

CURRICULUM VITAE

Lali Odosashvili
University of South Carolina
lallo@email.sc.edu

School of Hospitality and Tourism Management
1705 College Street, 603F, Columbia, SC, 29208
[LinkedIn](#) | [G. Scholar](#)

EDUCATION

University of South Carolina, <i>Columbia, SC</i> Ph.D. in Hospitality & Tourism Management	May 2025
University of Delaware, <i>Newark, DE</i> Master of Hospitality Business Management <ul style="list-style-type: none">GPA: 3.93/4	Jul 2019
Ilia State University, <i>Tbilisi, Georgia</i> Master of Business Administration in Tourism <ul style="list-style-type: none">Av. Point: 91/100	Jul 2017
Ilia State University, <i>Tbilisi, Georgia</i> Bachelor of Business Administration and Management <ul style="list-style-type: none">Av. Point: 92/100	Jul 2015

ACADEMIC EXPERIENCE

Instructor of Record University of South Carolina <ul style="list-style-type: none">HRTM 440 Service Management for Hospitality and Tourism (Fall 2022; Spring/Fall 2023; Spring/Fall 2024)	Aug 2022 - Present
Teaching Assistant University of South Carolina <ul style="list-style-type: none">HRTM 440 Service Management for Hospitality and Tourism (Fall 2021; Spring 2022)	Aug 2021 – May 2022
Teaching Assistant University of Delaware <ul style="list-style-type: none">FINC 311 Principles of Finance (Fall 2018; Spring 2019)HOSP 316 Cross Cultural Etiquette and Protocol (Winter 2019)	Aug 2018 – May 2019
Research Assistant University of Delaware	Aug 2018 – May 2019

INDUSTRY EXPERIENCE

Head of Marketing

May 2023 – Present

Hybrid Interaction Ltd.

- Oversee all marketing activities of Hybrid Interaction
- Responsible for internal and external communications
- Ensure that the website, promotional material, marketing campaign strategy are updated on a regular basis

Business Development | North America

Feb 2022 – May 2023

Hybrid Interaction Ltd.

- Promote the HI's services by addressing clients' objectives
- Arranging business development meetings with prospective clients
- Build long-term relationships with new and existing customers

Personal Assistant, Tbilisi, Georgia

Sep 2020 – Aug 2021

Full House LLC – Online Gambling Company

- Prepare financial statements, reports, memos, invoices letters, and other documents
- Research and conduct data to prepare documents for review and presentation by CEO, helping to prepare for meetings
- Help with conversations and networking with partners

Research and Marketing analyst, Wilmington, DE

Aug 2019 – Jun 2020

Greater Wilmington Convention & Visitors Bureau

- Prepare a synopsis for research from New Castle County hotels to prepare GWCVB's strategy for 2021.
- Gather research from several attractions as well to determine market segment.
- Explore the back end of the website. Work with website provider and analyze website visitors' behavior.

Tourist Information Center Operator, Tbilisi, Georgia

Jul 2014 – Jul 2018

Georgian National Tourism Administration

- Answered 200 to 400 customer queries in person, by phone and email
- Found information using computer systems, leaflets, timetables, guidebooks etc.
- Kept up to date with local accommodation, places to visit, activities and events

RESEARCH INTERESTS

Policy and governance studies in tourism | Tourism development in developing countries | Gambling tourism | Consumer behavior | Mindfulness and Sustainability

PUBLICATIONS

- [1] Subedi, S., **Odosashvili, L.**, & Kubickova, M. (2023). Hotel employees' support for federal government during crisis: extension of social exchange theory. *Journal of Policy Research in Tourism, Leisure and Events*, 1–21.
<https://doi.org/10.1080/19407963.2023.2233526>
- [2] Martin, D., **Odosashvili, L.**, & Subedi, S. (2023). Understanding travelers' motivations and preferences relating to sustainable behavior: Configural analysis of traveler mindfulness. *Tourism Analysis*. <https://doi.org/10.3727/108354223X16894206734543>
- [3] **Odosashvili, L.**, & Poorani, A. A. (2022). Renewal challenges: The case of the Republic of Georgia. In F. J. DeMicco & A. A. Poorani (Eds.), *Medical Travel Brand Management* (1st ed.). Apple Academic Press. <https://doi.org/10.1201/9781003277392>

WORK IN PROGRESS

- [1] **Odosashvili, L.** & Martin, D. (Under-Review) Reviewing post-Soviet Tourism: A Comparative Systematic Literature Review from Soviet-Era to Global Perspectives. *International Journal of Tourism Sciences*.
- [2] Subedi, S., **Odosashvili, L.**, & Kubickova, M. Why do people travel? Shifts in the post-crisis era. *Journal of Hospitality Marketing & Management*
- [3] **Odosashvili, L.**, Nagel, M., & Rascher, D. (Under-Review) Navigating a Crisis: State Government Responses and the Economic Impact of Pandemic Restrictions on the Leisure and Hospitality Industry. *Tourism Planning & Development*.
- [4] **Odosashvili, L.** Balancing the odds: New York residents' perceptions towards online gambling, extension of Social Exchange Theory. Target Journal: *Journal of Gambling Studies*
- [5] **Odosashvili, L.** & Pennington-Gray, L.: Bibliometric Research on Tourism Development: Economics, Geography and Policy Triangle
- [6] **Odosashvili, L.** & Subedi, S. Beyond the Great Wall: Post-Pandemic Tourism Intentions Towards Mainland China

