

Curriculum Vitae  
**ROBIN M. BACK, Ph.D.**  
University of Central Florida  
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## **EDUCATION**

### **Doctor of Philosophy, Management (2015)**

Isenberg School of Management, University of Massachusetts Amherst (USA)

Dissertation: An investigation into the effect of consumer experience tourism on brand loyalty and purchasing behavior

### **Certificate in Internet Technologies (1996)**

New York University (USA)

### **Master of Science, International Hotel Management (1991)**

University of Surrey (United Kingdom)

Thesis: Incentives to invest in the hotel industry in the Caribbean region

### **Bachelor of Science, Institutional Management (1985)**

London Metropolitan University (formerly Polytechnic of North London) (United Kingdom)

Thesis: Private healthcare in the United Kingdom: Past, present and future

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## **EMPLOYMENT / PROFESSIONAL EXPERIENCE**

- 2025-present – **Assistant Vice Provost for Undergraduate Studies** – University of Central Florida (USA)
- 2024-2025 – **Assistant Dean for Academic Policy**, College of Undergraduate Studies – University of Central Florida (USA)
- 2022-2024 – **Interim Chair**, Department of Foodservice and Lodging Management – Rosen College of Hospitality Management – University of Central Florida (USA)
- 2021-2022 – **Associate Professor** – Rosen College of Hospitality Management – University of Central Florida (USA)
- 2015-2021 – **Assistant Professor** – Rosen College of Hospitality Management – University of Central Florida (USA)
- 2011-2015 – **Research and Teaching Assistant / Graduate Instructor** – Isenberg School of Management, University of Massachusetts Amherst (USA)
- 2001-2011 – **Brand Manager, North America** – Fairview and Spice Route Wines, Paarl (South Africa)

- 1996-2001 – **Management Analyst** – Travelcom Inc., New York, New York (USA)
  - 1992-1996 – **Managing Partner** – Network Media Services, Sint Maarten (Caribbean)
  - 1992-1996 – **Managing Partner** – Sint Maarten Breweries N.V., Sint Maarten (Caribbean)
  - 1988-1990 – **General Manager, International Credit Division** – Budget Rent-a-Car International, Inc., Hemel Hempstead (United Kingdom)
  - 1986-1988 – **National Customer Service Manager** – Avis Rent-a-Car Ltd., Hayes, Middlesex (United Kingdom)
  - 1985-1986 – **Credit and Customer Account Services Manager** – Harvey Nichols & Co. Ltd., London (United Kingdom)
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## **RESEARCH**

**RESEARCH INTEREST AREAS:** Consumer behavior and marketing, with a primary focus on the wine industry

### **REFEREED JOURNAL PUBLICATIONS**

1. Nutta, M. W. W., Ridderstaat, J., & **Back, R. M.** (in press). Uncorking the impact of tourism on wine consumption in Europe: Insights from a 17-year analysis. *Journal of Wine Economics*.
2. Tasci, A. D. A., Milman, A., & **Back, R. M.** (2025). Winery destination experiencescape and its influences on resident and visitor behavior. *International Journal of Hospitality Management*, 132, 104366. <https://doi.org/10.1016/j.ijhm.2025.104366>
3. Tasci, A. D. A., Wei, W., & **Back, R. M.** (2025). Residents' and Visitors' Image of Florida Wine and the Agents of Influence. *International Journal of Wine Business Research* 37(3), 502-522. <https://doi.org/10.1108/IJWBR-09-2024-0051>
4. Lee, J., Park, J.-Y., **Back, R. M.**, & Nutta, M. W. W. (2025). Expert wine reviews: Exploring trends in wine quality indicators. *Journal of Wine Research*, 36(2), 85-103. <https://doi.org/10.1080/09571264.2025.2463106>
5. Nutta, M. W. W., **Back, R. M.**, Park, J.-Y., & Bufquin, D. (2025). Exploring the relationship between brand coolness, brand identity, and purchase intentions through the lens of wine. *Journal of Wine Research*, 36(2), 104-125. <https://doi.org/10.1080/09571264.2025.2463107>
6. Lee, J., Park, J., Park, J.-Y., & **Back, R. M.** (2025). Tracing the impact of COVID-19 on hospitality and tourism: A comprehensive bibliometric analysis across pandemic phases. *Journal of Hospitality and Tourism Insights* 8(6), 2162-2185. <https://doi.org/10.1108/JHTI-08-2024-0801>
7. Tasci, A. D. A., & **Back, R. M.** (2025). Testing a consumer-based brand equity model for wine tourism destinations. *Journal of Hospitality and Tourism Insights*, 8(6), 2057-2079. <https://doi.org/10.1108/JHTI-08-2024-0820>

