

Giulio Ronzoni, Ph.D., MBA

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EDUCATION

- August 2015 to August 2019:
Philosophiae Doctor in Hospitality Management at the Rosen College of Hospitality Management, University of Central Florida, Orlando, Florida, USA.
- April 2013 to June 2013: nine weeks online certificate from “Cornell University”: “Hospitality Marketing & New Media Strategies for Revenue Growth.”
- February 2012: • Master of Business Administration, with an emphasis in International Hotel Management, “Institut Vatel”, Nîmes, France / Directeur d’Hôtellerie Internationale.
• Diplôme Universitaire en Management Internationale, Tourisme et Hôtellerie (DU MITH), Université de Perpignan, France.
- July 2010: European Bachelor’s Degree (a three-year degree) in International Hotel and Tourism Management, “Institut Vatel”, Nîmes, France.
- July 2007: Italian High School Diploma - “Liceo Classico G.D. Cassini” San Remo, Italy.

SCHOLARLY PUBLICATIONS

- Zhang T., Ronzoni G., Medeiros M. & Bufquin D. An Empirical Research of Engaging Hotel Employees with Counter Human Trafficking Initiatives. *International Journal of Hospitality Management* (Under Review).
- Zhong Y., Zhang T., Ronzoni G. & Pizam A. Sentiment Analysis of Senior Living Community Reviews: Does Hospitality Matter? *Cornell Quarterly* (Under Review).
- Torres E., Yost E. & Ronzoni G. (2021). No vacation needed: An exploration on why American workers won’t use up their vacation days. *Journal of Human Resources in Hospitality & Tourism*, 1-28. DOI: 10.1080/15332845.2021.1872251.
- Torres E., Zhang T. & Ronzoni G. (2020). Measuring delightful customer experiences: The validation and testing of a customer delight scale along with its antecedents and effects. *International Journal of Hospitality Management* 87, 1-17.
- Ronzoni, G., Torres, E. & Kang J. (2018). Dual branding: A case study of Wyndham. *Journal of Hospitality and Tourism Insights* 1(3), 240-257.
- Torres, E., Lugosi, P., Orłowski, M., & Ronzoni, G. (2018). Experience transformation via co-creation: A socio-spatial approach. *Journal of Service Management* 29(2), 206-229.
- Torres, E. & Ronzoni, G. (2018). The evolution of the customer delight construct: Prior research, current measurement, and directions for future research. *International Journal of Contemporary Hospitality Management* 30(1), 57-75.
- Ronzoni, G. (2016). Vacation experiences begin at home: A cruise line example. *Journal of Global Scholar of Marketing Science*, 26(4), 318-321.

REFEREED CONFERENCE PRESENTATIONS

- Zhang T., Bufquin D., Medeiros M., Ronzoni G. & Weinland J. (2021). *No room for trafficking: Investigating sex trafficking SOPs in the hotel sector*. 6th World Research Summit for Tourism and Hospitality, UCF Rosen College of Hospitality Management, December 14-16, 2021, Orlando, Florida, USA.
- Wickey J., Fyall A., Panse G. & Ronzoni G. (2021). *Human trafficking at major events: The need for effective mitigation strategies*. Presentation at 2021 5th International Conference on Events (ICE) “Making new waves in africa: Exploring new frontiers in festivals and events,” November 16-18, 2021, Cape Town, South Africa.
- Torres E., Yost E & Ronzoni G. (2019). *No vacation needed: An exploration on why American workers won't use up their vacation days*. Presentation at 2019 APacCHRIE & EuroCHRIE Joint Conference, cum 4th Global Tourism and Hospitality Conference, May 22-25, 2019, Hong Kong.
- Ronzoni, G., Brancato K. & Weinland, J. (2019). *Senior living management competencies: Blending healthcare and hospitality?* Poster Session at 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. University of Houston, Texas, USA.
- Torres E., Zhang T. & Ronzoni G. (2018). *Customer delight in service experiences: Scale validation and model testing*. Presentation at EuroCHRIE 2018. Dublin, Ireland.
- Ronzoni, G., Murphy, K., & Hancer, M. (2017). *Are online review users harder to please? The impact of online hotel reviews on consumer post-purchase evaluations*. 4th World Research Summit for Tourism and Hospitality, UCF Rosen College of Hospitality Management, December 8-11, 2017, Orlando, Florida, USA.
- Ronzoni, G., Torres, E. & Kang J. (2017). *How many hotels do you see? A case study of dual branding*. 4th World Research Summit for Tourism and Hospitality, UCF Rosen College of Hospitality Management, December 8-11, 2017, Orlando, Florida, USA.
- Torres, E., Lugosi, P., Ronzoni, G. & Orłowski, M. (2017). *Consumer-driven experience customization: A multi-method empirical study*. 26th Council for Hospitality Management Education Annual Research Conference, University College of Northern Denmark, May 16-19, Aalborg, Denmark.
- Ronzoni, G (2017). *Is the impacts of organizational commitment and job satisfaction on intention to leave in luxury hotels moderated by task-technology fit?* 2017 Poster Session at the Graduate Research Forum, University of Central Florida, Orlando, Florida, USA.
- Ronzoni, G. & Ozturk, A. (2017). *Does task-technology fit moderate the impacts of organizational commitment and job satisfaction on intention to leave in luxury hotels?* Poster Session at 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. University of Houston, Texas, USA.
- Torres, E. & Ronzoni, G. (2016). *Twenty years of customer delight research: What's next?* Presentation at EuroCHRIE 2016. Budapest, Hungary.

