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EDUCATION

Virginia Polytechnic Institute and State University, Blacksburg, Virginia 2011
Ph.D., Hospitality and Tourism Management – Human Resource Management

Johnson & Wales University, Providence, Rhode Island 2006
M.B.A., Hospitality Management – Marketing

POSITION

Associate Professor July 2018 – present
Assistant Professor August 2011 – June 2018
Ball State University, Muncie, Indiana

Course Taught:

- ISOM 125 Introduction to Business
- HOSP 210 Customer Service
- HOSP 250 Lodging Management
- HOSP 300 Cost Control in the Hospitality and Food Service Industry
- HOSP 369 Internship
- HOSP 450 Strategic Operation in Lodging Industry
- FCFN 496 Seminar (Special Topics in Lodging Industry)
- FCS 697 Research Method in Family & Consumer Sciences

RESEARCH INTERESTS

- Hotel Operation/Marketing
 - Electronic word-of-mouth: motivation, behavior, and strategic implication in the hotel business
- Human Resource Management
 - Implicit bias in diversity recruitment and retention in the hospitality industry
 - Person-environment fit, job choice, and job search behaviors associated with electronic word-of-mouth in the recruitment process
 - Emotional labor and counterproductive work behaviors in the organization

PUBLICATION – JOURNAL ARTICLES

Hotel Operation/Marketing

1. Webster, C., Yen, C.-L., & Hji-Avgoustis, S. (2020). Hotels hurting horrifically but hopeful: A case study of the Indianapolis hotel industry. *Journal of Tourism, Heritage & Services Marketing*, 6(3), 54-58. DOI: [10.5281/zenodo.4064023](https://doi.org/10.5281/zenodo.4064023)

2. Li, X., Yen, C.-L., & Liu, T. (2020). Hotel brand personality and brand loyalty: An affective, conative and behavioral perspective. *Journal of Hospitality Marketing & Management*, 29(5), 550-570. DOI: [10.1080/19368623.2019.1654961](https://doi.org/10.1080/19368623.2019.1654961) (ABDC Rank: A)
3. Yen, C.-L., & Tang, H. (2019). The effects of hotel attribute performance on electronic word-of-mouth (eWOM) behaviors. *International Journal of Hospitality Management*, 76(Part A), 9-18. DOI: [10.1016/j.ijhm.2018.03.006](https://doi.org/10.1016/j.ijhm.2018.03.006) (ABDC Rank: A*)
4. Yen, C.-L., Kyutoku, Y., & Dan, I. (2018). Exploring tourists' perceptions of traditional and contemporary hot springs hotels in Japan. *International Journal of Hospitality & Tourism Administration*, 19(3), 336-360. DOI: [10.1080/15256480.2017.1324341](https://doi.org/10.1080/15256480.2017.1324341) (ABDC Rank: B)
5. Webster, C., Yen, C.-L., & Hji-Avgoustis, S. (2016). RFRA and the hospitality industry in Indiana: Political shocks and empirical impacts on Indianapolis' hospitality and tourism industry. *International Journal of Tourism Cities*, 2(3), 1-11. (ABDC Rank: C)
6. Yen, C.-L., & Tang, H. (2015). Hotel attribute performance, eWOM motivations, and media choice. *International Journal of Hospitality Management*, 46, 79-88. (ABDC Rank: A*)
7. Li, X., Yen, C.-L., & Uysal, M. (2014). An examination of brand personality in economy hotel segment: Common and differentiating factors. *Journal of Vacation Marketing*, 20(4), 323-333. (ABDC Rank: A)

Human Resources Management

1. Yen, C.-L. (2017). The tradeoff between fit perceptions across recruitment stages by new job seekers. *International Journal of Contemporary Hospitality Management*, 19(10), 2640-2628. (ABDC Rank: A)
2. Yen, C.-L., Singal, M., & Murrmann, S. (2016). Cultural context orientation and recruitment message strategy. *Journal of Human Resources in Hospitality & Tourism*, 15(3), 1-21. (ABDC Rank: B)
3. Yen, C.-L., Cooper, C. A., & Murrmann, S. K. (2013). Exploring culinary graduates' career decisions and expectations. *Journal of Human Resources in Hospitality & Tourism*, 12(2), 109-125. (ABDC Rank: B)
4. Lee, S.-W., Yen, C.-L., & Lee, G.-M. (2012). Examining the gap between students and recruiters on employees' competencies: Focusing on USA students and managers. *Korean Academic Society of Hospitality Administration*, 21(3), 315-330.
5. Yen, C.-L., Murrmann, S. K., & Murrmann, K. F. (2011). The influence of context orientation on job seeker perceptions of recruitment, person-organization fit, and job application intention in the hospitality industry. *Journal of Human Resources in Hospitality & Tourism*, 10(3), 315-330. (ABDC Rank: B)