8. Milman, A., Tasci, A. D. A., & **Back, R. M.** (2024). Consumer-based brand equity of US domestic and global wine tourism destinations from the American market perspective. *International Journal of Wine Business Research*, 37(1), 27-54. <https://doi.org/10.1108/IJWBR-03-2024-0010>
9. Guedes, A., Martins, P., & **Back, R.M.** (2024). Online travel searches: From pandemic to endemicity. *Tourism and Hospitality Research*. <https://doi.org/10.1177/14673584241255546>
10. Vieira de Souza Meira, J., Park, J.-Y., Hight, S. K., Bufquin, D., & **Back, R. M.** (2024). Sexual harassment, negative emotions, and turnover intention in the restaurant industry: The moderating effect of pay satisfaction. *Cornell Hospitality Quarterly*, 66(3), 331-347. <https://doi.org/10.1177/19389655241241472>
11. Strickland, P., **Back, R. M.**, & Ratten, V. (2024). Wine festivals and events: A systematic review. *Event Management*, 28(7), 1083-1099. <https://doi.org/10.3727/152599524X17067412396228>
12. Tasci, A. D. A., Wei, W., & **Back, R. M.** (2023). Modeling wine consumer typology, motivation, satisfaction, and loyalty: Wine tourism destination visitors vs. residents in Florida. *Tourism Review*, 79(6), 1234-1256. <https://doi.org/10.1108/TR-04-2023-0212>
13. Tasci, A. D. A., & **Back, R. M.** (2023). Definition and measurement of wine snobbery as an empirical concept. *Journal of Wine Research*, 34(4), 291-297. <https://doi.org/10.1080/09571264.2023.2276267>
14. **Back, R. M.**, Tasci, A. D. A., & Woosnam, K. M. (2023). Factors explaining resident stakeholders' perception for wineries and wine tourism in Florida. *Journal of Hospitality and Tourism Research*, 34(4), 291-297. <https://doi.org/10.1177/10963480231205763>
15. Milman, A., Tasci, A. D. A., & **Back, R. M.** (2023). U.S. residents' perception of local and global wine tourism destinations. *Journal of Gastronomy and Tourism*, 7(3), 149-163. <https://doi.org/10.3727/216929722X16354101932384>
16. Orlowski, M., Lefebvre, S., & **Back, R. M.** (2022). Thinking outside the bottle: Effects of non-traditional wine packaging. *Journal of Retailing and Consumer Services*, 69, 103117. <https://doi.org/10.1016/j.jretconser.2022.103117>
17. Niklas, B., Cardebat, J.-M., **Back, R. M.**, Gaeta, D., Pinilla, V., Rebelo, J., Jara-Rojas, R., & Schamel, G. (2022). Wine industry perceptions and reactions to the COVID-19 crisis in the Old and New Worlds: Do business models make a difference? *Agribusiness*, 38(4), 810-831. <https://doi.org/10.1002/agr.21748>
18. Heo, C. Y., Kim, B., Park, K., & **Back, R. M.** (2022). A comparison of best-worst scaling and Likert scale methods on peer-to-peer accommodation attributes. *Journal of Business Research*, 148(4), 368-377. <https://doi.org/10.1016/j.jbusres.2022.04.064>
19. Godovykh, M., **Back, R. M.**, Bufquin, D., Baker, C., & Park, J.-Y. (2022). Peer-to-peer accommodation amid COVID-19: The effects of Airbnb cleanliness information on guests' trust and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 35(4), 1219-1237. <https://doi.org/10.1108/IJCHM-12-2021-1508>

