Nasim Binesh

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Education

2022	**University of Nevada, Las Vegas** Ph.D. in Hospitality Administration	**Las Vegas, Nevada**
2012	**Multimedia University** MBA, General Management, GPA: 3.92 out of 4	**Cyberjaya, Malaysia**
2008	**Ferdowsi University of Mashhad** Bachelor of Science, Statistics, GPA: 3 out of 4	**Mashhad, Iran**

Research

Research Areas: *AI ethics, Problem Gambling, Human-robot interaction, and AI-powered revenue management.*

Published

1) **Binesh, F.,** & Ghaharian, K. (2025). Identifying Risks and Ethical Considerations of AI in Gambling: A Scoping Review. *International Journal of Hospitality & Tourism Administration*, 1-31

2) **Binesh, F. N**., Rippee, R., Belarmino, A., & Syah, A. (g) (2025). Unlocking the casino of tomorrow: Analyzing human–robot interaction, trust, psychological, and utilitarian factors. *International Journal of Social Robotics*, 1-17.

3) **Binesh, F**., E-Vahdati, S., & Ozdemir, O. (2025). ESG performance and financial distress during COVID-19: The moderating effects of innovation and capital intensity. *Asia-Pacific Journal of Business Administration, 17*(1), 212-238.

4) **Binesh, F.,** Rippee, R., & Belarmino, A. (2024). User segmentation in human-robot interactions: insights from sports betting patrons using diffusion of innovation theory. *Current Issues in Tourism*, 1-21.

5) Ghaharian, K., **Binesh, F.,** Soligo, M., Golab, L., & Abarbanel, B. (2024). AI ethics in a controversial industry: the case of gambling and its ethical paradox. *AI and Ethics*, 1-17.

6) Jakar, G. S., & **Binesh, F.** (2024). College sports, events tourism, and the demand for short-term rentals. *Sport Management Review*, 27(2), 234-253.

7) **Binesh, F.**, Belarmino, A., & Shoemaker, S. (2024). Revenue Management and The Runnin'Rebels: A Case Study of Willingess-to-Pay for College Sports. *Journal of Hospitality & Tourism Cases*, *12*(1), 11-19.

8) **Binesh, F.**, Belarmino, A., van der Rest, J. Singh, A.K & Raab, C. (2023) Forecasting Hotel Room Prices When Entering Turbulent Times: A Game-Theoretic Artificial Neural Network Model. *International Journal of Contemporary Hospitality Management,* Vol. 4 No. 36, pp. *1044-1065*. https://doi.org/10.1108/IJCHM-10-2022-1233

9) **Binesh, F.**, Belarmino, A., & Bai, Y. (2023). Exploring which factors impact restaurant willingness-to-pay by menu course. *Journal of Foodservice Business Research*, 1-24.

10) **Binesh, F.** & Baloglu, S. (2023). Motivational, situational, and psychological model of service robot adoption in hotels: The moderating role of involvement. *International Journal of Social Robotics,* Vol. ahead-of-print No. ahead-of-print.

11) **Binesh, F.** & Baloglu, S. (2023). Are we ready for hotel robots after the pandemic? A profile analysis, *Computers in Human Behavior*, 147(2023), 107854. https://doi.org/10.1016/j.chb.2023.107854.

12) Ozdemir, O., **Binesh, F.**, & Erkmen, E. (2022). The effects of target's CSR performance on M&A deal premiums: a case for service firms. *Review of Managerial Science,* 1-34.

13) E-Vahdati, S. & **Binesh, F.** (2022). The impact of CEO's attributes on R&D intensity and ESG practices. *Spanish Journal of Finance and Accounting/Revista Española de Financiación y Contabilidad,* 1-24

14) Ozdemir, O., Erkmen, E., & **Binesh, F.** (2022). Board diversity and firm risk-taking in the tourism sector: Moderating effects of board independence, CEO duality, and free cash flows. *Tourism Economics,* 1-25.

15) **Binesh, F.**, Belarmino, A., & Raab, C. (2021). A meta-analysis of hotel revenue management. *Journal of Revenue and Pricing Management*, 1-13.

