

ROHIT VERMA

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Singapore Tourism Board Distinguished Professor in Asian Hospitality Management
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WORK EXPERIENCE

Cornell University

School of Hotel Administration (SHA) (2006 onwards)

Academic Positions:

- ▶ Singapore Tourism Board Distinguished Professor in Asian Hospitality Management (2014+)
- ▶ Professor, Service Operations Management (2009+);
- ▶ Associate Professor, Service Operations Management (2006+)

Administrative Positions:

- ▶ Executive Director, Cornell Institute for Healthy Futures (2015+)
- ▶ Coordinator, MBA/MMH Dual Degree Programs (2013-15)
- ▶ Director, Executive Master Program Development Project (2012-13)
- ▶ Executive Director, Cornell Center for Hospitality Research (2009-12)
- ▶ Chair / Co-Chair, Cornell Hospitality Research Summit (2010, 2012, 2014)

Johnson Graduate School of Management (2006 onwards)

- ▶ Visiting Professor, Operations Management (2009 onwards)
- ▶ Visiting Associate Professor, Operations Management (2007-09)

University of Utah, David Eccles School of Business (DESB) (2001-07)

Academic Positions:

- ▶ George S. Eccles Professor of Operations Management (2006-07)
- ▶ Professor, Operations Management (2006-07)
- ▶ Associate Professor, Operations Management (2001-06)

Administrative Positions:

- ▶ Vice President, DESB Faculty (2005-06)
- ▶ Area Coordinator, Operations Management (2003-06)

- ▶ Chair, University Technology Transfer Committee (2004-05)
- ▶ Co-Chair, Engineering-Business Joint Program (2004-06)
- ▶ Coordinator (DESB), Masters in Statistics Committee (2005-06)

DePaul University, Kellstadt Graduate School of Business (1995-02)

- ▶ Associate Professor (2001-02)
- ▶ Assistant Professor (1997-01)
- ▶ Visiting Assistant Professor (1995-97)

Visiting Appointments

- ▶ German Graduate School of Management and Law, Germany (2011, 12, 13, 14)
- ▶ Korea University, Korea (2013)
- ▶ Hong Kong Polytechnic University, China (2013)
- ▶ Nyenrode Business University, The Netherlands (2010)
- ▶ Instituto de Empresa, Spain (2008)
- ▶ Helsinki School of Economics and Business Administration, Finland (1996, 98, 04)
- ▶ Indian School of Business, India (2006)
- ▶ Norwegian School of Logistics, Norway (2005, 06)
- ▶ University of Sydney, Australia (1998)

Industry Experience

- ▶ The Alliance Group Management Consulting, Managing Partner (2001-06)

Clients included Calvin Kline (USA), General Growth Properties (USA), Hammerson (UK), Kurt Salmon Associates (USA), Neiman Marcus (USA), Siemens Medical (USA), Siemens Energy and Automation (Germany).

- ▶ Research projects supported by industry partners
 - ASAE Foundation [USA] (2011-14)
 - American Express [USA] (2002-03)
 - American Production and Inventory Control Society [USA] (1994-96)
 - Apeejay Surrendra Park Hotels [India] (2013-14)
 - Bank One [USA] (1997-99)
 - Chicago International Airport [USA] (1997-99)
 - Citycon [Finland] (2008-09)
 - CSFB [USA] (1999-01)
 - eBay [USA] (2003-04)
 - Fairmont Hotels [Singapore] (2008-09)
 - Fraport [Germany] (2008-09)
 - Four Seasons Hotels & Resorts [Canada] (2011-13)
 - Historic Resort Hotels Pvt. Ltd. [India] (2013-14)
 - Hospitality Sales and Marketing Association International [USA] (2001-04)
 - Kimberley Clarks [USA] (1996-97)
 - Marketing Science Institute [USA] (1990-96)
 - Mead Johnson [USA] (1997-98)
 - NCR Knowledge Lab [United Kingdom] (1998-99)
 - National Research Network [USA] (2008-09)
 - National Restaurant Association [USA] (2012-14)
 - PKF Hospitality Research (2010+)

- Preferred Hotels & Resorts [USA] (2015+)
- Raffles Hotels [Singapore] (2008-09)
- RateGain [India] (2013-14)
- Swisshotel [Singapore] (2008-09)
- STR Global [USA] (2013+)
- TripAdvisor [USA] (2012+)
- The Leading Hotels of the World [USA] (2015+)
- The Leela Palaces, Hotels and Resorts [India] (2013-14)
- The Lemon Tree Hotel Company [India] (2013-14);
- United States Department of Agriculture – Forest Service [USA] (1997-01)
- Wiener Konzerthaus [Austria] (08+); 3M [USA] (2001-02)

EDUCATION

University of Utah, Salt Lake City, UT, USA

- ▶ **Ph.D.**, Business Administration (1991-95)
 - Major: Service Operations Management
 - Minor: Marketing Research; International Business
- ▶ **M.S.**, Metallurgical Engineering (1989-91)

Indian Institute of Technology, Kanpur, INDIA

- ▶ **B. Tech.**, Metallurgical Engineering (1985-89)

HONORS AND AWARDS

Honorary Titles

- ▶ **Singapore Tourism Board Distinguished Professor in Asian Hospitality Management**, School of Hotel Administration, Cornell University (2014 onwards)
- ▶ **George S. Eccles Professor**, David Eccles School of Business, Univ. of Utah (2006-07).
- ▶ **Thayne Robson Fellow**, David Eccles School of Business, Univ. of Utah, (2003-06).

Research Awards

- ▶ **Most Influential Paper Award, Production and Operations Management Society, College of Service Operations (2015)**
(*Script usage in customized and standardized service encounters: Implications for perceived service quality – Journal article # 63 in list below*)
- ▶ **Jack Meredith Best Paper Award, Journal of Operations Management (2014)**
(*Sequence Effects in Service Bundles – Journal article # 62 in list below*)
- ▶ **Industry Relevance Award (2014)** (*Hotel guests' reactions to guest room sustainability initiatives*). Cornell Center for Hospitality Research. (with Alex Susskind)
- ▶ **Industry Relevance Award (2009)** (*How travelers use online and social media channels*)

to make hotel choice decisions). Cornell Center for Hospitality Research. (with Laura McCarthy and Debra Stock)

- ▶ **Industry Relevance Award (2007)** (*Unlocking the secrets of customer choices*). Cornell Center for Hospitality Research.
- ▶ **Industry Relevance Award Finalist (2011)** (*2011 travel industry benchmarking: marketing ROI, opportunities, and challenges in online and social media channels for destination and marketing Firms*). Cornell Center for Hospitality Research.
- ▶ **Christopher Lovelock Best Paper Award (2009)** (*Sequence of service bundles*), Art & Science of Services Conference, Boston.
- ▶ **Wickham Skinner Early Career Research Accomplishments Award (2001)**. Production and Operations Management Society.
[Highest honor for research during the first 6-years of academic career based on the impact of the body of work in terms of its ability to broaden, extend, and alter the way that POM is conceptualized, practiced, and viewed.]
- ▶ **Sprit of Inquiry Award (2000)**. DePaul University.
[Highest honor for research accomplishments within the university.]
- ▶ **Best Paper Award 1999** (*Designing services in a multinational context*), Service Management Association International Conference, Boston (99). (with Pullman, M.E. and Goodale, J.C.)
- ▶ **Doctoral Dissertation Research Award (1994)**, jointly given by American Production and Inventory Control Society and Marketing Science Institute (94)

Teaching-related Awards

- ▶ **Teaching Excellence Award – MMH Core (2011)**. School of Hotel Administration, Cornell University (5/11)
- ▶ **Doctoral Faculty Teaching Excellence Award (2007)**. David Eccles School of Business, University of Utah (5/07)
- ▶ **Teaching Innovation Award (1998)**. Department of Management, DePaul University. (6/98).
- ▶ **Outstanding Doctoral Student Teaching Award (1995)**. David Eccles School of Business, University of Utah (5/95)
- ▶ **CIBER Best Case Study Award (2006)** (*eBay Customer Support Outsourcing*) CIBER / IU and POMS, Boston (5/06)
- ▶ **DSI Case Study Competition (2007) Finalist** (*eBay Trust and Safety*) (11/2007)
- ▶ **DSI Instructional Innovation Award Competition (2006) Finalist** (11/2006).

