**Stowe Shoemaker, Ph.D.**

## A. Employment History

A. Academic Employment History

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|---|---|
| 2025 – present | Full Professor<br>William F Harrah College of Hospitality - UNLV |
| 2025-2023 | Special Assistant to UNLV Foundation President |
| 2023-2013 | Dean, Andrew and Peggy Cherng Deanship<br>William F. Harrah College of Hospitality<br>University of Nevada, Las Vegas |
| 2012-2012 | Full Professor with tenure, Lincy Professor<br>William F. Harrah College of Hotel Administration<br>University of Nevada, Las Vegas |
| 2012-2011 | Adjunct Professor<br>University of Texas MD Anderson Cancer Center |
| 2012-2004 | Full Professor with tenure, Donald Hubbs Distinguished Professorship<br>Associate Dean of Research<br>University of Houston |
| 2004-1995 | Assistant then Associate Professor with tenure<br>William F. Harrah College of Hotel Administration<br>University of Nevada, Las Vegas |
| 1995-1991 | Graduate Assistant, graduate research assistant for four years while earning Ph.D.<br>School of Hotel Administration<br>Cornell University |
| From 1996 - 2015 | Executive Education Faculty Cornell University School of Hotel Administration |

As dean of William F Harrah College of Hospitality, accomplished the following:

- Led the College to #1 in QSR Rankings for multiple years
- Built Hospitality Hall: Led fundraising for a $60 million facility, with $33 million secured from private and corporate donors. The building was fully funded without requiring central university dollars. https://www.unlv.edu/hospitality/hospitalityhall
- Oversaw a major curriculum redesign, reducing rigid requirements from 80 credits of prescribed courses to approximately 50 required credits and 30 elective credits—creating flexibility to adapt curriculum as industry needs evolved. This redesign incorporated extensive industry and faculty input. Changing Course: The Hospitality Curriculum | UNLV

- Created academic program on fast casual restaurant segment - $5,000,000 from Cherng Family Trust (Cherng are founders of Panda Express) Making Room at the Top: Andrew and Peggy Cherng | UNLV
- Created academic training programs in hospitality and gaming for Native Americans and Tribal Colleges - $6,000,000 from San Manuel Band of Mission Indians UNLV announces $9 million donation to spur development of tribal gaming programs in hospitality, law schools - The Nevada Independent
- Created the Sands Center for Professional Development: Secured $4.5 million from the Las Vegas Sands Corporation. UNLV Hotel College Receives $7 Million Gift From Las Vegas Sands Corp. | UNLV (note, $2.5 million went to Hospitality Hall and $4.5 million to create the Sands Center)
- Initiated and developed international partnerships with institutions in China, Korea, and France—relationships that are now maturing as the university's stance on global engagement has evolved.

At the time of my departure the college was ranked #1 in USA and #2 Worldwide by QS World Reports (https://www.unlv.edu/about/highlights/nations-best-hospitality-college.)

In my role as Assistant to the President of the UNLV Foundation, I led additional major fundraising initiatives:

- Played a major role in securing a $16 million from the Las Vegas Sands Corporation to establish the Sands Institute for Chinese Language and Culture at UNLV.
- Received an unrestricted dean fund -$1,000,000 from Marco Benvenuti UNLV Alumnus Bolsters Hospitality Management Students with $1 Million Gift | UNLV

As Associate Dean of Research at Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston accomplished the following:

Helped the College to evolve from a primarily teaching-focused unit to one that balanced both research and teaching. I was hired to help create this research culture and to support faculty who suddenly found themselves responsible for producing scholarly work, writing grants, and integrating undergraduate research into their courses. I advanced this transformation by:

- Mentoring faculty—regardless of rank or tenure status—who sought to strengthen their research skills.
- Creating and encouraging collaborative research teams.
- Demonstrating the tangible benefits of external funding, including support for travel and equipment.
- Most importantly, engaging undergraduate students in meaningful research experiences.

