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## **Professional Experience**

### **July 1998 – Present**

Professor, Hospitality and Tourism Management, Virginia Polytechnic Institute and State University, Northern Virginia Center, Falls Church, Virginia. **Since March 2016:** Director, Hospitality and Tourism Management Master's program in the National Capital Region (Washington DC Metro Area). **Responsibilities:** Administration, program development, recruitment, advising, teaching, research and outreach.

[Professor, Health Sciences, Virginia Tech – January 2013 to December 2016].

[Brahim's Endowed Chair Professor, Universiti Putra Malaysia – Aug 2010 to Aug 2011].

### **September 1991 - July 1998**

Professor and Head (September 1992-July 1998); Professor and Associate Department Head (September 1991- July, 1992), Department of Hospitality and Tourism Management, Virginia Polytechnic Institute and State University, Blacksburg, Virginia. (July 1992 - September 1992 Professor and Interim Department Head).

**Responsibilities:** Administration, teaching, research and extension responsibilities within the department.

### **July, 1987 - September, 1991**

Professor and Assistant Head, Department of Hotel, Restaurant and Institutional Management, Virginia Polytechnic Institute and State University, Blacksburg, Virginia 24061.

**Responsibilities:** Administration, teaching, and research responsibilities within the department.

### **August, 1978 -July, 1987**

Associate Professor in Food Service Management (August 1984 July 1987), Department of Foods and Nutrition and Division of Nutritional Sciences, University of Illinois at Urbana- Champaign, Urbana, Illinois. Program Director for Restaurant Management curriculum. Assistant Professor in Food Service Management (August 1978 – July 1984).

**Responsibilities:** Teaching foodservice systems courses at the undergraduate and graduate level. Research and graduate program development in quantity foods and foodservice systems. Advising undergraduate Restaurant Management students and graduate students interested in hospitality management area.

### **June, 1975 - August, 1978**

Assistant Professor and Coordinator, Foods, Nutrition, and Dietetics, Department of Home Economics, Albright College, Reading, PA.; Instructor (1975-1977). **Responsibilities:** Teaching Foods, Nutrition and Dietetics courses; advisor for ADA dietetics program; curriculum planning and development.

**June, 1977 - August, 1978**

Adjunct Faculty Member in Nutrition, Pennsylvania State University, Berks Campus, Reading, PA.

**Responsibilities:** Teaching nutrition to Health-related majors, and Hospitality and Law Enforcement personnel.

**Courses Taught**

***At Virginia Tech:***

**M.B.A., Executive MBA, M.S., & Ph.D. courses:** Marketing Policy and Strategy; International Marketing Strategy; International Services Management; Franchising in Hospitality Management; Contemporary Problems in the Hospitality Industry; Marketing, Management, & Public Purpose; Business Negotiations: Strategies, Tactics, and Skills; Managing Marketing Functions; Research Methods for Hospitality Applications; Graduate Seminar; Concept of Service in the Hospitality Service Industries; Study Abroad; Field Study in Hospitality & Tourism Management; Advanced Studies in Hospitality & Tourism; and Independent Studies, Thesis and Dissertation courses.

**B.S. courses:** Hospitality Franchising (undergraduate courses); Franchising in Hospitality Management; How fast are fast foods? (University Honor's Course); Field Studies in Hospitality and Tourism Management; and Purchasing, Production, and Management.

***At University of Illinois, Urbana-Champaign:***

**B.S., M.S., & Ph.D. courses:** Current Topics in Foodservice Systems Research (graduate course); Quantity Food Production; Advanced Quantity Food Production and Management; Advanced Studies in Foods and Nutrition; Institution and Restaurant Management: Organization and Administration; Quantity Food Production and Service; and Advanced Laboratory Research.

***At Albright College and Penn State:***

**B.S. and C.E. courses:** Senior Seminar in Home Economics; Foodservice Management; Nutrition and Disease; Foundations of Food Patterns; Food Toxicology; Advanced Nutrition; Advanced Foods; Principles of Human Nutrition; Principles of Foods; and Food Laboratory.

