**Mary Wollin Dawson**

University of Houston

Conrad N. Hilton College of Global Hospitality Leadership

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**Education**

2008 Doctor of Education, University of Houston

Major: Educational Leadership

Emphasis: Historical, Cultural and Social Foundations

Doctoral Dissertation: “The Impact of Hospitality Education on the Organizational Cultural Fit of Managers in the Hospitality Industry”

1995 Master of Hospitality Management, University of Houston.

1992 Bachelor of Science in Hotel and Restaurant Management, University of Houston

1997 Certified Hospitality Educator, American Hotel and Motel Association

Education Institute

**Academic Experience**

**Senior Associate Dean for Academic Affairs**, University of Houston, Conrad N. Hilton College

of Global Hospitality Leadership 2025-Present.

**Associate Dean for Academic Affairs,** University of Houston, Conrad N. Hilton College of

Global Hospitality Leadership, 2015-2025.

**Research Interests include:**

Organizational Culture, Training & Development, Diversity Management

**Achievements:**

Through redevelopment and implementation of non-traditional recruitment strategies, we have increased admitted students by 85% over our year-to-year totals.

Through holistic engagement programs we increased first year retention rates from 81% to 88%

Successfully maintaining a four-year graduation rate above the University (51%), while increasing our own rate from 54% to 56%.

Successfully maintaining a six-year graduation rate above the University (65%), while increasing our own rate from 75% to 78%.

Established and coordinated college strategic planning committees for Engagement, Retention, Placement, and Recruitment strategies.

Created tracks that maintained traditional hospitality education concepts and added innovative tracks related to the changing needs of the hospitality industry. Our tracks now include: Project Management/Data Analytics, Wine & Beverage Studies, Foodservice Management and Lodging, Event and Meeting Planning.

Implemented new innovative elective offerings: Social & Cultural Issues in Hospitality, AI & Robotics, Shared Economy, Hospitality Real Estate Management, Digital Marketing, and Coffee Appreciation.

Completed revision of Promotion and Tenure guidelines for Assistant and Associate Professors to create transparency in expectations and metrics used in tenure process.

Developed comprehensive annual evaluation tool leading to greater transparency and equity in evaluation process.

Through established University human resource guidelines, conducted faculty searches, hired and facilitated professional development of 10 assistant professors.

Mentored six associate professors through promotion and tenure process to full professor rank, creating a culture where attaining this level is expected of all associates.

Designed, developed, and executed the first ever Hilton College specific faculty and adjunct faculty handbook to assist new faculty.

Implementation of Bachelor of Science online program, facilitating a bridge for non-traditional students to complete their higher education pursuits.

Coordinated renovation of Sysco student kitchen ($1,000,000.00 project budget)

Assisted in reimagination, design planning and facilitated of project completion of the Active Learning Classroom.

Created and launched the Hilton College Bulletin Board, a communication tool used by faculty, college and hotel staff for data as diverse as university travel information, IT requests, business office inquiries, classroom scheduling and PhD exam information.

**Endowed Professor, Eric Hilton Distinguished Chair**, University of Houston, Conrad N. Hilton College of Global Hospitality Leadership, 2023-present.

**Professor, Donald H. Hubbs Professor**, University of Houston, Conrad N. Hilton College of Global Hospitality Leadership, 2022-2023.

**Associate Professor**, **Donald H. Hubbs Professor**, University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management, 2014-2022.

Teaching Responsibilities:

Teaching Methods in Hospitality (PhD course), Professional Development

**Assistant Professor**, University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management, 2008-2014.

Teaching Responsibilities:

Advanced Operations Management, Food, Beverage, & Labor Controls, Hospitality Education (Master’s level), Hospitality Purchasing, & Restaurant Marketing

**Lecturer**, University of Houston, Conrad N. Hilton College of Hotel and Restaurant and Management, 1997-2008.

Teaching Responsibilities:

Advanced Food and Beverage Management, Food and Beverage Controls, Food and Beverage Purchasing, Introduction to Hospitality, Managing in the Service Environment, Restaurant Management, Safety and Sanitation, & Survey of the Restaurant Industry

**Adjunct Professor**, Houston Community College, 1996-1997.

Teaching Responsibilities: Food and Beverage Controls, Restaurant Management and Service, & Sanitation in the Hospitality Industry

**Industry Experience:**

**Restaurant Manager, Pappas Restaurants, Inc**., Houston, Texas (1990-1996)

* Training coordinator for all Pappadeaux concept restaurants
* Lead orientation and training seminars for new hires
* Performed staff evaluations
* Managed operation of kitchen and dining room of a Pappadeaux restaurant with yearly sales of over $7 million employing a staff of 120.

**General Manager, McDonalds Restaurants, Inc.**, Houston, Texas (1985-1990)

* Solely responsible for restaurant management including customer service, sales, profit, personnel, and administration of store with $1 million in annual sales
* Conducted local store marketing research
* Developed procedures to build sales
* Monitored for compliance with policies and standards
* Maintained equipment, ordered supplies, and prepared various reports.

