

Staci M. Zavattaro, Ph.D.

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Education

- Ph.D. Florida Atlantic University (2010)
Primary Field: Public Administration
- B.A. University of Florida (2005)
Primary Field: Political Science
- B.S. University of Florida (2005)
Primary Field: Journalism

Academic Appointments

Associate Professor, School of Public Administration, University of Central Florida,
(2015 to present)

Assistant Professor, Department of Political Science and Public Administration,
Mississippi State University, (2012 to 2015)

Assistant Professor, Department of Public Administration, University of Texas at
Brownsville, (2010 to 2012)

Areas of Specialization

Place branding and marketing, social media in public administration, administrative
theory, organizational communications

Academic Affiliations

Visiting scholar, Social Media Lab, Ryerson University, Toronto, Canada (May to June
2016)

Academic Activities

Books

Zavattaro, S.M. & Orr, S.K. *Reflections on Academic Lives: Identities, Struggles and Triumphs in Graduate School and Beyond*. Palgrave Macmillan (Edited volume, Forthcoming, 2017)

Zavattaro, S.M., Peterson, G. & Davis, A. *Property rights in contemporary governance*. SUNY Press (Edited volume, Forthcoming 2017)

Zavattaro, S.M. & Bryer, T.A. (2016). *Social media and government: Theory and Practice*, NY: Routledge.

Zavattaro, S.M. (2014). *Cities Through Phases of the Image: Balancing Image and Substance*, NY: Palgrave Macmillan

Zavattaro, S.M. (2013). *Cities for sale: Municipalities as public relations and marketing firms*. Albany, NY: SUNY Press.

Refereed Journal Articles

Fay, D.L. & **Zavattaro, S.M.** (Forthcoming). Branding and isomorphism: The case of higher education. *Public Administration Review*.

Zavattaro, S.M. & Daspit, J.J. (Forthcoming). A grounded theoretical approach to understanding innovation in destination marketing organizations. *Journal of Vacation Marketing*.

Zavattaro, S.M. (2016). Exploring managerial perceptions of place brand associations in the U.S. Deep South. *International Journal of Culture, Tourism, and Hospitality Research*, 10(1), 53-69.

Zavattaro, S.M. & Adams, F.G. (2016). Bridging the gap: An exploration of how DMO managers use education to overcome challenges. *Urban Studies*, 53(4), 669-688.

Zavattaro, S.M. (2015). Place brand identity: An exploratory analysis of three Deep South states. *International Journal of Organization Theory and Behavior*, 18(4), 405-431.

Daspit, J.J., Mims, T.C., & **Zavattaro, S.M.** (2015). The Role of positive psychological states in online learning: Integrating psychological capital into the community of inquiry framework. *Journal of Management Education*, 39(5), 626-649.

Zavattaro, S.M., French, P.E. & Mohanty, S. (2015). A sentiment analysis of U.S. local government tweets: The Connection between tone and citizen involvement. *Government Information Quarterly*, 32(3), 333-341.

- Zavattaro, S.M.,** Daspit, J.J. & Adams, F.A. (2015). Assessing managerial methods for measuring place brand equity: A qualitative investigation. *Tourism Management*, 47, 11-21.
- Zavattaro, S.M.** (2014). Organizational implosion: A case study of Detroit, Michigan. *Administration & Society*, 46(9), 1071-1091.
- Zavattaro, S.M.** (2014). Re-imagining the sustainability narrative in U.S. cities. *Journal of Place Management and Development*, 7(3), 189-205.
- Daspit, J.J. & **Zavattaro, S.M.** (2014). Integrating innovation and absorptive capacity into the place branding process: A capability-based perspective. *Journal of Place Management and Development*, 7(3), 206-224.
- Zavattaro, S.M.** (2014). Athletic identity – Or an autoethnography of almost losing a leg. *Qualitative Research Journal*, 14(3), 272-288.
- Zavattaro, S.M.** & Sementelli, A.J. (2014). A critical examination of social media adoption in government: Introducing Omnipresence. *Government Information Quarterly*, 31(2), 257-264.
- Zavattaro, S.M.** (2014). Critical imagination: Expanding consensual decision-making processes in public administration. *Administrative Theory & Praxis*, 36(1), 7-24
- Zavattaro, S.M.** & Garrett, T.M. (2013). “Reinventing” higher education: Symbolism, sloganeering and subjectivity in the Lone Star State. *Public Voices*, 13(1), 100-119.
- Zavattaro, S.M.** (2013). Expanding Goffman’s theatre metaphor to an identity-based view of place branding. *Administrative Theory & Praxis*, 35(4), 511-529.
- Daspit, J.J. & **Zavattaro, S.M.** (2013). Introducing the Institutional (D)Evolution Framework to examine policies and practices regarding sexual orientation. *Administrative Theory & Praxis*, 35(3), 441-447.
- Zavattaro, S.M.** (2013). Social media in public administration’s future: A response to Farazmand. *Administration & Society*, 45(2), 241-254.
- Zavattaro, S.M.** (2013). Exploring how U.S. cities use budget documents as marketing and public relations tools. *Place Branding and Public Diplomacy*, 9(1), 31-47.
- Zavattaro, S.M.** (2013). Management movements and phases of the image: Potential for closing the loop. *Administration & Society*, 45(1), 97-118.
- Zavattaro, S.M.** (2012). Place marketing and phases of the image: A conceptual framework. *Journal of Place Management and Development*, 5(3), 212-222.