**Education**

**Academic**

- Ph.D.** Louisiana State University, 1975
- M.S.** Louisiana State University, 1972
- M.Sc.** A.P. Agricultural University, 1971 [ABD]
- B.S.** A.P. Agricultural University, 1969
- B.S.** Osmania University, 1966

**Continuing Education and Learning Experiences:**

Completed several additional courses in Business Administration, Management and Finance, required for graduate studies in Business Administration.

R.D. (Registered Dietitian), American Dietetic Association.

FMP (Foodservice Management Professional) National Restaurant Association, 1991.

Completed Applied Foodservice Sanitation course for foodservice managers sponsored by the National Institute for the Foodservice Industry.

Certified Instructor for the Foodservice Sanitation course.

## **Awards, Honors, and Recognition**

- Honorary Citizenship of the Capital City, Baton Rouge, and key to the city was awarded by the Mayor-President of Baton Rouge, LA.
- Fellow, Academy of Nutrition and Dietetics.
- Brahim's Endowed Chair professorship awarded by the University Putra Malaysia - 2010-2011.
- Honorary Faculty Member - Yerevan State Armenian-Greek College; Republic of Armenia.
- Fulbright-Nehru Award - Selected for Fulbright Award for teaching - 2009-2010.
- Fulbright Senior Specialist - Listed in the Roster by J. William Fulbright Foreign Scholarship Board (FSB), the Bureau of Education and Cultural Affairs (ECA) of the Department of State, and the Council for International Exchange of Scholars (CIES).
- Stevenson W. Fletcher Achievement Award presented by the Council on Hotel, Restaurant, and Institutional Education (CHRIE), in recognition of a Outstanding Achievement in contributing Innovative ideas, methods or programs that have advanced teaching, learning or practice in the field of hospitality and tourism education.
- John Wiley & Sons Research Award presented by the Council on Hotel, Restaurant, and Institutional Education (CHRIE), in recognition of a lifetime contribution to Outstanding Scholarship and Research in Hospitality and Tourism.
- Cesar Ritz Award for outstanding contribution to Hospitality Education. Donald K. Tressler Award for research and scholarship in Hospitality Education, 'Research Scholar of the Year.'
- Member, Board of Governors, Institute of Certified Franchise Executives, Educational Foundation, International Franchise Association.
- Outstanding Faculty in Doctoral Education, 2005, Pamplin College of Business, Virginia Tech.
- Fellow, International Academy of Hospitality Research.
- Listed as outstanding in the incomplete list of instructors ranked as excellent at the University of Illinois, Urbana-Champaign.
- Selected for listing under American Men and Women of Science; and Who's Who in Science. Merit Scholarship, academic and literary awards throughout college career.
- Awarded membership to Phi Kappa Phi, and Gamma Sigma Delta, Phi Tau Sigma and Phi Beta Delta Honor Societies.

## **Major Consulting Activities**

- Short term expert consultant, USAID, Pragma Corporation, EDMC, Armenia [2012-2013]
- Ad hoc consultant, USAID, Food Safety & Capacity Development Project, Cyprus [2009-2011]
- Ad hoc consultant, USAID, Training and Capacity Development Project, Armenia [2009-2010]
- Ad hoc consultant, University Putra Malaysia [2008-2011]
- Ad hoc program reviewer, Lebanese American University [2011]
- Ad hoc consultant to restaurants, hotels and foodservices industry on various aspects related to hospitality management. Clients include Holiday Inn; Choice Hotels; McDonald's; Hardees; Popeye's; Dairy Queen; Comfort Inn; Texas Steak House; Diet Carry Out; Marche'-Mövenpick Pacific Restaurants; and several private organizations.
- Expert witness for court cases involving restaurants and fast food chains.
- Advisory Board Member, Hotel Consult and Cesar Ritz Institutes of Hospitality Education, Switzerland, and International College of Hospitality Management, Connecticut.

- Member, International Scientific Committee, 'Progetto Franchising' sponsored by the Ministry of Labor, Italy.
- Member, Panel of Experts for validation of the curriculum in Hospitality Services, Chesterfield County Public Schools, Virginia.
- Consultant, Curriculum development in Hospitality, Roanoke County Public Schools System, Virginia.
- Advisory Board Member, Educational Testing Service (ETS), Princeton, NJ, for Food Production Certification examination.
- Advisory Board Member, Child Nutrition Programs, State Board of Education, Illinois.
- Advisory Board Member, Northern Virginia Community College.
- Panel Member, New Century Council projects, a visionary leadership task force for development of Western Virginia.
- Reviewer, Tenure and Promotion Papers of candidates from several national and international universities.