TEXTBOOK CHAPTERS

- Selima, M., Fyall, A., & Ronzoni, G. (2020). Regional destination branding in a developing country context. In Pearce, P., & Correia, A. (eds). *Tourism's New Markets: Drivers, Details and Directions*. Oxford. Goodfellow Publishers Limited, pp. 244-266. ISBN 978-1-911-635635.

CURRENT APPOINTMENT

- March 2021 to Present:
Faculty Director of the Master of Science in Travel Industry Management (MS-TIM) Program, in the School of Travel Industry Management (TIM), Shidler College of Business, at the University of Hawai'i at Manoa, Honolulu, HI.

TEACHING EXPERIENCE

- August 2020 to Present:
Full-time Instructor in the School of Travel Industry Management (TIM), Shidler College of Business, at the University of Hawai'i at Manoa, Honolulu, HI.
- August 2019 to Present:
Adjunct Faculty in Hospitality and Tourism, St. Petersburg College, Pinellas County, FL.
- May 2020 to Present:
Italian Online Language Tutor, Studio Coach. Rosetta Stone Inc.
- March 2021 to May 2021:
Lecturer (Section Instructor) at the Carson College of Business, Washington State University.
- August 2019 to December 2020:
Adjunct Lecturer at the Rosen College of Hospitality Management, University of Central Florida, Orlando, FL.
- March 2019 to May 2020:
On-site Business Instructor at Walt Disney World (Orlando, FL) for the University of California, Riverside, CA.
- August 2015 – July 2019:
Graduate Teaching (and Research) Associate at the Rosen College of Hospitality Management, University of Central Florida, Orlando, FL.

COURSES TAUGHT:

- TIM 101 - Introduction to Travel Industry Management.
- HFT 1000 - Introduction to Hospitality and Tourism Industry.
- HFT 1410 - Front Office Procedures.
- HFT 2220 - Human Resource Management.
- HFT 2254 - Lodging Operations.
- HFT 2500 - Hospitality & Tourism Marketing.
- TIM 303 - Management of Service Enterprises.
- TIM 304 - Principles of Travel Industry Marketing.
- TIM 314 - Hotel Management.
- HFT 3224 - Hospitality Management & Leadership Fundamentals.
- HFT 3540 - Guest Service Management.
- TIM 401 - Resort, Spa and Wellness Management.
- HFT 4286 - Hospitality Communications.

- TIM 431 - Strategic Management for the Hospitality Industry (Capstone).
- HFT 4755 - Theme Park & Attraction Management (Teaching Assistant).
- HBM535 - International Tourism Strategy and Planning.
- HMG 6228 - Critical Issues in Hospitality Human Resources (Teaching Assistant).
- HMG 6296 - Strategic Issues in Hospitality and Tourism (Teaching Assistant).
- HMG 6533 - Hospitality/Tourism Industry Brand Management (Teaching Assistant).
- Advanced Studies in Hospitality Management (On-site Instructor at Walt Disney World, for UCR).

