

JALAYER (Jolly) KHALILZADEH, Ph.D.

Associate Professor

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Web Pages: [Google Scholar](#)
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[LinkedIn](#)
[Research Gate](#)

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Areas of Specialization: Network Science, [Complex] System Science, Complex Networks

ACADEMIC POSITIONS

2025-Present Associate Professor – School of Hospitality Leadership, College of Business, East Carolina University
2023-Present Certificate Coordinator – for the Graduate Certificate in Sustainable Tourism, College of Business, East Carolina University
2019-2025 Assistant Professor – School of Hospitality Leadership, College of Business, East Carolina University
2019-2028 Associate Graduate Faculty Member – School of Hospitality Leadership, College of Business, East Carolina University
2018-2019 Postdoctoral Scholar – U.S.–Asia Center for Tourism & Hospitality Research, Temple University
2014-2018 Research Associate – Dick Pope Sr. Institute for Tourism Studies, University of Central Florida
Instructor of Record – Rosen College of Hospitality Management, University of Central Florida

EDUCATION

2013–2018 Ph.D. Hospitality Management
Rosen College of Hospitality Management, University of Central Florida, Orlando, Florida, USA
2008–2011 M.Sc. Tourism Marketing and Management
Allameh Tabataba'i University, Tehran, Iran
2004–2007 B.Sc. Hotel Management
Science and Research Faculty, Azad University, Tehran, Iran
2002–2004 AA. Travel and Tourism Services
Sheikhbahaee University, Isfahan, Iran

TEACHING OVERVIEW

Summary Statistics

- Active years: **16**
- Courses taught: **15** (of which **2** are graduate courses)
- Undergraduate students: **850+**
- Graduate students: **75**
- Modalities: face-to-face, online/distance learning (synchronous and asynchronous), hybrid

Focus and Specialization

At the undergraduate level, my teaching area can be categorized into two broad domains of marketing and operations in hospitality, tourism, and other service industries. With respect to marketing-related courses, consumer experience management, branding and product design, consumer behavior, target marketing practices, and promotion-mix management are among the subjects that are relevant to my expertise. With respect to service

management-related courses, service characteristics and management, experience management, strategic management, value creation in service settings, placement of service businesses, service system designs, supply chain in service industries, demand and capacity management, statistical process control, service failure management, and service operation, productivity, and optimization are among the subjects related to my expertise. At the graduate level, my teaching expertise is related to sustainability and system science. Accordingly, I teach courses related to environmental and tourism systems, policy and planning in resilient systems, complex adaptive systems and resilient structures, scaling, growth, and development of hospitality and tourism systems, and sustainable tourism ecosystems.

Philosophy Summary

My teaching philosophy is centered on the belief that education is a transformative experience that has the power to shape the future of our students. As an instructor, my responsibility is to transfer my knowledge and skills to my students and prepare them to assume various responsibilities in the hospitality and tourism industry. In order to do so, I update my courses according to the industry's standards by monitoring the skill and talent requirement reports. I am passionate about helping my students succeed, and I believe their success begins with being in a positive and supportive learning environment in which they feel comfortable to ask questions, share ideas, and challenge themselves. In view of this, depending on the course level, I incorporate interactive activities, group work, case studies, and real-world examples into my lessons to help students better understand and apply the concepts they learn throughout the semester. I am also committed to incorporating my research expertise into my teaching to provide my students with a deeper understanding of the hospitality and tourism industry practices. Accordingly, depending on the course level and objectives, I may only use the findings of research studies or delve into the technical and methodological details and include a more in-depth analysis of the subject matter.

TEACHING EXPERIENCE

Instructor of Record (Graduate)

2019–Present	Policy and Planning for Sustainable Tourism Environmental Systems and Sustainability	East Carolina University East Carolina University
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Instructor of Record (Undergraduate)

2019–Present	Dimensions of Tourism Hospitality Marketing	East Carolina University East Carolina University
2019–2025	Lodging Management I	East Carolina University
2019–2023	Hospitality Services Management	East Carolina University
2014–2018	Hospitality and Tourism Marketing Hospitality Management and Leadership Fundamentals	University of Central Florida University of Central Florida
2010–2013	Marketing and Advertisement Tourism Management Leisure Time Planning Introduction to Hospitality and Tourism Industry	Payam Noor University Payam Noor University Payam Noor University Payam Noor University
2011	Event and Festival Management Economic Evaluation of Tourism Projects English Communications for Hospitality and Tourism	Sheikh Bahaei Private University Sheikh Bahaei Private University Allameh Tabataba'i University

Workshop/Lab Instructor and Guest Lecturer

2026	Beyond Reporting: The Power of Everyday Stakeholder Engagement in Destination Success. Panel Member and Speaker at the Workshop	Travel and Tourism Research Association (TTRA), offered by Southeast Travel and Tourism Research Association (SETTRA)
2024	Webinar-Satellite V31: Research Methodology for Tourism Studies	Smart Community Tourism

2018	https://scotwebinars.org/events/satellite-v-31/	Association of North America Higher Education International (ANAHEI), M3 Center for Hospitality Technology & Innovation, University of South Florida
	https://www.youtube.com/watch?v=zmaZiBMib1U&t=4895s	
	Introduction to Network Science and Complex Systems https://www.youtube.com/watch?v=rXQLbjAFYF0&t=1s	
2016	Statistic, Methodology, and Research Lab	University of Central Florida
2015	Research Seminar in Hospitality and Tourism Event Administration	University of Central Florida University of Central Florida

