

Carl A. Boger, Jr.

## **CARL A. BOGER, JR.**

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### **Introduction**

With an educational administrative career that has been greater than twenty years, I have been fortunate to hold the titles Head of School at the University of South Carolina, Program Director at the University of Wisconsin-Stout and Division Chair/Department Head/Program Director at Ivy Tech State College and currently the Associate Dean of Academic Programs at the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston. I created the Tourism Center at the University of South Carolina with a \$1.2 million dollar grant from the Alfred P. Sloan Foundation. In 2014, was awarded the prestigious McCool Breakthrough Award from ICHRIE for innovativeness in connecting the hospitality and tourism discipline through a unique global social media strategy. This strategy has linked over 10,000 educators in 75 countries and 700 cities.

With regards to industry experience, my work history has included working at Pepsico Foodservice Division and General Foods Foodservice Division. I have owned/operated a revenue management consulting company in Kansas City, Mo. In addition, was a partner in a restaurant called, Mr. B's in Northwestern Indiana. I have been a consultant for ACDI/VOCA, United Nations, United States Agency for International Development, and several foreign countries. My international work experience has led me to opportunities in Africa, Central America, Eastern Europe, Russia, and Southeast Asia.

### **Education**

- Ph.D.** (1993) Purdue University, Department of Education Administration, West Lafayette, IN.
- M. S.** (1988) Purdue University, Department of Hotel, Restaurant, Institutional Management and Tourism, West Lafayette, IN.
- B. S.** (1984) Purdue University, Department of Hotel, Restaurant, Institutional Management and Tourism, West Lafayette, IN.

## PROFESSIONAL/ORGANIZATIONAL MEMBERSHIPS

- (2004-present) The Greater Houston Hotel and Lodging Association, Houston, TX.
- (2008-2015) The International Spa Association. Lexington, KY.
- (1990-present) The International CHRIE of Hospitality & Tourism Educators. Washington, DC.
- (1994-present) The International Society of Travel & Tourism Educators. Harper Woods, MI.
- (1999-2005) The Columbia CVB. Columbia, SC.
- (1999- 2005) The Columbia Chamber. Columbia, SC.
- (1992-1996) The National Restaurant Association. Washington, DC.
- (1997-present) The American Hotel & Motel Association. Washington, DC.
- (1996-1999) Manhattan Chamber of Commerce. Manhattan, KS.

## EDUCATIONAL ADMINISTRATION PHILOSOPHY

My educational philosophy is to create and develop a shared vision among our constituents through a collaborative and consensus-building process to meet the goals of the College and University. My responsibilities include being active in the development role of the College, lead by example, build partnerships, work in an environment of strong accountability, and be fiscally strong in leveraging the College resources to meet the demands of creating and maintaining a world-class College. The dean must also understand the hospitality and tourism industry because our students will become their future leaders.

**Associate Dean of Academics** (2005-2015) Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, TX.

**Responsibilities:** As the associate dean, my primary responsibilities is hiring and developing faculty, academic services, supervising staff, and ensuring that the University academic policies and procedures were followed by the College.

**Outcomes:** Since becoming the associate dean, I instituted a change in the way that faculty were hired and evaluated. Instead of rotating the hiring committee, I used a standing committee that was made up of faculty with strong research, industry, and teaching abilities. This committee over the past 10 years hired 100% of our tenure track faculty members. This resulted in our new hires producing nearly 40 research publications as well as increasing our grantsmanship to approximately one-half million dollars on an annual basis. In 2004, our faculty had no publications and less than \$10,000 of grants. In addition, the way we recruited faculty members changed since I arrived at the College. Instead of only advertising and hiring faculty from hospitality programs, we now advertise for faculty in areas of industrial organizational psychology, tourism, business, education, beverage management, finance/accounting, and food science. Since hospitality management is an interdisciplinary field comprised of faculty from a multitude of discipline, the challenge for the entire field is identifying qualified candidates for our open positions. In terms of cultural diversity among our faculty, I have focused on creating a much more diverse faculty. Today our College is much more diverse in terms of both ethnicity and culture. Our faculty represents five different nationalities and a wide range of ethnicities.

The era of accountability has also been significantly changed for the College. When arriving at the College, faculty members evaluated themselves against each other rather than on a national/international standard. The College previously had hired faculty members without the necessary research skills to be successful at a tier-one University. We instituted a three-year review process for assistant professors and integrated tenured faculty members as part of the assistant professors annual review process to ensure a consistent message between administration and tenured faculty members. Clear and concrete expectations for the assistant, associate, and full professors were provided to them on an annual basis. This laid the foundation for creating an environment with high expectations and standards.

In terms of my impact on academic services, I have implemented several initiatives for the college. Within my first three years, we developed articulation agreements with community colleges. The College previously had not established articulation agreements but rather waited until students registered and petitioned for their courses to be transferred into the University and College. In addition, I have required students to register for a minimum of 15 hours per semester to ensure graduation within four years, instituted a senior check (to ensure that students are on track to graduate), assigned academic advisors to students, and required a “share-responsibility” culture between the students and their advisors. Over a ten-year period, our six-year graduation rate increased to 64% and should become 70% within the next three to five years. This year I have also required students complete a four-year plan during their initial orientation and are required to meet with their academic advisor after completing 90 hours.

Under my guidance the college has instituted a more robust placement strategy. Not only are we focusing on domestic students but are now focusing more on international placement for our international students. We have hired a graduate student that is supervised by our placement director to identify both job placement and internship internationally. Five years ago, we had to eliminate a second person for our placement office due to budget cuts. Today we have rehired an internship coordinator to focus on placing students into internship opportunities. Over the years, I have resisted calling our placement office career services because my focus is placing students into open positions. Currently, our placement rate upon graduating is approximately 85%, which is one of the highest at the University. We do offer career services but the accountability of holding our placement director accountable for ensuring that we bring and engage with a wide range of companies to the College ensures that we maintain a high placement rate.

In terms of creating policies and procedures that are in alignment with the University operations and standards, I have instituted placement reports, graduating exit surveys, SACS process for the College, and other measurement tools to ensure that we are meeting our goals both for the College and University. By measuring our successes and failures, we are able to quickly modify our strategic vision, policies, and procedures for the College.

With regards to industry engagement, I have become closely associated with the Hotel & Lodging Association of Greater Houston. Our Hilton College students are now actively involved and engaged in their annual Gala called, Hospitality on Parade. In addition, I have also created a program for a class to be held at the Omni Hotels in Houston and created the Houston Spa Association, which created job opportunities for those interested in careers in the Spa industry.

**Head of School (2000-2005)** School of Hotel, Restaurant and Tourism Management. University of South Carolina, Columbia, SC.

**Responsibilities:** As the head, my primary responsibilities were fund raising, managing enrollment, hiring and developing faculty, overseeing academic services, and ensuring that the University academic policies and procedures were followed by the School.

**Outcomes:** Two primary directions for fund raising: 1) grantsmanship and 2) industry engagement. I wrote a proposal to obtain a Sloan Grant to develop a Tourism Research Center for the State of South Carolina. I also developed a strong relationship with HP Rama who became the president of the American Hotel & Lodging Association who provided scholarships for our students and financial support for the School. My other engagement responsibility was to network with the local and statewide hotel and restaurant associations. These activities allowed the School to obtain needed funds to ensure that we were able to meet the needs of the School in an era of dwindling state resources.

In terms of enrollment, I was extremely effective. Over a five-year period, our student enrollment grew from 200 to over 500 students and our graduate program increased by three fold. By developing a strategic enrollment plan, we achieved our enrollment targets to ensure that we continue a planned grow as a College.

**Program Director (1992–1995) Department of Hospitality and Tourism, University of Wisconsin-Stout, Menomonie, WI.**

**Responsibilities:** As the program director, I was responsible to advise over 1,000 students on an annual basis. At the same time, I was responsible to do their senior checks, academically and professionally advise students, and other programmatic responsibilities.

**Outcomes:** Significant outcomes included creating an enrollment management plan to enhance the quality of students within the program, developing a student four-year planning process to ensure that students will complete their academic studies in four-years, and creating/maintaining articulation agreements with over 35 community colleges.

**Management Division Chair, Department Head & Program Chair. (1988–1992).** Management Related Technologies, Ivy Tech State College, Lafayette, IN.

**Responsibilities:** Over a five-years period, I rose through several administrative positions. In 1988, I started as an adjunct faculty member and then became the program chair, department head, and finally the management division chair (Dean). At each level of administration, my responsibilities grew from managing a single discipline (management) to being responsible for the entire business area. I was responsible for faculty (full-time/adjuncts), students, enrollment, and academic programs. As my responsibility grew, I was required to build relationships with the business community throughout Indiana.

