists satisfaction with travel experiences and ecolodges in Costa Rica. Paper presented at the *Global Sustainable Tourism Conference*. Mbombela, South Africa. November 15-19, 2010.
 10. **Stepchenkova, S.**, & Ismail, J. (2010). Tracking destination image through time: The case of Aruba. *International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference*. July 27-31, 2010. San-Juan, Puerto-Rico.
 9. Li, X., & **Stepchenkova, S.** (2010). America's destination image as seen through Chinese outbound tourists' eyes. *41st Annual Conference of the Travel and Tourism Research Association (TTRA)*. June 20-22, 2010. San-Antonio, Texas. **Best Research Paper Award**.
 8. **Stepchenkova, S.**, Eales, J. (2009). Modeling the effect of media messages on destination demand: The case of Russia. In *The 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference Electronic (CD) Proceedings: Advances in Hospitality and Tourism Research*, vol. XIV. Las Vegas, NV, January 4-6, 2009. **Best Paper Nomination**.
 7. **Stepchenkova, S.**, Ismail, J. (2009). A proposal for Dynamic Destination Image Index: The case of Aruba. In *The 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference Electronic (CD) Proceedings: Advances in Hospitality and Tourism Research*, vol. XIV. Las Vegas, NV, January 4-6, 2009.
 6. **Stepchenkova, S.**, Tang, L., Jang, S., Kirilenko, A. P., & Morrison (2008). Mapping CVB website quality: Spatial and structural patterns. In *The 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference Proceedings: Vol. XIII. Advances in Hospitality and Tourism Research* (pp. 649-661). Orlando, FL, January 3-5, 2008.

5. **Stepchenkova, S.**, Mills, J.E., & Jiang, H. (2007). Virtual travel communities: Self-reported experiences and satisfaction. In M. Sigala, L. Mich, and J. Murphy (eds.) *The 14th International Conference on Information Technology and Travel & Tourism (ENTER) Proceedings*, (pp. 163-174). Ljubljana, Slovenia, January 24-26, 2007. SpringerWienNewYork: Austria.
4. **Stepchenkova, S.**, & Ismail, J.A. (2007). China and Russia: Substitutes or complements? In *The 12th Annual Hospitality and Tourism Graduate Student Education and Research Conference Proceedings: Vol. XII. Advances in Hospitality and Tourism Research* (pp. 939-948). Houston, TX, January 4-6, 2007.
3. **Stepchenkova, S.**, Kirilenko, A. P., & Morrison, A.M. (2006). Facilitating statistical analysis of digital textual data: A two-step approach. In *The 11th Annual Hospitality and Tourism Graduate Student Education and Research Conference Proceedings: Vol. XI. Advances in Hospitality and Tourism Research* (pp. 680-689). Seattle, WA, January 5-7, 2006. **Best Paper Nomination.**
2. **Stepchenkova, S.**, Chen, Y., & Morrison, A. M. (2005). China and Russia: A comparative analysis of organic destination images. In *The 11th APTA Conference Proceedings: Vol. 1. New Tourism for Asia-Pacific* (pp. 273-283). Goyang, Korea, July 7-10, 2005.
1. **Stepchenkova, S.**, & Morrison, A. M. (2005). Online image measurement of Russia as a tourist destination: A comparison of American and Russian websites. In *The 10th Annual Hospitality and Tourism Graduate Student Education and Research Conference Proceedings: Vol. X. Advances in Hospitality and Tourism Research* (pp. 930-934). Myrtle Beach, NC, January 4-6, 2005.

INVITED PRESENTATIONS

* - denotes a graduate student; ^ - denotes a presenter

1. **Stepchenkova, S.**^ (March 8, 2018). Brand promotion in a situation of bilateral conflict. Invited research presentation given to students and faculty at Capital Normal University (CNU), Beijing, China.
2. **Stepchenkova, S.**^ (March 7, 2018). Brand promotion in a situation of bilateral conflict. Invited research presentation given to students and faculty at Beijing International Studies University (BISU), Beijing, China.
3. **Stepchenkova, S.**^, & Kirilenko, A. P. (November 12, 2017). Looking at long-term trends in tourism scholarship with Big Data analytics. *Workshop on Analytics in Tourism Design*, November 10-13, Vienna, Austria.
4. **Stepchenkova, S.**^, Su, L.J.*., & Shichkova, E. (October 23, 2017). Marketing to tourists from unfriendly countries: Should we even try? Invited research presentation to undergraduate students at the Eastern China Normal University (ECNU), Shanghai, China.
5. **Stepchenkova, S.**^, & Kirilenko, A. P. (October 18, 2017). Looking at long-term trends in tourism scholarship with Big Data analytics. Invited research presentation to graduate students and faculty at Peking University (PKU), Beijing, China.
6. **Stepchenkova, S.**^, & Kirilenko, A. P. (October 17, 2017). Looking at long-term trends in tourism scholarship with Big Data analytics. Invited research presentation to graduate students and faculty at Beijing International Studies University (BISU), Beijing, China.
7. **Stepchenkova, S.**^ (February 10, 2016). User-generated content in tourism research: Practical and methodology considerations. Invited research presentation at Instituto Universitario Tides-Universidad de Las Palmas de Gran Canaria, Spain.

