

TONY L. HENTHORNE

Associate Dean, Research, Graduate & International Programs
William F. Harrah College of Hotel Administration
University of Nevada, Las Vegas
Las Vegas, NV 89154 USA
Voice: 01.702.895.4967
Fax: 01.702.895.4870
E-mail: tony.henthorne@unlv.edu

Education

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|------------------------|---|
| PhD (Marketing) | University of Mississippi, Oxford, Mississippi, December 1986 |
| MBA | University of Arkansas, Fayetteville, Arkansas, May 1981 |
| BA | Ouachita Baptist University, Arkadelphia, Arkansas, May 1980 |

Professional Experience

University of Nevada, Las Vegas

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| 2011 – Present | Associate Dean, Research, Graduate & International Programs |
| 2008 – 2011 | Professor and Chair, Department of Tourism & Convention Administration |

University of Southern Mississippi

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|-------------|--|
| 2007 – 2008 | Chair, Department of Management & Marketing Chair, Department of Tourism Management |
| 2003 – 2005 | Director, Center for Tourism & Economic Development Research (CENTED) |
| 1997 – 2008 | Professor of Marketing |
| 1994 – 2003 | Director, Institute for Service Excellence |
| 1992 – 1997 | Associate Professor of Marketing (tenured) |
| 1985 – 1991 | Assistant Professor of Marketing |

Refereed Journals

Henthorne, Tony L., Babu P. George, and William C. Smith (2013), "Risk Perception and Buying Behavior: An Examination of Some Relationships in the Context of Cruise Tourism in Jamaica," *International Journal of Hospitality & Tourism Administration*, 14 (1), forthcoming.

George, Babu P., Tony L. Henthorne, and Thomas R. Panko (2012), "ASQal: Measuring Tourism Perceived Service Quality in an Airport Setting," *International Journal of Business Excellence*, forthcoming.

Henthorne, Tony L., Kurt Stahura, and Babu P. George (2012), "Emergency Planning and Recovery for Terror Situations: An Analysis With Special Reference to Tourism," *Worldwide Hospitality and Tourism Themes*, forthcoming.

- Duhon, David, Tony L. Henthorne, and Alvin J. Williams (2011), "Author and Institutional Productivity in the Journal of Small Business Management from 1994 to 2003," *World Review of Entrepreneurship, Management and Sustainable Development*, forthcoming.
- George, Babu P., Alvin J. Williams, and Tony L. Henthorne (2011), "E-Procurement in the Hospitality Industry: An Exploratory Study," *International Journal of Procurement Management*, 4 (1), 37-55.
- George, Babu P., Tony L. Henthorne, and Alvin J. Williams (2010), "Determinants of Satisfaction and Dissatisfaction Among Preventive and Curative Medical Tourists: A Comparative Analysis," *International Journal of Behavioural and Healthcare Research*, 2 (1), 5-19.
- Henthorne, Tony L., Babu P. George, and Alvin J. Williams (2010), "The Evolving Service Structure of Cuban Tourism: A Case Study," *Tourismo*, 5 (2, Autumn), 129-143.
- King, Ernest W., Tony L. Henthorne, and Babu P. George (2010), "Paradise at Sea: Cruise Line Liability for Passengers with Sickness or Injury," *Travel Law Quarterly*, 2 (1), 40-44.
- Panko, Thomas R., Babu P. George, and Tony L. Henthorne (2009), "Personal Safety and Security on Cruise Ships: A Study of Crimes Onboard," *Journal of Hospitality Applications and Research*, 4 (2), 31-44.
- Henthorne, Tony L., Pradeep Salgaonkar, and Babu P. George (2009), "External Recommendations Versus Internal Satisfaction in Health Care: A Case Study in India," *Health Marketing Quarterly*, 26 (3), 241-250.
- Henthorne, Tony L. and Babu P. George (2009), "Transformation of Tourism Business in Communist Cuba: A Critical Analysis," *International Journal of Business Insights and Transformation*, 3 (1), 20-28.
- Panko, Thomas R., Babu P. George, and Tony L. Henthorne (2009), "Cruise Crime: Economic, Legal Issues, and Current Debate," *Amfiteatru Economic*, 11 (26), 585-596.
- George, Babu P. and Tony L. Henthorne (2009), "Incorporation of Telemedicine with Medical Tourism: A Study of Consequences," *Journal of Hospitality Marketing and Management*, 18, 5 (July), 512-522.
- King, Ernest W. and Tony L. Henthorne (2008), "Pat-Down Searches for Entertainment Events," *Journal of Tourism*, 9 (2), 221-226.
- Miller, Mark M., Tony L. Henthorne, and Babu P. George (2008), "The Competitiveness of the Cuban Tourism Industry in the 21st Century: A Strategic Re-Evaluation," *Journal of Travel Research*, 46, 3 (February), 268-278.
- Khrushchev, Sergei, Tony L. Henthorne, and Michael S. LaTour (2007), "Cuba at the Crossroads: The Role of the United States Hospitality Industry in Cuban Tourism Initiatives," *Cornell Hotel and Restaurant Administration Quarterly*, 48, 4 (November), 402-415. (Featured Article)
- George, Babu P. and Tony L. Henthorne (2007), "Tourism and the General Agreement on Trade in Services: Sustainability and Other Developmental Concerns," *International Journal of Social Economics*, 34 (3), 136-146.
- Henthorne, Tony L. and Babu P. George (2007), "Socioeconomic Impacts of the Gaming Industry: A Case Study of the State of Mississippi, U.S.A.," *Tourism: Theory & Practice*, 5, 1 (January), 84-91.
- Miller, Mark M. and Tony L. Henthorne (2006), "In Search of Competitive Advantage in Caribbean Tourism Websites: Revisiting the Unique Selling Proposition" *Journal of Travel and Tourism Marketing*, 21 (2-3), 49-62.
- Henthorne, Tony L., Babu P. George, and G. Anjaneya Swamy (2006), "Social Capital and Local Community Support for Post-Tsunami Economic Recovery in India," *Applied Research in Economic Development*, 3 (1), 34-47.

