

Katerina Berezina, Ph.D., CHTP, CRME, CHIA

Associate Professor, Hospitality Management Program Director
Department of Nutrition and Hospitality Management
University of Mississippi
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EDUCATION

University of Florida , Gainesville, FL, USA Health and Human Performance, <i>Doctor of Philosophy</i> Concentration: Recreation, Parks, and Tourism Department of Tourism, Recreation and Sport Management <i>Dissertation Topic:</i> Hotel Flash Sales: An Inventory Distribution and Marketing Channel. Does It Work? (Major Advisor: Dr. Kelly Semrad)	Aug 2011 – Aug 2014
Oklahoma State University , Stillwater, OK, USA Hospitality Administration, <i>Doctoral Student</i> School of Hotel and Restaurant Administration	Aug 2010 – May 2011
University of Delaware , Newark, DE, USA Hospitality Information Management, <i>Master of Science</i> Hotel, Restaurant and Institutional Management (HRIM) Department <i>Thesis Topic:</i> The Impact of Information Security Breach on Hotel Guest Perception of Service Quality, Satisfaction, Revisit Intentions and Word-of-Mouth (Major Advisor: Dr. Cihan Cobanoglu)	Aug 2008 – May 2010
Penza State University , Penza, Russia Hospitality and Tourism, <i>Specialist (Bachelor of Science)</i> Marketing Department	Sept 2001 – Jun 2006

CERTIFICATION

Certification in Hotel Industry Analytics (CHIA) Commissioned by American Hotel & Lodging Educational Institute (AHLEI) and STR	2017 - Present
Advanced Hospitality Revenue Management: Pricing and Demand Strategies (Certificate) School of Hotel Administration Cornell University, Ithaca, NY, USA (through eCornell)	Oct 2014 – Dec 2014
Certified Revenue Management Executive (CRME) Commissioned by Hospitality Sales and Marketing Association International (HSMAI)	2014 – Present
Certified Hospitality Technology Professional (CHTP) Commissioned by Hospitality Financial and Technology Professionals (HFTP) and the Educational Institute of the American Hotel & Lodging Association (AHLEI)	2010 – Present

WORK EXPERIENCE

- University of Mississippi**, University, MS, USA Jan 2019 - Present
Associate Professor, Hospitality Management Program Director
- Taught undergraduate and graduate hospitality courses (face-to-face and online delivery),
 - Developed new courses in Hospitality Information Technology (undergraduate and graduate),
 - Supervised graduate students' research.
 - Managed the undergraduate hospitality management program, including course scheduling, partnerships with international educational institutions, and industry partnerships.
- University of South Florida Sarasota-Manatee**, Sarasota, FL, USA Aug 2014 – Dec 2018
Assistant Professor
- Taught undergraduate and graduate hospitality courses (face-to-face and online delivery),
 - Developed new courses in Hospitality Revenue Management (undergraduate and graduate) and Research Methods and Statistics (graduate),
 - Supervised graduate student research,
 - Served as a faculty advisor to the Hospitality Financial and Technology Professionals (HFTP) student club.
- University of South Florida Sarasota-Manatee**, Sarasota, FL, USA Aug 2014 - Dec 2018
Coordinator of M3 Center for Hospitality Technology and Innovation
- Developed university program for M3 Link hotel business intelligence software (www.M3LinkUniversity.com),
 - Developed university program for innRoad property management system (www.innRoadUniversity.com),
 - Trained faculty members on the technology university programs via conference presentations and webinars,
 - Coordinated adoption of the university programs in the United States and abroad,
 - Collected feedback from faculty members using the educational programs to ensure quality and continuous improvement,
 - Coordinated the hotel performance index project.
- University of Florida**, Gainesville, FL, USA Aug 2011 – May 2014
Research and Teaching Assistant
- Assisted Dr. Semrad with research activities including academic paper and grant writing,
 - Taught undergraduate courses, assisted with teaching of graduate courses in different subject areas of the hospitality and tourism industry.
- Oklahoma State University**, Stillwater, OK, USA Aug 2010 – May 2011
Graduate Assistant
- Assisted with FIPSE grant,
 - Assisted with the HRAD 3193 Hospitality Training course.
- The Atherton Hotel at OSU**, Stillwater, OK, USA Sept 2010 – May 2011
Front Desk Agent

- University of Delaware, HRIM**, Newark, DE, USA Sept 2008 –
May 2010
Graduate Assistant to the Department Chair
- Assisted with the editorial process of the Journal of Convention and Event Tourism,
 - Compiled wage survey data for the Delaware Hotel and Lodging Association,
 - Established distance learning website using Sakai platform,
 - Assisted with preparation of the promotional materials and brochures for the department of Hotel, Restaurant and Institutional Management,
 - Updated Hotel, Restaurant and Institutional Management department's web site.
- Courtyard Newark-University of Delaware**, Newark, DE, USA Jan 2009
Trainee
- Rotated through different positions in a hotel (housekeeping, front desk, restaurant)
- Travel agency «JOY-travel»**, Penza, Russia Aug 2007–
Aug 2008
Head of Sales Department
- Trained and supervised sales managers,
 - Looked for partnership with tour operators,
 - Followed the sales trends and prepared analytical reports,
 - Composed a strong client database through compilation of relevant information,
 - Consulted clients about travel destinations and visa details, booked holidays.
 - Participated in the website development by contributing to goal and audience definitions, planning sitemap, wireframe evaluation, and content writing.
- Travel agency «Kanikuly»**, Penza, Russia Oct 2004–
Jul 2007
International Sales Manager
- Promoted sales of package tours to different holiday destinations worldwide,
 - Consulted clients about visa details, checked out completed forms and accompanying documents before sending them to an embassy,
 - Booked holidays with major tour operators to the world's most popular travel destinations,
 - Provided information (prices, programs, hotel descriptions, etc.) for the company's advertisements and website,
 - Consistently increased revenues throughout tenure up to 30% per year.
- Travel agency «Impressio»**, Penza, Russia Feb 2004 –
Sept 2004
Tourism Manager
- Greeted customers and assisted them, developed and maintained positive relationship with customers,
 - Gave general information about holiday destinations and tours available,
 - Assisted with booking holidays and preparing all necessary papers for clients.
- Familiarization trips**
Bulgaria (Golden Sands), 2008; Egypt (Hurghada region), 2006; Czech Republic (Prague, Karlovy Vary), 2006; Egypt (Sharm-El-Sheikh and Taba region), 2005; Turkey (Antalya region), 2005

TEACHING EXPERIENCE

University of Mississippi, University, MS, USA
Department of Nutrition and Hospitality Management
Assistant Professor

- NHM 215 Introduction to Hospitality (Fall 2019, 2020)
 - Course designed to introduce undergraduate students with the foundations and different sectors of the hospitality and tourism industry
 - Face-to-face and online delivery
- NHM 371 Service Management (Fall 2020)
 - Course designed to familiarize undergraduate hospitality management students with the foundations of service excellence in hospitality
 - Online delivery
- NHM 376 Hospitality Information Technology (Spring 2019, 2020, 2021, 2022)
 - Course designed to familiarize undergraduate hospitality management students with information technology applications in the hospitality industry
 - Online delivery
- NHM 624 Advanced Marketing for the Hospitality Industry (Fall 2019, 2021)
 - Course designed to familiarize graduate hospitality management students with advanced issues, current trends, and challenges of hospitality marketing
 - Online delivery
- NHM 676 Advanced Hospitality Information Technology (Spring 2019, 2020; Fall 2021)
 - Course designed to familiarize graduate hospitality management students with information technology applications in the hospitality industry and major technology-related trends affecting the industry
 - Online delivery

