

Linchi Kwok (Lingzhi Guo), Ph.D.

✉ lkwok@syr.edu | 🌐 <http://linchikwok.blogspot.com> | ☎ 315-443-2162

EDUCATION:

Ph.D. in Hospitality Administration (August 2009)

Texas Tech University (TTU), Lubbock, Texas

Dissertation: Hospitality Graduating Seniors Who Meet Hospitality Recruiters' Selection Criteria: A Mixed Methods Investigation Using Rational Choice Theory

Master of Science in Restaurant, Hotel & Institutional Management (RHIM) (May 2003)

Texas Tech University, Lubbock, Texas

iMBA in Organization and Management, Martin J. Whitman School of Management (December 2013)

Syracuse University (SU), Syracuse, NY

Bachelor of Economics in Tourism Administration (June 1999)

Guangdong University of Business Studies (GUBS), Canton/Guangzhou, China

REFEREED PUBLICATIONS:

6. **Kwok, L.**, Adams, C.R., & Feng, D. (2012). A comparison of graduating seniors who receive job offers and those who do not according to hospitality recruiters' selection criteria. *International Journal of Hospitality Management*, 31, 500-510.
5. **Kwok, L.** (2011, Fall/Winter). Seeking jobs on social media: Are you ready? *HOSTEUR™*, 20(2), 13-17.
4. **Kwok, L.**, Adams, C.R., & Price, M. (2011). Factors influencing hospitality recruiters' hiring decisions in college recruiting. *Journal of Human Resources in Hospitality & Tourism*, 10, 372-399.
3. **Kwok, L.**, Yu, B., & Chen, M. (2011). Developing a typology of social media messages: A preliminary analysis of restaurants' Facebook posts. In B. Van der Rhee, & L. Victorino (Ed.), *Advances in Service Quality, Innovation and Excellence* (pp. 150-152). Ithaca, NY: Cayuga Press.
2. Yu, B., Chen, M., & **Kwok, L.** (2011). Toward predicting popularity of social marketing messages. In J. Salerno, S.J. Yang, D. Nau, & S.K. Chai (Ed.), *Social Computing, Behavioral-Cultural Modeling and Prediction: Lecture Notes in Computer Science* (pp. 317-324). Heidelberg, Germany: Springer.
1. **Kwok, L.**, Fowler, D., & Yuan, J. (2010). Summer camps as a means to recruit prospective college students. *Event Management*, 14, 149-156.

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OTHER PUBLICATIONS:

1. **Kwok, L.** (2012, March). Are you ready to face the HR challenges created by Web 2.0? Special issue of Hotel Human Resources: The Biggest Challenges, *Hotel Business Review*. Available online via <http://bit.ly/yX4Jno>.

GRANTS AND FELLOWSHIPS:

3. **Kwok, L., & Yu, B.** *Typology of social media marketing messages: A social networking website perspective*, Harrah Hospitality Research Center Grant Award Program 2010 (University of Nevada, Las Vegas), \$32,333. (Funded)
2. **Kwok, L.** *Social media as an employee recruitment tool*, David B. Falk College of Sport and Human Dynamics, Syracuse University, \$4,998. (Funded)
1. **Kwok, L.** 2009-2010 Interdisciplinary Research Group Fellows, College of Visual and Performing Arts, Syracuse University, \$500. (Not funded)

REFEREED CONFERENCE PROCEEDINGS:

23. Yang, W. & **Kwok, L.** (2012, August). Building the automatic email responding system: A machine learning approach. Full research paper submitted to The 13th IEEE International Conference on Information Reuse and Integration, Las Vegas, Nevada.
22. Huang, Y., & **Kwok, L.** (2012, July/August). Employee Help Seeking in Hotels. Refereed poster submitted to the 2012 I-CHRIE (International Council on Hotel, Restaurant, and Institutional Education) Annual Conference & Exposition, Providence, RI.
21. **Kwok, L., & Huang, Y.** (2011, August). Organizational impression management theory: An analysis in university recruiting. Refereed poster to be presented at the 119th Annual Convention of APA (the American Psychological Association), Washington, D.C.
20. Yu, B., & **Kwok, L.** (2011, July). Classifying business marketing messages on Facebook. Empirical full paper presented in the Internet Advertising (IA 2011) Workshop at the 34th Annual International ACM SIGIR (Association for Computing Machinery; Special Interest Group on Information Retrieval) Conference, Beijing, China. Available online via <http://bit.ly/FUpKQy>.
19. **Kwok, L., & Yu, B.** (2011, June). Typology of social media marketing messages: A social networking website perspective. Research findings presented at the 2011 Harrah Hospitality Research Summit, University of Nevada, Las Vegas, NV.

REFEREED CONFERENCE PROCEEDINGS (Continued) :

18. **Kwok, L.**, Yu, B., & Chen, M. (2011, June). Developing a typology of social media messages: A preliminary analysis of restaurants' Facebook posts. Refereed paper presented at the 12th International Research Symposium on Service Excellence in Management (QUIS12), Cornell University, Ithaca, NY.
17. Yu, B., Chen, M., & **Kwok, L.** (2011, March). Toward predicting popularity of social marketing messages. Refereed paper presented in the 2011 International Conference on Social Computing, Behavioral-Cultural Modeling, & Prediction (SBP11), University of Maryland, College Park, MD.
16. Huang, Y., & **Kwok, L.** (2011, January). An analysis of information sources for trust development in managerial relationships. Refereed conceptual paper presented at the 16th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (Graduate Conference), Houston, TX.
15. Terrell, K.H.*, & **Kwok, L.** (2011, January). Organizational impression management behaviors in social media: A perspective of a social networking site. Refereed full proposal presented at the 16th Annual Graduate Conference, Houston, TX.
14. Bicky, S.L.*, & **Kwok, L.** (2011, January). Social media as employee recruitment tool. Refereed poster presented at the 16th Annual Graduate Conference, Houston, TX.
13. Kim, H., Lee, K., Stout, B.L., & **Kwok, L.** (2011, January). Meeting the assumptions underlying statistical methods used in tourism research: A review of articles published in a Korean-language journal and an English-language journal. Refereed poster presented at the 16th Annual Graduate Conference, Houston, TX.
12. **Kwok, L.** (2010, July/August). Development of a satisfaction instrument for summer camps. Refereed poster presented at the 2010 I-CHRIE Conference & Exposition, San Juan, Puerto Rico.
11. **Guo, L.**, Adams, C.R., & Price, M.A. (2009, July/August). Factors influencing hospitality recruiters' hiring decisions in college recruiting. Refereed paper presented at the 2009 I-CHRIE Annual Conference & Exposition, San Francisco, CA.
10. Huang, Y., & **Guo, L.** (2009, July/August). Trust factors in a supervisor-subordinate relationship over time. Refereed conceptual paper presented at the 2009 I-CHRIE Annual Conference & Exposition, San Francisco, CA.

* Undergraduate students

REFEREED CONFERENCE PROCEEDINGS (Continued) :

