

Elizabeth Kyoko Wada

Professor

Address Rua Casa Do Ator, 294 - São Paulo, SP -
Brazil, 04546-000

Phone +5511982920355

E-mail elwada@anhembi.br

LinkedIn bethwada

Twitter @bethwada

WWW <https://portal.anhembi.br/pos-graduacao/cursos/ppg>

Skilled Researcher enthusiastic about supporting advancements in Hospitality. Passionate about increasing knowledge to drive growth and needed improvements. Ready to apply knowledge and 40 years of experience in research.

Work History

- 2007-01 - **Faculty and Academic Coordinator**
Current Universidade Anhembi Morumbi, Sao Paulo, SP
- Promoted program courses, activities and accomplishments, both internally and externally, to boost recruitment and retain diverse student body.
- 2013-03 - **Research Scientist**
Current National Council for Scientific and Technological Development (CNPq), Brasilia, DF
- Performed research into study topics to increase knowledge and ability to provide valuable contributions in Corporate Mobility and Hospitality.
- 2015-02 - **Research Scientist**
Current Instituto de Pesquisa e Desenvolvimento Social e Tecnológico, Sao Paulo, SP
- Performed research into study topics to increase knowledge and ability to provide valuable contributions in Corporate Mobility and Hospitality.
- 2014-01 - **Advisory Board Member**
Current Bourbon Hotéis & Resorts, Curitiba, PR
- Monitored operational activities to ascertain effectiveness of results and which areas could use better oversight.
- 2010-01 - **Board of Directors Member**
Current Meeting Professionals International - MPI, Sao Paulo, SP
- Served as advocate and ambassador for organization by fully engaging, identifying and securing resources and partnerships to advance mission.
- 2009-01 - **Board of Directors Member**
2020-09 Associação Nacional de Pesquisa e Pós-graduação em Turismo - ANPTUR, Sao Paulo, SP
- Served as advocate and ambassador for organization by fully engaging, identifying and securing resources and partnerships to advance mission.

- 2004-01 - **Director of Sales and Marketing, South America**
2007-12
Meliá Hotels International, Sao Paulo, SP
- Developed positive, performance-based internal sales and marketing culture to include mentoring staff.
- 2002-01 - **Academic Director**
2006-12
Universidade Anhembi Morumbi, Sao Paulo, SP
- Consulted with government regulatory and licensing agencies to verify institutional conformance with applicable standards.
- 2000-08 - **Professor**
2003-12
Centro Universitário Ibero Americano Unibero, Sao Paulo, SP
- Collaborated with faculty and community stakeholders for program improvement.
- 1995-01 - **Director of Operations and Sales & Marketing**
2002-12
Meliá Hotels International, Sao Paulo, SP
- Solved customer challenges by offering relevant products and services.
- 1994-01 - **Director of Sales and Marketing**
1994-08
Camino Real Hotels, Mexico, DF
- Performed competitive analyses and adjusted sales and marketing strategies accordingly.
- 1993-04 - **Director of Sales and Marketing**
1994-04
Sheraton Hotels & Resorts, Mexico, DF
- Performed competitive analyses and adjusted sales and marketing strategies accordingly.
- 1991-01 - **Director of Sales and Marketing**
1994-03
Sheraton Hotels & Resorts, Santiago, Chile, DF
- Performed competitive analyses and adjusted sales and marketing strategies accordingly.
- 1985-01 - **Operations and Sales & Marketing**
1991-01
Companhia Palmares Hotéis e Turismo (Sheraton), Rio de Janeiro and Sao Paulo, RJ and SP
- Solved customer challenges by offering relevant products and services.
- 1984-02 - **Rooms Division Manager**
1984-12
Bourbon Hotéis & Resorts, Foz do Iguaçu, PR
- Upheld high standards for customer service and led by example.
- 1984-08 - **Professor**
1984-12
Fundação Educacional de Foz do Iguaçu, Foz do Iguaçu, PR
- Created excitement and enthusiasm in classroom by delivering engaging subject

matter.

- 1982-07 - **Professor**
1983-12 Universidade de São Paulo, Sao Paulo, SP
- Developed and taught undergraduate courses in for department offerings serving major, minor and general students.
- 1982-01 - **Professor**
1983-12 Pontifícia Universidade Católica de Campinas, Campinas, SP
- Developed and taught undergraduate courses in for department offerings serving major, minor and general students.
- 1981-08 - **Professor**
1981-12 Organização Bandeirante de Tecnologia e Cultura, Sao Paulo, SP
- Developed and taught undergraduate courses in for department offerings serving major, minor and general students.
- 1981-01 - **Professor**
1981-12 Centro Universitário Ibero Americano Unibero, Sao Paulo, SP
- Developed and taught undergraduate courses in for department offerings serving major, minor, and general students.
- 1976-08 - **Tour Leader**
1985-01 Transatlantica Turismo, Sao Paulo, SP
- Improved operations through consistent hard work and dedication.

