

## DENNIS REYNOLDS

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### EDUCATION

**Ph.D.**, Hotel Administration, 2000

Cornell University, School of Hotel Administration, Ithaca, New York

**M.P.S.**, Hotel Administration, 1992

Cornell University, School of Hotel Administration, Ithaca, New York

**B.S.**, Hotel, Restaurant, and Institutional Management, 1990

Golden Gate University, Edward S. Ageno School of Business, San Francisco, California

### ACADEMIC EXPERIENCE

**Dean, Barron Hilton Distinguished Chair**, University of Houston Conrad N. Hilton  
College of Global Hospitality Leadership, 2015 – present

Research interests include:

Pathways leading to enhanced managerial efficiency and effectiveness with specific application to service organizations. Recent projects include the measurement and analysis of multiunit productivity—using non-parametric statistics—and an investigation into the effects of supervisory behavior toward subordinates on job performance, particularly the outcomes associated with subordinates' self-efficacy resulting from supervisory feedback.

Achievements: With the support of the College's Leadership Team, faculty, staff, and advisory boards, we accomplished the following:

- Using the results of an extensive external audit, created a strategic plan through 2022; primary goals are:
  - Student success
  - Research efficacy
  - Engagement
  - Organizational optimization
  - International reach and recognition
- Launched our doctoral program, now with 15 full-time doctoral students
- Launched our Master's Degree in Global Hospitality Management in partnership with Ecole hôtelière de Lausanne and the School of Hotel and Tourism Management at The Hong Kong Polytechnic University
- Created and launched the Executive Online Master of Hospitality Management program
- Maintained placement rate at graduation of greater than 90%
- Grew endowments to over \$70 million (from \$32 million)

Achievements (continued)

- Reorganized College to achieve over \$500,000 in annual savings
- Consistently awarded students close to \$1 million in scholarships and assistantships per year
- Added a second *Cougar Grounds*, our student-run coffee shop
- Created and built our new *Eric's Club Center for Student Success*
- Established our *Undergraduate Student Advisory Council*
- Renewed our Hilton University of Houston hotel franchise agreement
- Expanded our Executive Education offerings
- Increased faculty research productivity through generous resource support, increasing publications in top-tier journals to more than 60 per year (a 52% increase since 2013)
- Created our *Officers' Club*, which provides meeting and office space for our 13 student organizations
- Established the *State of the College* program for information dissemination in the fall and the *Faculty and Staff Awards Luncheon* in the spring
- Renovated the Instructional Student Kitchen in December 2018
- Formed unprecedented partnership with the Culinary Institute of America providing a three-week culinary immersion experience for our students
- Begun \$30 million hotel expansion to be completed by 2023

**Professor, Ivar Haglund Endowed Chair of Hospitality Management, and Director—  
Wine Business Management, Washington State University Carson College of Business,  
School of Hospitality Business Management, 2004 – 2015**

Oversaw all aspects of the popular Wine Business Management major including:

- Engaged industry through development efforts (with \$600,000 raised as of 2015)
- Managed enrollment
- Oversaw internships and job placement
- Provided research and event opportunities to Wine Business Management students
- Built advisory board that included owners/executives from Chateau Ste. Michelle Winery and Estates, Starbuck's, L'Ecole 41 Winery, Compass Wines, Figgins Family Winery, and Davis Wright Tremaine

**J. Thomas Clark Professor of Entrepreneurship and Personal Enterprise,  
Cornell University School of Hotel Administration, 1996 – 2004 (Named professorship  
awarded in 2003)**

Courses included:

Small Business Entrepreneurship, Group Process and Leadership, Human Resources Management, Introduction to Foodservice Operations Management, and Onsite Foodservice Management

## INDUSTRY EXPERIENCE

### **VICE PRESIDENT AND GENERAL MANAGER OF NORTH AMERICAN OPERATIONS**

NUTRITION MANAGEMENT SERVICES, RETIREMENT COMMUNITY DIVISION, a Publicly Traded Contract Foodservice Management Company, Kimberton, Pennsylvania (1995 – 1996)

- Maintained overall responsibility for company's most profitable division, consisting of contracted foodservice operations in continuing-care retirement communities located throughout the continental United States
- Developed and managed a \$30 million annual operating budget
- Achieved targeted growth of two percent per month as measured in annualized revenue
- Exceeded fiscal 1996 net profit budgetary goals by more than 11 percent
- Established new recruiting, career development, and financial-tracking practices affecting some 3,000 employees

### **REGIONAL OPERATIONS MANAGER**

SODEXO (formerly Sodexo USA), a Multinational Managed Services Company, Bethesda, Maryland (1992 – 1995)

- Oversaw the financial and operational performance of food, nutrition, environmental, and facilities-maintenance services in healthcare centers throughout New England
- Aggregated and managed an annual operating budget exceeding \$20 million
- Championed and developed decentralized regional management team with direct responsibility for multiunit managers and multiservice directors
- Provided leadership to each location team with regional responsibility encompassing over 650 employees
- Exceeded profit goals by an average of 14 percent during fiscal years 1992, 1993, and 1994

### **OPERATIONS ANALYST**

FOOD & BEVERAGE INVESTIGATIONS, a Consulting Firm Specializing in Loss Prevention and Quality Assurance for the Lodging and Foodservice Industries, Novato, California (1986 – 1991)

- Serviced and developed relationships with client organizations including Marriott International, Sheraton Hotels and Resorts, Holiday Inn, Host International, Restaurants Unlimited, and T.G.I. Friday's
- Provided recommendations and guidance on such topics as:
  - strategic positioning
  - human-resource management
  - information-system selection
  - menu development
  - brand management
  - guest and asset security
  - internal controls

## PUBLICATIONS

### **Refereed Journal Articles:**

- Reynolds, D.** (2022). Wine menu design: An investigation using brain-computer interface technology. *Journal of Foodservice Business Research*, (in press).
- Taylor, J., Jo, J., Choi, H. A., Ruetzler, T., Davison, H. K., & **Reynolds, D.** (2022). Craft beer consumption: the roles of motivation and personal involvement. *International Journal of Hospitality Beverage Management*, 3.
- Reynolds, D.** (2021). Looking back, looking ahead. *Journal of Hospitality & Tourism Research*, 45(5), 934-935.
- Koh, Y., Kim, M., **Reynolds, D.**, & McCarty, K. (2021). Topical foci, industries studied, and research topics: a study of 17 annual ICHRIE conferences. *Journal of Hospitality & Tourism Research*, 45(5), 887-891.
- Rahman, I., Chen, H., & **Reynolds, D.** (2020). Evidence of green signaling in green hotels. *International Journal of Hospitality Management*, 85, 102-444.
- Sandstrom, J., & **Reynolds, D.** (2020). Leading a successful hotel: A look at the general manager's ability to utilize multiple leadership styles. *International Journal of Hospitality Management*, 89, 102-399.
- Su, N., Mariadoss, B. J., & **Reynolds, D.** (2019). Emotional and cognitive involvement of consumers with hotel brands on social networking sites. *Journal of Hospitality and Tourism Insights*, 2(4), 377-390.
- Su, N., & **Reynolds, D.** (2019). Categorical differences of hotel brand personality: identifying competition across hotel categories. *International Journal of Contemporary Hospitality Management*, 31(4), 1801-1818.
- Bardwell, A. M., Stephan, J. T., Rahman, I., & **Reynolds, D.** (2019). A structural model evaluating the relationships among dining frequency, involvement, and restaurant attributes. *Journal of Foodservice Business Research*, 21(6), 642-658.
- Reynolds, D.**, Rahman, I., Bernard, S., & Holbrook, A. (2018). What Effect Does Wine Bottle Closure Type Have on Perceptions of Wine Attributes? *International Journal of Hospitality Management*, 75, 171-178.
- Taylor, J., **Reynolds, D.**, Bing, M., Davison, H. K., & Ruetzler, T. (2018). Motivation and personal involvement leading to wine consumption. *International Journal of Contemporary Hospitality Management*, 30(2), 702-719.
- Su, Na, & **Reynolds, D.** (2017). Effects of Brand Personality Dimensions on Consumers' Perceived Self-image Congruity and Functional Congruity with Hotel Brands. *International Journal of Hospitality Management*, 66, 1-12.
- Rahman, I., & **Reynolds, D.** (2017). Organic wine: The influence of biospheric, altruistic, and egoistic values on purchase intention, willingness to pay more, and willingness to sacrifice. *International Journal of Hospitality Beverage Management*, 1(1), 1-47.

