

Sheryl E. Kimes

Professor of Operations Management  
Menschel Distinguished Teaching Fellow  
Cornell University  
School of Hotel Administration  
Ithaca, New York 14853

Visiting Professor of Decision Sciences  
National University of Singapore  
School of Business  
Singapore

[Sek6@cornell.edu](mailto:Sek6@cornell.edu)  
[bizsek@nus.edu.sg](mailto:bizsek@nus.edu.sg)

### Education and Degrees

School	Degree
University of Texas at Austin	Ph.D. (1987)
New Mexico State University	MBA (1983)
University of Virginia	MA in Public Administration (1977)
University of Missouri	AB in Political Science (1975)

### Academic Experience

*Professor:* Cornell University School of Hotel Administration. Courses: Restaurant Revenue Management, Advanced Revenue Management, Graduate Quantitative Methods, Service Operations Management, Advanced Hospitality Operations Management, Yield Management and Graduate Food and Beverage Management. 1988-present. Promoted to Associate Professor with Tenure in 1993. Promoted to Professor with Tenure in 2000.

*Visiting Professor:* National University of Singapore Business School. Courses: Dynamic Pricing and Revenue Management, Managing Operations. 2014 – present.

*Interim Dean.* Cornell University School of Hotel Administration. 2005 – 2006.

*Assistant Professor:* New Mexico State University. Courses: Operations Management, Quantitative Methods in Business, Quantitative Decision Analysis, and Strategic Management. 1986-1988.

### Work Experience

*Assistant Project Manager:* Technological Innovation Center. New Mexico State University. Las Cruces, NM. Worked with inventors on bringing their products to market. 1984.

*Energy Analyst and Seminar Instructor:* Londe-Parker-Michels, Inc. St. Louis, MO. Performed commercial energy audits. Wrote, prepared and conducted seminars on energy conservation and solar power. 1979-1982.

*Energy Coordinator:* St. Louis County Department of Human Resources. St. Louis, MO. Ran a home energy audit and weatherization program for St. Louis County. National Association of Counties achievement award. 1978-1979.

### Publications

1. Kimes Sheryl E. and Jochen Wirtz. 2015. "Revenue Management: Advanced Strategies and Tools to Enhance Firm Profitability," *Foundations and Trends in Marketing*. 8 (1): 1 – 68.
2. Kimes, Sheryl E. and Jonathan W. Beard. 2013. "The Future of Restaurant Revenue Management," *Journal of Revenue and Pricing Management*. 12: 464-469.
3. Lim, Lewis K. S. and Sheryl E. Kimes. 2013. "Technological and Human Factors in Room Rate-Setting: A Comparison of Four Styles among Asia Pacific Hotels," *Journal of Revenue and Pricing Management*. 12: 177-200.
4. Collier, Joel E. and Sheryl E. Kimes. 2013. "Only if it's Convenient: Understanding the Driving Factors of Self-service Technology Evaluation," *Journal of Service Research*. 16 (1): 39 – 51.
5. Noone, Breffni M., Sheryl E. Kimes and Jochen Wirtz. 2012. "The Effect of Perceived Control on Consumer Responses to Service Encounter Pace: A Revenue Management Approach," *Cornell Hospitality Quarterly*. 53 (4): 295 – 307.
6. Robson, Stephani K. A., Sheryl E. Kimes, Franklin D. Becker and Gary W. Evans. 2011. "Consumers' Responses to Inter-Table Spacing in Restaurants," *Cornell Hospitality Quarterly*. 52(3): 253 – 264.
7. Kimes, Sheryl E. 2011. "The Future of Distribution Management in the Restaurant Industry," *Journal of Revenue and Pricing Management*. 10: 189-194.
8. Taylor, Wayne J. and Sheryl E. Kimes. 2011. "The Effect of Brand Class on Perceived Fairness of Revenue Management," *Journal of Revenue and Pricing Management*. 10: 271 – 284.
9. Kimes, Sheryl E. 2011. "The Future of Hotel Revenue Management," *Journal of Revenue and Pricing Management*. 10 (1): 62 - 72.
10. McGuire, Kelly A., Sheryl E. Kimes, Michael Lynn, Mellie Pullman and Russell Lloyd. 2010. "Managing Customer Perceptions During Medium Duration Waits: The Impact of Activity Type on Satisfaction," *Journal of Service Management*. 21 (3): 269-290.