**Awards, Honors and Grants:**

**Best Paper Award.** Defining Wine Culture. The International CHRIE Virtual Conference., 2021

**50 in 5 National Research Recognition Award**, University of Houston, 2019

**Best Paper Award Finalist.** Implementation of Behavior-Based Training Can Improve Food Service Employees Hand Washing Frequencies, Duration and Effectiveness, *Cornell Hospitality Quarterly,* 2018

From Internships to Careers: Developing Hispanic Students through a USDA Ambassador   
Program, United States Department of Agriculture. Award $248,116 Principal investigator: Juan Madera, Co-Directors: Jack A. Neal, **Mary Dawson**, and Daphne Hernandez, 2016.

Conrad N. Hilton College Alumni **Distinguished Faculty Award,** 2016

CDC Grant (Co-PI; $962,500) – "The Creation of an Educational Toolkit Designed to Reduce Foodborne Illness Risk Factors in Small Restaurants, High Risk Meat Markets, Flea Markets,   
and Mobile Food Establishments," with Jack A. Neal (PI), **Mary Dawson** (Co-PI), Juan Madera (Co-PI), Harris County (PI), the City of Houston and the City of Pasadena (PI), 2016-2021.

Developing the Next Generation of Food Safety Leaders, United States Department of Agriculture. Award $241,849 Principal investigator: Jay Neal, Co-Director: **Mary Dawson**,

Juan Madera, Maya Durnovo, Joseph Kolenda, 2013.

Faculty Development Initiative Program- University of Houston. Award $26,047   
Co-investigators: **Mary Dawson** and Cristian Morosan, 2013

Conrad N. Hilton College of HRM **Service Excellence Award,** 2012

Conrad N. Hilton College of HRM **Research Excellence Award,** 2011

**Best Paper Award**. Teaching the Concepts of Service-Quality Through a Problem-Based Learning Approach. The International CHRIE Conference. Denver, Colorado, 2011

Club Foundation Faculty Research Grant- Club Managers of America Association.  
Award $1,725 Principal Investigator: **Mary Dawson**, 2011

**Best Paper Award**. Does a Hospitality Manager’s Multicultural Competency Relate to Job Performance? Juan Madera, **Mary Dawson**, and Jay Neal Hospitality Industry Diversity Conference. Houston, Texas, 2010

Faculty Development Initiative Program- University of Houston. Award $22,420   
Co-investigators: **Mary Dawson**, Jay Neal and Juan Madera, 2010

Hospitality Industry Diversity Institute Grant- University of Houston. Award $3,550   
Co-investigators: **Mary Dawson**, Jay Neal and Juan Madera, 2010

New Faculty Research Grant- University of Houston. Award $6,000 Principal Investigator:

**Mary Dawson,** 2008

University of Houston Alumni Association **Teaching Excellence Award**, 2005

Conrad N. Hilton College of HRM **Research Excellence Award**, 2003

Houston Restaurant Wage and Salary Survey- Greater Houston Restaurant Association.  
Award $2500 Co-investigators: **Mary Dawson** and Karl Titz, 2000

Conrad N. Hilton College of HRM **Teaching Excellence Award**, 1999

Club Manager’s Association of America **Faculty Internship**, 1999

Conrad N. Hilton College of HRM **Dean’s Award**, 1995

Houston Area McDonalds **Outstanding Store Award**, 1989

**Publications**

**Refereed Journal Articles:**

51. Russen, M., **Dawson, M**. & Madera, J., Think leader, think Man? The role of implicit bias, status- legitimizing beliefs and gender and hospitality leadership discrimination. *Journal of Hospitality and Tourism Management*. Forthcoming.

50. Russen, M., **Dawson, M**., & Legendre, T. (2025), “The role of masculine and feminine gender enactment and hospitality leadership”, *International Journal of Contemporary Hospitality* Management., Vol. 37 No. 3. pp 918-938.

49. Acosta, KM, Beiza, AA., Raschke, I., Lin, Z., Madera, J., **Dawson, M**., Aguirre-Munoz, Z., & Sirsat, S. (2025) Synthesis and Effectiveness of Novel Food Safety Toolkit for Low-Literacy Novice Food Handlers. *Journal of Food Protection*, 2025.

48. Russen, M., **Dawson, M., &** Legendre, T. (2024). The role of masculine and feminine gender enactment in hospitality leadership *International Journal of Contemporary Hospitality Management.* (Forthcoming).

47. Taylor, D., Russen, M., **Dawson, M.**, & Reynolds, D. (2024). Defining and Establishing a Restaurant Wine Culture. *International Journal of Contemporary Hospitality Management.* (Forthcoming).

46. Russen, M., **Dawson, M.,** Madera, J., Kitterlin-Lynch, M., & Abbott, J. (2023). Leadership Inclusion Theory:  A grounded theory study on hotel executives. *International Journal of Contemporary Hospitality Management,* 35 (11), 3825-3843.

45. Russen, M. and **Dawson, M.** (2023). Which Should Come First? Examining Diversity, Equity,

and Inclusion. *International Journal of Contemporary Hospitality Management,* 36 (1), 20-40.

44. Lee, M., Russen, M., **Dawson, M**., & Madera, J.M. (2023). Enhancing performance and perceived justice in hospitality organizations: An integrated model of gender diversity within top management teams. *Cornell Hospitality Quarterly*, 64 (4), 503-524.

43. **Dawson, M**., Guchait, P., Russen, M., Wang, X, & Pasamehmetoglu, A. (2023). Hospitality organizational culture: Impact on employee’s job satisfaction, organizational citizenship behaviors, service recovery performance, and intention to leave, *Journal of Human Resources in Hospitality and Tourism*, 22 (3), 460-488.