Bryer, T.A. & **Zavattaro, S.M.** (2011). Social media and public administration: Theoretical dimensions and introduction to symposium. *Administrative Theory & Praxis*, 33(3), 325-340. (Authors listed in alphabetical order.)

Zavattaro, S.M. (2011). A critical theoretical exploration of municipal budgets as marketing tools. *Business Research Yearbook*, 18(1), 36-41.

Zavattaro, S.M. (2011). An autoethnographic tale of image-generation tactics on employees. *Employee Responsibilities and Rights Journal*, 23(1), 1-16.

Zavattaro, S.M. (2010). Brand Obama: The implications of a branded president. *Administrative Theory & Praxis*, 32(1), 123-128.

Zavattaro, S.M. (2010.) Municipalities as public relations and marketing firms. *Administrative Theory & Praxis*, 32(2), 191-211.

Book Reviews and Book Chapters

Zavattaro, S.M. (2014). Using legitimacy as an organizing lens for public administration. *Public Administration Review*, 74(4), 535-539.

Zavattaro, S.M. (2012). Records management, privacy and social media: An overview. In *Citizen 2.0: Public and Governmental Interaction Through Web 2.0 Technologies*. (K. Kloby & M. D'Agostino, Eds). IGI Global.

Professional Appointments

Managing Editor, *Administrative Theory & Praxis* (2013 to present)
Social media coordinator, *Public Personnel Management* (2013 to present)

Selected International, National, and Regional Conference Presentations

Public Administration Theory Network, San Antonio, TX. Paper Presentation: Public Administration in a Reputation Management Era, May 2016

University of Central Florida Public Administration Research Conference, Orlando, FL
Paper Presentation: Diffusion of Social Media Technologies for State Lotteries, April 2016

American Association of Public Administration, Seattle, WA. Panel Moderator: Big Questions About Social Media, March 2016

International Crisis and Risk Communication Conference, Orlando, FL. Paper presentation: Public Administration in the Reputation Management Era, March 2016

University of Central Florida Winter Teaching Conference, Orlando, FL. Presentation: Developing Service Learning in a Communications Course, December 2016

National Association of Schools of Public Affairs and Administration, Brooklyn, NY. Presentation: Stakeholder Engagement Through a University Center, October 2015

Public Management Research Conference, Minneapolis, MN. Paper presentation: An Exploratory Analysis of Developing Place Brand Identities in the U.S. Deep South, June 2015

Public Administration Theory Network, Vancouver, BC. Paper presentation: Visual rhetoric: Recuperating (city) branding for public administration, May 2015 (with Dr. Melanie Loehwing)

Fifth International Destination Branding and Marketing Conference. Paper presentation: Brand Associations in the U.S. Deep South: Balancing a “Feast for the Senses” with being “Rural, Uneducated, and Culturally Barren”, December 2015

Midwest Political Science Association, Chicago, IL. Paper Presentation – Understanding the Role of an Innovation Capability in Place Branding: An Exploratory Analysis (with Dr. Joshua J. Daspit), March 2014

American Society for Public Administration Conference, Washington, DC. Paper Presentation: Introducing the Institutional (D)Evolution Framework to Examine Policies and Practices Regarding Sexual Orientation (with Dr. Joshua J. Daspit), March 2014

Public Administration Theory Network Conference (Planning committee member), San Francisco, CA. Paper presentation – In defense of bullshit: Administrative utility of the philosophically ephemeral, May 2013

American Society for Public Administration Conference, New Orleans, LA. Discussion circle presentation – Organizational Implosion: The Case of Detroit, March 2013

Public Administration Theory Network Conference (Site and planning committees member). Paper presentation (with Arthur J. Sementelli): Borders of the individual: Communication, identity and public administration, May 2012

Honors and Awards

Selected participant, University of Central Florida COHPA Faculty Research Fellow (January 2016 to September 2016)

Recipient, University of Central Florida Student Support Grant, October 2015, Funded for \$2,500

Recipient, *Journal of Place Management and Development* Outstanding Paper award (For Re-imagining the sustainability narrative in U.S. cities), May 2015

