

Curriculum Vitae

Name: Albert George Assaf

Work Address: Isenberg School of Management
University of Massachusetts
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Education/Qualification

2004-2007 PhD, Managerial Economics, University of Western Sydney

2006-2007 Postgraduate diploma in Quantitative Methods, School of Management,
University of Western Sydney

2006- 2007 Postgraduate diploma in Mathematical Science, School of Mathematics,
University of Technology Sydney

2002-2003 MS, School of Management, University of Western Sydney

Academic Appointments

2019-Present

Professor and Hadelman Family Faculty Fellow- Isenberg School of Management,
University of Massachusetts-Amherst

2014-2019

Associate Professor and PhD Coordinator, Isenberg School of Management, University
of Massachusetts-Amherst

2009- 2014

Assistant Professor, Isenberg School of Management, University of MassachusettsAmherst

2007- 2009

Lecturer B, International School of Business, Victoria University-Australia

2004-2007

Part-Time Lecturer- School of Management, University of Western Sydney-Australia

Journal Editorial Board Responsibilities

1. Tourism Economics (Editor)
2. Annals of Tourism Research (Associate Editor)
3. International Journal of Hospitality Management (Associate Editor)
4. Journal of Hospitality and Tourism Research (Associate Editor)
5. Journal of Travel Research (Board Member)
6. Tourism Analysis (Board Member)
7. International Journal of Contemporary Hospitality Management (Board Member)
8. Journal of Air Transport Management (Board Member)
9. Journal of Vacation Marketing (Board Member)

Research Interests

1. Performance Modelling
2. Tourism/Transport Economics
3. Applied Economics
4. Applied Statistics
5. Strategic management
6. Banking and Finance
7. Tourism Management
8. Marketing

9. Hospitality Management
10. Operations Research

Teaching Interests

1. MBA
2. Business Statistics
3. Strategic Management
4. Applied Statistics
5. Applied Econometrics
6. Casino Probability
7. Managerial Accounting
8. Operations Management
9. Service Management

Research

Journal Publications

Josiassen, A., Lang, E., Nørfelt, A., Kock, F., & Assaf, A. G. (2024). Investigating place solidarity and consumer boycotting in threatening times: A study on the Ukraine-Russia conflict. *Journal of Business Research*, 182, 114796.

Berbekova, A., Kock, F., Assaf, A. G., & Josiassen, A. (2024). Understanding and Employing Formative Constructs: Conceptualization, Operationalization, and Threats of Misspecification. *Journal of Hospitality & Tourism Research*, 10963480241258510.

Josiassen, A., Hede, A. M., Kozak, M., Kock, F., & Assaf, A. (2024). Place solidarity: A case of the Türkiye earthquakes. *Annals of Tourism Research Empirical Insights*, 5(1), 100125.

Berbekova, A., Assaf, A. G., & Uysal, M. (2024). Interdisciplinary Approach to Tourism Demand Modeling: Quality of Life Indicators. *Journal of Hospitality & Tourism Research*, 10963480241229238.

Kock, F., Assaf, A. G., Tsionas, M., Josiassen, A., & Karl, M. (2024). Do Tourists stand by the Tourism Industry? Examining Solidarity During and After a Pandemic. *Journal of Travel Research*, 63(3), 696-712.

Berbekova, A., Assaf, A. G., & Uysal, M. (2024). Frontier measurement for quality of life performance. *Annals of Tourism Research*, 106, 103765.

Berbekova, A., Uysal, M., & George Assaf, A. (2023). Quality of Life and Public Policy Development for Tourism Destinations. *Cornell Hospitality Quarterly*, in press.

Josiassen, A., Kock, F., Assaf, A. G., & Berbekova, A. (2023). The role of affinity and animosity on solidarity with Ukraine and hospitality outcomes. *Tourism Management*, 96, 104712.

Kock, F., Assaf, A. G., Tsionas, M., Josiassen, A., & Karl, M. (2023). Do Tourists stand by the Tourism Industry? Examining Solidarity During and After a Pandemic. *Journal of travel research*, in press.

Karl, M., Kock, F., Bauer, A., Ritchie, B. W., & Assaf, A. G. (2023). When the Future is Now: An Experimental Study on the Role of Future Thinking and Affective Forecasting in Accommodation Decision-Making. *Journal of Travel Research*, 62(5), 969-988.

Tsionas, M., & Assaf, A. G. (2023). Regression trees for hospitality data analysis. *International Journal of Contemporary Hospitality Management*, in press.

Dogru, T., Line, N., Mody, M., Hanks, L., Abbott, J. A., Acikgoz, F., ... & Zhang, T. (2023). Generative Artificial Intelligence in the Hospitality and Tourism Industry: Developing a Framework for Future Research. *Journal of Hospitality & Tourism Research*,

Spotts, H. E., Weinberger, M. G., Assaf, A. G., & Weinberger, M. F. (2022). The role of paid media, earned media, and sales promotions in driving marcom sales performance in consumer services. *Journal of Business Research*, 152, 387-397.

