

MICHAEL J. O'FALLON

James Madison University
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EDUCATION:

Ph.D. Department of Management and Operations. Washington State University. Graduated, December 2007. *Major area:* Organizational Behavior. Dissertation title: The Influence of Unethical Peer Behavior on Observers' Unethical Behavior: A Social Cognitive Perspective.

Masters in Business Administration. Washington State University. Graduated, May 1999.

Bachelor of Arts in Hotel and Restaurant Administration. Washington State University. Graduated, May 1997. *Minor:* Business Administration.

ACADEMIC POSITIONS:

Associate Vice Provost for Academic Affairs and Policy, Office of the Vice Provost for Faculty and Curriculum. James Madison University. June 2022 to present.

Project Specialist, Academic Policy and Planning, Office of the Vice Provost for Faculty and Curriculum. James Madison University. December 2020 to June 2022.

Project Specialist, Provost Office, Academic Initiatives and Planning. James Madison University. May 2018 to December 2020.

Director, Hart School of Hospitality, Sport and Recreation Management. James Madison University. October 2015 to May 2018.

Director, School of Hospitality, Sport and Recreation Management. James Madison University. February 2013 to October 2015.

Interim Director, School of Hospitality, Sport and Recreation Management. James Madison University. July 2010 to February 2013.

Program Coordinator, Hospitality and Tourism Management. James Madison University. August 2008 to July 2010.

Associate Professor, Hospitality Management. James Madison University. June 2012 to present.

Assistant Professor, Hospitality and Tourism Management. James Madison University. August 2006 to June 2012.

FUNDRAISING AND DEVELOPMENT:

- ◆ **Hart School - Naming**, James Madison University, October 2015. Largest financial gift given to over 100 years of JMU's experience. In October 2015, the School of Hospitality, Sport and Recreation Management became the first named school at James Madison University. G.J. and Heather Hart gave a gift of \$3.5 million to the program.
- ◆ **SRM Endowment**, James Madison University, October 2017. We received an anonymous gift of \$950,000 for the students and faculty of the Sport and Recreation Management program.
- ◆ **Kitchen Laboratory**, James Madison University, December 2017. Received a \$160,000 gift from Sysco Corporation and Sysco of Virginia over a five-year period to assist with a new kitchen laboratory.
- ◆ **Beer/Wine Room – Constellation Group**, James Madison University, May 2016. We received a \$25,000 gift from the Constellation Group to build a beer/wine room.
- ◆ **Le Gourmet – Annual Fundraiser**, James Madison University. Annually, the Hart School hosts a fundraising dinner that earns net proceeds of \$35,000 - \$75,000. The proceeds from the event assists faculty and students to travel to international and national conferences, and has established a student scholarship. To date, we have raised approximately \$500,000 from the event since I have been in an administrative position.

AWARDS AND HONORS:

- ◆ **J.W. and Alice S. Marriott Foundation Professor**. Hart School of Hospitality, Sport and Recreation Management. James Madison University. July 2013 to May 2018.
- ◆ **Journal of Business Ethics – Citation Classic for “A Review of the Empirical Ethical Decision-Making Literature: 1996-2003”**. One of 33 “Citation Classics” that was selected for re-publication in the Journal of Business Ethics. Of 4,747 articles published in the Journal of Business Ethics in the past 30 years, this article is one of the top 33 most cited articles.
- ◆ **Conference Best Reviewer**, International CHRIE Annual Conference. July 2010.
- ◆ **R. Jarl Bliss Endowment for Faculty Fellowship in the College of Business**, James Madison University. August 2008 to July 2013.
- ◆ **MED Global Forum Best Paper Award** (Sponsored by U. of Manchester, Manchester Business School), Academy of Management Meeting. 2008.
- ◆ **Otto Brenner Memorial Outstanding Teaching Award**, College of Business, James Madison University. 2008.
- ◆ **Outstanding Graduate Student Teaching Award**, College of Business. 2006.
- ◆ **Outstanding Graduate Student Research Award**, College of Business. 2006.
- ◆ **Organizational Behavior Student Consortium** (Competitive), Academy of Management Meeting. 2005.
- ◆ **Outstanding Graduate Student Teaching Award**, College of Business and Economics. 2004.