PUBLICATIONS (continued)

- Rahman, I., & **Reynolds, D.** (2017). The influence of values and attitudes on green consumer behavior: A conceptual model of green hotel patronage. *International Journal of Hospitality and Tourism Administration*, 20(1), 47-74.
- Leib, T., **Reynolds, D.**, Taylor, J., & Baker, W. (2017). Web-based menu design: A conjoint value analysis. *International Journal of Hospitality and Tourism Administration*, 19(4), 1-13.
- Stumpf, T., & **Reynolds, D.** (2016). Institutional conformance and tourism performance: An efficiency analysis in Pacific Island countries. *Current Issues in Tourism. Tourism Planning & Development*, 13(4), 449-468.
- Rahman, I., & **Reynolds, D.** (2016). Predicting green hotel behavioral intentions using a theory of environmental commitment and sacrifice for the environment. *International Journal of Hospitality Management*, 52, 107-116.
- Maier, T., **Reynolds, D.**, & Sandstrom, J. (2015). Multi-unit efficiency assessment and multidimensional polygon analysis in a small, full-service restaurant chain. *ICHRIE Research Reports*.
- Su, N., Mariadoss, B. J., & **Reynolds, D.** (2015). Friendship on social networking sites: Improving relationships between hotel brands and consumers. *International Journal of Hospitality Management*, 51, 76-86.
- Su, N., **Reynolds, D.**, & Sun, B. (2015). How to make your Facebook posts attractive: a case study of a leading hotel brand fan page. *International Journal of Contemporary Hospitality Management*, 27(8), 1772-1790.
- Rahman, I., & **Reynolds, D.** (2015). Wine: An empirical analysis of intrinsic attributes and consumers' drinking frequency, experience, and involvement. *International Journal of Hospitality Management*, 44, 1-11.
- Reynolds, D.**, Rahman, I., & Bradetich, S. (2014). Hotel managers' perceptions of the value of diversity training: An empirical investigation. *International Journal of Contemporary Hospitality Management*, 26(3), 426-446.
- Reynolds, D.**, & Knowles, C. (2014). Do U.S. state laws affect per capita wine purchases? *Journal of Foodservice Business Research*, 17(1), 19-27.
- Ruetzler, T., Baker, W., **Reynolds, D.**, Taylor, J., & Allen, B. (2014). Perceptions of technical skills required for successful management in the hospitality industry—An exploratory study using conjoint analysis. *International Journal of Hospitality Management*, 39, 157-164.
- Rahman, I., Stumpf, T., & **Reynolds, D.** (2014). A comparison of the influence of purchaser attitudes and product attributes on organic wine preferences. *Cornell Hospitality Quarterly*, 55, 127-134.
- Reynolds, D.**, Rahman, I., & Balinbin, W. (2013). Econometric modeling of the U.S. restaurant industry. *International Journal of Hospitality Management*, 34, 317-323.

PUBLICATIONS (continued)

- Ruetzler, T., Taylor, J., **Reynolds, D.**, Baker, W., & Killen, C. (2012). What is professional attire today? A conjoint analysis of personal presentation attributes. *International Journal of Hospitality Management*, 31(3), 937-943.
- Rahman, I., **Reynolds, D.**, & Svaren, S. (2012). How 'green' are North American hotels? An exploration of low-cost adoption practices. *International Journal of Hospitality Management*, 31(3), 720-727.
- Reynolds, D.**, Caldwell, C., Taylor, J., & Umbreit, T. (2012). Topical foci, research designs, and statistical approaches: A study of the first 14 Hospitality and Tourism Graduate Student Conferences. *Hosteur*, 21(1), 41-47.
- Leeman, D., & **Reynolds, D.** (2012). Trust and outsourcing: Do perceptions of trust influence the retention of outsourcing providers in the hospitality industry. *International Journal of Hospitality Management*, 31(1), 601-608.
- Reynolds, D.**, & Taylor, J. (2011). Validating a DEA-based menu analysis model using structural equation modeling. *International Journal of Hospitality Management*, 30(3), 584-587.
- Ruetzler, T., Taylor, J., **Reynolds, D.**, & Baker, W. (2011). Understanding perceptions of professional attributes using conjoint analysis. *International Journal of Hospitality Management*, 30(3), 551-557.
- Potts, L., & **Reynolds, D.** (2010). Does supervisor-subordinate language similarity affect subordinates' perceived organizational support? A study of the US lodging segment. *Journal of Human Resources in Hospitality & Tourism*, 9(1), 92-102.
- Taylor, J., **Reynolds, D.**, & Brown, D. (2009). Multi-factor menu analysis using data envelopment analysis. *International Journal of Contemporary Hospitality Management*, 21(2), 213-225.
- Reynolds, D.** (2007). Restraining Golem and harnessing Pygmalion in the classroom: A laboratory study of managerial expectations and task complexity. *Academy of Management Learning & Education*, 6(4), 475-483.
- Reynolds, D.**, & Leeman, D. (2007). Does combining healthcare hospitality services increase efficiency? *Journal of Hospitality and Tourism Research*, 31(2), 1-12.
- Reynolds, D.**, & Biel, D. (2007). Incorporating satisfaction measures into a restaurant productivity index. *International Journal of Hospitality Management*, 26, 352-361 (Awarded **Best Paper of the Year 2007** by *IJHM*).
- Reynolds, D.**, & Thompson, G. (2007). Multiunit restaurant productivity analysis using three-phase data envelopment analysis. *International Journal of Hospitality Management*, 26, 20-32.

PUBLICATIONS (continued)

- Reynolds, D., & Namasivayam, K.** (2006). Organization behavior and human resource management in the global foodservice industry: An introduction. *Journal of Foodservice Business Research*, 9(2/3), 1-6.
- Reynolds, D.** (2006). To what extent does performance-related feedback affect managers' self-efficacy? *International Journal of Hospitality Management*, 25(1), 54-68.
- Merritt, E., & **Reynolds, D.** (2005). The effect of club manager values on enacted behavior. *Journal of Interdisciplinary Studies*, 18, 31-40.
- Reynolds, D.,** Merritt, E., & Pinckney, S. (2005). Understanding menu psychology: An empirical investigation of menu design and consumer response. *International Journal of Hospitality and Tourism Administration*, 6(1), 1-10.
- Reynolds, D.** (2004). An exploratory investigation of multiunit restaurant productivity assessment using data envelopment analysis. *Journal of Travel and Tourism Marketing—Special Issue on Management Science*, 16(2/3), 19-26.
- Reynolds, D.,** Merritt, E. & Gladstein, A. (2004). Retention tactics for seasonal employers: An exploratory study of U.S.-based restaurants. *Journal of Hospitality and Tourism Research*, 28(2), 230-241.
- Susskind, A., **Reynolds, D.,** & Tsuchiya, E. (2004). An evaluation of guests' preferred incentives to shift time-variable demand in restaurants. *Cornell Hotel and Restaurant Administration Quarterly*, 45(1), 68-84.
- Merritt, E., & **Reynolds, D.** (2003). The effect of self-managing teams on manager commitment and organizational tenure. *Journal of Interdisciplinary Studies*, 16, 1-9.
- Reynolds, D.** (2003). Hospitality productivity assessment using data envelopment analysis. *Cornell Hotel and Restaurant Administration Quarterly*, 44(2), 130-138.
- Reynolds, D.,** & Balinbin, W. (2003). Mad Cow Disease: An empirical investigation of restaurant strategies and consumer response. *Journal of Hospitality and Tourism Research*, 27(3), 358-368.
- Reynolds, D.** (2002). The good, the bad, and the ugly of incorporating 'My Fair Lady' in the workplace. *Advanced Management Journal*, 67(3), 4-14.