16) Yaghmaei, O., & **Binesh, F.** (2015). Impact of applying cloud computing on universities expenses, *IOSR Journal of Business and Management, 1*(2), 42-47

17) **Binesh, F.,** & Muthaiyah, S. (2013). Data Centers as an Emerging Environmental Threat: Case of Malaysia, *International Journal of Management & Information Technology, 6*(2)

18) **Binesh, F.** (2013). Challenges of Becoming a Learning Organization, *Australian Journal of Basic and Applied Sciences, 7*(11), 282-287

19) **Binesh, F.** (2013). The Influential Factors on Customers' Perception of Hotels' Quality: A Study on Kuala Lumpur Hotels, *Australian Journal of Basic and Applied Sciences, 7*(11), 288-293

20) **Binesh, F.** (2013). Influential Factors on Customer Value Creation among Nestle Malaysia Customers, *Australian Journal of Basic and Applied Sciences, 7*(11), 275-281

21) **Binesh, F.** (2011). The Impact of Adopting Electric Vehicles on Global Economics, *International Journal of Current Research, 21*(2)

22) **Binesh, F.** (2011). The Importance of Cigarette Package as Brand Image. *International Journal of Business Management, 12*(4)

Under review

1) **Binesh, F.**, Gidon, J., & Syah, A. (g) (n.d.). From listings to bookings: Advancing short-term rental occupancy forecasting with a hybrid deep learning and game-theoretic approach. Submitted to: *International Journal of Contemporary Hospitality Management*.
2) **Binesh, F.**, & Syah, A. (g) (n.d.). AI ethics in hospitality and tourism: Theoretical perspectives, ethical beliefs, and actionable outcomes. Submitted to: *Journal of Hospitality & Tourism Management*

3) **Binesh, F.**, Syah, A. (g), & Belarmino, A. (n.d.). Beyond the technology acceptance model: Adoptions of kiosks in hospitality and tourism. Submitted to: *Journal of Hospitality and Tourism Technology*.
4) **Binesh, F.**, & Syah, A. (g) (n.d.). Nudging in the digital age: A meta-analysis of AI-driven behavioral interventions across key sectors. Submitted to: *International Journal of Hospitality and Tourism Technology*.
5) **Binesh, F.**, Syah, A., (g) & Belarmino, A. (n.d.). Psychological insights into self-service technology adoption: Trust, novelty, and beyond. Submitted to: *International Journal of Hospitality and Tourism Technology*.
6) Jakar, G. S., **Binesh, N. F.,** & Kaplanidou, K. (n.d.). *Sport tourism in the "D": New sport venues and the lodging industry*. Submitted to: *Sport Management Review*.

Working papers

1) **Binesh, N.**, Ponnanda, K., Ghaharian, K., & Ahmad, S. (g) (n.d.). The evolution of AI in gambling: Insights from expert interviews on human-AI collaboration, regulation, and ethics. *Journal of Hospitality Marketing & Management*. Manuscript in preparation.
2) **Binesh, N.**, & Ahmad, S. (g) (n.d.). Who is afraid of robots? A dual analysis of psychological and demographic factors. *International Journal of Contemporary Hospitality Management*. Manuscript in preparation.

3) Ahmad, S. (g), **Binesh, N.**, & Chi, O. H. (n.d.). The corporate digital responsibility frontier: Navigating AI empathy and human gaps in the hospitality industry. *Journal of Hospitality Marketing & Management*. Manuscript in preparation.

4) Ahmad, S., **Binesh, N.**, & Chi, O. H. (n.d.). Moderating role of artificial empathy on CSR-CA belief and hotel customer citizenship behavior. *International Journal of Hospitality Management*. Manuscript in preparation.

5) Ahmad, S. (g), & **Binesh, N.** (n.d.). AI-generated nudges and artificial empathy: Interventions for compensatory green beliefs, pro-environment, and pro-social behaviors. *Journal of Hospitality Marketing & Management*. Manuscript in preparation.

6) Ahmad, S. (g), & **Binesh, N.** (n.d.). Refining the AI fairness model for tourism and hospitality operations: Qualitative study from the U.S., Europe, and Southeast Asia. *Tourism Management*. Manuscript in preparation.

7) Ahmad, S. (g), & **Binesh, N.** (n.d.). AI-generated marketing nudge for fear of flying: Two cognitive systems approach. *Annals of Tourism Research*. Manuscript in preparation.