**Outcomes:** At each level of administration, I was recognized for my abilities to successfully manage academic programs as well as work with the business community in a tight-budgetary environment. Ivy Tech State College philosophy was based on accountability, result orientation,

and provide excellent service to the students. This created a long-term management philosophy where my focus is on student success, accountability, and managing in a tight fiscal environment.

## ENROLLMENT MANAGEMENT

Enrollment management should take an integrated approach that focuses on the student profile, marketability of the College, Culture of the College, articulation agreements with two-year and international schools, multi-campus and online programs, and a robust marketing program on- and off-campus. Prior to my arrival at the University of South Carolina's School of Hotel, Restaurant, and Tourism Management, undergraduate and graduate enrollment had *decreased* for five consecutive years. My ability to create a creative strategic plan resulted in our undergraduate program growing from 200 to over 500 students. At the same time, graduate enrollment in the fall of 2000 was at 13 students. Three years later graduate enrollment increased to over 45 students.

Our enrollment management plan must be proactive and be viewed from 18 to 24 months out from any semester rather than reacting to current enrollment. Relationships are critical when creating a long-term enrollment management strategic plan for the College, which is reliant on the University recruiting process, community colleges, referrals, and potential students. The College must market itself aggressively throughout the University, within the College itself, to outside constituent groups, and directly with potential students.

The College continues to focus on student quality and enhanced diversity. When arriving at the College, we had relationships with community colleges but lacked formal articulation agreements. This created transferability barriers between our College and community colleges and negatively impacted student success since the students were unclear on which credits would transfer. In addition, we have instituted an articulation fair at the Hilton College where we invite community colleges to campus and created a community college advisory board.

## TEACHING

I operate within the mission of an academic institution and its society with all of its political, social, and economic complexities. In addition, the academic milieu of today is one of continual change in educational technologies, curriculum development and course offerings, and in student preparedness, skills, and interests. It is crucial that my teaching philosophy is dynamic to ensure a contemporary philosophy.

Students should also be afforded many opportunities for interdisciplinary learning experiences in cooperation with their peers. Thus students should engender a sense of teamwork with students from other hospitality-related disciplines and the classroom becomes an inviting environment for a valuable exchange of ideas and techniques. Such an environment promotes greater understanding and appreciation among students and colleagues alike from other disciplines. This philosophy and approach allow our students to enter the workplace better prepared and less intimidated by their professional peers.

**Full Professor** (2005 – Present) **Service Management.** Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas.

**Full Professor** (2017 – Present). **Principles of Hospitality Management.** Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas.

**Associate Professor** (1999-2003) **Luxury Hospitality Branding, Advanced Hotel Management and Adventure Travel.** School of Hotel, Restaurant and Tourism Management, University of South Carolina, Columbia, SC.

**Associate Professor** (1995–1999) **Principles of Lodging Operations, Lodging Practicum, Lodging Management Theory, Gaming Management and Research Methods.** Department of Hotel, Restaurant, Institution Management and Dietetics, Kansas State University, Manhattan, KS.

**Assistant Professor** (1992–1995) **Front Office Management, Finance & Research Methods.** Department of Hospitality & Tourism Management, University of Wisconsin-Stout, Menomonie, WI.

**Faculty** (1989–1992) **Marketing & Finance** Department of Business Management and Industrial Supervision, Ivy Tech State College, Lafayette, IN.

**Instructor/Teaching Assistant** (1986–1992) **Marketing & Finance.** Restaurant, Hotel and Institutional and Tourism Management, Purdue University, West Lafayette, IN.

### **TEACHING HONORS/AWARDS/RECOGNITION**

Received the “Service Award” for the Conrad N. Hilton College. (2022).

Received the “Best Reviewer Award” for the Journal of Hospitality and Tourism Management. (2021).

Received the “Best Reviewer Award for North America” for the Journal of Service Management. (2021).

Received the 50 in 5 Scholar Award in 2020 for receiving national recognition of my research. This award is given by the University of Houston in recognition of receiving either national or international recognition by an outside group. (2020)

Received the McCool Breakthrough Award for the creation of a global communication tool for hospitality educators and students. (2014)

Cited by a disabled student as a person who made a significant effort in accommodating their needs at the University of South Carolina. (2003)

Cited by at least one graduate as a person who significantly contributed to his success at the University of South Carolina. (1999)

(1999). Received an Outstanding Undergraduate Teaching Award Nomination. Kansas State University.

## TEACHING COURSES, DISTANCE EDUCATION, AND TEACHING PRESENTATION

**HRMA 4353 Advanced Hospitality Operations Management** (Fall 2013 & Fall 2014) Online course for our program in Peru.

**HRMS 2350 Principles of Management in Hospitality** (2015 to present).

**HRMA 7353 Service Management** (Fall 2015 to present) Course is developed for our online MS program. (Fall 2013) and face-to-face.

**Administrative-Distance Coordinator** (1998). Hotel, Restaurant, Institution Management and Dietetics, Kansas State University.

**Hotel Operations course** (Spring 1997, Spring 1998). This course was offered as a distance education course at the University of Nebraska and to the University of Arkansas the following year.

**USDA Challenge Grant Project** (1997). HRIMD 344 & HRIMD 240, Hospitality Marketing & Sales and Tourism Issues. Developed web pages for rural Kansas's communities.  
<http://www.personal.ksu.edu/kansastourweb>.

**Multimedia Development** - Sujithamrak, S. & Boger, C.A. (1997). An interactive multimedia training program for hotel housekeeping departments. Manhattan, KS.

**Big XII Faculty Fellowship Host** (1997). Dr. Cathy Hsu and Dr. Sylvia Gaiko visited KSU to learn how to develop web based course materials on the Internet, which was sponsored by a USDA Challenge Grant to place course material on the Internet. In addition, we developed and submitted a research grant based on collaboration of distance learning.

**Publication** - Spears, D., Gould, R., Boger, C. & Brannon, R. (1998). Joint venture between the classroom and rural communities. *Journal of Hospitality & Tourism Education*, 10(2), 33-36.

**Publication** - Spears, D., Boger, C. & Gould, R. (1999). Collaborative web-based project on tourism and marketing. *Journal of Hospitality & Tourism Education*, 10(4), 38-41.

**Publication** - Boger Jr., C.A. & Brewer, K.P. (1997). Distributed learning: The future for hospitality education? *Journal of Hospitality & Tourism Education*, 9(2), 60-64.

**Publication** - Sujithamrak, S. & Boger Jr., C.A. (In-press). A comparison of two training methods on students' knowledge: A case study. Submitted to the *Journal of Hospitality & Tourism Education*.

**Publication under review** - Sujithamrak, S. & Boger Jr., C.A. Effects of two training methods on students' performance: A case study. Submitted to the *Journal of Hospitality & Travel Research*.

**Proceedings** - Sujithamrak, S. & Boger Jr., C.A. (1998). Development and evaluation of a multimedia training program for a hotel housekeeping department using Bloom's taxonomy.

*Proceedings of the Third Annual Graduate Education and Graduate Students Research Conference*, 3, 202–208.

**Presentation** - Boger, C. & Bagdan, P. (1998). Distance education: Are we there yet? ICHRIE Annual Conference. Miami, Florida: July 29–August 1.

**Presentation** - Gould, R., & Boger, C. (1997). Joint ventures between the classroom and rural communities. CHRIE Annual Conference. Providence, Rhode Island: August 6–9.

**Presentation** - Boger Jr., C.A., Abbott, J., Abbott, S., Enghagen, L., & Josiam, B. (1997). Copyright legal issues for distance education. CHRIE Annual Conference. Providence, Rhode Island: August 6–9.

**Presentation** - Boger Jr., C.A. & Hsu, C. (1996). Web page development for the classroom. Washington, DC: August 7–10.

**Member.** (1997–1999). Kansas State University Computer Network Services Search Committee, Manhattan, KS.

**Member.** (1993–1994). TQM Computer Literacy Committee. University of Wisconsin-Stout, Menomonie, WI.

**Member.** (1990–1992). Computer Steering Committee. Ivy Tech State College, Lafayette, IN.

## RESEARCH

Faculty members need to conduct research in order to inform and enrich their teaching and to maintain their expertise in their chosen disciplines. Relevant findings of such research should then be disseminated through scholarly journals, presentations at academic conferences, professional and industry venues, and should be incorporated into classroom instruction. The lifeblood of any university is the expertise of their faculty and the faculty members' ability to disseminate their knowledge to their students. The integration of research findings into student instruction, and its subsequent transfer to students, allows our discipline to grow and mature, providing the educational foundation for our students to enter managerial and professional positions well prepared.