RESEARCH OVERVIEW

Summary Statistics

- Active years: **13**
- Publications: **25** (22 articles, 3 book chapters)
- Presentations and talks: **28** (3 invited)
- Citations based on Google Scholar: **2,077**
- Collaborators: **45+**
- Grants awarded and concluded: **9** (all external grants)
- Total fund involved: **\$752,545**

Focus and Specialization

My primary research focus is to study hospitality and tourism from the outlook of complex systems and network science. Accordingly, in my research, I study the global tourism system's structure and functions, the reasons people travel, and the factors that influence travel decision-making. Also, I am interested in the role of complex networks and systems in the operations and experiences of the hospitality and tourism industries (e.g., emergence, (self-)organization, dynamism, synergy, interactions, interdependence). Therefore, I follow three active research agendas: 1. Motivation systems in travelers' collective decision-making, 2. Destination image system's formation, structure, and function, and 3. Tourism systems and ecosystems.

Philosophy Summary

Curiosity and value are the main driving forces of my research philosophy. Value translates to the usefulness and impact of research. In view of this, impactful research, in my opinion, aims to advance knowledge by solving a fundamental problem and contributing to both theory and practice. Additionally, curiosity, as the natural tendency of humankind to seek out new information, results in exploring uncharted territories and new ideas, which coupled with creativity, can lead to groundbreaking research. The combination of curiosity and value creates a mix of inspiration, passion, direction, and focus and sets scholars on a lifetime quest for knowledge.

PUBLICATIONS

Refereed

22. **Khalilzadeh, J.**, Kromidha, E., & Taheri, B. (2025). Anatomy of a CSR discourse system: Entrepreneurship and tourism domains. *Tourism Management*, 110, 105195.
<https://doi.org/10.1016/j.tourman.2025.105195> (*IF*: 12.4, *Q*: 1, *h-index*: 278, *SJR*: 4.146)
21. Pons, S., **Khalilzadeh, J.**, Weber, M. R., & Smith R. (2024). Cultivating Sustainability Savvy: The Role of Soft Skills in Shaping Sustainable Practices. *International Hospitality Review*, ahead-of-print.
<https://doi.org/10.1108/IHR-01-2024-0007> (*IF*: -, *Q*: -, *h-index*: 31, *SJR*: -)

20. **Khalilzadeh, J.**, Kozak M., & Del Chiappa G. (2024). Tourism motivation: A complex adaptive system. *Journal of Destination Marketing & Management*, 31, 100861. <https://doi.org/10.1016/j.jdmm.2024.100861> (IF: 7.4, Q: 1, h-index: 90, SJR: 2.260)
19. Zhong, Y., Murphy, K., **Khalilzadeh, J.**, Smith, R. M., & Weinland, J. (2023). A European student perspective of international internship value. *Journal of Teaching in Travel & Tourism*, 23(2), 159–183. <https://doi.org/10.1080/15313220.2022.2109552> (IF: 2.2, Q: 2, h-index: 35, SJR: 0.472)
18. **Khalilzadeh, J.**, Pizam, A., Fyall, A., Tasci, A. D. A., & Hancock, P. A. (2023). Destination imagination: Development of the octomodal mental imagery (OMI) scale. *Tourism Management Perspectives*, 45, 101051. <https://doi.org/10.1016/J.TMP.2022.101051> (IF: 6.9, Q: 1, h-index: 95, SJR: 1.870)
17. **Khalilzadeh, J.** (2022). It is a small world, or is it? A look into two decades of tourism system. *Physica A: Statistical Mechanics and its Applications*, 606, 128061. <https://doi.org/10.1016/j.physa.2022.128061> (IF: 3.1, Q: 2, h-index: 195, SJR: 0.669)
16. **Khalilzadeh, J.**, & Pizam, A. (2021) Workplace romance across different industries with a focus on hospitality and leisure. *International Journal of Hospitality Management*, 94, 102845. <https://doi.org/10.1016/j.ijhm.2020.102845> (IF: 8.3, Q: 1, h-index: 186, SJR: 2.731)
15. **Khalilzadeh, J.** (2021). Predictive policing in hospitality and tourism venues — The case of Orlando. *Journal of Destination Marketing & Management*, 19, 100535. <https://doi.org/10.1016/j.jdmm.2020.100535> (IF: 7.4, Q: 1, h-index: 90, SJR: 2.260)
14. Farmaki, A., **Khalilzadeh, J.**, & Altinay, L. (2019). Travel motivation and demotivation within politically unstable nations. *Tourism Management Perspectives*, 29, 118–130. <https://doi.org/10.1016/j.tmp.2018.11.004> (IF: 6.9, Q: 1, h-index: 95, SJR: 1.870)
13. Tasci, A. D. A., **Khalilzadeh, J.**, & Uysal, M. (2019). Network analysis of the Caucasus' image. *Current Issues in Tourism*, 22(7), 827–852. <https://doi.org/10.1080/13683500.2017.1320362> (IF: 4.6, Q: 1, h-index: 123, SJR: 1.703)
12. **Khalilzadeh, J.**, Kizildag, M., Ridderstaat, J., & Madanoglu, M. (2018). How is the premium calibrated for the speculative risk in lodging firms? *Journal of Hospitality Financial Management*, 26(2), 63–74. <https://doi.org/10.7275/6j55-9g07> (IF: -, Q: 4, h-index: 15, SJR: 0.153)
11. Ghahramani, L., **Khalilzadeh, J.**, & KC, B. (2018). Tour guides' communication ecosystems: An inferential social network analysis approach. *Information Technology & Tourism*. 20(1), 103–130. <https://doi.org/10.1007/s40558-018-0114-y> (IF: 7.0, Q: 1, h-index: 46, SJR: 1.604)
10. Rivera, M. A., Murphy, K. S., & **Khalilzadeh, J.** (2018). Globalization of workforce: PLS approach to higher-order value construct in a study abroad context. *Journal of Hospitality and Tourism Technology*, 9(3), 314–337. <https://doi.org/10.1108/JHTT-10-2017-0114> (IF: 6.9, Q: 1, h-index: 59, SJR: 1.476)
9. Ghaderi, Z., Hatamifar, P., & **Khalilzadeh, J.** (2018). Analysis of tourist satisfaction in tourism supply chain management. *Anatolia-International Journal of Tourism and Hospitality Research*, 29(3), 433–444. <https://doi.org/10.1080/13032917.2018.1439074> (IF: 1.4, Q: 2, h-index: 47, SJR: 0.480)
8. **Khalilzadeh, J.** (2018). Demonstration of exponential random graph models in tourism studies: Is the tourism means of global peace or the bottom line? *Annals of Tourism Research*, 69, 31–41. <https://doi.org/10.1016/j.annals.2017.12.007> (IF: 7.8, Q: 1, h-index: 229, SJR: 2.461)
7. **Khalilzadeh, J.**, & Wang, Y. (2018). The economics of attitudes: A different approach to utility functions of players in tourism marketing coalitional networks. *Tourism Management*, 65, 14–28. <https://doi.org/10.1016/j.tourman.2017.09.018> (IF: 12.4, Q: 1, h-index: 278, SJR: 4.146)
6. Tasci, A. D. A., **Khalilzadeh, J.**, Pizam, A., & Wang, Y. (2018). Network analysis of the sensory capital of a destination brand. *Journal of Destination Marketing & Management*, 9, 112–125. <https://doi.org/10.1016/j.jdmm.2017.11.007> (IF: 7.4, Q: 1, h-index: 90, SJR: 2.260)

