
Michael Collins

Assistant Professor

Resort Tourism Management

Academic Background

Degrees

Ph.D. The Ohio State University, Columbus, Ohio, Hospitality Management, 2007

M.S. Mountain State University, Beckley, West Virginia, Strategic Leadership, 2002

B.A. Michigan State University, East Lansing, Michigan, Humanities, 1982

Academic Experience

Assistant Professor, Resort Tourism Management, Coastal Carolina University (August, 2005 - Present). Tenure-track faculty member in the Department of Management, Marketing and Law, Wall College of Business .

Administrative Graduate Associate, The Ohio State University (September, 2003 - June, 2005). Served as Academic Advisor to approximately 300 students in the Hospitality Management program in the Department of Consumer Sciences, College of Human Ecology; also served as the Industry Relations Coordinator for the department completing such tasks as arranging industry focus groups for curriculum development, coordinating student internship experiences, and spearheading industry advisory board activities .

Director of Degree Programs in Hospitality Business, Mountain State University (August, 2001 - July, 2002). Founding Director of degree programs in Culinary Arts and Hospitality Management in the College of Business; provided instruction, supervised faculty, recruited and advised students, made budget recommendations, and developed the curricula.

Dissertation

Understanding the Relationship between Leader-Member Exchange (LMX), Psychological Empowerment, Job Satisfaction, and Turnover Intent in a Limited-Service Restaurant Environment

Professional Interests

Research: Human resources and organizational behavior, service quality management, revenue management, hotel & resort operations

Teaching: Human resource management, organizational behavior, service quality management, quantitative methods, resort and hospitality operations

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

Collins, M. & Parsa, H. G. (2006). Pricing strategies to maximize revenues in the lodging industry. *International Journal of Hospitality Management*, 25 (1), 91-107.

Refereed Proceedings

Abstract Only

Collins, M. (in press, 2008). The Effect of Psychological Contract Fulfillment on Manager Turnover Intentions and its Role as a Mediator in a Casual, Limited-Service Restaurant Environment. International CHRIE conference.

Rausch, D. A., Nale, R. D. , Collins, M. D. , & Barr, P. B. (2007). Measuring Quality in Resort Accommodations. Southeast InfORMS.

Collins, M. (2006). Antecedents to Employee and Management Turnover Intent in a Quick Foodservice Environment. International CHRIE conference

Collins, M. & Kang, B. (2006). Psychological contract fulfillment, psychological empowerment, job satisfaction, and turnover intention in an upscale, casual quick-service restaurant. Southeast Council on Hotel, Restaurant, and Institutional Education, 10 (1), Georgia State University, 34 - 40.

Collins, M. & Parsa, H. G. (2004). Revenue Maximization through Innovative Pricing Strategies in the Hotel Industry. International CHRIE conference, International CHRIE .

Presentation of Refereed Papers

International

Collins, M. D. (2008, August). The Effect of Psychological Contract Fulfillment on Manager Turnover Intentions and its Role as a Mediator in a Casual, Limited-Service Restaurant Environment. Presented at International CHRIE conference, Atlanta, Georgia.

Collins, M. (2006, July). Antecedents to Employee and Management Turnover Intent in a Quick Foodservice Environment. Presented at International CHRIE conference, Washington, District of Columbia.

Collins, M. & Johnson, W. (2005, July). Making It Count: Getting the Most from a Hotel Internship Experience. Presented at International CHRIE conference, Las Vegas, Nevada.

Collins, M. & Parsa, H. G. (2004, July). Revenue Maximization through Innovative Pricing Strategies in the Hotel Industry. Presented at International CHRIE conference, Philadelphia, Pennsylvania.

Regional

Mitchell, M., Collins, M., Keels, J. K. , & Latta, M. (2007, October). Time Out! Taking stock of your academic career and planning for greater-than-you outcomes. Presented at Southeast InfORMS, Myrtle Beach, South Carolina.

Rausch, D. A., Nale, R. D. , Collins, M. D. , & Barr, P. B. (2007, October). Measuring Quality in Resort Accommodations. Presented at Southeast InfORMS, Myrtle Beach, South Carolina.