## PUBLICATIONS

### Journal Articles

Boger, C., Kwon, J., Charmchian, M, Ritter, M, Taylor, S. (2022). Beer style advocacy: Strengthening the relationship between consumers' satisfaction and repurchase intention, *Journal of Foodservice Business Research*, 1 – 26.

Boger, C., DeFranco, A. L, Abbott, J. L (In-press). Trump's twiplomacy effect on Chinese pleasure seekers visiting the US. *Journal of China Tourism Research*.

Boger, C., Ritter, M., & Charmchian, M. (2021). Effects of ideology on visit intention and trust toward a destination *Journal of Convention & Event Tourism*.

Lee, E., Boger, C., and Heyes, A. (2021) Duality of Luxury: Do airlines meet the grade? *Research in Hospitality Management*.

Ritter, M., Boger, C. A., & Draper, J. (2020). The effects of time living away from home and family support on intention to host a destination wedding. *Journal of Destination Marketing & Management*, 17, 100461.

Kwon, J., & Boger, C. A. (2020). Influence of brand experience on customer inspiration and pro-environmental intention. *Current Issues in Tourism*, 1-15.

Ahn, J., Back, KJ, & Boger, C. (2019). Effects of integrated resort experience on customers' hedonic and eudemonic well-being, *Journal of Hospitality and Tourism Research*.

Boger, C., Kown, J., & Ritter, M. (2019). Beer style sub-categories: Persuading consumers to be loyal. *International Journal of Contemporary Hospitality Management*.

Galli, F., Boger, C., & Taylor, C. (2019). Rethinking luxury for segmentation and brand strategy: The semiotic square and identity prism model for fine wines. *Beverages*.

Spears, D.L. & Boger, C.A. (2003). Residents' perceptions and attitudes toward Native American gaming in Kansas: demographics, policies, & future development." *UNLV Gaming Research & Review Journal*: 7(2), 13.

Spears, D.L. & Boger Jr., C.A. (2002). Residents' perceptions and attitudes towards Native American gaming in Kansas: Proximity and number of trips to Native American gaming activity. *UNLV Gaming Research & Review Journal*: 6(1), 12.

Choi, J. & Boger Jr., C.A. (2002). State association market: Relationships between association characteristics and site selection criteria. *Journal of Convention & Exhibition Management*, 4(1), 55-72.

Choi, J. & Boger Jr., C.A. (2000). Association Planner's Satisfaction: An Application of Importance-Performance Analysis. *Journal of Convention & Exhibition Management*, 2(3), 113-130.

Cai, L.A., O'Leary, J., & Boger, C.A. (2000). Chinese Travellers to the United States-An emerging market. *Journal of Vacation Marketing*, 6(2), 131-144.

Boger Jr., C.A., Cai, L. A. & Lin, L. (1999). Benchmarking: Comparing discounted business rates among lodging companies, *Journal of Hospitality & Tourism Research*, 256 - 267.

Liping, C.A. O'Leary, J. & Boger, C. (1999). The Chinese travelers to Singapore, Malaysia, and Thailand. *Asia Pacific Journal of Tourism Research*, 3(2), 2-13.

Spears, D. Gould, R., Boger, C. & Brannon, R. (1998). Joint venture between the classroom and rural communities. *Journal of Hospitality & Tourism Education*, 10(2), 33-36.

Spears, D., Boger, C. & Gould, R. (1999). Collaborative web-based project on tourism and marketing. *Journal of Hospitality & Tourism Education*, 10(4), 38-41.

Boger Jr., C.A. & Brewer, K.P. (1997). Distributed learning: The future for hospitality education? *Journal of Hospitality & Tourism Education*, 9(2), 60-64.

Upchurch, R.S. & Boger, C.A. (1996). Position the bed and breakfast industry: How well are we doing? *Journal of Vacation Marketing*, 2(3), 261-276.

Boger, C.A. & CSPI. (1996). Point-counter-point, *Cornell H.R.A. Quarterly*, 31-32.

Furst-Bowe, J., Boger, C., Franklin, T., McIntyre, B., Polansky, J., & Schlough, S. (Winter, 1995-1996). An analysis of required computer competencies for university students. *Journal of Research on Computing in Education*, 28(2), 175-189.

Boger, C.A. (1995). Food labeling for restaurants: fact versus fiction. *Cornell H.R.A. Quarterly*, 62-70.

Boger, C.A. (1995). A comparison between different delivery systems of quick service food facilities. *Hospitality Research Journal*, 18(3), 111-124.

Boger, C.A. (1994). The effects of Native American gaming on other tourist businesses. *Gaming Research & Review Journal*, 1(2), 25-35.

## **Proceedings**

Varghese, N. & Boger, C.A. (2004). The Impact of the September 11<sup>th</sup> Attacks on Airline Arrivals in Nine Major US Cities. *Advances in Hospitality and Tourism Research. Proceedings of the Ninth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. January 6-8, 2004. Conrad N. Hilton College. University of Houston. (9), pp. 791-795.*

Van Hyfte, M.A., Partlow, C.G. & Boger, C.A. (2003, November 15). An Exploratory Study of Recruitment Strategies for Undergraduate Students in U.S. Hospitality Management Programs. *Frontiers in Southeast CHRIE Hospitality and Tourism Research, Wilmington, NC, November 15-17, 7(1), pp. 45-49.*

Boger, C.A. & Varghese, N. (2003, November 15). Analyzing the Economic Effects of September 11<sup>th</sup> on 9 Major Convention Cities and Establishing a Pattern of Recovery or Decline in Each of these Cities. *Frontiers in Southeast CHRIE Hospitality and Tourism Research, Wilmington, NC, November 15-17, 7(1), pp. 45-49.*

Feng, X. & Boger, C.A. (2002, January 4). World wide web: Co-marketing of ecotourism products in Costa Rica. *Advances in Hospitality and Tourism Research*, 7, 463-465.

Rittapirom, S., & Boger, C.A. (2002, January 4). In-bound Eco-adventure Tourists from the United States to Costa Rica: Where are they coming from and what sites are they visiting? *Advances in Hospitality and Tourism Research*, 7, 463-465.

Boger, C. (2001, November 2-3). Non-paid student internships: Should we do them? *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, 4(2), 4-7.

Temelkova, N., Paes, G., & Boger, C.A. (2001, January 4-6). Sea Tourism along the Black Sea Coast. Graduate Conference. *Advances in hospitality and tourism research. Proceedings of the sixth annual graduate education and graduate student research conference in hospitality and tourism*, Atlanta, GA, 419-412, 6.

Rivera, D. & Boger, C.A. (2001, January 4 - 6). Analysis of tourist lifestyle characteristics in efficient hospitality marketing campaigns. *Advances in hospitality and tourism research. Proceedings of the sixth annual graduate education and graduate student research conference in hospitality and tourism*, Atlanta, GA, 378-382, 6.

Boger, C.A. (2000). The future of the hospitality curriculum: A criteria for evaluating general or specific curriculum tracks. *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, Hilton Head, SC, 63-65, 3(2).

Boger, C.A. (2000). A lack of common core & transfer flexibility between two-year and four-year schools. *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, Hilton Head, SC, 90, 3(2).

Lin, L. Miller, J. & Boger, C. (1999). An analysis of residents' perceptions and attitudes toward gambling development in Kansas City. *Proceedings of the Fourth Annual Graduate Education and Graduate Students Research Conference*, 4, 383-390.

Choi, J. & Boger, C. (1999). State association market. *Proceedings of the Fourth Annual Graduate Education and Graduate Students Research Conference*, 4, 383- 390.

Sujithamrak, S. & Boger Jr., C.A. (1998). Development and evaluation of the interaction of the interactive multimedia training program for a hotel housekeeping department using Bloom's taxonomy. *Proceedings of the Third Annual Graduate Education and Graduate Students Research Conference*, 3, 202-208.

Choi, J., Boger Jr., C.A., & Rumsey, D. (1998). General travel behaviors of Asian students in the United States and the impact of the Asian economic crisis on their travel behaviors. *Proceedings of The International Society of Travel & Tourism Educators Annual Conference*, 10, 144 - 153.

Choi, J. & Boger Jr., C.A. (1998). Factors influencing state and regional associations' meeting sites. *Proceedings of the Third Annual Graduate Education and Graduate Students Research Conference*, 3, 577-584.

Cai, L.A., Boger, C., & O'Leary, J. (1998). The Chinese travelers to Singapore, Malaysia, and Thailand. *Proceedings of the Third Annual Conference on the Tourism and Hotel Industry in Indo-China & Southeast Asia*, 3, 77-87.