- LaTour, Michael S., Tony L. Henthorne, and Kathryn A. Braun-LaTour (2003), "Is a Cigar Just a Cigar: A Glimpse at the New-Age Cigar Consumer," *AMS Review*, 12 (December), 1-15.
- Henthorne, Tony L. and Mark M. Miller (2003), "Cuban Tourism in the Caribbean Context: A Regional Impact Assessment," *Journal of Travel Research*, 42, 1 (August), 84-93.
- Lacher, Katherine, Michael S. LaTour, and Tony L. Henthorne (2002), "Arousal Effects of a Print Advertisement Sexual Appeal: Moral Philosophical Consequences," *Ethics & Critical Thinking* (2).
- Ford, John B., Michael S. LaTour, and Tony L. Henthorne (2001), "Author and Institution Productivity in *Industrial Marketing Management*," *Industrial Marketing Management*, 30, 5 (July), 441-452.
- DiPofi, Jackie, Michael S. LaTour, and Tony L. Henthorne (2001), "Radon as the Menacing Phantom: A Social Marketing Maelstrom," *Health Marketing Quarterly*, 19 (1), 79-90.
- Henthorne, Tony L., Mark M. Miller, and Tim W. Hudson (2001), "Building and Positioning Successful Study-Abroad Programs: A 'Hands-On' Approach," *The Journal of Teaching in International Business*, 12 (4), 49-62.
- Ford, John B., Michael S. LaTour, and Tony L. Henthorne (2000), "Cognitive Moral Development and Japanese Procurement Executives: Implications for Business-to-Business Marketers," *Industrial Marketing Management*, 29, 6 (November), 589-600.
- Henthorne, Tony L. (2000), "An Analysis of Expenditures by Cruise Ship Passengers in Jamaica," *Journal of Travel Research*, 39 (February), 245-249.
- Oswald, Sharon L. and Tony L. Henthorne (1999), "Health Tourism: A Niche Strategy for Marketplace Survival in Cuba," *Global Development Studies*, 1, 3-4 (Winter-Spring), 220-233. Reprinted in Linger, Eloise and John Cotman, eds. (2000), *Cuban Transitions at the Millennium*. Chapter 15. Largo, Maryland: International Development Options.
- Hogan, Beth, Sharon L. Oswald, Tony L. Henthorne, and William Schaninger (1999), "Promotion and Advertising Agency Utilization: A Nationwide Study of Hospital Providers," *Journal of Services Marketing*, 13 (2), 100-110.
- Henthorne, Tony L., Michael S. LaTour, and Tina Lorass (1998), "Publication Productivity in the Three Leading U.S. Advertising Journals: 1989 through 1996," *Journal of Advertising*, 27, 2 (Summer), 53-63.
- LaTour, Michael S., Tony L. Henthorne, and Rajan Natarajan (1998), "Reinforcing the Importance of the Marketing Practitioner - Marketing Academician Interface," *American Business Review*, 16, 2 (June), 109-112.
- LaTour, Michael S., Tony L. Henthorne, and Alvin J. Williams (1998), "Is Industrial Advertising Still Sexist? It=s in the Eye of the Beholder," *Industrial Marketing Management*, 27, 3 (May), 247-255.
- Henthorne, Tony L., Michael S. LaTour, and Tim W. Hudson (1997), "Japanese Couples' Marital Roles in Stages of Product Purchase Decision Making," *International Marketing Review*, 14, (1), 40-59.
- Henthorne, Tony L. and Alvin J. Williams (1995), "The Gaming Industry: The Role of Competitive Analysis and Market Positioning," *Economic Development Review*, 13, 4 (Fall), 19-21.
- Henthorne, Tony L. and Michael S. LaTour (1995), "A Model to Explore the Ethics of Erotic Stimuli in Print Advertising," *Journal of Business Ethics*, (14), 561-569.