9. **Guo, L.**, Adams, C.R., & Kim, H. (2009, July/August). Hospitality industry's needs: A content analysis on contemporary literature. Refereed poster presented at the 2009 I-CHRIE Annual Conference & Exposition, San Francisco, CA.
8. Kim, H., Lee, H. & **Guo, L.** (2009, July/August). The determinants of international tourism demand for Korea: An examination of exchange rate and income level. Refereed poster presented at the 2009 I-CHRIE Annual Conference & Exposition, San Francisco, CA.
7. **Guo, L.**, Fowler, D., & Yuan, J. (2009, January). Summer camps as a means to recruit prospective college students: An embedded mixed methods study. Refereed paper presented at the 14th Annual Graduate Conference, Las Vegas, NV.
6. **Guo, L.**, Adams, C.R., & Price, M.A. (2009, January). Factors influencing hospitality recruiters' hiring decisions in college recruiting. Refereed poster presented at the 14th Annual Graduate Conference, Las Vegas, NV.
5. **Guo, L.**, & Adams, C.R. (2009, January). Profiling graduating seniors who meet the hospitality industry's expectations: A mixed methods study. Refereed poster presented at the 14th Annual Graduate Conference, Las Vegas, NV.
4. **Guo, L.**, & Adams, C.R. (2008, July/August). Rational choice theory in college recruiting: A conceptual framework for an investigation into the choice behaviors of hospitality organizations, recruiters, and graduating seniors. Refereed conceptual paper presented at the 2008 I-CHRIE Annual Conference & Exposition, Atlanta, GA.
3. **Guo, L.**, & Adams, C.R. (2008, July/August). Impression management theory: A framework to study how hospitality organizations attract students for job interviews. Refereed poster presented at the 2008 I-CHRIE Annual Conference & Exposition, Atlanta, GA.
2. **Guo, L.**, Adams, C.R., & Parker, T.G. (2008, January). A perspective of hospitality recruiters: Hospitality students who meet the industry's needs. Refereed full proposal presented at the 13th Annual Graduate Conference, Orlando, FL.
1. **Guo, L.**, Adams, C.R., & Parker, T.G. (2008, January). An organizational impression management model for university recruiting prior to interviewing. Refereed poster presented at the 13th Annual Graduate Conference, Orlando, FL.

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RESEARCH IN PROGRESS:

- **Kwok, L., & Yu, B.** Spreading the social media messages on Facebook: An analysis of the restaurant industry. *Cornell Hospitality Quarterly*. (Resubmitted after first revision).
- **Kwok, L.** Exploratory-triangulation design in mixed methods studies: A case of examining graduating seniors who meet hospitality recruiters' selection criteria. *Tourism and Hospitality Research*. (under review).
- **Huang, Y., & Kwok, L.** Information sources for trust judgments in managerial relationships over time: A conceptual analysis. *Journal of Behavioral and Applied Management*. (Under revision).
- **Yang, W., & Kwok, L.** Improving the blog spam filter via machine learning. *Electronic Commerce Research and Applications* (under review).
- **Kwok, L., & Yu, B.** Development of a typology of hospitality companies' Facebook messages. *Journal of Service Research*. (Manuscript preparation).
- **Kwok, L.** A confirmatory analysis of the typology of hospitality companies' Facebook messages. (IRB approved; collecting data).
- **Kwok, L., & Huang, Y.** Social media as an employee recruitment tool. (IRB approved).
- **Kwok, L., Huang, Y., & Adams, C.R.** Impression management theory in recruitment and selection. *Applied Psychology: An International Review*. (Manuscript preparation).

REVIEWER ACTIVITIES:

- Member, Editorial Board of *HOSTEUR™*, 2011 – present.
- Ad hoc reviewer for the following journals and conferences:
 - *Cornell Hospitality Quarterly*, 2009 - 2012.
 - The 2012 Academy of Management Meeting, Boston, MA.
 - The 2012 I-CHRIE Annual Conference & Exposition, Providence, RI.
 - The 2012 TOSOK (Tourism Sciences of Korea) Int. Tourism Conference, Ulsan, Korea.
 - The 17th Graduate Conference, Auburn AL, 2012.
 - *Journal of Mixed Methods Research*, 2010 and 2011.
 - *Journal of Quality Assurance in Hospitality and Tourism*, 2011.
 - The 16th Graduate Conference, Houston, TX, 2011.
 - *Journal of Hospitality Marketing & Management*, 2010.
 - *International Journal of Culture, Tourism and Hospitality Research (IJCTHR)* - Special Issue on Tourism and Shopping Behavior Research, 2010.
 - The 2009 I-CHRIE Annual Conference & Exposition, San Francisco, CA.