Education

- 2014-01 - **Postdoctoral Researcher: Hospitality and Tourism**
2016-12 Universidade Federal Do Paraná - Curitiba, PR
- Research: Corporate Mobility in South America, supported by Bourbon Hotéis & Resorts and by a grant from the National Council for Scientific and Technological Development (CNPq)
- 1989-01 - **Ph.D.: Sciences of Communication**
1994-08 Universidade De São Paulo - Sao Paulo, SP
- Research: Creative Services in Latin America - a study of the Sheraton Hotels
- 1981-01 - **Master of Science: Sciences of Communication**
1989-06 Universidade De São Paulo - Sao Paulo, SP
- Research: Iguazu Falls and the mass tourism
- 1980-03 - **MBA: Marketing**
1982-06 Fundação Getúlio Vargas - EAESP/FGV - Sao Paulo - SP
- Professional development completed in Marketing

1977-03 - **Bachelor of Arts: Public Relations, Advertising, And Applied Communication**
1980-11 Universidade De São Paulo - Sao Paulo - SP

1976-03 - **Bachelor of Arts: Tourism**
1979-11 Centro Universitário Ibero Americano Unibero - Sao Paulo - SP

Additional Information

Some recent publications:

- Barakat, S. R., & Wada, E. K. (2021). Stakeholder theory in the hospitality field: Insights drawn from a systematic literature review. *Hospitality & Society*.
- Falck, R. K., Stefanini, C. J., & Wada, E. K. (2021). As características de hospitalidade e comensalidade no polo de turismo cervejeiro de Pinheiros e Vila Madalena (SP). *Ágora*, 23(1), 4-22.
- Bastos, V. R., Wada, E. K., Antunes, A. C. G., & Vilkas, A. C. (2021). A INFLUÊNCIA DA HOSPITALIDADE NA GESTÃO DE CRISE NOS NEGÓCIOS DURANTE O ISOLAMENTO SOCIAL. *Revista Gestão Organizacional*, 14(1), 77-96.
- de Freitas Coelho, M., Wada, E. K., & Azevedo, A. C. (2021). WHAT ARE WE MISSING? DESTINATION MARKETING AND HOSPITALITY OF A CULTURAL DESTINATION IN BRAZIL FROM THE STAKEHOLDERS' PERSPECTIVE. *Podium*, 10(2), 191-215.
- Lopes, A. S., & Wada, E. K. (2021). Perception and experience of hospitality in visiting the cultural centers of São Paulo. *Journal of Hospitality*, 3(1), 30-40.
- Lopes, A. S., & Wada, E. K. (2020). Hospitalidade e Mobilidade Corporativa: uma revisão teórica. *Turismo e Sociedade*, 13(1).
- Antunes, A. C. G., & Wada, E. K. (2020). Hospitalidad y servicios en el turismo religioso. *Estudios y perspectivas en turismo*, 29(3), 667-689.
- PEREIRA, D. C., WADA, E. K., & CAVENAGHI, A. J. (2020). HOSPITALIDADE EM CENTROS CULTURAIS: O ATENDIMENTO DO SESC SÃO PAULO. *Rosa dos Ventos*, 12(2), 387-405.
- Marques, R. B., Alves, C. A., & Wada, E. K. (2020). Turismo e Corrupção no Brasil: uma perspectiva política e econômica. *Revista Turismo em Análise*, 31(1), 1-18.
- Mendes, B. D. C., Cavenaghi, A. J., & Wada, E. K. (2020). Sense of belonging and the appropriation of a touristic city by local students (Brazil). *Journal of Teaching in Travel & Tourism*, 20(1), 41-58.
- de Gouvêa, A. B. C. T., Wada, E. K., & Oliveira, P. S. G. (2020). Themed Restaurants and Hospitality: What do Young People Think? *Journal of Hospitality*, 2(3-4), 72-82.
- Vigueles, M. C., Marques, R. B., Wada, E. K., & Furtado, L. A. (2020). Hospitality and Stakeholders for Creative Economy Fairs in Sao Paulo: A Multiple Case Study. *Journal of Hospitality*, 2(1-2), 49-59.
- de Souza Brandão, G., & Wada, E. (2020). Gru Airport: Terminal ou hub de hospitalidade? *TURYDES: Revista sobre Turismo y Desarrollo local sostenible*, 13(29), 358-383.

Member of editorial boards: Hospitality and Society; Revista Hospitalidade; RBTUR; Turismo Visão e Ação.

Reviewer: Caderno Virtual de Turismo; Rosa dos Ventos; Journal of Hospitality and Tourism Management; Tourism Review; Turismo em Análise.

Member of academic and professional associations: ACTE, MPI, ALAGEV, CHME, ICHRIE and ANPTUR.