Collins, M. & Kang, B. (2006, March). Psychological contract fulfillment, psychological empowerment, job satisfaction, and turnover intention in an upscale, casual quick-service restaurant. Presented at Southeast Council on Hotel, Restaurant, and Institutional Education, Atlanta, Georgia.

Papers Under Review

Collins, M. D. (2008). "The Effect of Psychological Contract Fulfillment on Manager Turnover Intentions and its Role as a Mediator in a Casual, Limited-Service Restaurant Environment," initial submission to Journal of Hospitality & Tourism Research.

Collins, M. D. & George, R. T. (2008). "A Job's Meaningfulness May be the Key to Retaining Part-time Workers," initial submission to Journal Of Applied Psychology.

Collins, M. D. & Ritter, B. A. (2008). "Identifying Interventions to Address Voluntary Management Turnover in a Quick Foodservice Environment," revised and resubmitted to International Journal of Hospitality Management.

Rauch, D. L., Nale, B. N. , & Collins, M. D. (2008). "Measuring Quality in Resort Accommodations," initial submission to International Journal of Managing Service Quality.

Working Papers

Collins, M. D. & Kang, B. (2008). "Understanding the Demographics of the Grand Strand Hospitality Industry Workforce and Strategies to Address the Labor Shortage" targeted for William F. Harrah College of Hotel Administration research grant.

Collins, M. & Rauch, D. (2007). "The Psychological Contract Inventory: Confirmatory Factor Analysis utilizing a Structural Equation Model" targeted for Psychological Reports.

Presentation of Non-Refereed Papers

Regional

Collins, M. (2007, May). Building Tomorrow's Leaders: The Dalton & Linda Floyd Family Mentoring Program. Invited presentation at Annual Civic Learning Conference at Coastal Carolina University, Conway, South Carolina.

Willis, M., Savage-Davis, E., Farmer, J., Nelson, S., Royce, S., Collins, Michael; Costner, Richard, (2006, March). K-12 Mentoring and Civic Learning at Coastal Carolina University: Reflections from faculty, students, children, and school personnel. PK-16 Educators and Administrators Conference, Columbia, South Carolina.

Local

Collins, M. D., Tankersley, H. E. , Smith, R. J. , & Kost, J. (2008, February). Abortion: Understanding the Debate. Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina.

Mitchell, M., Collins, M. D. , Keels, K., & Latta, M. (2008, February). Seeking a Life of Both Success and Significance. Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina.

Willis, M., Garza-Gabriel, G., Speight, S., Ayres, N., Shackelford, S., Michael Collins, et al, (2008, February). Mentoring Children as an Investment in our Future. Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina.

Collins, M. (2007, February). Today's Mentors: Tomorrow's Leaders. Celebration of Inquiry, Coastal Carolina University, Conway, South Carolina.

Collins, M. (2005, November). Antecedents to Voluntary Employee Turnover in a Quick Foodservice Environment. Invited presentation at The Ohio State University, College of Human Ecology, Department of Consumer Sciences, Research Presentation, Columbus, Ohio.

Collins, M. (2005, October). Antecedents to Voluntary Employee Turnover Intention in a Quick Foodservice Environment. Invited presentation at Wall Interdisciplinary Talks, Conway, South Carolina.

State

Collins, M. D. (2008, March). Tourism Trends: Breathing Easier in Today's Favored Destinations. Invited presentation at South Carolina Tobacco Summit, Columbia, South Carolina.

Professional Associations

Memberships

American Hotel & Lodging Association

International Council on Hotel, Restaurant, & Institutional Education

Southern Management Association

Certifications

Certified Hotel Administrator, 1992 - 1997

Teaching

Courses Taught

Business Statistics

First Year Experience

Marketing

Quality Process Management

Non-Academic Experience

Principal, Exult Partners (May, 2003 - Present). Consulting firm established to assist business and organizations in making prudent 'people' decisions; provide pre-employment and occupational assessments, in partnership with Profiles International, as well as employee opinion surveys, associate training, and other human resource support; also assist hospitality businesses in the development of marketing and business plans.

Assistant General Manager, Winegardner & Hammonds, Inc. (August, 2002 - August, 2003). Served as Assistant General Manager of the Cincinnati Airport Marriott Hotel, while considering the prospect of returning to the industry; hotel received 'Hotel of the Year' recognition in 2003 from Marriott Hotels due to exceptional guest service levels and market-share gains.