Josiassen, A., Kock, F., & Assaf, A. G. (2022). In times of war: Place solidarity. *Annals of Tourism Research*, 96(C).

Berbekova, A., Uysal, M., & Assaf, A. G. (2022). Toward an assessment of quality of life indicators as measures of destination performance. *Journal of Travel Research*, 61(6), 1424-1436.

Assaf, A. G., Tsionas, M., & Kock, F. (2022). More general panel data models for hospitality and tourism research. *International Journal of Contemporary Hospitality Management*, in press.

Tsionas, M., Assaf, A. G., & Kock, F. (2022). Measuring managerial ability in the hotel industry. *International Journal of Hospitality Management*, 103, 103223.

Assaf, A. G., & Tsionas, M. (2021). A Bayesian solution to multicollinearity through unobserved common factors. *Tourism Management*, 84, in press.

Kock, F., Berbekova, A., & Assaf, A. G. (2021). Understanding and managing the threat of common method bias: Detection, prevention and control. *Tourism Management*, 86, in press.

Berbekova, A., Uysal, M., & Assaf, A. G. (2021). A thematic analysis of crisis management in tourism: A theoretical perspective. *Tourism Management*, 86, in press.

Tsionas, M., & Assaf, A. G. (2021). Revenue functions for hotels within clusters. *International Journal of Hospitality Management*, 98, in press.

Assaf, A. G., & Tsionas, M. (2021). Testing for Collinearity using Bayesian Analysis. *Journal of Hospitality & Tourism Research*, in press.

Patel, P. C., Tsionas, M., & Assaf, A. G. (2021). How much do low-scoring food establishments improve after health safety inspections? Not much! Evidence from Los Angeles. *International Journal of Hospitality Management*, 95, in press.

Assaf, A. G., Tsionas, M., Kock, F., & Josiassen, A. (2021). A Bayesian nonparametric stochastic frontier model. *Annals of Tourism Research*, 87, in press.

Assaf, A. G., Kock, F., & Tsionas, M. (2021). Tourism during and after COVID-19: An Expert-Informed Agenda for Future Research. *Journal of Travel Research*, in press.

Tsionas, M. G., & Assaf, A. G. (2021). Compression in stochastic frontier models. *Annals of Tourism Research*, 88(C).

Tsionas, M. G., & Assaf, A. G. (2021). Symbolic regression for better specification. *International Journal of Hospitality Management*, 91, in press.

Kock, F., Nørfelt, A., Josiassen, A., Assaf, A. G., & Tsionas, M. G. (2021). Understanding the COVID-19 tourist psyche: The evolutionary tourism paradigm. *Annals of tourism research*, 85, in press.

Assaf, A. G., Atkinson, S. E., & Tsionas, M. G. (2020). Endogeneity in multiple output production: Evidence from the US hotel industry. *Tourism Management*, 80, 104124.

Assaf, A. G., Tsionas, M. G., & Gillen, D. (2020). Measuring firm performance: Differentiating between uncontrollable and controllable bad outputs. *Tourism Management*, 80, 104107.

Assaf, A. G., & Tsionas, M. (2020). Correcting for endogeneity in hospitality and tourism research. *International Journal of Contemporary Hospitality Management*, 32, 2657-2675.

Assaf, A. G., Tsionas, M. G., & Andrikopoulos, A. (2020). Testing moderation effects using non-parametric regressions. *International Journal of Hospitality Management*, 86, 102441.

Assaf, A. G., Tsionas, M. G., & Kock, F. (2020). Dynamic quantile stochastic frontier models. *International Journal of Hospitality Management*, 89, 102588.

Kock, F., Assaf, A. G., & Tsionas, M. G. (2020). Developing courageous research ideas. *Journal of Travel Research*, 59, 1140-1146.

Tsionas, M. G., Assaf, A. G., & Andrikopoulos, A. (2020). Quantile stochastic frontier models with endogeneity. *Economics Letters*, 188, 108964.

Legendre, T. S., Baker, M., Warnick, R., & Assaf, A. (2020). Worldview-based hospitality brand support: belief in a just world theory perspectives. *International Journal of Contemporary Hospitality Management*, 32, 1089-1107.

Assaf, A. G., Bu, R., & Tsionas, M. G. (2019). A Bayesian approach to continuous type principal-agent problems. *European Journal of Operational Research*, 280 (3), 1188-1192.

Assaf, A. G., & Tsionas, M. G. (2019). Bayesian dynamic panel models for tourism research. *Tourism Management*, 75, 582-594.

Assaf, A. G., & Tsionas, M. G. (2019). Revisiting shape and moderation effects in curvilinear models. *Tourism Management*, 75, 216-230.

Assaf, A. G., & Tsionas, M. G. (2019). Forecasting occupancy rate with Bayesian compression methods. *Annals of Tourism Research*, 75, 439-449.