- Ford, John B., Michael S. LaTour, and Tony L. Henthorne (1995), "Perceptions of Marital Roles in Purchase Decision Processes: A Cross Cultural Study," *Journal of the Academy of Marketing Science*, 23, 2 (Spring), 120-131.
- LaTour, Michael S. and Tony L. Henthorne (1994), "Female Nudity in Advertisements, Arousal and Response: A Parsimonious Extension," *Psychological Reports*, (75), 1683-1690.
- Henthorne, Beth H., Tony L. Henthorne, and John D. Alcorn (1994), "Enhancing the Provider/Patient Relationship: The Case for Patient Advocacy Programs," *Journal of Health Care Marketing*, 14, 3 (Fall), 52-55.
- LaTour, Michael S. and Tony L. Henthorne (1994), "Exploring Ethical Opinions Toward the Use of Sexual Appeals in Print Advertising," *Journal of Advertising*, 23, 3 (September), 81-90.
- Williams, Alvin J., Larry Giunipero, and Tony L. Henthorne (1994), "The Cross-Functional Imperative: The Case of Marketing and Purchasing," *International Journal of Purchasing and Materials Management*, 30, 3 (Summer), 29-33.
- King, Ernest W. and Tony L. Henthorne (1994), "Trade Dress and Secondary Meaning After Two Pesos," *Journal of the Academy of Marketing Science*, 22, 3 (Summer), 304-305.
- Henthorne, Beth H. and Tony L. Henthorne (1994), "The Tarnished Image: Anticipating and Minimizing the Impact of Negative Publicity in Health Care Organizations," *Journal of Consumer Marketing*, 11, (3), 44-54.
- King, Ernest and Tony L. Henthorne (1994), "Two Pesos, Inc. v. Taco Cabana, Inc.: Inherently Distinctive Trade Dress Does Not Require Proof of Secondary Meaning under the Lanham Act," *Journal of the Academy of Marketing Science*, 22, 1 (Winter), 90.
- Henthorne, Beth H. and Tony L. Henthorne (1993), "Identifying and Removing the Barriers to Strategic Marketing Planning Within Medical Group Practices," *Health Marketing Quarterly*, 11, 2 (Fall/Winter), 59-76.
- LaTour, Michael S. and Tony L. Henthorne (1993), "Female Nudity: Attitudes Toward the Ad and the Brand, and Implications for Advertising Strategy," *Journal of Consumer Marketing*, 10 (3), 25-32.
- Samel, Ben R., Tony L. Henthorne, and Trudy C. Warren (1993), "A Process for Determining an ATM Pricing Strategy," *Journal of Retail Banking*, 15, 2 (Summer), 25-29.
- LaTour, Michael S., Rajan Natarajan, and Tony L. Henthorne (1993), "To Shock or Energize Through Fear Arousal in Print Advertising," *American Business Review*, 11, 2 (June), 1-5.
- Henthorne, Tony L., Michael S. LaTour, and Rajan Natarajan (1993), "Fear Appeals in Print Advertising: An Analysis of Arousal and Ad Response," *Journal of Advertising*, 22 (2), 59-69.
- Henthorne, Tony L., Michael S. LaTour, and Alvin J. Williams (1993), "How Organizational Buyers Reduce Risk," *Industrial Marketing Management*, (22), 41-48.
- Henthorne, Tony L., Donald P. Robin, and R. Eric Reidenbach (1992), "Identifying the Gaps in Ethical Perceptions Between Managers and Salespersons: A Multidimensional Approach," *Journal of Business Ethics*, (11), 846-856.
- Henthorne, Tony L., Michael S. LaTour, and Alvin J. Williams (1992), "Initial Impressions in the Organizational Buyer-Seller Dyad: Sales Management Implications," *Journal of Personal Selling and Sales Management*, 12, 3 (Summer), 57-65.