University of South Florida Sarasota-Manatee, Sarasota, FL, USA

College of Hospitality and Technology Leadership

Assistant Professor:

- HFT 3003 Introduction to Hospitality (Summer 2015, 2017)
 - Course designed to introduce undergraduate students with the foundations and different sectors of the hospitality and tourism industry
 - Online delivery
- HFT 3423 Hospitality Information Systems (Fall 2014 – Spring 2018)
 - Course designed to familiarize undergraduate hospitality management students with information systems applications in the hospitality industry
 - Face-to-face and online delivery
- HFT 4253 Lodging Management (Summer 2016)
 - Course designed to familiarize undergraduate hospitality management students with lodging operations
 - Online delivery
- HMG 6507 Hospitality Information Systems (Spring 2015, Fall 2015, Spring 2017, Fall 2017)
 - Course designed to familiarize master's students majoring in hospitality management with current trends in hospitality technology
 - Face-to-face and online delivery
- HMG 6938 Graduate Seminar in Revenue Management (Fall 2014, Spring 2017)
 - Course designed to familiarize master's students majoring in hospitality management with revenue management principles in the hospitality industry
- HMG6586 Hospitality Research & Statistics (Fall 2016, Spring 2018)
 - The course is designed to familiarize master's students with research methods (qualitative, quantitative, and mixed methods) and data analysis approaches for hospitality and tourism research
- HMG6938 Applied Statistics for Hospitality Research (Spring 2016)
 - The course is designed to familiarize master's students with the theory and

application of descriptive and inferential statistical methods for hospitality research.

University of Florida, Gainesville, FL, USA

Department of Tourism, Recreation and Sport Management

Instructor:

- LEI 6931 Revenue Management in Hospitality Business (Spring 2014)
 - Course designed as a part of the Certificate in Tourism and Hospitality Business Management to familiarize master's level business school students with revenue management principles in the hospitality industry
- HFT 4468 Hospitality Revenue Management (Fall 2013)
 - Course designed to familiarize undergraduate tourism management students with revenue management principles in the hospitality industry
- LEI 4570 Revenue Resource Management (Spring 2013, Summer 2013)
 - Course designed to familiarize undergraduate tourism management students with revenue management principles
- LEI 3836 Hospitality Management (Fall 2011)
 - Course designed to familiarize undergraduate tourism management students with an introductory level course to hospitality management principles

Teaching Assistant:

- LEI6931 Strategic Management in Hospitality Business (Fall 2012, Fall 2013)
 - Assisted with Sakai website set up,
 - Performed grading of the assignments and exams,
 - Co-lectured with the instructor of record (taught three (3) class sessions).
- LEI6931 Hospitality Business Perspectives (Fall 2012, Fall 2013)
 - Performed grading of the assignments,
 - Compiled a database of sustainable certification programs for the hospitality and tourism industry.
- LEI6931 Revenue Management in Hospitality Business (Spring 2012, Spring 2013)
 - Assisted with Sakai website set up,
 - Assisted with Hotel Simulator integration in the classroom environment,
 - Assisted with the mid-term and final exam development,
 - Performed grading of the assignments and exams.
- HFT6747 Marketing in Hospitality and Tourism (Spring 2012, Spring 2013)
 - Developed assignments for the course,
 - Performed grading of the assignments and terms projects.

Teaching at other universities

- Electronic Marketplace and Digital Hospitality (Spring 2020, 2021, Fall 2021, Institut Paul Bocuse, Paris, France)
- Foodservice Information and Technology Management (Fall 2015, Spring 2017, Spring 2019, Spring 2020, Spring 2021, Fall 2021, Institut Paul Bocuse, Lyon, France)
- HRAD 3193 Hospitality Training (Teaching assistant, Fall 2011, Oklahoma State University, Stillwater, OK, USA)
- HRIM 218 Beverage Management, HRIM 321 Quantity Food Service Management (Teaching assistant, Fall 2008 – Spring 2010, University of Delaware, Newark, DE, USA)

SERVICE

National/International

International Federation for IT and Travel & Tourism (IFITT)
Vice President, North America chapter

Dec 2019 –
Present

Journal of Hospitality and Tourism Technology (JHTT) <i>Managing Editor</i>	Feb 2019 - Present
<i>Associate Editor</i>	Nov 2017 – Jan 2019
<i>Assistant Editor</i>	Aug 2014 – Oct 2017
<i>Editorial Assistant</i>	Aug 2011 – July 2014
International Hospitality Information Technology Association (iHITA) <i>Secretary, the Board member</i>	Jun 2012 – Present
Hospitality Financial and Technology Professionals (HFTP) <i>CHTP Advisory Council Member → Vice Chair</i>	Nov 2015 – Present
Hospitality Financial and Technology Professionals (HFTP) <i>HITEC Advisory Council Member</i>	Oct 2016 - Present
The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism <i>Marketing Track Chair</i>	Sept 2014 – Jan 2015
Hospitality Financial and Technology Professionals (HFTP) <i>Social Media Advisory Council Chair</i>	Nov 2012 – Nov 2014
Hospitality Financial and Technology Professionals (HFTP) <i>Young Professionals Council Member</i>	Nov 2012 – Nov 2013
Hospitality Financial and Technology Professionals (HFTP) <i>Social Media Council Member</i>	Nov 2011 – Oct 2012
International Hospitality Industry Technology Association (iHITA) <i>Student Liaison, the Board member</i>	Jun 2010 – Jun 2012
University	
Graduate Student Council 9th Annual Research Day, University of Mississippi <i>Poster Session Judge</i>	Mar 2019
Research Administration Faculty Fellow Search Advisory Committee, University of South Florida Sarasota-Manatee <i>Member</i>	May 2017 – Jul 2017
Student Showcase for Projects, Research, and Innovation, University of South Florida Sarasota-Manatee <i>Planning Committee Member</i>	Nov 2016 – May 2017
Technology Committee, University of South Florida Sarasota-Manatee <i>Member</i>	Dec 2015 – Dec 2018
Core Curriculum Committee, University of South Florida Sarasota-Manatee	Aug 2015 –

<i>Member</i>	Dec 2018
Academic Programs Committee, University of South Florida Sarasota-Manatee <i>Member</i>	Jan 2015 – Oct 2017
Hospitality Financial and Technology Professionals (HFTP) Student Club, University of South Florida Sarasota-Manatee <i>Faculty Advisor</i>	Aug 2014 - Dec 2018
Graduate Student Council Grants Committee, University of Florida <i>Committee Member</i>	Jan 2013 – May 2014
Hospitality Financial and Technology Professionals (HFTP) Student Chapter, University of Florida <i>Founding President</i>	Aug 2011 – Aug 2013
Coordinating Committee on Education, University of Delaware <i>Graduate Student Representative</i>	Sept 2009 – May 2010
Department/College	
School of Applied Sciences Research & Analytics Lab, University of Mississippi <i>Project Leader, Statistical Modules</i>	Mar 2019 – Present
Assistant Professor Search Committee, University of South Florida Sarasota-Manatee, College of Hospitality and Tourism Leadership <i>Member</i>	Oct 2015 – Apr 2017
Lecturer Search Committee, University of Florida, Department of Tourism, Recreation, and Sport Management <i>Member</i>	Nov 2013 – April 2014
Rookie program, University of Florida, Department of Tourism, Recreation, and Sport Management <i>Mentor</i> (to another international graduate student at the department)	Aug 2012 – August 2014
Hotel and Restaurant Administration Graduate Students Association (HRAD GSA), Oklahoma State University <i>Activities Chair</i>	Aug 2010 – May 2011