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TEACHING EXPERIENCE:

Assistant Professor

Aug 2009 to Present

Department of Public Health, Food Studies and Nutrition, Syracuse University, Syracuse, New York

Classes Developed and Taught:

HPM 200 Managing Service Organizations in Social Media (three credits).

- Introduce social media literacy to students.
- Provide an overview of how service organizations and individuals can leverage the power of social media for their benefit and respond to the potential negative consequences of using social networking sites.
- Emphasize social media's business implications of managing dynamic human relations and the complex social networks.

HPM 321 Hotel and Resort Operations (three-credit upper-division class)

- Develop course materials to cover the revenue management concept.
- Incorporate social media tools in teaching.
- Mentor students interested in the lodging industry.
- Enhance students' learning by discussing current trends and issues (i.e. social media and mobile trends in hospitality industry), touring hotel properties, as well as using guest speakers.
- Develop students' communication skills with presentations and group projects.
- The class syllabus was adopted by the University's Senate Committee of Curricula as a sample syllabus for the University.

HPM/NSD 314 Hospitality Human Resource Management (three-credit upper-division class)

HPM 300 Leadership and Career Development (one-credit upper-division class)

- Actively engage in community outreach with local HR managers and regional/national recruiters to provide internship and job opportunities to students.

Classes Developed:

- HPM 400 Advanced Social Media Strategies for Service Organizations
- HPM 424 Advance Lodging Management
- SPM 335 Sport Venue Beverage, Catering, & Food Management

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TEACHING EXPERIENCE (Continued):

Graduate Part-Time Instructor

Aug 2007 to Aug 2009

Department of Nutrition, Hospitality, & Retailing, Texas Tech University, Lubbock, TX

- Taught RHIM 3380 - Managed Services: Analysis of on-site food service management and its importance to the hospitality industry.

Teaching Assistant

Department of Nutrition, Hospitality, & Retailing, Texas Tech University, Lubbock, TX

- RHIM 4300 Practicum in Hospitality Aug 2006 to Aug 2009
- RHIM 3100 Hospitality Internship Aug 2006 to Aug 2009
- RTL 3389 Practicum in Retailing Sep 2008 to May 2009
- RHIM 3380 Managed Services Aug 2006 to Aug 2007
- RHIM 3460 Food System Management I Jan 2003 to May 2003
- RHIM 3470 Food System Management II Jan 2002 to Dec 2002

Guest Lectures

- HPM 329 Hospitality Marketing (Fall, 2009).
- RHIM 2310 Introduction to Hospitality Management (Fall, 2008; Spring, 2009).
- RHIM 4330 Event Management – Wedding Planning (Summer, 2008).
- RHIM 3321 Hospitality Cost Control I – Accounting (Summer, 2008).
- RHIM 4322 Hospitality Cost Control III - Financial Management (Summer, 2008).
- RTL 3340 International Retailing - Cross Cultural Marketing (Fall, 2006).

INVITED PRESENTATIONS:

- “Dinner Etiquette” at the Etiquette Dinners at SU: Oct. 2011, hosted by the Center for Career Services; Mar 2012, hosted by the Office of Multicultural Affairs ; and Apr 2012, hosted by the Pathways Learning Community.
- “Using Mixed Methods Approach in Hospitality and Tourism Research” at Temple University, Philadelphia, PA, Oct 2011.
- “Preparing for a Job Interview” in the Science and Technology Entry Program (STEP) at SU, 2010.
- Panel speaker, Experienced Teaching Assistant Discussion Panel for the International Teaching Assistant Workshop of Texas Tech University (Aug, 2007 and Aug, 2008).