5. **Khalilzadeh, J.,** & Tasci, A. D. A. (2017). Large sample size, significance level, and the effect size: Solutions to perils of using big data for academic research. *Tourism Management*, 62, 89–96. <https://doi.org/10.1016/j.tourman.2017.03.026> (**IF:** 12.4, **Q:** 1, **h-index:** 278, **SJR:** 4.146)
4. **Khalilzadeh, J.,** Ozturk, A. B., & Bilgihan, A. (2017). Security-related factors in extended UTAUT model for NFC based mobile payment in the restaurant industry. *Computers in Human Behavior*, 70, 460–474. <http://dx.doi.org/10.1016/j.chb.2017.01.001> (**IF:** 8.9, **Q:** 1, **h-index:** 275, **SJR:** 2.923)
3. **Khalilzadeh, J.,** Ghahramani, L., & Tabari, S. (2017). From "Hypercritics" to "Happy Campers": Who complains the most in fine dining restaurants? *Journal of Hospitality Marketing & Management*, 26(5), 451–473. <http://dx.doi.org/10.1080/19368623.2017.1256802> (**IF:** 11, **Q:** 1, **h-index:** 86, **SJR:** 3.212)
2. **Khalilzadeh, J.,** Del Chiappa, G., Jafari, J., & Zargham Borujeni, H. (2013). Methodological approaches to job satisfaction measurement in hospitality firms. *International Journal of Contemporary Hospitality Management*, 25(6), 865–882. <http://dx.doi.org/10.1108/IJCHM-05-2012-0067> (**IF:** 9, **Q:** 1, **h-index:** 139, **SJR:** 3.141)
1. **Khalilzadeh, J.,** Jahromi, M. F., & Rajabi, Z. (2013). Complaining behaviors in restaurants: New roles in failure scenarios. *International Journal of Tourism Sciences*, 13(1), 1–26. <http://dx.doi.org/10.1080/15980634.2013.11434666> (**IF:** -, **Q:** -, **h-index:** -, **SJR:** -)

Book & Chapters

3. **Khalilzadeh, J.** (2024). Chapter 7–The peace and conflict duet: a complex systems perspective. In A. Farmaki (Ed.), *A Research Agenda for Peace and Tourism* (pp. 105–119). Cheltenham, UK: Edward Elgar Publishing.
2. **Khalilzadeh, J.** (2023). Mapping (Perceptual) – Tourism. In J. Jafari, & H. Xiao (Eds.), *Encyclopedia of Tourism* (2nd ed.). Cham, Switzerland: Springer Nature. https://doi.org/10.1007/978-3-319-01669-6_876-1
1. Wang, Y., & **Khalilzadeh, J.** (2019). Chapter 20: Channels of distribution. In A. Fyall, P. Legohrer, I. Frochot, & Y. Wang (Eds.), *Marketing for tourism and hospitality: collaboration, technology and experiences* (1st ed., p. 594). New York, New York, USA: Routledge, Taylor & Francis Group.