Honoree, Mississippi State University College of Arts & Sciences Researcher of the Month (March 2014)

Recipient, National Institute for Staff and Organizational Development (NISOD) Excellence Award recipient (December 2011)

Nominee, FAU School of Public Administration NASPAA Best Dissertation Award, (April 2010)

Recipient, John Miklos Scholarship from FAU School of Public Administration (April 2010)

Recipient, Graduate Student of the Year, FAU College of Architecture, Urban and Public Affairs (April 2010)

Recipient, FAU Graduate Student Association Smartest Owl Award recipient (November 2009)

Grants (Funded and Applied)

Applicant, UCF Study Abroad Grant (Unfunded)

Co-Principal Investigator (with Dr. Thomas Bryer and Dr. Lori Brainard), Corporation for National and Community Service, "Using social media behaviors to predict individual civic engagement" (Unfunded)

Co-Principal Investigator, Southern Risk Management Education Center outreach grant, "Improving Agritourism Branding and Marketing in Mississippi" (Funded for \$49,144; **Note:** The funding agency designates money to states rather than individuals, so changing positions effective August 2015 meant I could no longer be involved with the project.)

Recipient, Hunter Family Research Foundation Grant (Mississippi State University, April 2014), Funded for \$5,000

Recipient, National Endowment for the Humanities (**NEH**) Summer Institute Stipend - \$3,900; attended Meanings of Property Institute

Recipient, Mississippi Tourism Association research gift, 2014, Funded for \$1,000

Recipient, Mississippi State University Cross-College Grant, 2014, Funded for \$2,000

Recipient, Mississippi State University Cross-College Grant, 2013, Funded for \$2,000

Recipient, Mississippi State University Stennis Institute of Government, 2013, Funded for \$2,500

Invited Presentations/ Consulting

Invited guest speaker (via Skype), Dr. Alicia Schatteman's (Northern Illinois University) Strategic Communications class (July 2016)

Invited guest speaker (via Skype), Dr. Jolita Sinkiene's (Kaunas University of Technology, Lithuania) Place Branding and Marketing class (March 2016)

Invited Guest Speaker (via Skype), Dr. Raul Pacheco-Vega's (CIDE Mexico City, Mexico) State and Local Government class (October 2015)

City of Laurel, MS – Place Branding in Rural Mississippi presentation (August 2014)

Keynote speaker, Mississippi Tourism Association regional meeting, Greenwood, MS (August 2013)

Place branding consultant, City of Brandon, MS – Worked with three MPPA students to develop a place branding campaign for Brandon (August 2013 to December 2013)

Professional Development Activities

Graduate, University of Central Florida IDL (online pedagogy course), (May 2016)

Cohort member, UCF Faculty Center for Teaching and Learning Course Innovation Cohort, Spring 2016

Attendee, UCF Faculty Center for Teaching and Learning Winter Faculty Development Conference, December 2015

Professional Affiliations

Member, Public Administration Theory Network
Member, American Society for Public Administration
Member, Pi Alpha Alpha Honor Society

Peer Reviewer Assignments

Journal of Public Administration Research and Theory
Public Administration Review
Government Information Quarterly
International Journal of Organization Theory & Behavior
Administrative Theory & Praxis
Journal of Social Marketing

The Leadership Quarterly
Politics & Internet
Public Administration Quarterly
Journal of Place Management & Development
Society for Human Resources Management (Grant reviewer)

Courses Taught

Theories of Public Administration (Ph.D.)
Public Sector Communication (MPA)
Principles of Public Administration (MPA)
Nonprofit Organizations (MNM)
Public Personnel Administration (Undergraduate and master's)
Foundations of Public Service (Undergraduate)
American Government and Policy (Undergraduate)
Ethics and Public Service (Undergraduate)
Research Methods (Undergraduate)

University Service

University of Central Florida

UCF School of Public Administration, Annual Conference co-chair, Public Administration Research Conference
Selected, UCF Center for Success of Women Faculty Fellow
UCF SPA faculty search committee member
UCF Center for Public and Nonprofit Management Oversight Committee
Presenter, UCF COHPA research series, Using Social Media to Engage Scholarly Audiences

Mississippi State University (Selected)

Co-founder, Mississippi State University Junior Faculty Group
Member, MSU's President's Commission on the Status of Women
Departmental search committees

University of Texas at Brownsville (Selected)

University of Texas at Brownsville (UTB) Graduate Curriculum Committee member and chair* (*2011-2012)
UTB Faculty Search Committee member and chair*
UTB New Faculty Orientation Committee member
UTB College of Liberal Arts Strategic Planning Committee

Student Mentoring and Community Engagement

UCF Dissertation committee member, Sarah Stoeckel
UCF Dissertation committee member, Wanzhu Shi
MPPM Capstone advisor, MSU