Choi, J. & Boger Jr., C.A. (1997). Using the world wide web in a meeting planner's world. *Proceedings of The International Society of Travel & Tourism Educators Annual Conference*, 9, 127-135.

Boger Jr., C.A. (1996). Factors to consider when planning to use gambling as an economic development tool. *Proceedings of The International Society of Travel & Tourism Educators Annual Conference*, 3, 46 -60.

Boger Jr., C.A. (1994). How Native American gaming has affected other businesses in a tourist area. *Proceedings of The International Society of Travel & Tourism Educators Annual Conference*, 6, 58-72.

### **Conference Report**

Josiam, B., Boger, C., & Upchurch, R. (1996). Conference report on the tourism section of the 1995 CHRIE Conference. *Journal of Vacation Marketing*, 2(3), 281-282.

### **Non-Referrred Publications**

Boger, C.A. (2000). Alumni & Friends of the School of HRTM, *Newsletter*, 1-4. Columbia, SC: In-house press.

Boger, C.A. (1994). Growth of governmental regulations on the restaurant industry. *Wisconsin Restaurant Association Magazine*, 22-26. Houston, TX, United States: Omni Press.

Boger Jr., C.A., Spears, D., Wolfe, K. & Lin, L. (1999). Economic impacts of Native American casino gaming. In C.H.C. Hsu (Ed.), *Legalized Casino Gaming in the United States* (pp. 135-154). New York City, NY: Haworth Press, Inc.

### **Multimedia Development**

Sujithamrak, S. & Boger, C.A. (1997). An Interactive Multimedia Training Program for Hotel Housekeeping Departments (2-CD set).

Boger Jr., C.A. (1997). HRIMD 361, Hotel Operations, Web Based Course. [http://www.dce.ksu.edu/courses/hrimd\\_361](http://www.dce.ksu.edu/courses/hrimd_361). Department of HRIMD and College of Continuing Education, Kansas State University, Manhattan, KS.

USDA Challenge Grant Project. (1997). HRIMD 344 & HRIMD 240, Hospitality Marketing & Sales and Tourism Issues. <http://www.personal.ksu.edu/kansastourweb>. This project developed web pages for rural Kansas communities.

### **Reports**

Boger Jr., C.A. (1999). *Evaluating 14 lodging companies using a new rate integrity evaluation model*. Manhattan: Kansas State University, Department of Hotel, Restaurant, Institution Management and Dietetics.

Boger Jr., C.A. (1999). *Benchmarking: Comparing discounted business rates among lodging companies*. Manhattan: Kansas State University, Department of Hotel, Restaurant, Institution Management and Dietetics.

Boger Jr., C.A., Sujithamrak, & Ninemeyer, J. (1996). *Multimedia training in the lodging industry*. Manhattan: Kansas State University, Department of Hotel, Restaurant, Institution Management and Dietetics.

Boger Jr. C.A. (1993). *Determination of those who influenced the elderly during the selection process of a retirement center*. West Lafayette, IN: Purdue University, Department of Restaurant, Hotel, Institution and Tourism Management.

Boger Jr., C.A. (1991). *Demographics of Bed & Breakfast Facilities in Indiana*. West Lafayette, IN: Purdue University, Department of Restaurant, Hotel, Institution and Tourism Management.

Kruel, L. & Boger, C. (1988). *AH&MA Marketing Index*. West Lafayette, IN: Purdue University, Department of Restaurant, Hotel, Institution and Tourism Management.

Boger Jr., C.A. (1987). *Purdue University Lodging Statistical Efforts*. West Lafayette, IN: Purdue University, Department of Restaurant, Hotel, Institution and Tourism Management.

## PRESENTATIONS

### International

Ritter, M., Boger, C. (2022). Self-determination, well-being, and willingness to pay a premium price in wedding venue selection. *ICHRIE Summer Conference*.

Boger, C., DeFranco, A., Abbott, J., and Bitaaah, M. Social media diplomacy effects on global travel “restricted” by purpose of travel. *ICHRIE Summer Conference*.

Boger, C., DeFranco, A., & Abbott, J. (2021) Trump’s Twiplomacy and Pandemic Effect on Chinese Tourism to the US. International Society of Travel & Tourism Conference. Online. October 4 – 6.

Ritter, M., Boger, C., Draper, J., & Madera. (2020). Service-based perceived risk in milestone events. *2020 The 26<sup>th</sup> Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 3-5.

Maryam, C., M., Boger, C., Lee, M., Madera, J. 2020. The acceptance of robotics in a service delivery context. *2020 The 26<sup>th</sup> Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 3-5.

Boger Jr., Carl and Jookyung Kwon, Marisa Ritter, and Mary Charmchian. “Convincing beer style consumers to repurchase their preferred beer style., 2019 ApacChrie Conference. Paper presented May 2019 in Hong Kong, China.

Boger, C. (1999). A comparison between United States and Poland’s hospitality programs. *Jagiellonian University*. Krakow, Poland: January 13.

Boger, C. (1999). Brave new world of market research. *Bulgaria Bakery & Confectionary Association*. Sofia, Bulgaria: March 25.

Boger, C. (1998). The Chinese travelers to Singapore, Malaysia, and Thailand. *The Third Annual Conference on the Tourism and Hotel Industry in Indo-China & Southeast Asia*. Phuket, Thailand: June 4-6.

Boger Jr., C.A. & Abbott, J. (1998). Education programs in tourism and hospitality management: Legal, managerial, and other practical considerations. *Third Annual Conference on the Tourism and Hotel Industry in Indo-China & Southeast Asia*. Phuket, Thailand: June 4-6.

Boger, C. (1998). Utilizing tourism to stimulate the economy of Bulgaria. *Invited lecturer at the V. Turnovo University*, Turnovo, Bulgaria: June 9.

Boger Jr., C.A. (1996). Factors to consider when planning to use gambling as an economic development tool. *The International Society of Travel & Tourism Educators Annual Conference*. Ottawa, Canada: October 3-6.

### **National**

Ritter, M., Boger, C., Draper, J., & Madera. Service-based perceived risk in milestone events. *2020 The 26<sup>th</sup> Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX, January 3-5.

Maryam, C., M., Boger, C., Lee, M., Madera, J. The acceptance of robotics in a service delivery context. *2020 The 26<sup>th</sup> Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 3-5.

Ritter, Marisa and Dr. Carl A. Boger, Jr. "The Effects of Time Living Away from Home and Family Support on Intention to Host a Destination Wedding." 2019 ICHRIE Summer Conference, Paper presented July, 2019 in New Orleans, Louisiana.

Ritter, Marisa and Dr. Carl A. Boger, Jr. "Social Media and Self-Congruity in Wedding Destination Selection Moderated by First or Subsequent Marriage." 24<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Paper presented January, 2019 in Houston, Texas.

Boger, C., Kwon, J., & Ritter, M. (2018). Beer style tribes: Committing them to be loyal. Annual ICHRIE Summer Conference & Marketplace, Palm Springs, CA.

Boger, C., Kwon, J., & Ritter, M. (2018). The impact of self-image on premium pricing: The serial mediation of sense of community and defense of tribe. Stand-up presentation at the 23<sup>th</sup> Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Education, Dallas, TX.

Kwon, J., Legendre, T., & Boger, C. (2018). The effect of multi-sensory cues on eco-friendly behavior: Application of transportation theory. Stand-up presentation at the 23<sup>th</sup> Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Education, Dallas, TX.

Kwon, JK, Boger, C. (2017). Beer style tribes: Committing them to be loyal. 22<sup>nd</sup> Annual Graduate Education & Graduate Conference.

Boger, C.A., Draper, J., Kwon, J. (2014). The impacts of switching barriers on satisfaction and loyalty of hotel loyalty programs on their members. *ICHRIE Annual Summer Conference*. San Diego, CA.

Varghese, N. & Boger, C.A. (2004). The impact of the September 11<sup>th</sup> attacks on airline arrivals in nine major US cities. *Advances in Hospitality and Tourism Research. Proceedings of the Ninth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 6-8, 2004. Conrad N. Hilton College. University of Houston. (9), pp. 791-795.

Van Hyfte, M.A., Partlow, C.G. & Boger, C.A. (2003, November 15). An exploratory study of recruitment strategies for undergraduate students in U.S. hospitality management programs. *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, Wilmington, NC, November 15-17, 7(1), pp. 45-49.

Presentation Boger, C.A. & Varghese, N. (2003, November 15). Analyzing the economic effects of September 11<sup>th</sup> on 9 major convention cities and establishing a pattern of recovery or decline in Each of these cities. *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, Wilmington, NC, November 15-17, 7(1), pp. 45-49.