11. Anderson, Chris, Sheryl E. Kimes and William J. Carroll. 2009. "Teaching Revenue Management at the Cornell University School of Hotel Administration," *INFORMS Transactions on Education*. 9 (3): 104 – 116.
12. Kimes, Sheryl E. 2009. "Customer Attitudes Towards Restaurant Reservations Policies," *Journal of Revenue and Pricing Management*. Available online, 19-June-09.
13. Noone, Breffni, Sheryl E. Kimes, Anna Mattila and Jochen Wirtz. 2009. "Service Encounter Pace: Its Role in Determining Satisfaction with Hedonic Services," *Journal of Service Management*. 20 (4): 380 – 403.
14. Kimes, Sheryl E. and Sonee Singh. 2009. "Spa Revenue Management," *Cornell Hospitality Quarterly*. 50 (1): 82 – 95.
15. Yang, Sybil, Sheryl E. Kimes and Mauro M. Sessarego. 2009. "Menu Price Presentation Influences on Consumer Purchase Behavior in Restaurants," *International Journal of Hospitality Management*. 28 (1): 157 – 160.
16. Kimes, Sheryl E. 2008. "The Role of Technology in Restaurant Revenue Management," *Cornell Hospitality Quarterly*. 49 (3): 297 – 309.
17. Noone, Breffni, Sheryl E. Kimes, Anna Mattila and Jochen Wirtz. 2007. "The Effect of Meal Pace on Customer Satisfaction," *Cornell Hotel and Restaurant Administration Quarterly*. 48 (3): 231 – 245.
18. Rohlf, Kristin and Sheryl E. Kimes. 2007. "Customer Perceptions of Hotel Best Available Rate Pricing Policies," *Cornell Hotel and Restaurant Administration Quarterly*. 48 (2): 151 – 162.
19. Wirtz, Jochen and Sheryl E. Kimes. 2007. "The Moderating Role of Familiarity in Fairness Perceptions of Revenue Management," *Journal of Service Research*. 9 (3): 229-240.
20. McGuire, Kelly and Sheryl E. Kimes. 2006. "The Perceived Fairness of Waitlist Management Techniques for Restaurants," *Cornell Hotel and Restaurant Administration Quarterly*. 45 (3):
21. Kimes, Sheryl E. and Gary M. Thompson. 2005. "An Evaluation of Heuristic Methods for Determining the Best Table Mix in Full-Service Restaurants," *Journal of Operations Management*. 23 (6): 599-617.
22. Kimes, Sheryl E. 2005. "Restaurant Revenue Management: Could It Work?" *Journal of Revenue and Pricing Management*. 4 (1): 95 – 97.
23. Kimes, Sheryl E. and Stephani K.A. Robson. 2004. "The Impact of Restaurant Table Characteristics on Meal Duration and Spending," *Cornell Hotel and Restaurant Administration Quarterly*. 45: 333 - 346

24. Kimes, Sheryl E. and Gary M. Thompson. 2004. "Restaurant Revenue Management at Chevys: Determining the Best Table Mix," *Decision Sciences Journal*. 35 (3): 371 – 391.
25. Kimes, Sheryl E. 2004. "Revenue Management: Implementation at Chevys Arrowhead," *Cornell Hotel and Restaurant Administration Quarterly*. 44 (4): 52 – 67.
26. Kimes, Sheryl E. 2003. "Revenue Management: A Retrospective Look," *Cornell Hotel and Restaurant Administration Quarterly*. 44 (5 and 6): 131 – 138.
27. Kimes, Sheryl E. and Jochen Wirtz. 2003. "When Does Revenue Management Become Acceptable?," *Journal of Service Research*. 7 (2): 125-135.
28. Noone, Breffni M., Sheryl E. Kimes and Leo M. Renaghan. 2003. "Integrating Customer Relationship Management with Revenue Management: A Hotel Perspective," *Journal of Revenue and Pricing Management*. 2 (1): 7-21.
29. Wirtz, Jochen, Sheryl E. Kimes, Jeannette Ho Pheng Theng and Paul Patterson. 2003. "Yield Management: Resolving Potential Customer Conflicts," *Journal of Revenue and Pricing Management*. 2 (3): 216-226.
30. Siguaw, Judy, Sheryl E. Kimes and Jule Gassenheimer. 2003. "Sales Force Revenue Management," *Journal of Industrial Marketing Management*. 32 (7): 539-551.
31. Weatherford, Lawrence R. and Sheryl E. Kimes, 2003. "Forecasting Methods for Hotel Revenue Management: An Evaluation," *International Journal of Forecasting*. 19 (3): 405 – 419.
32. Kimes, Sheryl E. and Jochen Wirtz. 2003. "Perceived Fairness of Revenue Management in the Golf Industry," *Journal of Revenue and Pricing Management*. 2 (1): 332 – 344.
33. Kimes, Sheryl E., Jochen Wirtz and Breffni M. Noone. 2002. "How Long Should Dinner Take? Measuring Expected Meal Duration for Restaurant Revenue Management," *Journal of Revenue and Pricing Management*. 1 (3): 220 - 233.
34. Kimes, Sheryl E. 2002. "A Retrospective Commentary on 'Discounting in the Hotel Industry: A New Approach,'" *Cornell Hotel and Restaurant Administration Quarterly*. 43 (4): 92 – 93.
35. Choi, Sunmee and Sheryl E. Kimes. 2002. "The Impact of Distribution Channels on Revenue Management," *Cornell Hotel and Restaurant Administration Quarterly*. 43 (3): 23 – 31.