Service Awards

- ▶ **Professional Service Award (2006)**. David Eccles School of Business, University of Utah 2005-06.

Scholarships

- ▶ **Graduate Research Fellowship.** United States Bureau of Mines (1989-91).
- ▶ **National Talent Search Scholarship.** National Council for Educational Research and Training (NCERT), Government of India (1983-89).
- ▶ **State Talent Search Scholarship.** Bihar State Educational Research and Training, State of Bihar (BSERT), India (1983-85).

RESEARCH

Journal Articles

Under Review

- ▶ Brandan-Jones, A, Lewis, M., Verma, R, and Walsman, M. "Examining the characteristics and managerial challenges of management consultancy: A sectorial study of the hospitality industry" under 3rd round review at *Journal of Operations Management*.
 - **2nd Place: Best Student Paper**, INFORMS Service Science Division, 2014
 - **Finalist: Best Student Paper**, Academy of Management, OM Division, 2015
 - **Best Paper Proceedings**, Academy of Management, 2015
- ▶ Dixon, M., Victorino, L., Kwortnik, R. and Verma, R. "Sequence, surprise and anticipation: Implications for designing service bundles", under 2nd round review at *Production and Operations Management*.
- ▶ Walsman, M., Verma, R. and Muthulingam, S. "The impact of environmental certification on financial performance in services: A study of LEED certified hotels in the United States" under initial review at *Production and Operations Management*.

2015

- 71. Xie, K., Anderson, C. and Verma R. (forthcoming) "Demand growth in services: A discrete choice assessment of full information and opaque distribution channels" *Decision Sciences*.
- 70. Lee, M, Verma, R. and Roth, A. (forthcoming) "Understanding customer value in technology-enabled services: A numerical taxonomy based on usage and utility" *Service Science*.
- 69. Peiró-Signes, Ángel, Segarra-Oña, María-del-Val, Verma R. "The effect of tourism clusters on U.S. hotel performance", *Cornell Hospitality Quarterly*. Vol. 56, No. 2.

2014

- 68. Zhang, J., Joglekar, N. and Verma R. "An empirical test of service eco-certification signaling effect in services." *Journal of Service Management*. Vol. 25, No. 4.
- 67. Dixon, M., Karniouchina, E., Rhee, van der B., Verma R., and Victorino, L. (2014) "The role of coordinated marketing-operations strategy in services: Implications for managerial decisions and execution." *Journal of Service Management*. Vol. 25, No. 2.
- 66. Han, S. and Verma, R. (2014) "Why attend tradeshow? An assessment of exhibitor and

attendees preferences" *Cornell Hospitality Quarterly*, Vol. 55, No. 3.

- 65. Zhang, J., Joglekar, N., Heineke, J., and Verma, R. (2014) "Eco-efficiency of service co-production: connecting eco-certifications and resource efficiency in U.S. hotels" *Cornell Hospitality Quarterly*, Vol. 55, No. 3.
- 64. Segarra-Oña, María-del-Val, Peiró-Signes, Ángel, Mondejar, Jose, Vargas Manuel, Verma, R. (2014) "The impact of environmental certification on hotel guest ratings." *Cornell Hospitality Quarterly*. Vol. 55, No. 1.

2013

- 63. Victorino, L., Verma, R. and Wardell D. (2013) "Script usage in customized and standardized service encounters: Implications for perceived service quality." *Production and Operations Management*, Vol. 22, No 3. [**Most Influential Service Operations Paper Award, 2015**]
- 62. Dixon, M. and Verma, R. (2013) "Sequence effects in service bundles: Implications for service design and scheduling." *Journal of Operations Management*, Vol. 31, No. 3. [**Jack Meredith Best Paper Award, 2014**]
- 61. Thakran, K and Verma R. (2013) "The emergence of hybrid online distribution channels in hospitality, travel and tourism." *Cornell Hospitality Quarterly*. Vol. 54, No. 3.

2012

- 60. Victorino, L., Verma, R., Bonner, B., and Wardell D. (2012) "Can customers detect script usage in service encounters? An experimental video analysis" *Journal of Service Research*, Vol. 15, No 4.
- 59. Peiró-Signes, Ángel, Segarra-Oña, María-del-Val, Miret-Pastor, Luis, Verma, R. (2012) "The effects of localization on economic performance" *European Planning Studies*, Vol. 20, No 8.
- 58. Zhang, Jie, Joglekar, N., and Verma, R. (2012) "Pushing the frontier of sustainable service operations management: evidence from US hospitality industry" *Journal of Service Management*, Vol. 23, 3.
- 57. Verma, R., Stock, D., and McCarthy, L. (2012) "Customer preferences for online, social media, and mobile innovations in the hospitality industry" *Cornell Hospitality Quarterly*, Vol. 53, No. 3.
- 56. Zhang, Jie, Joglekar, N., and Verma, R. (2012) "Exploring resource efficiency benchmarks for environmental sustainability in hotels" *Cornell Hospitality Quarterly*, Vol. 53, 3.
- 55. Segarra-Oña, María-del-Val, Peiró-Signes, Ángel, Verma, R., and Miret-Pastor, Luis (2012) "Does environmental certification help the economic performance of hotels? Evidence from the Spanish hotel industry" *Cornell Hospitality Quarterly*, Vol. 53, No. 3.
- 54. MacDonald, L., Anderson, C. K., Verma, R. "Using revealed- and stated-preference customer choice models for making pricing decisions in services: An illustration from the hospitality industry", *Journal of Revenue and Pricing Management*, Vol. 11. No. 2.

2011

53. Ding, X., Yang H., Verma R. (2011) "Customer experience in online financial services: A study of behavioral intentions for techno-ready market segments", *Journal of Service Management*, Vol. 22, No 3.
52. Peiró-Signes, Ángel, Segarra-Oña, María-del-Val, Miret-Pastor, Luis, Verma, R. (2011) "Eco-innovation attitude and industry's technological level" *Environmental Engineering and Management Journal*, Vol. 10, No 12.

2010

51. Verma, R. (2010) "Customer choice modeling in hospitality services: A review of past research and discussion of some new applications", *Cornell Hospitality Quarterly*, Vol. 51, No. 4.
50. Ding, D.X., Hu, P.J., Verma, R., and Wardell, D. (2010) "The impact of service system design and flow experience on customer satisfaction in online financial services", *Journal of Service Research*, Vol. 13, No 1.
49. Kimes, S., Verma, R. and Hart, C. (2010) "Revenue management at the Hong Kong Grand: The dine in grandeur dilemma", *INFORMS Transactions on Education*, Vol. 10, No. 3.