42. Liu, Y., Draper, J., & **Dawson, M.** (2023). The relationship between work experience and career expectations: Career decision-making self-efficacy as mediator. *Journal of Hospitality & Tourism Education,* 35 (3), 213-224.

41. **Dawson, M.**, Russen, M., Lee, M., & Madera, J.M. (2023). The Unique Aesthetics of Organizational Climate that Contribute to the Prevalence of Sexual Harassment Incidents   
within the Restaurant Industry. *Journal of Food and Beverage Research,* 26 (4), 549-567.

40. Fernades-Guzzo, R., Abbott, J., Madera, J.M., & **Dawson, M.** (2022). CSR Influence on Job Pursuit Intentions: Perspectives From the Lodging Industry. *Journal of Hospitality & Tourism Research*, 50, 214-222.

39. Russen, M., **Dawson, M.**, & Madera, J.M. (2021). Gender diversity in hospitality and tourism top management teams: A systematic review of the last 10 years. *International Journal of Hospitality Management,* 95, 102942.

38. Jolly, P., McDowell, C., **Dawson, M**., & Abbott, J. (2021). Pay and benefit satisfaction, perceived organizational support, and turnover intentions: The moderating role of job variety. *International Journal of Hospitality Management.* 95, 102921.

37. Russen, M., **Dawson, M.**, & Madera, J.M. (2021). Gender discrimination and perceived fairness   
in the promotion process of hotel employee. *International Journal of Contemporary Hospitality Management,* 33(1), 327-345.

36. **Dawson, M**., DeFranco, A., & Draper, J. (2020). Are all student evaluation scores created equally? Identifying factors that hospitality administrators should consider when assessing student feedback. *Journal of Hospitality, Leisure, Sport, & Tourism Education*, 26, 100246.

35. **Dawson, M.** (2020). What Do Our Hospitality Students Want? An Examination of Written Comments from Teaching Evaluations. *Journal of Hospitality & Tourism Education,* 32(3)*,*186-192.

34. **Dawson, M**., Guchait, P., & Madera, J. M. (2020). Organizational Characteristics and Personal Values that Define Club Management Culture. *International Journal of Hospitality & Tourism Administration,* 21(3), 265-286.

33. Madera, J.M., Lee, L., & **Dawson, M.** (2019). Sexual harassment and sexual assault training: Consider the industry. *Industrial and Organizational Psychology*, 12(1), 96-99.

32. Madera, J. M., Guchait, P., & **Dawson, M.** (2018). Managers’ Reactions to Customer vs Coworker Sexual Harassment. *International Journal of Contemporary Hospitality Management,* 30(2), 1211-1227.

31. Yu, H., Neal, J. A., **Dawson, M.**, & Madera, J. M. (2018). Implementation of Behavior-Based Training Can Improve Food Service Employees Hand Washing Frequencies, Duration and Effectiveness. *Cornell Hospitality Quarterly*, 59(1), 70-77. **(Finalist for Best Paper Award)**

30. Madera, J. M., **Dawson, M.**, & Neal, J. A. (2018). Why investing in Diversity Management Matters: Organizational Attraction and P-O fit. *Journal of Hospitality & Tourism Research,* 42(6), 1931-1959.

29. Morosan, C., **Dawson, M.**, & Whalen, E. (2017). Using active learning activities to increase student outcomes in an information technology course. *Journal of Hospitality & Tourism Education*, 29(4), 147-157.

28. Madera, J. M., **Dawson, M.**, Guchait, P., & Belarmino, A. (2017). Strategic Human Resources Management Research in Hospitality and Tourism: A Review of Current Literature and Suggestions for the Future. *International Journal of Contemporary Hospitality Management,* 29(1), 48-67.

27. Madera, J. M., **Dawson**, **M**., & Neal, J. A. (2017). Managers’ Psychological Diversity Climate and Fairness: The Utility and Importance of Diversity Management. *Journal of Human Resources in Hospitality and Tourism,* 16(3), 288-307.

26. Guchait, P., Abbott, J., Madera, J. M., & **Dawson, M**. (2016). Perceived Forgiveness Climate in Hospitality Organizations Drives Employee Attitudes and Behaviors: A Two-Study Replication. *Cornell Hospitality Quarterly,* 57(4), 379-395.

25. Madera, J. M., **Dawson, M.**, & Guchait, P. (2016). Psychological diversity climate: Justice, racioethnic minority status, and job satisfaction. *International Journal of Contemporary Hospitality Management*, 28(11), 2514-2532.

24. Guchait, P., Madera, J. M., **Dawson, M**. (2016). Learning in the service environment: The influence of diversity climate. *Journal of Service Theory and Practice,* 26(4), 448-470.

23. Guchait, P., Paşamehmetoğlu, A., & **Dawson, M**. (2014). Perceived supervisor and co-worker support for error management: Impact on perceived psychological safety and service recovery performance. *International Journal of Hospitality Management*, 41(2014), 28-37.

22. Madera, J. M., **Dawson, M.**, & Neal, J. A. (2014). Managing language barriers in the workplace: The roles of job demands and resources on turnover intentions. *International Journal of Hospitality Management*, 42, 117-125.

21. **Dawson, M.** (2014) Preparing Students to Fit Within the Hospitality Industry Culture: Does the Educational Background Make a Difference. *Journal of Teaching for Travel and Tourism,* 14(1),   
53-68.