36. Kimes, Sheryl E. and Lee W. Schruben. 2002. "Golf Course Revenue Management: A Study of Tee Time Intervals," *Journal of Revenue and Pricing Management*. 1 (2): 111 – 120.
37. Kimes, Sheryl E. and Breffni M. Noone. 2002. "Perceived Fairness of Yield Management: An Update," *Cornell Hotel and Restaurant Administration Quarterly*, 43 (1): 28 – 29.
38. Kimes, Sheryl E. and Jochen Wirtz. 2002. "Perceived Fairness of Demand-Based Pricing for Restaurants," *Cornell Hotel and Restaurant Administration Quarterly*, 43 (1): 31 - 38
39. Kimes, Sheryl E. and Kelly A. McGuire. 2001. "Function Space Revenue Management: A Case Study from Singapore," *Cornell Hotel and Restaurant Administration Quarterly*. 42 (6): 33-46.
40. Kimes, Sheryl E. and Paul E. Wagner. 2001. "Preserving your Revenue-Management System as a Trade Secret," *Cornell Hotel and Restaurant Administration Quarterly*. 42 (5): 8 – 15.
41. Weatherford, Lawrence R., Sheryl E. Kimes and Darren A. Scott. 2001. "Forecasting for Hotel Revenue Management: Testing Aggregation against Disaggregation," *Cornell Hotel and Restaurant Administration Quarterly*. 42 (4): 53 – 64.
42. Kimes, Sheryl E. 2001. "How Product Quality Drives Profitability: The Experience at Holiday Inn," *Cornell Hotel and Restaurant Administration Quarterly*. 42 (3): 25 – 28.
43. Kimes, Sheryl E. 2000. "Revenue Management on the Links: Applying Yield Management to the Golf-Course Industry," *Cornell Hotel and Restaurant Administration Quarterly*. 41 (1): 120-127.
44. Kimes, Sheryl E., Deborah I. Barrash and John E. Alexander. 1999. "Developing a Restaurant Revenue Management Strategy," *Cornell Hotel and Restaurant Administration Quarterly*. 40 (5): 18 - 30.
45. Kimes, Sheryl E. 1999. "The Relationship Between Product Quality and Profitability at Holiday Inn," *Journal Of Service Research*. 2 (2): 138-144.
46. Yeoman, Ian, Anthony Ingold, and Sheryl E. Kimes. 1999. "Yield Management: Editorial Introduction," *Journal of the Operational Research Society*. 50 (11): 1083 - 1084.
47. Kimes, Sheryl E. 1999. "Group Forecasting Accuracy for Hotels," *Journal of the Operational Research Society*. 50 (11): 1104 - 1110.
48. Kimes, Sheryl E. 1999. "Implementation of Restaurant Revenue Management: A Five-Step Approach," *Cornell Hotel and Restaurant Administration Quarterly*. 40 (3): 15-22.

49. Kimes, Sheryl E. and Richard B. Chase. 1998. "The Strategic Levers of Yield Management," *Journal of Service Research*. 1 (2): 156-166.
50. Kimes, Sheryl E., Richard B. Chase, Sunmee Choi, Philip Lee, and Elizabeth Ngonzi. 1998. "Restaurant Revenue Management: Applying Yield Management to the Restaurant Industry," *Cornell Hotel and Restaurant Administration Quarterly*. 39 (3): 32-39.
51. Kimes, Sheryl E. and Franklin Young. 1997. "The Shuttle by United," *Interfaces*. 27 (3): 1-13.
52. Kimes, Sheryl E. and Douglas Lord. 1994. "Wholesalers and Caribbean Resort Hotels," *Cornell Hotel and Restaurant Administration Quarterly*. 35 (5): 70-75.
53. Kimes, Sheryl E. 1994. "Perceived Fairness of Yield Management," *Cornell Hotel and Restaurant Administration Quarterly*. 35 (1): 22-29.
54. Kimes, Sheryl E. 1992. "Yield Management: A Tool for Capacity-Constrained Service Firms," in Christopher Lovelock (ed.), *Managing Services*. Englewood Cliffs, NJ: Prentice-Hall.
55. Kimes, Sheryl E. and Stephen A. Mutkoski. 1991. "Assessing Customer Contact: Work Sampling in Restaurants," *Cornell Hotel and Restaurant Administration Quarterly*. 32 (1): 82-88.
56. Kimes, Sheryl E. and Paul A. Biemer. 1991. "An Application of Bootstrapping for Determining a Decision Rule for Site Selection." *Journal of Business and Economic Statistics*. 9 (2): 189-196.
57. Kimes, Sheryl E. 1990. "Yield Management: A Tool for Capacity-Constrained Service Firms," *Journal of Operations Management*. 8 (4): 348-363.
58. Kimes, Sheryl E. and James A. Fitzsimmons. 1990. "Selecting Profitable Hotel Sites," *Interfaces*. 20 (2): 12-20.
59. Kimes, Sheryl E. 1989. "The Basics of Yield Management," *Cornell Hotel and Restaurant Administration Quarterly*. 30 (6): 14-19.
60. Kimes, Sheryl E. and Stephen A. Mutkoski. 1989. "The Express Guest Check: Saving Steps with Process Design," *Cornell Hotel and Restaurant Administration Quarterly*. 30 (2): 21-25.