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SOCIAL MEDIA WORK EXPERIENCE:

Blog Writer

Jan 2010 to present

<http://linchikwok.blogspot.com>: A Blog about Hospitality News and Trends

- Post discussions every week about hospitality news and trends.
- The number of pageviews reaches 10,000 per month on average since September 2011.
- The number of comments exceeded 550 as of November 2011.
- Integrate blogging as a teaching tool in the classes I teach.
- Interact with industry professionals on the blog and have received several inquiries of posting other bloggers' work on the blog.
- Perspectives about online reviews were quoted in *The New York Times* on August 19, 2011 (<http://nyti.ms/p7Yl03>).
- Strategies of how hoteliers can respond to online reviews were cited and quoted in the Cover Story in *Voyager's World*, an "India's premier Travel and Tourism monthly" in December, 2011 (<http://j.mp/vTHTBZ> & <http://j.mp/wJHjss>).

<http://lkwoksociaimedia.blogspot.com>: A Blog about Social Media Strategies

Jan 2012 to present

- Use it as a teach tool, allowing students to practise engaging audience as a thought leader.

Thought Leader

Feb 2011 to present

<http://hospitality.blogNotions.com>: A Professional Blog Contributed by Industry Professionals

- Appointed as a "thought leader" to cross-post my discussion on Linchikwok.blogspot.com and BlogNotions.com.
- BlogNotions.com reaches 30,000 registered e-mail recipients.

Blog Contributor

Aug 2010 to present

<http://graduatingsuccess.wordpress.com>: A Blog that Provides Career Advice to College Students

- Post career service advice as a guest contributor.

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HOSPITALITY INDUSTRY EXPERIENCE:

Event Coordinator – Lunar New Year Celebration at Texas Tech

Jan/Feb 2009

Cross-Cultural Academic Advancement Center, Texas Tech University

- Planned and organized the program for a six day event to celebrate the Lunar New Year, including Pre-Opening Banquet (150 participants), Grand Opening, Wish Tree Workshop, Calligraphy Workshop, Korean Movie Night, and Closing Ceremony (200 participants).
- Set up the marketing plan and budget for the first annual Lunar New Year Celebration at TTU.
- Recruited the presidents of different international student organizations to co-host different sessions.
- Planned and organized Lion Dance & Martial Arts Showcase in February (100 participants).
- Campus newspaper reported this event three times.

Fashion Camp Counselor (2 sections; 5 days for each section)

Jun 2008; Jun 2009

Nutrition, Hospitality, and Retailing, Texas Tech University

International Coffee House Co-organizer

Apr 2008

Office of International Affairs, Texas Tech University

Front Office Manager

Sep 2005 to Jun 2006

Crosswaters Ecolodge & Spa (5-star, villas & outlets), NanKun Mountain, Guangdong, China

- Wrote the operational policies and procedures for the front office, including PBX, reception, cashier, reservation, concierge, bell stand, golf cart drivers, and business center.
- Designed the organizational structure of the department.
- Recruited, hired, and trained qualified personnel.
- Developed and maintained the departmental budget.
- Organized the hotel pre-opening in the spring of 2006.
- Designed promotional materials for the hotel.

Pre-Opening and Planning Consultant

Apr 2005 to Sep 2005

The Royal Hotel (3-star, 88 rooms), Dong Guan, Guangdong, China

- Assisted the owners in designing the concept for the hotel.
- Developed marketing and sales strategies for the hotel.
- Assisted owners in recruiting and hiring qualified personnel.
- Set up service standards for the property.
- Trained employees to meet a 3-star hotel standard.