GRANTS AND AWARDS

- Spring 2021: Professor of the Semester BS in Travel Industry Management, University of Hawai'i at Manoa, Honolulu, HI.
- UCF Rosen College Dean's Research Clusters Program (2019-2020; amount \$10,000)
 - Project title: Leveraging Mobile Technologies to Promote Hotel Employees' Engagement with Counter Human Trafficking Initiatives.
- 2018 Doctoral Research Support Award recipient

LICENSES AND CERTIFICATIONS

- Instructional Designer: "Quality Matters" Professional Development. Independent Applying the QM Rubric (APPQMR)
- Dr. Faizan Ali's PLS-SEM Workshop
- Dr. David Morgan's Mix Methods Workshop
- Collaborative Institutional Training Initiative (CITI)

ACADEMIC SERVICE

- 2021 to Present: Faculty Advisor TIMSA (Travel Industry Management Student Association).
- December 2015 + December 2017: Session Chair, Session Moderator, and Volunteer:
 - 4th World Research Summit for Tourism and Hospitality, Orlando, Florida.
 - 2nd USA-China Tourism Research Summit and Industry Dialogues
- April 2016 and 2019: Event Organizing Committee: Rosen College of Hospitality Management Entrepreneurship Competition.

INDUSTRY EXPERIENCE

- September 2015 to Present:
Revenue Management Analyst at "Night Auditors of America Inc."
- April 2014 to March 2015:
Assistant General Manager at "Groupe Napoleon" which owns and operates two 4-star hotels: the "Hotel Napoléon" in Menton, and the "Hotel Victoria" in Roquebrune-Cap-Martin, France.
- August 2012 to August 2013:
Assistant General Manager and Sales Representative at "Hôtel Pavillon Opéra" in Paris, France

As Assistant General Manager:

- In collaboration with the General Manager, ensure the smooth day-to-day running of the hotel, including health and safety of all members, staff, and contractors visiting or working with the hotel; monitor hotel expenses to stay within the budget guidelines.

- Support General Manager by direct preparation of monthly and annual reports to summarize and forecast the hotel's revenues, expenses, and earnings.
- Assume overall responsibility in the absence of the General Manager.

As Sales Representative:

- Develop close relationships with customers.
 - Ensure a high standard of service for customers for the meetings, conferences, and events offered.
 - Help to increase the department's revenue, respect the sale strategy and budget, prepare the department's invoices, and check customers' solvability and billing processes.
 - Sales forecasts and profitability analysis; make suggestions for sales initiatives and monitor competition in the local area.
- March 2012 to July 2012:
Trainee Assistant General Manager at "Hôtel Pavillon Opéra" in Paris, France.
Helping to execute administrative and clerical tasks, perform daily duties, and keep the place running smoothly.
 - March 2011 to August 2011:
Internship in a five-star deluxe "Hôtel de Paris" in Monte Carlo (Principality of Monaco).
Receptionist Trainee in the Hotel Front Office Department (6 months).
 - February 2010 to July 2010:
Internship in a five-star deluxe hotel "The Ritz-Carlton Powerscourt" in Enniskerry, Ireland.
Trainee in the Finance Department (Purchasing, Accounting, and IT/Systems).
 - April 2009 to August 2009:
Internship in a four-star hotel "Holiday Inn Opera" in Paris, France.
Receptionist Trainee in the Hotel Front Office Department (5 months).
(Check-In, Check-Out, Reservations, Concierge Service, Payments, Guest Surveys).
 - April 2008 to August 2008:
Internship in a five-star deluxe hotel "Hôtel de Paris" in Monte Carlo (Principality of Monaco).
Waiter trainee in the hotel bar "Bar Americain" (3½ months).
Waiter trainee in the hotel restaurants "Salle Empire" and "Côté Jardin" restaurants (1½ months).

LANGUAGES

- Italian: Native language
- English: Fluent
- French: Fluent
- Spanish: Fluent
- Portuguese: Basic

COMPUTER LITERACY

- Word, Excel, Access, Cegid, Micros-Fidelio, Opera
- Statistical Analysis: SPSS, MAXQDA, NVivo, SmartPLS
- Distance Learning CMS:
 - WebCourses (Canvas)
 - Moodle
 - Sakai