CONFERENCE PROCEEDINGS

Odosashvili, L. & Martin, D. (2024) Tourism Evolution in Post-Soviet States: A Comparative Systematic Literature Review of English and Russian Literature from 1991-2024. *The 2024 Annual ICHRIE Summer Conference*.

Odosashvili, L. & Lee S. (2024) Advancing Tourism Research: Collaborative Insights from

the Presidential Fellowship Program. *Discover USC 2024*.

Odosashvili, L., Subedi, S., & Martin, D. (2024) Balancing the Odds: New York Residents' Perceptions Towards Online Gambling, Extension of Social Exchange Theory. *9th Annual SECSA ICHRIE Conference*

Odosashvili, L., Subedi, S., & Martin, D. (2024) Residents' Perception of Online Gambling: Are We Doing the Right Thing Now? *29th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.

Subedi, S., **Odosashvili, L.,** & Kubickova, M. (2024) Exploring Travel Motivation Post-COVID: Insights from Means-End Chain Theory. *29th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.

Odosashvili, L., Subedi, S., & Martin, D. (2023) Residents' Perception of Online Gambling: Are We Doing the Right Thing Now? *29th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.

Subedi, S., **Odosashvili, L.,** Kubickova, M., Martin, D. (2023) Why do people travel? Shifts in the post-crisis era. *The 2023 Annual ICHRIE Summer Conference*.

Odosashvili, L., Subedi, S., & Martin, D. (2023) Balancing the Odds: New York Residents' Perceptions Towards Online Gambling, Extension of Social Exchange Theory. *9th Annual SECSA ICHRIE Conference*.

Odosashvili, L., Subedi, S., & Martin, D. (2023) Mindful visitors: is COVID-19 a social tipping point? *8th Annual SECSA ICHRIE Conference*.

Odosashvili, L., & Nagel, M. S. (2023) Economic impact of COVID-19 responses on the leisure and hospitality industry. *28th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.

Odosashvili, L., Subedi, S., & Martin, D. (2023) Applying complexity theory to consumers' preference for hotel versus Airbnb. *28th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism*.

Odosashvili, L., & Nagel, M. S. (2022) Restrictions and planning during covid-19: challenges in leisure and hospitality employment in the United States. *University of South Carolina, The 4th International Tourism and Retail Service Management Conference*.

Subedi, S., **Odosashvili, L.,** & Kubickova, M. (2022) Hotel employees' support for federal government policies during crisis: Extension of social exchange theory. *The 4th International Tourism and Retail Service Management Conference*.

GRANTS FUNDED

[1] Why do people travel? Shifts in the post-crisis era.

Role: Co-PI

Grating Agency: School of Hospitality and Tourism Management, USC

Amount: USD \$1,333

[2] Mindfulness Scale development

Role: Co-PI

Grating Agency: School of Hospitality and Tourism Management, USC

Amount: USD \$4,000

GRANTS SUBMITTED

[3] Exchange for Sport Tourism between Florida and Republic of Georgia

Role: Co-PI

Grating Agency: U.S. Embassy Tbilisi PDS Cultural Small Grants Program

Amount: USD \$24,000

FELLOWSHIPS AND AWARDS

2023	Best student led completed paper 8th Annual ICHRIE SECSA federation conference
2021-2025	Presidential Fellowship University of South Carolina
2020	Winning research and visualization DataFest Tbilisi
2018-2020	Fulbright Scholarship Institute of International Education
2017	Scholarship for High Academic Performance Tbilisi City Hall, Georgia

INVITED SPEAKER, MODERATOR ROLES AND PRESENTATIONS

2024	September 6 – Panelist: “Surviving Graduate School Panel at Graduate Student Expo” June 25-26 – Panelist: “Cross-Market Strategies for iGaming Operators” at SBC Tbilisi in Tbilisi, Georgia. March 5-7 – Panelist: “Pardon the Disruption on Responsible Gaming” at NEXT Summit New York in New York, NY. February 26 - Guest speaker on the panel for UTC's TRIO Student Support Services program, discussing application processes, financial considerations, and student opportunities at USC. February 7-9 - Panelist: “Gambling Reform: Transforming Compliance into Industry Commitment for a Competitive Advantage” at ICE London in
------	---

London, UK.

2023 **November 1-2** – Panelist: “Tech at the Center: Understanding Customers to Maximize Retention and Acquisition” at the SBC Summit Latinoamérica in Miami, FL.