REFEREED JOURNAL ARTICLES

* graduate student as the first author

1. Ciftci, O.*, Choi, E. K. C., & **Berezina, K.** (2021). Let's face it: Are customers ready for facial recognition technology at quick-service restaurants? *International Journal of Hospitality Management*, *95*, 102941.
2. Soifer, I.*, **Berezina, K.**, Ciftci, O.*, & Mafusalov, A. (2021). Virtual site visits for meeting and event planning: are US convention facilities ready? *Journal of Hospitality and Tourism Insights*, *4*(2), 183-204.
3. Lopez, F.*, **Berezina, K.**, & Choi, E., (2021). Food waste management: Does information technology matter in food waste? In *SAGE Business Cases*. SAGE Publications, Ltd., <https://dx.doi.org/10.4135/9781529798807>
4. Nanu, L. *, Ali, F., **Berezina, K.**, & Cobanoglu, C. (2020). The effect of hotel lobby design on booking

- intentions: An intergenerational examination. *International Journal of Hospitality Management*, 89(August 2020), 102530. <https://doi.org/10.1016/j.ijhm.2020.102530> (CiteScore 8.0; IF 6.701)
5. Ciftci, O.*, **Berezina, K.**, Cavusoglu, M., & Cobanoglu, C. (2020). Winning the battle: The importance of price and online reviews for hotel selection. *Advances in Hospitality and Tourism Research*, 8(1), 177-202. <https://doi.org/10.30519/ahtr.528150> (CiteScore 0.3)
 6. Annaraud., K., & **Berezina, K.** (2020). Predicting satisfaction and intentions to use online food delivery: What really makes a difference? *Journal of Foodservice Business Research*. <https://doi.org/10.1080/15378020.2020.1768039> (CiteScore 1.8)
 7. Ivanov, S., Gretzel, U., **Berezina, K.**, Sigala, M., & Webster, C. (2019). Progress on robotics in hospitality and tourism: a review of the literature. *Journal of Hospitality and Tourism Technology*, 10(4), 489-521. <https://doi.org/10.1108/JHTT-08-2018-0087> (CiteScore 4.3; IF 2.796)
 8. Suarez, N.*, **Berezina, K.**, Yang, W., & Gordon, S. (2019). Are restaurant customers ready for tablet-based menus? *International Journal of Contemporary Hospitality Management*, 31(7), 2914-2932. <https://doi.org/10.1108/IJCHM-04-2018-0307> (CiteScore 7.2; IF 6.226)
 9. Bahja, F.*, Cobanoglu, C., **Berezina, K.**, & Lusby, C. (2018). Factors influencing cruise vacations: The impact of online reviews and environmental friendliness. *Tourism Review*, <https://doi.org/10.1108/TR-12-2017-0207> (CiteScore 2.1; IF 2.908)
 10. Birinci, H.*, **Berezina, K.**, & Cobanoglu, C. (2018). Comparing customer perceptions of hotel and peer-to-peer accommodation advantages and disadvantages. *International Journal of Contemporary Hospitality Management*, 30(2), 1190-1210. <https://doi.org/10.1108/IJCHM-09-2016-0506> (CiteScore 7.2; IF 6.226)
 11. Ivanov, S., Webster, C. & **Berezina, K.** (2017). Adoption of robots and service automation by tourism and hospitality companies. *Revista Turismo & Desenvolvimento*, 27/28, 1501-1517.
 12. **Berezina, K.**, Semrad, K.J., Tasci, A., & Cobanoglu, C. (2016). Hotel flash sales consumers: Who are they? *International Journal of Revenue Management*, 9(2/3), 127-146. <https://doi.org/10.1504/IJRM.2016.077022> (CiteScore 0.8)
 13. **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. <https://doi.org/10.1016/j.ijhm.2016.01.003> (CiteScore 8.0; IF 6.701)
 14. **Berezina, K.**, Bilgihan, A., Cobanoglu, C., & Okumus, F. (2016). Understanding satisfied and dissatisfied hotel customers: Text mining of online hotel reviews. *Journal of Hospitality Marketing & Management*, 25(1), 1-24. <https://doi.org/10.1080/19368623.2015.983631> (CiteScore 6.8; IF 3.011)
 15. **Berezina, K.**, & Semrad, K. (2015). Advantages and disadvantages of using flash sales in the lodging industry. *Journal of Tourism and Hospitality*, 4(3), 161-163. <https://doi.org/10.4172/2167-0269.100016>
 16. Bilgihan, A., **Berezina, K.**, Cobanoglu, C., & Okumus, F. (2014). The information technology (IT) skills of hospitality school graduates as perceived by hospitality professionals. *Journal of Teaching in Travel & Tourism*, 14(4), 321-342. <https://doi.org/10.1080/15313220.2014.955303> (CiteScore 1.1.)
 17. Cobanoglu, C. & **Berezina, K.** (2013). Pacific Rim Bangkok Hotel needs a new property management system. *Journal of Hospitality & Tourism Cases*, 2(1). <https://www.chrie.org/i4a/pages/index.cfm?pageID=3550>
 18. Cobanoglu, C., Bilgihan, A., Nusair, K. & **Berezina, K.** (2012). The impact of Wi-Fi service in restaurants on customers' likelihood of return to a restaurant. *Journal of Foodservice Business Research*, 15 (3), p. 285-299. <https://doi.org/10.1080/15378020.2012.706194> (CiteScore 1.8)
 19. **Berezina, K.**, Cobanoglu, C., Miller, B.L., & Kwansa, F.A. (2012). The impact of information security breach on hotel guest perception of service quality, satisfaction, revisit intentions, and word-of-mouth. *International Journal of Contemporary Hospitality Management*, 24(7), p. 991 – 1010. <https://doi.org/10.1108/09596111211258883> (CiteScore 7.2; IF 6.226)
 20. Cobanoglu, C., **Berezina, K.**, Kasavana, M., & Erdem, M. (2011). The impact of technology amenities on hotel guest overall satisfaction. *Journal of Quality Assurance in Hospitality and Tourism*, 12(4), p. 272-288. <https://doi.org/10.1080/1528008X.2011.541842> (CiteScore 3.0)

