

## Billy Bai's Biography

Dr. Billy Bai is Professor and Associate Dean for Research & Graduate Studies in the William F. Harrah College of Hotel Administration at the University of Nevada Las Vegas (UNLV). He served as Senior Assistant Dean for Academic Affairs in the Harrah Hotel College (July 2013 to June 2015), and Assistant Dean for Singapore Academic and Student Affairs at UNLV Singapore Campus (October 2011 to June 2013). Prior to that, he was the Ph.D. Program Director in the Harrah Hotel College (January 2009 to September 2011). He holds a Bachelor of Arts degree from Nankai University (1986) and two masters' degrees from the Hong Kong Polytechnic University (1997) and Purdue University (1998), and a doctoral degree from Purdue University (2001).

His current research interests focus on hospitality and tourism marketing with a particular emphasis on relationship marketing, customer behavior and loyalty, branding, and destination marketing. He has more than 40 journal articles, and 8 book chapters and contributions to books published or accepted for publication. His research work has appeared in top tier journals in hospitality and tourism such as *International Journal of Hospitality Management (IJHM)*, *Journal of Hospitality & Tourism Research (JHTR)*, *Tourism Management*, and *International Journal of Contemporary Hospitality Management (IJCHM)*, and has been frequently cited. Dr. Bai won 4 best paper awards at the annual I-CHRIE (International Council on Hotel, Restaurant, and Institutional Education) conference in 2000, 2002, and 2012, and Euro-CHRIE (European Council on Hotel, Restaurant & Institutional Education) in 2005. He was the recipient of 2007 Sam and Mary Boyd Distinguished Professor Award for Research and the recipient of 2008 Ace Denken Distinguished Researcher Award from the Harrah Hotel College. He engages in grant writing and has a successful record of funding from both internal (college and university) and external organizations. He has involved in various consultancies/seminars/panel discussions and is an invited speaker for hospitality and tourism organizations and industry practitioners from Australia, mainland China, Hong Kong, Macao, Taiwan, Japan, Malaysia, Singapore, South Korea, and the USA.

At present, Dr. Bai actively serves on 7 editorial boards including *IJHM*, *IJCHM*, and *Journal of Travel & Tourism Marketing (JTTM)*, and has reviewed academic research papers for more than 20 journals and 10 national/international conferences. He was co-guest editor and guest editor for *IJCHM* and *Journal of Teaching in Travel and Tourism (JTTT)*. He was named the Outstanding Paper Reviewer by I-CHRIE in 2003 and *IJCHM* in 2011 for his contribution in providing best quality review comments to his peers. Dr. Bai was the Paper Review Committee Chair for the 7th APacCHRIE (Asia Pacific Council on Hotel, Restaurant, and Institutional Education) conference in Singapore in 2009 and Harrah's International Hospitality and Convention Summit in Las Vegas, USA in 2008, and Track Chair in Marketing for the Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism from 2006 to 2010. He has been an invited external reviewer for hospitality and tourism programs, and faculty promotion and tenure dossiers from the world's leading hospitality programs. He currently serves on the Advisory Board for Travel Awards for *Sunset* travel magazine.

During his tenure at UNLV since 2001, Dr. Bai has been an active graduate faculty member. He has served on more than 70 graduate research committees, over 30 of which as Chair. He is a member of several professional associations such as I-CHRIE and has been listed in Who's Who in America in 2010. In July 2015, I-CHRIE awarded Dr. Bai with the prestigious John Wiley & Sons Lifetime Research Achievement Award.