### **International Activities**

- Presented training sessions for the National Restaurant Association, met with the Dean and Directors of the Umm Al Qura University, **Saudi Arabia**, Dec 08-31, 2018.
- Presented a workshop on Destination Marketing to the Ministry of Tourism and Hospitality Managers, Cairo, **Egypt**, Dec 14-22, 2018.
- Meeting with Faculty, Umm Al Qura University School of Business, Makkah, **Saudi Arabia**, Sept 29-30, 2017.
- Invited meeting with President, Provost, & Dean of the Business School, Effat University, Jeddah, **Saudi Arabia**, Sept 28, 2017.
- Presentation, "Competitive and Combative Advertisements: A Case Study in Hospitality Business" at the Seventh Advances in Hospitality and Tourism Marketing and Management conference, Famagusta, **Cyprus**, July 10-15, 2017.
- Management Workshops to faculty and students at the Umm Al Qura University School of Business, Makkah, **Saudi Arabia**, May 25-26, 2016.
- Study Abroad course for MBA students. February 28 – March 10. **India** and Dubai, **UAE**.
- "International Franchising:" A module presented at the Burgundy School of Business, University of Bourgogne, **France**, April 12-17, 2015.
- "Restaurant Franchises and Globalization: A glimpse into the future." Presented at the EuroCHRIE Conference in **Dubai, UAE**, October 6-9, 2014.
- "Impact of Expansion of Restaurant Franchises among Economically Emerging Countries." Invited presentation at the 10<sup>th</sup> International Conference on Multinational Enterprises, **Taiwan**, April 21-25, 2014.
- "Tourism and Hospitality as Catalysts for Promoting World Peace." Invited presentation at the Conference of Tourism and Hospitality: the highway to sustainable regional development, June 28, 2013, Yerevan, **Armenia**.
- "Globalization and development of Restaurant Franchises in Emerging Markets." Invited Presentation at the 6<sup>th</sup> International Conference on Services Management, June 23<sup>rd</sup> to 25<sup>th</sup>, 2013 in **Cyprus**.
- Served as short term expert for USAID project sponsored by Pragma Corporation for conducting a training program for strategic business/marketing plan for tour operators in **Armenia**, Feb, 2013.
- Served as short term expert for USAID project sponsored by Pragma Corporation for curriculum development and evaluation of three universities in **Armenia**, Oct-Nov, 2012.
- Invited as a keynote speaker at an international conference, "Universal Values and Cultural Diversity in the 21<sup>st</sup> Century: How Can Tourism Make a Difference?" organized jointly by the

United Nations World Tourism Organization and the government of **Armenia**, October 18<sup>th</sup>, 2012 presided by Mr. Taleb Rifae, Secretary General of UNWTO.