Henthorne, Tony L. and Cynthia R. Easterling (1992), "Retail Management Training: An Overview of Current Practice," *Midwestern Business and Economic Review*, 15 (Spring), 24-27.

LaTour, Michael S. and Tony L. Henthorne (1990), "The PRC: An Empirical Analysis of Country of Origin Product Perceptions," *Journal of International Consumer Marketing*, 2, 4 (Winter), 7-36.

Henthorne, Tony L., Cynthia Easterling, and Marian Jernigan (1990), "Internship Programs as a Learning Tool: A Survey of Marketing Curriculum," *Mid-American Journal of Business*, 5, 2 (Fall), 56-59.

Henthorne, Tony L. and R. Eric Reidenbach (1990), "Empirical Evidence on the Relationship Between Marketing Effort and Deposit Share in the Retail Banking Industry," *Journal of Professional Services Marketing*, 5 (2), 91-113.

LaTour, Michael S., Tony L. Henthorne, and Alvin J. Williams (1989), "Initial Impressions in the Retail Environment: A Comparison of Black and White Perceptions," *Psychology and Marketing*, 6, 4 (Winter), 329-347.

Blevins, David E., Milton M. Pressley, and Tony L. Henthorne (1989), "Perceptions of Ethical and Career Advancement Practices: Business Executives vs. Business Students," *American Business Review*, 7, 2 (June), 6-14.

Henthorne, Tony L. (1987), "An Exploratory Study into the Effects of Marketing Effort on Market Share in the Retail Banking Industry: A Case Study," *Journal of Midwest Marketing*, 2, 1 (Spring), 189-194.

Henthorne, Tony L. (1986), "Consumers' Perceptions of Quality as Related to Automobiles," *Akron Business and Economic Review*, 17, 4 (Winter), 98-107.

Festervand, Troy A. and Tony L. Henthorne (1986), "Health Care Advertising Directed Toward the Family Decision Making Unit: Suggested Guidelines," *Journal of Professional Services Marketing*, 2, 1-2 (Fall-Winter), 123-130.

Proceedings

Henthorne, Tony L. and Babu P. George (2011), "The Role of Eco-Cultural Attractions in 'Perception Engineering: A Case Study Conducted in Goa, India,'" *Proceedings of the Academy of Marketing Science World Marketing Congress*, (July).

George, Babu P., Tony L. Henthorne, and Thomas R. Panko (2010), "Nativistic Motivation: The Construct and its Measure," *Proceedings of the Harrah Hospitality Research Summit*, (June).

George, Babu P., Tony L. Henthorne, and Pradeep Salgaonkar (2007), "Satisfaction Versus Recommendations in Health Care: Which is More Important? A Study from Goa, India," *Proceedings of the Association for Health Care Research*, (March).

LaTour, Michael S., Katherine B. LaTour, and Tony L. Henthorne (2005), "Using Three-Dimensional Photoelicitation for Post-Experience Memory Assessment and Enhancement," *Proceedings of the Las Vegas International Hospitality & Convention Summit*, (June).

Duhon, David L., Tony L. Henthorne, and Alvin J. Williams (2005), "Author and Institution Productivity in the Journal of Small Business Management from 1994 to 2003," *Proceedings of the World Conference of the International Council for Small Business*, (June).

Henthorne, Tony L. (2003), "Mississippi Gaming: A Public Policy Case Study of Economic Benefits and Social Consequences," *Proceedings of the Association for Health Care Research*, (March).

Henthorne, Tony L. (2001), "Determining an Identity for Cuba's Tourism Industry," *Proceedings of the Society for Marketing Advances*, (November).

Ford, John B., Tony L. Henthorne, and Michael S. LaTour (2001), "No More Retreat: Headlong into the Eye of the Storm with 15 Years of Research Achievement in *Journal of Marketing*," *Proceedings of the Society for Marketing Advances*, (November).

Easterling, Cynthia R., Dolly D. Loyd, and Tony L. Henthorne (2000), "Relaxed Dressing: An Informal Approach to Business," *Proceedings of the Atlantic Marketing Conference*, (October).