In-Progress

3. Hatamifar, P., Hadinejad, A. **Khalilzadeh, J.**, Esfandiar, K., & Rasoolimanesh, S. M. (1st Revision Under Review, Mar 14). Avoid–Shift–Improve framework, Low-carbon decision-making, Sustainable tourism, Low-carbon travel behavior, Carbon neutrality. [Journal of Travel Research, JTR-25-12-75.R1].
2. **Khalilzadeh, J.,** & Pizam, A. (Preparing Submission). Love Triangles: Office Romance from a Trigonometry Perspective [Original Research].
1. **Khalilzadeh, J.** (Data Analysis). Discourse Dimension and English Language Scaling [Original Research].

Non-Refereed

1. **Khalilzadeh, J.** (2020). The future of the global tourism system post covid-19. *ECU School of Hospitality Leadership*. <http://blog.ecu.edu/sites/cob/blog/2020/04/03/expert-many-local-tourism-systems-wont-survive-pandemic/>
<https://business.ecu.edu/publishedwork/shl/>

EXTERNAL GRANTS

12. 2026 *Evaluation of the global tourism system's resilience. Source:* National Science Foundation (NSF), **Role:** Principal Investigator, **Grant Amount:** \$339,724, **Status:** Under Review.
11. 2023 *Evaluation of the global tourism system's resilience. Source:* National Science Foundation (NSF), **Role:** Principal Investigator, **Grant Amount:** \$490,852, **Status:** Not Secured.
10. 2023 *Hotel Security: A Preventive Approach. Source:* The American Hotel and Lodging Association (AHLA), **Role:** Co-Principal Investigator, **Grant Amount:** \$68,702, **Status:** Not Secured.
9. 2021-2022 *Travel Oregon Key Performance Indicators: An Experience Evaluation Approach. Source:* Travel Oregon, **Role:** Principal Investigator, **Grant Amount:** \$78,672, **Status:** Completed.
8. 2019 *The China U.S.-Travel Monitor Program. Source:* Jointly funded by the National Tour Association, the U.S.-Asia Center for Tourism & Hospitality Research at the Temple University, and the Center for International Business Education and Research at the Temple University [Other project sponsors: NYC & Company; California Tourism Commission; USI Affinity], **Role:** Data Analyst (PI: Dr. Xiang (Robert) Li), **Grant Amount:** \$64,000, **Status:** Completed.
7. 2018-2019 *The Role of Brand Equity in US Traveler's Path to Purchase. Source:* Destination Canada, **Role:** Report Preparation & Data Analyst (PI: Dr. Xiang (Robert) Li), **Grant Amount:** \$124,937, **Status:** Completed.
6. 2017 *Development of a Strategic Tourism Masterplan for Bonaire. Source:* Tourism Corporation Bonaire, **Role:** Research Team Member & Data Analyst (PI: Dr. Robertico Croes), **Grant Amount:** \$128,957, **Status:** Completed.
5. 2016 *Rekindling Tourism Development and Quality of Life in Aruba. Source:* Aruba Tourism Authority, **Role:** Research Team Member & Data Analyst (PI: Dr. Robertico Croes), **Grant Amount:** \$25,452, **Status:** Completed.
4. 2016 *Estimating the Economic Impact of Vacation Home Rentals in Osceola County. Source:* Experience Kissimmee, **Role:** Co-Principal Investigator (PI: Dr. Robertico Croes), **Grant Amount:** \$35,527, **Status:** Completed.
3. 2015 *The Curaçao North Sea Jazz Festival Performance Analysis. Source:* Bon Intershon Foundation, **Role:** Research Team Member & Data Analyst (PI: Dr. Robertico Croes), **Grant Amount:** \$7,500, **Status:** Completed.
2. 2014-2015 *Tourism Strategic Plan for the Island of Curaçao for the Years of 2015-2020. Source:* Curaçao Tourist Board, **Role:** Research Team Member & Data Analyst (PI: Dr. Robertico Croes), **Grant Amount:** \$280,000, **Status:** Completed.
1. 2014 *The Curaçao North Sea Jazz Festival. Source:* Bon Intershon Foundation, **Role:** Research Team Member & Data Analyst (PI: Dr. Robertico Croes), **Grant Amount:** \$7,500, **Status:** Completed.

INVITED TALKS

2. 2018 *Controllability of Destination Image. School of Sport, Tourism and Hospitality Management's Journal Club, Temple University, Philadelphia, Pennsylvania, USA.*
1. 2017 *A Comparison of Competing Theoretical Models of NFC Payment Acceptance in Restaurants. Rosen College of Hospitality Management's Research Colloquium, University of Central Florida, Orlando, Florida, USA.*