While academia often rewards individualism, we intentionally rewarded collaboration. This cultural shift helped position the College to meet the university's Tier One expectations

## B. Academic Degrees, Dates, and Institutions

Cornell University School of Hotel Administration, Ph.D. (August 1995)
Major: Services Marketing; Minor: Statistics and Biometry; Consumer Behavior

Dissertation was entitled "The Impact of Different Types of Actions on Script Learning," where scripts can be thought of as procedural knowledge -- the knowledge of how to do things. In the dissertation, I argued that for satisfaction to occur in a service situation, customers and employees must be working from the same script. If they are not, then management needs to correct or replace the ineffective script (of both employees and customers) while retaining the effective portions of the existing script. To understand how to best change these scripts, management needs to understand how consumers and employees learn scripts and the impact of different types of actions on this learning.

University of Massachusetts, Master of Science in Hotel Restaurant and Travel Administration (August 1986)

Master's thesis entitled "Segmenting the Senior Citizen Market Based on Benefits Sought." This study was one of the first in the travel and tourism literature to show that the senior market, defined as those 55 years of age or older, is not homogeneous in terms of their wants and needs when it comes to taking avacation. The article based on this thesis was selected as the article of the year in the *Journal of Travel Research*.

University of Vermont School of Business, Bachelor of Science (May 1977)

## C. Industry Employment History

Present – 1995 Consultant to multiple companies focusing on customer loyalty, revenue management and pricing, market segmentation, customer experience, customer service, and casino game development. Many of the consultant projects I turned into grants and or contracts payable to the university where I was employed. Worked with hotel firms, restaurant firms, airlines, and healthcare companies.

1991 – 1986 *I/H/R Research Group: Vice-President - Tustin, California*

Full-service marketing research firm concentrates in the hospitality industry. Major clients included Taco Bell, Foodmaker (Jack-in-the-Box), Marriott Corporation (all divisions), Stuart Anderson's Black Angus, Carl's Jr., Baker's Square Restaurants and Bob Evans Farms Restaurants.

Minor clients included a variety of Los Angeles advertising agencies. Responsibilities included all aspects of project management from research design, questionnaire development, and data collection to analysis and final written report. As in-house statistics, I was responsible for all multivariate analysis.

1991 – 1986 *Scientific Telephone Samples: Minority Partner, Tustin, California*

Co-developed Scientific Telephone Samples, a company that supplies computer generated random digit phone numbers to both the academic and marketing research communities. Sold interest in 1991.

1986 – 1984 *University of Massachusetts: Research Assistant*
*Department of Hotel, Restaurant, and Travel Administration*

Research assistant for all four semesters of graduate school. During first three semesters assisted in major study on consumer preferences, attitudes and behaviors concerning ordering seafood in restaurants, with special attention to non-traditional species of fish; during fourth semester assisted in all phases of research projectsundertaken by Student Affairs Research and Evaluation Office.

1984 – 1977 *Middlebury Inn: Director of Marketing - Middlebury, Vermont*

Actively involved in all areas of the successful turnaround of a hotel corporation, fromhousekeeping to menu development to marketing. Developed the senior citizen motor- coach tour market, which resulted in a yearly 20% rise in occupancy. Additionally, developed hotel's direct sales program, as well as package programs, in cooperation with several airlines, vacation wholesalers, and Amtrak.

1984 –1981 *University of Vermont: Lecturer, Department of Human Nutrition and Foods*

Taught "Quantity Food Production" to college juniors and seniors. Course material included foodservice marketing, merchandising, sanitation, food cost control, menu design, recipe standardization, and kitchen layout and design. As part of the course requirement, students prepared and served meals to approximately 50 paying guests.

