

Curriculum Vitae
Orie Michael Berezan, Ph.D.
oberezan@csudh.edu

EDUCATION

University of Nevada, Las Vegas

Degree: Ph.D. Hospitality Administration
Concentration: Marketing

University of Nevada, Las Vegas

Degree: M.S. Hotel Administration
Concentration: Marketing

University of Alberta, Canada

Degree: Bachelor of Commerce
Concentration: Marketing

FACULTY POSITION

January 2014 – Present California State University Dominguez Hills, Carson, CA
Assistant Professor of Management and Marketing

PEER REVIEWED JOURNAL PUBLICATIONS

1. Krishen, A.S. *, **Berezan, O. ***, Agarwal, S., & Kachroo, P. (In Press). Social media networking satisfaction in the US and Vietnam: Content versus connection. *Journal of Business Research*. (*First two authors are principle authors and contributed equally; h5-index: 94; Supported by CSUDH RSCA grant 2017).
1. Krishen, A.S. *, **Berezan, O. ***, & Raab, C. (2019). Feelings and functionality in social networking communities: A regulatory focus perspective. *Psychology & Marketing*, 1-12. <https://doi.org/10.1002/mar.21204>. (*First two authors are principle authors and contributed equally; h5-index: 38)
2. **Berezan, O.***, Krishen, A.S.*, Kachroo, P., & Agarwal, S. (2018). The pursuit of virtual happiness: Exploring the social media experience across generations. *Journal of Business Research*, 89: 455-461 (*First two authors are principle authors and contributed equally; h5-index: 94)
3. Yoo, M. *, **Berezan, O.***, & Krishen, A.S. (2018). Do members want the bells and whistles? Understanding the effect of direct and partner benefits in hotel loyalty programs. *Journal of Travel & Tourism Marketing*. (*First two authors are principle authors and contributed equally; h5-index: 31). (Supported by CSUDH RSCA grant 2015)
4. Raab, C., **Berezan, O.**, Christodoulidou, N., Jiang, L., & Shoemaker, S. (2018). Creating Strategic Relationships with OTAs to drive Hotel Room Revenue. *Journal of Hospitality and Tourism Technology*, 9(1), 121-135. (h5-index: 19)
5. **Berezan, O.**, Krishen, A.S., Tanford, S., & Raab, C. (2017). Style before substance? Building loyalty through marketing communication congruity. *European Journal of Marketing*, 51(7/8). (h5-index: 40)
6. Krishen, A.S.*, **Berezan, O.***, Kachroo, P., & Agarwal, S. (2016). The generation of virtual needs: Recipes for satisfaction in social media networks. *Journal of Business Research*, 69(11), 5248-5254. (*First two authors are principle authors and contributed equally; h5-index: 94)
7. **Berezan, O.**, Yoo, M., & Christodoulidou, N. (2016). The impact of communication

- channels on communication style and information quality for loyalty programs. *Journal of Hospitality and Tourism Technology*, 7(1), 100-116. (h5-index: 19)
8. Raab, C., **Berezan, O.**, Krishen, A.S., & Tanford, S. (2016). What's in a word? Building program loyalty through social media communication. *Cornell Hospitality Quarterly*, 57(2), 138-149. (h5-index: 31)
 9. **Berezan, O.**, Raab, C., Krishen, A.S., & Love, C. (2015). Loyalty runs deeper than thread count: An exploratory analysis of guest preferences and hotelier perceptions. *Journal of Travel and Tourism Marketing*. 32(8), 1034-1050. (h5-index: 31)
 10. Philander, K. S., Raab, C., & **Berezan, O.** (2015). Understanding Discount Program Risk in Hospitality: A Monte Carlo Approach. *Journal of Hospitality Marketing & Management*. 25(2), 218-237. (h5-index: 27)
 11. **Berezan, O.**, Millar, M., & Raab, C. (2014). Sustainable hotel practices and guest satisfaction levels. *International Journal of Hospitality & Tourism Administration* 15(1), 1-18. (h5-index: 14)
 12. **Berezan, O.**, Raab, C., & Yoo, M., and Love, C. (2013). Sustainable hotel practices and nationality: The impact on guest satisfaction and guest intention to return. *International Journal of Hospitality Management*, 34, 227-233. (h5-index: 66)
 13. **Berezan, O.**, Raab, C., Tanford, S., & Kim, Y. (2013). Evaluating loyalty constructs among hotel reward program members using eWOM. *Journal of Hospitality and Tourism Research*. 39(2), 198-224. (h5-index: 33)
 14. **Berezan, O.** (2010). Reducing the restaurant sector's energy and water use. *Florida International University Hospitality Review*, 28(2), 29-49.

BOOKS & CHAPTERS

1. **Berezan, O.**, Krishen, A.S., & Jenveja, A. (2019). Loneliness and social media: The interplay of physical and virtual social space. In Krishen, A.S. & Berezan, O. (Eds.), *Marketing and Humanity: Discourses in the Real World*, Newcastle, UK: Cambridge Scholars Publishing.
2. Krishen, A.S., & **Berezan, O.** (Eds.) (2019). *Marketing and Humanity: Discourses in the Real World*. Newcastle, UK: Cambridge Scholars Publishing.
3. Krishen, A.S., & **Berezan, O.** (2019). Introduction to Marketing and Humanity. In Krishen, A.S. and Berezan, O. (Eds.), *Marketing and Humanity: Discourses in the Real World*, Newcastle, UK Cambridge Scholars Publishing.
4. **Berezan, O.**, Krishen, A.S., & Raab, C. (2016). A little bit goes a long way: How hotels increase loyalty from social media communication. In Obal, M. W., Krey, N., and Bushardt, C. (Eds.), *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era* (513-514), Springer.
5. Love, C., & **Berezan, O.** (2015). Optimizing speakers, entertainers, and performers. In G. Fenich (Ed.), *Production and Logistics in Meeting, Expositions, Events and Conventions*, Prentice Hall.

EDITOR REVIEWED PUBLICATIONS

1. **Berezan, O.**, Christodoulidou, N., Malamud, R., St. James, M., & Zhao, M. (2016). Hotel communication preferences impact guest perception of loyalty programs. *Hotel Technology* (November, 2016): <http://hospitalitytechnology.edgl.com/news/Hotel-Communication-Preferences-Impact-Guest-Perception-of-Loyalty-Programs107594>
2. **Berezan, O.**, & Christodoulidou, N. (2016). Hotel guests first seek information on loyalty programs from websites, employees. *Hotel Technology* (November, 2016):

<http://hospitalitytechnology.edgl.com/news/Hotel-Guests-First-Seek-Information-on-Loyalty-Programs-from-Websites,-Employees-107613>

WORKS IN PROGRESS

- 1 . Social networking and loneliness: Motivation recipes for well-being on Facebook .
- 2 . The cross-cultural pursuit of virtual happiness.
- 3 . Influences of social media on consumer well-being: How FoMO and meaningfulness influence life satisfaction.