Assaf, A. G., & Tsionas, M. G. (2019). A review of research into performance modeling in tourism research-Launching the Annals of Tourism Research curated collection on performance modeling in tourism research. *Annals of Tourism Research*, 76, 266-277.

Kock, F., Josiassen, A., & Assaf, A. G. (2019). Toward a Universal Account of Country-Induced Predispositions: Integrative Framework and Measurement of Country-of-Origin Images and Country Emotions. *Journal of International Marketing*, 27(3), 43-59.

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Ahn, J. S., Assaf, A. G., Josiassen, A., Baker, M. A., Lee, S., Kock, F., & Tsionas, M. G. (2019). Narcissistic CEOs and corporate social responsibility: Does the role of an outside board of directors matter?. *International Journal of Hospitality Management*, 102350.

- Assaf, A. G., Li, G., Song, H., & Tsionas, M. G. (2019). Modeling and forecasting regional tourism demand using the Bayesian global vector autoregressive (BGVAR) model. *Journal of Travel Research*, 58(3), 383-397.
- Assaf, A. G, Tsionas, M. (2019). Non-parametric regression for hypothesis testing in hospitality and tourism research. *International Journal of Hospitality Management*, 76, 43-47.
- Assaf, A. G, Tsionas, M. (2018). Measuring hotel performance: Toward more rigorous evidence in both scope and methods, *Tourism Management*, 69, 69-87.
- Kock, F, Josiasen, A, Assaf, AG, Karpen, I, Farrelly, F. (2018). Tourism Ethnocentrism and Its Effects on Tourist and Resident Behaviour, *Journal of Travel Research*, in press.
- Kock, F., Josiassen, A., & Assaf, A. G. (2018). On the origin of tourist behavior. *Annals of Tourism Research*, 73(C), 180-183.
- Assaf, AG, Tsionas, M. (2018). Changing the Basics: Toward More use of Quantile Regressions in Hospitality and Tourism Research, *International Journal of Hospitality Management*, 72, 140-144.
- Assaf, AG, Tsionas, M. (2018). Bayes Factors vs. P-Values, *Tourism Management*, 67, 17-31.
- Assaf, A. G., & Tsionas, M. (2018). The estimation and decomposition of tourism productivity. *Tourism Management*, 65, 131-142.
- Assaf, AG, Tsionas, M., Oh, H. (2017). Assaf, A. G., Tsionas, M., & Oh, H. (2018). The time has come: Toward Bayesian SEM estimation in tourism research. *Tourism Management*, 64, 98-109.
- Assaf, AG, Josiassen A, Woo, L, and Agbola F. (2017). Destination Characteristics that Drive Hotel Performance: A-State-of-the Art Global Analysis, *Tourism Management*, 60, 270, 279.
- Assaf, AG, Tsionas, M, Oh, H. (2017). Bayesian Approach for the Measurement of Tourism Performance: A Case of Stochastic Frontier Models, *Journal of Travel Research*, 56(2), 172-186.
- Swani, K., Milne, G. R., Brown, B. P., Assaf, AG, & Donthu, N. (2017). What messages to post? Evaluating the popularity of social media communications in business versus consumer markets. *Industrial Marketing Management*, 62, 77-87.
- Tsionas, M, Assaf, AG, Gillen, D, Mattila, A. (2017). Modelling Technical and Service Efficiency. *Transportation Research Part B*, 93, 113-125.
- Assaf, AG, Josiassen, A. (2016). Frontier Analysis: A State-of-the-Art Review and Meta-analysis, *Journal of Travel Research*, 55(5), 612-627.

Assaf, AG, Josiassen, J and Oh, H. (2016). Internationalization and Hotel Performance: The Missing Pieces. *Tourism Economics*, 22(3), 572-592.

Oh, H, Assaf, AG, Baloglu, S. (2016). Motivations and Goals of Slow Tourism. *Journal of Travel Research*, 55 (2), 205-219.

Kock, F., Josiassen, A., & Assaf, AG. (2016). Advancing destination image: The destination content model. *Annals of Tourism Research*, 61, 28-44.

Fakih, K., Assaker, G., Assaf, A.G. and Hallak, R. (2016). Does restaurant menu information affect customer attitudes and behavioral intentions? A cross-segment empirical analysis using PLS-SEM. *International Journal of Hospitality Management*, 57, 71-83.

Josiassen, A, Assaf, AG, Woo, L (2016). The Imagery - Image Duality Model: An Integrative Review and Advocating for Improved Delimitation of Concepts, *Journal of Travel Research*, 55(6), 789-803.

Assaf, AG, Oh, H, Tsionas, M. (2016). Unobserved Heterogeneity in Hospitality and Tourism Research, *Journal of Travel Research*, 55(6), 774-788.

Merkert R, Assaf, AG. (2015). Using DEA models to jointly estimate service quality perception and profitability-Evidence from International Airports. *Transportation Research Part A*, 75, 42-50.