Temelkova, N., Paes, G., & Boger, C.A. (2001, January 4-6). Sea tourism along the Black Sea Coast. Graduate Conference. *Advances in hospitality and tourism research. Proceedings of the sixth annual graduate education and graduate student research conference in hospitality and tourism*, Atlanta, GA, 419-412, 6.

Rivera, D. & Boger, C.A. (2001, January 4 - 6). Analysis of tourist lifestyle characteristics in efficient hospitality marketing campaigns. *Advances in hospitality and tourism research. Proceedings of the sixth annual graduate education and graduate student research conference in hospitality and tourism*, Atlanta, GA, 378-382, 6.

Lin, L. & Boger Jr., C.A. (1999). Comparing discounted central and hotel reservation rate. *CHRIE Annual Conference*. Albuquerque, New Mexico: August 4-7.

Abbott, J. & Boger Jr., C.A. (1999). The legal dos & don'ts of internships. *CHRIE Annual Conference*. Albuquerque, New Mexico: August 4-7.

Gray, R., March, D., & Boger, C.A. (1999). To harass or not to harass? This is not the question. *CHRIE Annual Conference*. Albuquerque, New Mexico: August 4-7.

Boger, C.A., Abbott, J., & Abbott, S. (1998). Copyright issues and the Internet. *International Society of Travel & Tourism educators Annual Conference*. Cleveland, OH: October 15-18.

Choi, J., Lin, L. & Boger, C. (1998). General travel behaviors of Asian students in the United States and the impact of the Asian economic crisis on their travel behaviors. *International Society of Travel & Tourism educators Annual Conference*. Cleveland, OH: October 15-18.

March, L. & Boger, C. (1998). Are our students already hardened criminals? A study of tip reporting practices of hospitality students. *CHRIE Annual Conference*. Miami, Florida: July 29-August 1.

Boger, C. & Bagdan, P. (1998). Distance education: Are we there yet? *CHRIE Annual Conference*. Miami, Florida: July 29-August 1.

Barrantes-Cartin, U., Miller, J. & Boger, C. (1998). An interactive model for tourism education in Costa Rica: A proposal. *CHRIE Annual Conference*. Miami, Florida: July 29-August 1.

Sujithamrak, S. & Boger, C.A. (1998). Development and evaluation of the interactive multimedia training program for a hotel housekeeping department using Bloom's Taxonomy. *Third Annual Graduate Conference*. Houston, TX.

Choi, J. & Boger, C.A. (1998). Factors influencing state & regional associations meeting sites. *Third Annual Graduate Conference*. Houston, TX.

Boger, C.A., Almanza, B., & Boger, S. (1997). Who, conditions, and process of how the elderly select retirement housing. *CHRIE Annual Conference*. Providence, Rhode Island: August 6-9.

Gould, R., & Boger, C. (1997). Joint ventures between the classroom and rural communities. *CHRIE Annual Conference*. Providence, Rhode Island: August 6-9.

Boger Jr., C.A., Abbott, J., Abbott, S., Enghagen, L., & Josiam, B. (1997). Copyright legal issues for distance education. *CHRIE Annual Conference*. Providence, Rhode Island: August 6-9.

Boger Jr., C.A. & Bosselman, R. (1997). Grantsmanship SIS. *CHRIE Annual Conference*. Providence, Rhode Island: August 6-9.

Choi, J. & Boger Jr., C.A. (1997). Using the world wide web in a meeting planner's world. *The International Society of Travel & Tourism Educators Annual Conference*. San Diego, CA: October 22-26.

Boger Jr., C.A. (1996). Travel and tourism sites on the internet. *CHRIE Annual Conference*. Washington, DC: August 7-10.

Boger Jr., C.A. & Hsu, C. (1996). Web page development for the classroom. *CHRIE Annual Conference*. Washington, DC: August 7-10.

Boger Jr., C.A. (1995). Marketing strategies for travel agencies in the era of consumers making their own hotel reservations through the use of a computer. *The International Society of Travel & Tourism Educators Annual Conference*. Denver: CO. November 4-7.

Boger Jr., C.A. (1995). TQM: Will it improve the management structure of a child-care facility? *Annual Early Child-care Association Conference*, Menomonie, WI: October 3-4.

Boger Jr., C.A. (1995). Designing a facility to reduce labor costs. *Society for Advancement of Food Service Research Annual Conference*, San Antonio, TX.

Boger Jr., C.A. (1995). Utilization of the TQM philosophy to improve classroom instruction. *CHRIE Annual Conference*. Nashville, TX: August 2-5.

Boger Jr., C.A. (1995). Gaming management: Does it belong in a hospitality & tourism curriculum? *CHRIE Annual Conference*, Nashville, TX: August 2-5.

Boger Jr., C.A. (1995). Collaborative partnerships between hospitality and tourism programs and outside organizations. *CHRIE Annual Conference*, Nashville, TX: August 2-5.

Boger Jr., C.A. (1994). How Native American gaming has affected other businesses in a tourist area, *ISTTE Annual Conference*, Lexington, KY: October 20-23.

### **Regional**

Boger, C. (2001, October 2, 3). Jobs, Jobs, Jobs in South Carolina Tourism Industry. South Carolina Registered Apprenticeship Forum.

Boger, C. (2001, October 29). Opportunities for Youth in Hospitality & Tourism. Rotary Club of Myrtle Beach, South Carolina.

Boger, C. (2001, October 8). Participant in the Governor's Summit on Travel & Tourism in the State of South Carolina after 911. Tourism experts in South Carolina were invited to set the future direction of tourism within the state. (Invited).

Boger, C.A. (2001, February 9). Industry Partners: Collaboration, Internships, and Political Clout. Education & Business Summit 2001. Columbia, SC. (Invited).

Boger, C.A. (2000, September 10-11). Getting the most out of your revenue management system. Tactics for being a survivor: South Carolina's 10<sup>th</sup> Annual Hospitality Conference & Convention. Myrtle Beach, SC. (Invited).

Boger, C.A. (2000, September 23-24). Professional view of the hospitality industry. AAHOA Conference. Columbia, SC. (Invited).

Boger, C.A. (2000, October 13-14). The future of the hospitality curriculum: A criteria for evaluating general or specific curriculum tracks. *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, Hilton Head Island, SC. 63-65, 3(2).

Boger, C.A. (2000, October 13-14). A lack of common core & transfer flexibility between two-year and four year schools. *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, Hilton Head Island, SC. 90 3(2).

Boger Jr., C.A. (1995). Food labeling and Wisconsin's foodservice industry. *Wisconsin Annual Restaurant Show*, Milwaukee, WI.

Boger Jr., C.A. (1994). The utilization of TQM to right size an organization. *Hospital Midwestern Association of Western Wisconsin*, Eau Claire, WI.

Boger Jr., C.A. (1994). The effects of gaming on the lodging industry. *Midwestern Association of Hospitality Educators Annual Conference*, Madison, WI.

Boger Jr., C.A. (1993). Customers' expectations at a bed & breakfast facility. *Wisconsin InnKeeper's Association*, Las Crosse, WI.

Boger Jr., C.A. (1993). How hospitality programs can assist the hotel industry. *Minnesota Association of Human Resource Directors*, Minneapolis, MN.

Boger Jr., C.A. (1993). Assisting the elderly in the selection process of a retirement center. *Center of Gerontology Research*, Madison, WI.

Boger Jr., C.A. (1992). Who influenced the elderly to move into a retirement center. *Indiana Association of Homes for the Aging*, Indianapolis, IN.

Boger Jr., C.A. (1989). The use of microcomputers in statistical analysis. *A Campus-Wide Research symposium*, Purdue University, West Lafayette, IN.

## **GRADUATE COMMITTEES**

Graduate education provides students the opportunity to enhance their intellectual abilities while deepening their knowledge in their discipline. It also enables them to assume mid-level management positions or specialized positions on their chosen career path upon graduation. In addition, dual level undergraduate/graduate courses expose undergraduate students to graduate education while graduate students serve as role models for the undergraduate students. The free exchange of ideas among students encourages more open communication, sharpens of critical thinking skills, enhances social interaction skills, and fosters leadership development and knowledge. I have served as an advisor to graduate students and been a member/chair of multiple thesis and dissertation committees, as indicated in parentheses.