## D. Teaching Activities

A. Courses taught

Revenue Management: Undergraduate and Graduate
Hospitality Marketing; Undergraduate and Graduate
Strategic Hospitality Management; Undergraduate and Graduate
Consumer Behavior; Graduate
Services Marketing; Graduate Research
Methods; Graduate Multivariate
Statistics; GraduateStatistics; Graduate
Multivariate Statistics; Graduate
Marketing Research; Graduate
Mathematics of casino games; graduate and undergraduate

B. Off-campus teaching and research

- Institute Paul Bocuse (now Lyft). Taught a weeklong course to graduate students: 2019-2024
- Cornell University, School of Hotel Administration. Member of the Executive Education Faculty: 1996-2021
- Ecole Hôtelière de Lausanne. Visiting Professor for different courses and modules: 1999-2008
- Harvard Business School, Fall 2001. Invited as Visiting Scholar in the department of Marketing. Invited for full year, although elected to stay only one semester

## E. Research Activities

A. Publications

1. Referred journal publications

Lewis B, Marquez E, Cochran C, Bhandari N, Upadhyay S, Shoemaker S. Hospital Patient and Family Advisory Council Accelerators and Barriers: A Qualitative Study. *Journal of Patient Experience*. 2025;12. doi:10.1177/23743735251367662

Lewis B, Cochran C, Marquez E, Bhandari N, Upadhyay S, Shoemaker S. Use of Hospital Patient and Family Advisory Councils: A Scoping Study. *Journal of Patient Experience*. 2025;12. doi:10.1177/23743735251316995

Yesawich. P. & Shoemaker, S. (2024). The Hospitality Deficit in Healthcare. *Physician Leadership Journal*. Volume 11 Issue 3. www.physicianleaders.com

Yesawich. P. & Shoemaker, S. (2023). Toward Hospitality Healthcare. *International Journal of Hospitality Management*. https://doi.org/10.1016/j.ijhm.2022.103412.

Shum, C., Gatling, A., & Shoemaker, S. (2018). A model of hospitality leadership competency for frontline and director-level managers: Which competencies matter more?. *International Journal of Hospitality Management*, 74, 57-66. https://doi.org/10.1016/j.ijhm.2018.03.002

Vilert, A. Loving, M.D, Richard L. Ellis, MD, Robert Rippee, MBA, Joseph R. Steele, MD,Donald F. Schomer, MD, Stowe Shoemaker, PhD (2017) Time Is Not on Our Side: How Radiology Practices Should Manage Customer Queues," *Journal of the American College of Radiology,* No. 14 pp. 1481-1488 (Note, in science journals the last name on the article represents the major author).

Steele, J. R., Jones, A. K., Ryan K. Clarke, Giordano,S. H., Shoemaker, S. (2016) "Oncology Patient Perceptions of the Use of IonizingRadiation in Diagnostic Imaging." *Journal of the American College of Radiology,* Vol. 13No. 7 pp. 768-774 (Note, in science journals the last name on the article represents the major author).

Tanford, S., Shoemaker, S., & Dinca, A., (2016). "Back to the future: progress and trends in hotel loyalty marketing", *International Journal of Contemporary Hospitality Management*, Vol. 28 Iss 9 pp. 1937 - 1967

Joseph Rodgers Steele, Kyle Jones, Ryan K. Clarke, Shoemaker, S. (2015). "Health Care Delivery Meets Hospitality: A Pilot Study in Radiology," *Journal of the American College of Radiology* Vol. 12 No 6 June (Note, in science journalsthe last name on the article represents the major author).

Dina Marie V Zemke Jay Neal Stowe Shoemaker Katie Kirsch, (2015), "Hotel cleanliness: Will guests pay for enhanced disinfection?", *International Journal of Contemporary Hospitality Management*, Vol. 27 Iss 4 pp. 690 - 710

Chen, C., Stowe Shoemaker, Dina Marie V. Zemke, (2013). "Segmenting Slot Machine Players: A Factor-Cluster Analysis", *International Journal of Contemporary Hospitality Management*, Vol. 25 Iss: 1

Raab, C., Mayer, K., & Shoemaker, S. (2010). Menu engineering using activity-based costing. *Journal of Hospitality & Tourism Research*, Vol. 34, 2.

Dawson, M., Abbott, J., & Shoemaker, S. (2011) Hospitality culture scale: A measure of organizational culture and personal attributes, *International Journal of Hospitality Management*. Forthcoming

Raab, C., Mayer, K., Kim, Y-S., and Shoemaker, S. (2009). Price-Sensitivity Measurement: A Tool for Restaurant Menu Pricing. *Journal of Hospitality & Tourism Research*, Vol. 33, No. 1, 93-105.