20. Niklas, B., Guedes, A., **Back, R. M.**, Rebelo, J., & Laurie, F. (2022). How resilient are wine tourism destinations to health-related security threats? A winery perspective. *Journal of Destination Marketing and Management*, 24(4), 100707. <https://doi.org/10.1016/j.jdmm.2022.100707>
21. Guedes, A., Niklas, B., **Back, R. M.**, & Rebelo, J. (2022). Implications of an exogenous shock (COVID-19) on wine tourism business: A Portuguese winery perspective. *Tourism and Hospitality Research*, 23(1), 113-120. <https://doi.org/10.1177/14673584221085214>
22. Park, J.-Y., Hight, S. K., Bufquin, D., Vieira de Souza Meira, J., & **Back, R. M.** (2021). An examination of restaurant employees' work-life outlook: The influence of support systems during COVID-19. *International Journal of Hospitality Management*, 97, 102992. <https://doi.org/10.1016/j.ijhm.2021.102992>
23. Orlowski, M., Mejia, C., **Back, R.**, & Fridrich, J. (2021). Transition to online culinary and beverage labs: Determining student engagement and satisfaction during COVID-19. *Journal of Hospitality & Tourism Education*, 33(3), 163-175. <https://doi.org/10.1080/10963758.2021.1907193>
24. Bufquin, D., Park, J.-Y., **Back, R. M.**, Vieira de Souza Meira, J., & Hight, S. K. (2021). Employment status, mental health, substance use, and career turnover intentions: An examination of restaurant employees during COVID-19. *International Journal of Hospitality Management*, 93, 102764. <https://doi.org/10.1016/j.ijhm.2020.102764>
25. Park, J.-Y., **Back, R. M.**, Bufquin, D., & Nutta, M. W. W. (2021). Attraction, social presence, sociability, and booking intentions: The moderating role of Homophily. *Journal of Hospitality & Tourism Research*, 45(6), 1044-1068. <https://doi.org/10.1177/1096348020988898>
26. Park, S., Park, K., Park J.-Y., & **Back, R. M.** (2021). Social media analytics in event marketing: engaging marathon fans in Facebook communities. *Event Management*, 25(4), 329-345. <https://doi.org/10.3727/152599519X15506259856309>
27. Ha, J., Park, J.-Y., & **Back, R. M.** (2020). Did you enjoy dining alone? An examination of solo diners. *Journal of the Table & Food Coordinate*, 15(3), 23-39. <https://doi.org/10.26433/TFCK.2020.15.3.23>
28. **Back, R. M.**, Lowry, L. L., & Higgins, L. M. (2020). Exploring a wine farm micro-cluster: A novel business model of diversified ownership. *Journal of Vacation Marketing*, 27(1), 103-116. <https://doi.org/10.1177/1356766720954258>
29. **Back, R. M.**, Park, J.-Y., Bufquin, D., Nutta, M. W. W., & Lee, S. J. (2020). Effects of hotel website photograph size and human images on perceived transportation and behavioral intentions. *International Journal of Hospitality Management*, 89. <https://doi.org/10.1016/j.ijhm.2020.102545>
30. **Back, R. M.**, Okumus, B., & Tasci, A. D. A. (2020). Culinary fans versus culinary critics: Characteristics and behavior. *International Hospitality Review*, 34(1), 41-60. <https://doi.org/10.1108/IHR-10-2019-0024>
31. Bufquin, D., Park, J.-Y., **Back, R. M.**, Nutta, M. W. W., & Zhang, T. (2020). Effects of hotel website photographs and length of textual descriptions on viewers' emotions and behavioral intentions. *International Journal of Hospitality Management*, 89, 102378. <https://doi.org/10.1016/j.ijhm.2019.102378>