2009

48. Rhee, B., Verma, R., and Plaschka, G. (2009) "Understanding tradeoffs in the supplier selection process: The role of flexibility, delivery, and value-added services/support", *International Journal of Production Economics*, Vol. 120, No. 1.
47. Karniouchina, E., Moore, W.L., Rhee, B., and Verma, R. (2009) "Issues in the use of ratings-based versus choice-based conjoint analysis in operations management research", *European Journal of Operational Research*, Vol. 197, No. 1.
46. Victorino, L., Verma, R., and Karniouchina, E. (2009) "Exploring the use of the abbreviated technology readiness index for hotel customer segmentation", *Cornell Hospitality Quarterly*, Vol. 50, No.3.

2008

45. Verma, R., Plaschka, G., Hanlon, B., Livingston, A, and Kalcher, K. (2008) "Predicting customer choices in services using discrete choice analysis", *IBM Systems Journal* (special issue on *Service Science, Management and Engineering*), Vol. 47, No. 1.
44. Verma, R. (2008) "Outback steakhouse in Korea: A commentary", *Cornell Hospitality Quarterly* Vol. 49, No. 1.
43. Metters, R. and Verma, R. (2008) "Service outsourcing: Historical perspectives and future research directions", *Journal of Operations Management* Vol. 26, No. 2.
42. Youngdahl, W. and Verma, R. (2008) "Offshoring of service and knowledge Work", *Journal of Operations Management*, Vol. 26, No. 2.

2007

41. Ding, X., Verma, R. and Iqbal, Z. (2007) "Self-service technology and online financial service

choice", *International Journal of Service Industry Management*, Vol. 18, No. 3.

40. Van der Rhee, B., Verma, R., Plaschka, G., and Kickul, J. (2007) "Technology readiness, learning goals and eLearning: Searching for synergy", *Decision Sciences Journal of Innovative Education*, Vol. 5, No. 1.

2006

39. Gupta, S., Verma, R., Victorino, L. (2006) "Empirical research published in *Production and Operations Management* (1992-2005): Trends and future research directions", *Production and Operations Management*, Vol. 15, No. 3.
38. Li, S., Madhok, A., Plaschka, G., and Verma, R. (2006) "Switching inertia and competitive asymmetry: A demand side perspective" *Decision Sciences*, Vol. 37, No. 4.
37. Feickert, J., Verma, R., Plaschka, G., Dev, C. (2006) "Hotel security: Guest preferences and willingness to pay" *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 47, No. 3.
36. Verma, R., Louviere, J., Burke, P. (2006) "Using market-utility-based approach to designing government and public services: Case illustration from United States Forest Service", *Journal of Operations Management*, Vol. 24, No. 4.
35. Ding, X., Wardell, D., Verma, R. (2006) "An assessment of SPC-based approaches for charting student evaluation scores" *Decision Sciences Journal of Innovative Education*, Vol. 4, No. 2.
34. Karniouchina, E.V., Victorino, L., Verma, R. (2006) "Product and service innovation: Ideas for future cross-disciplinary research", *Journal of Product Innovation Management*, Vol. 23, No. 3.
33. Iqbal, Z., and Verma, R. (2006) "Competing online: Studying consumer choice drivers for online financial services", *Journal of Internet Commerce*, Vol. 5, No. 1.
32. Verma, R., Youngdahl, W., McLaughlin, C. and Johnston, R. (2006) "Innovative operations management applications in not-for-profit, public and government services", *Journal of Operations Management*, Vol. 24, No. 4.

2005

31. Verma, R. and Plaschka, G. (2005). "Predicting customer choices", *MIT Sloan Management Review*, Vol. 47, No 1.
30. Victorino, L., Verma, R., Plaschka, G., Dev, C. (2005) "Service innovation and customer choices in hospitality industry", *Managing Service Quality*, Vol. 15, No. 6.
29. Verma, R., McLaughlin, C., Johnston, R., and Youngdahl, W. (2005) "Research opportunities in not-for-profit, government and public services: Charting a new research frontier", *Journal of Operations Management*, Vol. 23, No. 2.

2004

28. Verma, R., Iqbal, Z., and Plaschka, G. (2004). "Understanding customer choices in e-Financial services", *California Management Review*, Vol. 46, No. 4.

2003

27. Verma, R. and Plaschka, G. (2003). "The art and science of customer choice modeling: reflections, advances, and managerial implications", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 44, No. 5-6.
26. Goodale, J., Verma, R., and Pullman, M. (2003) "A market utility based model for capacity scheduling in mass services", *Production and Operations Management*, Vol. 12, No.2.
25. Iqbal, Z., Verma, R., and Baran, R. (2003) "Understanding customer choices & preferences for Transaction-based e-Services", *Journal of Service Research*, Vol. 6, No. 1.
24. Thompson, G.M., and Verma, R. (2003) "Computer simulation in hospitality: Teaching, practice and research", *Cornell Hotel and Restaurant Administration Quarterly* Vol. 44, No. 2.
23. Goodale, J., Verma, R. and Pullman, M. (2003) "Scheduling employees in hospitality services: The market utility-based approach", *Cornell Hotel and Restaurant Administration Quarterly* Vol. 44, No. 1.

2002

22. Hill, A., Collier, D., Froehle, C., Goodale, J., Metters, R., and Verma, R. (2002) "Research opportunities in service process design", *Journal of Operations Management*, Vol. 20, No. 2.
21. Cook, L. and Verma, R. (2002) "Exploring the linkages between quality system, service quality, and performance excellence: Service providers' perspectives", *Quality Management Journal*, Vol. 9, No. 2.
20. Verma, R., Plaschka, G. and Louviere, J. (2002) "Understanding customer choices: A key to successful management of hospitality services", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 43, No. 6.
19. Verma, R., Fitzsimmons, J., Heineke, J. and Davis, M. (2002) "New issues and opportunities in service design research," *Journal of Operations Management*, Vol. 20, No. 2.

2001

18. Verma, R., Thompson, G., Moore, W. and Louviere, J. (2001) "Effective design of products/services: An approach based on integration of marketing and operations management decisions", *Decision Sciences*, Vol. 32, No. 1.

2000

17. Pullman, M., Verma, R. and Goodale, J. (2000) "Service design and operations strategy formulation in multicultural markets", *Journal of Operations Management*, Vol. 19, No. 2.
16. Verma, R. and Young, S.T. (2000) "Configurations of low-contact services", *Journal of Operations Management*, Vol. 18, No. 6.
15. Boyer K. and Verma, R. (2000) "Multiple raters in operations strategy research", *Production and Operations Management*, Vol. 9, No. 2.
14. Verma, R. and Boyer, K. (2000) "Service classification and management challenges", *Journal*

of Business Strategies, Vol. 17, No. 1.

13. Verma, R. (2000) "An Empirical assessment of management challenges in service factories, service shops, mass services and professional services", *International Journal of Service Industry Management*, Vol, 11, No. 1.

12. Verma, R., Gibbs, G., and Gilgan, R. (2000) "Redesigning check processing operations using animated computer simulation", *Business Process Management Journal*, Vol. 6, No. 1.