CONFERENCE PRESENTATIONS

25. **Khalilzadeh, J.**, Solgi, M., Kromidha, E., Taheri, B. (2026, July 15-17). *Hospitality & Tourism: A star in the CSR discourse firmament or a satellite?* International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Global Conference, Las Vegas, Nevada, USA.
24. **Khalilzadeh, J.** (2026, June 22-27). *A Hierarchical Multipartite Graph Approach to Macro-level Analysis of Discourse Networks*. Sunbelt XLVI International Social Network Conference, Daytona Beach, Florida, USA.
23. **Khalilzadeh, J.** (2024, June 25-28). *A Fractal Analysis of Global Tourism System*. Association for Tourism and Leisure Education and Research (ATLAS) Annual Conference 2024 Leisure & Tourism 2030: Navigating the Future, Breda, Netherlands.
22. **Khalilzadeh, J.** (2024, June 11-13). *Operationalization of Leiper's (1979) Tourism System Conceptualization: Global Insights of a Mega System*. 54th Annual Travel and Tourism Research Association (TTRA) International Conference: Global Insights, Local Stories: Shaping Tourism Research, Burlington, Vermont, USA.
21. Pons, S., **Khalilzadeh, J.**, Weber, M., Smith, R. (2024, March 7-9). *Cultivating Sustainability Savvy: The Role of Soft Skills in Shaping Sustainable Practices*. 9th Annual SECSA ICHRIE Conference, Columbia, South Carolina, USA.
20. Murphy, K.S., Zhong, Y., **Khalilzadeh, J.**, (2021, September 27-30). *The value of hospitality study abroad internship for Dutch students*. 2021 EuroCHRIE Conference, Aalborg, Denmark.
19. **Khalilzadeh, J.** (2021, July 5-10). *A complex system approach to tourism motivations*. Networks 2021: A Joint Conference between the International Network for Social Network Analysis (Sunbelt XLI) and the Network Science Society (NetSci 2021), Virtual.
18. **Khalilzadeh, J.** (2021, June 14-16). *Tourism motivation: A system's perspective*. 51st Annual Travel and Tourism Research Association (TTRA) International Conference: Uncharted Territory: Reimagining Tourism for a New Era, Virtual.
17. **Khalilzadeh, J.** (2018, November 27-30). *IRA's Twitter-based social media propaganda & U.S. presidential election 2016: System evolution and entropy of the five interfering systems over 87 weeks*. 2nd North American Social Network Conference (NASN) of the International Network for Social Network Analysis (INSNA), Washington, District of Columbia, USA.
16. **Khalilzadeh, J.** (2018, November 27-30). *Network of destination image: Abstraction level and controllability*. 2nd North American Social Network Conference (NASN) of the International Network for Social Network Analysis (INSNA), Washington, District of Columbia, USA.
15. Salehi-Esfahani, S. & **Khalilzadeh, J.** (2018, June 26-28). *The complex system of destination image: Attack, failure, and control*. 49th Annual Travel and Tourism Research Association (TTRA) International Conference: Encouraging Innovation in the Universe of Tourism Research, Miami, Florida, USA.
14. **Khalilzadeh, J.**, Fyall, A., & Tabari, S. (2017, December 8-11). *Travel intentions of FIFA's world cup TV viewers to the host country: A Bayesian Latent Class analysis*. 4th World Research Summit for Tourism and Hospitality and 2nd USA-China Tourism Research Summit: Innovation, Partnerships and Sharing, Orlando, Florida, USA.
13. Campagnard, C., Daal, D., **Khalilzadeh, J.**, & Rivera, M. (2017, December 8-11). *The four realms of carnival experience in SIDs*. 4th World Research Summit for Tourism and Hospitality and 2nd USA-China Tourism Research Summit: Innovation, Partnerships and Sharing, Orlando, Florida, USA.
12. **Khalilzadeh, J.**, Kizildag, M., Ridderstaat, J., & Madanoglu M. (2017, November 5-8). *How is the premium calibrated for the speculative risk?* 30th Annual International Association of Hospitality Financial Management Educators (iAHFME) Research Symposium, New York, New York, USA.

11. Croes, R., Rivera, M., Semrad, K. & **Khalilzadeh, J.** (2016, September 13-14). *Happiness and tourism in Aruba: Insights from the 2016 happiness survey*. Happiness 360° World Tourism Conference Aruba - an International Symposium in Partnership with the World Tourism Organization (UNWTO), Oranjestad, Aruba.
10. **Khalilzadeh, J.**, Hatamifar, P., & Azani, M. (2016, June 26-28). *The effect of supply chain cooperation on service quality of tourism: A case study of the hotels of Isfahan*. Service Quality in Hospitality and Tourism: Experiencing Persian Heritage, Isfahan, Isfahan, Iran.
9. Hosseini, S. M., & **Khalilzadeh, J.**, Ghahramani, L. (2015, December 15-19). *Racists do not travel: Is the contribution of tourism to the global peace just a myth?* 3rd World Research Summit for Tourism and Hospitality, Orlando, Florida, USA. <https://www.youtube.com/watch?v=rJVTdh6CbZw>
8. **Khalilzadeh, J.**, & Kwun, D. (2015, January 8-10). *Pictorial menu in authentic cuisine experience: An experimental approach to customer choice*. 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, Florida, USA.
7. Kizildag, M., & **Khalilzadeh, J.** (2014, May 15-18). *Ex-post return efficiency of the investment trust funds using data envelopment analysis with higher-order moments framework*. Global Interdisciplinary Business-Economics Advancement Conference (GIBA), Clearwater, Florida, USA.
6. Jahromi, M. F., **Khalilzadeh, J.**, & Rajabi, Z. (2013, December 15-17). *Iranian female tourists' new identities*. 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge, Orlando, Florida, USA.
5. **Khalilzadeh, J.**, Jahromi, M. F., & Rajabi, Z. (2013, December 15-17). *Consumer complaining behavior: Personality matters?* 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge, Orlando, Florida, USA.
4. **Khalilzadeh, J.**, Rajabi, Z., & Jahromi, M. F. (2012, July 4-6). *Complaining behaviors in restaurants: New roles in failure scenarios*. 2012 TOSOK International Tourism Conference, Ulsan, South Korea.
3. Borujeni, H. Z., **Khalilzadeh, J.**, & Rajabi, Z. (2011, October 18-20). *Productivity measurement of Parsian chain hotels with relational network DEA*. Tourism and New Hospitality Conference, Tehran, Tehran, Iran.
2. **Khalilzadeh, J.**, & Mohammad-Alipour, R. (2010, September 8-10). *A review of productivity in hospitality industry and productivity measurement with data envelopment analysis (DEA) method*. International Hotel Management Conference, Kish Island, Hormozgan, Iran.
1. **Khalilzadeh, J.** (2006, December 1-3). *Iran's destination management systems (DMS) websites: 10 touristic provinces*. International e-tourism Conference, Tehran, Tehran, Iran.