32. **Back, R. M.** (2020). Investigating the effects of a consumer experience event on brand perception, attitudinal brand loyalty, and purchasing behavior: A winemaker dinner application. *Journal of the Table & Food Coordinate*, 15(1), 21-35 <https://doi.org/10.26433/TFCK.2020.15.1.21>
33. **Back, R. M.**, Tasci, A. D. A., & Milman, A. (2020). Experiential consumption of a South African wine farm destination as an agritourism attraction. *Journal of Vacation Marketing*, 26(1), 57-72. <https://doi.org/10.1177/1356766719858642>
34. **Back, R. M.**, Liu, X., Niklas, B., Storchmann, K., & Vink, N. (2019). Margins and mark-ups for fair trade wine along the supply chain: Evidence from South African wine sold in the U.S. *Journal of Wine Economics*, 14(3), 274-297. <https://doi.org/10.1017/jwe.2019.32>
35. Park, K., Park, J.-Y., & **Back, R. M.** (2019). Determinants of marathoners' event expenditures: an in-depth exploration of past experience. *Journal of Hospitality and Tourism Insights*, 2(2), 110-120. <https://doi.org/10.1108/JHTI-09-2018-0062>
36. Park, J.-Y., **Back, R. M.**, Bufquin, D., & Shapoval, V. (2019). Servicescape, positive affect, satisfaction and behavioral intentions: The moderating role of familiarity. *International Journal of Hospitality Management*, 78, 102-111. <https://doi.org/10.1016/j.ijhm.2018.11.003>
37. Park, J.-Y., Bufquin, D., & **Back, R. M.** (2019). When do they become satiated? An examination of the relationships among winery tourists' satisfaction, repeat visits and revisit intentions. *Journal of Destination Marketing and Management*, 11, 231-239. <https://doi.org/10.1016/j.jdmm.2018.04.004>
38. **Back, R. M.**, Bufquin, D., & Park, J.-Y. (2018). Why do they come back? The effects of winery tourists' motivations and satisfaction on repeat visits and revisit intentions. *International Journal of Hospitality & Tourism Administration*, 22(1), 1-25. <https://doi.org/10.1080/15256480.2018.1511499>
39. Bufquin, D., **Back, R. M.**, Park, J.-Y., & Nutta, M. (2018). The effects of architectural congruence perceptions on winery visitors' emotions and behavioral intentions: The case of Marqués de Riscal. *Journal of Destination Marketing & Management*, 9, 56-63. <https://doi.org/10.1016/j.jdmm.2017.10.005>
40. **Back, R. M.**, Lowry, L. L., & Cartier, E. A. (2018). Leapfrogging to empowerment and inclusivity: A South African hospitality and tourism business perspective. *Journal of Hospitality and Tourism Insights*, 1(1), 4-36. <https://doi.org/10.1108/JHTI-10-2017-0005>
41. Dillon, P. J., **Back, R. M.**, & Manz, C. C. (2014). Authentic corporate social responsibility based on authentic empowerment: An exemplary business leadership case. *The Journal of Values-Based Leadership*, 7(1), 59-70. <https://scholar.valpo.edu/jvbl/vol7/iss1/7>

## ENCYCLOPEDIA ENTRIES

1. **Back, R. M.** (2017). Wine Tourism, New World Wines, South Africa. In L. L. Lowry (Ed.), *The SAGE International Encyclopedia of Travel and Tourism*. Thousand Oaks, CA: SAGE Publications, Inc.

## BOOK CHAPTERS

1. Bufquin, D., **Back, R. M.**, & Park, J.-Y. (2019). Innovations in the wine tourism experience – the case of Marqués de Riscal. In A. Correia, A. Fyall, & M. Kozak (Eds.), *Experiential Consumption and Marketing in Tourism within a Cross-Cultural Context*. Oxford, UK: Goodfellow Publishers Limited
2. Lowry, L. L. & **Back, R. M.** (2015). Slow Food, Slow Tourism, and Sustainable Practices: A Conceptual Model. In H. G. Parsa & V. Narapareddy (Eds.), *Sustainability, Social Responsibility, and Innovations in Tourism and Hospitality*. Waretown, NJ: Apple Academic Press and CRC Press