Zemke, D.V., and Shoemaker, S. (2009). An Overview of Consumer Non-Problem Gaming Research. *Worldwide Hospitality and Tourism Themes. Vol 1, 4, 355-365.*

Milla, S., and Shoemaker, S. (2008). Three decades of revenue management: What's next? *Journal of Revenue and Pricing Management,* 7, 110-114.

Zemke, D.V., and Shoemaker, S. (2008). A sociable atmosphere: Ambient scent's effect on social interaction. *Cornell Hotel and Restaurant Administration Quarterly. Vol 49, 3 pp. 317-329*

Zemke, D. V., & Shoemaker, S. (2007). Scent across a crowded room: Exploring the effect of ambient scent on social interactions*. International Journal of Hospitality Management*.

Raab, C., Shoemaker, S., & Mayer, K. (2007). The Feasibility of Activity-Based Costing in the Restaurant Industry: An Innovative Way to Analyze your Menu. *International Journal of Hospitality and Tourism Administration.*

Shoemaker, S., & Zemke, D.V. (2006). "The 'locals' market: A new gaming segment." *Journal of Gambling Studies.*

Robinson, C., Abbott, J., & Shoemaker, S. (2006), "Recreating Cheers: An Analysis of Relationship Marketing as an Effective Marketing Technique for Restaurants" *"International Journal of Contemporary Hospitality Management,"* Volume 17, Numbers 6 and 7.

Shoemaker, S., Dawson, M., & Johnson, W. (2006). "How to Increase Menu Prices without Alienating Your Customers." Manuscript accepted by *International Journal of Contemporary Hospitality Management*. Volume 17, Numbers 6 and 7.

Shoemaker, S. (2005), "*Pricing and the Consumer*," *Journal of Revenue and Pricing Management*, Volume Four, #3, pp 228-236.

Shoemaker, S. & Bowen, J. (2003), "Antecedents and Consequences of Customer Loyalty: an Update" *Cornell Hotel and Restaurant Administration Quarterly, Vol. 6, 4 31-52.*

Shoemaker, S. (2003), "The Future of Pricing," *Journal of Revenue and Pricing Management, Vol. 2, #3 page 271-279.*

Shoemaker, Stowe and Seyhmus Baloglu (2001), "Prediction of Senior Travelers' MotorCoach Usage from Demographic, Psychological and Psychographic Characteristics," *Journal of Travel Research*. 40(1), pp. 12-18.

Deighton, J., & Shoemaker, S. (2001). Hilton HHonors Worldwide: Loyalty Wars. 50-010 *Harvard Business School Publishing*.

Deighton, J., & Shoemaker, S. (2001). Hilton HHonors Worldwide: Loyalty Wars. Teaching Note: (Case A) TN 5501059 *Harvard Business School Publishing*.

Shoemaker, S. (2000), "Segmentation of the Senior Pleasure Travel Market: 10 YearsLater," *Journal of Travel Research.* Vol. 39, pp.11-26.

Shoemaker, S. & Lewis, R. (1999), "Customer Loyalty in Hotels," *InternationalJournal of Hospitality Management*. Vol. 18, No. 4 pp. 345-370.

Shoemaker, S. (1998), "Strategic Approach to Segmenting the University Dining Population: It is More than Class Rank," *Journal of Restaurant & Foodservice Marketing,* Vol. 3, No. 1, pp.1-33.

Bowen, John & Shoemaker, S. (1998), "The Antecedents and Consequences of Customer Loyalty," February*, Cornell Hotel and Restaurant Administration Quarterly.*Vol. 39, No. 1, (February), pp. 12-25. (Note: authors contributed equally and are listed alphabetically).

Shoemaker, S. (1997), Guest Editor: *Hospitality Research Journal,* Vol. 21, No. 1.Lewis,

Robert C. & Shoemaker, S. (1997), "Value Pricing: Another View and a Research Example," *Cornell Hotel and Restaurant Administration Quarterly,* Vol. 38, No. 2, (April), pp. 44-54.