Assaf, AG, Tsionas, M. (2015). Incorporating Quality into the Measurement of Tourism Performance: A Bayesian Approach, *Tourism Management*, 49, 58-71.

Saleh, A, Assaf, AG, Ihalanayake, R, Lung, S. (2015). A Panel Cointegration Analysis of the Impact of Tourism on Economic Growth: Evidence from the Middle East Region, *International Journal of Tourism Research*, 17(3), 209-220.

Assaker, G, Hallak, R, Assaf, AG, Assad. T. (2015). Validating a structural model of Destination Image, Satisfaction and Loyalty across gender and age: Multigroup analysis with PLS-SEM. *Tourism Analysis*, 20(6), 577-591.

Assaf, AG, Josiassen, A, Agbola, F. (2015). Attracting International Hotels: Locational Factors that Matter Most, *Tourism Management*, 47, 329-340.

Assaf, AG, Josiassen, A., Mattila, A. S., & Cvelbar, L. K. (2015). Does advertising spending improve sales performance?. *International Journal of Hospitality Management*, 48, 161-166.

Matousek, R, Rughoo, A, Sarantis, N, Assaf, AG. (2015). Bank Performance and Convergence during the Financial Crisis, Evidence from the Old European Union and Eurozone, *Journal of Banking and Finance*, 208-216.

Assaf, AG, Josiassen, A, Ljubica Knežević Cvelbar, Woo, L. (2015). The Effects of Customer Voice on Hotel Performance, *International Journal of Hospitality Management*, 44, 77-83.

Assaf, AG, Tsionas, E, Gillen, D. (2014). Understanding Relative Efficiency among Airports: A General Dynamic Model for Distinguishing Technical and Allocative Efficiency. *Transportation Research Part B*, 70, 18-34.

Tsionas, E, Assaf, AG. (2014). Short-Run and Long-Run Performance of International Tourism: Evidence from Bayesian Dynamic Models, *Tourism Management*, 42, 22-36.

Assaf, AG, Agbola, F. (2014). Efficiency Analysis of the Australian Accommodation Industry: A Bayesian Output Distance Function, *Journal of Hospitality and Tourism Research*, 38, 116-132.

Josiassen, A, Assaf, AG, Ljubica Knežević Cvelbar. (2014). CRM and the Bottom Line: Do All CRM Dimensions Affect Firm Performance? *International Journal of Hospitality Management*, 36, 130-136.

Assaf, AG, Josiassen A, Gillen, D. (2014). A Holistic Approach to Measuring Firm Performance: Bayesian Estimation with Desirable and Bad Outputs, *Journal of Business Research*, 67, 1249-1256.

Gil-Alana, L. A., Barros, C. P., Assaf, AG. (2014). Retail sales: persistence in the short-term and long-term dynamics. *IMA Journal of Management Mathematics*, 25(3), 367-386.

Tsionas, E, Assaf, AG, Matousek, R. (2014). Dynamic Technical and Allocative Efficiencies in European Banking, *Journal of Banking and Finance*, 130-139.

Assaf, AG, Barros, C.P, Machado, L.P. (2013). Covariates of Repeat Tourism: An Endogenous Switching Poisson Model, *Tourism Economics*, 19 (3), 531-542

Assaf, AG, Dwyer, L. (2013). Benchmarking International Tourism Destinations, *Tourism Economics*, 19, 1233-1247.

Assaf, AG, Barros, C.P. (2013). A Global Benchmarking of the Hotel Industry, *Tourism Economics*, 19(4), 811-821.

Josiassen, A, Lukas, B, Whitwell, G, Assaf, AG. (2013). The HALO Model of Origin Images: Conceptualization and Initial Empirical Test, *Journal of Consumer Behaviour*, 12(4), 253-266.

Assaf, AG, Saleh, A, Son Nghiem, H (2012). Technical Performance of the Malaysian Hotel Industry: A Distance Function Approach, *Tourism Analysis*, 17(6),721-732.

Assaf, AG, Gillen, D. (2012). Combined Impact of Ownership and Regulation on Airport Cost Efficiency: An Investigation using a Bayesian Semi-parametric Model, *European Journal of Operational research*, 220 (1), 187-198.

Josiassen, A, Assaf, AG. (2012). Look at me—I am flying: The influence of social visibility of consumption on tourism decisions, *Annals of Tourism Research*, 40, 155175.

Assaf, AG, Josiassen, A. (2012). Identifying and Ranking the Determinants of Tourism Performance: A Global Investigation. *Journal of Travel Research*, 51(4), 388-399.

Assaf, AG, Ljubica Knežević Cvelbar, Pahor, M. (2012). Performance Drivers in the Casino Industry: Evidence from Slovenia, *International Journal of Hospitality Management*, 32, 149-154.

Assaf, AG. (2012). Benchmarking the Asia Pacific tourism industry: A Bayesian combination of DEA and stochastic frontier, *Tourism Management*, 33(5), 11221127.