## REFEREED CONFERENCE PRESENTATIONS

1. **Back, R. M.**, Tasci, A. D. A., & Wei, W. (2025, June). Information sources that shape Florida residents' and visitors' image of muscadine wine. *The American Association of Wine Economists 17<sup>th</sup> Annual Conference*, San Luis Obispo, California, USA.
2. **Back, R. M.**, Park, J.-Y., & Nutta, M. W. W. (2025, June). Assessing the impact of celebrity wine brand association and package design on perceived brand coolness. *The American Association of Wine Economists 17<sup>th</sup> Annual Conference*, San Luis Obispo, California, USA.
3. **Back, R. M.**, Park, J.-Y., Lee, J., & Nutta, M. W. W. (2024, July). Determinants of wine price: An analysis of Wine Spectator "Top 100" reviews. *The American Association of Wine Economists 16<sup>th</sup> Annual Conference*, Lausanne, Switzerland.
4. Nutta, M. W. W., **Back, R. M.**, Park, J.-Y., & Bufquin, D. (2024, July). Assessing the impact of brand coolness, brand personality, and brand identity on wine purchase intentions. *The American Association of Wine Economists 16<sup>th</sup> Annual Conference*, Lausanne, Switzerland.
5. **Back, R. M.**, Knipes, B. J., Mangaliso, M. P., Mangaliso, Z., Ndanga, L., & Ngambi, H. C. (2023, August). Integrating marginalized people into the worker-centered workplace: The transformative role of DEI. Professional Development Workshop at the *83rd Annual Meeting of the Academy of Management*, Boston, Massachusetts, USA.
6. **Back, R. M.** & Tasci, A. D. A. (2023, June). Resident support for wine tourism in Florida. *The American Association of Wine Economists 15<sup>th</sup> Annual Conference*, Stellenbosch, South Africa.
7. Tasci, A. D. A., **Back, R. M.**, & Milman, A. (2023, June). Significance of winery experiencescape for residents and visitors. *The American Association of Wine Economists 15<sup>th</sup> Annual Conference*, Stellenbosch, South Africa.
8. Milman, A., Tasci, A. D. A., & **Back, R. M.** (2023, March). Wine tourism destinations' consumer-based brand equity. *4<sup>th</sup> Managing Tourism Across Continents Conference organized by the Association of Turkish Tourism Academics*, İstanbul, Türkiye.
9. Lee, J., Park, J.-Y., **Back, R. M.**, & Nutta, M. W. W. (2023, January). Trends in wine quality indicators. *2023 Graduate Conference in Hospitality & Tourism*, Pomona, California, USA.
10. **Back, R. M.**, Tasci, A. D. A., Milman, A., & Sönmez, S. (2022, August). Consumer wine preferences: The case of Muscadine wines. *The American Association of Wine Economists 14<sup>th</sup> Annual Conference*, Tbilisi, Georgia.