## Cases

1. Newman, Amy and Sheryl E. Kimes. 2011. "Colonnade Hotel and Resort," *Association for Business Communication*. Student Writing Award Case. <http://www.bizcominthenews.com/colonnade>
2. Kimes, Sheryl E., Rohit Verma and Christopher W. Hart. 2010. "The Dine in Grandeur Dilemma," *INFORMS Transactions on Education*. 10 (3): 126 – 139.
3. Kimes, Sheryl E. 2008. "Afternoon Tea at the Peninsula," Asian Business Case Centre. Nanyang Technological University.
4. Kimes, Sheryl E. 2008. "Revenue Management of Gondolas: Maintaining the Balance between Tradition and Revenue," in Lovelock, Wirtz and Chew, *Essentials of Services Marketing*. 471 – 474.
5. Kimes, Sheryl E. 2006. "Palapa Politics," *Cornell Hotel and Restaurant Administration Quarterly*. 45 (1):
6. Kimes, Sheryl E. 2004. "The Wedding Bell Blues," in *Cases in Revenue Management*, McMahon-Beattie and Yeoman, editors. London, England: Continuum. 24 - 31.
7. Kimes, Sheryl E., Jochen Wirtz and Christopher Lovelock. 2004. "Coyote Loco: Evaluating Opportunities for Revenue Management," in Lovelock and Wirtz, editors. *Services Marketing*. 552 – 561.
8. Kimes, Sheryl E. and Jochen Wirtz. 2004. "Accra Beach Hotel: Block Booking of Capacity During a Peak Period," in Lovelock and Wirtz, editors. *Services Marketing*. 546 - 551.
9. Kimes, Sheryl E. and Jochen Wirtz. 2003. "Restaurant Revenue Management Strategy at Prego: A Case Study." *Asian Case Research Journal*. 7 (1): 67-82.

## Center for Hospitality Research Reports

1. Kimes, Sheryl E. and Joel E. Collier. 2014. "Ready and Willing: Restaurant Customers' View of Payment Technology," *Cornell Center for Hospitality Research*. Volume 14, Number 19.
2. Kimes, Sheryl E. and Joel E. Collier. 2014. "Customer-Facing Payment Technology in the US Restaurant Industry," *Cornell Center for Hospitality Research*. Volume 14, Number 12.
3. Kimes, Sheryl E. and Chekitan Dev. 2013. "Hotel Daily Deals in Asia: A Study of the Attitudes, Perceptions and Behaviors of Customers from China, India, Indonesia, Japan, and South Korea," *Cornell Center for Hospitality Research*. Cornell University.

4. Wu, Joyce, Sheryl E. Kimes and Utpal M. Dholakia. 2013. "Restaurant Daily Deals: The Operator Experience," *Cornell Center for Hospitality Research*.
5. Kimes, Sheryl E. and Katherine Kies. 2012. "The Role of Multi-Restaurant Reservation Sites in Restaurant Distribution Management," *Cornell Center for Hospitality Research*.
6. Kimes, Sheryl E. and Utpal M. Dholakia. 2011. "Customer Response to Restaurant Daily Deals," *Cornell Center for Hospitality Research*.
7. Kimes, Sheryl E. 2011. "The Current State of Online Food Ordering in the US Restaurant Industry," *Cornell Center for Hospitality Research*.
8. Kimes, Sheryl E. 2011. "Customer Perceptions of Electronic Food Ordering," *Cornell Center for Hospitality Research Report*.
9. Kimes, Sheryl E. and Philipp F. Laque 2011. "Online, Mobile and Text Food Ordering in the US Restaurant Industry," *Cornell Center for Hospitality Research Report*.
10. Kimes, Sheryl E. 2010. "The Future of Hotel Revenue Management," *Cornell Center for Hospitality Research Report*.
11. Enz, Cathy A., Kate Walsh, Sheryl E. Kimes, Judy Siguaw and Rohit Verma. 2010. "Cases in Innovative Practices in Hospitality and Related Services (Set 4)," *Cornell Center for Hospitality Research Report*.
12. Enz, Cathy A., Rohit Verma, Kate Walsh, Sheryl E. Kimes and Judy Siguaw. 2010. Cases in Innovative Practices in Hospitality and Related Services (Part 3): Cayuga Sustainable Hospitality, Chic & Basic, JetBlue Airlines Jumeirah Essex House, The Ritz-Carlton Hotel Company, Runtriz, The Seaport Hotel, Thayer Lodging, TripTelevision, and Xsense Experiential Design Consultings," *Cornell University Center for Hospitality Research*.
13. Kimes, Sheryl E. 2010. "Successful Tactics for Surviving an Economic Downturn: Results from an International Study," *Cornell University Center for Hospitality Research*.
14. Kimes, Sheryl E., Cathy A. Enz, Judy A. Siguaw, Rohit Verma and Kate Walsh. 2010. "Cases in Innovative Practices in Hospitality and Related Services (Part 2): Brewerkz, ComfortDelgro Taxi, Dinnerbroker.com, Iggy's, Jumbo Seafood, OpenTable.com, PriceYourMeal.com, Sakae Sushi, Shangri-La Singapore and Stevens Pass." *Cornell University Center for Hospitality Research*.
15. Taylor, Wayne J. and Sheryl E. Kimes. 2010. "Does Brand Class Matter? the Impact of Brand Class on Perceived Fairness of Revenue Management," *Cornell University Center for Hospitality Research*.
16. Siguaw, Judy A., Cathy A. Enz, Sheryl E. Kimes, Rohit Verma and Kate Walsh. 2009. "Cases in Innovative Practices in Hospitality and Related Services (Part 1): Aqua by Grandstand, Brand Karma, Capella Hotels & Resorts, EnTrip,



Hotels.com Visualiser, Luggage Club, Royal Plaza on Scots, Tastings, Tune Hotels, and VisitBritain.com,” *Center for Hospitality Research Center Report*. Cornell University.