8) **Binesh, F.**, Lee, S. & Ghaharian, K. (n.d.). Your Body Does Not Lie: Investigating the Psychological Response to Human-Robot Interaction. Target journal: *Annals of Tourism Research*

9) **Binesh, F.** & Ghaharian, K. (n.d.). RAIMLinG: Toward a Framework for Responsible AI and Machine Learning in Gambling. Target journal: *Business Ethics.* https://osf.io/gzwf9/

10) **Binesh, F.**, Belarmino, A. & Syah, A. (n.d.). Beyond the Technology Acceptance Model: Examining Psychological Factors, Trust, and the Wow Effect in Kiosk Adoption. Target journal: *IEEE Journal of Robotics and Automation.*

11) **Binesh, F.** Barton, E. & Wei-LaPierre, L. (n.d.)Automated Classification of SOCE States and Disease Conditions in Mouse Tissue Images Using Machine Learning Models. Target journal: *Applied Physiology.*

12) **Binesh, F.**, Jakar, G.,Vardhan, K., & Sheel, A. (n.d.). Predicting Airbnb Demand Using Advanced Machine Learning. Target journal: *Tourism Management.*

13) **Binesh, F.**, Jakar, G. & Vardhan, K. (n.d.). Predicting Airbnb Prices Using Transformer Models. Target journal: *Journal of Hospitality Marketing and Management.*

14) **Binesh, F.** & Jakar, G. & Vardhan, K. (n.d.). Examining Airbnb Customer's Sentiment Using Large Natural Language Processing Models. Target journal: *International Journal of Hospitality Management.*

Case study

1) **Binesh, F.**, Shoemaker, S. & Belarmino, A. (2022). UNLV Rebels at Allegiant Stadium: A case study of willingness-to-pay for college sports events. Won third place in the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) case study competition 2022.

Books

1) Revenue Management and Optimization: Beyond Hotels - Leveraging Artificial Intelligence for Enhanced Forecasting in the Hospitality Industry (Editor: Belarmino, A.) 2025
2) Babanejad, P., Binesh, A & **Binesh, F.** (2012). Dictionary of Mathematics & Statistics. Payam Nour University. Iran

Conferences

1) **Binesh, N.**, Vardhan, K. (g), Jakar, G., & Syah A. (g) (2025, April 7-11). From Listings to Bookings: Predicting Airbnb Occupancy with AI Precision. Western Decision Sciences In statue, Honolulu, HI
2) Ahmad, S. (g) & **Binesh, N**. (2025). Airline Neuromarketing with Chatbot Nudges: A Dual Cognitive Systems Approach to Reducing Flight Anxiety. Eric Friedheim Tourism Institute (EFTI) Day. College of Health and Human Performance, the University of Florida.
3) Ahmad, S. (g), **Binesh, N**., & Oscar (Hengxuan) Chi. (2025). The Corporate Digital Responsibility Frontier: Navigating AI Empathy and Human Gaps in Hospitality Industry. D.K. Stanley Day. College of Health and Human Performance, the University of Florida.
4) Ahmad, S. (g), **Binesh, N**., & Oscar (Hengxuan) Chi. (2024). The Corporate Digital Responsibility Frontier: Navigating AI Empathy and Human Gaps in Hospitality Industry. D.K. Stanley Day. College of Health and Human Performance, the University of Florida.
5) Ahmad, S. (g), **Binesh, N.,** & Oscar (Hengxuan) Chi (2024). The Corporate Social Digital Responsibility Frontier: Navigating AI Empathy and Human Gaps in the Hospitality Industry. International Conference on Tourism Management and Hospitality, University of London, November 22-24, 2024, London, United Kingdom.
6) Ahmad, S. (g) & **Binesh, N.** (2024). Cross-cultural adoption of Japanese service robots: A comparative study between the U.S. and Thailand. Graduate Conference, Florida International University (FIU), January 4-6, 2024, Miami, United States.
7) **Nasim, B.,** Vardhan Reddy Pasham, K. (g) (2025). Tracking the problem gambling discourse: A longitudinal analysis of Reddit posts. D.K. Stanley Day. College of Health and Human Performance, the University of Florida.
8) **Binesh, F.**, Lee, S. & Ghaharian, K. (2024). Your Body Does Not Lie:

Investigating the Psychological Response to Human-Robot Interaction. EFTI day, University of Florida, 18 Nov 2024

9) Ahmad, S. (g), **Nasim, B.** (2025). Airline Neuromarketing with Chatbot Nudges: A Dual Cognitive Systems Approach to Reducing Flight Anxiety. Eric Friedheim Tourism Institute (EFTI) Day. College of Health and Human Performance, the University of Florida.