11. Nutta, M. W. W., **Back, R. M.**, & Park, J.-Y. (2021, December). Urban vs rural: The effect of winery setting on memorability, affective commitment, satisfaction, and loyalty. *6<sup>th</sup> World Research Summit for Tourism and Hospitality*, Orlando, Florida, USA.
12. Mangaliso, M. P., **Back, R. M.**, Van de Bunt, S., Jean-Denis, H., Kahn, B. A., Kateb, S., Knipes, B. J., Mangaliso, Z., Ndanga, L., Ngambi, H. C., Ovitsky, N. L., & Trompenaars, A. (2021, August). Adaptation of diversity, equity, and inclusion for organizations in the post-COVID environment. Professional Development Workshop at the *81<sup>st</sup> Annual Meeting of the Academy of Management*, Virtual Conference.
13. **Back, R. M.**, Davis, M., Jean-Denis, H., Kahn, B., Mangaliso, M., Mangaliso, Z., Ndanga, L., Ngambi, H., Ovitsky, N., Trompenaars, A., & Van de Bunt-Kokhuis, S. (2020, August). Embracing diversity and inclusiveness in organizations: Strategems & practices from around the world. *80<sup>th</sup> Annual Meeting of the Academy of Management*, Virtual Conference.
14. **Back, R. M.** & Tasci, A. D. A. (2019, December). Wine region brand equity: Familiarity, image, quality, and value, explaining loyalty. *5<sup>th</sup> World Research Summit for Hospitality & Tourism*, Orlando, Florida, USA.
15. Bufquin, D., Park, J.-Y., **Back, R. M.**, Lee, S. J., & Nutta, M. W. W. (2019, December). Human images in hotel websites: Its effects on customers' cognitive, emotional, attitudinal and behavioral outcomes. *5<sup>th</sup> World Research Summit for Hospitality & Tourism*, Orlando, Florida, USA.
16. Nutta, M. W. W., Park, J.-Y., **Back, R. M.**, Bufquin, D., & Lee, S. J. (2019, December). The effects of human images and photograph size in hotel websites on perceived transportation, booking intentions, and willingness to pay more. *5<sup>th</sup> World Research Summit for Hospitality & Tourism*, Orlando, Florida, USA.
17. **Back, R.** & Lowry, L. (2019, June). Creating a wine farm destination: A new business model for an agritourism micro-cluster. *1<sup>st</sup> International Research Workshop on Wine Tourism: Challenges and Future Perspectives*, Strasbourg, France.
18. **Back, R. M.**, Tasci, A. D. A., & Sönmez, S. (2019, July). US wine region brand equity: Familiarity, image, quality, and value, explaining loyalty. *The American Association of Wine Economists 13<sup>th</sup> Annual Conference*, Vienna, Austria.
19. Tasci, A. D. A., **Back, R. M.**, & Milman, A. (2019, July). Experiential consumption dimensions of a winery destination. *The American Association of Wine Economists 13<sup>th</sup> Annual Conference*, Vienna, Austria.
20. Mangaliso, M., Mangaliso, N. A., **Back, R. M.**, Kahn, B., Ndanga, L. Z. B., Ovitsky, N., Jean-Denis, H., & Ngambi, H. (2019, June). Theoretical and practical implications of workplace diversity in global society. *Eastern Academy of Management International Conference*, Dubrovnik, Croatia.
21. Orłowski, M., **Back, R. M.**, & LeFebvre, S. (2019, June). Beyond the bottle: The effects of wine packaging on quality perceptions and purchase intentions. *International Conference on Wine Market and Cultures of Consumption*, Hong Kong SAR, China.
22. **Back, R. M.**, Tasci, A. D. A., & Sönmez, S. (2019, May). Comparison of wine region brand images. *Fourth International Conference on Tourism & Leisure Studies*, Miami, Florida, USA.

23. Nutta, M. W. W., **Back, R. M.**, Bufquin, D., Park, J.-Y. (2019, January). Too much information! Optimizing hotel websites to maximize booking intentions. *2019 Graduate Conference in Hospitality & Tourism*, Houston, Texas, USA.
24. **Back, R.**, Milman, A., & Tasci, A. (2018, October). Learning through Florida wine tourism. *International Society of Travel and Tourism Educators 37<sup>th</sup> Annual Conference*, Niagara Falls, New York, USA.
25. Milman, A., **Back, R.**, & Tasci, A. (2018, October). Experiential consumption and learning in a farm tourism destination: The case of Spice Route Winery in South Africa. *International Society of Travel and Tourism Educators 37<sup>th</sup> Annual Conference*, Niagara Falls, New York, USA.
26. **Back, R. M.** & Lowry, L. L. (2018, June). The effects of a winemaker dinner on brand perception and purchasing behavior. *The American Association of Wine Economists 12<sup>th</sup> Annual Conference*, Ithaca, New York, USA.
27. **Back, R. M.** & Tasci, A. D. A. (2018, June). Investigating the challenges and opportunities for wine tourism in Florida: A multi-stakeholder approach. *The American Association of Wine Economists 12<sup>th</sup> Annual Conference*, Ithaca, New York, USA.
28. Lowry, L. L. & **Back, R. M.** (2018, May). Consumption of place: Co-creation and meaningful experience curated through the lens of the wine estate. *Tourism Naturally Conference*, Zell am See-Kaprun, Austria.
29. Tasci, A. D. A. & **Back, R. M.** (2018, May). A multi-tourism paradigm scale of winescape. *Third International Conference on Tourism & Leisure Studies*, Lanzarote, Spain.
30. **Back, R. M.** & Tasci, A. D. A. (2017, December). Florida winescape attributes and their impact on tourist motivation, decision-making and visit experience. *4<sup>th</sup> World Research Summit for Tourism and Hospitality*, Orlando, Florida, USA.
31. Bufquin, D., **Back, R.**, & Park, J.-Y. (2017, December). The effects of architectural congruence perceptions, as related to local landscape, on visitors' emotions and behavioral intentions. *4<sup>th</sup> World Research Summit for Tourism and Hospitality*, Orlando, Florida, USA.
32. Park, J.-Y., Bufquin, D., & **Back, R. M.** (2017, December). What happens when they visit too often? The relationships among winery tourists' satisfaction, revisit intentions and repeat visits. *4<sup>th</sup> World Research Summit for Tourism and Hospitality*, Orlando, Florida, USA.
33. Mangaliso, P. M., Jiang, X., O'Neill, H., **Back, R.**, Manz, C. C., Ndanga, L. Z. B., Ngambi, H. C., Van de Bunt-Kokhuis, S. G. M., Pearce, C., & Nyathi, N. Q. (2017, August). Navigating interstitial spaces as a precondition for leadership in transformational change. *Academy of Management Annual Meeting*, Atlanta, Georgia, USA.
34. **Back, R. M.**, Shea, L. J., and Lowry, L. L. (2017, June). The effects of a winery visit on brand loyalty: A quasi-longitudinal study. *The American Association of Wine Economists 11<sup>th</sup> Annual Conference*, Padua, Italy.