20. Neal, J. A. & **Dawson, M**. (2014). Outbreak at Mulligan Oaks: A Logical Approach to   
Discovering Food Safety Attributes. *Journal of Hospitality & Tourism Cases*, 3(3, 16-20.

**19. Dawson, M.**, Madera, J. M., Neal, J. A., & Chen, J. (2014). The Influence of Hotel Communication Practices on Managers’ Communication Satisfaction with Limited English–Speaking Employees. *Journal of Hospitality & Tourism Research*, 38(4), 546-561.

18Madera, J. M., **Dawson, M.**, & Neal, J. A. (2013). Hotel Managers' Perceived Diversity Climate and Job Satisfaction: The Mediating Effects of Role Ambiguity and Conflict. *International Journal of Hospitality Management*, *35*, 28-34.

17. Madera, J. M., **Dawson, M.**, Neal, J. A. & Busch, K. (2013). Breaking a communication barrier: The effect of visual aids in food preparation on job attitudes and performance. *Journal of*

*Hospitality and Tourism Research,* 37(2)262-280.

16. Madera, J. M., **Dawson, M.**, & Neal, J. A. (2012). The effect of knowing a second language and experience working with non-English speakers on job performance. *International Journal*

*of Hospitality Management,* 31(4), 1083-1089.

15**. Dawson, M.**, & Titz, K. (2012). Problem-based learning as a strategy to teach service quality:   
An assessment of on-line reviews. *Journal of Hospitality & Tourism Education*, *24*(2-3), 67-72.

14. Neal, J. A., **Dawson, M.**, & Madera, J. M. (2012).Food Safety for a Diverse Workforce,   
one size does not fit all. *Agricultural, Food and Analytical Bacteriology,* 2(4)*,* 46-55.

13. Neal, J. A., **Dawson, M.**, & Madera, J. M. (2011). Identifying food safety concerns when communication barriers exist. *Journal of Food Science Education*, 10(4), 36-44.

12. **Dawson, M.**, Abbott, J., & Shoemaker, S. (2011). Hospitality Culture Scale: A Measure of organizational culture and personal attributes. *International Journal of Hospitality Management*, 30(2), 290-300.

11. **Dawson, M.**, Baker, K. L., Chang, W., Hoey, A. J., Purdy, R., Saxenian, B., Smith, R., & Thomas, K. (2011). Marketing Strategies for the Sandwich Solution: Gaining Competitive Advantage through Social Networking. *Journal of Hospitality & Tourism Cases,* 1(1), 43-51.

10. **Dawson, M.**, Madera, J. M., & Neal, J. A. (2011).Managing a bilingual workforce: Effective communication strategies for hospitality managers. *Worldwide Hospitality and Tourism*

*Themes*, 3(4), 319-334.

9. Neal, J. A., **Dawson, M.**, & Madera, J. M. (2011). Teaching Students to Identify Food Safety

Communication Barriers among Multicultural Workers, *Journal of Food Science Education*, *10*, 36-44.

8. **Dawson, M.**, Neal, J. A., & Madera, J. M. (2011). Preparing Hospitality and Tourism Students   
to Lead a Diverse Workforce*, Journal of Teaching for Travel and Tourism,* 11(2), 195-210.

7. Draper, J., **Dawson, M.**, & Casey, E. (2011). An Exploratory Study of the Importance of Sustainable Practices in the Meeting and Convention Site Selection Process. *Journal of Convention & Event Tourism*, 12(3), 153-178.

6**. Dawson, M.** & Abbott, J. (2011). Hospitality Culture and Climate: Keys to Retaining Hospitality Employees and Creating Competitive Advantage. *International Journal of Hospitality and Tourism Administration,* 12(4), 1-16.

5. Madera, J. M., Neal, J. A., & **Dawson, M**. (2011). A Strategy for Diversity Training: Focusing on Empathy in the Workplace. *Journal of Hospitality and Tourism Research*, 35(4), 469-487.

4. Shoemaker, S., **Dawson, M.**, & Johnson, W. (2005). How to increase menu prices without

alienating your customers. *International Journal of Contemporary Hospitality*

*Management,* 17(7), 553-568. Emerald Literati Network, **Highly Commended** **Award**

3. Titz, K., **Wollin, M.**, DeFranco, A., & Chernish, W. (2003). The Application and Usefulness of the Internet for Cooperative Learning Experiences. *The Consortium Journal of Hospitality and Tourism,* 7(1).

2. Titz, K. & **Wollin, M**. (2002). Consensus Building as a Change Strategy for Experiential Learning at the Conrad N. Hilton College Hilton Hotel. *Journal of Hospitality & Tourism Education,* 14(2), 31-37*.* **Emerald Management Review Citation of Excellence** **(for practical implications and originality)**

1. **Wollin, M**. & Gravas, S. (2001). A Proposed Curriculum and Articulation Model for Two-Year Degree Programs in Culinary Arts. *Journal of Hospitality & Tourism Education*, 13(2), 47-54.

**Book Chapter:**

Russen, M. & **Dawson, M.** (2023). Gender diversity in hospitality to the Routledge Handbook of Diversity, Equity, and Inclusion Management in the Hospitality Industry.

**Published Book Review*:***

**Wollin, M**. (2000). Publications in Review: Working at Play: A History of Vacations in

the United States. By Cindy S. Aron. *Journal of Hospitality & Tourism Research,* 24(1),   
104-106.