PUBLICATIONS (continued)

- Reynolds, D.** (2002). The moderating effect of leader-member exchange in the relationship between self-efficacy and performance. *Journal of Human Resources in Hospitality & Tourism, 1*(3), 77-90.
- Brownell, J., & **Reynolds, D.** (2002). Strengthening the food and beverage purchaser-supplier partnership: Behaviors that make a difference. *Cornell Hotel and Restaurant Administration Quarterly, 43*(6), 49-61.
- Piccoli, G., & **Reynolds, D.** (2002). Dartcor Management Services: A Case Study. *Communications of the Association for Information Systems, 9*, 298-313.
- Reynolds, D.** (2001). Integrating 'My Fair Lady' with foodservice management: A theoretical framework and research agenda. *Journal of Foodservice Business Research, 4*(4), 263-302.
- Brownell, J., & **Reynolds, D.** (2000). Personal style of on-site foodservice managers. *FIU Review, 18*(1), 1-18.
- Reynolds, D.** (2000). An exploratory investigation into behaviorally based success characteristics of foodservice managers. *Journal of Hospitality and Tourism Research, 24*(1), 127-138.
- Reynolds, D.** (1999). Managed-services companies: The new scorecard for on-site food service. *Cornell Hotel and Restaurant Administration Quarterly, 40*(3), 64-73.
- Reynolds, D.** (1999). Inventory-turnover analysis: Its importance for on-site food service. *Cornell Hotel and Restaurant Administration Quarterly, 40*(2), 54-59.
- Reynolds, D.** (1998). Productivity analysis in the on-site food-service segment. *Cornell Hotel and Restaurant Administration Quarterly, 39*(3), 22-31.
- Reynolds, D.** (1997). Managed-services companies: The on-site food-service segment. *Cornell Hotel and Restaurant Administration Quarterly, 38*(3), 88-95.
- Reynolds, D.**, & Tabacchi, M. (1993). Burnout in full-service chain restaurants. *Cornell Hotel and Restaurant Administration Quarterly, 34*(2), 62-68.

**Books:**

- Reynolds, D.**, Rahman, I., & Barrows, C. (2021). *Introduction to hospitality management*, Hoboken, NJ: Wiley.
- Reynolds, D.**, & McClusky, K. (2013). *Foodservice management fundamentals*. Hoboken, NJ: Wiley.
- Barrows, C., Powers, T., **Reynolds, D.** (2012). *Introduction to management in the hospitality industry, 10<sup>th</sup> ed.* Hoboken, NJ: Wiley.

**Books (continued):**

Barrows, C., Powers, T., **Reynolds, D.** (2012). *Introduction to the hospitality industry, 8<sup>th</sup> ed.* Hoboken, NJ: Wiley.

**Reynolds, D.**, & Namasivayam, K. (Eds.) (2006). *Human resources in the foodservice industry: Organizational behavior management approaches.* New York: Haworth Press.

**Reynolds, D.** (2003). *Onsite foodservice management: A best practices approach.* Hoboken, NJ: Wiley.

**Online Learning Modules:**

**Reynolds, D.** (2013). On-site food service management—Hospitality management learning modules. Upper Saddle River, NJ: Pearson Education, Inc.

**Book Chapters:**

**Reynolds, D.**, & DiPietro, R. (2008). Chain operations. In P. Jones (Ed.), *Operations management in the hospitality industry.* Oxford: Elsevier.

**Reynolds, D.** (Section Ed.). (2005). Restaurant and foodservice terms. In A. Pizam (Ed.), *International encyclopedia of hospitality management.* Oxford: Elsevier.

**Reynolds, D.** (2004). Multiunit restaurant productivity assessment using data envelopment analysis. In Z. Gu (Ed.), *Management science applications in tourism and hospitality* (pp. 19-26). New York: Haworth Press.

**Reynolds, D.** (2001). Integrating ‘My Fair Lady’ with foodservice management. In H. G. Parsa & F. A. Kwansa (Eds.), *Quick service restaurants, franchising, and multi-unit chain management* (pp. 263-302). New York: Haworth Press.

**Reynolds, D.** (1999). Motivating needs of managers in the onsite foodservice segment. In K. Chon (Ed.), *The practice of graduate research in hospitality and tourism* (pp. 129-142). New York: Haworth Press.

**Published Book Reviews:**

**Reynolds, D.** (2003). *The Denny’s story: How a company in crisis resurrected its good name*, by Jim Adamson (New York: John Wiley & Sons, 2000). *Journal of Foodservice Business Research*, 5(2), 129-131.

**Reports and Trade Publications:**

**Reynolds, D.** (2021). Does absence really make the heart grow fonder? *The Big Idea*, University of Houston Division of Research, 13.

**Reynolds, D.** (2021). Welcome to the Board! *CHRIE Communique.*

**Reynolds, D.** (2015). To the future. *CHRIE Communique*, 29 (August), 1, 3.

**Reports and Trade Publications (continued)**

- Reynolds, D.** (2015). Transitions—Part 2. *CHRIE Communique*, 29 (April), 1, 4.
- Reynolds, D.** (2015). Transitions—Part 1. *CHRIE Communique*, 29 (March), 1, 7.
- Reynolds, D.** (2014). Strategic Leadership. *CHRIE Communique*, 28 (December), 1, 6.
- Reynolds, D.** (2014). Passionate Leadership. *CHRIE Communique*, 28 (October), 1, 10.
- Reynolds, D.** (2014). Hospitality—A universal concept. *CHRIE Communique*, 28 (July), 1, 3.
- Reynolds, D.** (2014). Reflections on leadership. *CHRIE Communique*, 28 (June), 1, 3.
- Reynolds, D.** (2014). Transparent borders. *CHRIE Communique*, 28 (May), 1, 3.
- Reynolds, D.** (2014). Random acts of kindness. *CHRIE Communique*, 28 (April), 1, 3.
- Reynolds, D.** (2014). Trusting relationships. *CHRIE Communique*, 28 (March), 1, 5.
- Reynolds, D.** (2014). Mentoring. *CHRIE Communique*, 28 (February), 1, 3.
- Reynolds, D.** (2014). New beginnings. *CHRIE Communique*, 28 (January), 1, 4.
- Reynolds, D.** (2013). Giving thanks. *CHRIE Communique*, 27 (December), 1, 3.
- Reynolds, D.** (2013). Vox Clamantis in Deserto. *CHRIE Communique*, 27 (November), 1, 3.
- Reynolds, D.** (2013). Servant leadership. *CHRIE Communique*, 27 (October), 1.
- Reynolds, D.** (2013). Volunteerism. *CHRIE Communique*, 27 (September), 1.
- Reynolds, D.** (2013). Generations. *CHRIE Communique*, 27 (August), 1, 5.
- Reynolds, D.** (2013). Some problems are nice to have. *CHRIE Communique*, 27 (July), 1, 8.
- Reynolds, D.** (2013). A rose is a rose is a rose. *CHRIE Communique*, 27 (May), 1, 3.
- Reynolds, D.** (2012). A lentil's tale. *CHRIE Communique*, 26 (November), 1, 5.
- Reynolds, D.** (2012). ICHRIE = Family. *CHRIE Communique*, 26 (September), 1, 3.
- Reynolds, D.** (2011). The essential contribution of quality reviewers. *CHRIE Communique*, 25 (December), 1, 7.
- Reynolds, D.** (2011). Research—It's what's cooking at the ICHRIE Annual Conference. *CHRIE Communique*, 25 (June), 3, 10.

**Reports and Trade Publications (continued)**

- Reynolds, D.** (2011). Research news. *CHRIE Communique*, 25 (March), 1.
- Reynolds, D.** (2010). Research news. *CHRIE Communique*, 24 (October), 1.
- Reynolds, D.** (2010). Membership news for April 2010. *CHRIE Communique*, 24 (April), 1, 9.
- Reynolds, D.** (2009). ICHRIE membership update. *CHRIE Communique*, 23 (September), 3-4.
- Reynolds, D.** (2009). A note from the ICHRIE Director of Member Services. *CHRIE Communique*, 23 (March), 1, 3.
- Reynolds, D.** (2008). A note from the ICHRIE Director of Member Services. *CHRIE Communique*, 22 (September), 7.
- Reynolds, D.** (2007). It's all about the relationship for vending and coffee service operators. *NAMA InTouch*.
- Reynolds, D., & Thompson, G.** (2002). Multiunit restaurant productivity assessment: A test of data envelopment analysis. *CHR Reports*, The Center for Hospitality Research at Cornell University.
- Brownell, J., & **Reynolds, D.** (2002). Strengthening the purchaser-supplier partnership: Factors that make a difference. *CHR Reports*, The Center for Hospitality Research at Cornell University.
- Reynolds, D.** (1995). Mitigating burnout in foodservice management. *Nation's Restaurant News*, 29 (February 27), 32, 72.
- Reynolds, D.** (1994). Parsimony and productivity paying off. *Nation's Restaurant News*, 28 (April 11), 26, 70.
- Reynolds, D.** (1990). Cure for employee theft: Prevention begins with proper hiring and training. *Nation's Restaurant News*, 24 (December 10), 38.