1999

11. Verma, R., Pullman, M., and Goodale, J. (1999) "Designing and positioning services for multicultural markets", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 40, No. 6.

10. Verma, R., Thompson G., and Louviere, J. (1999) "Configuring service operations in accordance with customers needs and preferences", *Journal of Service Research*, Vol. 1, No 3.

9. Moore, W., Louviere, J. and Verma, R. (1999) "Using conjoint analysis to design product platforms", *Journal of Product Innovation Management* Vol. 16, No. 1.

8. Verma R. and Thompson, G. (1999) "Managing service operations based on customer preferences", *International Journal of Operations and Production Management*, Vol. 19, No. 9.

1998

7. Verma, R. and Pullman, M. (1999) "An analysis of the supplier selection process", *Omega: The International Journal of Management Science*, Vol. 26, No. 6.

6. Verma, R. and Thompson, G. (1998) "Discrete choice analysis in hospitality management research", *Journal of Hospitality and Tourism Research*, Vol. 21, No. 1.

1997

5. Verma, R. (1997) "Management science, theory of constraints/optimized production technology and local optimization", *Omega: The International Journal of Management Science*, Vol. 25, No. 2.

1996

4. Verma, R. and Thompson, G. (1996) "Basing service management on customer determinants: The importance of hot pizza", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 37, No. 2.

1995

3. Verma, R. and Goodale, J. (1995) "Statistical power in operations management research", *Journal of Operations Management*, Vol. 13, No. 2.

2. Rajamani R. and Verman, R. (1995) "Environment dependent breakage rates in ball milling", *Powder Technology*, Vol. 84.

1992

1. Kapur, Velamakanni, B., Fuerestenaus, D.W. and Verma, R. (1992) "Simulation of locked cycle grinding of multi-component feeds and its implication for stability and control of industrial comminution circuits", *Powder Technology*, Vol. 69, No. 1.

Textbooks

- ▶ Sturman, M., Corgel, J., and Verma R. (eds.) "The Cornell School of Hotel Administration on Hospitality; Cutting Edge Thinking and Practice" Wiley, 2011.
- ▶ Boyer, K. and Verma, R. "Operations and Supply Chain Management for the 21st Century" South-Western Cengage Learning, 2009.
- ▶ Verma, R. and Boyer, K. "Operations and Supply Chain Management: World Class Theory and Practice" South-Western Cengage Learning (International Edition), 2009

Book Chapters

- ▶ Zhang, J., Joglekar, N. and Verma, R. "Variegated Sustainability Measurements in the Built Environment: Asset Ownership & Operational Choices in the U.S. Hospitality Industry" in ***Constructing Green: Sustainability and the Places We Inhabit*** (edited by Rebecca Henn and Andrew Hoffman), MIT Press, 2013.
- ▶ Sturman, M., Corgel, J., and Verma, R. "Four Paths to Success in the Hospitality Industry" ***The Cornell School of Hotel Administration on Hospitality; Cutting Edge Thinking and Practice***. Wiley, 2011.
- ▶ Verma, R. "Understanding and Predicting Customer Choices" ***The Cornell School of Hotel Administration on Hospitality; Cutting Edge Thinking and Practice***. Wiley, 2011.
- ▶ Verma, R. "the Hospitality Business Environment" ***Cornell Handbook of Applied Hospitality Strategy***. Sage Publishers (2011).
- ▶ Krueger, N., Kickul, J., Gundry, L, Verma, R. & Wilson, F. "Discrete Choices, Trade-offs & Advantages: Modeling Social Venture Opportunities and Intentions", ***International Perspectives on Social Entrepreneurship Research***. Palgrave, (in press).
- ▶ Tsai W., Schmidt, G. and Verma, R. "New Service Development", ***Handbook of New Product Development***, Elsevier, September 2007.
- ▶ Plaschka, G., Verma, R. and Squeo D. ""Seen, but not heard!" Assessing merger outcomes from a Market and Customer Perspective", ***Transatlantic Mergers & Acquisitions***, 2005.
- ▶ Verma, R. "Services Marketing", ***Handbook of Logistics and Supply Chain Management***, Ed. Brewer, A.M., and Hensher, D.A. Pergamon, New York, 2001.
- ▶ Pullman, M.E., Goodale, J. and Verma, R. "Service Capacity Design with Integrated Market-Utility Based Method", ***Service Product Development***, Eds: James Fitzsimmons, Sage Publications, Thousand Oaks, CA, pp. 111-137, 2000.
- ▶ Verma, R., Maher, T., and Pullman, M. "Effective Product and Process Development Using Quality Function Deployment", ***Integrated Product and Process Development: Methods,***

Tools, and Technologies, John Wiley and Sons, 1998, pp. 339-354.

- ▶ Rajamani R., and Verma, R. "Effect of Milling Environment on the Breakage Rates in Dry and Wet Grinding", **Comminution: Theory and Practice**, The Society of Mining & Met. Engineers, 1992.

Cases

- ▶ Kimes, S. Verma R., Hart, C.H. and Wirtz, J. "The Royal Dining Membership Program Dilemma" in Essentials of Services Marketing text (2nd edition) and 8th edition of Services Marketing: People, Technology, Strategy.
- ▶ Newman, S., Grikscheit G., Verma, R. and Malapati, V. "eBay Trust, Safety and Fraud", 2007 (*unpublished*). (Finalist, DSI Case Competition, 2007).
- ▶ Newman, S., Grikscheit, G., Verma, R., and Malapati, V. "eBay Customer Support Outsourcing", *European Case Clearing House*, 2006. (Winner, POMS and CIBER case competition, 2006)

Cornell Center for Hospitality Research Reports

- ▶ Bruns-Smith, A., Choy, V., Chong, H., and Verma, R. (2015) "Environmental Sustainability in the Hospitality Industry: Best Practices, Guest Participation, and Customer Satisfaction", Cornell Hospitality Reports, Vol. 15, No. 3.
- ▶ Walsman, M, Dixon, M, Rush, R. and Verma, R. (2014) "It's More than Just a Game: The Effect of Core and Supplementary Services on Customer Loyalty", Cornell Hospitality Reports, Vol. 14, No. 23.
- ▶ Walsman, M., Verma, R. and Muthulingam, S. (2014) "The Impact of LEED Certification on Hotel Performance", Cornell Hospitality Reports, Vol. 14, No. 15.
- ▶ Han, S. and Verma, R. (2014) "The Future of Tradeshows: Evolving Trends, Preferences, and Priorities", Cornell Hospitality Reports, Vol. 14, No. 13.
- ▶ Segarra-Ona, M., Piero-Signes, A., Verma, R., Mondéjar-Jiménez, J., and Vargas-Vargas, M. (2014) "Environmental Management Certification (ISO 14001): Effects on Hotel Guest Reviews", Cornell Hospitality Reports, Vol. 14, No. 8.
- ▶ Zhang, J., Joglekar, N., and Verma, R. (2014) "Exploring the Relationship between Eco-certifications and Resource Efficiency in U.S. Hotels", Cornell Hospitality Reports. Vol. 14, No 7.
- ▶ Chong, H. and Verma, R. (2013) "Hotel Sustainability: Financial Analysis Shines a Cautious Green Light", Cornell Hospitality Reports. Vol. 13, No 10.
- ▶ Verma, R, Gupta, R, and Denison, J. (2012) "Connecting Customer Value to Social Media Strategies: Focus on India" 2012 Cornell Hospitality Roundtable & Conference Proceedings.
- ▶ Hollis, B. and Verma, R. (2012) "The Intersection of Hospitality and Healthcare: Exploring Common Area of Service Quality, Human Resources, and Marketing" 2-12 Cornell Hospitality Roundtable & Conference Proceedings.