Shoemaker, Stowe (1996), "Scripts: Precursor of Consumer Expectations*," Cornell Hotel and Restaurant Administration Quarterly,* Vol. 37, No. 1, (February), pp.42-53.

Dev, Chekitan, Michael Morgan, and Stowe Shoemaker (1995), "Positioning Analysis of Hotel Brands Based on Travel Manager Perceptions," *Cornell Hotel Restaurant Administration Quarterly,* Vol. 36, No. 6, (December), pp. 48-55.

Shoemaker**,** Stowe (1994), "A Proposal to Improve the Overall Price Value Perception of a Product Line," *Journal of Restaurant & Foodservice Marketing*, Vol. 1, No. 1, pp. 89- 101.

Shoemaker, Stowe (1994), "Understanding the Marketing Research Process: A Guide to Using an Outside Supplier," *International Journal of Hospitality Management*, Vol. 13, No. 1, pp. 39-56.

Shoemaker, Stowe (1994), "Segmenting the U.S. Travel Market Based Upon Benefits Realized," *Journal of Travel Research*, Vol. 32, No. 3, (Winter), pp. 8-21.

Shoemaker, Stowe (1989), "Segmentation of the Senior Pleasure Travel Market," *Journal of Travel Research*, Vol. 27, No. 3 (Winter), pp. 14-21.

Shoemaker, Stowe (1984), "Marketing to Older Travelers," *Cornell Hotel Restaurant Administration Quarterly,* Vol. 25 No. 2, (August), pp. 84-91.

2. Books

Shoemaker, Stowe and Yesawich, Peter (2023). *Hospitable Healthcare: Just what the patient ordered*! Indigo River Publishing. Pensacola, FL.

Shoemaker, Stowe and Shaw, Margaret (2007). *Marketing Essentials in Hospitality and Tourism: Foundations and Practices.* Upper Saddle River, NJ: Prentice Hall.

Shoemaker, S.; Lewis, R. C., & Yesawich, P. C. (2006). Mark*eting leadership in hospitality and tourism: Strategies and tactics for a competitive advantage*: Prentice Hall.

3. Chapters in Books

Mazumdar, Tridib, Shoemaker, Stowe and Matila, Anna (2026) Pricing in Services. *In Handbook of PricingResearch in Marketing*. 2nd Edition Edited by Vithala Rao. Edward Elgar Publishing Limited.

Shoemaker, S (2026) Managing Revenue and Expenses. *In Hospitality: An Introduction.* Brymer et al. Kendall Hunt

Shoemaker, S (2026) Healthcare Service Excellence. *In Hospitality: An Introduction.* Brymer et al. Kendall Hunt

Shoemaker, S (2023) Healthcare Service Excellence. *In Hospitality: An Introduction.* Brymer et al. Kendall Hunt

Shoemaker, S. & Gorin, T (2008) Pricing and Revenue Management. *In Operations Management in the Hospitality Industry* – Peter Jones Editor. TG Jones

Shoemaker, Stowe and Robinson, C. (2008) Customer Loyalty *Handbook of Hospitality Marketing Management.* Ed Haemoon Oh. Butterworth-Heinemann

Shoemaker, Stowe and Matila, Anna (2008) Pricing in Services. *In Handbook of Pricing Research in Marketing*. Edited by Vithala Rao. Edward Elgar Publishing Limited.

Dube, Laurette and Stowe Shoemaker (2000), “Loyalty Marketing and Brand Switching,” in *Handbook of Services Marketing and Management*. Ed. Terry Swartz and Dawn Iacobucci. Sage Publications.

Dev, Chekitan, Michael Morgan, and Stowe Shoemaker (1999), "Positioning Analysis of Hotel Brands Based on Travel Manager Perceptions," *Economic and Management Methods for Tourism and Hospitality Research*, Ed. Thomas Baum and Ram Mudambi: John Wiley and Sons: New York.

Shoemaker, Stowe (1996), "Managing Service Quality," in *Casino Management*, edited by Mr. Vince Eade: UNLV International Gaming Institute.