Hospitality/Tourism/Other

1. Webster, C., Yen, C.-L., Hji-Avgoustis, S. (2020). Individual perceptions of the value of leisure: The influence of the social democratic welfare state and leftist values systems. *European Journal of Tourism Research*, 24, 15.
2. Metzler, B., Yen, C.-L., Haroldson, A., Friesen, C. (2017). An evaluation of Discover MyPlate: An inquiry based nutrition education curriculum for kindergarten students. *Journal of Nutritional Health & Food Science*, 5(1), 1-5.
3. Haroldson, A. R., & Yen, C.-L. (2016). Consumer understanding of nutrition marketing terms: A pilot study. *Journal of Family and Consumer Sciences*, 108(3), 24-31.

4. Lee, S., & Yen, C.-L. (2015). Volunteer tourists' motivation change and intended participation. *Asia Pacific Journal of Tourism Research*, 20(4), 359-377. (ABDC Rank: A)

PUBLICATION – BOOK CHAPTERS

1. Yen, C.-L., Pucciarelli, D. L., & Hji-Avgoustis, S. (2015). Chapter 1: An overview of hospitality programs in the USA. In K. Vaidya (Ed.), *Hotel and hospitality management for the curious: Why study hotel and hospitality management*. The Curious Academic Publishing.

CONFERENCE – PRESENTATION

Hotel Operation/Marketing

1. Webster, C., Yen, C.-L., Hji-Avgoustis, S. (2020). Indianapolis, its tourism competitors, and pragmatic policy for tourism recovery: How to bounce back from the Covid-19 biosecurity threat. Paper presented at the 63rd Midwest Academy of Management Conference, Virtual.
2. Lee, K.-H., Yen, C.-L., & Choi, C. (2020). Service robots in hospitality firms? Application of The Robot Implicit Association Test (RIAT). Paper presented at the 2020 Global Marketing Conference, Seoul, Korea.
3. Kyutoku, Y., Nakamura, T., Yen, C.-L., Ogawa, Y., Dan, I. (2019). The distinction between customers in established and unestablished areas for a family restaurant chain in Japan. Paper presented at the 62nd Midwest Academy of Management Conference, Omaha, NE.
4. Yen, C.-L., Kyutoku, Y., & Dan, I. (2018). Consumer engagement behaviors in destination image creation for hot spring hotels in Japan. Paper presented at the 61st Midwest Academy of Management Conference, St. Louis, MO.
5. Kyutoku, Y., Yen, C.-L., & Dan, I. (2018). Engaging customers in creating destination image of hot spring hotels in Japan: Added value and behaviors. Paper presented at the 2018 Global Marketing Conference, Tokyo, Japan.
6. Yen, C.-L., & Tang, H. (2017). The differential effects of hotel attributes performance on eWOM behaviors. Paper presented at the 60th Midwest Academy of Management Conference, Chicago, IL.
7. Webster, C., Yen, C.-L., & Hji-Avgoustis, S. (2016). RFRA and the hospitality industry in Indiana: Political shocks and empirical impacts on Indiana's hospitality and tourism industry. Paper presented at the International Conference on Tourism (ICOT), Naples, Italy.
8. Yen, C.-L., & Tang, H. (2015). The effects of hotel attributes performance on eWOM behaviors. Paper presented at the 2015 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Annual Conference, Orlando, FL.
9. Yen, C., & Kyutoku, Y. (2015). Exploring tourists' perceptions and motivation to visit hot springs hotels in Japan. Paper presented at 5th Advances in Hospitality and Tourism Marketing & Management (AHTMM) Conference, Beppu, Japan.
10. Yen, C., & Tang, H. (2014). eWOM motivations and media choice: TripAdvisor versus Facebook. Paper presented at 2014 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, San Diego, CA.
11. Li, X., & Yen, C., (2013). Understanding the influence of hotel brand personality and brand familiarity on brand loyalty in economy hotel sector. Paper presented at The 3rd Advances in Hospitality and Tourism Marketing and Management (AHTMMC) Conference, Taipei, Taiwan.