- Invited for consulting and Keynote presentation by EDGE program implemented by Deloitte Consulting, funded by USAID, in **Cyprus**, Nov 25 - Dec 10, 2011.
- Keynote speaker and session chair, 5<sup>th</sup> International Conference on Services Management, New Delhi, **India**, May 19-21, 2011.
- Invited as an external assessor for programs offered in the College of Business at the Lebanese American University (LAU), Beirut, **Lebanon**, and February 2011.
- Organized and offered a Study Abroad program for MBA students to **India** and **Dubai** (UAE), Dec 2010 to Jan 2011.
- Training program **USAID** Capacity Development for Service Industry Managers, **Armenia**, October, 2010.
- Training modules for management at the University Putra Malaysia, Kuala Lumpur, **Malaysia**, June/October 2010.
- Working on **USAID** project [Capacity Development] to develop food safety standards and training programs for restaurant industry in **Cyprus**, Aug, 2009 - October 2010.
- Invited to present keynote address at the 11<sup>th</sup> ASEAN Food Conference in **Brunei Darussalam**, Oct 21-23; 2009.
- Working on **USAID** [Capacity Development] project to evaluate food safety curriculum and courses; develop and conduct certification program for restaurants, **Armenia**, Jan; April-May, 2009.
- Invited by Marche' restaurant group for advice on their new concept development at Vivo City, **Singapore**, Oct 30<sup>th</sup>-31<sup>st</sup>, 2008.
- Invited to present two lead papers at the International Conference "Investing in Food Quality, Safety and Nutrition: Lessons learned from current food crisis," sponsored by Southeast Asia Food and Agricultural Science & Technology Center and USDA, Jakarta, **Indonesia**, Oct 27<sup>th</sup>- 28<sup>th</sup>, 2008.
- Invited to address faculty and students at the Indian Business Academy in Noida, **India**, on September 19<sup>th</sup> 2008.
- Invited as a guest speaker at the National Institute of Fashion Technology, Cyberabad, **India**, on September 17<sup>th</sup>, 2008.
- Presented an address on "Hospitality and Tourism Industry" at the State Federation of Andhra Pradesh Chambers of Commerce & Industry, Hyderabad, **India**, on September 17<sup>th</sup>, 2008.
- Presented a seminar "The impact of McDonald's Restaurant Franchises on Global Business Environment" at the Indian School of Business, Gachi Bowli, **India**, on September 17<sup>th</sup>, 2008.
- Co-chaired "International Conference on Global Competition & Brand Promotion" organized by the Institute of Public Enterprise, Hyderabad, **India**, on September 15 & 16, 2008.
- Presented a workshop "Marketing and Brand Promotion under Global Competition" organized by the Institute of Public Enterprise on Osmania University campus, September 14<sup>th</sup>, 2008, in Hyderabad, **India**.
- "Marketing in South Asia: A global perspective," Study Abroad course offered to MBA students integrated with a visit to several businesses and cities in **India**, December 28, 2007 to January 12, 2008.
- Invited to present a Key note speech entitled, "the Food Service Industry: Merging Arts & Sciences" at the 10<sup>th</sup> ASEAN Food Conference in Kuala Lumpur, **Malaysia**, August 21-23, 2007.
- Presented an invited paper entitled, "Emerging Issues in Food Service" at the 10<sup>th</sup> ASEAN Food Conference in Kuala Lumpur, **Malaysia**, August 21-23, 2007.
- Presented an invited presentation entitled, "The Future of Food Service Industry: The Challenges to Academic Institutions" to faculty and students at the Universiti Putra Malaysia, Kuala Lumpur, **Malaysia**, August 24, 2007.
- Presented an invited seminar on Concept Development in Franchising at the Indian School of Business, Hyderabad, **India**, June 14, 2007.