SERVICE:

- ◆ **I-CHRIE**, Multiple service opportunities. Conference committees, CEO service task force, Regional service activities, etc. Current.
- ◆ **Director**, School of Hospitality, Sport and Recreation Management. James Madison University. February 2013 to May 2018.
- ◆ **Interim Director**, School of Hospitality, Sport and Recreation Management. James Madison University. July 2010 to February 2013.
- ◆ **Program Coordinator**, Hospitality and Tourism Management. James Madison University. June 2008 to July 2010.
- ◆ **Director of Marketing**, ICHRIE. March 2014 to July 2018.
- ◆ **Immediate Past President**, ICHRIE NENA Federation. July 2014 to July 2015.
- ◆ **President**, ICHRIE NENA Federation. July 2013 to July 2014.
- ◆ **Vice President**, ICHRIE NENA Federation. June 2012 to July 2013.
- ◆ **President of Advisory Board** – Shenandoah Valley United (SVU) Soccer. January 2014 to May 2018.
- ◆ **Strategic Planning Board Member** – Shenandoah Valley United (SVU) Soccer. January 2012 to May 2018.
- ◆ **Faculty Advisor**, Delta Sigma Pi Business Fraternity. James Madison University. January 2008 to December 2016.
- ◆ **Advisory Board Member**, Marketing Division. Virginia Mennonite Retirement Community, Harrisonburg, VA. July 2009 to August 2012.
- ◆ **Search Committee Member**, Dean of the College of Business at James Madison University. October 2012 to April 2013.
- ◆ **Moderator**, Foodservice Operations/Culinary Arts. I-CHRIE Annual Conference. 2010.
- ◆ **Committee Member**, Scholarship Committee. Metro CHRIE. 2008.
- ◆ **Chair**, Scholarship Committee. Hospitality and Tourism Management Program, James Madison University. 2008, 2009, 2010.
- ◆ **Search Committee Member**, Catering Director. School of Hospitality and Business Management, Washington State University. 2006.
- ◆ **Moderator**, Information Systems Session. 11th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. 2006.

REFEREED PUBLICATIONS:

- ◆ O'Fallon, M.J., Butterfield, K.D. 2012. The Influence of Unethical Peer Behavior on Observers' Unethical Behavior: A Social Cognitive Perspective. *Journal of Business Ethics*.
- ◆ O'Fallon, M.J., Butterfield, K.D. 2011. Moral Differentiation: Exploring Boundaries of the "Monkey See, Monkey Do" Perspective. *Journal of Business Ethics*, 102 (3): 379-399.
- ◆ Horton, B.W., O'Fallon, M.J. 2011. Employee Wellness in the Private Club Industry. *Journal of Human Resources in Hospitality and Tourism*, 10 (3): 285-303.
- ◆ Kulik, B.W., O'Fallon, M.J., & Salimath, M.S. 2008. Do Competitive Environments Lead to the Rise and Spread of Unethical Behavior? Parallels from Enron. *Journal of Business Ethics*, 83: 703-723.
- ◆ O'Fallon, M.J., Gursoy, D., & Swanger, N. 2007. To Buy or not to Buy: Impact of Labeling on Purchasing Intentions of Genetically Modified Foods. *International Journal of Hospitality Management*, 26: 117-130.
- ◆ Swanger, N. & O'Fallon, M.J. 2005. Beverage Alcohol Sales to Minors: The Risk Environment for Retail Operations in the United States. *Journal of Foodservice Business Research*, 8 (3): 67-80.
- ◆ O'Fallon, M.J. & Butterfield, K.D. 2005. A Review of the Empirical Ethical Decision-Making Literature: 1996-2003. *Journal of Business Ethics*, 59: 375-413. To date, the article has been cited in over 2,000 articles, according to Google Scholar.

NON-REFEREED PUBLICATIONS:

- ◆ O'Fallon, M.J. (2013). *Standard Food Cost*. New Jersey: Pearson.
- ◆ O'Fallon, M.J. & Rutherford, D.G. 2010. *Hotel Management and Operations*. New York: John Wiley & Sons, Inc. (5th Edition).
- ◆ O'Fallon, M.J. & Rutherford, D.G. 2010. *Instructors Manual: Hotel Management and Operations*. New York: John Wiley & Sons, Inc.
- ◆ Rutherford, D.G. & O'Fallon, M.J. 2007. *Hotel Management and Operations*. New York: John Wiley & Sons, Inc. (4th Edition).
- ◆ O'Fallon, M.J. & Rutherford, D.G. 2007. *Instructors Manual: Hotel Management and Operations*. New York: John Wiley & Sons, Inc.

REFEREED PAPER PRESENTATIONS:

- ◆ **Poster Presentation**, I-CHRIE Conference, July 29 – August 1, 2015. The paper was titled “Unethical Peer Behavior: A Social Comparison Perspective” written by Michael J. O'Fallon and Theresa L. Lind.
- ◆ **Poster Presentation**, I-CHRIE Conference, July 27-30, 2011. The paper was titled “Illegal Substance Abuse Among Foodservice Employees: A Social Learning Perspective” written by Miranda Kitterlin and Michael J. O'Fallon.
- ◆ **Poster Presentation**, I-CHRIE Conference, July 27-30, 2011. The paper was titled “Screening for Illegal Substance Abuse in the Full-Service Restaurant Industry: An Exploration of Personality Traits Among Employees” written by Miranda Kitterlin and Michael J. O'Fallon.