21. Blasik, S., **Berezina, K.**, Jakotowicz, R., & DeMicco, F.J. (2011). Economic Indicator Research Using Thomson Reuters: Analyzing Hospitality Trends. *Journal of Foodservice Business Research*, 14(3), p. 226-240. <https://doi.org/10.1080/15378020.2011.594381> (CiteScore 1.8)
22. Cobanoglu, C., & **Berezina, K.** (2011). The impact of the use of blogs on students' assignment engagement. *The Journal of Hospitality, Leisure, Sport & Tourism Education*, 10(1), p. 99-105. <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.394.7710&rep=rep1&type=pdf> (CiteScore 2.3; IF1.439)
23. **Berezina, K.**, & Cobanoglu, C. (2010). A financial analysis of payment card industry compliance journey of a hotel: A Case Study. *Journal of Hospitality Financial Management*, 18(2), p. 1-23. <https://doi.org/10.1080/10913211.2010.10653893> (CiteScore 0.9)
24. Atadil, H. A., **Berezina, K.**, Yilmaz, B. S., & Cobanoglu, C. (2010). An analysis of the usage of Facebook and Twitter as a marketing tool in hotels. *Dokuz Eylül University Journal of Faculty of Business*, 11(2), p. 119-125. <http://www.acarindex.com/dosyalar/makale/acarindex-1423875974.pdf>
25. **Berezina, K.** (2010). Top issues in PCI DSS compliance in hotels: An exploratory study. *Journal of Hospitality and Tourism Technology*, 1(3), p. 218-233. <https://doi.org/10.1108/17579881011078359> (CiteScore 4.3; IF 2.796)

REFEREED CONFERENCE ABSTRACTS AND PROCEEDINGS

1. Cain, L., & **Berezina, K.** (2021). Robo-Tipping: Are Customers Game? In *Information and Communication Technologies in Tourism 2021* (pp. 222-227). Springer, Cham.
2. Ciftci, O.*, **Berezina, K.**, & Kang, M. (2021). Effect of Personal Innovativeness on Technology Adoption in Hospitality and Tourism: Meta-analysis. In *Information and Communication Technologies in Tourism 2021* (pp. 162-174). Springer, Cham.
3. Ciftci, O.*, **Berezina, K.**, & Soifer, I. (2020). Intention to use facial recognition technology by business event attendees. *Southeastern, Central and South American (SECSA) Federation of the International Council on Hostel, Restaurant, and Institutional Education (ICHRIE)*, Auburn, AL, February 29, 2020.
4. Ciftci, O.*, Choi, E.K., & **Berezina, K.** (2020). Customer intention to use facial recognition technology at quick-service restaurants. *The 27th Annual International eTourism Conference ENTER2020*, Guildford, UK, January 9, 2020.
5. Ma, Z.*, **Berezina, K.**, & Cobanoglu, C. (2020). Predicting Chinese travelers' intentions to use Airbnb. *The 27th Annual International eTourism Conference ENTER2020*, Guildford, UK, January 9, 2020.
6. Arroyo Lopez, F.*, **Berezina, K.**, & Choi, E.K. (2019). Food waste management: Does IT matter in food waste? *International Council on Hostel, Restaurant, and Institutional Education (ICHRIE)*, New Orleans, LA, July 26, 2019.
7. Ciftci, O.*, & **Berezina, K.** (2019). Exploring experiencescape of virtual reality tourism. *International Hospitality Information Technology Association (iHITA)*, Minneapolis, MN, June 17, 2019.
8. Russen, M.*, Moreo, P., **Berezina, K.**, & Askren, J. (2019). Restaurant management style and cost control efforts: Discovering a connection in Sarasota, FL. *Southeastern, Central and South American (SECSA) Federation of the International Council on Hostel, Restaurant, and Institutional Education (ICHRIE)*, Sarasota, FL, March 1-2, 2019.
9. Zhou, Y.*, Wu, H., & **Berezina, K.** (2019). Antecedents and outcomes of online travel community commitment in China. *Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 3-6, 2019.
10. Tamayo, P.*, Ali, F., **Berezina, K.**, & Cobanoglu, C. (2019). Determinants of user's intentions to book hotels: A comparison of websites & apps. *Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 3-6, 2019.
11. Balkir, C.*, Ali, F., **Berezina, K.**, & Cobanoglu, C. (2018). Constructing a scale to assess mobile app quality: A case of hotel smartphone apps. *International Hospitality Information Technology Association (iHITA)*, Houston, TX, June 17, 2018.
12. Balkir, C.*, Ali, F., **Berezina, K.**, & Cobanoglu, C. (2018). Developing a scale to assess hotel smartphone app quality (HAPQUAL). *Graduate Education and Graduate Student Research Conference in*

Hospitality and Tourism, Fort Worth, TX, January 3-5, 2018.

13. **Berezina, K.**, Cobanoglu, C., Collins, G., & Bagnera, S. (2017). Teaching high tech to develop high touch: Educators' perspective on teaching hospitality with technology (Panel discussion). *Council on Hotel, Restaurant, and Institutional Education (CHRIE) Annual Conference*, Baltimore, MD, July 26-28, 2017.
14. Balashova, M.* , & **Berezina, K.** (2017). Biometric technology in the spa industry. *International Hospitality Information Technology Association (iHITA)*, Toronto, Canada, June 25, 2017.
15. Ma, Z.* , & **Berezina, K.** (2017). Why Chinese Travelers Choose Airbnb? Building a Model of Customer Decision-making. Graduate Student Research Conference in Business and Economics, Sarasota, FL, May 25-26, 2017.
16. Ciftci, O.* , Cobanoglu, C., Ali. F., and **Berezina, K.** (2017). Uncovering Dimensionality of Guest Experience at Airbnb Accommodations. Graduate Student Research Conference in Business and Economics, Sarasota, FL, May 25-26, 2017.
17. Ciftci, O.* , Cobanoglu, C., Ali. F., and **Berezina, K.** (2017). Airbnb guest reviews' data analysis: identifying guest satisfaction factors. 2017 Academy of Global Hospitality & Tourism Conference. Cheongju, South Korea, May 26-28 2017.
18. Ivanov, S., Webster, C., & **Berezina, K.** (2017). Adoption of robots and service automation by tourism and hospitality companies. INVTUR 2017 International Conference, Aveiro, Portugal, May 17 – 19, 2017.
19. Bahja, F.* , Cobanoglu, C., **Berezina, K.**, & Lusby, C. (2017). Evaluating the relative importance of factors influencing cruise vacations: A conjoint Analysis. *Southeastern Travel and Tourism Research Association's Annual Conference*, Nashville, TN, March 27-29, 2017.
20. Ciftci, O.* , Cavusoglu, M.* , **Berezina, K.**, & Cobanoglu, C. (2017). Winning the battle: The importance of price and online reviews in hotel selection. *Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 5-7, 2017.
21. Gunden, N.* , Ciftci O.* , **Berezina K.**, & Cobanoglu C. (2017). The Impact of Calorie Information and Its Positioning on a Restaurant Menu on the Healthy Food Decision Making. *Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 5-7, 2017.
22. Annaraud, K., & **Berezina, K.** (2016). Customer Satisfaction with Restaurant Delivery Food Services: What Really Makes a Difference? *International conference on Social Sciences, Business, Technology and Management*, Seoul, South Korea, October, 17-18, 2016.
23. Suarez, N.* , **Berezina, K.**, Yang, W., & Gordon, S. (2016). Are Customers Ready for Tablet-Based Menus? An Analysis of the Innovation Characteristics that Influence the Intentions to Adopt Tablet-Based Menus. *International Hospitality Information Technology Association (iHITA)*, New Orleans, LA, June, 19, 2016.
24. Bahja, J.* , Cobanoglu, C., **Berezina, K.**, & Unhelkar, B. (2016). Measuring Booking Intention: Using Verbal Mimicry and Emoticons on Responding to Online Reviews in Hotels. *International Hospitality Information Technology Association (iHITA)*, New Orleans, LA, June, 19, 2016.
25. **Berezina, K.**, Mafusalov, A., Cobanoglu, C. & Bilgihan, A. (2015). The Roles of Customer Risk Perceptions, Satisfaction and Word-of-Mouth in Predicting Revisit Intentions for Online Buying and E-Commerce. *International Interdisciplinary Business-Economics Advancement Conference (IIBA)*, Ft. Lauderdale, FL, November 16 - 21, 2015.
26. **Berezina, K.**, & Semrad, K.J. (2015). Hotel Flash Sales Customers: "Right" or "Wrong" for Hotels? *Council on Hotel, Restaurant, and Institutional Education (CHRIE) Annual Conference*, Orlando, FL, July 29 - 31, 2015.
27. **Berezina, K.**, & Semrad, K.J. (2015). Flash sales customers: Who are they? *International Hospitality Information Technology Association (iHITA)*, Austin, TX, June 14, 2015.
28. **Berezina, K.**, Mafusalov, A., & Semrad, K.J. (2015). The Role of Psychographic Characteristics in Predicting Hotel Guest In-House Expenditures. *International Interdisciplinary Business-Economics Advancement Conference (IIBA)*, Las Vegas, NV, May 26 - 29, 2015.
29. **Berezina, K.**, Semrad, K., Stepchenkova, S., & Cobanoglu, C. (2014). Do flash sales work? Finally we have an understanding: flash sales evaluation framework. *Proceedings from the International*