**Manuscripts under Review:**

- Taylor, D.C., Russen, M., Dawson, D., & Reynolds, D. (2021-Submitted). Defining Wine Culture. *Cornell Hospitality Quarterly*.

**Works in Progress:**

*Data-analysis Stage:*

- Rahman, I., Stephan, J., & **Reynolds, D.** Using Macroeconomic Predictors to Forecast Monthly Restaurant Industry Sales

*Works in Progress (continued)*

Rahman, I., & **Reynolds, D.** The Influence of values and attitudes on purchasing intentions regarding hotels.

Rahman, I., & **Reynolds, D.** A comparative study of purchasing behavior related to organic wine, green hotels, and hybrid cars.

Leib, T., **Reynolds, D.**, Rhoden, S., Miller, A., & Stone, C. Tourists' perception and evaluation of a region's co-branding ability: The case of the Baltic States. Target Journal: *Tourism Management*.

*Data-collection Stage:*

Taylor, J., & **Reynolds, D.** Menu engineering in multi-unit restaurants: A real world application. Target Journal: *International Journal of Hospitality Management*.

*Conceptualization Stage:*

Leib, T., Rahman, I., Fornier, S., & **Reynolds, D.** A cross-cultural study of hospitality students' perceptions of responsible beverage-alcohol consumption. Target Journal: *International Journal of Hospitality Management*.

Fornier, S., Leib, T., & **Reynolds, D.** A cross-cultural study of hospitality students' perceptions of business ethics. Target Journal: *International Journal of Hospitality Management*.

**Reynolds, D.**, Taylor, J., & Ruetzler, T. How do North Americans evaluate micro beers? Target Journal: *International Journal of Hospitality Research*.

SOFTWARE DEVELOPMENT

*Restaurateur*<sup>™</sup>

A restaurant simulation designed for classroom application. Each of the simulation's six modules focuses on managerial issues including positioning, staffing, management-team formation, menu development, procurement strategies, pricing, service, marketing, and financial accounting.

REFEREED PRESENTATIONS AND PROCEEDINGS

*Defining Wine Culture (Best Paper Award)*—with Michelle Russen, Mary Dawson, and C. Christopher Taylor, International CHRIE Virtual Conference, 2021.

*What Effect Does Wine Closure Type Have on Perceptions of a Wine's Appearance, Bouquet, Taste, and Overall Quality? (Best Paper Award Nominee)*—with Imran Rahman. 23<sup>rd</sup> Annual Graduate Education Research Conference in Hospitality & Tourism, 2018, Fort Worth, Texas.

REFEREED PRESENTATIONS AND PROCEEDINGS (continued)

*General Values and Organic Wine Endorsement: An Empirical Assessment*—with Imran Rahman. EuroCHRIE Conference 2015, Manchester, United Kingdom.

*Consumer Dining Involvement and Restaurant Attributes*—with Imran Rahman, Amy Bardwell, and John Stephan. International CHRIE Conference, 2015, Orlando, Florida.

*A Cross-cultural Study of Hospitality Students' Perceptions of Responsible Beverage-alcohol Consumption*—with Thomas Leib, Susan Fournier, and Imran Rahman. EuroCHRIE Conference 2014, Dubai, United Arab Emirates.

*Predicting Green Hotel Behavioral Intentions Using a Theory of Environmental Commitment and Sacrifice for the Environment*—with Imran Rahman. International CHRIE Conference, 2014, San Diego, California.

*Web-based Menu Design: A Conjoint Value Analysis*—with Thomas Leib and Jim Taylor. International CHRIE Conference, 2014, San Diego, California.

*What Effect Does Wine Closure Type Have on Perceptions of Wine's Appearance, Bouquet, Taste, and Overall Quality?*—with Amy Holbrook. Eighth Annual Conference of the American Association of Wine Economists, 2014, Walla Walla, Washington.

*Tourists' Perception and Evaluation of a Region's Co-branding Ability: The Case of the Baltic States*—with Thomas Leib, Steven Rhoden, Amanda Miller, and Chris Stone. APacCHRIE Conference 2014, Kuala Lumpur, Malaysia.

*Wine: An Empirical Analysis of Intrinsic Attributes and Consumers' Drinking Frequency, Experience, and Involvement*—with Imran Rahman. Nineteenth Annual Graduate Education Research Conference in Hospitality & Tourism, 2014, Houston, Texas.

*Tourists' Perception and Evaluation of a Region's Destination Image: The Case of the Baltic States*—with Thomas Leib, Steven Rhoden, Amanda Miller, and Chris Stone. EuroCHRIE Conference 2013, Freiburg, Germany.

*Using Macroeconomic Predictors to Forecast Monthly Restaurant Industry Sales*—with Imran Rahman and Na Su. International CHRIE Conference, 2013, St. Louis, Missouri.

*Tourists' Perception of the Baltic States: An Exploration of Destination Personality*—with Thomas Leib and Steven Rhoden. International CHRIE Conference, 2013, St. Louis, Missouri.

*A Push-pull Study of Internal Drivers, External Drivers, and Personal Involvement of Wine using Canonical Correlation Analysis*—with Taylor, J., & Ruetzler, T. Seventh Annual Conference of the American Association of Wine Economists, 2013, Stellenbosch, South Africa.

REFEREED PRESENTATIONS AND PROCEEDINGS (continued)

*Perceptions of Technical Skills Required for Successful Management in the Hospitality Industry: A Conjoint Analysis*—with Tanya Ruetzler, William Baker, Jim Taylor, and Brian Allen. APacCHRIE Conference, 2013, Macau, China.

*Predicting Aggregate Monthly Restaurant Sales Using Macro-economic Predictors*—with Imran Rahman and Na Su. Eighteenth Annual Graduate Education Research Conference in Hospitality & Tourism, 2013, Seattle, Washington.

*How to Make Your Facebook Posts Attractive: A Case Study on Super 8 Hotel's Fan Page*—with Na Su and Bixuan Sun. Eighteenth Annual Graduate Education Research Conference in Hospitality & Tourism, 2013, Seattle, Washington.

*Seas of Influence: Institutional Isomorphism and Tourism in Oceania*—with Tyler Stumpf. Eighteenth Annual Graduate Education Research Conference in Hospitality & Tourism, 2013, Seattle, Washington.

*The Influence of Ecocentric and Anthropocentric Attitudes and Intrinsic Product Attributes on Organic Wine Preferences*—with Imran Rahman and Tyler Stumpf. EuroCHRIE Conference, 2012, Lausanne, Switzerland.

*Wine Menu Design: An Investigation using Brain-computer Interface Technology.* APacCHRIE Conference, 2012, Manila, Philippines.

*Understanding Perceptions of Professional Attributes using Conjoint Analysis*—with Tanya Ruetzler, James Taylor, and William Baker. EPS 2011 Hebei International Forum on Economy and Trade, 2011, Shijiazhuang, China.

*The Value of Diversity Training in the Hospitality Workplace*—with Imran Rahman and Stacey Bradetich. Advances in Hospitality and Tourism Marketing and Management Conference 2011, Istanbul, Turkey.

*Do State Laws Affect per Capita Wine Purchases?*—with Carlye Rice. Washington Association of Grape Growers Annual Meeting, 2011, Kennewick, Washington.

*Assessing Perceptions Regarding the Role of Professional Attributes Using Conjoint Analysis*—with Tanya Ruetzler, James Taylor, and William Baker. International CHRIE Conference, 2010, San Juan, Puerto Rico.

*Topical Foci, Research Designs, and Statistical Approaches: A Study of the First 14 Hospitality and Tourism Graduate Student Education and Research Conferences*—with Christy Caldwell, James Taylor, and Terry Umbreit. EuroCHRIE 2009, Helsinki, Finland.

*Validating a DEA-based Menu Analysis Model using Structural Equation Modeling*—with James Taylor. International CHRIE Conference, 2009, San Francisco, California.

REFEREED PRESENTATIONS AND PROCEEDINGS (continued)

*Trust and Outsourcing: Do Perceptions of Trust Influence the Retention of Outsourcing Providers in the Hospitality Industry?*—with Darin Leeman. EuroCHRIE 2008, Dubai, United Arab Emirates.

*Does Supervisors' Second-Language Fluency Affect Subordinates' Perceived Organizational Support? A Study of the US Lodging Segment (Best Paper Award Nominee)*—with Lindsay Potts. Thirteenth Annual Graduate Education Research Conference in Hospitality & Tourism, 2008, Orlando, Florida.