### **Doctoral**

Charmchian, Maryam. (2017- ). *The acceptance of robotics in a service delivery context*. University of Houston, Houston, KS: Graduated. (Chair)

Ritter, Marisa Ritter. (2017-2020). *Service-Based Perceived Risk in Milestone Events*. University of Houston, Houston, KS: Graduated. (Chair)

Kwon, Joo Kyung. (2016-2019). *Influence of brand experience on customer inspiration and pro-environmental intention*. University of Houston, Houston, KS: Graduated. (Chair)

Ritter, M. (2017-2020). *Service-based perceived risk in milestone events*. University of Houston, Houston, KS: Graduated. (Chair)

Langroudi, M. (2017). *The acceptance of robotics in a service delivery context*. University of Houston, Houston, KS: Graduated. (Chair)

Bagdan, C. (1996-1999). *Effects of Multimedia and Video Lecture combined with Learning Styles on Test Achievement*. Kansas State University, Manhattan, KS: Graduated. (Chair)

Chun, L. (1997-1999). *Analysis of Residents' Perceptions and Attitudes Toward Gambling Development in Kansas City*. Kansas State University, Manhattan, KS: Graduated. (Co-Chair).

Sujithamrak, S. (1996-1999). *A Comparison between OJT and Multimedia Training in a Classroom Environment*. Kansas State University, Manhattan, KS: Graduated. (Chair)

Jeong-ja, C. (1996-1999). *An Empirical Analysis of Relationships between State Associations' Variables and Site Selection Factors*, Kansas State University, Manhattan, KS: (Chair)

March, D. (1996-1999). *Financial Indicators in Long-term Care as a Predictor of Quality Outcomes*, Kansas State University, Manhattan, KS: In progress.

Spears, D. (1997-1999). *Rural Residents' Perceptions and Attitudes of Native American Gaming Development in Kansas*. Kansas State University, Manhattan, KS: (Chair)

Titz, K. (1994-1996). *The Hedonic Consumption Paradigm as a Predictor of Casino Game Choice: An Exploratory Study*, Kansas State University, Manhattan, KS: Graduated. (Member)

## **Masters**

Lee, Eileen. (2017). Completed.

Kwon, J. (2012-2014). *The Impact of Self-Image Congruence on Members' Satisfaction and Program Loyalty in the Lodging Industry*, University of Houston, Houston, TX: Graduated (Chair)

Lu, Y. (2011-2013). *Current & Future Use of Social Media in the Hotel Industry*, University of Houston, Houston, TX: Graduated (Chair)

Pramesi, A. (2010-2012). *Utilizing and Optimizing Social Media in Alcoholic Beverage Industry*, University of Houston, Houston, TX: Graduated (Chair)

Zhang, Y. (2010-2012). *Consumer Trust Based on Reputation in Social Media Websites*, University of Houston, Houston, TX: Graduated (Chair)

Daniels, M. (2010-2012). *The Influence of Age on Attitudes Toward Social Media and Online Hotel Bookings*, University of Houston, Houston, TX: Graduated (Chair)

Kang, E. (2008-2010). *The Impact of Environmental Sensory Stimuli of Customer Emotion and Behavioral Intentions: Application of Environmental Psychology Paradigm in Spas*, University of Houston, Houston, TX: Graduated (Chair)

Anderson, A. (2008-2010). *A Meta-Analysis of the Macro Environment of the Spa Industry*, University of Houston, Houston, TX: Graduated (Chair)

Boss, S. (2009). *A Descriptive Study Benchmarking the Spa Industry in Texas & Louisiana*, University of Houston, Houston, TX: Graduated (Chair)

Defries, R. (1993-1994). *Utilizing TQM in a Housekeeping Department to Reduce Cost with Improving Quality*, University of Wisconsin-Stout, Menomonie, WI: Graduated. (Chair)

Guo, M. (1993-1995). *Marketing Quick Service Restaurants in China*, University of Wisconsin-Stout, Menomonie, WI: Graduated. (Chair)

Washburn, M. (2001-present). *Impact of Tourism on African Americans on Edisto Island, SC*. University of South Carolina, Columbia, SC: In progress. (Member)

Sander, T. (1995-1998). *Cultural Diversity in the Lodging Industry*, Kansas State University, Manhattan, KS: Graduated. (Member)

Alhemond, A. (1993-1995). *Marketing Quick Service Restaurants in China*, University of Wisconsin-Stout, Menomonie, WI: Graduated. (Member)

### PROFESSIONAL SERVICE

Professional service by faculty is necessary to increase visibility to the public for themselves and for their institution; to provide networking opportunities among other professionals; to support their professional organizations; and to maintain their expertise. Faculty members need support for these outreach efforts, such as financial resources and release time to attend professional meetings in order to advance within their organization, assuming leadership positions as appropriate organizations.

Editorial work:

Editorial Board Member (2015-present) Journal of Hospitality and Tourism Education.

Editorial Board member (2019-present) Journal of Hospitality & Tourism Research.

Editorial Board Member (2020-present) The Service Industry Journal.

Reviewer (2017-2019) The Service Industry Journal.

Reviewer (2017-present) ICHRIE Summer Conference.

Reviewer (2015-present) Annual Graduate Education & Graduate Student Research Conference.

Reviewer (2010-2014) Journal of Hospitality and Tourism Education.

Reviewer (2000-2018) Journal of Hospitality & Tourism Research.

Member. Graduate Committee (2015 – present). Conrad N. Hilton College, University of Houston, Houston, TX.

Member. Faculty Member of the College (2015 – present). Conrad N. Hilton College, University of Houston, Houston, TX.

Chair: Promotion and Tenure Committee. (2021 – present). Conrad N. Hilton College, University of Houston, Houston, TX.

Chair: Bylaws Committee. (2021 – present). Conrad N. Hilton College, University of Houston, Houston, TX.

Chair: Search Committee for Foodservice Instructor/Chef. (Summer of 2021). Conrad N. Hilton College, University of Houston, Houston, TX.

Member: University Faculty Grievance Committee, University of Houston, Houston, TX.

Member: Center for Disabilities Advisory Committee, University of Houston, Houston, TX.

Member: Faculty Center for Engagement and Advisory Board, University of Houston, Houston, TX.

Member: American Hotel & Motel Association, New York, NY.

Attendance: Attend meetings of the Houston Hotel Association, Houston, TX.

Mentor: I assist students to do direct placement with the hospitality industry using my personal contacts.

Member: Actively involved in the Houston's Asia Society Texas Center, Holocaust Museum of Houston, and World Affairs Council of Greater Houston.

Member (2002-2004) Marketing Committee for the CVB, Columbia, South Carolina.

Reviewer (2002) Lynda Martin's Tenure and Promotion Documentation for External Review, School of Human Environmental Sciences, Oklahoma State University.

Member (2001-2004) Web Enhancement Committee for the CVB, Columbia, South Carolina.

Moderator (2001) Southeast CHRIE Regional Meeting, Charleston, SC.

Committee Member (2001) U.S. Department of Labor Vocational Education Committee for South Carolina.

Reviewer (2001) Reviewed file for Jeffrey A. Beck's Tenure and Promotion Documentation, Oklahoma State University.

Reviewer (2001) Reviewed file for Randall Upchurch for T & P at the University of Florida.

Reviewer (2001) Reviewed file for James Groves for T & P at the University of Missouri.

Reviewer (2001) Academic and Research Paper Review Committee, CHRIE.

Summer Faculty Volunteer (1995-1999) Advised graduate and undergraduate students throughout the summer and attended graduate seminar. Hotel, Restaurant, Institution Management and Dietetics. Kansas State University, Manhattan, KS.

Grant Reviewer (1999) Summer Research Grant Proposals. University of New Orleans, New Orleans, LA.

Accreditation Team Chair (1998) Restaurant, Hotel & Institutional Management. Texas Tech University, Lubbock, Texas.

### **Committees/Memberships**

Member (2020) Conrad N. Hilton College IT Committee, Conrad N. Hilton College, University of Houston, TX

Member (2018 to present) Advisory Board for the Center of Disabilities, University of Houston, TX

Member (2015 to present) Conrad N. Hilton Graduate Committee, Conrad N. Hilton College, University of Houston, Houston, TX

Member (2015 to 2018) PHD Selection Committee, Conrad N. Hilton College, University of Houston, Houston, TX

Chair (2015 to 2018) Promotion & Tenure Committee, Conrad N. Hilton College, University of Houston, Houston, TX

Chair (2017 to 2018) Foodservice Search Committee, Conrad N. Hilton College, University of Houston, Houston, TX

Co-Chair (2017 to present) Bylaws Committee, Conrad N. Hilton College, University of Houston, Houston, TX

C-Chair (2018) NTT Promotional NTT Subcommittee, Conrad N. Hilton College, University of Houston, Houston, TX

Member (2017-present) University of Houston Faculty Grievance Committee, University of Houston, Houston, TX

Member (2018-present) Center for Disabilities Advisory Board, University of Houston, Houston, TX

Member (2005-2015) College Standing Search Committee, Conrad N. Hilton College, University of Houston, Houston, TX

Member (2010) University Enrollment Management Search Committee, University of Houston, Houston, TX

Member (2009) University Outreach Search Committee, University of Houston, Houston, TX

Co-Chair (2013, 2010, 2007) Hospitality and Tourism Graduate Conference, University of Houston, Houston, TX

Member (2000-2005) Dean's Council, College of Hospitality, Retail, and Sport Management, University of South Carolina, Columbia, SC.