35. **Back, R. M.**, Bufquin, D, and Park, J.-Y. (2016, June). Iconic hotels meet historic wineries: The Effects of “starchitecture” on wine tourism, brand perception, and consumer behavior. *The American Association of Wine Economists 10<sup>th</sup> Annual Conference*, Bordeaux, France.
36. **Back, R. M.**, Storchmann, K., and Xingyang, L. (2016, June). Fair trade wine in the U.S.: Mark-ups along the supply chain. *The American Association of Wine Economists 10<sup>th</sup> Annual Conference*, Bordeaux, France.
37. Lowry, L. L., Cartier, E. A., **Back, R. M.**, and Delconte, J. D. (2015, June). Addressing the need for new tourism theory: The utility of constructivist grounded theory methodology for theory development. *The Travel and Tourism Research Association Annual International Conference*, Portland, Oregon, USA.
38. **Back, R. M.**, Lowry, L. L., and Cartier, E. A. (2014, June). The great mileage swindle: Consumer reactions to the diminishing value of frequent flyer programmes. *The Travel and Tourism Research Association Annual International Conference*, Bruges, Belgium.
39. Cartier, E. A., Lowry, L. L., and **Back, R. M.** (2014, June). Greenwashing: One reused bed-sheet and bath-towel at a time. *The Travel and Tourism Research Association Annual International Conference*, Bruges, Belgium.
40. Lowry, L. L., Cartier, E. A., and **Back, R. M.** (2014, June). Colorado's budding tourism industry: The growing relationship between marijuana tourism and the media. *The Travel and Tourism Research Association Annual International Conference*, Bruges, Belgium.
41. Lowry, L. L. & **Back, R. M.** (2014, June). Impact of “Farm Winery Legislation S 2582: An act relative to economic development reorganization” on Massachusetts wineries. *The American Association of Wine Economists 8<sup>th</sup> Annual Conference*, Walla Walla, Washington, USA.
42. **Back, R. M.** & Lowry, L. L. (2013, June). A cluster of delights: A case study of the wine farm as agritourism destination. *The American Association of Wine Economists 7<sup>th</sup> Annual Conference*, Stellenbosch, South Africa.
43. Jeong, M., Tierney, E., Lee, A., Koh, J., Cartier, E., & **Back, R.** (2012, August). Reviewing and developing the event management program from the perspective of three stakeholders: students, educators, and industry practitioners. *Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference*, Providence, Rhode Island, USA.

#### INVITED KEYNOTE PRESENTATIONS

1. **Back, R. M.** (2025, June). Evaluating consumer perceptions: Challenging the negative perceptions of *Vitis rotundifolia* wines through effective marketing strategies. *138<sup>th</sup> Annual Meeting of the Florida State Horticultural Society*, Bonita Springs, Florida, USA.
2. **Back, R. M.** (2025, January). The three-tier system of alcoholic beverage distribution. *Florida Wine and Grape Growers Association Annual Conference*, DeLand, Florida, USA.
3. **Back, R. M.**, & Tasci, A. D. A. (2025, January). An overview of academic research on winery hospitality and tourism in Florida. *Florida Wine and Grape Growers Association Annual Conference*, DeLand, Florida, USA.