Hospitality Information Technology Association (iHITA) Conference, Los Angeles, CA.

30. **Berezina, K.**, Semrad, K., Cobanoglu, C., & Stepchenkova, S. (2013). Managerial flash sales dash: Is there advantage or disadvantage at the finish line? *Proceedings from the 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge*, Orlando, FL.
31. Semrad, K.J., & **Berezina, K.** (2013). Hotel flash sales: A Caucus Region industry perspective. *Conference of Tourism and Hospitality: The Highway to Sustainable Regional Development*, Yerevan, Armenia.
32. **Berezina, K.**, Bilgihan, A., & Cobanoglu, C. (2013). Online shopping: to buy or not to buy? *Proceedings from the International Hospitality Information Technology Association (iHITA) Conference*, Minneapolis, MN.
33. **Berezina, K.**, Semrad, K.J., Atadil, A., & Cobanoglu, C. (2012). Social Networking Sites as a Distribution Channel for Hotels. *Proceedings from the International Council on Hotel, Restaurant, and Institutional Education Annual Convention*, Providence, RI.
34. Cobanoglu, C., & **Berezina, K.** (2012). Using a Real Property Management System in Hospitality Curriculum: A Case of innRoad. *Proceedings from the International Council on Hotel, Restaurant, and Institutional Education Annual Convention*, Providence, RI.
35. **Berezina, K.**, & Semrad, K.J. (2012). Toward a Theoretical Framework of Hotel Distribution Through Social Networking Sites. *Proceedings from the International Hospitality Information Technology Association (iHITA) Conference*, Baltimore, MD.
36. **Berezina, K.**, Cobanoglu, C., Erdem, M., & Nusair, K. (2012). The Use and Effectiveness of Point-of-Sale Features across Restaurant Segments. *Proceedings from the International Hospitality Information Technology Association (iHITA) Conference*, Baltimore, MD.
37. Atadil, H.A., **Berezina, K.**, Yilmaz, B.S., & Cobanoglu, C. (2012). An analysis of the usage of Facebook and Twitter as a tourism marketing tool. *Proceedings from the 17th Annual Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL.
38. Malan, G., **Berezina, K.**, & Cobanoglu, C. (2012). Do information technology (IT) skills matter for hospitality school students in Turkey? A gap analysis. *Proceedings from the 17th Annual Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL.
39. **Berezina, K.**, Shatskikh, A., Cobanoglu, C., & Annaraud, K. (2012). An analysis of payment card industry data security standards (PCI DSS) compliance efforts in restaurants: independent versus chain restaurants. *Proceedings from the 17th Annual Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL.
40. Scott-Halsell, S., Ryan, W., & **Berezina, K.** (2011). Socio-cultural adaptation of international students in the U.S. universities. *International Council on Hotel, Restaurant, and Institutional Education Annual Convention*, Denver, CO.
41. **Berezina, K.**, Bilgihan, A., Cobanoglu, C., & Okumus, F. (2011). What Makes Satisfied Customers Happy? Text Mining of Hotel Reviews. *Proceedings from the International Hospitality Information Technology Association (iHITA) Conference*, Austin, TX.
42. **Berezina, K.**, Bilgihan, A., Cobanoglu, C., & Okumus, F. (2011). The Information Technology (IT) Skills of Hospitality School Graduates as Perceived by Hospitality Professionals. *Proceedings from the 16th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX.
43. Usta, M., **Berezina, K.**, & Cobanoglu, C. (2011). The Impact of Hotel Attributes' Satisfaction on Overall Guest Satisfaction. *Proceedings from the 16th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX.
44. Miller, B., Cobanoglu, C., **Berezina, K.** & Francis, T. (2010). Students' Appreciation of the Use of Blogs as an Instructional Strategy in Hospitality Undergraduate Courses. *Proceedings from the International Council on Hotel, Restaurant, and Institutional Education Annual Convention*, San Juan, Puerto Rico.
45. **Berezina, K.** & Beldona, S. (2010). The unique global identifier in the travel industry: the road ahead. *Proceedings from the International Hospitality Information Technology Association (iHITA) Conference*, Orlando, FL.
46. **Berezina, K.**, Cobanoglu, C., Miller, B. & Kwansa, F. (2010). The impact of information security breach

on hotel guest perception of service quality, satisfaction, revisit intentions and word-of-mouth. *Proceedings from the International Hospitality Information Technology Association (iHITA) Conference*, Orlando, FL.

47. **Berezina, K.** & Cobanoglu, C. (2010). Gap Analysis of In-Room Technology Amenities in Hotels. *Proceedings from the Western Decision Sciences Annual Meeting*, Lake Tahoe, NV.
48. **Berezina, K.** & Cobanoglu, C. (2010). Importance-Performance Analysis of In-Room Technology Amenities in Hotels. *Proceedings from the International Federation for IT in Travel and Tourism ENTER Conference*, Lugano, Switzerland.
49. **Berezina, K.** (2010). An Analysis of Financial Cost of Payment Card Industry (PCI) Compliance Process for a Hotel: A Case Study. *Proceedings from the 15th Annual Graduate Student Research Conference in Hospitality and Tourism*, Washington, DC.
50. **Berezina, K.** & Cobanoglu, C. (2010). An analysis of the Importance of In-Room Technology Amenities for Hotel Selection as Perceived by Hotel Guests. *Proceedings from the 15th Annual Graduate Student Research Conference in Hospitality and Tourism*, Washington, DC.
51. Cobanoglu, C. & **Berezina, K.** (2009). The Impact of Use of Blogs in Students' Assignment Engagement. *Proceedings from the Decision Science Institute 40th Annual Meeting*, New Orleans, LA.
52. Cobanoglu, C., **Berezina, K.**, Kasavana, M., & Erdem, M. (2009). The Impact of Technology Amenities on Hotel Guest Satisfaction: An Empirical Study. *Proceedings from the International Hospitality Information Technology Association (iHITA) Conference*, Anaheim, CA.

