

Ma, Xiao Forest
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EDUCATION

- PhD** (Exp.2023) University of South Carolina
School of Hotel, Restaurant and Tourism Management
- MSc** (2012) University of Houston
Conrad N. Hilton College of Hotel and Restaurant Management
- BA** (2010) Xi'an International Studies University
Business School

ACADEMIC EXPERIENCE

- Aug. 2020 – Present **Instructor – University of South Carolina**
- HRTM344 Personnel Organization and Supervision
- Aug. 2016 – Aug. 2019 **Instructor – Hong Kong Polytechnic University**
- HTM1003 Freshman Seminar
 - HTM2306 Introduction to Food & Beverage Operations
 - HTM2315 Principle of Food Service and Food Production
 - HTM3203 Managerial Concepts in Food and Beverage
 - HTM3S02S Hospitality Management and Operations in Developing Regions (service-learning course in Vietnam)
 - HTM4329 Gastronomy and Olfactory Studies
- Aug. 2010 – May 2012 **Teaching Assistant – University of Houston**
- HRMA 3345—Wine Appreciation
 - HRMA 4343—Financial Administration for the Hospitality Industry

PUBLICATION

- Okumus, B., Mehraliyev, F., **Ma, F.**, & Köseoglu, M. A. (2020). Intellectual connections in food tourism literature: A co-citation approach. *International Journal of Tourism Research*, 1-18.
- Okumus, B. and **Ma, F.** (2019). Research trends on food safety and sanitation in hospitality and tourism. *Int. Journal of Bibliometrics in Business and Management*, 1(3), 214-224.
- Okumus, B., Koseoglu, M. A., and **Ma, F.** (2018). Food and Gastronomy research in tourism and hospitality: A bibliometric analysis. *International Journal of Hospitality Management*, 73, 64-74.
- Ma, X.** and Draper, J. (2017). Motivation and satisfaction of marathon volunteers: How important is volunteers' level of running experience? *Journal of Convention & Event Tourism*, 18(1), 41-59.

CONFERENCE PROCEEDINGS AND PRESENTATION

Ma, F., Jin, D., & DiPietro, R.B. (2020, January 3-5). *Service failures, customers' blame attribution, and re-patronage intention related to online delivery providers (ODP)* [Paper presentation]. 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, United States.

Ma, F., & DiPietro, R.B. (2020 January 3-5). *Effects of craft brewery brand collaboration on customer' willingness to pay and purchase intention* [Poster presentation]. 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV, United States.

INVITED PRESENTATION

DiPietro, R.B. and **Ma, F.** (2020). "Food access and insecurity during COVID-19 pandemic: evidence from South Carolina". Invited presentation at The Pennsylvania State University, Oct. 30th, 2020.

CERTIFICATE

CHIA	American Hotel & Lodging Association (2018)
CHE	American Hotel & Lodging Association (2017)
Certified Beer Server	Cicerone Certification Program (2017)

INDUSTRY EXPERIENCE

Feb., 2016 –	Banquet Manager
July, 2016	<i>Hilton – University of Houston, Houston, TX</i>
June, 2015 –	F&B Outlets Manager
Feb., 2016	<i>Houston Marriott North, Houston, TX</i>
Oct., 2014 –	Banquet Captain
June, 2015	<i>The Woodlands Waterway Marriott Hotel & Convention Center, The Woodlands, TX</i>
Sep., 2013 –	Executive Meeting Specialist (EMS)/EMS Trainer
June, 2015	<i>Westin Galleria & Westin Oaks, Houston, TX</i>
Oct., 2012 –	Front Office Supervisor
Oct., 2013	<i>Hilton Houston Post Oak, Houston TX</i>

VOLUNTEER SERVICE

June, 2011 –	Accommodations Captain
July, 2016	<i>Houston Marathon Committee, Inc., Houston, TX</i>