Shoemaker, Stowe (1996), "Hotel Positioning - An Illustration," in *The International Hospitality Business*, edited by Richard Kotas, et al. New York: John Wiley

4. Non-referred Journal

Gaming & Leisure - four articles per year relating to customer loyalty, pricing, and strategy. Started publishing in 2022. Gaming & Leisure – Reaching the World of Gaming & Hospitality for 2+ decades

1. The Loyalty Circle: How to Create Long Term Loyalty and Customer Satisfaction (Fall 2022, Winter 2022, Spring 2023)
2. The Consumer Buying Process: How Consumers Progress from Problem Recognition to Sharing Information about their Stay and How Hotels Can You this Information to Drive Business (Summer 2025, Fall 2025, Winter 2025, TBD)
3. Prospect Theory and Pricing – How to Entice Customers to Spend More (Summer 2023 and Winter 2023)
4. Building A Sustainable Competitive Advantage (Spring 2024, Summer 2024, Fall 2024, Winter 2024, Spring 2025)
5. Bundling/Package Pricing and Why It Works (TBD)

5. Grantsmanship

Private donation to UNLV Foundation: $25,000. Understanding the Impact of Covid on Las Vegas. February 2021.

Delta Airlines: Project Cost $30,000: Redesigning Boarding Area and Boarding Processes. April 2018.

IGT: Project Cost $48,094: Understanding Motivations for Gambling. June 2015.

University of Texas MD Anderson Cancer Center: Amount Given: $25,995.00. To investigate how to improve patient experience in the Diagnostic Unit. December 2012

University of Texas MD Anderson Cancer Center Cancer Center: Amount Given: $103,763.44. To investigate how to improve patient experience in the Diagnostic Unit. September 2011

Marina Bay Sands: Amount Given: $27,000. To undertake monthly surveys to monitor customer satisfaction and other strategic initiatives undertaken by Marina Bay Sands. April 2011.

City of Beverly Hills: Amount Given: $100,000. To undertake research to develop a strategic plan for the Beverly Hills CVB. December 2010.

Expedia: Amount given: $12,000. To undertake research on third party travel companies. Spring 2007

Texas Department of Agriculture: Amount given: $290,000. Three grants to develop a strategic plan for the Texas Wine Industry. One grant for quality assurance, a second for consumer research, and third a 5-, 10-, and 20-year plan. Fall 2006

Chung's Seafood: Amount given: $10,000. To undertake research on food products. Spring2006

Combination Grant from Lettuce Entertain You, Lawry's, Red Lobster, and Customer Connection. Amount given: $6,000. To fund student thesis research

Memorial Hermann Hospital System: Amount given: $32,000. To fund research to improve the patient experience for the cardiac care units. Fall 2004

MEI International: Amount given: $28,900. To fund research to investigate strengths and weaknesses in bill acceptors used as self-service technologies. Fall 2004

Mikohn Gaming: Amount given: $8,000. To fund Ph.D. student research. Spring 2003

Postnet. Awareness Trial and Usage. $3,000 to fund Ph.D. Student.

International Gaming and Wagering Business Amount given: $2000. To help fund research. August 2000

Crowne Plaza Hotels and Resorts Amount given: $28,263.

Konami Gaming Inc. Amount given: $1000. To understand customers' attitudes towards different multi-line slot machines. January 2000.

LaQuinta Hotels and Resorts and GreenPoints.Com Amount given: $25,000 ($15,000 from LaQuinta and $10,000 from GreenPoints.com). To provide money to study customerloyalty and the value of frequency programs. $19,000 matched by UNLV for total budget of $44,000. Spring 2000

Funded grant from the William F. Harrah College of Hotel Administration to examine customer loyalty among Australian business travelers. Funding also received from Hilton Australia. (Hilton to pay majority of costs.) With John Bowen. Stowe Shoemaker 100% responsible for grant application and money from Hilton.