TEXTBOOKS AND BOOK CHAPTERS

1. Cobanoglu, C., Nanu, L., Ciftci, O., **Berezina, K.**, Cavusoglu, M., & Ali, F. (2022). *Embedded Questions in Online Survey Email Invitations: The Impact on Response Rate and Quality*. In Contemporary Research Methods in Hospitality and Tourism. Emerald Publishing Limited.
2. Ivanov, S., Webster, C., & **Berezina, K.** (2020). Robotics in tourism and hospitality. In Xiang, Z., Fuchs, M., Gretzel, U., & Höpken, W. (Eds.) *Handbook of e-Tourism*. Springer.
3. **Berezina, K.**, Ciftci, O. and Cobanoglu, C. (2019). Robots, artificial intelligence, and service automation in restaurants, In Ivanov, S. and Webster, C. (Ed.) *Robots, Artificial Intelligence, and Service Automation in Travel, Tourism and Hospitality*, Emerald Publishing Limited, pp. 185-219. <https://doi.org/10.1108/978-1-78756-687-320191010>
4. Collins, G.R., Cobanoglu, C., Bilgihan, A., & **Berezina, K.** (2017). *Hospitality information technology: Learning how to use it* (8th ed.). Dubuque, IA: Kendall Hunt Publishing Co.

INVITED PRESENTATIONS

1. **Berezina, K.** (November 23/24, 2020). Digitalization in hospitality. Research presentation for hospitality management master's students at the Ural Federal University, Yekaterinburg, Russia (virtual visit).
2. Creamer, D., **Berezina, K.**, Cobanoglu, C., Cornwell, M., Chaves, E., Alvarez, Y., & Ridavalla, C. (2019, December 12). Securing hospitality: Insights & instructive guidance from the 2020 Hotel & Restaurant Security Study [Panel Presentation] Hospitality Technology webinar. On-demand access <https://hospitalitytech.com/webinar-securing-hospitality-insights-instructive-guidance-2020-hotel-restaurant-security-study>
3. **Berezina, K.** (2019, December 5). Flash sales in hotel distribution and marketing [Invited presentation]. Research presentation for T702 Hospitality Marketing Management course at Deggendorf Institute of Technology, Deggendorf, Germany (virtual visit).
4. Cobanoglu, C., & **Berezina, K.** (2019, October 24). Top trends and challenges in hospitality technology [Conference session]. HFTP Annual Convention, Orlando, FL.
5. **Berezina, K.**, Nevala, K., Rama, R.P., Raj, S. (2019, June 19). Taking advantage of AI to inform revenue management and marketing decisions [Session organizer and moderator]. HITEC. Minneapolis, MN.
6. **Berezina, K.** (2019, June 18). Comparing customer perceptions of hotel and peer-to-peer

- accommodation advantages and disadvantages [Conference session]. HSMAI Revenue Optimization Conference, Research in Action session, Minneapolis, MN.
7. **Berezina, K.** (March 6, 2019). Are customers ready for tablet-based menus? *Research presentation for HOA725 Hospitality Information technology course at the University of Nevada Las Vegas, Las Vegas, NV.*
 8. Moreo, A., **Berezina, K.**, Rahman, I., Lewis, H., Lee, S. (March 2, 2019). Research forum: Challenges of an assistant professor in maintaining a research pipeline. *Southeastern, Central and South American (SECSA) Federation of the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, Sarasota, FL.*
 9. **Berezina, K.** (2017). M3 Link as a Hotel Business Intelligence Tool. Online presentation for students at the University of International Business and Economics, Beijing, China, July 10/11, 2017.
 10. **Berezina, K.** (2016). Automation and Robotics in the Hospitality Industry. Online presentation for graduate students and faculty at Kazguu University, Astana, Kazakhstan, December 2, 2016.
 11. **Berezina, K.** (2016). Hotel Flash Sales Customers: "Right" or "Wrong" for Hotels. *HSMAI Revenue Optimization Conference (Research in Action session), New Orleans, LA, June 21, 2016.*
 12. **Berezina, K.** (April, 12, 2016). The managerial flash sales dash: Is there advantage or disadvantage at the finish line? Higher School of Economics, Moscow, Russia.
 13. **Berezina, K.** (April, 12, 2016). "Hotel Flash Sales Customers: "Right" or "Wrong" for Hotels". Higher School of Economics, Moscow, Russia.
 14. **Berezina, K.** (April 5, 2016). Advantages and Disadvantages of Hotel Flash Sales. Ecole hôtelière de Lausanne, Lausanne, Switzerland.
 15. **Berezina, K.**, Kaufman, T., Pepper, J.S., & Schulman, B. (September 29, 2015). Keeping Up with Trends in Digital Payments. FSTEC. (Panel moderator)
 16. **Berezina, K.**, Grande, L. & Litan, A. (September 28, 2015). Staying Safe in the Digital World. FSTEC. (Panel moderator)
 17. **Berezina, K.** (2015). Hospitality IT 2020: Shaping a hotel of the future. *Guest lecture at the Higher School of Economics for the students in the Master's program "Experience Economy: Hospitality and Tourism Management", Moscow, Russia, June 2, 2015.*
 18. **Berezina, K.** (2015). How to teach "setting controls". *Revenue Management workshop on teaching Hospitality Revenue Management, Newark, DE, May 2, 2015. (Panelist on the panel of three)*
 19. **Berezina, K.** (2015). Providers in the classroom PART B (IDeaS, M3, TravelClick). *Revenue Management workshop on teaching Hospitality Revenue Management, Newark, DE, May 2, 2015. (Panelist on the panel of three, presented M3 Link University program)*
 20. **Berezina, K.** (July 30, 2014). Managing distribution channels. *Council on Hotel, Restaurant and Institutional Education (CHRIE) Research Academy (Revenue Management Special Interest Group).*
 21. **Berezina, K.** (October 17, 2013). Hotel flash sales - beneficial or detrimental? *HFTP Annual Convention and Tradeshow, Dallas, TX.*
 22. **Berezina, K.** (September 4, 2013). Hotel flash sales - beneficial or detrimental? *Asian-American Hotel Owners Association (AAHOA) North Texas Regional Conference, Dallas, TX.*
 23. **Berezina, K.** (August 27, 2013). Hotel flash sales - beneficial or detrimental? *Asian-American Hotel Owners Association (AAHOA) North Georgia & Southeast Regional Conference, Atlanta, GA*
 24. **Berezina, K.**, & Semrad, K.J. (June 26, 2013). Hotel flash sales - beneficial or detrimental? *HFTP Club and Hotel Controllers Conference, Minneapolis, MN.*
 25. **Berezina, K.** (April, 1, 2013). Teaching hospitality with technology. *Tourism, Recreation and Sport Management Department, University of Florida (Guest lecture for faculty members within the framework of the UF-Russia Tourism Project)*
 26. **Berezina, K.** (March, 25, 2013). Flash sales in the hotel industry. *Warrington College of Business, University of Florida (Guest lecture at the LEI 6931 Hospitality Revenue Management Class, Instructor: Dr. Semrad)*
 27. **Berezina, K.** (February, 6, 2013). Innovations in Hotel Distribution Channels. *Tourism, Recreation and Sport Management Department, University of Florida (Guest lecture for students within the framework of the UF-Russia Tourism Project)*