- Presented an invited seminar on Hospitality Industry and Careers at the National Institute of Tourism & Hospitality Management, Hyderabad, **India**, June 14, 2007.
- Presented an invited seminar on Corporate Ethics at the Institute of Public Enterprise, Osmania University, Hyderabad, **India**, June 13, 2007.
- Presented two papers and chaired session at the Second International Conference on Services Management, New Delhi, **India**, June 1-2; 2007.
- Invited by Kolej Universiti Teknologi & Pengurusan Malaysia [KUTPM] as external assessor of their foodservice management program, Kuala Lumpur, **Malaysia**, September 30- October 08, 2006.
- Invited by the Hacettepe University, Ankara to give a presentation at the Fifth International Nutrition and Dietetics Congress, Ankara, **Turkey**, April 12-15, 2006.
- Invited by the Chinese Cultural University to present paper at the Eighth International Conference on Multinational Enterprise, Taipei, **Taiwan**, March 13-18, 2006.
- Invited as a speaker at the International Summit on Service Excellence, New Delhi, **India**, January 20<sup>th</sup>, 2006.
- Presented a module for MBA students at the SP Jain Center of Management, **Dubai**, on Hospitality Sales and Marketing, January 7-17, 2006.
- Presented a paper at the First International Conference on Services Management in New Delhi, **India**, March 11-12, 2005.
- Presented a module on concept development for hospitality business for executives sponsored by Lausanne Hospitality Consulting, Ecole Hoteliere de Lausanne, Lausanne, **Switzerland**, June/July 2004.
- Invited as an external examiner and assessor for the program in hospitality and foodservice management at Universiti Putra Malaysia, Kuala Lumpur, **Malaysia**, March 12-24, 2003.
- Presented a paper and attend collaboration meetings at Pan-Pacific Business Association's Pan-Pacific Conference in Bangkok, **Thailand**, May 29-31, 2002.
- Franchise system reviewer for Mövenpick Franchising Asia Pacific [restaurants in Singapore, Hong Kong, and Korea] in **Singapore**, December 2001 to February 2002.
- Offered modules on "Creating and Developing a Restaurant Concept," "Crisis Management in Hospitality," at the Ecole Hoteliere de Lausanne, Lausanne, **Switzerland**, [Every six months for the past six years]
- Designed and offered training program for Managers of a quick service restaurant chain in Jeddah, **Saudi Arabia**, August 1999.
- Invited Speaker, Malaysian Franchise Association for a presentation on "International Franchising" in Kuala Lumpur, **Malaysia**, January 1999.
- Guest Speaker at Perbadanan Nasional Berhad (PNS), gave a presentation on "Concept Development in Franchising" in Kuala Lumpur, **Malaysia**, January 1999.
- Guest Speaker at Universiti Putra Malaysia [UPM], gave a presentation on "Hospitality Education in the U.S., Kuala Lumpur, **Malaysia**, January 1999.
- Invited as a key-note speaker at the Third Symposium on Food and Beverage Management organized by the Foundation of Chinese Dietary Culture, Taipei, **Taiwan**, May 1998.
- Invited as a guest presenter at Kaohsiung Hospitality College in Kaohsiung, **R.O.C. Taiwan**, May 1998.
- Invited by the Korean Hospitality Institute to present a workshop on "Marketing Strategies in Hospitality & Tourism Operations, Seoul, **Korea**, November 1997.
- Invited by CCA to present a workshop on "Franchising in Hospitality" in Manila, **Philippine**, July 1997.
- Invited to attend the tenth annual commencement, Cesar Ritz Institute of Hospitality Education, Le Bouveret, **Switzerland**, October 1996.
- Chaired special session for Hospitality Management at The Pan-Pacific Business Association Conference XUI in Chiba, **Japan**, May/June 1996.

- Visited Nanyang Technological University in **Singapore**, June 1996 to develop cooperative educational ventures.
- Invited to visit Hospitality Institute in Langkawi, **Malaysia**, June 1996 to help in developing hospitality curriculum and for faculty and student exchanges.
- Fellowship Advisor, for two visiting scholars from **Egypt** sponsored by the Embassy of Egypt working on Hotel and Restaurant projects, 1996.
- Invited as a Keynote Speaker at the Third Middle East International Convention on Franchising, Dubai, **United Arab Emirates**, November 1995.
- Invited by the Chinese Cultural University to present paper at the Sixth International Conference on Multinational Enterprise, Taipei, **Taiwan**, November, 1995.
- Invited to visit Kao-shing Hospitality Institute in Kao-shing, **Taiwan**, November 1995 to develop possible linkages.
- Chaired two special sessions at the Pan-Pacific Business Association Conference XII in Dunedin and Queenstown, **New Zealand**, May/June 1995.
- Invited to visit Ho-Chi-Minh City, University Campus. Delivered seminar in Ho-Chi-Minh City in **Vietnam**, November 1994.
- Visited Hospitality & Tourism Institutes in Chang Mai, **Thailand**; Kuala Lumpur, **Malaysia**; and Tokyo, **Japan**, June/July 1994.
- Invited as a Keynote Speaker and to present a paper at the International Conference on Franchising in Rome, **Italy**, June 1994.
- Invited to attend International Scientific Committee meeting, 'Progetto Franchising' sponsored by the Ministry of Labor, Rome, **Italy**, June 1994.
- Invited to attend commencement ceremonies of the International College of Hospitality Administration, Brig, **Switzerland**, May 1993.
- Visited 'Centro Itahano Di Studi Superioiri Sul Turismo E Sulla Pro-Tnozione Turistica' in Assisi, **Italy**, May, 1993 to develop educational linkages and to present lectures.
- Invited to present a paper at the Fifth International Conference on Multinational Enterprise, Taipei, **Taiwan**, May 1992.
- Invited as a member of accreditation panel for reviewing new Doctoral program in Business Administration (Hospitality) at Victoria University, Melbourne, **Australia**, November 1991.
- Fellowship Advisor, Training Program for a visiting scholar from China Tourism Management Institute, Tiano, **China**, sponsored by the International Labor Office of the United Nations Organization, 1991-1992.
- Presented a short course (one week) on 'Hotel Food and Beverage Operations' sponsored by Chinese Tourism Association and Lai Lai Sheration Hotel, in Taipei, **Taiwan**, June 1991.
- Visited Hotel, Restaurant and Institutional Management related departments at Chinese Culture University and Fu-jeu Catholic University. Also invited to visit Tourism Bureau, Ministry of Communications, Republic of China, Taipei, **Taiwan**, June 1991.
- Visited Oberoi School of Hotel Management, New Delhi, **India**, June 1991.
- Invited to visit International Hotel and Tourism Industry Management School in Bangkok, **Thailand**, June 1991.
- Presented a four-day seminar on 'Hotel Food and Beverage' operation organized by Shanghai Municipal Tourism Administration, Shanghai, **China**, June 1991.
- Visited Shanghai Institute of Tourism and other hotels and hotel schools in Shanghai, **China**, June 1991.
- Presented seminars on 'Food and Beverage Operations' and 'Foodservice Industry in the United States' organized by Beijing International Hotel, Beijing, **China**, June 1991.
- Presented a paper and participated in the VII Pan Pacific Conference, Seoul, **Korea**, May 31 June 2, 1990.
- Keynote Speaker, International Tourism Division, Ministry of Transportation, Republic of Korea, Seoul, **Korea**, June, 1990.