LaTour, Michael S., Tony L. Henthorne, and Cathleen T. Lacher (1998), "Arousal Effects of a Print Advertisement Sexual Appeal: Moral Philosophical Consequences," *Proceedings of the American Marketing Association Summer Educators' Conference*, (August).

Ford, John B., Michael S. LaTour, Tony L. Henthorne, and Robert Mathews (1997), "Cognitive Moral Development and Japanese Procurement Executives: Implications for Business-to-Business Marketers," *Proceedings of the Southern Marketing Association*, (November).

Oswald, Sharon L., Tony L. Henthorne, Beth Hogan, and William Schaninger (1997), "Hospital Promotion and Advertising Agency Utilization: A Study of Hospital Providers," *Proceedings of the Academy of Management Annual Conference*, (August).

Henthorne, Tony L. and Mark M. Miller (1996), "Positioning Study-Abroad Programs: The Case for Emerging Markets," *Proceedings of the American Marketing Association Summer Educators' Conference*, (August).

Henthorne, Tony L., Michael S. LaTour, and Robert Mathews (1995), "Perception of Marital Roles in Purchase Decision Making: A Study of Japanese Couples," *Proceedings of the American Marketing Association Winter Educators' Conference*, (February).

Williams, Alvin J., Larry Giunipero, and Tony L. Henthorne (1995), "Student Perceptions of the Importance of Purchasing and the Desirability of a Career in the Field," *Proceedings of the National Association of Purchasing Management Annual International Purchasing Conference*, (May).

Easterling, Cynthia, Tony L. Henthorne, and Dolly Loyd (1995), "Targeting the Older Consumer: Retail Marketing Strategies," *Proceedings of the American Collegiate Retailing Association*, (May).

Henthorne, Beth H., Tony L. Henthorne, and Alvin J. Williams (1994), "Using Patient Representatives to Enhance the Patient/Provider Relationship," *Proceedings of the Academy of Business Administration*, (March).

Henthorne, Tony L., Michael S. LaTour, and Alvin J. Williams (1993), "Initial Impressions in the Retail Buyer-Seller Dyad: An Analysis of Black Shopper Perceptions," *Proceedings of the Academy of Marketing Science Minority Marketing Conference*, (October).

Eppler, Dianne, Tony L. Henthorne, Kathy Micken, and Michael S. LaTour (1992), "Victims' Rights, Fear Appeals, and Arousal," *Proceedings of the American Marketing Association Summer Educators' Conference*, (August).

Henthorne, Tony L., Michael S. LaTour, and Alvin J. Williams (1992), "Initial Impressions in the Organizational Buyer/Seller Dyad," *Proceedings of the Academy of Marketing Science*, (April).

LaTour, Michael S., Tony L. Henthorne, John B. Ford, and Rajan Natarajan (1992), "A 'Back to the Basics' Approach Linking Marketing Theory and Practice: Should Practitioners Care About Marketing Axioms?" *Proceedings of the Association for Marketing Theory and Practice*, (March).

Williams, Alvin J., William C. Smith, and Tony L. Henthorne (1992), "The Purchasing/Marketing Marriage: Managerial Implications," *Proceedings of the Academy of Business Association*, (February).

Williams, Alvin J., William C. Smith, and Tony L. Henthorne (1992), "Developing a Marketing Plan For Your N.A.P.M. Affiliate: A 'Nuts and Bolts' Approach," *Proceedings of the International Purchasing Conference of the National Association of Purchasing Management*, (May).

Henthorne, Beth H. and Tony L. Henthorne (1992), "The Application of Social Support Theory to Marketing Practice: An Exploratory Review," *Proceedings of the Academy of Business Association*, (February).

Henthorne, Tony L. and Cynthia R. Easterling (1991), "Retail Management Training: A Survey of Current Practices in Specialty Stores and Department Stores," *Proceedings of the AMS/ACRA Retailing Conference*, (October).

LaTour, Michael S., Tony L. Henthorne, and John B. Ford (1991), "Marital Role Influence in the Purchase Decision Process: The Chinese Perspective," *Proceedings of the American Marketing Association Winter Educators' Conference*, (February).

Savage, Deborah, Tony L. Henthorne, and Michael S. LaTour (1990), "Emotion Arousing Advertising and Its Impact on A_{ad} and A_b : Synthesis, Applications, and Directions for Future Research," *Proceedings of the Southwest Federation of Administrative Disciplines*, (February).

Henthorne, Tony L. and Michael S. LaTour (1989), "The People's Republic of China: An Empirical Analysis of Country of Origin Product Perceptions," *Proceedings of the 4th Bi-Annual World Marketing Congress*, (July).