**Trade Publications:**

Russen, M. & **Dawson, M.** (2021). The value of promoting women into management. Hotels (HOTELSMag.com), February 1.

**Dawson, M.** (2017). Discovering the skills necessary to succeed within the hospitality industry. CHRIE Communique, January, 6.

Neal, J. A., Crandall, P. G., **Dawson, M**., & Madera, J. M. (2015). Food safety and language barriers on the food processing line. *Food Safety Magazine*, February/March, 21-25.

**Dawson, M.** (Autumn, 2010). A Walk In Diverse Shoes: Studying Human Relations and Communications in the Kitchen. Chef Educator Today Digital Edition, 29–31.

**Wollin, M**. (2000). 1999 Club Foundation Faculty Intern Reports on Experience. *Club Management*, 79(6).

Barth, S. & **Wollin, M**. (1996). Housekeeping Teams Work. *Executive Housekeeping Today*, July, pp. 10-12.

**Refereed Presentations:**

*Successful Scholar-Teacher Model for Hospitality Tourism Discipline*. **Dawson, M**., The EuroCHRIE 2025 Conference, The Hague, The Netherlands.

*Retirement Crisis in the Food and Beverage Industry: A Mixed Method Approach*, Black, K., Lee, M., **Dawson, M**., & Jolly, P., I-CHRIE Conference, 2025, Indianapolis, Indiana.

*Next Step: Creating a Strategy to Increase the Number of Minority Faculty Members.*

*Think Leader, Think Man?* Bradford, B. **Dawson, M**., Boger Jr., C., Symposia. Montreal, Canada.

*The role of implicit bias in hotel promotions.* Russen, M. **Dawson, M**. & Madera, J. The International CHRIE Conference, 2023, Phoenix, Arizona.

*Developing a Framework for Leadership Inclusion in Hospitality.* Russen, M., **Dawson, M**., Kitterlin-Lynch, M., Madera, J., & Abbott, J. West Federation ICHRIE Conference, 2023, Las Vegas, Nevada.

*Stereotypical Assumptions in Hospitality Leadership: The role of masculine and feminine gender enactment at work.* Russen, M., **Dawson, M.,** & Legendre, T. 27th Annual Graduate Student Conference in Hospitality and Tourism, 2022, Houston, Texas.

*Developing a Societal Theory for Inclusion within Hospitality Top Management Teams.* Russen, M. & **Dawson, M.** The International CHRIE Conference, 2021. Virtual Conference.

*Defining Wine Culture.* **(*Best Paper Award)*** Russen, M., **Dawson, M.,** Taylor, C., & Reynolds, D. (2021). The International CHRIE Conference, 2021, Virtual Conference.

*The Impact of Gender Diverse Top Management Team on Financial Performance: A Resource-based View of the Restaurant Industry*. Russen, M. & Lee, M., **Dawson, M**. & Madera, J. 26th Annual Graduate Student Conference in Hospitality and Tourism, 2021 Houston, Texas.

*Hospitality Organizational Culture: The Impact on an Employee’s Job Satisfaction, Organizational Citizenship Behaviors, Service Recovery Performance, and Intention to Leave.* Russen, M. & **Dawson, M**., Guchait, P., & Paşamehmetoğlu, A. The International CHRIE Conference, 2020 Phoenix, Arizona.

*The Emphasis on Hospitality Education and Work Experience upon Career Self-efficacy: A Comparison of Hospitality Students*. Liu, Y., Draper, J., & **Dawson, M**. The International CHRIE Conference, 2020 Phoenix, Arizona.

*Identifying Organizational Cultural Differences Between Independent and Chain Restaurants.* Russen, M. & **Dawson, M**. 25th Annual Graduate Student Conference in Hospitality and Tourism. 2020, Las Vegas, Nevada.

*What is in a Name? Does the Title of the Degree Influence Student’s Attraction, Recruiting, and Industry Participation?* Liu, Y., Draper, J., & **Dawson, M**. Poster Presentation. The International CHRIE Conference, 2020, New Orleans, Louisiana.

*The hospitality industry’s organizational culture aesthetics that should be considering during sexual harassment training.* **Dawson, M**., Madera, J.M., & Lee, L. APacCHRIE, 2019, Hong Kong, China.

*Careers in Event Management: A comparison of hospitality students.* Liu, Y., Draper, J., & **Dawson, M**. Poster Presentation. 24th Annual Graduate Student Conference in Hospitality and Tourism, 2019, Houston, Texas.

*What do our hospitality students want? An examination of student comments on teaching evaluations.* **Dawson, M**., EUROCHRIE, 2018, Dublin, Ireland.

*Hands on Learning: Designing a vegetable garden for the Hilton College of Hotel and Restaurant Management.* Fernandes, A., Jamieson, A, Madera, J.M., **Dawson, M**., Neal, J., & Hernandez, D.C. Poster Presentation. University of Houston Undergraduate Research Day, 2017, Houston, Texas.

*Model for Student Authored Case Studies.* Titz, K. & **Dawson, M**. The International CHRIE Conference, 2017, Baltimore, Maryland.

*Organizational Characteristics and Personal Values That Define Club Management Culture.* **Dawson, M**., Guchait, P., & Madera, J. M. APacCHRIE, 2017, Bali, Indonesia.