28. **Berezina, K.** (November, 27, 2012). Benchmarking in the Hotel Industry: Competitive Set Analysis. *Warrington College of Business, University of Florida* (Guest lecture at the LEI 6931 Hospitality Strategic Management Class, Instructor: Dr. Semrad)
29. **Berezina, K.** (November, 25, 2012). Managing Distribution Channels. *Warrington College of Business, University of Florida* (Guest lecture at the LEI 6931 Hospitality Strategic Management Class, Instructor: Dr. Semrad)
30. Cobanoglu, C., Adelson, D., **Berezina, K.**, & Moro, D. (2012, October 18). Mobility Trends. *HFTP Annual Convention and Tradeshow*, Orlando, FL. (Panelist)
31. Cobanoglu, C., & **Berezina, K.** (2012, October 17). CHTP Review. *HFTP Annual Convention and Tradeshow*, Orlando, FL
32. **Berezina, K.** (2012, July 17). M3Link Business Intelligence. *Institut Paul Bocuse, Lyon, France* (Online guest lecture at the Hospitality IT Class, Instructor: Dr. Cobanoglu)
33. Cobanoglu, C., & **Berezina, K.** (2012, July 18). innRoad for Education. *Webinar*
34. **Berezina, K.** (2012, July 17). Information Technology in Strategic Planning: M3Link Software. *Rosen College of Hospitality Management, University of Central Florida*, Orlando, FL (Guest lecture at the HFT4295 Class, Instructor: Dr. Chen)
35. D'Erasmus, S., & **Berezina, K.** (2012, June 25). CHTP Review. *The Hospitality Industry Technology Exposition & Conference (HITEC)*, Baltimore, MD
36. **Berezina, K.**, & Cobanoglu, C. (2011, October, 21). Let Your Data Speak at You: Data Mining Applications for the Hospitality Industry. *Hospitality Financial and Technology Professionals Annual Convention and Tradeshow*, Atlanta, GA.
37. Cobanoglu, C. & **Berezina, K.** (2009, November 17). Does IT Matter? The Impact of Technology Amenities on Hotel Guest Satisfaction. *Hospitality Financial and Technology Professionals Philadelphia Chapter Meeting*, Philadelphia, PA.
38. Cobanoglu, C, **Berezina, K.**, Kasavana, M., & Erdem, M. (2009, September 18). Does IT matter in hotels? *Hospitality Financial and Technology Professionals Annual Convention and Tradeshow*, Las Vegas, NV.

GRANTS

1. **Berezina, K.** (2020). Building virtual tourism and hospitality experiences. Google Research Scholar Program. Not funded.
2. **Berezina, K.**, Cain, L., & Flohr, T. (2020). Cross-cultural trust in Alexa: Home vs. hotel, Amazon Research Program. (\$63,451). Not funded.
3. **Berezina, K.**, & Ruetzler, T. (2020). Problem-Based Learning in Hospitality. FACT Institute Grant, University of Mississippi. (\$8,000). Funded.
4. Roseman, M., **Berezina, K.**, Choi, E.K., & Joung, H.W. (2020). Reopening the Hospitality Industry: US Consumers' Perceived Importance of COVID-19 Safety Measures and Behavioral Intentions. Disaster Resilience Constellation at the University of Mississippi. (\$9,980). Not funded.
5. **Berezina, K.** (2020). Hotel Technology in the Classroom: innRoad Property Management System. M3 Center for Hospitality Technology and Innovation, University of South Florida Sarasota-Manatee. (\$5,999). Funded.
6. **Berezina, K.**, & Ruetzler, T. (2020). Data-driven hospitality. Critical Thinking Redesign (CTR) Grant, University of Mississippi. (\$2,000). Funded.
7. **Berezina, K.** (2019). Managing technology adoption across generations. Ralph E. Powe Junior Faculty Enhancement Awards 2020, internal review at the University of Mississippi. (\$10,000). Not funded.
8. **Berezina, K.** (2019). Teaching and Learning with Technology: Developing Curriculum for Hospitality-Specific Software. M3 Center for Hospitality Technology and Innovation, University of South Florida Sarasota-Manatee. (\$6,000). Funded.
9. **Berezina, K.**, & Cobanoglu, C. (2018). Training front desk employees with technology. *Barut Hotels*. (\$10,000). Funded.
10. Ali, F., **Berezina, K.**, Bogicevic, V., & Mafusalov, A. (2018). Airport customer service research proposal.

Innovation Center for Delta Airlines. (\$50,000). Not funded.

11. **Berezina, K.** (2017). The role of virtual reality technology in distribution of the hospitality and tourism product. *University of South Florida.* (\$8,393). Funded.
12. Semrad, K.J., & **Berezina, K.** (2012). Technology and software integration in the hospitality curriculum. *University of South Florida.* (\$3,000). Funded.
13. **Berezina, K.**, Semrad, K.J., & Tasci, A.D.A. (2012). An impact of social media electronic word-of-mouth on cruise brand image formation and purchasing intentions. *UNLV Caesars Hospitality Research Center.* (\$45,329). Not funded.
14. Semrad, K.J., Pennington-Gray, L., & **Berezina, K.** (2012). Wakulla county tourism development visitor study. *Wakulla County Tourist Development Council.* (\$5,000) Not funded.
15. Cobanoglu, C., & **Berezina, K.** (2010). Electronic Payment Security in Online Shopping. *Unified Compliance Framework.* (\$5,900). Funded.
16. Cobanoglu, C., & **Berezina, K.** (2009). An Analysis of Data Flow of Credit Card Cardholder Data. *Unified Compliance Framework.* (\$5,900). Funded.
17. Cobanoglu, C. & **Berezina, K.** (2009). The Impact of Hotel Technology in Hotel Guests' Satisfaction. *American Hotel and Lodging Association.* (\$9,000). Funded.

PROFESSIONAL PUBLICATIONS

1. **Berezina, K.**, Soifer, I., & Ciftci, O. (2020). Embarking On a Virtual Tour: Showcasing Your Property Online. HITEC Special Report. Retrieved from <https://specialreport.hitec.org/details/122000117.html?t=20201026163943>
2. **Berezina, K.** (2020). Hotel mobile: Closing the technological gap. *Hotel Business Review.* https://www.hotelexecutive.com/feature_focus/6459/hotel-mobile-closing-the-technological-gap
3. Cobanoglu, C., Ciftci, O., **Berezina, K.**, & Ali, F. (2018). Gradebook for Cleanliness in Hotels: An Analysis of Housekeeping Costs and Hotel Cleanliness as Perceived by Guests. Sarasota, FL: USFSM M3 Center for Technology and Innovation. <http://m3center.org/cleanliness/>
4. **Berezina, K.** (2018). Hotels, get ready for robots! *HITEC Bytes 2018 Special Report*, p. 20-23. Retrieved from <https://www.mydigitalpublication.com/publication/?i=505615>.
5. **Berezina, K.** (June 13, 2016). The Fifth Season of the Year – HITEC. *HFTP Connect Blog.* Retrieved from <http://blog.hftp.org/the-fifth-season-of-the-year-hitec/>
6. **Berezina, K.** (June 21, 2016). Revenue Management Meets Big Data. *HFTP Connect Blog.* Retrieved from <http://blog.hftp.org/revenue-management-meets-big-data/>
7. **Berezina, K.** (June 25, 2016). Robotics in Hospitality: Are We Asking The Right Questions? *HFTP Connect Blog.* Retrieved from <http://blog.hftp.org/robotics-in-hospitality-are-we-asking-the-right-questions/>
8. **Berezina, K.** (June 29, 2016). Unique and United: The Road Map of Hospitality Technology. *HFTP Connect Blog.* Retrieved from <http://blog.hftp.org/unique-and-united-the-road-map-of-hospitality-technology/>
9. **Berezina, K.** (June 29, 2016). Designing Experience with the User in Mind. *HFTP Connect Blog.* Retrieved from <http://blog.hftp.org/designing-experience-with-the-user-in-mind/>
10. **Berezina, K.** (2015). Mobility convergence. *Hotel Business Review.* January 2015. Available at http://hotelexecutive.com/business_review/4178/mobility-convergence
11. **Berezina, K.** & Semrad, K., (2013). Managerial flash sales dash: Is there advantage or disadvantage at the finish line? *The Bottomline*, 28(4), p. 41-43.
12. Cobanoglu, C., **Berezina, K.**, Erdem, M., & Nusair, K. (2012). 14th annual restaurant technology study. A supplement to *Hospitality Technology.*
13. Cobanoglu, C., Erdem, M., Nusair, K., & **Berezina, K.** (2011). 13th annual restaurant technology study. A supplement to *Hospitality Technology.*
14. Berezina, K. & Cobanoglu, C. (2011). Strong data security keeps guests coming back. A look at how network security breaches impact hotel guests' satisfaction and future intentions. *The Bottomline*, April/May 2011, p. 24-27.