10) Ahmad, S. (g), **Nasim, B.**, Oscar (Hengxuan) Chi. (2024). The Corporate Digital Responsibility Frontier: Navigating AI Empathy and Human Gaps in Hospitality Industry. D.K. Stanley Day. College of Health and Human Performance, the University of Florida.

11) Ahmad, S. (g), **Nasim, B.**, Oscar (Hengxuan) Chi. (2025). The Corporate Digital Responsibility Frontier: Navigating AI Empathy and Human Gaps in Hospitality Industry. D.K. Stanley Day. College of Health and Human Performance, the University of Florida.

12) **Binesh, F**, Belarmino, A., van DerRest, J., & Singh, A. (2024)- Forecasting Hotel Room Prices: A Game-Theoretic Artificial Neural Network _AI Day HHP

13) Syah, A. (g), **Binesh, N.**, & Chi, O. (2024, November 22–24). The corporate social digital responsibility frontier: Navigating AI empathy and human gaps in the hospitality industry. International Conference on Tourism Management and Hospitality, University of London, London, United Kingdom.

14) Syah, A. (g), & **Binesh, N.** (2024, January 4–6). Cross-cultural adoption of Japanese service robots: A comparative study between the U.S. and Thailand. Graduate Conference, Florida International University, Miami, United States.

15) Binesh, F., Lee, S. & Ghaharian, K. (2024). Your Body Does Not Lie: Investigating the Psychological Response to Human-Robot Interaction. EFTI day, University of Florida, 18 Nov 2024.

16) Ahmad, S. & **Binesh, N.** (2023). Cross-cultural adoption of Japanese service robots: A comparative study between the U.S. and Thailand. Eric Friedheim Tourism Institute (EFTI) Day. College of Health and Human Performance, the University of Florida.

17) Ghaharian, K. & **Binesh, F.** (2023). The High Stakes of Gambling with AI. *Global Gaming Expo (G2E),* October 11th, Las Vegas, NV.

18) Jakar, G. S. & **Binesh, F.** (2023). College sports, events tourism, and the demand for short-term rentals. *NASSM*, May 31- June 3 2023, Montreal, Canada

19) **Binesh, F.**, Rippee, R. & Belarmino, A. (2023). Artificial intelligence use in casinos: machine-human interface. *18Th International Conference on Gambling & Risk Taking,* Las Vegas, May 23-25, 2023.

20) **Binesh, F.**, Rippee, R. & Belarmino, A. (2023). Machine-human interaction in casino setting. *AAG Conference,* Virtual, March 23, 2023.

21) **Binesh, F.**, Rippee, R. & Belarmino, A. (2022). Artificial intelligence uses in sports betting for improved player interaction: Machine/human interface. *West Federation CHRIE,* Virtual, February 10-12, 2022.

22) **Binesh, F.** & Baloglu, S. (2022). Investigating the impact of motivations, involvement, and attitude on the intent to use service robots in hotels. *Western Decision Sciences*, Waikoloa, Hawaii, 5-8 April 2022.

23) **Binesh, F.** & Baloglu, S. (2022). Customers attitude towards service robots in hotels during the pandemic: Role of profile factors. *27th Grad Conference,* Houston, Texas, 6-8 January 2022.

24) **Binesh, F.** & Belarmino, A. (2022). Examining the impact of historical information on restaurant willingness-to-pay. *27th Grad Conference,* Houston, Texas, 6-8 January 2022.

25) **Binesh, F.** & Belarmino, A. (2021). Risk-induced game-theoretic dynamic pricing model: Market comparison, *26th HT Grad Conference,* Houston, Texas, 7-9 January 2021

26) **Binesh, F.** & Baloglu, S. (2020). Robots/AI in luxury hotels: customer's perception and motivation. *Western Decision Sciences*, Portland, Oregon, 7-10 April 2020

27) **Binesh, F.** (2020). Determinant factors of users' continuous usage of hotel booking app, *WF CHRIE*, Pomona, California, 6-8 February 2020

28) Erdem, M. & **Binesh, F.** (2020). A Content analysis of technology acceptance model application in hospitality research, *25th HT Grad Conference,* Las Vegas, Nevada, 3-5 January 2020

29) **Binesh, F.** (2013). Green data center dashboard. *Technology, Knowledge, and Society conference*, University of British Columbia, Vancouver B.C. Canada. 13-14 January 2013.