- ▶ Han, S., and Verma, Rohit (2012) "The Effect of Corporate Culture and Strategic Orientation on Financial Performance: An Analysis of South Korean Upscale and Luxury Hotels" Vol 12, No 4, Cornell Hospitality Reports.
- ▶ Segarra-Oña, María-del-Val, Peiró-Signes, Ángel and Verma Rohit Verma (2011) "Environmental Management Certification and Performance in the Hospitality Industry: A Comparative Analysis of ISO14001 Hotels in Spain" Vol 11, No 22, Cornell Hospitality Reports
- ▶ Verma R. and McGill, K. (2011) "2011 Travel Industry Benchmarking: Marketing ROI, Opportunities, and Challenges in Online and Social Media Channels for Destination and Marketing Firms" Vol 11, No 9, Cornell Hospitality Reports.
- ▶ McCarthy, L, Stock, D. and Verma, R. (2010) "How Travelers Use Online and Social Media Channels to Make Hotel-choice Decisions" Vol 10, No 18, Cornell Hospitality Reports.
- ▶ Enz, C., Verma, R., Walsh, K., Kimes, S. and Siguaw, J. (2010) "Cases in Innovative Practices in Hospitality and Related Services: Set 4", Vol. 10., No. 12. Cornell Hospitality Reports.
- ▶ Enz, C., Verma, R., Walsh, K., Kimes, S. and Siguaw, J (2010) "Cases in Innovative Practices in Hospitality and Related Services: Set 3" Vol 10, No 10, Cornell Hospitality Reports.
- ▶ Kimes, S., Enz, C., Siguaw, J., Verma, R., and Walsh, K. (2010) "Cases in Innovative Practices in Hospitality and Related Services: Set 2", Vol. 10., No. 4. Cornell Hospitality Reports.
- ▶ Verma R. and Smith, Russell, A. (2010) "The Quest for Consistent Ratings" Vol 2. No. 2. Cornell Hospitality Roundtable Proceedings.
- ▶ Taylor, W. and Verma, R. (2010) "Customer Preferences for Restaurant Brands, Cuisine, and Food Court Configurations in Shopping Centers", Vol. 10., No 3. Cornell Hospitality Reports
- ▶ Siguaw, J. , Enz C., Kimes, S., Verma, R. and Walsh, K. (2009) "Cases in Innovative Practices in Hospitality and Related Services: Set 1" Vol 9, No 17, Cornell Hospitality Reports.
- ▶ Dixon, M., Kimes, S. and Verma, R. (2009) "Customer Preferences and Use of Technology-Based Service Innovations in Restaurants", Vol. 9., No. 7. Cornell Hospitality Reports
- ▶ Victorino, L., Verma, R. and Wardell, D. (2008) "Scripting the Service Encounter: Some Guidelines for the Hospitality Industry", Vol. 8., No. 20. Cornell Hospitality Reports
- ▶ Verma R., Anderson C., Dixon M., Enz C., Thompson G., and Victorino L. (2008) "Key Elements in Service Innovation: Insights for the Hospitality Industry", Vol 1., No 1., Cornell Hospitality Roundtable Proceedings.
- ▶ Karniouchina K., Mishra H., and Verma R. (2008) "Exploring Consumer Reactions to Tipping Guidelines", Vol. 8., No. 8. Cornell Hospitality Reports
- ▶ Verma R., Victorino L., and Karniochina K. (2007) "Segmenting Hotel Customers Based on the Technology Readiness Index", Vol. 7, No. 13. Cornell Hospitality Reports
- ▶ Verma R. (2007) "Unlocking the Drivers of Customer Choices: Assessing Desirability and Willingness to Pay for Hospitality Services", Vol. 7, No. 2. Cornell Hospitality Reports

Other Publications

MIT Sloan Management Review's Translations of Research

- ▶ "Throttling the Customer", *MIT Sloan Management Review*, Intelligence Section, Summer 2006 (written by SMR staff David Wagner – based on series of research conversations with Rohit Verma during May – June 2006).
- ▶ "Understanding and Managing Obnoxious Customers", *MIT Sloan Management Review*, Intelligence Section, Winter 2005 (written by SMR staff Lauren Keller Johnson – based on a October 2004 white paper by Ray Coye and Rohit Verma).
- ▶ "How to make an Online Business Click", *MIT Sloan Management Review*, Intelligence Section, Summer 2004 issue. (written by SMR staff Alden Hayashi -- based on a January 2004 white paper by Rohit Verma, Zafar Iqbal and Gerhard Plaschka).
- ▶ "Using Choice Modeling in Service Management", *MIT Sloan Management Review*, Intelligence Section, 2003, 44 (2) (written by SMR staff Lauren Keller Johnson -- based on a Aug 2002 white paper by Rohit Verma and Gerhard Plaschka).

Hospitality Trade Publications

- ▶ "Hospitality trends for 2015: blending order and chaos" *Hotel Yearbook 2015* (with Withiam, G.)
- ▶ "Hotel trends 2014: The industry moves forward" *Hotel Yearbook 2014* (with Withiam, G.)
- ▶ "Eight trends for the hotel industry in 2012" *Hotel Yearbook 2012* (with Withiam, G.)
- ▶ "Restaurant Marketing: Using the Internet to Create Customer Value" *HotelExecutive.Com* (with Withiam, G.)
- ▶ "Sustainability: Smashing Myths and Building Customer Response" *HotelExecutive.Com* (with Withiam, G.)
- ▶ "The Future of Sustainability: Challenges and Possibilities" *HotelExecutive.Com* (with Withiam, G.)
- ▶ "Couponing, Discounts, and Price Benchmarking: A Hospitality Industry Challenge" *HotelExecutive.Com* (with Withiam, G.)
- ▶ "Blending Technology, Customer Involvement, and Satisfaction to Boosting the Bottom Line" *HotelExecutive.Com* (with Withiam, G.)
- ▶ "Social Media: Meeting the Guest (More than) Halfway" *HotelExecutive.Com* (with Withiam, G.)
- ▶ "Your New Customer: The Web Crawler" *HotelExecutive.Com* (with Withiam, G.)
- ▶ "The Impact of Prix Fixe Menu Price Formats on Deal Perception" *HotelExecutive.Com* (with Withiam, G.)
- ▶ "Cornell Hospitality Research Summit: Bridging Research and Practice to Enhance Hospitality

and Related Services." *HotelExecutive.Com*

- ▶ "Market Trends: Analysts are Optimistic of a Brighter Future" *Federation of Hotels and Restaurants Association of India Magazine*. (2010 with Withiam, G.)
- ▶ "The Past is a foreign country", *Hotel Yearbook 2010* (with Withiam, G.)
- ▶ "Guest Satisfaction Scores: Managerially Effective Measures", *Hotel Business Review*, January 2006 (with Hanlon, B., Kalcher, K., and Plaschka, G.)
- ▶ "Validate Customer Satisfaction Before You Tally Your Score", *The Rooms Chronicle*, Nov – Dec 2005 (with Hanlon, B., and Plaschka, G.)
- ▶ "Thinking Outside the Box", *ehotelier.com*, Nov 21, 2005 (with Kalcher, K., Plaschka, G., and Hanlon, B.)
- ▶ "Value Drivers for Business and Leisure Hotel Customers", *HSMAI Marketing Review*, (With Plaschka, G., Dev, C., and Verma, A), Fall 2002.