*Error management culture and work engagement: A two study replication.* Guchait, P.& **Dawson, M.** EUROCHRIE, 2017, Budapest, Hungary.

*Influence of Error Management Culture on Hotel Performance, Management-team Performance and Creativity.* Guchait, P. & **Dawson, M**. EUROCHRIE, 2016, Budapest, Hungary.

*Utilizing Active Learning to Increase Critical Thinking in an Information Technology Course.* Morosan, C., **Dawson, M.,** & Whalen, E. ICHRIE, 2016, Dallas, Texas.

*Why Investing in Diversity Management Matters: Organizational attraction and P-O Fit.* Madera, J. M., **Dawson, M**., & Neal, J. A. The International CHRIE Conference, 2015, Orlando, Florida.

*Forgiveness is a Many Splendid Thing: Forgiveness climate’s effect on employee attitudes and behaviors*. Guchait, P., Abbott, J., Madera, J. M., & **Dawson, M**. The International CHRIE Conference, 2015, Orlando, Florida.

*Defining Club Manager Culture.* **Dawson, M**. & Guchait P., Poster Presentation. The International CHRIE Conference, 2014, San Diego, California.

*Managers’ Perceived Diversity Climate and Organizational Fairness: The Mediating Role of Perceived Utility.* Madera, J. M., **Dawson, M**., & Neal, J. A., Poster Presentation. The International CHRIE Conference, 2014, San Diego, California.

*A Technology-based Approach to Active Learning in Hospitality Education.* Morosan, C. & **Dawson, M**., Symposia. The International CHRIE Conference, 2014, San Diego, California,

*The Relationship of Internal Service Quality and Employee Satisfaction in the Hotel Industry*. Li, X. & **Dawson, M**. 19th Annual Graduate Student Conference in Hospitality and Tourism, 2014, Houston, Texas.

*Matching Personal Attributes with Job Function within the Hotel Industry.* **Dawson, M**., Hua, N., & Abbott, J. Poster Presentation. The International CHRIE Conference, 2013, St, Louis, Missouri.

*Communication Preferences of Private Club Members Based on Generational Differences.* Hoey, A. J. & **Dawson, M.** Poster Presentation. 18th Annual Graduate Student Conference in Hospitality and Tourism, 2013, Seattle, Washington.

*Developing a Research Culture: Creating an Agraphia Group.* **Dawson, M.**, Abbott, J., & Neal, J. A. (2012). Symposia. The International CHRIE Conference, 2012, Providence, Rhode Island.

*Managers’ Communication Satisfaction in a Multi-Cultural Environment: The role of language barriers, organizational practices, and organizational attributes.* Madera, J. M., **Dawson, M.**, & Neal, J. A. Poster Presentation. The International CHRIE Conference, 2012, Providence, Rhode Island.

*Using Problem Based Learning (PBL) to Improve Hospitality Students’ Math Performance.* Kim, M. J. & **Dawson, M**., Poster Presentation. 17th Annual Graduate Student Conference in Hospitality and Tourism, 2012, Auburn, Alabama.

*The Relationship of Internal Service Quality and Employee Satisfaction.* Li, X. & **Dawson, M.** (2012). Poster Presentation. 17th Annual Graduate Student Conference in Hospitality and Tourism, 2012, Auburn, Alabama.

*Teaching the Concepts of Service-Quality Through a Problem-Based Learning Approach.* (***Best Paper Award*) Dawson, M**. & Titz, K., The International CHRIE Conference, 2011, Denver, Colorado.

*The Efficacy of Servqual Constructs to Code Online Hotel Guest Reviews: A content analysis.* Titz, K. & **Dawson, M.**, The International CHRIE Conference, 2011, Denver, Colorado.

*Does a Hospitality Manager’s Multi-cultural Competency Relate to Job Performance?* (***Best Paper Award)*** Madera, J. M., **Dawson, M**., & Neal, J. A., HIDI Best Practices and Research Initiatives Conference, 2010, Houston, Texas.

*Sustainability in the Conference and Convention Sector of the Hospitality Industry.* Casey, E. & **Dawson, M**., Poster Presentation. 15th Annual Graduate Student Conference in Hospitality and Tourism, 2010, Washington, District of Columbia.

*Preparing Hospitality and Tourism Students to Lead a Diverse Workforce.* **Dawson, M.**, Neal, J. A., & Madera, J. M. (2010). The International CHRIE Conference, San Juan, Puerto Rico July 2010.

*Hospitality Culture and Climate: Keys to Retaining Hospitality Employees and Creating Competitive Advantage.* **Dawson, M**. & Abbott, J., The International CHRIE Conference, 2009, San Francisco, California.

*Consensus Building as a Change Strategy for Experiential Learning at the Conrad N. Hilton College Hilton Hotel*. Titz, K. & **Wollin, M.**, The International CHRIE Conference, 2001, Toronto, Canada.

*A Pilot Study to Develop a Web Based Experiential Learning Model. Reunion 2000: Our Past, Our Future.* Titz, K., Chernish, W., Defranco, A., & **Wollin, M.**, The International Society of Travel and Tourism Educators Annual Conference, 2000. Tampa, Florida.

*Discovery Frequency of Class Participation Among a Diverse Population.* **Wollin, M**. Poster Presentation. Advances in Hospitality and Tourism Research: Graduate Education and Graduate Studies Research Conference at the University Hilton Hotel and Conference Center, University of Houston, 2000, Houston, Texas.