30) **Binesh, F. (2011).** Influential factors on customers' perception of hotels' quality: a study on Kuala Lumpur hotels; *Paper approved for AYRC AKEPT's First Young Researchers Conference*, 19-20 Dec 2011.

Work experience

16 August 2022	**University of Florida**	**Gainesville, Florida**
Until now	*Assistant Professor*	

I was hired as one of the "AI Faculty," an initiative by the University of Florida. As such, my main areas of research interest are Artificial Intelligence and technology adoption in the hospitality industry, responsible gambling, and revenue management forecasting models. I use advanced data analysis software such as R, Python, MATLAB, Stata, and SAS. I am an expert in machine learning and deep learning algorithms. I also developed a Quest 2 course, "Robots: Threat or Opportunity," the first robot Quest course. Quest courses are an initiative by the

University of Florida that offers general education courses to students. The students were from various backgrounds, such as engineering, business, and health sciences, among others.

26 August 2019   **University of Nevada, Las Vegas**   **Las Vegas, Nevada**
Until   *Graduate Assistant*
20 May 2022

I received the UNLV Medallion upon graduation to recognize my achievements and involvement. This medallion is given to less than 5 individuals every academic year. I was also nominated for three prestigious Rebel Awards: "Outstanding Graduate Assistant Leader," "Outstanding Graduate Assistant," and "Outstanding Scholar Leader." While at UNLV, I was an invited speaker for NFS Boot Camp 2022 and MaxBet Podcast (the most prominent gaming podcast) and featured in Las Vegas Review Journal and local Fox5.

21 April 2016   **Tarh Andishan Kelvan Pazh LLC.**   **Mashhad, Iran**
Until   The *Chairperson and manager*
31 July 2019

Kelvan is a consulting company aiming to find solutions for hospitality companies to improve their revenue management and financial performance. I created comp sets and provided strategies based on companies' performance, daily operations, budget forecasts, event organization, and planning. My duties were preparing the market analysis, market reports, social media visibility, and search engine optimization. I used advanced mathematical techniques to improve our visibility in Mashhad Market. During my time at Kelvan, our annual revenue increased by 300%.

30 August 2014   **Banavand Shargh Co.**   **Mashhad, Iran**
To   *Project Manager*
01 April 2016

As a project manager, I managed accounts, prepared evaluations and forecasts, and managed our construction team. I improved our efficiency and effectiveness by introducing Microsoft project software and eliminating redundant paperwork.

July 2012   **Tim Body Care Training Centre**   **Petaling Jaya, Malaysia**
To   *Marketing internship*
July 2013

During my internship, I boosted the number of followers on the company's Facebook page by 200% and improved its search engine optimization. Moreover, I was in charge of several events that our team took part in, at HSBC, Selangor Golf Club, and two exhibitions at Kuala Lumpur Convention Center

February 2009   **Payam Nour University**   **Mashhad, Iran**
To   Lecturer
January 2010

As a lecturer, I taught an ICDL course for bachelor students at Payam Nour University.

June 2004   **Neyestan Rayaneh**   **Mashhad, Iran**
  To   Director of Sales
July 2009

I had the responsibility of managing the inventories, as well as conducting market analysis, sales analysis, and preparing market reports. During this period our sales increased by 40%.

Teaching experience at the University of Florida

1) **Strategic Management in Hospitality and Tourism**. The University of Florida since Fall 2022. Class size: 35. Graduate students from business school from various backgrounds, such as marketing and finance. This was my first teaching assignment at UF, and I am very pleased with the positive feedback from the students.

2) **Robots: Threat or Opportunity**. The University of Florida Fall 2023. Class size: 35. I have developed this course for the University of Florida, which is the first robot-related course for general education students at UF and the first course for the series called Quest by our department. Throughout the course, students will learn about the history of robots and artificial intelligence, the basics of machine learning, and their application in various fields, with a special focus on Tourism and Hospitality. They also will learn about the future of robots and workplaces with robot employees and how to overcome the challenges that might arise and use these technologies to their advantage.