Henthorne, Tony L. (1989), "The Role of Marketing Effort in Retail Banking: An Exploratory Investigation," *Proceedings of the Southeast Region of the Decision Sciences Institute*, (February).

Henthorne, Tony L. and Michael S. LaTour (1988), "A Structured Approach to Gaming and Case Analysis," *Proceedings of the Southern Marketing Association*, (November).

Henthorne, Tony L., Michael S. LaTour, and Debbie F. Fox (1988), "The Impact of Initial Impressions on Cognitive Formation Towards Retail Sales Personnel: A Field Study Involving Caucasian Shoppers and the Use of the Wilding-Bauer Source Component Scale," *Proceedings of the Southern Marketing Association*, (November).

Henthorne, Tony L. (1988), "The Impact of Deregulation on the Retail Banking Industry: Can the Small Bank Compete?" *Proceedings of the International Conference on Services Marketing*, (October).

LaTour, Michael S. and Tony L. Henthorne (1987), "The Role of Initial Impressions in Cognitive Formation Toward Retail Salespeople: A Study of Black Shoppers," *Proceedings of the American Marketing Association Conference on Cultural and Subcultural Influences*, (December).

LaTour, Michael S. and Tony L. Henthorne (1987), "Informal Interpersonal Influence on Purchasing Agents' Perceived Risk," *Proceedings of the Academy of Marketing Science*, (May).

Books

Miller, Mark M. and Tony L. Henthorne (1997), *Investment in the New Cuban Tourism Industry: A Guide to Entrepreneurial Opportunities*. New York: Quorum Press, Inc. (currently under revision)

Chapters in Books

Miller, Mark M. and Tony L. Henthorne (2010), "A Case Study of Branding Destinations with Unique Selling Propositions." In Metin Kozak and Seyhumus Baloglu, editors, *Managing and Marketing Tourist Destinations: Strategies to Gain Competitive Advantage*, Routledge, New York: 191-193.

Henthorne, Tony L. (2006), "The Gaming Industry in Mississippi, USA: A Case Study of Economic and Social Impacts." In Babu P. George and Devesh Nigam, editors, *Tourists and Tourism*, Abhijeet Publications: New Delhi, India.

LaTour, Michael S. and Tony L. Henthorne (2003), "Nudity and Sexual Appeals: Understanding the Arousal Process and Advertising Response." In Tom Reichert and Jacqueline Lambiase, editors, *Sex in Advertising: Perspectives on the Erotic Appeal*, Lawrence Erlbaum Associates, Inc.: Mahwah, NJ: 91-106.

Selected Presentations

"International Tourism: Case Studies from the Caribbean." Pondicherry University, India, July 2009.

"Global Cultural Understanding: The Role of Culture in Tourism Development." Goa University, India, July 2009.

"Cuba Past the Crossroads: The Role of the U.S. Hospitality Industry in a Post-Fidel Cuba." Harrah's College of Hotel Administration, University of Nevada, Las Vegas, November 2007.

"The Fulbright Experience: How to Get It and How to Make the Most of It." University of Houston, Victoria, February 2007.

"A Brief Retrospective and Future Outlook on Cuban Tourism." Institute for Latin American Studies, University of Nevada, Las Vegas, November 2006.

"Tourism in Cuba: An Historical Perspective with Implications for the Future." College of Business, University of Nevada, Las Vegas, November 2005.

"Are Health Care Providers Really Advertising? A Study of Physicians and Hospitals." Association for Health Care Research, Jackson, WY, March 1998 (B. Hogan, M. LaTour).

"Serving America's Aging Consumer: Retailers' Perceptions." American Association of Family and Consumer Sciences, Washington, DC, June 1997 (C. Easterling, D. Loyd).

"Survey of Mississippi Bar Membership: Perceptions on Advertising." Southeastern Academy of Legal Studies in Business Annual Meeting, Savannah, GA, October 1994 (E. King, G. Anderson).

"Survey of the Mississippi Bar Membership: Perceptions and Observations." Academy of Legal Studies in Business Annual Meeting, Dallas, TX, August 1994 (E. King, G. Anderson).

“The Right Marketer Can Make or Break Your Marketing Efforts: A Process to Assure the Right Choice.” Combined Annual Meeting of the Academy for Health Services Marketing and the Medical Group Management Association, Orlando, October 1992 (B. Henthorne).

“Retail Buying.” Mississippi Association of Purchasing Management, Jackson, MS, October 1992.