12. Li, X., Yen, C., & Uysal, M. (2012). An examination of brand personality in economy hotel segment: Common and differentiating factors. Paper presented at 2012 Travel and Tourism Research Association (TTRA) International Annual Conference, Virginia Beach, VA.

Human Resources Management

1. Lee, K., & Yen, C.-L. (2021). Hotel employees' implicit peace bias: The peace implicit association tests (IATs). Paper presented at the 90th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference, Seoul, South Korea.
2. Yen, C.-L. (2019). Reading between the lines: Context orientation's influence on recruitment message preference. Paper presented at the 62nd Midwest Academy of Management Conference, Omaha, NE.
3. Yen, C.-L., Webster, B. (2019). The role of individual diversity value on recruitment message preference and job pursuit intention. Paper presented at the 62nd Midwest Academy of Management Conference, Omaha, NE.
4. Yen, C.-L., Webster, B. (2019). Examining latent diversity characteristics in targeted recruitment. Paper presented at the 2019 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Annual Conference, New Orleans, LA.
5. Lee, K. H., Yen, C.-L. (2019). Hotel employees' implicit peace bias: The peaceful implicit association (IAT). Paper presented at the 2019 Central CHRIE Conference, Indianapolis, IN.
6. Yen, C.-L. (2018). The tradeoff in job choice decision: The role of individual's financial stress on fit and salary. Paper presented at the 61st Midwest Academy of Management Conference, St. Louis, MO.
7. Yen, C.-L., Miller, K., & Atherton, R. (2017). The influence of financial stress and perceived fit on Millennials' job choice decisions in the hospitality industry. Paper presented at the 60th Midwest Academy of Management Conference, Chicago, IL.
8. Yen, C.-L. (2017). The influence of financial stress on Millennials' job choice decisions in the United States. Paper presented at the 2017 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Annual Conference, Baltimore, MD.
9. Yen, C.-L., *Miller, K., & *Spriggs, R. (2015). Quality of life and financial stress: Assessing Generation Y's job choice decision. Paper presented at the 2015 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Annual Conference, Orlando, FL.
10. Chu, K., Yen, C., Murrmann, S., & Chung, W. (2013). Cross-culture comparison of the hospitality employees' emotional labor strategies. Paper presented at the 3rd Advances in Hospitality and Tourism Marketing and Management (AHTMMC) Conference, Taipei, Taiwan.
11. Yen, C., Singal, M., & Murrmann, S. (2012). Does context orientation influence preference for recruitment messages for employment in the hospitality industry? Paper presented at 2012 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Annual Conference, Providence, RI.
12. Yen, C., Cooper, C., & Murrmann, S. (2011). Culinary graduates' career decisions and expectations. Paper presented at the 16th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX.
13. Yen, C., Murrmann, S., & Murrmann, K. (2010). Diversity recruitment: The culture's impact on recruitment in the hospitality industry. Paper presented at the 15th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Washington, DC.

Hospitality/Tourism/Other

1. Lee, K.-H., Yen, C.-L., Hji-Avgoustis, S. (2020). Service-learning courses: Facilitating experiential learning. Paper presented at the 2020 Management & Organizational Behavior Teaching Society Conference, Virtual.
2. Friesen, C., Vukovich, R., Yen, C.-L., Kistler, B., & Wilson, R. (2017). Nutrition and wellness in the workplace. Paper presented at the Indiana Academy of Nutrition and Dietetics Annual Meeting, Indianapolis, IN.
3. Lee, K. H., Webster, C., Yen, C.-L., & Hji-Avgoustis, S., (2016). A conceptual flow of medical tourism's economic contribution to India. Paper presented at the International Conference on Tourism (ICOT). Naples, Italy.
4. Webster, C., Yen, C.-L., & Hji-Avgoustis, S. (2016). Individual perception of the value of leisure: The influence of the social democratic welfare state and leftist values systems. Paper presented at the International Conference on Tourism (ICOT). Naples, Italy.