3) **Revenue Management**. The University of Florida since Spring 2023. Class size: 35 – 60. Both graduate and undergraduate level. Graduate students from business school from various backgrounds, such as marketing and finance. Graduate students major in hospitality and tourism. I received positive feedback regarding my course knowledge and the professional connections I invited to speak in this class, including the Vice President of Revenue Management from Caesar's Entertainment.

Teaching experience at the University of Nevada, Las Vegas

4) **Hospitality Financial Management** UNLV **Spring 2020 and Summer 2020**. Class size: 30 – 60. Despite the sudden changes like the class (transition to remote teaching), I received positive comments from students throughout and after the semester; students were happy with the lecture videos, supplementary aids (YouTube videos, links, podcasts), and recorded instructions that I provided throughout the semester.

5) **Hospitality Financial Analysis** UNLV - Class size 30 – 60. **Fall 2020 and Spring 2021**. This is the first time this course is being taught at UNLV.

Despite this, I received positive feedback from students about the course. Events financial planning and budgeting was a dedicated section of the course.

6) **Hospitality Revenue Management**. Class size 30. **Fall 2021 and Spring 2022.** This is the first time this course is being offered, and it covers revenue management concepts in the hospitality industry. One chapter is dedicated to event management.

Grants and scholarships

1) International Center for Responsible Gambling (ICRG) Large Grant 2025- Letter of Intent: Don't Miss the Signs: AI Modeling of Gambling Mental States and Timely Intervention, **PI: Fatemeh Binesh**, $150,000, Under review.
2) Lam Foundation. TIMOTHY S.Y. LAM FOUNDATION Grant (2025), Proposal: AI-Generated Nudges and Artificial Empathy: Human Resource Strategies to Boost Green Beliefs, Pro-Environmental, and Prosocial Behavior, **PI: Fatemeh Binesh**, $9,999. Under review.
3) College of Health and Human Performance AI SEED Grant. Proposal: *Transcending Diagnostics: Advancing Early Disease Detection Through Transformer Models*, **PI: Fatemeh Binesh**, Co-PIs: Elisabeth Barton and Lan Wei-Lapierre, $25,000 (Funded).
4) College of Health and Human Performance AI SEED Grant. Proposal: The Taste of Sport: HiPerGator Supercomputer-powered Analysis of Food Biases, Emotions, and Dietary Habits among Sports Enthusiasts on Social Media, PI: Chang Yonghwan, **Co-PI: Fatemeh Binesh**, $25,000 (Funded).
5) International Center for Responsible Gambling. ICRG SEED Grant (2023), Proposal: According to Reddit: Analyzing Community Perceptions and Ethical Implications of Artificial Intelligence in Gambling, **PI: Fatemeh Binesh**, $50,000 (under review)
6) University of Florida NVIDIA Large Grant.(2024) Proposal: TourAIsm Insights: Predictive Analytics for Lodging Markets. **PI: Fatemeh Binesh**, Co-PI: Gidon Jakar. $152,734
7) University of Florida NVIDIA Large Grant.(2024) Proposal: Transcending Diagnostics: Advancing Early Disease Detection Through Transformer Models. **PI: Fatemeh Binesh**, Co-PIs: Elisabeth Barton, Lan Wei-LaPierre, $164,967
8) Sumitomo Foundation Grant. Proposal: Japanese Service Robot Adoption: A Cross-National Comparison Between the US and Thailand**. PI: Fatemeh Binesh**, Sumitomo Foundation, $13,200 (Was not granted).
9) International Center for Responsible Gambling. ICRG SEED Grant (2023), Proposal: Identifying Risks and Ethical Considerations of AI in Gambling: A Grounded Theory Study, **PIs: Fatemeh Binesh**, Kasra Ghaharian, $40,000 (Was not granted).