*The Pairing of Employees to Improve Housekeeping Results.* **Wollin, M.** & Barth, S. Graduate Education and Graduate Studies Research Conference at the University Hilton Hotel and Conference Center; University of Houston, 1996, Houston, Texas.

**Non-Refereed Presentations:**

*30 Years of Graduate Conferences: Reflections,* Dawson, M., The 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, **(General Session I Panelist)**, 2025, Houston, Texas.

*Get Your Next Job: Tips and Tools to Stand Ou*t!, **Dawson, M.,** Douglas, A., Ghiselli, R., & Parsa, H.Western Federation CHRIE Conference, 2021, Virtual.

*Organizational Culture and Climate*. (Virtual Presentation), **Dawson, M.**,International Business in Hospitality Management Pamplin College of Business Virginia Tech, 2021, Blacksburg, Virginia.

*Teaching Strategies for Successful Student Engagement and the Role of Technology in the Classroom*. **Dawson, M.,** Wang, D., Uglow, T., & Hertzman, J., 25th Annual Graduate Student Conference in Hospitality and Tourism, 2020, Las Vegas, Nevada.

*Franchise Systems, Restaurant Entrepreneurship Certificate Program*. **Dawson, M.** (2018, 2019). Houston, TX, November 2018, July 2019.

*Leading a Diverse Workforce.* **Dawson, M**. & Madera, J., Texas Hotel & Lodging Association (TH&LA) Short Course, 2017-2019, Houston, Texas.

*Effective Teaching Strategies*. **Dawson, M.**, Global Hospitality & Tourism Conference, (**Keynote Speaker)**, 2017, Cheongju, South Korea.

*University and Industry Partnerships*. **Dawson, M**., Cronin, J., King, B., & Lee, IGlobal Tourism and Hospitality Conference, 2017, Hong Kong, China.

*What do students expect? Information we can learn from teaching evaluations.* **Dawson, M.,** Teaching Career Academy, The International CHRIE Conference, 2016, Dallas, Texas.

*Global Food and Beverage Management*. **Dawson, M.**, Kangwon Land Executive Team, 2015, Houston, Texas.

*Menu Analysis***, Dawson, M.**, Club Managers of America Association, 2014, Houston, Texas.

*What Should I Consider When Designing and Teaching a Service Learning Course*. **Dawson, M.**, Teaching Career Academy, The International CHRIE Conference, 2014, San Diego, California.

*Food and Beverage Analysis.* **Dawson, M.**, Hard Rock Hotel & Casino Executive Training, 2013, Houston, Texas.

*Service Styles-From Family to Fine Dining*. **Dawson, M.**, Exxon Resort Managers, 2013, Houston, Texas.

*Diversity in the Hospitality Industry*. **Dawson, M.,** CMAA BMI, 2012, Houston, Texas.

*Menu Analysis.* **Dawson, M**., CMAA BMI, 2012, Houston, Texas.

*Hospitality Purchasing and Cost Controls*. **Dawson, M.**, Chinese Hotel Manager Executive Education Program, 2011, Houston, Texas.

*Leading a Diverse Workforce*. **Dawson, M.,** Neal, J., Madera, J.M., Texas Hotel & Lodging Association (TH&LA) Short Course, 2011, Houston, Texas.

*Food Safety for a Diverse Workforce; One Size Does Not Fit All*. Neal, J. A., **Dawson, M**., and Madera, J. M., 2nd Annual Arkansas Association of Food Protection Conference, 2010, Springdale, Arkansas.

*A Strategy for Diversity Training: Focusing on Empathy in the Workplace.* Madera, J. M., Neal, J. A., & **Dawson, M**., HIDI Best Practices and Research Initiatives Conference, 2009, Houston, Texas.

*Food and Beverage Strategies*. **Dawson, M.**, Texas Hotel and Lodging Association, 2008, Houston, Texas.

*Restaurant Management College Laboratories.* **Wollin, M**., First Pan-American

Conference: Latin American Tourism in Next Millennium: Education, Investment, and Sustainability. 1999, Panama City, Panama.

**Editorial And Review Responsibilities:**

Editorial Board Member, *Cornell Hospitality Quarterly*, 2020-present

Editorial Board Member, *International Journal of Contemporary Hospitality Management*,

2020-present

Editorial Advisory Board, *Journal of Hospitality and Tourism Insights*, 2017-present

Editorial Board Member, *Journal of Teaching in Travel & Tourism,* 2013-present

Editorial Board Member, *Journal of Hospitality and Tourism Education*, 2012-present

**Research Advising and Supervision:**

Rinck, K. (2024). Leveraging organizational support to increase employee well-being and mental health of hospitality employees. Dissertation Committee Member.

Popa, I. (2024). Call me Karen: The effect of customer stereotyping on service interactions outcomes. Dissertation Committee Member.

Russen, M. (2022). Increasing gender equity in top management teams of hospitality organizations. Dissertation Committee Chair.

Black, K. (2022). A qualitative study of the retirement crisis in the restaurant industry. Professional Paper Chair.

Popa, I. (2021). The effects of COVID-19 on employee attitudes towards the hospitality industry. Thesis Committee Member.

Acosta, K. (2021). Development of an online food safety training toolkit (FoSTT) to enhance low literacy food handlers’ exam competence. Dissertation Committee Member.