Other Managerial Reports

- ▶ "iChoose—What Mobile Phone Customers Really Want", *Booz Allen and Hamilton* (September 2007) (with Harter, G., Heistermann, S., and Plaschka, G.)
- ▶ "Effective Design of Products/Services: An Approach based on Integration of Marketing and Operations Management Decisions" Research Paper Series of *APICS Education and Research Foundation*, #07016, 1999 (with Thompson, G.M., Moore, W.L., and Louviere, J.J.)
- ▶ "Using Conjoint Analysis to Design Product Platforms" *Marketing Science Institute Research Paper Series* 98-113 (with Moore, W.L. and Louviere, J.J.).

Teaching-related Articles

- ▶ "Want to Launch a Successful Academic Career? Then Build a Multi-Disciplinary Foundation", *Decision Line*, July 2003.
- ▶ "International Teaching Early in Academic Career", *Decision Line*, Vol. 30, No. 5, pp. 4-6, 1999 (with Boyer, K.K. and Youngdahl, W.)
- ▶ "My Operations Management Students' Love Linear Programming", *Decision Line*, Vol. 28, No. 4, 1997, pp. 9-12.

Selected Conference Proceedings/Presentations

Academic Conferences

- Academy of Management Annual Conference
- American Marketing Association (AMA) Advanced Research Techniques Forum
- AMA Frontiers in Services Conference
- Art and Science of Service Conference
- Cambridge Service Alliance
- Decision Sciences Institute Annual Meeting

- Institute for Operations Research and Management Science (INFORMS) Conference
- INFORMS Marketing Science Conference
- INFORMS Healthcare Conference
- International Service Management Workshop
- Production & Operations Management Society (POMS) Annual Meeting
- POMS College of Service Operations Conference
- QUIS
- World Research Summit for Tourism and Hospitality
- ...

Industry Conferences (invited speaker/panelist or keynote speaker)

- Ataway (USA)
- America's Real Estate Investment Conference (USA)
- ASAE Conference (USA)
- GS1 (AECOC) Summit (Spain)
- Hospitality Technology Conference (USA)
- HVS Hotel Investment Conference (India)
- International Hotel Conference (Italy)
- IESE Tourism Summit (Spain)
- IMEX (USA, Germany)
- Luxury Hotel Association Conference (USA)
- National Restaurant Association Conference (USA)
- PhoCusWright Conference (USA)
- TravelCom (USA)
- Travel and Tourism Summit (Hong Kong)
- ...

Invited Seminars

- University of Victoria, 2015 (Canada).
- University of Cincinnati, College of Business, 2014 (USA).
- Rutgers, The State University of New Jersey, College of Business, 2014 (USA).
- University of Minnesota, Carlson Graduate School of Management, 2013 (USA).
- Seoul National University, 2013, (South Korea).
- Korea University, 2013, (South Korea).
- Yonsei University, 2013, (South Korea).
- Polytechnic University of Valencia, 2013, (Spain).
- Hongkong Polytechnic University, 2013, (Hong Kong).
- Higher Studies of Economics, 2011 (Russia).
- University of Chicago, 2010 (USA).
- Chinese University of Hong Kong, 2010 (Hong Kong).
- MIT-Zaragoza International Logistics Program, 2008 (Spain).
- Instituto de Empresa, 2008 (Spain).
- IBM T.J. Watson Research Center, 2006 (USA).
- Singapore Management University, 2006 (Singapore).
- Cornell University, 2006 (USA).
- Naval Postgraduate School 2006 (USA).
- Rice University, 2006 (USA).
- IBM Almaden Research Center, 2005, (USA).
- Maastricht University, 2003 (The Netherlands).
- University of Groningen, 2003 (The Netherlands)
- Ivey School of Business, University of Western Ontario, 2002 (Canada).

- Siemens Management Consulting Research Workshop, 2001 (USA).
- Australian Graduate School of Management, 1998 (Australia).
- Institute for Transport Studies, University of Sydney, 1998 (Australia).

Research Grants

- ▶ The Future of Tradeshows and Meetings, Center for Hospitality Research (9/11 onwards)
- ▶ Signature Restaurants and their Impact on Hotel Performance, Center for Hospitality Research (7/10 onwards) (with Kimes, S.)
- ▶ Technology-based innovations in the hospitality industry, Center for Hospitality Research (7/09 onwards)
- ▶ Innovation Practices in Hospitality, Center for Hospitality Research (7/08 onwards) (PI: Cathy Enz; Co-PIs: Kimes, S., Siguaw, J, Verma, R., Walsh, K.)
- ▶ Customer-based Service Design and Innovation for Membership Dining Programs, Fairmont, Raffles, Swissotel, Singapore (1/08 onwards) (Verma R. and Kimes, S.).
- ▶ Growing a Lasting Customer Base at Wiener Konzerthaus: An Assessment of Reveled and Stated Customer Preferences, Booz Allen Hamilton & Wiener Konzerthaus Austria (11/07 onwards). (Verma R. and Plaschka, G.)
- ▶ A Comprehensive Assessment of Hotel, Dining and Shopping and Leisure Preferences of Women Travelers in the United States, GGP National Survey Network (10/07 onwards).
- ▶ Market Assessment of Technology and Service Innovations in Dining and Foodservices at Shopping Centers, National Survey Network (10/07 onwards).
- ▶ Customer choices for Retail and Hospitality Services in United Kingdom, Hammerson (8/07 onwards)
- ▶ Customer choices for Retail and Hospitality Services in Finland, Citycon (8/07 onwards)
- ▶ Strategic Positioning of a Conference and Retreat Center, Lake Junaluska Conference and Retreat Center (7/07 onwards).
- ▶ A Systematic Assessment of Service Scripts in the Hospitality Industry, Institute for the Social Sciences, Cornell University (11/07 onwards) (Verma R and Victorino, L.). GRANT #2
- ▶ A Systematic Assessment of Service Scripts in the Hospitality Industry, Center for Hospitality Research, Cornell University (3/07 onwards) (Verma R and Victorino, L.). GRANT #1
- ▶ Productivity Enhancement in Service Center Operations: Case Study of eBay Operations. David Eccles School of Business (1/03 – 12/04).
- ▶ Understanding Value Drivers in Hospitality Services. Hospitality Sales & Marketing Association International (1/02 – 6/03), (Verma R, Dev, C. and Plaschka, G.).
- ▶ The Role of Urban Forests and Greenfrastructure on Suburban Sprawl and on Housing Choice Decisions: An Exploratory Study, United States Department of Agriculture – Forest Service (6/99 - 5/02). (Verma R and Louviere, J.)
- ▶ Brand Equity of Financial Services in New Distribution Channels (e.g. Internet and E-Commerce). Funded by NCR Knowledge Laboratory, London, United Kingdom to University of Sydney, Australia. Sub-grant for USA data collection efforts. (6/99 - 12/99).
- ▶ Outdoor Recreation Site and Accommodation Choice under Capacity Constraints in National Forests. United States Department of Agriculture – Forest Service (6/98 - 7/01) (Verma R and Louviere, J.J.)
- ▶ Service Process Improvement for International Airport Food Court. Phi Airport Strategies, Inc. (6/98 - 12/98) (Pullman, M.E., Verma R and Goodale, J.C.)
- ▶ A Model for Effective Operations Management Integrating Customer Choice Patterns and Constrained Optimization Theory and Customer Choice Patterns. APICS and Marketing Science Institute (95-97) (Verma R, Thompson, G.M., Moore, W.L. and Louviere, J.J.).
- ▶ The Value of E-Learning Technologies in Business Administration Courses: An Assessment of Student Preferences. DePaul University. Jointly funded by Quality of Instruction Council, University Academic Affairs, Office of Distance Learning, Commerce Technology Center, and Management Development Center. (3/01 – 12/01). (Verma, R, Plaschka, G., Kickul, J., Cook,