REFEREED PAPER PRESENTATIONS CONTINUED:

- ◆ **Stand-Up Presentation**, Academy of Management 2008 Annual Meeting, August 8-13, 2008. The paper was titled “The influence of cheating behavior on observers’ cheating behavior: A social cognitive perspective.” written by Michael J. O’Fallon and Ken Butterfield.
- ◆ **Stand-Up Presentation**, Academy of Management 2008 Annual Meeting, August 8-13, 2005. The paper was titled “Moral Differentiation: Influences of Individual and Interpersonal Characteristics.” written by Michael J. O’Fallon and Ken Butterfield.
- ◆ **Poster Presentation**, I-CHRIE Conference, July 25-29, 2007. The paper was titled “Cross-national differences in individual’s willingness to purchase genetically modified foods” written by Michael J. O’Fallon.
- ◆ **Stand-Up Presentation**, 37th Annual Meeting of Decision Sciences Institute, November 18-21, 2006. The paper was titled “Intraorganizational competition and corruption: Emergence and diffusion.” written by Brian Kulik, Michael J. O’Fallon, and Manjula Salimath.
- ◆ **Co-Chair, Symposium**, Academy of Management 2006 Annual Meeting, August 11-16, 2006. Titled “Ethics and workplace deviance: An integrative approach to examining unethical decisions and behavior.”
- ◆ **Interactive Presentation**, Academy of Management 2005 Annual Meeting, August 5-10, 2005. The paper was titled “A review of the empirical ethical decision-making literature: 1996-2003” written by Michael J. O’Fallon and Kenneth Butterfield.
- ◆ **Stand-Up Presentation**, 10th Annual Graduate Education and Graduate Student Research Conference, January 5-7, 2005. The paper was titled “To buy or not to buy: The impact of labeling on purchasing intentions of genetically modified foods” written by Michael J. O’Fallon, Dogan Gursoy, and Nancy Swanger.
- ◆ **Stand-Up Presentation**, 10th Annual Graduate Education and Graduate Student Research Conference, January 5-7, 2005. The paper was titled “To buy or not to buy: The impact of labeling on purchasing intentions of genetically modified foods” written by Michael O’Fallon, Dogan Gursoy, and Nancy Swanger.
- ◆ **Stand-Up Presentation**, 4th Annual Hawaii International Conference on Business, June 21-24, 2004. The paper was titled “Beverage Alcohol Sales to Minors: The Risk Environment for Retail Operations in the United States” written by Nancy Swanger and Michael O’Fallon.
- ◆ **Poster Presentation**, 7th Annual Graduate Education and Graduate Student Research Conference, January 3-5, 2002. The paper was titled “Exploring the Relationship between Profitability and Performance Measures” written by Michael O’Fallon and Patricia Diaz.

TEACHING EXPERIENCE:*COURSES TAUGHT:*

- ◆ **Hospitality Prowess**
- ◆ **Senior Seminar in Hospitality Management.**
- ◆ **Foundations of Leadership in Hospitality, Sport and Recreation Management.**
- ◆ **Hospitality Human Resources Management.**
- ◆ **Hospitality and Tourism Management Seminar.**
- ◆ **Entertainment Management.**
- ◆ **Overview of Hospitality and Tourism Management.**
- ◆ **Purchasing, Cost Controls, and Financial Management.**
- ◆ **Introduction to Foodservice Management.**
- ◆ **Case Studies and Research.**
- ◆ **Foodservice Systems and Controls.**
- ◆ **Hospitality Management and Organization.**
- ◆ **Leadership Skills for Managers.**
- ◆ **Macro Organizational Behavior.**
- ◆ **Business Strategy and Policy.**
- ◆ **Principles of Management and Organization.**

EDITORIAL AND REVIEW RESPONSIBILITIES:

- ◆ **Editorial Review Board**, American Journal of Business. June 2012 to December 2017.
- ◆ **Editorial Review Board**, Journal of Hospitality Marketing and Management. January 2008 to December 2017.
- ◆ **Track Chair**, Human Resources Division, I-CHRIE Annual Conference. 2010 to 2013.
- ◆ **Track Chair**, Human Resources Division, Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. 2010 to 2013.
- ◆ **Reviewer**, Academy of Management Meeting. 2006, 2007, 2008.
- ◆ **Reviewer**, Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. 2007, 2008, 2009, 2010.
- ◆ **Reviewer**, International CHRIE Meeting. 2007 - present.
- ◆ **Reviewer**, Journal of Business Ethics. 2006, 2010 - present.
- ◆ **Reviewer**, Journal of Hospitality & Tourism Research. 2006.
- ◆ **Reviewer**, Annual Meeting of the Decision Sciences Institute. 2006.
- ◆ **Track Chair**, Foodservice Division. Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. 2006.
- ◆ **Reviewer**, Journal of Foodservice Business Research. 2005.
- ◆ **Reviewer**, Principles of Food, Beverage, and Labor Cost Controls, 7th Edition. Dittmer, P.R. & Griffin, G.G. (Eds.). New York: John Wiley.
- ◆ **Reviewer**, Contemporary Management Theory: Controlling and Analyzing Costs in Foodservice Operations. Keiser, J., DeMicco, J. & Grimes, R.N. (Eds.). New Jersey: Prentice-Hall.

CONSULTING EXPERIENCE:

- ◆ **ServSafe**, Harrisonburg, VA. Consulted for five companies, with over a 95% passing rate.
- ◆ **Café Moro**, Pullman, WA. August 2003. I was asked to provide my insight into how Café Moro could improve their operation. After an analysis of the organization, I identified one area of weakness; the cost control system. Upon completion of the consulting experience, I provided Cafe Moro with recommendations on how they may improve the operation.
- ◆ **Dairy Queen of Montana and North Dakota**, Missoula, MT. May 2002 to June 2002. I was hired as a seasonal field consultant to examine and give a QVSC (quality, value, service, cleanliness) evaluation for 88 Dairy Queens. Upon completion of the evaluations, I was asked to submit a report that included: (1) the most commonly missed areas on the evaluation; (2) areas where each individual Dairy Queen should concentrate on improving; (3) overall recommendations for the entire organization; and, (4) recommendations for future growth for the entire organization.

PROFESSIONAL EXPERIENCE:

- ◆ **Faculty Internship**, Hyatt Hotels and Resorts. Hyatt Regency at Crystal City. July 2009. Completed a one-week internship in the Sales, Catering, and Banquets departments.
- ◆ **Advisor**, Hotel and Restaurant espresso cart. Washington State University. August 2000 to May 2006. Responsible for advising a student lead operation consisting of 15 students.
- ◆ **Co-Advisor**, Hotel and Restaurant catering services. Washington State University. January 2002 to May 2002. Responsible for advising 8 students in daily operations.
- ◆ **Advisor**, Butch's Bistro. Washington State University. May 2001 to May 2002. Responsible for advising 15 students in daily operations.
- ◆ **District Manager**, Basilio's Italian Café and Italian Ristorante. Pullman, WA and Moscow, ID. August 1999 to August 2000. Was an essential person in opening of new full-service restaurant in August 1999. Designed the menu and projected income statement. Developed job descriptions and employee manuals. Trained four assistant managers, 40 servers and bussers, and 25 kitchen personnel. Duties since the restaurant open include: Producing income statements for two different restaurants, menu development, managing over 150 employees, inventory control, and responsible for daily operations of two restaurants which exceed \$1.5 million in sales.
- ◆ **General Manager**, Basilio's Italian Cafe. Pullman, WA. May 1997 to August 1999. Managed over 70 employees. Tasks performed: Ordering, receiving, and purchasing, accountable for payroll and daily cash deposits, scheduling, food cost maintenance, menu development, organizing management meetings, and responsible for the overall performance of daily restaurant operations.
- ◆ **Assistant Manager**, Basilio's Italian Cafe. Pullman, WA. August 1996 to May 1997. Managed 65 employees. Responsibilities included: co-coordinator for Basilio's Greek Catering, developing a recipe book, closing the restaurant, attending manager meetings, and counting tills at close.
- ◆ **Kitchen Management Internship**, Old Spaghetti Factory of Seattle. Summer 1996. Performed a number of duties. Among them were: managing 25 employees, ordering, scheduling, interviewing, giving orientations, and performing a cost control project.
- ◆ **Kitchen Manager**, Hotel and Restaurant Administration Program Espresso Cart, Washington State University. August 1995 to May 1996. Managed Approximately 20 employees. Major responsibilities: Purchasing, receiving, storing, issuing, and managing. Attended weekly meetings with the other managers.
- ◆ **Student Manager**, Washington State University Food Service, Compton Union Building. December 1994 to May 1996. Trained and managed approximately 50 employees. Received experience as the only manager during opening and closing hours.

CERTIFICATIONS:

- ◆ **ServSafe**, Instructor and Proctor. January 2016 to September 2022.
- ◆ **TiPS**, Trainer. January 2016 to May 2022.