10) Eric Friedheim Tourism Institute (EFTI) Grant (University of Florida) (2023), Proposal: Your Body Does Not Lie: Investigating the Psychological Response to Human-Robot Interaction, **PI: Fatemeh Binesh**, $2500 (Funded)
11) International Center for Gaming Regulations (ICGR) fellowship (UNLV) (2021), **PI: Fatemeh Binesh**, $14500 (Funded)
12) Summer Doctoral Fellowship (UNLV) (2021), **PI: Fatemeh Binesh**, $7000 (Funded).
13) NSF Dissertation Grant In Economics**. Binesh, F.** (2021). Risky business: Using game theory to forecast hotel demand. $50,000. January 19, 2021 (was not granted)

14) Recipient of Patricia Sastaunik Scholarship (UNLV) (2021), $1500
15) Recovery and Development of World Tourism Amid COVID-19 Grant (2020) Under the supervision of Dr. Xi Leung from the University of North Texas and Dr. Billy Bai from UNLV. $1000
16) Summer Research Grant William F. Harrah Hospitality School (UNLV) (2020), Proposal: The antecedents of intention to use service robots in hotels, **PI: Fatemeh Binesh**, $3000 (Funded)
17) Recipient of Network for Executive Women in Hospitality (NEWH) scholarship (2020), $5000
18) Recipient of merit-based scholarships every semester (UNLV) (August 2019- May 2022) (amount varied from $2000-$3000 every year)

Other achievements

1) Recipient of the University of Nevada, Las Vegas Medallion. I was one of five selected for this award in 2022.
2) Winner of the 3rd place in the ICHRIE case study competition (2022). ICHRIE is the world's most well-known Hospitality and Tourism professional association, with active subsections in each continent.
3) The very 1st Graduate Assistant at BlackFire Innovation (2021-2022). Opened in 2020 in collaboration with Caesars Entertainment Corporation, this living lab is ideal for engaging in cutting-edge translation research and innovation. The industry can work with researchers, students, and entrepreneurs within the facility to create disruptive innovations.
4) Recipient of 2nd place award Graduate & Professional Student Association (GPSA) annual research forum (April 2021)
5) Mentee of the Year (UNLV mentorship program) (2021)
6) Consultation project Four Points Las Vegas (2021). Under the supervision of Dr. Billy Bai from UNLV.
7) I was one of the seven students who joined the hotel manager position of Circa, a new casino in Las Vegas, to help them open a new casino in Las Vegas. We offered them our expertise and helped them design various parts of their operations, such as concierge, revenue management, and marketing.

8) Member of UNLV at the Certified Financial Advisor Investment Research Challenge (2020).

9) As part of my MBA thesis, we designed a virtual dashboard indicating the green compliance of data centers. This virtual dashboard was part of a bigger project focusing on data center sustainability, which was conducted under my supervisor, Dr. Saravanan Muthaiyah.

Leadership and Service

Leadership and membership

1) Chair of the College of Health and Human Performance (HHP) Scholarship Committee
2) Member of HHP Graduate Faculty Committee
3) Member of HHP TOY/AOY Committee
4) Member of Tourism, Hospitality, and Event Management (THEM) Graduate Students Committee
5) President of Wine Society - UNLV (2020)
6) Vice President of Hospitality Finance and Technology Professionals (HFTP) - UNLV Chapter (2020)
7) Member of the Association of American Geographers (AAG*)* (Since 2022)
8) Member of Western Decisions Sciences Institutes (Since 2021)
9) Member of the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (Since 2019).
10) Honorary member of the Network for Executive Women in Hospitality (NEWH) (Since 2020)

Journal Review

1) Reviewer for the Journal of Supercomputing
2) Reviewer for Journal of Review of Managerial Science
3) Reviewer for Tourism Perspective Journal
4) Reviewer for the Journal of Hospitality and Tourism Technology
5) Reviewer for Current Issues in Tourism
6) Reviewer for Tourism Review Journal
7) Reviewer for International Journal of Hospitality Management
8) Reviewer for the Journal of Hospitality Management and Marketing
9) Reviewer for UNLV's Gaming Research & Review Journal