Hsu, C, Oh, H, Assaf, AG. (2012). A Customer-Based Brand Equity Model for Upscale Hotels in China, *Journal of Travel Research*, 51(3), 81-93.

Assaf, AG, Josiassen J. (2012). European vs. US Airlines: Performance Comparison in a Dynamic Market, *Tourism Management*, 33(2), 317-326.

Assaf, AG, Gillen, D, Barros, C.P. (2012). Performance Assessment of UK Airports: Evidence from a Bayesian Dynamic Frontier Model, *Transportation Research: Part E*, 48(3), 603-615.

Assaf, AG, Josiassen, A, Ljubica Knežević Cvelbar. (2012). Does Triple Bottom Line Reporting Improve Firm Performance, *International Journal of Hospitality Management*, 31(2), 596-600.

Assaf, AG, Agbola, F. (2012). Estimating and bootstrapping Malmquist indices: A case of total productivity in the Australian hotel industry, *Tourism Analysis*, 16, 305314.

Assaf, AG, Magnini, V. (2012). Accounting for Customer Satisfaction in Measuring Hotel Efficiency: Evidence from the US Hotel Industry, *International Journal of Hospitality Management*, 31 (3), 642-647.

Assaf, AG, Josiassen, A, Ratchford, B., Barros, C.P. (2012). Internationalization and Performance of Retail Firms: A Bayesian Dynamic Model, *Journal of Retailing*, 88, (2), 191-205.

Assaf, AG, Josiassen, A. (2012). Time-varying Production Efficiency in the Health Care Foodservice Industry: A Bayesian Method, *Journal of Business Research*, 65(5), 617-625.

Assaf, AG, Pestana, B.C. (2012). Analyzing Tourism Return Intention to an Urban Destination: A Mixed Logit Bounded Random Parameter Model, *Journal of hospitality and Tourism Research*, 36(2), 216-231.

- Assaf, AG, Matousek, R, Tsionas, E. (2012). Turkish Bank Efficiency: Bayesian Estimation with Undesirable Outputs, *Journal of Banking and Finance*, 37 (2), 506-517.
- Assaf, AG, Josiassen, Ljubica Knežević Cvelbar. (2012). The Impact of CRM Implementation on Hotel Profitability, *Tourism Economics*, 18 (3), 607-616.
- Assaf, AG, Josiassen, A. (2011). Operational Performance of UK Airlines: 2002-2007, *Journal of Economic Studies*, 38 (1), 5-16.
- Assaf, AG, Pestana, B.C, Alana, L. (2011). Persistence in the short and long terms tourist arrivals to Australia, *Journal of Travel Research*, 50 (2), 213-229.
- Assaf, AG, Deery, M and Jago, L. (2011). Evaluating the Performance and Scale Characteristics of the Australian Restaurant Industry, *Journal of Hospitality and Tourism Research*, 35(4), 419-436.
- Assaf, AG. (2011). A Fresh Look at the Productivity and Efficiency Changes of UK Airlines, *Applied Economics*, 43, 2165-2175.
- Assaf, AG. (2011). Accounting for technological differences in modelling the efficiency of airports, *Applied Economics*, 43 (18), 2267-2275.
- Assaf, AG, Ljubica Knežević Cvelbar. (2011). Privatization, Market Competition, International Attractiveness, Management Tenure and Hotel Performance: Evidence from Slovenia, *International Journal of Hospitality Management*, 30 (2), 391-397.
- Assaf, AG, Pestana, B.C. (2011). Performance analysis of the Gulf hotel industry: A Malmquist index with bias correction, *International Journal of Hospitality Management*, 30 (4), 819-826.
- Josiassen, A, Assaf, AG, Karpen, I. (2011). Consumer Ethnocentrism and willingness to buy: Analyzing the role of three demographic consumer characteristics, *International Marketing Review*, 28 (6), 627-646.
- Assaf, AG, Barros, CP, Sellers, R. (2011). Efficiency Determinants in Retail Stores: A Bayesian Framework, *Omega: The International Journal of Management Science*, 39(3), 283-292.
- Pestana, B.C, Assaf, AG, Araujo, A. (2011). Cost performance of Brazilian soccer clubs: A Bayesian varying efficiency distribution model, *Economic Modelling*, 28 (6), 2730-2735.
- Assaf, AG, Pestana, B.C, Matousek, R. (2011). Productivity Growth and Efficiency of Shinkin Banks: Evidence from Bootstrap and Bayesian Approaches, *Journal of Banking and Finance*, 35(2), 331-342.

Pestana, B.C., Botti, L, Peypoch, N, Robinot, E, Assaf, A , Solonandrasana, B. (2011). Performance of French destinations: Tourism Attraction Perspectives. *Tourism Management*, 32 (1), 141-146.

Assaf, AG, Ljubica Knežević Cvelbar. (2010). The performance of the Slovenian hotel industry: evaluation post-privatization, *International Journal of Tourism Research*, 12(5), 462-471.