4. **Back, R. M.** (2024, April). Beyond the grapes: Unraveling the significance of wine. *The Korea-America Hospitality & Tourism Educators Association Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students*, Chicago, Illinois, USA.
5. **Back, R. M.** & Tasci, A. D. A., & Wei, W. (2024, January). Wine consumer typology: Who drinks Florida wines? *Florida Wine and Grape Growers Association Annual Conference*, DeLand, Florida, USA.
6. **Back, R. M.** & Tasci, A. D. A. (2023, January). U.S. consumer perceptions of Muscadine wines: Study 2. *Florida Wine and Grape Growers Association Annual Conference*, DeLand, Florida, USA.
7. **Back, R. M.** & Tasci, A. D. A. (2022, June). Muscadine and Vinifera face-off: Is it all perceptions? *Florida Wine and Grape Growers Association Annual Conference*, DeLand, Florida, USA.
8. **Back, R. M.** & Tasci, A. D. A. (2020, January). U.S. wine region brand equity: Familiarity, image, quality, and value, explaining loyalty. *Florida Wine and Grape Growers Association Annual Conference*, DeLand, Florida, USA.
9. Tasci, A. D. A. & **Back, R. M.** (2020, January). Significance of Florida winescape on satisfaction and loyalty. *Florida Wine and Grape Growers Association Annual Conference*, DeLand, Florida, USA.
10. **Back, R. M.** & Tasci, A. D. A. (2019, January). Challenges and opportunities for wine tourism in Florida: Further research results. *Florida Wine and Grape Growers Association Annual Conference*, DeLand, Florida, USA.
11. **Back, R. M.** & Tasci, A. D. A. (2018, January). Challenges and opportunities for wine tourism in Florida. *Florida Wine and Grape Growers Association Annual Conference*, Palatka, Florida, USA.
12. **Back, R. M.** (2017, September). The effect of a winery visit on brand loyalty and purchasing behavior. *The Business of Wine & Food Tourism Conference*, Stellenbosch, South Africa.
13. **Back, R. M.** (2016, November). Should wineries charge for a tasting? The effect of a tasting fee on purchasing behavior. *The Business of Wine & Food Tourism Conference*, Stellenbosch, South Africa.

#### **EDITORIAL BOARD MEMBERSHIP**

1. Journal of Vacation Marketing (SSCI) (2016 – present)
  2. Journal of Hospitality and Tourism Research (SSCI) (2019 – present)
  3. International Journal of Hotel and Tourism Administration (SSCI) (2021 – present)
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#### **TEACHING**

##### **AWARDS**

1. UCF Teaching Incentive Program Award - 2022

##### **COURSES TAUGHT**

1. HFT 3811 Beverage Sales, Marketing, and Distribution (online)
2. HFT 3868C History and Culture of Wine (face-to-face, mixed-mode, and online)
3. HFT 4065 Fine Spirits Management (online)
4. HFT 4065C Fine Spirits Management (mixed mode)
5. HFT 4069 The World of Distilled Spirits (online)
6. HFT 4866 Wines of the World (online)
7. HFT 4866C Exploring Wines of the World (face-to-face and mixed mode)
8. HMG 6811 Beverage Supply Chain Management (graduate level – online)
9. FSS3124 Food Supply Chain Management (online)
10. HT-MGT 334 Special Events Management (face-to-face) (UMass)
11. SCH-MGMT 713 Services Marketing Management (Co-taught MBA course – online) (UMass)

#### **NEW COURSES DEVELOPED**

1. HFT 3811 Beverage Sales, Marketing and Distribution (online)
3. HFT 4065 Fine Spirits Management (online)
4. HFT 4866 Wines of the World (online)– *High Quality* online course designation awarded
5. HMG 6811 Beverage Supply Chain Management (Graduate level course)

#### **NEW PROGRAMS DEVELOPED AND APPROVED**

Beverage Management Certificate program (UCF)  
 Hospitality, Health, and Wellness Certificate program (UCF)

#### **FUNDRAISING**

1. Secured \$65,000 in endowed scholarship funding for Beverage Management Certificate students from Merendino Foundation.