Member (2002) Selection Committee for the Outstanding Researcher of the Year, College of Hospitality, Retail, and Sport Management, University of South Carolina, Columbia, SC.

Host/Organizer (2001) Meeting for visitors from Kaiserslautern, Germany, and the Columbia Chamber of Commerce, Columbia, SC.

Speaker (2001, April 10) College Career Fair Guidance Counselors. University of South Carolina, Columbia, SC.

Board Member of the Faculty House (McCutchen House) (2001-2003) Provide leadership to the Faculty House in terms of fiscal management, marketing, and evaluation. University of South Carolina, Columbia, SC.

School Representative (2001-present) Meet with prospective students and parents as arranged by the Admissions Office. University of South Carolina, Columbia, SC.

Faculty Representative for the Athletic Enrichment Center during recruiting visits. (2001-present) University of South Carolina, Columbia, SC.

Member (2001) Palmetto College Committee. University of South Carolina, Columbia, SC.

Member (2001) Associate Dean Search Committee. College of Hospitality, Retail, and Sport Management. University of South Carolina, Columbia, SC.

Member (2000-2005) Administrative Council. College of Hospitality, Retail, and Sport Management. University of South Carolina, Columbia, SC.

Chair (2000-2005) School of Hotel, Restaurant, and Tourism Management. University of South Carolina, Columbia, SC.

Member (2001-2005) Hotel, Restaurant and Tourism Management Advisory Board. College of Hospitality, Retail, and Sport Management. University of South Carolina, Columbia, SC.

Member (2000-2005) College Web Committee. College of Hospitality, Retail, and Sport Management. University of South Carolina, Columbia, SC.

Chair. (2000-2005) School Web Committee. School of Hotel, Restaurant and Tourism Management. University of South Carolina. . Columbia, SC.

Chair. (2000-2005) School Publications Committee. School of Hotel, Restaurant, and Tourism Management. University of South Carolina. Columbia, SC.

Senator. (1999) Faculty Senate. Kansas State University, Manhattan, KS.

Member. (1999) Faculty Senate Committee on University Planning. Kansas State University, Manhattan, KS.

Secretary & Member (1998-1999) Kansas State Student Union Corporation Board. Kansas State University, Manhattan, KS.

Member (1997-1999) Kansas State Student Union Governing Board. Kansas State University, Manhattan, KS.

Member (1997-1998) College of Human Ecology Academic Affairs Committee. Kansas State University, Manhattan, KS.

Member (1998) Hotel, Restaurant, Institution Management Faculty Search Committee, Kansas State University, Manhattan, KS.

Member (1997-1999) Kansas State University Computer Network Services Search Committee, Manhattan, KS.

Member (1996-1997) Kansas State Student Union Contract Sub-committee, Kansas State University, Manhattan, KS.

Member (1994-1995) University Enrollment Management Committee, University of Wisconsin-Stout, Menomonie, WI.

Member (1994-1995) University NCA Sub-committee, University of Wisconsin-Stout, Menomonie, WI.

Member (1994-1995) Computerized Registration Committee. University of Wisconsin-Stout, Menomonie, WI.

Member (1993-1994) TQM Computer Literacy Committee. University of Wisconsin-Stout, Menomonie, WI.

Chair (1993-1995) Marketing Committee. Department of Hospitality & Tourism, University of Wisconsin-Stout, Menomonie, WI.

Chair (1993-1995) Curriculum Committee. Department of Hospitality & Tourism, University of Wisconsin-Stout, Menomonie, WI.

Member (1993-1995) General Education Committee. Department of Hospitality & Tourism, University of Wisconsin-Stout, Menomonie, WI.

Member (1993-1994) Home Economics Curriculum Committee. University of Wisconsin-Stout, Menomonie, WI.

Chair (1992-1993) Alumni Directory Committee. Department of Hospitality & Tourism, University of Wisconsin-Stout, Menomonie, WI.

Member (1991-1992) Executive Committee. Ivy Tech State College, Lafayette, IN.

Chair (1990-1992) Enrollment Management Sub-committee. Ivy Tech State College, Lafayette, IN.

Member (1990-1992) Computer Committee. Ivy Tech State College, Lafayette, IN.

Member (1989-1990) State-wide Curriculum Committee. Ivy Tech State College, Lafayette, IN.

## **GRANTS & FUNDRAISING**

Universities across the nation are now receiving less state aid and are relying more on external funding. Writing and executing grants to bring in additional funding and to increase professional visibility are now expectations of employment. Administrators must provide the necessary leadership, release time, resources and other support to faculty to enable them to achieve their funding goals. Fundraising is also being expected from administrators in term of identifying and finding funding opportunities and cultivating potential donors. Under my leadership, the School of Hotel, Restaurant and Tourism Management established a Culinary Institute, instituted the Hospitality Leader of the Year recognition ceremony, cultivated donors, and initiated a biennial silent auction of industry-related goods and services to increase School funding. My current involvement also includes writing proposals and networking with potential donors through the College. In addition, I am involved in the OMNI program where our students are rotating through their hotels to build a stronger relationship with the OMNI Corporation. I also use my classroom to invite professionals throughout the United States to attend my class, such as *Arne M. Sorenson*, President and Chief Executive Officer of Marriott, *Joeph McInerney*, Former President and CEO of the American Hotel and Lodging Association, and *Charles Coleman*, Vice-President, Human Resources of Hyatt.

### **Gifts & Grants**

#### **Gifts**

University of South Carolina (2003). Anonymous gift (The donor explicitly wrote into the agreement that his name would not be mentioned as a donor). The money is being used as a match for an endowed professorship. \$2,000,000.

#### **Grants**

Boger, C.A. (2018) Redesigning the service evaluation system for the International Space Station, Barrios Corporation, \$20,000.

Boger, C.A. & Roth, M. (2003). Tourism & Travel Center. Sloan Foundation. \$1,200,000. Awarded.

Boger, C.A. & Pathapati, T. (2001). Edisto Island [SC] Visitor Survey. (Completed a project begun by another faculty member. The research dollars had already been spent.)

Boger, C.A. (2001-present). Sales evaluation proposal. IMIC Hotels (Columbia, SC). \$9,600. Funded.

Boger, C.A. & Strick, S. (2001). Offering a dual degree with Mahidol University in Bangkok, Thailand. \$246,000. Cancelled (unable to meet the legal requirements of the State of South Carolina).

Boger Jr., C.A. (1999). Contract to support international recruiting. *International Student Network, Inc.*, Philadelphia, PA. \$4,950.

Boger Jr., C.A. (1998). A lodging & tourism certificate program between the Hotel and Tourism Training Institute in Lusaka, Zambia, Africa, and Kansas State University. *Noble Hospitality, Inc.*, Manhattan, KS. \$17,900. (Unable to accept the award due to US Visa Restrictions).

Boger Jr., C.A. (1998). Personal characteristics of travelers who visit Southeast Asia. *Faculty Development Award*, Manhattan, KS. \$885.

Boger Jr., C.A. & Gould, R. (1997). Joint ventures between the classroom and rural communities, *USDA Challenge Grant*, Washington, DC. \$55,647.

Boger Jr., C.A. (1996). Society of Travel and Tourism Educators' Annual Conference. *Faculty development award*, Manhattan, KS. \$1,000.

Boger, C.A. & Sujithamrak, S. (1995). *Fletcher Research Grant*. The American Hotel & Motel Association, East Lansing, MI. \$1,125.

Boger Jr., C.A. (1994). Identification of research issues related to the gaming industry. *University of Wisconsin-Stout*, Menomonie, WI. \$3,500.

Buergermeister, J. & Boger Jr., C.A. (1993). Jerome Foods research project. *Jerome Foods*, Barron, WI. \$75,000.

Boger Jr., C.A. (1991). Demographics of bed and breakfast facilities in Indiana. *Indiana Extension Service*, West Lafayette, IN. \$2,000.

Kreul, L. & Boger Jr., C.A. (1988). AH&MA marketing index grant, *American Hotel and Motel Educational Foundation*, Lansing, MI. \$10,000.

### **Fundraising Initiatives**

(2003) Culinary Institute, Columbia, SC, \$131,000.