- Invited Guest Speaker, International College of Hotel Administration, Kyu-ng Hee University, Seoul, **Korea**, June, 1990.
- Invited Guest Speaker, School of Hotel and Catering Management, Institut Teknologi MARA, **Malaysia**, June, 1990. Helped in developing programs in Hospitality.
- Visiting Professor, Cesar Ritz Hotel School, **Switzerland**, Spring, 1990.
- Presented a paper and participated in the 3rd International Conference of Systems Science in Health and Social Services for the Elderly and the Disabled, Bologna, **Italy**, April, 1990.
- Scientific Committee Member, Catering Congress 2000, Huddersfield, **United Kingdom**.
- Chief technical consultant and advisor, Dewana Food Industries, Kuala Lumpur, **Malaysia**.
- Presented a paper and participated in the XIV International Congress of Gerontology - "The Old in a New World"- Acapulco, **Mexico**, 1989.
- Scientific Committee member, Fourth International Catering Congress, Herning, **Denmark**, 1989.
- Presented a seminar and symposium at the Third International Conference on Catering Technology and Catering Systems in Harrogate, **United Kingdom**, September, 1984.
- Visited Cairo, **Egypt**, to develop contacts leading to international programs in collaboration with the University of Illinois, 1980.

### **Membership (past/present) in Scientific and Professional Societies**

Board of Trustees, International College of Hospitality Management, Cesar Ritz.  
 Board of Governors, Educational Foundation, International Franchise Association.  
 Board of Directors, Virginia Hospitality and Tourism Association  
 Board of Trustees, Hospitality Sales and Marketing Association International  
 Asian American Hotel Owners Association  
 Advisory Board, Northern Virginia Community College  
 Capital Area Franchise Association  
 Restaurant Association Metropolitan Washington  
 International Franchise Association  
 Academy of Nutrition and Dietetics  
 National Association of College and University Foodservice  
 Society for the Advancement of Food Service Research  
 American Institute of Nutrition  
 Institute of Food Technologists  
 The Academy of Management  
 Council on Hotel, Restaurant and Institutional Education  
 Metro Chapter of the Council on Hotel, Restaurant and Institutional Education  
 National Restaurant Association  
 Virginia Hospitality and Tourism Association  
 Virginia Dietetic Association  
 Society of Franchising  
 Sustainable Hospitality Council