Assaf, AG. and Agbola, F. (2010). The Performance of Australian Hotels: A DEA Double Bootstrap Approach, *Tourism Economics*, 17(1), 73-89.

Assaf, AG, Matawie, K. (2010). A bootstrapped Metafrontier Model, *Applied Economics Letters*, 17 (6), 613-617.

Assaf, AG, Pestana, B.C, Machado, L.P. (2010). The Future outlook of Portuguese Travel agents. *Tourism Economics*, 17(2), 405-423.

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Assaf, AG, Barros, C. P, Josiassen, A. (2010). Hotel Efficiency: A Bootstrapped Metafrontier Approach, *International Journal of Hospitality Management*, 29(3), 468-475.

Assaf, AG. (2010). Bootstrapped Malmquist indices of Australian airports. *The Service Industries Journal*, 31(5), 829-846.

Assaf, AG. (2010). Bootstrapped Scale Efficiency Measures of UK Airports, *Journal of Air Transport Management*, 16 (1), 42-44.

Pestana, B.C, Milton Nektarios, Assaf, AG. (2010). Efficiency in the Greek Insurance Industry, *European Journal of Operational Research*, 205(2), 431-436.

Josiassen, A, Assaf, AG. (2010). Country of origin contingencies: Their joint influence on consumer behaviour, *Asia Pacific Journal of Marketing and Logistics*, 22(3), 294-313.

Matawie, K, Assaf, AG. (2010). Bayesian and DEA efficiency modelling of health care foodservice operations, *Journal of Applied Statistics*, 37(6), 945-953.

Barros, C.P , Assaf, AG , Sá-Earp, F. (2010) . Brazilian Football League Technical Performance: A Simar and Wilson Approach, *Journal of Sports Economics*, 11 (6), 641-651.

Assaf, AG. (2009). Are US airlines really in crisis? *Tourism Management*, 30(6), 916-921.

Assaf, AG. (2009). Cost Efficiency Modeling of Australian Airports post privatization: A Bayesian Approach, *Tourism Management*, 31(2), 267-273.

Assaf, AG and Matawie, K. (2009). *Overcoming the limitations of efficiency modeling in the health care foodservice industry*, *Journal of Economic Studies*, 36(6), 571-582.

Assaf, AG, Matawie, K. (2009). A Two-Stage Approach to Efficiency Modelling: An Application to the Australian Hospital Food Production Industry. *Journal of Hospitality and Tourism Research*, 33 (3), 284-304.

Barros, C, Assaf, AG. (2009). Bootstrapped Efficiency Measures of Oil Blocks in Angola, *Energy policy*, 37 (10), 4098-4103.

Assaf, AG, Matawie, K. (2008). Cost Efficiency Modelling in Health Care Foodservice Operations, *International Journal of Hospitality Management*, 27 (4), 604-613.

Assaf, AG. (2008). The popularity of Foodservice Systems in Australian Hospitals, *Journal of Foodservice*, 20 (1), 47-51.

Assaf, AG. (2008). Accounting for Size in the Efficiency Comparison of Airports. *Journal of Air Transport Management*, 15 (5), 256-258.

Assaf, AG, Matawie, K, Blackman, D. (2008). Operational Effectiveness of Conventional, Cook-chill and Hybrid foodservice systems, *International Journal of Contemporary Hospitality Management*, 20 (2), 215-227.

Matawie, K and Assaf, AG. (2008). A Metafrontier Approach to assess regional efficiency differences, *Journal of Modelling in Management*, 3(3), 268-276.

Assaf, AG, Matawie, K. (2008). Estimation and Decomposition of Cost Efficiency in the Health Care Foodservice Sector: An Extended Stochastic Frontier Approach, *IMA Journal of Management Mathematics*, 19, 75-86.

Rodgers, S, Assaf, AG. (2006). Quantitative Methods in Measuring Productivity of Foodservice Systems, *Journal of Foodservice Business Research*, 9(3), 39-54.

Conference Presentations

Assaf, AG. (2022). Performance Modelling: Future Directions and Emerging Issues in Tourism. Keynote Presentation for the International Association of Tourism Economics.

A Berbekova, M Uysal, AG Assaf (2022). Measuring International Tourism Demand to the United States: System Theory Perspective, TTRA, Victoria, British Columbia.

Berbekova, A., Uysal, M., & Assaf, A.G. Investigating the Relationship between

Quality of Life and Tourism Demand. Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Virtual Conference. January 7-8, 2022.

Berbekova, A., Uysal, M. & Assaf, A.G. Is a Good Place to Live a Good Place to Visit? Destination Performance Measures and Quality of Life Indicators. Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Virtual Conference. January 8-9, 2021.

Berbekova, A., Uysal, M. & Assaf, A.G. A Thematic Analysis of Crisis Management in Hospitality and Tourism. Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Las-Vegas, USA. January 3-5, 2020.

Merkert, R, Assaf, AG. (2016). Performance and Strategic Learning Of Firms In A Complex And Regulated World, Strategic Management Society Conference, Berlin.