(2003) Hospitality Leader of the Year, Columbia, SC, \$23,000.

(2003) A fundraising auction for the School of Hotel, Restaurant and Tourism Management, Columbia, SC, \$6,700.

(2002) Culinary Institute, Columbia, SC, \$111,000.

(2002) Hospitality Leader of the Year, Columbia, SC, \$35,000.

(2001) Hospitality Leader of the Year, Columbia, SC, \$21,000.

(1999) A Classroom Project that Raised Funds for the Human Ecology Telefund, Manhattan, KS, \$23,350.

(1999) The Hospitality Management Society Annual Fundraising Auction (assisted in organizing), Manhattan, KS, \$2,430.

(1998) A Classroom Project that Raised Funds for the Human Ecology Telefund, Manhattan, KS, \$21,420.

(1998) The Hospitality Management Society Annual Fundraising Auction (assisted in organizing), Manhattan, KS, \$2,760.

(1997) Classroom Projects that Raised Funds for the Human Ecology Telefund, Manhattan, KS, \$43,680.

(1997) Organized the Hospitality Management Society Annual Fundraising Auction, Manhattan, KS, \$2,150.

### **INDUSTRY EXPERIENCE**

Over a 14-year career, I managed individual units, trained over 3000 employees and 150 managers in areas of operations, point-of-sales systems, and customer service. I also was responsible for converting individual units from manual to computerized systems.

**District Point-of-Sales Manager** (1985–1986); **General Manager & Corporate Trainer** (1984–1985); **Assistant Manager** (1984–1985) - *Pepsico Foodservice Division*, Dayton, OH.

**Corporate Trainer** (1978–1980), **General Manager** (1976–1978), **Assistant/Shift Leader** (1973–1976) - *General Foods Foodservice Division*, Indianapolis, IN.

**Lodging Consultant.** (1996–1999). Evaluated hotel operations and pricing strategies. Kansas City, KS.

**Small Business Consultant.** (1994–1995). Consultant with the Small Business Administration of Eau Claire, WI.

**Management Analyst.** (1988). Analyzed foodservice operations, Muscatatuck State Development Center, Muscatatuck, IN.

**Restaurant Co-Owner.** (1988-1992). Managed and co-owned Mr. B's a Restaurant and Bar in Flora, IN.

**Management Specialist.** (1987). Developed and managed the foodservice venues during the Pan American Games, Indianapolis Parks and Recreation Department, Indianapolis, IN.

## INDUSTRY SERVICE / CONTACTS

Involvement within the industry is crucial to maintaining industry relationships, providing hands-on enrichment opportunities for students and faculty, and developing external funding initiatives. My involvement has afforded students professional employment opportunities not generally available to recent graduates. Industry practitioners viewed our program as one that prepares students to assume leadership roles within the industry. My involvement in the Hotel and Lodging Association of Greater Houston and Houston Spa Associations has provided students will direct job and research opportunities. My classes have an industry component where students are required to volunteer for an industry event and network with industry when executing projects for the classroom.

**Member** (1999-present) The American Hotel & Lodging Association, Washington, DC.

**Member** (2005-present) Greater Houston Hotel & Lodging Association, Houston, TX.

**Member** (2010-present) Houston Spa Association, Houston, TX.

**Ex-officio Member** (2002–2004) Columbia Hospitality Association, Columbia, SC.

**Marketing Committee** (2002 –2004) Convention & Visitor Bureau of Greater Columbia, Columbia, SC.

**Sales Blitz** (2000-2002) Adam’s Mark Hotel. Columbia, SC.

**Sales Blitz** (2002) Columbia Visitor Bureau, Columbia, SC.

**Liaison with the Lodging Industry** (1996-1999) Department of Hotel, Restaurant, Institution Management and Dietetics, Kansas State University, Manhattan, KS.

**Sales Blitzes** (1999) Manhattan’s Chamber of Commerce, Manhattan, KS; (1998), Lenexa’s Convention Visitors Bureau, Lenexa, KS; (1998) Wyndham Hotel, Overland Park, KS.

**Faculty Internships with Marriott** (1997) Washington, DC; Minneapolis, MN; and Kansas City, MO.

**Faculty Internship with Holiday Inn** (1997) Manhattan, KS.

**Las Vegas Gaming Educational Tour** (1997) Las Vegas, NV.

**Manhattan’s CVB Tourism Taskforce** (1996–1999) Manhattan, KS.

**Kansas City Lodging Educational Tours** (1995, 1996, 1997) Kansas City, KS.

**Sales Blitzes** (1992–1995) Minneapolis/St. Paul and Chicago Hotels.

**Liaison with the Hospitality Industry (1992–1995)** University of Wisconsin-Stout, Menomonie, WI.

## INTERNATIONAL DEVELOPMENT

My primary approach to international development is to adapt appropriate successful western business strategies and methods into the local culture to facilitate development. While I recognize that solutions to most business problems usually come from within the local operation's management and production staff, outside assistance is often needed to move such ideas from theory into practical and manageable solutions. Secondly, since interpersonal relationships are extremely important in most pluralistic cultures, it is important to establish business and professional relationships from the outset, developing a sense of trust and respect crucial to successful integration and adaptation of diverse cultural business practices.

I have developed and nurtured such working relationships as a consultant for ACIDI/VOCA, on location tourism research in Thailand and Costa Rica. During this period I also returned to Bulgaria to assist local businesses during a period of market reforms, governmental reforms and increased competition. Several of the businesses I have consulted on have expanded from their garages, basements and small retail shops to several of them now own former governmental production facilities. The following are specific research/consultation activities in international development.

**Thailand 2004 – Identity Potential Tourist Zones.** Identify potential areas where potential tourist zones could be established for the development of gaming. Sponsored by the Thailand Government and the University of Bangkok.

**Bulgaria 2003 – Training for a United Nation's Project.** Trained Bulgarian consultants to assist tourist and production businesses in market development.

**Bulgaria 2003-Marketing & brand development for a meat processor.** Evaluated a strategic marketing plan, identified potential new products and brands, conducted a risk assessment and performed consumer research.

**Bulgaria 2002-Marketing & brand development for a tourist resort in Sandanski.** Created a new image for this former governmental health resort (privatized in 2001); identified different channels for international marketing to attract foreign tourists. Resort had extremely low occupancy, lacked identity and brand identification.

**Costa Rica 2002 – Market Analysis.** Conducted a tourist market inventory and identify gaps within the tourist sector. This project was sponsored by the Costa Rica Government and USAID.

**Bulgaria 2001-Marketing & market expansion.** Advised a bread company, expanding throughout Bulgaria, on how to organize a sales force and market their products on a regional basis and how to organize a sales force to serve the different regions of Bulgaria.

**Russia 2000-Training local consultants & marketing.** A joint program between WINROCK and ACIDI/VOCA. Assisted local restaurants in Siberia, through Russian consultants, in developing marketing strategies and products. Shared with the local consultants methods and strategies on how to provide continued marketing assistance.

**Bulgaria 1999-Marketing & market expansion.** Assisted two bakeries in expanding from small production facilities into larger facilities to allow them to become regional bakeries. These companies started in extremely small facilities and now have the capital to expand. We also evaluated their risks of expansion and discussed how to leverage their capital for future expansion.

**Bulgaria 1999-Visual merchandizing.** Conducted visual merchandizing seminar for the Baking Association of Bulgaria.

**Bulgaria 1998-Marketing & Business Plan Development.** Assisted a wholesale bakery in developing a retail concept that led to a chain of retail stores. The resulting plan was implemented in 1998, and the company now has a chain of retail outlets within the region.

**Uganda, Africa 1997-Development of a diploma hotel program.** A former governmental-owned hotel in Jinja, Uganda was converted into a training facility. I provided assistance in curriculum development, integrating hotel operations into the diploma program, and identifying ways to market the program throughout Uganda.

## INTERNATIONAL EDUCATION

Recruiting students from around the world into academic programs and research projects provides unique opportunities for international cultural experiences and competencies for undergraduate and graduate students alike. Such diversification of students and faculty enriches the learning experience and broadens students' perspectives and awareness. Fostering greater diversity and exposure among many cultures is essential in preparing students to compete, work and live in a global environment.

**Taiwan & Korea 2003-**Marketed the College of Hospitality, Sport and Retail Management to potential students at international educational fairs.

**Thailand 2002** - Established an exchange program with Bangkok University.

**Kuwait and the United Arab Emirates 1999** - Marketed Kansas State University to international schools at an international educational fairs.

**Costa Rica 1997** - Evaluated a strategic plan to incorporate tourism into the curriculum at the Instituto Tecnológico de Costa Rica, San Jose, Costa Rica.