### **Editorial Responsibilities and Reviews (Past/Present)**

Associate Editor, Journal of Hospitality and Tourism Research  
 Associate Editor, Cornell Hospitality Quarterly  
 Senior Acquisition Editor, Apple Academic Publications  
 Chief Editor, Advances in Hospitality and Tourism Management  
 Founder Editor, Journal of International Hospitality, Leisure and Tourism Management  
 Chief-Editor, Encyclopedia of Hospitality and Tourism



Founder Editor, Journal of College and University Foodservice  
Founder Editor, Journal of Nutrition in Recipe and Menu Development  
Editorial Board Member, Cornell Hospitality Quarterly  
Editorial Advisory Board Member, Journal of Marketing Trends  
Editorial Board Member, Journal of Hospitality and Tourism Research  
Editorial Board Member, Hygiene and Nutrition in Foodservice and Catering: An International Journal  
Editorial Board Member, Indian Journal of International Tourism & Hospitality Research  
Editorial Board Member, Journal of Services Research  
Editorial Advisory Board Member, Emerald Emerging Markets Case Studies  
Books, Proposals, and Manuscript Reviews for several governments, academic, and publishing corporations

#### **M. S. Theses and Ph.D. Dissertations Directed**

1. Exploratory study of the impact of Information and Communication Technology (ICT)-based features in conference center selection/recommendation by meeting planners, Seungwon "Shawn" Lee, **Ph.D.** dissertation, May 2009.
2. User Acceptance of the Internet in Restaurant Franchise Systems: An Empirical Study, by Kunsoo Park, **Ph.D.** dissertation, December 2006.
3. Exploring the Impacts of Service Guarantee Strategy in the Casual Restaurant Sector, by Kyuho Lee, **Ph.D.** dissertation, December 2006.
4. A Causal Model of Linkages between Environment and Organizational Structure, and Its Performance Implications in International Service Distribution: An Empirical Study of Restaurant and Hotel Industry, by Seehyung Kim, **Ph.D.** dissertation, May 2005.
5. An Empirical Investigation of Corporate Entrepreneurship Intensity within the Casual Dining Restaurant Segment, by Michael Brizek, **Ph.D.** dissertation, May 2003.
6. An Exploratory Model of the Relationship among the External Environment, Entrepreneurial Strategy, Mechanistic-organic Structure, and Financial Performance of Restaurant Franchisors from the Perspective of Franchisees, by Hoon-Ku Sul, **Ph.D.** dissertation, January 2002.
7. Identification of Site Selection Factors in the U.S. Franchise Restaurant Industry: An Exploratory Study, by Kunsoo Park, **M.S.** thesis, January 2002.
8. Co-Branding as a Market-Driven Strategic Financial Investment Option in the Hospitality Industry, by Sung-Pil Hahm, **Ph.D.** dissertation, May 2001.
9. An Investigation of Factors affecting the Quality of the Relationship between Franchisee and Franchisor and its Impact on Franchisee's Performance, Satisfaction, and Commitment: A Study of the Restaurant Franchise System, by Soo Bum Lee, **Ph.D.** dissertation, April, 1999.
10. An Exploratory Model of the Relationships between Empowerment, Job Involvement, job Satisfaction, Organizational Commitment, and Customer Orientation in the Hospitality Industry, by Jaekyoon Jun, **Ph.D.** dissertation, December, 1998.
11. The Impact of the Iowa Franchise Law on Restaurant Franchisor Expansion Strategy: An Exploratory Study, by Angela L. M. Hurst, **M.S.** thesis, May, 1997.
12. The Effect of Teaching Method on Student's Knowledge of Quantity Food Production and Service, Course Evaluations, and Propensity for Participative Management, by Elizabeth Lieux, **Ph.D.** dissertation, December, 1996.
13. An Exploratory Study of the European Hospitality and Tourism Education, by Sandro Formica, **M.S.** thesis, May 1996.
14. An Empirical Study of the Relationship between Restaurant Image and Customer Loyalty by Heung Chul Oh, **Ph.D.** dissertation, July 1995.
15. Service Orientation Discrepancy between Managers and Employees and its Impact on the Affective Reactions of Employees: A Case Study of Casual Restaurant Segment, by Suk-Bin Cha. **Ph.D.** dissertation, July 1995.