Guzzo, R. (2019). CSR and Employee’s Attitudes and Behaviors: A lodging industry perspective. Dissertation Committee Member.

Lee, L. (2019). Perspective Taking as an Intervention for Employee Emotional Labor: A Training and Development Approach. Dissertation Committee Member.

Stefano, L. (2018). Training and Development Impact on Employees. Professional Paper Chair.

Sepulvado, J. (2016). Do Service Standards Translate to Firm Performance. Professional   
Paper Chair.

Kirkwood, K. (2015). Hotel Guest Room Training for a Cleaner and Healthier Hotel Room Environment. Thesis Committee Member.

Yu, H. (2015). Behavior-Based Handwashing Training, Thesis Committee Member.

Irataliana, M. (2015). Hospitality Online Training: Examining the Relationship between Connectedness, Gender, and Generations. Professional Paper Chair.

McCelland, B. (2014). Improving Student Engagement, Critical Thinking Skills, and Communication Skills through the Use of In Class Technology Applications. Thesis Chair.

Pena, D. (2014). Investigating the Mediating Role of Self-Efficacy on Job Satisfaction for Catering Employees. Professional Paper Chair.

Hoey, A. J. (2013). Communication Preferences of Private Club Members Based on Generational Differences, Professional Paper Chair.

Li, X. (2012). The Relationship of Internal Service Quality and Employee Satisfaction, Professional Paper Chair.

Pereria, C. (2012). Job Satisfaction of Fine Dining Restaurant Employees: A comparative study between front and back of house employees, Professional Paper Chair.

Griffin, S. (2011). The Relationship of Personality Traits to Tenure in Private Club Management, Professional Paper Chair.

Kim, M. J. (2011). A Study of Mathematics Anxiety Reduction Strategies for Hospitality Students, Thesis Chair.

Lawless, S. (2010). Investigation into the Service Predisposition of Food and Beverage Employees in Fine Dining Restaurants and Private Clubs, Professional Paper Chair.

Ozbay, B. (2010). Cougar Grounds Cougar Cubs Training Manual, Professional Paper Chair.

Smith, J. (2010). How Experiential Learning Activities in a Hospitality Program Affects

Perceived Job Preparedness and Alumni Loyalty, Professional Paper Chair.

Casey, E. (2009). Sustainability in the Conference and Convention Sector of the Hospitality Industry: Determining what sustainability attributes play a role in site Selection, Professional Paper Chair.

**Instructor’s Manuals:**

**Dawson, M**. (2009). *Instructor’s Manual: Welcome to Hospitality…an Introduction.   
3rd Edition. Chon, K., & Sparrowe,* Delmar Thomson Learning, Albany, NY.

**Wollin, M**. (2004). *Instructor’s Manual: Introduction to Hospitality Management.  
Walker, J.* Prentice Hall, Upper Saddle River, NJ.

**Wollin, M.** (2000). *Instructor’s Manual: Welcome to Hospitality…an Introduction. 2nd Edition.   
Chon, K., & Sparrowe,* Delmar Thomson Learning, Albany, NY.

**University/Collee Service, Committees and Boards:**

United States Travel Association Education Advisory Group

University of Houston State Bill 37 (SB37) & (SB 2615) Working Group

ICHRIE Conference Educational Track Chair

University of Houston Budget Transparency Undergraduate Activity Committee Member

University of Houston Chair of Dean of Law Center’s Review

University of Houston Chairs Committee

University of Houston Faculty Senate Member

University of Houston FDIP Grant Award Committee

University of Houston Foundations of Excellence Committee Member

University of Houston Graduate School Research Day Poster Judge

University of Houston Member of the Chairs Leadership Academy

University of Houston Strategic Enrollment Planning Committee

University of Houston Tier One Scholarship Interview Committee

University of Houston Undergraduate Associate Dean’s Committee

University of Houston Undergraduate Core Sub-Committee Member

University of Houston Undergraduate Council Committee

University of Houston Undergraduate Retention and Graduation Task Force

Hilton College Accounting and Finance Curriculum Committee

Hilton College Dean’s Search Committee

Hilton College Developed, Organized Faculty Retreat

Hilton College Eta Sigma Delta Cougar Chapter Faculty Advisor

Hilton College Faculty Search Committee

Hilton College Food and Beverage Curriculum Committee

Hilton College General Manager of University Hilton Hotel Search Committee

Hilton College Graduate Curriculum Committee Member

Hilton College Interim Associate Dean

Hilton College Promotion and Tenure 2/2 Load Policy Committee

Hilton College Promotion and Tenure Committee

Hilton College Promotion and Tenure Revision Committee

Hilton College Scholarship Committee Chair

Hilton College Undergraduate Curriculum Committee Member

Hospitality Classic Golf Tournament Executive Directors Board

Hospitality Educators Association of Texas (HEAT) Board Member

**Affiliations:**

United States Travel Association Education Advisory Group

American Hotel and Lodging Association Educational Institute

Eta Sigma Delta

Executive Director of Service for Gourmet Night

Faculty Advisor of Club Managers Association of America Cougar Chapter

Greater Houston Restaurant Association

Hospitality Classic Golf Tournament Executive Directors Board

Hospitality Educators Association of Texas (HEAT)

Houston Hotel and Lodging Association

International Council on Hotels, Restaurant Institutional Education Member

Lone Star Chapter Club Managers Association of America

National Restaurant Association

Texas Restaurant Association