Assaf, AG, Roman, R, Berger, A, Tsionas, M. (2016). Does Efficiency Help Banks Survive and Thrive during Financial Crises? Financial Management Association (FMA) Meeting, Las Vegas, NV.

Merkert, R, Assaf, AG. (2014). Using Bayesian Distance Stochastic Frontier and DEA Models to establish Combined Perceived Quality and Profitability Indicator for Airports. Air Transport Research Society Conference, Bordeaux, France.

Matousek, A, Assaf, AG, Suchanta, M. (2014). Financial Liberalisation and bank efficiency: Evidence from India. IFABS Conference on Alternative Futures for Global Banking, Lisbon, Portugal.

Oh, H, Assaf, AG. (2014). Slow Traveling and Experience. International Conference on Tourism, Athens, Greece.

Assaf, AG., OH, H. (2014). Motivations and Strategic Outcomes of Slow Tourism. 7th World Conference for Graduate Research in Tourism, Hospitality and Leisure, Istanbul, Turkey.

Oh, H, Assaf, AG. (2014). Slowing Down Into Future Travel Consumption: Conceptualizing the Slow Tourism Process. EuroCHRIE Conference, Dubai.

Tiffany, S, Oh, H, Assaf, AG. (2014). Travel Experience While Slowing Down: The Role of Travel Pace and Goal Achievement. Annual ICHRIE Summer Conference & Marketplace, San Diego, California.

Assaf, AG, Matousek, R. (2012). Turkish Bank Efficiency: Bayesian Estimation with Undesirable Outputs. The XII European Workshop on Efficiency and Productivity Analysis, Verona, Italy.

Josiassen, A, Assaf, AG (2012). Social Visibility of Consumption: Propositions. Global Marketing Conference (GMC 2012), Seoul, South Korea.

Assaf, AG, Josiassen, A, Ljubica Knežević Cvelbar. (2011). The Impact of CRM Implementation on Hotel Profitability, Second Conference for the International Association for Tourism Economics, Lisbon, Portugal.

Hsu, C, Oh, H, Assaf, AG. (2010). A Customer-Based Brand Equity Model for Upscale Hotels in China, CHRIE, Puerto Rico.

Josiassen, A, Willis, M, Hamill, J, Holmes, C, Munisamy, L, Ortisi, N, Melissa P, Assaf, AG. (2010). The Impact of Visit and Visitor Characteristics on Perceived Social Networking Site Credibility and Word-of-Mouth: An Empirical Investigation from Australia. 2nd International Conference on Business & Management Education (ICBME), Bangkok, Thailand.

Josiassen, A, Assaf, AG. (2010). Online Delivery Modes & Student Satisfaction: Investigating the Moderating Influence of Student-Teacher Power Distance," 3rd International Colloquium on Business & Management (ICBM), Bangkok, Thailand.

Assaf, AG, Kishi, M. (2010). Accounting for bias in modelling the performance of Brazilian airports. The 14th Air Transportation Research Society, Porto, Portugal.

Josiassen, A, Assaf, AG. (2010). The Impact of Visit and Visitor Characteristics on Tourist's Perceived Social Networking Site Credibility and Intention to Visit: An Empirical Investigation from Australia. The 8th APacCHRIE Conference 2010, Bangkok, Thailand.

Josiassen, A, Assaf, AG. (2010). SNS Credibility, Word-of-Mouth and Behavioural Intentions," 3rd International Colloquium on Business & Management (ICBM), Bangkok, Thailand.

Josiassen, A, Assaf, AG, Pandit, A (2009). Exploring the role of income on consumers' use of product-country image?," International Non-profit and Social Marketing Conference (INSM) Proceedings, Melbourne, Australia.

Laurent, B, Peypoch, N, Elisabeth, R, Bernadin, S, Assaf, AG. (2009). Performance of French Destinations: Tourism Attraction Perspectives. First Conference for the International Association for Tourism Economics, Mallorca, Spain.

Assaf, AG. (2009). Productivity Analysis of Argentine Airports. German Aviation Research Society (GARS) Research Workshop, Berlin, Germany.

Assaf, AG, Bonin, J, Matousek, M. (2009). Heterogeneity and Banks Efficiency: Evidence from New EU Countries. CICM Conference, London.

Assaf, AG, Matousek, M. (2009). Banks Efficiency: Evidence from 27 EU Countries. CICM Conference, London.

Assaf, AG, and Forsyth, P. (2009). A Metafrontier Malmquist Comparison of US and UK Airports. The 13th Air Transportation Research Society, Abu Dhabi.

Assaf, AG, Deery, M, Jago, L. (2009). Evaluating the Efficiency of the Australian Restaurant Industry. CAUTHE, Perth.

Matawie, K, Assaf, AG. (2008). Efficiency Comparison of Heterogeneous Operational Groups. Proceedings of World Academy of Science, Engineering and Technology, Volume 30, 81-84.