INTERNATIONAL ACTIVITIES

Since 2011, Academic Manager for MOU with the State University of Nizhni Novgorod (UNN), Russia. Main activities: Development and delivery of Cultural Tourism and Destination Management courses online; Seminars on Tourism, Distant Learning, Destination Management, and Best Practices of U.S. universities to

UNN faculty, administrators, and students; Student exchanges: 2012, 2013, 2014. Several research projects have originated from this collaboration:

- Survey on destination performance, risk perception, and post-visitation behavior of domestic tourists to Nizhni Novgorod, Russia;
- Visitor to Nizhni Novgorod, Russia, profile and economic impact study;
- Segmentation for urban destination: gender, place of residence, and trip purpose;
- Segmenting VFR travel market to Nizhni Novgorod, Russia;
- Country-of-origin effects on destination product;
- Attractiveness of Brand USA for Russian tourists in the era of strained bilateral relations;
- Effectiveness of Brand USA video message for Russian tourists.

UNIVERSITY GOVERNANCE AND SERVICE

College:

- Fall 2016-Spring 2017 – Faculty Advisory Council, Member
- Fall 2016-Spring 2017 – Graduate Faculty Committee, Member
- Fall 2016-Spring 2017 – Research Committee, Member
- Fall 2012-Spring 2015 – Council of Principal Investigators, Member
- Fall 2014-Spring 2015 – Stanley Lecture Committee, Member
- Fall 2013-Spring 2014 – Stanley Lecture Committee, Chair
- Fall 2012-Spring 2013 – Stanley Lecture Committee, Member

Department:

- Fall 2016-Spring 2017 – TRSM Graduate Studies Committee, Member
- Fall 2014-Spring 2015 – Teaching Enhancement Committee, Member
- Spring 2015, Summer 2015 – Graduation Marshall
- Spring 2014 – TRSM M.S. Degree Committee, Member
- Spring 2013, Spring 2014 – APR Research Committee, Member
- Spring 2013 – Faculty Search Committee, Member
- Spring 2013 – Graduation Marshall
- 2011, 2012, 2013 – TRSM Graduate Student Committee, Member
- Spring 2011 – TRSM Curriculum Development Committee, Hospitality and Tourism Management track, Member
- 2010-2014 – CTRD Steering Committee, Member
- 2009-2010 – TRSM Faculty Search Committee, Member

AWARDS AND RECOGNITIONS

- 2018-2019 UF Term Professorship Academic Achievement Award. Recognizes research productivity, specifically, publications, extramural funding, and national and international presentations.
- 2016 Josef Mazanec Recognition Award for paper by Svetlana Stepchenkova, Andrei Kirilenko, and Xiang (Robert) Li “Content and sentiment analyses of travel barriers to China” at the *4th Interdisciplinary Tourism Research Conference*, May 24-29, 2016 in Bodrum, Turkey.
- 2015 Emerald Literati Network Award for Excellence: Highly Commended Paper certificate for article “Segmentation for urban destination: gender, place of residence, and trip purpose: a case of Nizhni Novgorod, Russia” published in *International Journal of Tourism Cities* in 2015.
- 2015 Nominated by HHP College for the University of Florida Excellence Award for Assistant Professors.
- 2014 Best Emerging Scholar in Tourism (BEST) Award. International Tourism Studies Association (ITSA).

- 2013 HHP College International Educator of the Year Award.
- 2010 Best Research Paper Award. 41st Travel and Tourism Research Association (TTRA) Conference.

MEMBERSHIPS

- International Tourism Studies Association (ITSA), Vice-President for Russia.
- Travel and Tourism Research Association (TTRA). Institutional member through the Eric Friedheim Tourism Institute (EFTI), the former Center of Tourism Research and Development (CTRD), University of Florida.
- Associate Director of the Eric Friedheim Tourism Institute (EFTI), former Center for Tourism Research and Development (CTRD), Department of Tourism, Recreation & Sport Management, University of Florida.

SERVICE TO PROFESSION

- 2017-present: *Tourism Management Perspectives*, Editorial Board.
- 2013-present: *International Journal of Tourism Cities (IJTC)*, Editorial Advisory Board.
- 2011-present: *Journal of Travel Research*, Editorial Review Board.
- 2011-present: International Tourism Studies Association (ITSA), Executive Committee.
- 2007-present: Reviewer for *Annals of Tourism Research*, *Tourism Management*, *Journal of Travel Research*, *Current Issues in Tourism*, *Tourism Geographies*, *Tourism Analysis*, *Journal of Sustainable Tourism*, and *Journal Hospitality Marketing & Management* and various conferences.

RESEARCH PUBLICATIONS UNDER REVIEW

Kim, H., **Stepchenkova, S.**, & Babalou, V.* Branding destination co-creatively: A case of tourists' involvement in the naming of a local attraction. To *Tourism Management Perspectives*. Passed first round of reviews.

Stepchenkova, S., Kirilenko, A. P., & Shichkova, E. Influential factors for intention to visit an adversarial nation: Increasing robustness and validity of findings. To *Journal of Hospitality & Tourism Research*.

Kirilenko, A., & **Stepchenkova, S.** Tourism research from its inception to present day: A data mining approach. To *Tourism Management Perspectives*.

Su, L. J.*, **Stepchenkova, S.**, & Kirilenko, A. P. Dynamics of Online Response to a Service Failure Crisis: What Can We Learn? To *Annals of Tourism Research*.

Hernandez, J. M., Kirilenko, A. P., & **Stepchenkova, S.** Network approach to tourist segmentation via user-generated content. To *Annals of Tourism Research*.