17. Kimes, Sheryl E. 2009. “Hotel Revenue Management in an Economic Downturn: Results from an International Study,” *Center for Hospitality Research Center Report*. Cornell University.
18. Yang, Sybil, Sheryl E. Kimes and Mauro M. Sessarego. 2009. “Influence of Menu Price Typography on Customer Behavior,” *Center for Hospitality Research Center Report*. Cornell University.
19. Dixon, Michael J., Sheryl E. Kimes and Rohit Verma. 2009. “Customer Preferences and Use of Technology-Based Service Innovations in Restaurants,” *Center for Hospitality Research Center Report*. Cornell University.
20. Kimes, Sheryl E. 2009. “Online Restaurant Reservations: The Customer Perspective,” *Center for Hospitality Research Center Report*. Cornell University.
21. Robson, Stephani K. A. and Sheryl E. Kimes. 2009. “Don’t Sit So Close to Me: Restaurant Table Characteristics and Guest Satisfaction,” *Center for Hospitality Research Center Report*. Cornell University.
22. Kimes, Sheryl E. 2008. “Hotel Revenue Management: Today and Tomorrow,” *Center for Hospitality Research Center Report*. Cornell University.
23. Kimes, Sheryl E. 2008. “A Consumer’s View of Restaurant Reservations Policies,” *Center for Hospitality Research Center Report*. Cornell University.
24. Kimes, Sheryl E. and Jochen Wirtz. 2007. “Customer Satisfaction with Seating Policies in Casual-Dining Restaurants,” *Center for Hospitality Research Center Report*. Cornell University.
25. Robson, Stephani and Sheryl E. Kimes 2007. “Examining the Effect of Full-Spectrum Lighting in Restaurants,” *Center for Hospitality Research Report*. Cornell University
26. Noone, Breffni M. and Sheryl E. Kimes. 2005. “Dining Duration and Customer Satisfaction,” *Center for Hospitality Research Report*. Cornell University.
27. Rohlf, Kristin V. and Sheryl E. Kimes. 2005. “Best-Available Rate Pricing at Hotels,” *Center for Hospitality Research Report*. Cornell University.
28. McGuire, Kelly A. and Sheryl E. Kimes. 2005. “Perceived Fairness of Restaurant Waitlist Policies,” *Center for Hospitality Research Report*. Cornell University.
29. Kimes, Sheryl E. 2004. “Restaurant Revenue Management,” *Center for Hospitality Research Report*. Cornell University.

### Book Chapters

1. Sheryl E. Kimes, Robert Phillips and Lisabet Summa. 2012. "Pricing in Restaurants," in *Oxford Handbook of Pricing*. Ozalp Ozer and Robert Phillips (editors).
2. Kimes, Sheryl E. and Leo M. Renaghan. 2011. "The Role of Space in Revenue Management," in *Revenue Management, A Practical Pricing Perspective*. Editors: Ian Yeoman and Una McMahon-Beattie. 17-28.
3. Sheryl E. Kimes and Chris Anderson. 2011. "Hotel Revenue Management During an Economic Downturn," in *The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice*, Michael Sturman, Rohit Verma and Jack Corgel (editors).
4. Anderson, Chris and Sheryl E. Kimes. 2011. "Revenue Management for Enhanced Profitability: An Introduction for Hotel Owners and Asset Managers," in *The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice*, Michael Sturman, Rohit Verma and Jack Corgel (editors).
5. Kimes, Sheryl E. 2010. "Strategic Pricing through Revenue Management," in *Cornell Handbook of Applied Hospitality Strategy*, Cathy Enz (editor). Thousand Oaks, California: Sage Publications.
6. Tsai, Tsung-Hsien and Kimes, Sheryl E. 2009. "A Time Series Case Based Predicting Model for Reservation Forecasting, in Chien and Hong (eds.), *Opportunities and Challenges for Next Generation Applied Intelligence*. Berlin: Springer-Verlag. 53 – 58.
7. Kimes, Sheryl E. 2009. "Pricing and Revenue Management," in Vithala Rao, *Handbook of Pricing Research in Marketing*. Cheltenham, UK: Edward Elgar Publishers.
8. Kimes, Sheryl E. 2000. "A Strategic Approach to Yield Management," in *Yield Management: Strategies for the Service Industries*. Ingold, McMahon-Beattie and Yeoman, editors. Second Edition. London, England: Continuum
9. Kimes, Sheryl E. 1997. "The Theory of Yield Management," in *Yield Management: A Strategy for Service*. Ingold and Yeoman (editors). London, England: Cassell.
10. Kimes, Sheryl E. 1993. "Bootstrapping: Implications for Decision-Making," in *Creative and Innovative Approaches to the Science of Management*, Yuji Ijiri (editor). Westport, CT: Quorum Books. Pages 441-452.
11. Fitzsimmons, James A., and Sheryl E. Kimes. 1990. "Strategic Role of Location in the Lodging Industry." *Strategic Management: Methods and Studies*, B. V. Dean and J. C. Cassidy (editors). North Holland: Elsevier Science Publishers. Pages 213-228.