Assaf, AG, Mitchell, J ,Matawie, K. (2008). A MIMIC Model Approach to assess the determinants of economic performance, CAUTHE, Brisbane.

Assaf, AG, Matawie, K. (2007). A Bayesian Approach to the Estimation of Technical Efficiency in Health Care Foodservice Operations, International conference in Statistical Modelling, Barcelona, Spain.

Rodgers, S, Assaf, AG. (2006). Quantitative Methods in Measuring Productivity of Foodservice Systems. CHRIE. Washington, July 2006; p. 163-165.

Assaf, AG. and Rodgers, S. (2006). Cost efficiency measurement of foodservice systems: a stochastic frontier approach. 3rd Graduate Conference in Tourism, Canakkale, Turkey, 25-28 May 2006, pp. 64-74.

Rodgers, S. and Assaf, AG. (2005). Cost efficiency measurement of foodservice systems: A Stochastic Frontier Approach. Conference of the Institute of Hospitality in Healthcare. Sydney, Australia (second price for poster presentation).

Research Grants

1. Project Title: Modeling and forecasting regional tourism demand using the Bayesian GVAR model.

Funding: The Hong Kong Polytechnic University, US \$25,000

2. Project Title: A Hotel Brand Equity Model: Longitudinal Validation and Index Development

Funding: The Hong Kong Polytechnic University. HK\$400,000

3. Project Title: Developing a *Slow Tourism Tracker Scale* (STTS) for Tourism Innovations

Funding: UNLV-Caesars Hospitality Research Center Grant Award Program. US\$ 50,000

4. Project Title: Evaluating the productivity of the Australian restaurant industry

Funding: \$22,960. VU Early Career Research Grant.

5. Project Title: The effect of interventions on the environmental behaviour of motel guests

Funding: \$20,000, VU Early Career Research Grant, Tourism Victoria,

Teaching Experience

University of Massachusetts-Amherst (2009-Present)

1. Business Data Analysis (MBA)
2. Economic Analysis for Managers (MBA)
3. Managerial Accounting for the Hospitality Industry (Undergraduate)
4. Strategic Management (Undergraduate/Graduate)
5. Casino Concepts and Probability (Undergraduate)

Victoria University-Australia (2007-2009)

1. Business Statistics (Graduate)
2. Revenue Management (Undergraduate)
3. Advanced Revenue Management (Graduate-MBA)
4. Casino and Gaming Operations (Graduate-MBA)
5. Accommodation Management (Undergraduate/Graduate)
6. Operations Management (Undergraduate)

Reviewer Activities

1. Journal of Banking Finance
2. Journal of Applied Econometrics
3. Journal of Productivity Analysis
4. Applied Mathematical Modelling
5. Mathematical and Computer Modelling
6. Annals of Operation Research
7. Transportation Research Part B
8. Journal of Air Transport Management
9. Journal of Transport Geography

10. Measurement
11. Applied Economics
12. PLOS ONE
13. Emerging Market Finance and Trade Journal
14. Tourism Management
15. Journal of Travel Research
16. Journal of Hospitality and Tourism Research
17. Transportation Research Part E
18. Economic Modelling
19. Journal of Economics Studies
20. Journal of Business Research
21. Journal of International Financial Markets, Institutions & Money
22. Tourism Economics
23. International Journal of Business and Economics
24. European Journal of Operational Research
25. Journal of Travel and Tourism Marketing
26. Cornell Hotel and Restaurant Administration Quarterly
27. International Journal of Contemporary Hospitality Management
28. Tourism Culture and Communication
29. The Service Industries Journal
30. Journal of Vacation Marketing
31. International Journal of Hospitality Management
32. International Journal of Tourism Research
33. Tourism Analysis
34. CAUTHE international conference

Awards

- College Outstanding Research Award, 2022
- Lifetime Research Achievement Award (ICHRIE), 2020
- College Outstanding Research Award, 2020
- College Outstanding Teacher Award, 2018
- Richard M. '73 and Nancy S. Kelleher '71 Teacher Award 2018-2019
- J. Desmond Slattery Award for paper titled: Advancing Destination Image: The Destination Content Model- Travel and Tourism research Association.
- The Thea Sinclair Award for Journal Article Excellence- Tourism Economics.
- Exceptional Merit (2014), University of Massachusetts-Amherst.

- Charles R. Goeldner Award for Best Research Article-Journal of Travel Research (2013).
- Emerging Scholar of Distinction- International Academy for the Study of Tourism (2013).
- Dean Research Excellence Award (2012) - Isenberg School of Management-University of Massachusetts-Amherst.
- The Emerald Literati Network Award for Outstanding Paper (2012).
- Dean Research Excellence Award (2011) - Isenberg School of Management-University of Massachusetts-Amherst.
- The ASEDAS (Spanish supermarket association) and AEMARK (Spanish Marketing Academy) award for best retailing paper published in 2011.
- Dean Research Excellence Award (2010) - Isenberg School of Management-University of Massachusetts-Amherst.