*Menu Engineering using Data Envelopment Analysis (Institute of Hospitality Education Research Award Nominee)*—with James Taylor and Denise Brown. EuroCHRIE 2007, Leeds, United Kingdom.

*Topical Foci, Research Designs, and Statistical Approaches: A Study of the First 11 Hospitality and Tourism Graduate Student Education and Research Conferences*—with Christy Caldwell and Terry Umbreit. Twelfth Annual Graduate Education Research Conference in Hospitality & Tourism, 2007, Houston, Texas.

*Panel Discussion: On-site Foodservice—Where Will We Find the Future Leaders?* International CHRIE Conference, 2006, Arlington, Virginia.

*To What Extent, If Any, Are Employers Liable for Sexual Harassment of their Employees by Customers?*—with Karen Thiessen. Eleventh Annual Graduate Education Research Conference in Hospitality & Tourism, 2006, Seattle, Washington.

*Changes in Education: Understanding the Impact of Instructors' Expectations (Best Paper Award Finaliste)*. EuroCHRIE 2005, Paris, France.

*Restraining Golem and Harnessing Pygmalion in the Classroom: A Laboratory Study of Managerial Expectations and Task Complexity (Best Paper Award—Management Education and Development)*. Academy of Management Annual Meeting, 2005. Honolulu, Hawaii.

*Why Isn't Satisfaction Included in Productivity Statistics? An Empirical Investigation of Holistic Productivity Analysis (Editor's Choice Award)*—with David Biel. International Conference on Service Management, 2005. New Delhi, India.

*Multiunit Restaurant Productivity Analysis: Integrating Satisfaction into a Holistic Model (Best Paper Award Nominee)*—with David Biel. Tenth Annual Graduate Education Research Conference in Hospitality & Tourism, 2005, Myrtle Beach, South Carolina.

*Understanding Menu Psychology: An Empirical Investigation of Menu Design and Consumer Response*—with Sarah Daniels. Ninth Annual Graduate Education Research Conference in Hospitality & Tourism, 2004, Houston, Texas.

REFEREED PRESENTATIONS AND PROCEEDINGS (continued)

*The Effect of Self-Managing Teams on Manager Commitment and Organizational Tenure.* International CHRIE Conference, 2003, Palm Springs, California.

*Multiunit Restaurant Productivity Assessment using Data Envelopment Analysis (Best Paper Award).* International CHRIE Conference, 2002, Orlando, Florida.

*Mad Cow Disease: An Empirical Investigation of Restaurant Strategies and Consumer Response (Best Paper Nominee)*—with William Balinbin. Seventh Annual Graduate Education Research Conference in Hospitality & Tourism, 2002, Houston, Texas.

*The Good, the Bad, and the Ugly of Incorporating “My Fair Lady” in the Workplace.* Society for the Advancement of Management International Conference, 2001, Las Vegas, Nevada.

*Understanding the Relationship between Supervisory Expectations and Self-Efficacy in Foodservice Management.* International CHRIE Conference, 1999, Albuquerque, New Mexico.

*The Manager Known as Pygmalion: Supervisory Expectations as an Antecedent of Managerial Self-Efficacy (Best Paper Nominee).* Fourth Annual Graduate Education Research Conference in Hospitality & Tourism, 1998, Las Vegas, Nevada.

*Foodservice Managers’ Motivating Needs and Personality Types: An Exploratory Study.* Annual CHRIE Conference, 1998, Miami, Florida.

*Foodservice Managers’ Motivating Needs.* 35<sup>th</sup> Anniversary Meeting of the Eastern Academy of Management, 1998, Springfield, Massachusetts.

*Motivating Needs of Managers in the Onsite Foodservice Segment.* Third Annual Graduate Education Research Conference in Hospitality & Tourism, 1998, Houston, Texas.

*Managerial Burnout in Full-Service, Chain-Affiliated Restaurants*—with Mary Tabacchi. Annual CHRIE Conference, 1992, Orlando, Florida.

EDITORIAL AND REVIEW RESPONSIBILITIES

Editorial Board Member, *Advanced Management Journal*, 2000 – 2018

Editorial Board Member, *Cornell Hospitality Quarterly*, 2002 – present

Editorial Board Member, *ICHRIE Research Reports*, 2013 – present

Editorial Board Member, *International Journal of Contemporary Hospitality Management*, 2013 – present

EDITORIAL AND REVIEW RESPONSIBILITIES (continued)

Editorial Board Member, *International Journal of Hospitality and Tourism Administration*, 2001 – present

Editorial Board Member, *International Journal of Hospitality Management*, 2007 – present

Editorial Board Member, *Journal of Applied Hospitality Management*, 2001 – present

Editorial Board Member, *Journal of Foodservice Business Research*, 2002 – present

Executive Board Member, *Journal of Hospitality and Tourism Education*, 2010 – present

Editorial Board Member, *Journal of Hospitality and Tourism Research*, 2004 – present

Editorial Board Member, *Journal of Hospitality Marketing and Management*, 2008 – 2013

Editorial Board Member, *Journal of Human Resources in Hospitality and Tourism*, 2001 – present

Editorial Board Member, *Journal of Services Management*, 2005 – present

Editorial Board Member, Taylor & Francis Group, *Research Notes in Hospitality & Tourism*, 2013 – present

Editorial Board Member, *Wine Business Journal*, 2021 – present

Reviewer, Academy of Management Annual Conference—Management Education and Development and Human Resources Tracks, 2009 – present

Track Chair—Human Resources, Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, 2006 – 2010

Associate Editor, International CHRIE Conference Paper Review Committee (Human Resources), 2006 – 2010

Reviewer, Asia-Pacific CHRIE Conference (Human Resources), 2009

Guest Editor, *Journal of Foodservice Business Research*, Vol. 9, Numbers 2/3, 2006

Member, Organizational Behavior Program Review Committee, Eastern Academy of Management, 1998, 2000, 2002, 2004

Reviewer for Best Paper Award, Graduate Education and Graduate Student Research Conference, 2001

Reviewer for International CHRIE: Human Resources, Food and Beverage Management, and Education, 1998 – 2005

## RESEARCH ADVISING AND SUPERVISION

Doctoral Committee: Hyounae Min (Ph.D., Business Administration, '17), Washington State University College of Business

Doctoral Committee Chair: Jennifer Sandstrom (Ph.D., Business Administration, '16), Washington State University College of Business

Doctoral Committee Chair: Na Su (Ph.D., Business Administration, '15), Washington State University College of Business

Doctoral Committee: Tyler Stumpf (Ph.D., Business Administration, '15), Washington State University College of Business

Doctoral Committee: Zihui Ma (Ph.D., Business Administration, '15), Washington State University College of Business

Doctoral Committee Chair: Imran Rahman (Ph.D., Business Administration, '14), Washington State University College of Business

Doctoral Committee: J.D. Park (Ph.D., Business Administration, '14), Washington State University College of Business

Doctoral Committee: Thomas Leib (Ph.D., Tourism Management, '14), Manchester Metropolitan University, *Tourism destination branding*

Doctoral Committee Chair: Darin Leeman (Ph.D., Business Administration, '08), Touro University International, *Trust and outsourcing: Do perceptions of trust influence the retention of outsourcing providers in the hospitality industry?*

Doctoral Committee: Chi Yun Alan Wong (Ph.D., Hospitality and Tourism Management, '07), Hong Kong Polytechnic University, *Leadership perceptions of staff in the context of the hotel industry in China*

Doctoral Committee: James Taylor (Ph.D., Tourism Management, '05), University of Southern Mississippi, *Multi-factor menu analysis using data envelopment analysis*

Master's Monograph Committee Chair: Kevin Deans (MPS '00), Cornell University, *Fine Host Corporation's national sales department: A case study*

McNair Undergraduate Thesis Advisor: Morgan Yearout (BA, Hospitality Business Management, '11), Washington State University, *Sustainable foodservice practices and effect of foodservice managers' lifestyle decisions*

Honors Undergraduate Thesis Advisor: Natalie Newman (BA, Hospitality Business Management, '15), Washington State University, *TBD*

RESEARCH ADVISING AND SUPERVISION (continued)

Honors Undergraduate Thesis Advisor: Katy Traynor (BA, Hospitality Business Management, '15), Washington State University, *The Effect of Nutritional Information on Consumer Perceptions*