### Conference Papers and Presentations

1. Kimes, Sheryl E. 2010. "The Future of Hotel Revenue Management," Presented at the Center for Hospitality Research Summit. Ithaca, NY.
2. Kimes, Sheryl E., Jochen Wirtz and Lan Xia. 2010. "Impact of Perceived Control on Perceived Fairness of Revenue Management. Decision Science Institute Meetings. San Diego, CA.
3. Kimes, Sheryl E. 2010. "Teaching Non-Traditional Revenue Management," presented at the 10<sup>th</sup> Annual INFORMS Revenue Management and Pricing Section Meetings. Ithaca, NY.
4. Kimes, Sheryl E. 2010. "Hotel Revenue Management in an Economic Downturn: What Works and What Doesn't," presented at the 10<sup>th</sup> Annual INFORMS Revenue Management and Pricing Section Meetings. Ithaca, NY.
5. Dixon, Michael J., Sheryl E. Kimes and Rohit Verma. 2008. "Customer Preferences and Use of Technology-Based Service Innovations in Restaurants," presented at the 2008 Decision Science Institute Meetings, Baltimore, MD.
6. Kimes, Sheryl E. and Jonathan Beard. 2008. "The Role of Space in Revenue Management," presented at the Walt Disney World Revenue Management Summit, Orlando, FL.
7. McGuire, Kelly A., Sheryl E. Kimes, W. Michael Lynn and Mellie Pullman. 2007. "Perceived Time, Satisfaction and the Effect of Time Filling Activities", presented at 2007 INFORMS Annual Meeting, Seattle, WA.
8. McGuire, Kelly A., Sheryl E. Kimes, W. Michael Lynn, Mellie Pullman and Huseyin Topaloglu, 2007. "The Effect of Time Filling Activities on the Relationship between Perceived Wait Time and Satisfaction," Proceedings of 10th International Research Symposium on Service Excellence in Management (QUIS 10), Orlando, FL.
9. Rohlfs, Kristin V. and Sheryl E. Kimes. 2005. "Complex Variable Pricing at Hotels: A Study of Customer Perceptions and Reactions," Service Frontiers Conference. Arizona State University, Phoenix, Arizona.
10. Noone, Breffni, Sheryl E. Kimes and Jochen Wirtz. 2005. "Service Encounter Pace, Goal Attainment and Customer Satisfaction," Service Frontiers Conference. Arizona State University, Phoenix, Arizona.
11. Noone, Breffni, Sheryl E. Kimes, W. Michael Lynn and Jochen Wirtz. 2004. "Effect of Service Encounter Duration on Customer Satisfaction," Service Frontiers Conference. University of Miami. Miami, Florida.
12. Kimes, Sheryl E. and Jochen Wirtz. 2004. "Psychology of Revenue Management," Service Frontiers Conference. University of Miami. Miami, Florida.

13. Noone, Breffni, Sheryl E. Kimes and Jochen Wirtz. 2003. "Impact of Service Duration Control on Customer Satisfaction," Service Frontiers Conference. University of Maryland. Baltimore, Maryland.
14. Kimes, Sheryl E. and Gary M. Thompson. 2003. "An Evaluation of Heuristic Methods for Determining the Best Table Mix in Full-Service Restaurants," Revenue Management 2003. University of Montreal. Montreal, Quebec, Canada.
15. Choi, Sunmee and Sheryl E. Kimes. 2001. "Managing Hotel Distribution Channels from a Revenue Management Perspective," INFORMS annual conference. Miami.
16. Kimes, Sheryl E. and Lee W. Schruben. 2001. "Golf Revenue Management: A Simulation of Tee Time Intervals," INFORMS annual conference. Miami.
17. Kimes, Sheryl E. and Lee W. Schruben. 2001. "Golf Revenue Management: A Simulation," Presented at the Cornell University/Chinese University of Hong Kong Joint Conference in Hospitality and Tourism. January 2001.
18. Kimes, Sheryl E. and Alfonso Delgado-Muerza. 2000. "Golf Revenue Management," Presented at the INFORMS conference, San Antonio. November 2000.
19. Kimes, Sheryl E., Deborah I. Barrash and John E. Alexander, "Application of Restaurant Revenue Management," Presented at the INFORMS conference, Philadelphia. November 1999.
20. Kimes, Sheryl E., Lawrence R. Weatherford, Sunmee Choi and Darren Scott. "Aggregation/Disaggregation Approaches with Hotel Forecasting," Presented at the INFORMS conference, Philadelphia. November 1999.
21. Kimes, Sheryl E., Yunsoo Kim, Jinou Park and Christina Terry. 1997. "Development and Application of Group Forecasting," Proceedings of the Decision Science Institute Annual Meetings.
22. Kimes, Sheryl E., Edward Rockaert, and Yoonyho Lee. 1996. "Group Forecasting Errors for Hotels," Proceedings of the Decision Science Institute Annual Meetings.
23. Kimes, Sheryl E. 1995. "Hotel Group Forecasting Methods," Proceedings of the Decision Science Institute Annual Meetings.
24. Kimes, Sheryl E. and Douglas Lord. 1994. "The Role of Wholesalers in the Caribbean Resort Hotel Industry," Proceedings of the Decision Science Institute.
25. Kimes, Sheryl E. 1992. "Yield Management in the Hospitality Industry," Presented at the AGIFORS Yield Management Study Group Annual Meetings. Brussels, Belgium.