SERVICES

University Services

2025-Present	Research/Creative Committee Member (RSAC). College of Business, East Carolina University
2023-Present	Graduate AOL Committee Member. College of Business, East Carolina University
2020-Present	Departmental Personnel Committee Member. School of Hospitality Leadership, East Carolina University
2019-Present	Scholarship Committee Member. School of Hospitality Leadership, East Carolina University
2019-Present	Departmental Assessment Committee Member. School of Hospitality Leadership, East Carolina University
2021-2022	Faculty Search Committee Chair for a full-time fixed-term instructor (Position #940793). School of Hospitality Leadership, East Carolina University
2021 Fall	Faculty Search Committee Chair for a part-time (.675) fixed-term Kitchen Lab Coordinator and Instructor (Position #929715). School of Hospitality Leadership, East Carolina University
2019-2023	Value Committee Member. College of Business, East Carolina University

Editorial Services

2024–2025	Associate Editor	Heliyon, Tourism and Hospitality Section
2023–Present	Editorial Review Board Member	Frontiers in Sustainable Tourism
2022–Present	Editorial Board Member	European Journal of Tourism Research
2020–Present	Editorial Review Board Member	Anatolia: An International Journal of Tourism & Hospitality Research
2018–Present	Methodology Editor	The Service Industries Journal

Ad-Hoc Reviewer (Journals)

Anatolia: An International Journal of Tourism and Hospitality Research
 Annals of Tourism Research
 Computers in Human Behavior Reports
 Cornell Hospitality Quarterly
 Environmental Science and Pollution Research
 European Journal of Tourism Research
 Frontiers in Sustainable Tourism
 Humanities & Social Sciences Communications
 International Journal of Contemporary Hospitality Management
 International Journal of Hospitality Management
 International Journal of Tourism Research
 Journal of Destination Marketing & Management
 Journal of Ecotourism
 Journal of Hospitality and Tourism Management
 Journal of Hospitality and Tourism Technology
 Journal of Retailing and Consumer Services
 Journal of Travel & Tourism Marketing
 Scientific Reports
 The Service Industries Journal
 Tourism Analysis
 Tourism Planning & Development
 Tourism Management

Ad-Hoc Reviewer (Conferences)

2026 Annual ICHRIE Global Conference
 2023 GMA-GAMMA Joint Symposium - 2023 Global Marketing Conference GMC
 2022 Annual ICHRIE Global Conference
 The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism
 2020 Annual ICHRIE Global Conference
 2016 Service Quality in Hospitality and Tourism: Experiencing Persian Heritage
 The International Tourism Brand Conference

Other Services

2024– present	Committee Member	Academic & Student Engagement Committee, Southeast Travel and Tourism Research Association (SETTRA), Greenville, North Carolina, USA.
2024– present	Board Member	Southeast Travel and Tourism Research Association (SETTRA), Greenville, North Carolina, USA.
2017	Conference Executive Team	4 th World Research Summit for Tourism and Hospitality and 2 nd USA–China Tourism Research Summit: Transforming Partnerships. Head of the Transportation Team, Orlando, Florida, USA.
2016	Founder and Managing Instructor	Statistics, Methodology, and Research Lab. Rosen College of Hospitality Management, Orlando, Florida, USA.

2015	Founder and Director	Tour-Complex Virtual Lab (aka T-Complex Lab). For the list of projects, please visit the google scholar page of the lab.
	Conference Executive Team	3 rd World Research Summit for Tourism and Hospitality and 1 st USA-China Tourism Research Summit: Transforming Partnerships. Head of the Transportation Team, Orlando, Florida, USA.
2013	Conference Executive Team	2 nd World Research Summit for Tourism and Hospitality: Crossing the Bridge, Orlando, Florida, USA.
2010	Public Relation Manager	3 rd Millennium Consortium. International Conference on Hotel Management, Tehran, Tehran, Iran.
2009	Consultant	Zagros Travel Agency E-Business Model. Allameh Tabataba'i University (ATU), Tehran, Tehran, Iran.