Honors Undergraduate Thesis Advisor: Amy Holbrook (BA, International Business, '14), Washington State University, *Wine-bottle closures' effect on consumer perceptions* (**WSU Undergraduate Research Award Winner, 2014**)

Honors Undergraduate Thesis Advisor: Stefani Svaren (BA, Hospitality Business Management, '09), Washington State University, *How green are hotels in the United States?*

Honors Undergraduate Thesis Advisor: Lindsay Potts (BA, Hospitality Business Management, '07), Washington State University, *Does supervisors' second-language fluency affect subordinates' perceived organizational support? A study of the US lodging segment*

Honors Undergraduate Thesis Advisor: Stacey Bradetich (BA, Hospitality Business Management, '07), Washington State University, *Perceived value: The condition of diversity training in hospitality management*

Honors Undergraduate Thesis Advisor: Christy Caldwell (BA, Hospitality Business Management, '06), Washington State University, *Restaurant productivity assessment using data envelopment analysis: A comparison of Italian and United States Operations*

Undergraduate Research Supervisor: Samantha Schwartz (BA, Hospitality Business Management, '15), Washington State University, *How does wine-varietal information affect consumer perceptions?*

Undergraduate Research Supervisor: Carlye Rice (BA, Hospitality Business Management/Wine Business Management, '11), Washington State University, *Do state laws affect per capita wine purchases?* (**WSU Undergraduate Research Award Winner, 2011**)

Undergraduate Research Supervisor: David Biel (BS '05), Cornell University, *Multiunit productivity analysis* (Cornell Undergraduate Research Award Winner, 2005)

Undergraduate Research Supervisor: Sarah Daniels (BS '04), Cornell University, *The effect of menu design on consumer behavior: An empirical investigation* (**Cornell Undergraduate Research Award Winner, 2004**)

Undergraduate Research Supervisor: William Balinbin (BS '04), Cornell University, *Mad Cow Disease and its impact on the London restaurant industry* (**Cornell Undergraduate Research Award Winner, 2002**)

Undergraduate Research Supervisor: Andrew Gladstein (BS '02), Cornell University, *Retention tactics for seasonal employers*

EXECUTIVE EDUCATION, INVITED SPEECHES, AND WORKSHOPS

***Research Productivity and Administration***, World Summit for Deans of Independent Schools of Hospitality and Tourism, Hong Kong, China, May 2018

***The Future of the Food Industry***, PyeongChang Food Summit, PyeongChang, Korea, February 2018

***The Future of Hospitality and Tourism Education***, TOSOK Conference, Incheon, Korea, February 2018

***The Future of Hospitality***, National Concierge Association Annual Conference, Houston, Texas, August 2017

***The Industry Summit: Are You Ready for What's Coming?*** National Association for Catering and Events Annual Conference, Houston, Texas, July 2017

***Reach'em, Teach'em, & Keep'em***, International Foodservice Distributors Association, Denver, Colorado, July 2016

***The Next Generation***, Hotel Association of North Texas, Dallas, Texas, July 2016

***The First 100 Days***, International CHRIE Leadership Academy, Dallas, Texas, July 2016

***Internationalization of Hospitality and Tourism Education: Global Perspectives***, 2<sup>nd</sup> Global Tourism & Hospitality Conference and 15<sup>th</sup> Asia Pacific Forum for Graduate Students' Research in Tourism, Hong Kong, 2016

***Crisis Management and Business Continuity in the Tourism Industry***, 14<sup>th</sup> APacCHRIE Conference, Bangkok, Thailand, May 2016

***The Future of Hospitality Leadership***, Texas Merchandise Vending Association Annual Meeting, Galveston, Texas, September 2015

***Assessing Customer Satisfaction***, Ste. Michelle Wine Estates, Woodinville, Washington, August 2014

***To the Future—Opening Address***, International CHRIE Summer Conference, San Diego, California, July 2014

***Supervisor Development Program and Workshop***, National Automated Merchandising Association, Las Vegas, Nevada, June 2014

***Efficiency Analysis and Innovation***, Pullman Regional Hospital, Pullman, Washington, June 2014

***Building Bridges—Opening Address***, Asia Pacific CHRIE Conference, Kuala Lumpur, Malaysia, May 2014

EXECUTIVE EDUCATION, INVITED SPEECHES, AND WORKSHOPS (continued)

*Assessment of Education Effectiveness*, Global Tourism & Hospitality Conference, Hong Kong, China, May 2014

*Organizational Communication in the Global Economy*, César Ritz College, Brig, Switzerland, October 2013

*Communication and Leadership*, Executive Leadership Series, Lewis-Clark State College, Lewiston, Idaho, June 2013

*Wine Business and the Future*, WSU Luncheon Series, San Francisco, California, May 2011

*The Meetings Industry Magic 8 Ball—Signs Point to YES!* Professional Convention Management Association Interactive Panel Event, Tulalip Resort Casino, Tulalip, Washington, October 2010

*Outcome-Based Human Resources Management: Leveraging Human Capital in the Workplace*, Executive Winter School, Hong Kong Polytechnic University, Kowloon, Hong Kong, January 2008

*Computer-simulation Development as a Method for Experiential Learning*, Seminar for Hong Kong Polytechnic University's School of Hotel and Tourism Management faculty, Hong Kong Polytechnic University, Kowloon, Hong Kong, December 2007

*Wine Etiquette and Appreciation: An Introduction*, Washington State University College of Business, MBA Boot Camp, Pullman, Washington, August 2007

*From Global Trends to Future Practices*, WSU Planned Giving Advisory Board Annual Meeting, Seattle, Washington, December 2006

*Panel Discussion: Teaching Your First Course, Evaluations, and Developing In-Class Discussions*, Management Operations 598, Washington State University, Pullman, Washington, October 2006

*Organizational Communication in the Global Economy*, Washington State University College of Business and Economics, MBA Seminar Series, Pullman, Washington, September 2006

*Wine Etiquette*, Alpha Kappa Psi Regional Training, Pullman, Washington, April 2006

*Global Foodservice Trends—and Opportunities*, National Automatic Merchandising Association Spring Exposition Board of Directors Meeting, Las Vegas, Nevada, April 2006

*Service Value and the Bottom Line*, Advanced Management Program, Hong Kong Polytechnic University's School of Hotel and Tourism Management and the Hong Kong Hotel Association, Kowloon, Hong Kong, and Shanghai, China, February 2006

EXECUTIVE EDUCATION, INVITED SPEECHES, AND WORKSHOPS (continued)

***Foodservice Trends: Leveraging Efficiency to Enhance Profit***, Seoul International Foodservice & Kitchen Equipment Show—Keynote Speech, Seoul, Korea, November 2005

***The Art and Science of Quality Customer Service***, Spokane County Library District, Spokane, Washington, November 2005

***Bottom-Line Booster: Effective Communication and Leadership***, National Automatic Merchandising Association Spring Exposition, Las Vegas, Nevada, April 2005

***Restaurant Economics 101***, Cougar Conversations, Washington State University, Pullman, Washington, October 2004

***Foodservice Feasibility Study and Strategic Business Plan Development***, Marion Koogler McNay Art Museum, San Antonio, Texas, December 2003

***Data Management: Lessons from the Field***, Biometry 795: Statistical Consulting, Cornell University, Ithaca, New York, October 2003

***Bringing ‘The Real World’ into the Classroom***, Learning & Teaching with Technology Expo, Ithaca, New York, October 2003

***Innovation in Patient Hospitality***, Joint Solutions Program, Cayuga Medical Center, Ithaca, New York, August 2003

***Maximizing Your Restaurant Dollar***, Radisson Seven Seas Cruises, Grand Cayman, July 2003

***Wine and Food Pairing***, Radisson Seven Seas Cruises, Key West, Florida, June 2003

***Human Resources Roundtable***, Center for Hospitality Research and the Cornell University School of Hotel Administration, Ithaca, New York, April 2003

***Productivity Pathways: From Assessment to Enhancement***, Hotel Ezra Cornell, Ithaca, New York, April 2003

***Productivity in Hospitality: Applying Research to the Industry***, Cornell Hotel Society, European Chapter, Dubrovnik, Croatia, March 2003

***Strategic Plan Development***, Aramark Business Services Division, Glenn Cove, New York, March 2003

***Increasing Profitability through Productivity Enhancement***, Advanced Management Program, Hong Kong Polytechnic University’s School of Hotel and Tourism Management and the Hong Kong Hotel Association, Kowloon, Hong Kong, January 2003