Gaming Manufacturers Association Amount given: $10,000. To provide money to conduct a needs assessment of industry. $6,000 matched by UNLV for total budget of $16,000. Spring 2000

Game Works, Inc. Amount given: $5,300. Understand gaming customers' reactions to a new gambling device. Fall 1998

Rio Suites Hotel and Casino Amount given: $12,000. Study the Las Vegas gamingmarket. This amount was matched by UNLV for total budget of $24,000. Fall 1998

MARS Electronics Amount given: $30,000. Study alternative payment systems incasinos. This amount matched by UNLV for total budget of $60,000. Spring 1998

Hyatt Hotels and Resorts Amount given: $28,000. Study antecedents and consequencesof customer loyalty in business class segment. With John Bowen. This amount matched by UNLV for total budget of $56,000. Summer 1998

Lady Luck Gaming Corp Amount given: $2,000. Study psychology of blackjackplayers. This amount was matched by UNLV for total budget of $4,000. Fall 1997

Caesars Palace Amount given: $2,100. Study business traveler needs for a business center. Spring 1997

Kotschevar Fund Amount given: $1,430. (Professional development fund awarded by William F. Harrah College of Hotel Administration) Used to for professional development in Spring and Fall 1998

Barrit Travel Grant Amount given: $700. (Professional development fund awarded bythe University of Nevada, Las Vegas). $350 in Fall 1995 and $350 in Fall 1996

William F. Harrah College of Hotel Administration Amount given: $1,200. Study Segmentation of the Elderly. Fall 1996

Center for Hospitality Research at Cornell University Amount given: $17,700. Study the Antecedents and Consequences of Loyalty. With John Bowen. Fall 1995

6. Editorial responsibilities

   Editorial board of *Cornell Hotel and Restaurant Administration Quarterly Journal of Travel Research, International Journal of Hospitality Management, Journal of Restaurant and Foodservice Marketing, Journal of Travel and Tourism, Journal of Pricing and Revenue Management*

7. *Paper Presentations: A variety available by contacting Stowe Shoemaker directly*

## F. Research Awards and Honors

2023 Howard B Meek Award: This award is the highest individual recognition a member of International CHRIE may receive. It recognizes an International CHRIE member's lifetime contributions and outstanding service both to hospitality education and to International CHRIE. This award serves as a living memorial to the late Howard B. Meek, a pioneer in American hospitality education, the first Dean of the School of Hotel Administration at Cornell University, and an Executive Vice President o*f ICHRIE.*

2003 Michael D. Olsen Research Award. Presented to me in January 2003.
"This award is given to academics who have concentrated on producing work that will have a lasting contribution. In order to move the research in hospitality to a higher level, their work represents serious scientific endeavor that goes beyond descriptive inquiry and enters into the scientific realm of new knowledge contribution (description of award)."

2001 Graduate faculty member of the year for William F. Harrah College of Hotel Administration

2001 Recognized by President Harter as one of the top researchers at UNLV. Presented to Board of Regents

2001 Case study on Hilton Honors Loyalty Wars selected as Case to prepare by MBA students at University of Texas at Austin Business School Annual Case Competition

2000 Ace Denken Distinguished Professor Award for Research (2-year position)

1999 Boyd Award for Superior Research for 1998. University of Nevada, Las Vegas

1999 Van Nostrand Reinhold Research Award for the best article published inHospitality in 1998

1998 Van Nostrand Reinhold Research Award for the best article published inHospitality in 1997

1989 Journal of Travel Research – article of the year

## G. Industry/Professional Services

Consulted – either through research or executive education with following organizations:

- Accor (Paris and UAE)
- Oberoi (India)
- Taj (India)
- The Welcome Group (India)
- Baylor College of Medicine – (Houston)
- MD Anderson Cancer Center (Houston)
- British Airways (London)

- Conrad Hilton (Uruguay)
- IGT International Gaming Technology (Las Vegas)
- Konami Gaming (Las Vegas)
- Memorial Herman Healthcare – (Houston)
- Orbis Hotel Group – (Poland)
- Penn National Gaming (Wyomissing, PA)
- Trend Hospitality (Romanian)
- University of Texas, MD Anderson Cancer Center

## H. Student counseling and advising: A variety of master thesis committees over the years

Ph.D. Dissertation

Diana Zemke *The Role of the Physical Environment in Creating Interpersonal Linkages* 2003, chair

Carola Raab *Activity-Based Costing;* 2003, chair