Vice President and General Manager, Glade Springs Resort (January, 2001 - January, 2002). Responsible for lodging, conference center, golf, spa, racquet club, security, and maintenance operations, as well as the sales and marketing, of this 3,000 acre resort nestled in the Appalachian Mountains of southern West Virginia; also completed business plan for expansion of lodging and conference center facilities.

General Manager, Wyndham International (1995 - 2000). Served as General Manager of Wyndham Hotels and Resorts in Salt Lake City, Palm Springs, Los Angeles, and Myrtle Beach, South Carolina.

General Manager, Hyatt Hotels Corporation (1986 - 1994). Served as General Manager of Hyatt Hotels in Atlanta, San Francisco, and Chicago.

Consulting

2007: Breads of the World, LLC (d/b/a Panera Bread), Measured job satisfaction, psychological empowerment, and turnover intention for this firm that employs approximately 1,800 associates and operates 60 bakery-cafes in Ohio, Kentucky, and Colorado

2006: Breads of the World, LLC d/b/a Panera Bread, Assisted this organization in the implementation of a pre-employment assessment program through which management applicants complete an evaluation instrument, which measures cognitive abilities, behavioral tendencies, and occupational interests. Trained all company recruiters and senior management on the proper use of the information provided by this assessment tool.

2006: University of Illinois' Allerton Park and Conference Center, Conducting a complete assessment of the Allerton Conference Center, to include a financial review, market review, competitive survey, operations review, and client focus group, in order to identify strategies that may be employed to make the center profitable.

2005: Breads of the World, LLC d/b/a Panera Bread, Completed an employee opinion survey and conducted management focus group interviews in order to identify the antecedents of management turnover, which ran 58.5% in 2004 costing the firm over \$700,000 in direct costs. Findings were reported to the firm's senior management and partners. Interventions were recommended and an action plan was developed that the firm is implementing in an effort to reduce the level of management turnover within the firm.

Service:

Service to the University

College assignments:

Member:

2007-2008: Curriculum Committee: Evaluate any proposed changes in curriculum or coursework in the Wall College of Business.

University assignments:

Member:

2007-2008: Search committee - Coordinator of Diversity Programs: Identify and evaluate candidates for the position of Coordinator of Diversity Programs to work in the Division of Student Affairs.

2006-2007: Faculty search for the Center for Education and Community: Identify and evaluate candidates that will teach a mentoring course, assist faculty when adding a mentoring component to their course, and conduct research relative to the effectiveness of the mentoring program

2005-2006: Music Education tenure-track faculty search: Served as 'outside' search committee member to hire a tenure-track professor to teach applied low brass and music education courses; the individual hired will also serve as the liaison between the music education program in the Edwards College of Humanities and Fine Arts and the Spadoni College of Education

Other Institutional Service Activities:

2005-2006: Celebration of Inquiry: Served as panel member for Celebration of Inquiry session focused on the student mentoring project with Horry County Schools.

Service to the Profession

Chair: Conference / Track / Program

2007: Southern Management Association, Served as Track Chair for the Health Care/Hospitality track for the 2007 conference, Nashville, Tennessee (Regional).

Service to the Community

Other Community Service Activities

2005-2006: Student Mentoring with Horry County Schools, Required students in Quality Process Management (RTMA 474) courses to participate in this valuable program; the program enables Coastal Carolina University students to gain a better understanding of people from different socio-economic backgrounds, much like the employees that they may some day manage, and to be introduced to the importance and value of community service.

Honors-Awards-Grants

Awards:

2008: Best Paper Award - Human Resources: The Effect of Psychological Contract Fulfillment on Manager Turnover Intentions and its Role as a Mediator in a Casual, Limited-Service Restaurant Environment, International Council on Hotel, Restaurant and Institutional Education (ICHRIE).

2006: First Place Award earned for paper entitled 'Identifying Interventions to Address Voluntary Management Turnover in a Quick Foodservice Environment', AVX D.H. Byers Business Paper Award.

Section

Section

Qualification: Academic/Professional

Academically Qualified

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