L. and Hartman, L)

- ▶ Urban Housing Choice Decisions: An Analysis. DePaul University, Undergraduate Research Assistant Program. Support for an undergraduate research assistant (1/01 - 6/01).
- ▶ Integrated Design of Service Systems Based on Consumer Choice Models and Animated Computer Simulation Models. College of Commerce, DePaul University (Summer 00).
- ▶ Assessment of Service Quality & Culture in Hong Kong Banking Industry, University Research Council, DePaul University (6/00) (Cook, L and Verma R).
- ▶ Design of Health Care Delivery Systems, DePaul University, Undergraduate Research Assistant Program. Support for an undergraduate research assistant (1/00 - 6/00).
- ▶ Effective Design of Banking Services. Competitive Research Grant, University Research Council, DePaul University (95-97).

TEACHING

Ph.D. Student Supervision

Chair

- Bo van der Rhee (Ph.D. Univ. of Utah, David Eccles School of Business, 2007)
 - Professor, Nyenrode Business Univ., Center for Marketing and Supply Chain Management, The Netherlands
- Liana Victorino (PhD, Univ. of Utah, David Eccles School of Business, 2008)
 - Associate Professor, Univ. of Victoria, Gustavson School of Business, Canada
- Michael Dixon (PhD, Cornell Univ., School of Hotel Admin., 2011)
 - Assistant Professor, Univ. of Western Ontario, Ivey School of Business, Canada.
- Matthew Walsman (PhD Candidate, Cornell Univ. School of Hotel Admin., exp. 2016)

Committee Member

- David Ding (PhD, Univ. of Utah, David Eccles School of Business, 2007)
 - Associate Professor, Univ. of Houston, College of Technology, USA.
- Iris Lui (PhD, Cornell Univ., School of Hotel Administration, 2009)
 - Assistant Professor, Ming Chuan University, International College, Taiwan.
- Jie Zhang (DBA, Univ. of Boston, School of Management, 2011)
 - Assistant Professor, Univ. of Vermont, School of Business Administration, USA.
- Jin-Kyung Kwak (PhD, Cornell Univ., Johnson Graduate School of Management, 2011)
 - Assistant Professor, Ehwa Women's University, School of Business, S. Korea
- Enrico Secchi (PhD, Clemson Univ., College of Business and Behavioral Science, 2012)
 - Lecturer, University College, Dublin, Ireland.
- Subharshee Sundar (PhD, Univ. of Utah, David Eccles School of Business, 2014)
 - Visiting Assistant Professor, DePaul University, Department of Management

Cornell University (2006 onwards)

Hospitality Quantitative Analysis (UG Required Course)
Service Operations Management (UG required course)
Quality Systems and Processes (Masters Elective)
Operations Management (Executive MBA and MMH programs)
Ph.D. Seminar in Service Operations
Ph.D. Seminar in Empirical Research
Various Executive and Professional Development Programs

Executive Education Courses

Cornell Executive MBA Program
Service Enterprise Management (13)
Cornell-Queen's Executive MBA Program (07, 08, 09, 10, 11, 12, 15)
Operations Management
General Managers' Program (Ithaca)
Product and Process Innovation (09, 10, 11)
General Managers' Program (Singapore)
Strategic Service Operations (07, 08, 09, 10)
Professional Development Program (Ithaca)
Quality and Service Excellence (14, 15)
Hospitality Product and Service Innovation (08, 11, 12, 13)
Project Management for the Hospitality Industry (08, 12)
Professional Development Program (Singapore)
Hospitality Product and Service Innovation (08)
Project Management for the Hospitality Industry (08)
Applying Six Sigma for Process Excellence (08)
Predicting Customer Choices (07)
JELD-WEN – Predicting Customer Choices (07)
Shangri-La – Strategic Service Operations (07)
Failte Ireland – Predicting Customer Choices (08)
HANYs - Service Excellence (08 onwards))
Sathguru - Quality Management, Project Management (10, 11, 12, 13, 14)

University of Utah (2001- 2006)

Ph.D. Seminar in Empirical Science
Ph.D. Seminar in Operations Strategy
Ph.D Seminar in Service Management
EMBA, PMBA and Evening MBA Operations Management courses
MBA Service Operations Elective
MBA Field Study
MBA Product Innovation Consulting

DePaul University (1995 – 2001)

Full-Time MBA/IMF Program

Managing Operations for Competitive Advantage (Required MBA Core Course)

Weekend and Evening MBA Programs

Managing Service Operations (MBA Elective in Operations Management)
Quality Improvement Methods (MBA Elective in Operations Management)
Quality Management Systems (MBA Elective in Operations Management)
Managing Operations for Competitive Advantage (Required MBA Core Course)

Executive Circle Program

New Product/Service Development
Quality Management

Quality Management Certificate Program

Quality Management Systems

Undergraduate Program

Advanced Service Sector Management (Undergraduate Business Elective)
Management and Measurement of Quality (Undergraduate Business Elective)
Managerial Concepts and Practices II (Required Undergraduate Business Course)
Making Sense of Managerial Data Analysis (Required Undergraduate Business Course)

Helsinki School of Business and Economics (1996, 1998, 2004)

Managing Operations for Competitive Advantage
Service Management

University of Sydney (1998)

Service Marketing (M.Com Elective in Marketing)
New Product Development (Required Undergraduate Commerce Course)

David Eccles School of Business, University of Utah (1992 – 1995)

Operations Planning and Control (MBA Elective in Operations Management)
Advanced Operations Management (Undergraduate Business Elective)
Special Study in New Product Design and Development (Undergraduate Special Topics)
Production & Operations Management (Required Undergraduate Business Course)
Business Statistics II (Required Undergraduate Business Course)
Business Statistics I (Required Undergraduate Business Course)

Norwegian School of Logistics (2005, 2006)

Effective Service Management (Ph.D. / MS in Logistics)

Indian School of Business (2006)

Service Operations Management (MBA Elective)

Instructional Improvement Grants

- *Designing Online Learning Environments.* Faculty Institute, Academic Technology Development, DePaul University (1/99 - 6/99).

- *Service Process Improvement Using Computer Simulation*. College of Commerce Technology Grant, DePaul University (6/98).
- *Incorporating Spreadsheet-based Quantitative Methods in Management Courses*. Instructional Quality Improvement Council, DePaul University (95-97) (with Boyer, K.K.)