August 22 - Guest speaker at Veteran TA Panel for Fall 2023 TA Orientation. Center of Teaching Excellence at the university of South Carolina.

February 7-10 - Panelist: “Shared Experience: ‘Simply the Best’ for Your Players – Building the Right Onboarding Experience” at ICE London in London, UK.

2022 **December 1** - Guest speaker at HRTM275 Introduction to Beverage Management

November 9 - As a representative of the Presidential Fellows, presented in a graduate school experience/admissions panel for 53 undergraduates in the Opportunity Scholars Program and the McNair Program, federal TRIO initiatives at USC serving low-income and first-generation students. This event was part of First-Generation Students Week at USC.

July 5-8 - Panel Speaker: “No bonus, no problem? Will Ontario's restrictive model inspire more creative and loyalty-building marketing for other regulated markets?” At iGB Live in Amsterdam, Netherlands

March 3 - Center of Teaching Excellence at the university of South Carolina [“Mid-Semester GTA Discussion Panel.”](#)

SERVICES AND VOLUNTEERING

Reviewer

Annual ICHRIE Summer Conference 2024

Discover USC 2022-2023

8th Annual SECSA ICHRIE Conference Fall 2022

Technical assistant at the 4th International Tourism and Retail Service Management Conference Oct 2022

Advisory Committee of Presidential Fellowship, University of South Carolina, *Columbia, SC*

President Aug 2024 – May 2025

Vice Presidents Aug 2023 – May 2024

Secretary Aug 2022 – May 2023

Judging DECA student competition, *Columbia, SC* 2022

In these events, students are given a business scenario and have 10-30 minutes to prepare a solution or presentation. They then present their solution to a judge, who evaluates their performance based on specific criteria.

Member of International Student Advisory Committee,
University of Delaware, *Newark, DE*

Oct 2018 – May 2019

Team Heart & Sole, Athens, Ohio

Aug 2018

They provide inclusive opportunities for individuals with disabilities, their families, and friends, to participate in endurance racing events across Ohio, while building authentic relationships through teamwork.

YouthPass

It is a tool to document and recognize learning outcomes from youth voluntary work and solidarity activities.

Healthy lifestyle – Challenges, healthy habits, *Croatia*

May 2017

Energy for Sinergy – Mental and physical health, *Armenia*

Sep 2017

Ecolaboration – Problems that our ecosystem is facing, *Spain*

Oct 2017

Social Enterprise, Tbilisi, Georgia

2014

Problem solving, Student project that enables youth to help people with disabilities to create social enterprises, create goods and find places to sell them.

PROFESSIONAL DEVELOPMENT ACTIVITIES

2024 **Teaching and Learning with Generative Artificial Intelligence**
Center for Teaching Excellence, University of South Carolina

Teaching with the Library
Center for Teaching Excellence, University of South Carolina

2023 **Teaching Online for Graduate Students**
Center for Teaching Excellence, University of South Carolina

Teaching Toward Inclusive Excellence (TTIE)
Center for Teaching Excellence, University of South Carolina

2022 **University of South Carolina SHARPGrads Program**
Center for Teaching Excellence, University of South Carolina

Mental Health and Well-being Competency
Center for Teaching Excellence, University of South Carolina

Preparing Future Faculty Certificate
Center for Teaching Excellence, University of South Carolina

Integrative and Experiential Learning
Center for Teaching Excellence, University of South Carolina

Fostering Proactive Learning Environments

Center for Teaching Excellence, University of South Carolina

- 2020 **Advanced Google Analytics**
Google
- 2019 **Hotel Practicum**
Marriott Courtyard Newark at the University of Delaware, *Newark, DE*
Obtained over 84 hours of hotel experience in key positions including manager on duty, administrative, front desk, night audit, revenue management, conference services, engineering, sales and marketing, accounting, housekeeping and food and beverage.
- 2018 **Certification in Hotel Industry Analytics (CHIA)**
STR
- Operations Manual for Tourist Information Centers**
Georgian National Tourism Administration
- Hotel Management**
Georgian National Tourism Administration
- The Fundamentals of Digital Marketing**
Google
- 2016 **Municipality Finance and Property Management**
National Assessment and Examination Center
- Research and Evaluation, Methodological Issues**
National Assessment and Examination Center
- Service skills - Service Plus**
Georgian National Tourism Administration
- 2013 **Lithuanian Tourism Resources Practice**
Vilnius Kolegia, *Vilnius, Lithuania*
3 weeks of practical course, learned about creating, planning, budgeting and advertising tour packages.

SKILLS

Languages: *English* - Fluent Level, *Georgian* – Fluent Level, *Russian* - Fluent Level, *Spanish* – Conversational Level, *Lithuanian* - Beginner Level, *Persian* – Beginner Level.

Programs: SPSS, R, fsQCA, JMP, Tableau, Power BI, SmartPLS.