EXECUTIVE EDUCATION, INVITED SPEECHES, AND WORKSHOPS (continued)

*Foodservice Feasibility Study and Strategic Business Plan Development*, State of New York Office of General Services, Albany, New York, November 2002

*Productivity Maximization in Human Resources Management*, Aramark Business Services Division, Irvine, California, October 2002

*Leadership and Motivation—Lessons for the Trenches*, Aramark-Disney, Orlando, Florida, May 1999

*Hoshin Planning—Strategies for Long-Term Success in the Non-Profit Arena*, Cayuga Nature Center, March 1998

CITATIONS IN THE POPULAR PRESS

**Wine Business.com**, *Blind Taste Research Confirms Consumer Preference for Cork*, September 13, 2018.

**WSU News**, *Student Chapter Earns Hospitality Honor Society's Highest Honor*, Sue McMurray, October 1, 2013.

**Yakima Herald-Republic**, *Does Location Cater to Success in Food Service*, Mai Hoang, September 21, 2013.

**The Daily Evergreen**, *Hospitality Professor Shines with International Title*, Arianna Kemis, September 13, 2013.

**WSU News**, *Serving the Worlds: Professor to Lead International Hospitality Society*, Sue McMurray, August 29, 2013.

**Yakima Herald-Republic**, *Legislature Eyeing Measure to Allow Underage Wine Students to Taste Product*, March 4, 2013.

**Tri-City Herald**, *Chain Hotels Going Green, WSU Study Shows*, November 8, 2011.

**Green Hotelier**, *Chain Hotels Lead the Way in Sustainability*, November 4, 2011.

**Northwest Public Radio**, *WSU Report: Hotel Chains Become 'Greener,'* October 26, 2011.

**Science Daily**, *Chain Hotels Lead the Way in Going Green, Analysis Finds*, October 25, 2011.

**WSU News**, *Chain Hotels Lead the Way in Going Green*, Eric Sorensen, October 25, 2011.

**Washington State University College of Business Dividend Newsletter**, *WSU Wine Business Program Graduates First Students*, Fall 2011.

CITATIONS IN THE POPULAR PRESS (continued)

**Yakima Herald-Republic**, *Higher Prices Are on the Menu at Local Restaurants*, Mai Hoang, May 8, 2011.

**Uniquely Palouse**, *Cultivating Leaders*, Linda Pall, Summer 2010

**Washington State University College of Business eDividend Newsletter**, *New Wine Business Management Major Promotes Innovation, Entrepreneurship in Growing Industry*, May 2010.

**WSU Today Online**, *Hospitality Teaching Center Dining Room Upgraded; Kitchen Due This Year*, March 1, 2010.

**Tri-City Herald**, *Four Restaurants to Open Soon in Tri-Cities*, Pratik Joshi, January 22, 2010.

**Tri-City Herald**, *WSU to Offer New Wine Management Major*, Ingrid Stegemoeller, May 5, 2009.

**WSU Today**, *Wine Business Management Major to Begin*, May 5, 2009.

**Yakima Herald-Republic**, *New Beginnings for Yakima Restaurants*, Mai Hoang, December 28, 2008.

**Vending and OCS**, *Studying Vending at Washington State*, August 2008.

**Vending Times**, *WSU-NAMA Partnership Enables Students to Learn by Running On-Campus Vending*, May 2008.

**NAMA InTouch**, *ViewPoint: The NAMA Foundation at Work*, Jim Brinton, Fall 2007.

**Puget Sound Business Journal**, *School's Fame Spreads Far Beyond Pullman*, Peggy Watt, August 3-9, 2007.

**The Daily Evergreen**, *Hospitality School Receives \$500,000 Gift*, Kaci Boyd, June 28, 2007.

**AMonline.com**, <http://www.amonline.com/article/article.jsp?siteSection=1&id=18327>, *National Automatic Merchandising Association Names Hesch, Hartley, and Reynolds to Foundation Board*, March 2, 2007.

**WSU Today**, *Common Sense Research: Satisfied Workers Add up to Profit and Productivity*, Bill London, January 19, 2007.

**Moscow-Pullman Daily News**, *A New Kind of Retirement*, Omle Drawhorn, October 26, 2006.

**Pullman Community Update**, *Hospitality Business Management Class from WSU Visits Pullman Regional Hospital*, Vol. 12 (10), October 2006.

CITATIONS IN THE POPULAR PRESS (continued)

**Professional Foodservice Management Guide**, <http://www.vonl.com/chips/onsitfs.htm>.  
*On-Site Foodservice Management*, April 2006.

**The Spokesman-Review**, *Aged to Perfection*, Hannelore Sudermann, December 28, 2005.

**Washington State Magazine**, *Teaching—and Learning—Wine*, Hannelore Sudermann,  
November 2005.

**Food Management**, *Management—Training Tomorrow's Foodservice Directors*, Karolyn  
Schuster, November 2005.

**HTM Update, Hong Kong Polytechnic University**,  
[http://www.polyu.edu.hk/htm/document/htm\\_v6i2.pdf](http://www.polyu.edu.hk/htm/document/htm_v6i2.pdf), *Hospitality Industry Leadership  
Development*, March 2005.

**The Business Journal of Tampa Bay**, *Research offers help for restaurant owners*,  
December 16, 2002.

**Food Service Industry News**, [www.foodservice.com](http://www.foodservice.com), *How to boost restaurant efficiency  
and profit*. December 11, 2002.

**Restaurant Edge.com**, [www.restaurantedge.com](http://www.restaurantedge.com), *Strengthening the purchaser-supplier  
partnership*, November 21, 2002.

**Restaurant Edge.com**, [www.restaurantedge.com](http://www.restaurantedge.com), *Multiunit restaurant-productivity  
assessment: A test of data-envelopment analysis*, November 21, 2002.

**Boston Metro**, Weekend Section: *Fed up with fast food: Trend toward healthy eating takes  
bite out of burger business*, October 4-6, 2002.

**USA Newspaper**, Society & Culture Section: *As tastes shift, fast-food giants swallow hard*,  
Noel C. Paul, October 2, 2002.

**Christian Science Monitor**, *As tastes shift, fast-food giants swallow hard*, Noel C. Paul,  
October 2, 2002.

**Institutional Investor**, Trends Section, *Food for Thought*, August 1, 2002.

**Hotel News Resource**, *Trust is more critical than service, price, or brand in a food-service  
purchaser-supplier partnership*, July 12, 2002.

**Cornell Chronicle**, *Study: Trust is a top factor for food-service purchasing agents*, Susan  
Lang, Vol 33, No 40, July 11, 2002.

**Hospitality Net**, [www.hospitalitynet.org](http://www.hospitalitynet.org), *The Center for Hospitality Research at Cornell has  
recently completed a new research report entitled 'Trust is more critical than service,  
price, or brand in a food-service purchaser-supplier partnership,'* July 11, 2002.

CITATIONS IN THE POPULAR PRESS (continued)

**FSNet**, Newsletter, *Trust beats service, price, or brand in food-service buying*, July 10, 2002.

**Center for Hospitality Research, Cornell University**, [www.hotelschool.cornell.edu/CHR](http://www.hotelschool.cornell.edu/CHR), *Trust is more critical than service, price, or brand in a food-service purchaser-supplier partnership*, July 9, 2002.

