CASS SHUM – CURRICULUM VITAE

BIO

ACADEMIC EXPERIENCE

EDUCATION

20.

Marketing Theory: A Student Text

PAPER UNDER REVIEW

    i.   **Shum, C.**

Cornell Hospitality Quarterly

    ii.   **Shum, C.**

    iii.   **Shum, C.,**

Shum, C.

Journal of Applied Psychology   .

Shum, C.

Journal of Applied Psychology.

Shum, C.

Shum, C.

CONFERENCE PRESENTATIONS[#2]

1. _____ **Shum, C.** *#MeToo? The Moderating Role of Sexual Harassment Experience on Readers' Reactions to Online Sexual Harassment Complaints.*

8. _____ **Shum, C.** *Examining the language and impact of managerial responses to online employee reviews during the COVID-19 pandemic.*

9. _____ **Shum, C.** *Don't blaming the virus: Effect of layoff notice framing on the relationship between layoff and survivor's prosocial rule-breakings.*

10. _____ **Shum, C.** *Prosocial rule-breaking to help customers among hospitality employees: The moderating role of depletion.*

11. **Shum, C.** _____ *Racial differences in the impact of COVID-19 pandemic on restaurant supervisors work hours, paranoid, and depletion.*

12. _____ **Shum, C.** *Seeing your supervisors being mistreated by your customers: effects of customer mistreatment on third-party observers.*

13. _____ **Shum, C.** *Blame it on the Virus: Effect of COVID-19 message on the relationship between layoff and survivors' prosocial rule-breaking behaviors.*

14. _____ **Shum, C.** *Why employees write online employee reviews: Insights from the theory of planned behavior.*

15. _____ **Shum, C.** *The impact of employee-generated reviews and best employer awards on job-seekers' application intentions.*

16. _____ **Shum, C.** *Taking Stock and Moving Forward: A Content Analysis of Research Methods Used in Hospitality Research in the 2010s.*

17. _____ **Shum, C.** *Effects of observed abusive supervision on observers' turnover intention.*

29. _____ **Shum, C.** *Why do employees rebel? Understanding organizational rule-breaking behaviors in hospitality.*

30. **<u>Shum, C.</u>** *Enhancing students' learning with word-game: A case of hospitality OB class.*

31. _____ **Shum, C.,** *Leaders' behavioral integrity and follower trust: The moderating roles of generation and gender.*

32. **<u>Shum, C.</u>** *Examining managerial and leadership competency in hospitality.*

33. _____ **Shum, C.** *Trickle down effects of abusive supervision: Will abusive supervisors feel guilt?*

34. **<u>Shum, C.</u>** *The moderating roles of follower conscientiousness and agreeableness on the relationship between peer transparency and follower transparency.*

35. **<u>Shum, C.</u>** *Relationship between leader behavioral integrity and trust.*

36. _____ **Shum, C.**

_____

Beyond displace aggression: Reexamining the antecedents of abusive supervision.

story – leaders and followers in constructive and destructive leadership processes.

40.   **Shum, C.**   *Leader's and follower's Ppower distance moderating abusive supervision–voice relations.*

41. _____ **Shum, C.**

Beyond performance evaluation… organizational citizenship behavior and outcomes

42.   **Shum, C.**   *Do 'contexts' matter? A social information processing model of task and contextual performance antecedents and consequences.*

7.

8.

INTERNAL FUNDINGS

1.

2.

Title: The influence of abusive verbal supervision on healthcare professionals: A qualitative descriptive study

Title: Purchase intentions for hospitality products with negative online reviews: The joint effects of rating disadvantages, attitude, and sales promotion

EDUCATION-RELATED TRAINING