PROFESSIONAL SERVICE ACTIVITIES

Editorial Appointments

Guest Editor: **Service Science**. Special issue on "CHRS 2014" (15 onwards)

Guest Editor: **Cornell Hospitality Quarterly**. Special issue on "QUIS13" (13 onwards)

Guest Editor: **Journal of Service Management**. Special issue on "QUIS12" (11-12)

Guest Editor: **Cornell Hospitality Quarterly**. Special issue on "QUIS12" (11-12)

Special Topics Forum Associate Editor: **Decision Sciences**. "Service Innovation" (07-09).

Guest Editor: **Journal of Operations Management**. Special issue on "Off-shoring of Knowledge and Service Operations" (05-07)

Guest Editor: **Journal of Operations Management**. Special issue on "Operations Management in Not-For-Profit, Public, and Government Services" (03-05)

Guest Editor: **Journal of Operations Management**. Special issue on "Operations Management in Not-For-Profit, Public, and Government Services: Innovative Applications and Case Studies" (03-05)

Guest Editor: **Journal of Operations Management**. Special issue on "New Issues and Opportunities in Service Design Research." (01-02)

Editor: **POMS Chronicle** (03 - 06)

Senior Editor: **Production and Operations Management** (04 onwards).

Associate Editor: **Journal of Operations Management** (03-09).

Associate Editor: **Decision Sciences** (05 onwards)

Associate Editor: **Operations Management Research** (07-09)

Editorial Review Board Member

Journal of Service Research (03+)

Cornell Hospitality Quarterly (02+)

Journal of Supply Chain Management (13+)

Decision Sciences Journal of Innovative Education (12+)

Quality Management Journal (07-12)

Journal of Operations Management (01-03)

Production and Operations Management (01-04)

External Reviewer for Promotion and Tenure

- Boston College
- Brigham Young University
- Cornell University
- Chinese University of Hong Kong
- Indiana University
- IMD, Switzerland
- London Business School
- Northeastern University
- Ohio State University
- Texas A&M University
- University of Alberta
- University of Colorado
- University of Minnesota
- University of North Carolina
- University of New Mexico
- University of Western Ontario
- University of St. Thomas
- ...

External Reviewer (PhD Committee) for Ph.D. Dissertations at other Universities

- Clemson University
- Boston University
- University of Utah
- Macquarie University, Australia
- University of Western Ontario, Canada
- IE Business School, Spain
- Alexandria University, Egypt

Professional Societies

Decision Sciences Institute

- Vice President and Member of DSI Board, 11 - 13
- New Faculty Consortium Co-Coordinator, 10
- Chair, Doctoral Dissertation Competition, 07
- Chair, DSI Mini-conference Student Scholarship Competition, 07
- Faculty and Professional Development Program Co-Coordinator, 03
- New Faculty Consortium Co-Coordinator, 03
- Service Management Track Chair, 02
- Services Management Mini-conference Co-Coordinator, 02
- Programs and Meetings Committee, 01-03
- Service Management Mini-Conference Coordinator, 01
- Strategic Planning for International Affairs Committee, 99-01
- Session Chair, Discussant, Reviewer, 95+

Production & Operations Management Society

- Vice President (Colleges) and Member of POMS Board, 11-13
- Vice President (Education) and Member of POMS Board, 06-09
- VP Meetings, College of Service Operations, 05-07

- Board Member, College of Service Operations, 03 onwards
- Track Chair, OM in Travel, Tourism and Hospitality, 12
- Track Chair, POM Education, POM Annual Meeting, 07
- Track Chair, Product and Service Innovation, POMS Annual Meeting, 05
- Track Chair, Internet Operations, POMS Annual Meeting, 03
- Coordinator, Services Workshop, POMS Annual Meeting, 02
- Track Chair, Service Design, POMS Annual Meeting, 98.

Institute for Operations Research and Management Sciences (INFORMS)

- Track Chair, Invited Track on OR/MS Applications in Hospitality Industry, 10.
- Track Chair, Invited Track on Service Operations, 09.
- Nominated, Editor-In-Chief, *M&SOM* journal, 05
- Member, INFORMS Practice Prize Committee, 04-05
- Track Chair, Service Design Cluster, INFORMS Annual Meeting, 00

Academy of Management

- Coordinator Professional Development Workshop (Innovative Service Management Research Applications), Academy of Management Annual Meeting, 03
- Coordinator Professional Development Workshop (Teaching Service Management), Academy of Management Annual Meeting, 02
- Coordinator Professional Development Workshop (Government and Not-For-Profit Services), Academy of Management Annual Meeting, 01
- Coordinator Professional Development Workshop (Executive View of POM), Academy of Management Annual Meeting, 99

University Service

Cornell University, School of Hotel Administration (7/06 onwards)

- Member, Provost's Public Engagement Committee (13 onwards)
- Member, Presidential Sustainability Committee (Supply Management Team) (11 onwards)
- Coordinator, MBA – MMH Dual Degree Program with CEIBS (12 onwards)
- Co-Chair, Cornell Hospitality Research Summit (CHRS) 14 (Founder & Chair 10, 12)
- Member, Cornell Innovation Network Advisory Board (10-12)
- Coordinator, Latin Honors Thesis Program (11 onwards)
- Member, Survey Research Center Advisory Board (11 onwards)
- Member, Publications Taskforce, (09-10).
- Member of a Tenure and Promotion Committee (08-09)
- Member of a Reappointment Committee (08-09)
- Member, Admissions Interviewing Committee (07 onwards)
- Member, Graduate Faculty (06 onwards)
- Organizer, Research Seminars (06 onwards)
- Member, College Research Committee (06-07)
- Member, Service Marketing Faculty Search Committee (07-08)
- Member, Real Estate Faculty Search Committee (06-07)
- Chair of a Tenure and Promotion Committee (07-08)
- Member, Institute for Social Sciences Small Grants Review Committee (08)

University of Utah, David Eccles School of Business, Salt Lake City, USA (7/01 – 6/07)

- Vice-President, DESB Faculty (05 – 06)

- Area Coordinator, Operations Management (7/03 – 6/06)
- Co-Chair, Product and Service Innovation Conference, Park City (04, 05, 06)
- Chair, Operations Management Faculty Recruiting Committee (04, 05, 06)
- Coordinator (DESB), University Masters in Statistics Committee (7/05 – 6/06)
- Co-Chair, Engineering-Business Joint (pilot) Program (7/04 – 6/06)
- Chair, University Technology Transfer Committee (7/04-6/05)
- Member, University Interdisciplinary Studies Committee (7/05 – 6/06)
- Member, Emma Eccles Jones Endowment Fund Committee (7/03 – 6/05)
- Member, University Technology-Enhanced Curriculum Committee (7/02-6/05)
- Member, MBA Programs Committee (7/03-6/05)
- Faculty Advisor, MBA Field Studies (1/02 – 6/05)

DePaul University, Department of Management, Chicago, USA (9/95 onwards)

- Director, Technology and e-Learning Taskforce (00 – 01)
- Member, MBA Curriculum Committee (00 – 01)
- Member, Technology Policy Committee (99 – 01)
- Member, University Library Committee (98 – 00)
- Member, SAP-Enhanced MBA Curriculum Committee (98-99)
- Member, Suburban MBA Taskforce (98-99)
- Member, Continuous Improvement Taskforce (95-00)