Guest Service Officer/Assistant Manager

Oct 2004 to Mar 2005

China Hotel, A Marriott Hotel, Canton, China

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HOSPITALITY INDUSTRY EXPERIENCE: (continued)

Front Office Agent/Management Trainee Aug 2003 to Jun 2004
Rotary House International, A Marriott Conference Center, Houston, Texas

Night Auditor/ Front Desk Clerk Jan 2003 to May 2003
La Quinta Inn, Medical Center, Lubbock, Texas

Night Auditor/ Front Office Clerk/ Sales Representative Jul 2002 to Nov 2002
Residence Inn by Marriott, Lubbock, Texas

Student Assistant Aug 2001 to Dec 2001
Dining Office, Wall/Gates Hall, Texas Tech University, Lubbock, Texas

Official for Government Functions & Foreign Investment Activities Aug 1999 to Jun 2001
The Bureau of Foreign Economic Relations and Trade, Canton, China

ADVISING EXPERIENCE:

Honors Capstone Advisor Nov 2011 to Present
Renée Crown University Honors Program, Syracuse University

- Advised an honors student on her capstone project on hospitality and entrepreneurship.
- A handful of students from each college will be selected as Renée Crown Scholars for the University.

Academic Advisor Aug 2010 to Present
Hospitality Management, Syracuse University

- Advise four (4) undergraduate Hospitality Management majors/minors on research projects.
- Advise 10 undergraduate Hospitality Management majors on class schedules, degree plans, internships, and career plans.
- Counsel those students who have academic and/or career concerns during school.

Dissertation Examining Committee Spring /Fall 2011
Child and Family Studies, Syracuse University

- Soohyun Kim. *The effects of Internet use on academic achievement and behavioral adjustment among South Korean adolescents: Mediating and moderating roles of parental factors.*

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ADVISING EXPERIENCE (CONTINUED):

Assistant to the Director of Student Services

Aug 2007 to Aug 2009

College of Human Sciences, Texas Tech University

- Assisted the director with incoming students and parent orientations.
- Assisted the director with job placement for hospitality and retailing students.
- Coordinated corporate recruiters' campus visit, including company presentations, recruiting functions, and interviews (50 – 70 recruiters/managers per semester).
- Advised hospitality and retailing students on resumes, internships, and career plans.
- Together with the director, took students on road trips for follow-up interviews and site visits (up to 35 students; within 10 hour driving distance).

SERVICE:

- Faculty participants at SU's First Generation Doctoral Student Support Program, 2012 to present.
- Session Chair at the 12th International Research Symposium on Service Excellence in Management (QUIS12), Cornell University, Ithaca, NY, 2011.
- Member of Faculty Council Committee, David B. Falk College of Sport and Human Dynamics, SU, 2010 - 2011.
- Member of Hospitality and Event Management Minor Curriculum Committee and the Sport Management's Initiative to SU Los Angeles Committee, Department of Sport Management, SU, 2010 – 2011.
- Moderator at the 16th Graduate Conference, Houston, TX, 2011 and the 2010 I-CHRIE Annual Conference & Exposition, San Juan, Puerto Rico.
- Faculty Advisor for Hospitality Management Association at SU (2009 – 2010): Assisted the organization in gaining its recognition from the university; Advised student leaders on monthly events; Organization was nominated for The Macy's Rising Start Awards at SU in 2010.
- Member of Lodging Track Curriculum Committee and Event Management Track Curriculum Committee, Department of Hospitality Management, SU, 2009 – 2010.
- Mentor for the Mentor Tech Program, a university organization providing mentorship to minority undergraduate students, 2007 to 2009.
- Chinese tutoring service for Texas Tech students, 2006 to 2009.
- Communication Officer of the Graduate RHIM Student Organization, 2007.

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SCHOLARSHIPS & AWARDS:

- Kauffman Professors of Entrepreneurship and Innovation, SU, Jan 2011 – present, “a distinguished group of faculty” who supports SU’s initiatives in entrepreneurship and innovation (About 20 in total).
- Dissertation/Thesis Research Award, TTU 2009.
- 1st Place, Eighth Annual Graduate Student Research Poster Competition, TTU 2009.
- President’s Excellence in Diversity & Equity Award nominee, TTU 2009.
- Willa Vaughn and Maude Flowers Tinsley Scholarship, TTU 2008.
- Vernon and Elizabeth Haggerton Scholarship, TTU 2006, 2007, 2008.
- Study Abroad Competitive Scholarship, Office of International Affairs, TTU 2007, 2008, 2009.
- Graduate Student Scholarship, TTU 2001, 2002.
- Outstanding Government Official in the Bureau of Foreign Economic Relations & Trade, 2001.
- Best Bachelor Degree Holding Student of GUBS, 1999 (top 3%).
- Scholarship for leading students for 4 consecutive years at GUBS.