26. Kimes, Sheryl E. 1992. "The Role of Information Technology in Services," Presented at the Operations Management Association Annual Meetings. Durham, North Carolina.
27. Kimes, Sheryl E. and Kathleen Dennison. 1991. "Perceived Fairness of Yield Management," Proceedings of the Decision Science Institute Annual Meeting.
28. Kimes, Sheryl E. and Robert Johnston. 1990. "The Application of Focused Manufacturing to the Hospitality Industry," Proceedings of the Decision Science Institute Annual Meeting.
29. Kimes, Sheryl E. 1990. "The Threshold Curve as a Demand Control Chart," Proceedings of the Decision Science Institute Annual Meeting.
30. Kimes, Sheryl E. and Robert Johnston. 1990. "The Application of Focused Manufacturing to the Hospitality Industry," Proceedings of the 5th International Operations Management Association: UK. University of Warwick, Coventry, UK. pp. 306-317.
31. Kimes, Sheryl E. 1990. "A Binary Decision Rule for Service Location," Invited paper. ORSA/TIMS Annual Meetings. Las Vegas.
32. Kimes, Sheryl E. 1989. "Yield Management Concepts and Solution Techniques: Applications to the Lodging Industry," Proceedings of the Decision Science Institute Annual Meeting. Las Vegas, Nevada. pp. 1251-1253.
33. Kimes, Sheryl E. 1989. "Bootstrapping: Implications for Decision-Making," Presented at the Research Conference Honoring William W. Cooper, Carnegie-Mellon University, Pittsburgh.
34. Haywood-Farmer, John, Sheryl E. Kimes and Robert Johnston. 1989. "Towards a Theory of Service Focus," Presented at the TIMS International Meetings, Osaka, Japan.
35. Kimes, Sheryl E. 1988. "Methodologies for Assessing Service Location," Proceedings of the Decision Science Institute Annual Meetings. Las Vegas.
36. Fitzsimmons, James A. and Sheryl E. Kimes. 1988. "Strategic Role of Location in the Lodging Industry." Proceedings of the International Conference on Service Operations. England.
37. Kimes, Sheryl E. 1987. "Towards a Theory of Service Operations Strategy." Proceedings of the Decision Science Institute Annual Meetings, Boston.
38. Kimes, Sheryl E. and Peter Wichert. 1987. "The Effect of Just-In-Time Inventory Policy on Current Asset Management." Presented at the Decision Science Institute Annual Meetings, Boston.
39. Kimes, Sheryl E. 1987. "Location in the Service Operations Strategy." Presented at the Academy of Management Annual Meetings, New Orleans.

40. Biemer, Paul A. and Sheryl E. Kimes. 1987. "An Application of Bootstrapping for Determining a Decision Rule for Site Selection." Proceedings of the American Statistical Association Annual Meeting, San Francisco.
41. Fitzsimmons, James A. and Sheryl E. Kimes. 1986. "A Goal Programming Approach to Location Analysis." Presented at the TIMS International Meetings, Australia.

#### Research in Progress

1. Kimes, Sheryl E. and Joel E. Collier. 2015. "Self-Service Illusion: Do Managers Really Understand what Customers Want in Self-service?" *Sloan Management Review*. In press.
2. Kimes, Sheryl E. 2015. "The Evolution of Hotel Revenue Management," *Journal of Revenue and Pricing Management*. In press.
3. Collier, Joel E. and Sheryl E. Kimes. 2015. "Understanding the Importance of Service Pace at the Conclusion of a Customer Experience," Submitted to *Journal of Service Research*.
4. Verma, Rohit, Sheryl E. Kimes and Michael J. Dixon. 2010. "Customer Preferences and use of Technology-Based Innovations in Restaurants: A Best-Worst Choice Analysis," Under first revision for the *Cornell Hospitality Quarterly*.

#### Editorial Boards

*Cornell Hotel and Restaurant Administration Quarterly*  
*Journal of Service Management*  
*Journal of Operations Management*  
*Journal of Revenue and Pricing Management*  
*Journal of Service Research*  
*Service Science*

#### Referee Experience (in addition to editorial boards)

*Decision Sciences*  
*European Journal of Operations Research*  
*Interfaces*  
*Journal of the Operational Research Society*  
*Management Science*  
*Operations Research*

#### Societies and Organizations

Decision Science Institute  
The Institute for Management Science  
Beta Gamma Sigma

### Awards and Fellowships

Best Paper Award. *Cornell Hotel and Restaurant Administration Quarterly*. (with L. Weatherford and D. Scott), 2002  
Best Paper Award Finalist. *Cornell Hotel and Restaurant Administration Quarterly*. 2004, 2007.  
Cornell University. Hospitality Teacher of the Year Award. 1993, 1997, 2003  
Career Advisor Award. 2012  
Cornell University Summer Research Awards. 1988-2012  
Cornell University Research Fellow. 1995-1997. 2007 – 2012  
Ted Teng Teaching Award. 2012.  
*Journal of Service Management*. Highly Commended Paper Award. 2011. (with K. McGuire, M. Lynn, M. Pullman and R. Lloyd)  
Industry Relevance Award Finalist. Cornell Center for Hospitality Research. 2007, 2011.  
Industry Relevance Award. Cornell Center for Hospitality Research. 2010, 2012, 2014.  
University of Texas Fellowship. 1984-1986  
La Quinta Research Fellowship. 1985-1986  
Literati Network Awards for Excellence. Highly Commended Award Winner. 2011.  
(with K. McGuire, M. Lynn, M. Pullman and R. Lloyd)  
Menschel Distinguished Teaching Fellow, Cornell University. Fall 2014 and Fall 2015.  
Production and Operations Management Society. Service Section. Lifetime Achievement Award. 2010.  
Who's Who in America  
Who's Who of American Educators  
Who's Who of Women  
Who's Who of Young Americans  
International Who's Who of Women

