

SHELLEY MACCINI, MBA, JD, PHD

TEACHING EXPERIENCE

University of Central Florida

Associate Lecturer – Integrated Business	2025-present
Associate Instructor – Integrated Business	2023-2025
Instructor – Integrated Business	2017-2023
Adjunct Lecturer – Marketing	2001

Courses Taught:

GEB 4522 Data Driven Decision Making (Lead since 2018)	2017-present
GEB 4513 Applied Business Technologies	2024
GEB 4451 Business Climate Analysis	2020, 2022-2023
MAR 3323 Integrated Marketing Communication	2001

Recognition

High Impact Practices Course Designation	2024
College of Business TIP Award	2023
NACE Competency Faculty Champions	2021

Committee Assignments:

University Undergraduate Course Review Committee (UCRC)	2022-present
Department Promotion Committee	2025
Student Well-Being and Success Committee, College of Business	2022-2023
University Undergraduate Policy and Curriculum Committee (UPCC)	2019-2022
Chair, Faculty Search Committee	2019-2020
Big Data Blue Ribbon Panel	2018-2019
College Undergraduate Program Review Committee (UPRC) (Fill in)	2018
Chair, Faculty Search Committee	2017-2018

Faculty Development Activities:

Summer Faculty Conference (2018, 2019, 2022, 2023, 2024)
Winter Faculty Retreat (2023)
EME 6613 Instructional Systems Design (2020)
EME 6507 Multimedia Instructional Design (2019)
Writing Across the Curriculum (WAC) Fellow (2019)
IDL 6543 Interactive Distributed Learning (2018)

EDUCATION**University of Central Florida, Orlando, FL**

PhD, Texts and Technology

Planned Dissertation: Ethical Concerns and Consumer Perceptions of Fairness in Gamified
Customer Loyalty Programs

Committee Chair: Dr. Jonathan Beever 2025

University of Central Florida, Orlando, FL

Masters of Business Administration 1998

George Washington University, Washington, DC

Juris Doctor 1995

University of New Hampshire, Durham, NH

Bachelor of Science, Hotel Administration 1990

ACADEMIC RESEARCH IN PROGRESS

Information Ethics as Business Ethics – Can We Disregard Profit?

Frameworks of Customer Loyalty Programs in Generating Customer Engagement Value

ACADEMIC PRESENTATIONS

Developing the Research Skills of Business Undergraduates in a Practitioner-Oriented Curriculum

2017 Florida Statewide Symposium: Best Practices in Undergraduate Research

Co-presenter, October 28, 2017

SIGNIFICANT PROFESSIONAL RESEARCH PROJECTS

Brand Strategies

Evolution of Vacation Planning and the Role of Interactive Channels

Perceptions and Expectations among Generations toward the Appeal of the Disney Brand

Return on Investment and Marketing Performance Measurement

Visitor Profiles, Segmentation, and Spending

Advertising Awareness

Major League Baseball Spring Training Profile

SIGNIFICANT PROFESSIONAL PRESENTATIONS

Central Florida Hotel & Lodging Association

Central Florida HSMAI

SKAL

Central Florida Vacation Rental Managers Association

Southeast Tourism Society

PROFESSIONAL EXPERIENCE

Destination Strategy Partners

President

2015 – 2017

Hilton Worldwide/Crestline Hotels and Resorts

Area Director of Sales and Marketing

2013 – 2015

Experience Kissimmee/Kissimmee Convention & Visitors Bureau

Executive Director

2011 – 2013

Strategic Research and Marketing Manager

2007 – 2011

Research Manager

2003 – 2007

Research Analyst

1998 – 2003

Shades of Green Resort

Statistical Control Analyst

1996 – 1998

PROFESSIONAL CERTIFICATION

Lean Six Sigma Green Belt

2020

Admitted, The Florida Bar (Inactive)

1996

SIGNIFICANT PROFESSIONAL MEMBERSHIPS AND COMMUNITY INVOLVEMENT

Leadership Orange 2016/2017 Cohort

Past Junior Achievement Volunteer Classroom Instructor

Past Ex-Officio Board Member of Kissimmee/Osceola Chamber of Commerce and ORAC

Past Ex-Officio Board Member of Central Florida Hotel & Lodging Association (CFHLA)

Past Member of Visit Florida Promotions Committee

Past Member of Visit Orlando Research Committee

Past Member of Travel & Tourism Research Association (TTRA)