“Developing a Marketing Plan for Your NAPM Affiliate: A ‘Nuts and Bolts’ Approach.” National Association of Purchasing Management’s Annual International Purchasing Conference, Orlando, May 1992 (A. Williams, B. Smith).

“Management/Merchandising Training Programs: A Survey of the Top 100 Retail Department Store Divisions.” American Collegiate Retailing Association Annual Spring Conference, Boston, March 1989 (C. Easterling, J. Leslie).

“A Comparative Study of U.S. and Other Imported Goods in China.” U.S.M. Brown Bag University Seminar Series, January 1989.

“The Role of Service in Newspaper Publishing.” Mississippi Press Association, Jackson, MS, January 1989.

“Perceived Risk and the Industrial Purchasing Agent.” Mississippi Association of Purchasing Management, Jackson, MS, August 1988.

“Hospital Marketing: Surveys Measure Up?” Mississippi Hospital Association, Society for Hospital Marketing and Public Relations, Natchez, MS, November 1987 (M. Jones).

“The Relationship of Marketing Effort to Market Share in the Retail Banking Industry.” U.S.M. College of Business Fall Seminar Series, September 1986.

Awards and Grants

| | |
|---------------------------|---|
| <u>Fulbright Scholar.</u> | Research/Lecturing Award. Pondicherry, India, Spring 2006. |
| <u>Sabbatical Leave.</u> | University of Southern Mississippi. Fall 1996, Spring 2006 |
| <u>Outstanding Paper.</u> | International/Global Marketing Track, Southern Marketing Association, 1997. |
| <u>Finalist.</u> | University of Southern Mississippi Applied Research Award, 1996, 1998. |
| <u>Recipient.</u> | Aubry K. and Ella Lucas University Research Award, 1996, 2001. |
| <u>Recipient.</u> | Louis K. Brandt College of Business Bi-Annual Outstanding Researcher Award, 1995. |
| <u>Finalist.</u> | Louis K. Brandt College of Business Bi-Annual Outstanding Researcher Award, 1991. |
| <u>Grant.</u> | Committee on Services and Resources for Women, University of Southern Mississippi, to examine the role of women in family purchase decision processes in Japan, 1994. |
| <u>Grant.</u> | Mississippi Department of Economic and Community Development and the Gulf Coast Chamber of Commerce to develop a profile of the Mississippi Gulf Coast visitor, 1989. |

- Grant. Office of Research and Extended Services, University of Southern Mississippi, to extend work pertaining to country of origin product perceptions from the viewpoint of citizens in the Peoples' Republic of China, 1989.
- Grant. Office of Research and Extended Services, University of Southern Mississippi, to examine the perceived risk of purchasing agents associated with the new task buying decision, 1987.
- Grant. University of Southern Mississippi, to extend work involving the impact of a retail bank's marketing expenditures on that bank's deposit share and profitability, 1987.
- Outstanding Paper. Midwest Marketing Association, 1986.

Other Professional Experience (International):

- Fulbright Review Committee Selected to a four year term to review teaching and/or research proposals for Fulbright awards to India and South Asia (2006)
- Fulbright Scholar: India Lecturing/Research Award to speak on the importance of cross-cultural understanding and to examine the Indian tourist industry's response to the devastating tsunami that struck December 2004. The award allowed me the opportunity to develop alliances with and speak at numerous institutions around the country (2006)
- Invited Speaker: Prague Invited to speak at the Czech Management Center (Prague, Czech Republic) on the topic of "health tourism" (2004)
- Invited Speaker: Havana Invited to speak at GERTHUR (International Conference on Tourism) (Havana, Cuba) on the topic of "Human Training in Human Resources" (2004)
- Study-Abroad: Jamaica Director, UNLV Caribbean Studies Program in Jamaica. Study-abroad program based in Ocho Rios offering a variety of hospitality/tourism-based courses. (2009 – present)
- Professor of Record, USM Caribbean Studies Program. Study-abroad program based in Kingston and Ocho Rios. (1989 – 1995, 2004)
- Study-Abroad: Mexico Director, USM Mexican Studies Program. Study-abroad program based in Mexico City, Acapulco, and Merida. Offering a variety of graduate and undergraduate courses (1995 – 1999)
- Study-Abroad: Cuba Professor of Record, USM Cuban Studies Program. Study-abroad program based in Havana (2000 – 2003)
- Invited Speaker: Havana I was the first US marketing professor to be formally invited to speak at the University of Havana since the Revolution of 1959 (1995)
- FDIB: Mexico Faculty Development in International Business. CIBER programs designed to enhance knowledge and understanding of international business practices (1992, 1996)

Other Professional Experience:

Executive Editor, *Journal of Tourism*, 2007 – 2011

Executive Development Program in Casino Management. University of Nevada, Reno, 1994.