INDUSTRY EXPERIENCE

Managerial Positions (Full-time and Part-time)

- 2009–2013 Research Manager** – Gardesh Pajuh Parseh Ltd. (www.tourismscience.ir)
- Provided consulting services for hospitality and tourism companies
 - Provided employee training and development workshops
 - Managed internships of hospitality and tourism undergraduate students
 - Conducted feasibility and carrying capacity studies
- 2007 Banquet Manager and Wedding Planner** – Ghoreishi Catering Co.
- Held high-rank international diplomatic meetings
 - Provided simultaneous interpretation services for foreign diplomats
 - Provided off-premise catering services for banquet events
- 2006 Internal Manager** – Milano Restaurant
- Coordinated employees' schedules
 - Conducted cost-control for services and operations
 - Developed menus
 - Managed inventory

Non-Managerial Positions (Full-time and Part-time)

2005	Train On-board Service Crew: Steward	Hastia Turbo-trains
2004	Night Auditor and Front Desk Agent	Pasargad Hotel

Managerial Internships

2006–2007	Restaurant	Avaye Jalb-e Sayyahan Institute
2005	Tour Guide	Iran Cultural Heritage, Handicrafts and Tourism Organization
2004	Lodging	Tehran Grand Hotel
2003	Audit	Yadman Travel Agency
	Tour Operation	Prestige Travel Agency

HONORS AND AWARDS

- 2025** Recipient of the Arthur Teaching Fellowship, East Carolina University (ECU), College of Business (COB), Greenville, NC, USA. **Award Amount: \$5,000**
- Selected by the 2025-2026 College of Business Scholarship recipients as the College of Business Faculty/Staff member who has had the biggest impact on students during their time at ECU.

- 2024** Certificate of Service presented in appreciation of service to the State of North Carolina and East Carolina University (ECU). East Carolina University (ECU), Greenville, NC, USA.
 ATLAS Best Paper Presentation for the article of “*A Fractal Analysis of Global Tourism System*”. Association for Tourism and Leisure Education and Research (ATLAS) Annual Conference 2024 Leisure & Tourism 2030: Navigating the Future, Breda, Netherlands.
 Assurance Of Learning (AOL) outstanding faculty award. The award was presented in recognition of the significant contribution to East Carolina University (ECU), College of Business (COB): Assurance of Learning, Greenville, NC, USA.
- 2023** Trend Setter Award Nominee, East Carolina University (ECU), Greenville, NC, USA.
- 2021** Pirate Duck Award in recognition of significant contribution to East Carolina University (ECU), College of Business (COB): Assurance of learning, Greenville, NC, USA.
- 2019** Best Reviewer Award in recognition of significant contribution to the Service Industries Journal, recognized among the top 3 reviewers of the Service Industries Journal.
- 2018** 3rd place in the grand challenge of the 2nd North American Social Network Conference (NASN) for “*IRA’s Twitter-based Social Media Propaganda & U.S. Presidential Election 2016: System Evolution and Entropy of the Five Interfering Systems over 87 Weeks*”. Washington D.C., USA.
 2018 Publons Peer Review Awards, recognized among the top 1% of reviewers in social sciences.
 Outstanding Contribution to Reviewing for the Tourism Management Journal. Elsevier, Amsterdam, The Netherlands.
- 2017** iAHFME Best Paper Award for the article of “*How is the Premium Calibrated for the Speculative Risk?*”. 30th Annual International Association of Hospitality Financial Management Educators (iAHFME) Research Symposium, New York, New York, USA. **Award Amount: \$750**
 Outstanding Contribution to Reviewing for the Journal of Destination Marketing & Management. Elsevier, Amsterdam, The Netherlands.
 Outstanding Contribution to Reviewing for the International Journal of Hospitality Management. Elsevier, Amsterdam, The Netherlands.
- 2016** Etta Jean and Frank Juge Graduate Fellowship, Rosen College of Hospitality Management, University of Central Florida, Orlando, FL, USA. **Award Amount: \$1,000**
- 2014** 2013 Emerald Literati Network Highly Commended Paper for the article of “*Methodological Approaches to Job Satisfaction Measurement in Hospitality Firms*”, International Journal of Contemporary Hospitality Management.
- 2010** The International Hotel Conference Best Paper Award for the article of “*A Review of Productivity in Hospitality Industry and Productivity Measurement with Data Envelopment Analysis (DEA) Method*”, 3rd Millennium Consortium, Kish Island, Hormozgan, Iran. **Award Amount: \$200**

PUBLICITY

- Forbes, senior contributor’s report. Topic: The Most Fun States in America (Guess Where Your State Ranked?) (2021, June 29).
<https://www.forbes.com/sites/laurabegleybloom/2021/06/29/the-most-fun-states-in-america-guess-where-your-state-ranked/?sh=4b8840df22d6>
- WalletHub, “Ask the Experts” interview. Topic: 2021 Most Fun States in America (2021, June 14).
<https://wallethub.com/edu/most-fun-states/34665>
[https://wallethub.com/edu/most-fun-states/34665#expert=Jalayer_\(Jolly\)_Khalilzadeh](https://wallethub.com/edu/most-fun-states/34665#expert=Jalayer_(Jolly)_Khalilzadeh)
- WNCT 9, “on your side” prerecorded TV interview. Topic: Changes in the tourism industry due to COVID-19 (2021, March 19).

<https://www.wnct.com/health/coronavirus/experts-discuss-changes-in-the-tourism-industry-due-to-covid-19/>
<https://www.youtube.com/watch?v=9EgxbNFlwI>

Khalilzadeh, J. (2020). The future of the global tourism system post covid-19. *East Carolina University's College of Business News*.