**Cornell Daily Sun**, *Popular eatery closes its doors*, Jennifer Roberts, January 18, 2002.

COMMITTEES, BOARDS, AND UNIVERSITY SERVICE

- Co-Chair, University of Houston Strategic Plan Committee, 2019 – Present
- Co-Chair, University of Houston Bauer Dean Search Committee, 2018 – 2019
- Member, University of Houston Honorary Degree Advisory Committee
- Member, Foundation Board, Society for Hospitality and Foodservice Management, 2016 – 2020
- Member, Past Presidents Council, ICHRIE, 2015 – Present
- Chair, Past Presidents Council, ICHRIE, 2014 – 2015
- ICHRIE Financial Investment Committee, 2014 – 2015
- Washington State University Teaching Academy, 2014 – 2015
- Honors Council (WSU), 2014 – 2017
- Co-Chair, Carson College of Business Strategic Planning Committee—Educational Programs, 2013 – 2015
- International CHRIE Executive Board Member—Past President, 2014 – 2015
- International CHRIE Executive Board Member—President, 2013 – 2014
- International CHRIE Executive Board Member—Vice President, 2012 – 2013
- Omer Carey Endowed Chair Search Committee (WSU), 2012
- International CHRIE Board Member—Director of Research, 2010 – 2012
- Foundation Board Director, NAMA, 2007 – 2012
- College of Business Restructuring Committee (WSU), 2011
- College of Business Master’s Degree Policy and Procedure Committee (WSU), 2011

COMMITTEES AND UNIVERSITY SERVICE (continued)

- International CHRIE Board Member—Director of Membership and Development, 2008 – 2010
- SHBM Scholarship Committee Chair (WSU), 2010 – present
- Faculty Advisor, Eta Sigma Delta (WSU), 2009 – present
- Faculty Advisor, Sigma Iota (WSU), 2008 – 2009
- WSU Academic Showcase Committee, 2006 – present
- Speaker, WSU Planned Giving Advisory Board Annual Meeting, 2006
- Speaker, Alpha Kappa Psi Regional Meeting, 2006
- Search Committee: Culinary Instructor (WSU), 2006
- WSU Martial Arts Advisory Board, 2005 – present
- Feast of the Arts Planning Committee (WSU), 2005 – 2010
- CBE Ethics Task Force (WSU), 2005 – 2006
- Speaker, CB MBA Pre-Program Review (WSU), 2006, 2007
- Liaison with WSU Spokane for Taste Washington, 2005, 2007, 2009, 2010
- Faculty advisor for Eta Sigma Delta's (WSU) major fundraising events: Brewfest and Winefest, 2005 – 2015
- Customer Service Trainer, WSU Student Recreation Center, 2005
- Faculty Advisor to WSU Taekwondo Club, 2004 – 2015
- Search Committee: CB Assistant Director of Development (WSU), 2004 – 2005
- Institution Benchmarking Committee, SHBM (WSU), 2004
- Faculty Advisor to Hospitality Entrepreneurs of Tomorrow (Cornell), 2003 – 2004
- Freshmen Curriculum Coordinator (Cornell), 2003 – 2004
- Graduate Committee (Cornell), 2002 – 2004
- Faculty Innovation Grant Committee (Cornell), 2002 – 2004
- Admissions Committee for Graduate Programs (Cornell), 2001 – 2004
- Faculty Advisor to Cornell University Tae Kwon Do Club, 2001 – 2004

COMMITTEES AND UNIVERSITY SERVICE (continued)

- Undergraduate Admissions Interview Committee (Cornell), 2000 – 2004
- Graduate Admissions Interview Committee (Cornell), 2000 – 2004
- External Review Team Chair, Cornell University Dining Program Review, 2002 – 2003
- Master Advisor for entering Hotel School freshmen class (Cornell), 2001 – 2003
- R. C. Kopf Student Achievement Scholarship Selection Committee (Cornell), 2002
- Faculty Panel Chair, Search Committee, Director of Cornell Dining, 2002
- Publication Task Force (Cornell), 2000 – 2001
- Advisor, All-but-Monograph Program (Cornell), 1999 – 2000

AWARDS, HONORS, AND GRANTS

**Best Paper Award**, International CHRIE Conference, Washington, D.C., 2021

**Howard Meek Lifetime Achievement Award**, International CHRIE, 2019

**Founder's Lifetime Achievement Award**. The 23<sup>rd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, 2018.

**50 in 5 National Research Recognition Award**. University of Houston, 2018. **Best Paper** Finalist, The 23<sup>rd</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, 2018.

**ICHRIE 2015 Case Study Competition—Second Place**, Maier, T., **Reynolds, D.**, & Sandstrom, J. (2016). Multi-unit efficiency assessment and multidimensional polygon analysis in a small, full-service restaurant chain.

**Doctorate of Foodservice Award**, North American Association of Food Equipment Manufacturers, 2015

President's Teaching Academy, Washington State University, 2014

Ste. Michelle Wine Estates **Research Grant** (US\$6,500), 2014

Society for Foodservice Management **Research and Teaching Grant** (US\$2,500), 2013

**Outstanding Advisor Award** (Eta Sigma Delta), Washington State University Registered Student Organization, 2013

Society for Foodservice Management **Research and Teaching Grant** (US\$2,500), 2012

AWARDS, HONORS, AND GRANTS (continued)

**Outstanding Faculty Teaching Award**, Washington State University College of Business, 2011

Society for Foodservice Management **Research and Teaching Grant** (US\$2,500), 2011

National Automatic Merchandising Association **Research and Teaching Grant** (US\$7500), 2011

**Eta Sigma Delta Hospitality Teacher of the Year**, Washington State University School of Hospitality Business Management, 2010 – 2011

**Dean's Excellence Fellow**, WSU College of Business, 2011

Society for Foodservice Management **Research and Teaching Grant** (US\$2,500), 2010

**NAMA Certified Executive**, National Automatic Merchandising Association, 2008 – 2013

National Automatic Merchandising Association **Research and Teaching Grant** (US\$7500), 2010

National Automatic Merchandising Association **Research and Teaching Grant** (US\$7500), 2009

**Dean's Excellence Fellow**, WSU College of Business, 2009

**Larry Culver Donation** of US\$500,000, 2009

National Automatic Merchandising Association **Research and Teaching Grant** (US\$7500), 2008

*International Journal of Hospitality Management's Best Paper of 2007*—"Incorporating satisfaction measures into a restaurant productivity index"—presented at the Annual I-CHRIE Conference, Atlanta, Georgia, 2008

**Institute of Hospitality Education Research Award** Nominee, EuroCHRIE, Leeks, United Kingdom, 2007

**Dean's Excellence Fellow**, WSU College of Business, 2007

National Automatic Merchandising Association **Research and Teaching Grant** (US\$5000), 2007

**Dean's Excellence Fellow**, WSU College of Business, 2006

Society for Foodservice Management **Research and Teaching Grant** (US\$5,000), 2006

National Automatic Merchandising Association **Research and Teaching Grant** (US\$5000), 2006

AWARDS, HONORS, AND GRANTS (continued)

International Business Institute and College of Business and Economics Dean's Office  
**International Research Grant**, 2005 – 2006

**Best Paper Award** Finaliste, EuroCHRIE, Paris, France, 2005

**Best Paper Award**, Academy of Management Annual Conference, Honolulu, Hawaii, 2005

**Editor's Choice Award**, International Conference on Services Management, Delhi, India,  
2005

**Dean's Excellence Fellow**, WSU College of Business and Economics, 2005

Society for Foodservice Management **Research and Teaching Grant** (US\$5,000), 2005

National Automatic Merchandising Association **Research and Teaching Grant** (US\$2,500),  
2005

Society for Foodservice Management **Research and Teaching Grant** (US\$5,000), 2004

National Automatic Merchandising Association **Research and Teaching Grant** (US\$2,500),  
2004

**Outstanding Professor of the Year Nominee**, Interfraternity Council, Panhellenic  
Association, and Multicultural Greek Letter Council, 2003 – 2004

Kendall S. Carpenter Memorial **Advising Award Nominee**, 2003 – 2004

**Research Fellowship**, Center for Hospitality Research, Cornell University School of Hotel  
Administration, 2001 – 2003

**Teacher of the Year**, Cornell University School of Hotel Administration, 2002

**Best Paper Award**, International CHRIE Conference, Orlando, Florida, 2002

**Outstanding Service and Support Award Nomination**, Cornell University Fraternity and  
Sorority Community, 2002

**Innovation in Teaching Grant**, Cornell University (US\$70,000), 2001 – 2002

**Outstanding Peer Reviewer**, International CHRIE Conference, 1999

**Outstanding Reviewer**, Eastern Academy of Management, 1998

AFFILIATIONS

- Academy of Management
- American Association of Wine Economists

AFFILIATIONS (continued)

- American Wine Society
- Cornell Hotel Society
- Decision Sciences Institute
- Educational Foundation, National Restaurant Association
- Educational Institute, American Hotel & Lodging Association
- Foodservice Consultants Society International
- International Council on Hotel, Restaurant, and Institutional Education
- National Association of College and University Foodservices
- National Automatic Merchandising Association
- Society for Advancement of Management
- Society for Hospitality and Foodservice Management (formerly the Society for Foodservice Management)
- Society for Human Resources Management
- Society of Wine Educators
- Texas Merchandise Vending Association
- Trusted Peer Business Expert Network
- Washington Association of Wine Grape Growers
- Washington Wine Institute