PUBLICATION – PANEL PRESENTATION

1. Syed, I., Aikens, S. D., Blackford, B., Butler, J. C., Juergens, S., Smith, R. M., Yen, C.-L. (2020). Effective teaching vs. efficient teaching – Can the twain ever meet? Panel presentation at the 63rd Midwest Academy of Management Conference, Virtual.
2. Syed, I., Smith, R. M., Blackford, B., Aikens, S., Butler, J., Flores, C. C., Juergens, S., Soltwisch, B., Tulibaski, K., Yen, C.-L. (2019). Everything you wanted to know, but were afraid to ask: The shift from PhD student to the classroom. Panel presentation at the 62nd Midwest Academy of Management Conference, Omaha, NE.
3. Smith, R. M., Juergens, S., Syed, I., Yen, C.-L., O'Connell, D., Soltwisch, B., Flores, C. C., Beck, C., Luethke, T., Aikens, S., Lee, K. H. (2019). Experiential exercise exchange: The triple E for teaching impact! Panel presentation at the 62nd Midwest Academy of Management Conference, Omaha, NE.

CONFERENCE – POSTER PRESENTATION***Hotel Operation/Marketing***

1. Yen, C.-L., & Kyutoku, Y. (2016). Assessing hot springs hotels' brand image evoked by traditional/contemporary facility photos on hotel websites. Poster session presented at 2016 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Annual Conference, Dallas, TX.
2. Yen, C., & Tang, H. (2013). The untold story: hotel attributes performance as antecedents to eWOM motivation and behavior. Poster session presented at 2013 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Annual Conference, St. Louis, MO.

Human Resources Management

1. *Miller, K., *Spriggs, R., & Yen, C. (2015). Job choice in Generation Y: A preliminary study. Poster session presented at the 2015 Butler University Undergraduate Research Conference, Indianapolis, IN.
2. *Spriggs, R., *Miller, K., & Yen, C. (2015). Factors influencing Gen Y job choice: Preliminary survey. Poster session presented at the 20th Annual Student Symposium at Ball State University, Muncie, IN.

3. Yen, C. (2014). The collective effects of key factors on new job seekers' offer acceptance decision. Poster session presented at 2014 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Annual Conference, San Diego, CA.
4. Yen, C., & Murrmann, S. (2013). Assessing job seekers' fit perceptions involvement in the recruitment process. Poster session presented at 2013 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Annual Conference, St. Louis, MO.
5. Yen, C., Murrmann, S., & Murrmann, K. (2009). The impact of culture on job applicants' perception of recruiting activities and recruiting messages. Poster session presented at the 14th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV.

*: student

Hospitality/Tourism/Other

1. Parrett, J., Harden, A., & Yen, C.-L. (2018). An investigation of fashion brands' social media marketing: How young women's photographic image preference effect eWOM behaviors and purchase intention based on VALS. Poster session to be presented at 2018 International Textile and Apparel Association (ITAA) Annual Conference, Cleveland, OH.

INVITED GUEST LECTURE/VISITING SCHOLAR

1. Conducting practical research in marketing and consumer behaviors. Seminar, Chuo University, Tokyo, Japan. April 7, 2020.
2. Current research of human resources management in hospitality & tourism management. Graduate Seminar: Human Resources Management, TungHai University, TaiChung, Taiwan. June 3, 2014.

GRANT

Research Grant

1. External Grant. Changzhou Institute of Technology. Title: Tourism development in Changzhou through international collaboration. Principal Investigator. (Partially funded, December 2014; Amount: \$50,436)
2. Aspire New Faculty Grant. Ball State University. Title: Assessing job seekers' perception of fit with organizations and jobs at different stages of recruitment. Principal Investigator. (Funded, October 2011; Amount: \$1,500)

Teaching Grant

1. The Teacher-Scholar Program. Ball State University. Principal Investigator. (Funded, October 2020; Amount: \$1,000)
2. The Honors Undergraduate Fellows Program. Ball State University. Principal Investigator. (Funded, 2016 & 2018; Amount: \$4,352)

Contracted Professional Work

1. Industry Outreach Research Project. Ministry of Science and Technology. Title: An Examination on Hospitality Counterproductive Work Behavior (CWB): Dimensionality, Measurement, and Theoretical Model. Co-Principal Investigator. (Funded, January 2015, Amount: \$60,955) (August 2015 – Present)