- East Magazine (East Carolina University's official magazine). Title: 'New normal, new future?' (Winter 2021, pages 34-35)
- InvestorPlace. Title: '3 of the best hotel stocks to buy as vacation travel ramps up' (2020, June 26)
<https://investorplace.com/2020/06/3-of-the-best-hotel-stocks-to-buy-as-vacation-travel-ramps-up/>

MEMBERSHIPS

- 2024–present** Travel and Tourism Research Association (TTRA). Lapeer, Michigan, USA
2020–present Network Science Society (NSS) NetSci. Newton, Massachusetts, USA
2016–present International Network for Social Network Analysis (INSNA). Huntington, West Virginia, USA
2012–present International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE). Richmond, Virginia, USA
2017–2019 Society for NeuroEconomics (SNE). Victoria, British Columbia, Canada

CERTIFICATES

- 2023** Certified Hospitality Educator by the *American Hotel & Lodging Association (AHLA)*
 Fractals and Scaling by *Santa Fe Institute*
2021 Global Systematic Risk by *Princeton University* on Coursera
 Computation in Complex Systems by *Santa Fe Institute*
 Using Python for Research by *Harvard University* on HarvardX
2020 Online Network-A theoretical and practical introduction to Network Science by *Bar-Ilan University*
 An Introduction to Consumer Neuroscience & Neuromarketing by *Copenhagen Business School* on Coursera
2018 Introduction to Complexity by *Santa Fe Institute*
2017 The Brain and Space by *Duke University* on Coursera
 Introduction to Neuroeconomics: How the Brain Makes Decisions by *Higher School of Economics* on Coursera
 Social and Economic Networks: Models and Analysis by *Stanford University* on Coursera
2005 Training Course in International & Domestic Tour Guides by *Organization of Cultural Heritage & Tourism*

PROFESSIONAL DEVELOPMENT

- 2026** Conflicts of Interest, External Professional Activities for Pay, and the COI Risk Manager System by *East Carolina University Cornerstone*
 When Lightning Strikes: How to Recognize & Respond to an Extreme Violence Event by *East Carolina University Cornerstone*
2025 Research Security Training (Combined) requested by the National Science Foundation (NSF) offered by *CITI Program*.
 Best Practices in Information Security for Employees Assessment by *East Carolina University Cornerstone*
 Arthur Teaching Fellows Project- AI Applications in the Classroom Lunch & Learn Workshop by *Arthur College of Business, East Carolina University*
 CITI Program: Group 2. Social/Behavioral Research Investigators and Key Personnel requested by *East Carolina University*

- When Lightning Strikes, How to Recognize & Respond to an Extreme Violence Event by *East Carolina University Cornerstone*
- 2024 EEO Compliance and HR Best Practice Training in SHRA/CSS and EHRA Recruitment and Selection by *East Carolina University Cornerstone*
When Lightning Strikes, How to Recognize & Respond to an Extreme Violence Event by *East Carolina University Cornerstone*
- 2023 Employee Best Practices in Information Security by *East Carolina University Cornerstone*
Facebook Network Analysis using Python and Networkx by *Coursera project network*
- 2022 Phishing Awareness Training by *INFOSEC IQ* and *East Carolina University*
Conflicts of Interest, External Professional Activities for Pay, and the COI Risk Manager System by *East Carolina University Cornerstone*
Introduction to Conflicts of Interest for New EHRA Employees by *East Carolina University Cornerstone*
- 2021 EEO Compliance and HR Best Practices Training in SHRA/CSS and EHRA Recruitment and Selection by *East Carolina University Cornerstone*
Employee Best Practices in Information Security by *East Carolina University Cornerstone*
CITI Program: Group 2. Social/Behavioral Research Investigators and Key Personnel requested by *East Carolina University*
- 2021 COB Assistant Professor Mentoring (AMP) program by *East Carolina University*
- 2020 COB Mentoring Assistant Professors (MAP) program by *East Carolina University*
Learning the Python 3 Standard Library by *LinkedIn Learning*
Programming Foundations: Real-World Examples by *LinkedIn Learning*
Learning Python by *LinkedIn Learning*
Programming Foundations: Object-Oriented Design by *LinkedIn Learning*
Python Essential Training by *LinkedIn Learning*
Programming Foundations: Algorithms by *LinkedIn Learning*
Faculty Led Canvas Leader Presentations by *East Carolina University Cornerstone*
How to secure funding - ECR edition by *Researcher Academy* on Elsevier
Canvas: Tips, Tricks, & Techniques by *LinkedIn Learning*
- 2019 Creating Accessible Documents in Microsoft Office by *LinkedIn Learning*
Kronos for Exempt Employees Quiz by *East Carolina University Cornerstone*
Distance Education Modules by *East Carolina University Cornerstone*
Diversity, Inclusion, and Equal Opportunity by *East Carolina University Cornerstone*
Conflicts of Interest, External Professional Activities for Pay, and the AIR System by *East Carolina University Cornerstone*
Conflicts of Interest by *East Carolina University Cornerstone*
Employee Best Practices in Information Security by *East Carolina University Cornerstone*
- 2017 Transparency in Peer Review by *Elsevier Publishing Campus*
Peer Review Training by *Elsevier Publishing Campus*
Tell your research story with Audio Slides by *Elsevier Publishing Campus*
CITI Program course: Conflict of Interest requested by *University of Central Florida*
Online Course Development (ADL5000) by *University of Central Florida's Center for Distributed Learning*
- 2015 Webcourses (Canvas/Online teaching) Boot Camp by *University of Central Florida*
Structural Equation Modeling Boot Camp by *University of Central Florida*
- 2013 CITI Program course: Conflict of Interest requested by *University of Central Florida*