### Cornell University Service

Cornell-Nanyang Institute of Hospitality Management: Joint Academic Committee: 2008  
Associate Dean for Academic Affairs: 2006  
Interim Dean: 2005 – 2006  
Director of Graduate Studies: 2002 – 2005  
Dean Search Committee: 2004 – 2005  
Research Committee (chair). 1995- 2001  
Center for Hospitality Research Board of Directors: 1996 – 2001  
School Promotion and Tenure Committees: 1995 – 2006  
School Search Committees: 1997 – 2006,  
Executive Education Committee: 1993 - 2003  
Student Research Forum Organizer: 1998 - 2001  
Area Representative: 1995-1997  
Undergraduate Academic Affairs Committee: 1995-1997  
Expanding Your Horizons: 1993, 1995.  
Graduate Committee: 1992 - 1995  
Petitions Committee: 1989 – 1991

### Selected Consulting Experience:

American Airlines, USA: 1993 - 1994  
Applebee's, USA: 2004  
Aramark, USA: 2007  
Aruba Hotel and Tourism Association, Aruba: 1995, 1999  
Aston Hotels and Resorts, USA: 1991, 2013  
Avero Inc., USA: 2007, 2008, 2011 - 2012  
Bass Leisure Group, England: 1999  
Carrol's Corporation, USA: 2002  
Cendant Corporation, USA: 2004.  
Charlestown Hotels, USA: 2007  
Chevys Restaurants, USA: 2001 - 2002  
Choice Hotels, USA: 1997 – 1998, 2006.  
Decision Focus, Inc., USA: 1994 – 1995  
Discover Card, USA: 1989  
Earls Restaurants, Canada: 2014  
Enron Corporation, USA: 1999 - 2000  
Extended Stay America, USA: 1996  
Fairmont Hotels, USA: 1994 – 1995  
Fairmont Raffles Hotels International, Singapore: 2011 - 2012  
Four Seasons Hotels, Canada: 2009  
Hilton Hotels, USA: 1999  
Holiday Inn, USA: 1992 – 1995  
Hong Kong Hotel Association, Hong Kong: 2013, 2014  
Hubbard Broadcasting, USA: 2001  
Hyatt Hotels and Resorts, USA: 2007  
Hyatt International, Switzerland: 2012 - 2013  
Kimpton Hotels and Restaurants, USA: 2013 – 2014.  
La Quinta Motor Inns, USA: 1987 – 1988  
Marina Bay Sands, Singapore: 2015  
Mayo Clinic, USA: 2001 - 2005  
The Plaza, USA: 1999  
Ruby's Diner, USA: 2005  
Singapore Hotel Association, Singapore: 2008 – 2011  
Singapore Restaurant Association, Singapore: 2011, 2013, 2015  
Sovran Self-Storage, USA: 2001 – 2002  
Trump Hotels and Resorts, USA: 2008.  
Walt Disney World Resorts, USA: 1998, 2004, 2007, 2008  
Yum Brands, Malaysia; Oman: 2005, 2008

### Invited Talks

American Golf Owner's Association, USA: 2007  
American Hotel and Model Association, Resorts Division, USA: 2010  
Caribbean Hotel Association, Jamaica: 1993  
Choice Hotels-Scandinavia, Norway: 1999  
Cornell European Strategy Conference, England: 1999  
Cornell Hotel Society: Mexican and Central American Chapter, Mexico: 1998  
Cornell Hotel Society: European Chapter, Switzerland: 2006



Cornell Strategy Conference, USA: 1999 - 2000  
European Hotel Managers Association, Germany: 1990  
Eye for Travel, Singapore: 2009 – 2012, 2014  
Eye for Travel, USA: 2011  
Food and Hotel Asia, Singapore: 2008, 2012, 2014  
High Technology Point of Service Summit, USA: 2006  
Hotel Asset Managers Association, USA: 1998  
Hotel Revenue Management Conference, USA: 2000  
International Hospitality Sales and Marketing Association, Singapore: 2008, 2012, 2014  
IATA Revenue Management Conference, USA: 1999, 2000, 2002  
IDeaS Client Summit, USA: 2010  
INCAE, Costa Rica: 2006  
Institute for International Research, USA: 1990  
Instituto d'Empresa, Spain: 2004, 2006  
International Tourism Conference, Spain: 2004  
National Restaurant Association, USA: 2006  
Restaurant Executive Summit, USA: 2007  
Restaurant Finance Conference, USA: 2004  
Restaurant Franchising Conference, USA. 2005.  
Revenue Management Conference, Costa Rica: 2006  
Revenue Optimization Conference, Singapore: 2015  
Scottish Enterprise Board, Scotland. 2002  
Singapore Hotel Association, Singapore. 2008 – 2011.  
Singapore Restaurant Association, Singapore: 2011, 2015.