16. Internal Environment, Organization Form, and their impact on Financial Performance of Hotel Chains, by Yang Hwae Huo. **Ph.D.** dissertation, December 1994.
17. International Business Expansion through Franchising: The Case of Fast Food Industry, by Muhammad A. Sadi, **Ph.D.** dissertation, June 1994.
18. Consumer Satisfaction and Dissatisfaction of Upscale Restaurant Dining: A Two Dimensional Approach, by Lou-Hon Sun, **Ph.D.** dissertation, May 1994.
19. Identification of Environmental Factors that Influence the Choice of Franchising Methods of U. S. Restaurant Companies in Pan Pacific Region, by Vipapom Bosereewong, **Ph.D.** dissertation, February 1994.
20. Exploratory Investigation of Organization Power and its Impact on Strategy Implementation and Firm Performance: A Study of the Hospitality Franchise Systems, by Haragopal Parsa, **Ph.D.** dissertation, January 1994.
21. Consumer Involvement in Ethnic Restaurants: A Measure of Satisfaction/Dissatisfaction, by Said M. Ladki, **Ph.D.** dissertation, December 1993.
22. Decision Making Strategy in the Selection of Cook-Chill Production in Hospital Foodservices, by Claudia Green, **Ph.D.** dissertation, December 1992.
23. An Exploratory Study of Franchisee Turnover and its Relationship with Franchisee Satisfaction, by Esther Chiu, **M.S.** thesis, May, 1992.
24. An Exploratory Analysis of the Restaurant Dining Patterns of Older Adults, by Kathy Logsdon, **M. S.** thesis, December, 1991.
25. The Effects of Infrared and Convective Heat Processing on Sensory Quality, Thiamin Retention, Evaporation Losses, and Moisture Content of Fresh and Frozen Prepared Pizza, by Vida Revilla, **M.S.** thesis, December, 1989.
26. Studies on the Production, Chemical Composition and Nutritional Value of the Mushroom, by Abdalla El-Bahrawy, **Ph.D.** thesis, September, 1989.
27. Consumer Knowledge and Response to Foodservice Entree Items which are Marketed as Lower in Sodium, Fat, Cholesterol and Calories, by Barbara Almanza, **Ph.D.** thesis, January, 1989.
28. Comparative Study of Snacking Habits and Nutrient Intake between American and British College Students, by S.C. Hou, **M.S.** thesis, May, 1988.
29. An exploratory Study Investigating the Pricing Structure of Services in the Context of the Dietetic Profession, by Sherry Haskins, **M.S.** thesis, December, 1988.
30. Foodservice Factors Affecting Patient Satisfaction in a Hospital Feeding System, by Jeanne Mulroy, **M.S.** thesis, August, 1987.
31. Impact of Infrared Broiling on the Thiamin and Riboflavin Content and Sensory Quality of Salmon Steaks, by Yukiko Takahashi, **M.S.** thesis, August, 1985.
32. Snacking and Its Contribution to the Food and Nutrient Intake of College Students, by Joan LeSueur, **M.S.** thesis, August, 1985.
33. Restaurant Dining and Nutritional Intake among Elderly Chicago Residents, by Ann Nanns, **M.S.** thesis, August, 1985.
34. Effects of Different Levels of Sodium Chloride and Potassium Chloride on Physical and Sensory Characteristics of Baked Scrambled Eggs, by Judy Martin, **M.S.** thesis, May, 1985.
35. Sensory Quality and Thiamin Retention of Infrared and Conventionally Broiled Beef Loin Steaks, by Patricia VanderMey, **M.S.** thesis, December, 1984.
36. Detection of Clostridium perfringens Enterotoxin and Its Relation to Sensory Quality of Cooked Chicken, by Hameed Al-Obaidy, **Ph.D.** thesis, August, 1984.
37. Food Preferences and Factors Affecting Consumption of Entree Items by Hospital Patients, by Elizabeth Cash, **M.S.** thesis, May, 1982.
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### **Presentations, Seminar & Workshops**

(Over 100 Keynotes, seminars, workshops, and lectures presented at various regional, national, and international meetings, which are not listed in this vita).

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