Invited Speaker

1) Keynote Speaker: Gaming Laboratories International (GLI) Regulatory Roundtable (2024), April 24-25, Las Vegas, NV.
2) Keynote Speaker: Global Gaming Expo (2023), October 11th, Las Vegas, NV.
3) *I often comment on the latest trends in hospitality and tourism in prominent news channels, such as Las Vegas Review Journal. Examples:*

a. *Velotta, R. N. (2024, February 27). Wynn using special stock offering to recover from $131M forfeiture. Las Vegas Review-Journal. https://www.reviewjournal.com/business/ casinos-gaming/wynn-using-special-stock-offering-to-recover-from-131mforfeiture-3168048/*

b. *Velotta, R. N. (2024, February 23). Quit your grumbling about the high cost of having fun in Las Vegas. Las Vegas Review-Journal. https://www.reviewjournal.com/business/tourism/quit-your-grumbling-about-the-high-cost-of-having-fun-in-las-vegas-3145210/*

c. *Velotta, R. N. (2023, March 30). Is $1B monthly gaming win the new normal for Nevada? Las Vegas Review-Journal. https://www.reviewjournal.com/business/casinosgaming/is-1b-monthly-gaming-win-the-new-normal-for-nevada-2752050/*

d. *Velotta, R. N. (2023, March 29). Las Vegas tourists getting younger as industry looks to adapt. Las Vegas Review-Journal. https://www.reviewjournal.com/business/tourism/lasvegas-tourists-getting-younger-as-industry-looks-to-adapt-2751031/*

4) I was Interviewed by Vixio. Vixio Gambling Compliance is a leading regulatory platform in the gambling industry. I discussed the critical importance of ethical artificial intelligence practices in the U.S. gaming industry: Sieroty, C. (2023, November 21). Ethical use of artificial intelligence critical in U.S. gaming industry. Vixio GamblingCompliance. https://www.vixio.com/insights/gc-ethical-use-artificialintelligence- critical-us-gaming-industry

5) In a later interview by the same platform, I provided insights on consumer data rights and the ethical use of AI in the gaming industry: Sieroty, C. (2023, November 27). Collection, protection of consumer data key for U.S. gaming industry. Vixio GamblingCompliance. https://www.vixio.com/insights/gc-collection-protection-consumer-data-key-us-gaming-industry VIXIO

6) I was interviewed by a national news outlet journalist on the latest trends in sports and entertainment venue management; Jan 30, 2023.

7) Guest on Maxbet podcast. Maxbet is a prominent gaming podcast that invites gaming experts, such as CEOs and VP of major gambling and gaming companies. Las Vegas; February 14, 2022. Episode title: "Robot Takeover - Ft. Nasim Binesh". https://www.youtube.com/watch?v=BiocNSNNgHE

8) Spoke at Coral Academy of Science Middle School to the students about my research on robots, showcasing Pepper the robot. Las Vegas; May 20, 2021. Topic: "Humanoid Robots."

Other media presence

1) I was featured in this article in Las Vegas Review-Journal: https://www.reviewjournal.com/business/casinos-gaming/unlv-entain-aim-to-get-women-into-gaming-tech-sports-betting-fields-2273341/
2) I was mentioned by my dear friend Dr. Bo Bernhard in this article on Gaming and Media News: https://g-mnews.com/en/black-fire-innovation-the-next-step-in-gaming-and-hospitality-industries-evolution/

Certificates and workshops

1) First Year Faculty Teaching Academy (FYFTA) by the University of Florida
2) Certified Hospitality Revenue Management Executive (CRME) by HSMAI (2022). The Hospitality Sales & Marketing Association International (HSMAI).
3) WSET Level 2 (2022). Wine & Spirit Education trust.
4) Certification in Hotel Industry Analytics (CHIA) by AHLEI (2020) – American Hotel & Lodging Educational Institute
3) Learning to teach online (2020) (LinkedIn learning)
4) Artificial intelligence foundations: Thinking Machines (2020) (LinkedIn learning)
5) Game Theory by Stanford University (2020) (Coursera)
6) Introduction to Big Data by University of California San Diego (2019) (Coursera)
7) The R Programming Environment by Johns Hopkins University (2019)(Coursera)
8) Hyflex course workshop by UNLV Online Education (2020)
9) First Day Online Fall 2020: Best Practices for a Successful Semester by UNLV (2020)
10) WebCampus 101-018: The Basics - An Introduction to WebCampus by UNLV (2020)
11) WebCampus 301-017: Tests, Quizzes, and Surveys by UNLV (2020)
12) WebCampus 502-012: Respondus LockDown Browser & Monitor by UNLV (2020)

Computer Skills
R
JMP SAS
Python
MATLAB
Nvivo
SPSS
AMOS