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MEMBERSHIP OF PROFESSIONAL ASSOCIATIONS:

- American Psychological Association (APA).
- Academy of Management (AOM).
- Society for Human Resource Management (SHRM).
- International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE).
- American Hotel & Lodging Association (AH&LA)
- Greater Syracuse Hospitality & Tourism Association.
- The Gerontological Society of America (GSA).
- Eta Sigma Delta (International Hospitality Management Honor Society).
- Phi Upsilon Omicron (National Family & Consumer Sciences Honor Society).
- The Golden Key International Honor Society.

CONFERENCES, WORKSHOPS AND EVENTS ATTENDED:

- Faculty Development in International Entrepreneurship Program, Institute of International Business and Center for International Business Education and Research at University of Colorado, Denver (May 29 – June 1, 2012; registered but have not attended the program yet).
- International Restaurant and Foodservice Show of New York, New York City (Mar, 2012).
- GSA's (The Gerontological Society of America) 64th Annual Scientific Meeting, Boston, MA (Nov, 2011)
- International Hotel/Motel & Restaurant Show, New York, NY (2009, 2010, & 2011).
- The 119th Annual Convention of APA (the American Psychological Association), Washington, D.C. (Aug, 2011).
- The 2011 Caesars Hospitality Research Summit, University of Nevada, Las Vegas, NV. (Jun, 2011).
- The 12th International Research Symposium on Service Excellence in Management (QUIS12), Cornell University, Ithaca, NY. (Jun, 2011).

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CONFERENCES AND EVENTS ATTENDED (Continued):

- The 2011 International Conference on Social Computing, Behavioral-Cultural Modeling, & Prediction (SBP11), University of Maryland, College Park, MD (Mar, 2011).
- The 16th Annual Graduate Conference, Houston, TX (Jan, 2011).
- 2010 I-CHRIE Annual Conference & Exposition, San Juan, Puerto Rico (Jul/Aug, 2010).
- SHRM (Society for Human Resource Management) 62nd Annual Conference & Exposition, San Diego, CA (Completed a four-day educational program and attended the exhibition; Jun, 2010).
- The Special Event Show/Conference 2010, New Orleans, LA (Completed a four-day educational program and attended the exhibition; Jan, 2010).
- The 15th Annual Graduate Conference, Washington, D.C. (Jan, 2010).
- 2009 I-CHRIE Annual Conference & Exposition, San Francisco, CA (Jul/Aug, 2009).
- The 5th Annual Advancing Teaching and Learning Conference, Lubbock, TX (Mar, 2009).
- The 14th Annual Graduate Conference, Las Vegas, NV (Jan, 2009).
- 2008 I-CHRIE Annual Conference & Exposition, Atlanta, GA (Jul/Aug, 2008).
- The 13th Annual Graduate Conference, Orlando, FL (Jan, 2008).
- The 12th Annual HEAT (Hospitality Educator's Association of Texas) Conference, Austin, TX (Dec, 2007).
- The 2007 U.S. Foreign Policy Colloquium, the annual conference organized by the National Committee on U.S.-China Relations & the Elliott School of International Affairs at George Washington University, Washington D.C. (Jun, 2007).
- The 12th Annual Graduate Conference, Houston, TX (Jan, 2007).
- The 9th Annual Graduate Conference, Houston, TX (Jan, 2004).
- 2003 Southwest Food Expo, Dallas, TX (Jun, 2003).