TECHNOLOGY INTEGRATION IN THE HOSPITALITY CURRICULUM

- 1. InnRoad Property Management System** (since 2012)
InnRoad is a real, property management system that is used in the hotels worldwide. In collaboration with Dr. Cihan Cobanoglu created innRoadUniversity project to make the innRoad software available to instructors and students to more than 20 universities worldwide including University of Nevada Las Vegas, University of Delaware, University of Florida, University of Central Florida, University of Boston, Ohio State University, and University of South Florida. <http://www.innroaduniversity.com>
- 2. M3 Link Business Intelligence Software** (since 2012)
M3 Link is a web-based Hotel Business Intelligence Software that is used by more than 1000 hotels. In collaboration with Dr. Cihan Cobanoglu created curriculum that made M3 Link Business Intelligence Software available to hospitality professors and students in Hospitality Revenue Management, Hospitality Strategic Management, Lodging Management and Hospitality Technology courses. The participants of the M3 Link University have access to the real-life data of 13 branded properties in the US. The assignments aim at developing students' analytical skills. <http://m3linkuniversity.com/>

REVIEWS

Journal Reviews:

Journal of Hospitality and Tourism Technology – Managing Editor
Cornell Hotel and Restaurant Administration Quarterly – Editorial Board member
International Journal of Contemporary Hospitality Management – ad-hoc reviewer
Journal of Hospitality and Tourism Research – ad-hoc reviewer
International Journal of Hospitality Management – ad-hoc reviewer
Journal of Hospitality Marketing & Management – ad-hoc reviewer
Computers in Human Behavior – ad-hoc reviewer

Conference Reviews:

Global Conference on Services Management (GLOSERV)	2017
Annual Graduate Student Research Conference in Hospitality and Tourism	2010 – 2017
International Council on Hotel, Restaurant, and Institutional Education	2009 – 2017
international Hospitality Information Technology Association	2009 – 2017
Global Information Technology Management Association	2010
Western Decision Sciences Institute	2009

HONORS AND AWARDS

2020 Paragon Award for Excellence in Distance Teaching <i>University of Mississippi</i>	2020
2016 Excellence in Research-Untenured Award <i>University of South Florida Sarasota-Manatee</i>	2016
2014 UF Graduate School Dissertation Award <i>University of Florida Graduate School</i>	2014
2012-13 Graduate Student Leader of the Year <i>University of Florida Graduate Student Council</i>	2013
2013/2014 HSMAI Student Leadership Scholarship <i>Hospitality Sales and Marketing Association International (HSMAI)</i>	2013

Outstanding International Student Award
University of Florida International Center

2012

Grinter Fellowship
University of Florida Graduate School

2011 - 2013

The stipend for “Outstanding academic achievement”
The Russian Federation Government

2005

BEST PAPER AWARDS

1. Arroyo Lopez, F.*, **Berezina, K.**, & Choi, E.K. (2019). Food waste management: Does IT matter in food waste? *ICHRIE Johnson & Wales Hospitality & Tourism Case Study Competition*, 2nd place winner.
2. Suarez, N.*, **Berezina, K.**, Yang, W., & Gordon, S. (2016). Are Customers Ready for Tablet-Based Menus? An Analysis of the Innovation Characteristics that Influence the Intentions to Adopt Tablet-Based Menus. *International Hospitality Information Technology Association (iHITA)*, New Orleans, LA, June, 19, 2016. Best Presentation Award.
3. **Berezina, K.**, Mafusalov, A., & Semrad, K.J. (2015). The Role of Psychographic Characteristics in Predicting Hotel Guest In-House Expenditures. *International Interdisciplinary Business-Economics Advancement Conference (IIBA)*, Las Vegas, NV. Best paper award
4. **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*, Los Angeles, CA. Best Presentation Award.
5. **Berezina, K.** & Cobanoglu, C. (2010). Gap Analysis of In-Room Technology Amenities in Hotels. *Western Decision Sciences Annual Meeting*, Lake Tahoe, NV. Best Paper Award (Student-Track).
6. **Berezina, K.**, Cobanoglu, C., Miller, B. & Kwansa, F. (2010). The impact of information security breach on hotel guest perception of service quality, satisfaction, revisit intentions and word-of-mouth. *International Hospitality Information Technology Association (iHITA) Conference*, Orlando, FL. Best Paper Award.
7. **Berezina, K.**, & Kovalenko, T. (2004). Problems of Penza Region Touristic Potential Development (on basis of the local museum “Tarkhany”). International Conference “Regions of the Russian Federation. Problems and Perspectives of the Development”, St. Petersburg, Russia. 1st prize for an article presentation

SUPERVISION AND ADVISEMENT OF STUDENT RESEARCH PROJECTS AND THESES

Dissertation Committee Chair

1. Fernando Arroyo Lopez (2019 – present)
2. Olena Ciftci (2019 – present)

Thesis Committee Chair

1. Nataly Suarez (2015)

Thesis Committee Member

1. Pablo Tamayo (2018)
2. Michelle Russen (2018)
3. Can Balkir (2017 – 2018)
4. Olena Ciftci (2017)
5. Frida Bahja (2016 – 2017)
6. Nefike Gunden (2016 – 2017)
7. Junshu Zhang (2016)
8. Muhittin Cavusoglu (2014 – 2015)

Master’s Research Project Supervisor

1. Maria Balashova (2016 – 2017)
2. Zhongyi Ma (2017)

3. April Carter (2017)
4. Rita Mirchandani (2017)
5. Hasan Birinci (2015 – 2016)

OTHER INFORMATION

Languages: Russian, English

Computer Skills:

General: MS Office (Word, Excel, Outlook, PowerPoint, Access, Project, Publisher), Camtasia Studio, Adobe Captivate, Adobe Dreamweaver

Hospitality: Property Management System (Marriott FOSSE, MSI, innRoad), Central Reservation System (MARSHA), Hotel Accounting (M3 AccKnowledge), Hotel Business Intelligence (M3Link).

Data analysis: SPSS Statistics, SPSS Modeler, AMOS, LISREL Warp PLS.