2. Industry Outreach Research Project. SATISFACTS. Lutherville, MD. Resident satisfaction analysis. (March 2013 – June 2014)

UNDERGRADUATE STUDENT PROJECT SUPERVISED

Hotel Operation/Marketing

1. McLaughlin, Mitchell. Honors Thesis. Title: Resort development (Completed, April 2015)
2. Lagestee, Michael. Honors Thesis. Title: Analysis of the state of sustainability in Indiana's luxury hotels. (Completed, December 2014)
3. McDaniel, Marcie. Honors Thesis. Title: Marketing plan for Indiana Student Hospitality Institute. (Completed, May 2012)

Human Resources Management

1. Beaver, Jessi. Honors Fellowship. Title: Assessing the perceived effectiveness of diversity recruitment between printed advertisement and websites. (Completed, May, 2019)
2. Gustin, Kenzie. Independent Study. Title: Cross-cultural leadership: Do all women want to reach the top? (Completed, December, 2016)
3. Stroup, Jenna. Honors Fellowship. Title: The influence of emotional labor on service experience: A case study on call center staff and customers (Completed, December 2016)
4. Jobe, Jennifer. Honors Thesis. Title: Human trafficking: Narrowing impacts on the globe, nation, state, and lodging Industry. (Completed, December 2013)

General Study

1. Miller, Kalee. Honors Thesis. Title: The role of Honors College Summer Orientation in freshman expectation and satisfaction: A pretest-posttest survey (Completed, May 2016)

GRADUATE STUDENT PROJECT

MASTER'S THESIS COMMITTEE - CHAIR

1. Cameron, Shun. Master of Sciences Thesis. Residential Property Management. Title: Assessing the influence of key facility and service quality on resident satisfaction and retention decision. (Completed, June 2014)

MASTER'S THESIS COMMITTEE - MEMBER

1. Chen, Chih-Yu. Master of Science Thesis. Marketing. Title: The influence of celebrity endorsement on consumers' view of brand image and purchase intention. (Completed, July, 2019).
2. Zhang, Yiman, Master of Science Thesis. Marketing. Title: Investigating generation y consumer's attitude towards fast fashion: Different purchase intention between fashion innovators and non-innovators. (Completed, May 2019).
3. Parrett, Jericho, Master of Science Thesis. Marketing. Title: An investigation of fashion brands' social media marketing: how young women's photographic image preferences effect eWOM behaviors and purchase intention based on VALS. (Completed, May 2018).
4. Vukovich, Bekah, Master of Science Thesis. Nutrition and Health Science. Title: Health and nutrition-related characteristics of faculty and staff who utilize the nutrition assessment laboratory as part of the working well wellness program at ball state university. (Completed, May 2017)

5. Otayf, Khawlah, Master of Science Thesis. Family & Consumer Sciences – Fashion Merchandising. Title: identifying and comparing the influence of Instagram on the creativity and design process of fashion design students in the Saudi Arabia and in the United States. (Completed, May 2017)
6. Ellcessor, Beth. Master of Science Thesis. Family & Consumer Sciences – Dietetics. Title: An Evaluation of Five Lessons from Discover Myplate - An Inquiry-Based Nutrition Education Curriculum for Kindergarten Students. (Completed, May 2015).
7. Wilson, Emily. Master of Science Thesis. Family & Consumer Sciences – Dietetics. Title: The influence of regulated meal plan systems on student food purchasing and dining behavior. (Completed, March 2015)
8. Doerffler, Jenna. Master of Science Thesis. Family & Consumer Sciences – Dietetics. Title: Vitamin D status of morbidly obese bariatric surgery patients at a community bariatric center. (Completed, March 2014)

UNIVERSITY SERVICE ACTIVITIES

UNIVERSITY

1. Faculty Council, committee member. (August 2016 – present)
2. Faculty Salary and Benefits Committee, Chair. (September 2020 – present); committee member. (August 2016 – present)
3. University Council, Financial and Budgetary Affairs Committee, ex-officio. (September 2020 – present)
4. University Council, Professional Personnel Salary and Benefits Committee, ex-officio. (September 2020 – present)
5. Senate Agenda Committee, committee member. (August 2016 – July 2021)
6. Provost's Special Task Force, Best Practices on Faculty Evaluation, member. (January 2021 – May 2021)
7. Provost's Special Task Force, Faculty Summer Compensation, member. (January 2021 – May 2021)
8. Senate, committee member. (August 2016 – September 2020).
9. Graduate Education Committee, committee member. (August 2016 – May 2018)
10. Graduate Faculty Affairs Committee, committee member. (August 2016 – May 2018); committee chair. (August 2017 – May 2018)
11. Judicial Committee, committee member. (August 2014 – May 2017)