Editorial Board, *Health Marketing Quarterly*, 2000 – present
ad hoc Reviewer, *Cornell Hospitality Quarterly*, 2007 – present
ad hoc Reviewer, *Decision Sciences Journal*, 2002 - present
ad hoc Reviewer, *Industrial Marketing Management*, 1998 - present
ad hoc Reviewer, *Journal of Business Ethics*, 1996 - present
ad hoc Reviewer, *Cuban Studies*, 1998-present
ad hoc Reviewer, *Journal of Advertising*, 1993 - present
ad hoc Reviewer, *Mid-American Journal of Business*, 1993 - 1998

Conference Track Chair

- Society for Marketing Advances: 2011 (Tourism Management)
- Society for Marketing Advances: 2008 (Tourism Management)
- World Marketing Congress: 2001 (Services Marketing)
- Southern Marketing Association: 1996 (Marketing Management/Public Policy)

Conference Discussant

- Southern Marketing Association: 1985 - 1992
- Atlantic Marketing Association: 1987
- Southeast Decision Sciences Institute: 1989
- Academy of Marketing Science: 1989
- Southwest Marketing Association: 1992

Conference Reviewer

- American Marketing Association: 1996 - 2003
- Academy of Marketing Science: 1989, 1993 - present
- Midwest Marketing Association: 1988 - 1993
- Atlantic Marketing Association: 1986 - 1987, 1989 – 1992, 2006
- Society for Marketing Advances: 1988 - present
- Southeast Decision Sciences Institute: 1989
- Southwest Marketing Association: 1992, 1996
- Academy of Business Administration: 1991 - 1994
- Association for Marketing Theory and Practice: 1998

Conference Session Chair

- Society for Marketing Advances: 2011
- World Marketing Congress: 2001
- Southern Marketing Association: 1997
- Atlantic Marketing Association: 1987
- Southeast Decision Sciences Institute: 1989
- Academy of Marketing Science: 1997

Selected Professional Experience (Consulting):

Sandals Resorts International (1995 - Present)

Management training. Seminars and program development focusing on enhancing customer service and customer satisfaction. (Jamaica, Antigua, St. Lucia, Bahamas, Cuba)

Customer Service Academy of Jamaica (2006 – Present)

Management training. Seminars and program development focusing on the customer service experience. (Jamaica, Turks & Caicos)

Formatur/Cuban Hotel Association (1999 - 2006)

Management training. Seminars focusing on strategic market planning and customer service. (Cuba)

Jamaica Tours Ltd. (JTL) (1997)

Management training. Seminars focusing on the enhancement of selling skills and customer service. (Jamaica)

Forrest General Hospital (1997 - 2006)

Ongoing market research pertaining to various facets of customer satisfaction.

Mississippi Beach Tourism Commission (1990)

The design and implementation of a program to profile the visitor to the Mississippi Gulf Coast with the purpose of determining their attitudes toward various coast attractions. This was the first comprehensive study to examine tourism on the Mississippi Gulf Coast and was instrumental in the introduction of gaming to Mississippi.

Research Interests

Global Marketing

Travel/Tourism Marketing

Advertising

Retail Shopping Behavior

Professional Association Memberships

The World Tourism Organization

The Academy of Marketing Science

The Society for Marketing Advances

The Caribbean Tourism Organization

The American Marketing Association

Travel and Tourism Research Association

Courses Taught

Undergraduate:

Services Marketing

Consumer Behavior

Advanced Retailing

Hospitality Marketing

Principles of Marketing

International Marketing

Marketing Management

Retail Planning and Strategy

Social and Environmental Issues in Marketing

Graduate:

Marketing Systems

Marketing Problems

Seminar in Marketing

International Marketing

Seminar in Market Planning

Problems in Marketing Management

International (Graduate/Undergraduate):

Seminar in International Business (in Jamaica)

Seminar in International Business (in Mexico)

Seminar in International Business and Tourism (in Cuba)

Seminar in International Tourism Studies (in Jamaica)

Principles of Marketing (in Jamaica)

Hospitality Marketing (in Jamaica)

Special Topics in Tourism (in Jamaica)

Resort Development and Marketing (in Jamaica)