

Dr. Jim M. Storey

Western Carolina University
School of Marketing, Entrepreneurship, Sport Management, and Hospitality and Tourism Management
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Education

Ph D, Iowa State University, 2017.
Major: Hospitality Management
Supporting Areas of Emphasis: Performance Evaluation
Dissertation Title: Assessing hospitality industry employee perceptions of perceptions of performance appraisals

MS, West Virginia University, 1989.
Major: Sport Management

BS, Bridgewater State College, 1986.
Major: Sport Management

Academic, Government, Military, and Professional Positions

Academic

Assistant Professor, Western Carolina University. (August 1, 2019 - Present).

Senior Lecturer, University of South Carolina. (June 2018 - May 2019).

Instructor, James Madison University. (August 2017 - May 2018).

Professional

General Manager, Nantucket Island Resorts. (2006 - 2016).

Licensures and Certifications

Certified Hotel Administrator, American Hotel & Lodging Association. (November 20, 2007 - November 20, 2022).

Professional Memberships

Club Managers Association of America, CMAA, National. (September 15, 2019 - May 15, 2020).

International Council of Hotel, Restaurant and Institutional Educators, ICHRIE, International. (September 15, 2019 - May 15, 2020).

TEACHING

Teaching Experience

Western Carolina University

HT 335, Lodging & Resort Mgt, 2 courses.
HT 336, Club Management, 1 course.
HT 432, Hospitality Supervision, 1 course.
HT 438, Strategic Mgt Hosp&Tour Indust, 1 course.

HT 483, Internship, 2 courses.
SM 435, Sport Event & Fac Mgt, 1 course.

SERVICE

University Service

Student Org Advisor (Professional Org), Faculty Advisor - CMAA. (August 15, 2019 - May 15, 2020).