COLLEGE

1. MCOB University Academic Freedom & Ethics, member. (August 2018 – June 2020)
2. MCOB University Grade Appeal, member. (August 2018 – June 2020)
3. MCOB Undergraduate Curriculum Committee, committee member. (January 2018 – June 2020)
4. CAST Diversity Committee, secretary. (October 2013 – May 2017); committee member. (August 2016 – May 2017)
5. CAST Graduate Curriculum Committee, committee member. (August 2014 – September 2016)
6. CAST Scholarship Task Force, committee member. (January 2015 – May 2016)
7. CAST Tenure Track Advisory Committee, committee member. (August 2013 – August 2015)

DEPARTMENT

1. ABS Higher Learning Commission (HLC) Accreditation, department representative. (September 2020 – present)
2. ABS Faculty salary committee, member. (August, 2020 – present); Secretary (August 2020 – May 2021)
3. MGT Undergraduate Curriculum Committee, member. (August 2017 – May 2019)
4. MGT Faculty salary committee, member. (August 2017 – May 2019); Secretary (August 2018 – May 2019)
5. FCS Faculty Meeting, coordinator. (August 2016 – May 2017)
6. FCS Graduate Committee, committee member. (August 2012 – May 2017); secretary (November 2014 – May 2017)
7. FCS Graduate Curriculum Committee, committee member. (August 2014 – September 2016)
8. FCS Student Scholarship Committee, committee member. (March 2012 – May 2016)
9. FCS Election Committee, committee member. (September 2012 – April 2013)

PROGRAM

1. Hospitality Innovation & Leadership, internship coordinator. (August 2021 – present)
2. Hospitality & Food Management, internship coordinator. (January 2013 – July 2021)
3. Hospitality & Food Management, program lead representative. (August 2016 – August 2020)
4. Hospitality & Food Management Student Association, co-advisor. (August 2011 – August 2015)
5. Hospitality & Food Management Sub Area, committee chair. (August 2011 – July 2013)
6. Hospitality & Food Management Search Committee, committee chair. (August 2012 – February 2013); committee member. (January 2012 – April 2012; August 2013 – June 2014; July 2014 – April 2015).

PROFESSIONAL SERVICE ACTIVITIES**CO-EDITOR IN CHIEF**

- International Journal of Hospitality & Tourism Administration (January 2021 – present)

ASSOCIATE EDITOR

- International Journal of Hospitality & Tourism Administration (January 2020 – December 2021)

EDITORIAL BOARD

- International Journal of Hospitality & Tourism Administration (August 2015 – present)
- Journal of Hospitality and Tourism Research (April 2020 – present)
- Journal of Human Resources in Hospitality & Tourism (April 2019 – present)
- Tourism Today (February 2015 – present)

AD-HOC REVIEW

- American Journal of Business
- Cornell Hospitality Quarterly

- Electronic Commerce Research and Applications
- International Journal of Contemporary Hospitality Management
- International Journal of Hospitality and Tourism Administration
- International Journal of Hospitality Management
- International Journal of Tourism Cities
- Journal of Gastronomy and Tourism
- Journal of Hospitality and Tourism Research
- Journal of Hospitality and Tourism Management
- Tourism Today
- Academy of Management Annual Conference
- International Council on Hotel, Restaurant, and Institutional Education Annual Conference
- Midwest Academy of Management Annual Conference

AWARD

- Outstanding Service Award. Miller College of Business. (August 2019).
- Outstanding Service Award. Department of Management, Ball State University. (April 2019).
- Outstanding Teaching Award. Department of Family and Consumer Sciences, Ball State University. (May 2016)

PROFESSIONAL SOCIETY MEMBERSHIP

- Academy of Management (2009 – present)
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (2012 – present)
- Midwest Academy of Management (2017 – present)

CERTIFICATION

- Certification in Hotel Industry Analytics (CHIA) (August 2017 – present)