

ROHIT VERMA

Professor, Cornell SC Johnson College of Business, Cornell University
Founding Provost, VinUniversity, Hanoi, Vietnam



ADMINISTRATIVE APPOINTMENTS

[VinUniversity](#) (Hanoi, Vietnam) – on leave from Cornell University
(established in strategic collaboration with [Cornell University](#) and [University of Pennsylvania](#))

- ▶ [Founding Provost/Rector](#) (July 1st 2019+)
- ▶ Project Leader, Vietnam Smart Ocean City Educational Hub (January 2022+)
- ▶ Dean of College of Business and Management (July 1st 2019 – June 30th 2020)

Led the establishment and successful launch of the **first, world-class, private not-for profit, university in Vietnam** (“*University of Excellence Developing Talents for the Future*”) consisting of four academic units (College of Business and Management; College of Engineering and Computer Science; College of Health Sciences; and College of Arts and Sciences). The mission, vision, core values, and major milestones of the university can be found [here](#).

Major Accomplishments include:

- Secured new funding of US\$400+ million towards operating expenses, scholarships, and financial aid for students from the [founding benefactor](#).
- Received QS 5* rating for Academic Development, Facilities, and Inclusiveness ([link in Vietnamese](#))
- Completed construction of ultra-modern [university campus](#) within a record 14 months ([inaugurated on January 15th 2019](#)). The campus includes state-of-the-art facilities at-par with the best universities around in the world.
- Currently lead the development of ultra-modern “educational hub” in a new Smart Ocean City being developed in Vietnam. The new city will have population of approx. 800 million residents and an area of approximately 100 sq. km. The educational hub will be home to 2-3 world-class universities offering their undergraduate and graduate degrees in collaboration with VinUni. Secured commitment for US\$500+ million towards the operations of new campus from founding benefactor.
- Recruited of world-class academic leaders as founding Vice-Provost ([link](#)), Deans ([Engg & CS](#); [Health Sciences](#), [Business](#)), and Academic Advisory Board Members ([link](#)) and 60+ full-time, 50+ affiliated faculty members, and 50+ staff members during the 1st academic year.
- Received approval from Ministry of Education and Training (MOET) for international standards (developed in collaboration with University of Pennsylvania and Cornell University) [nine degree programs](#) (Medicine, Nursing, Computer Science; Electrical Engg; Mechanical Engg; Business Administration; Real Estate Management; Hospitality Management) within one year of formal establishment of the university.
- Received approval for launch of multidisciplinary [M.S. in Innovation in AI](#) and [Ph.D. in Computer Science](#) degrees starting 2022-23 academic year from MOET.
- Established a [fully integrated campus life](#) system including faculty-in-residence program, mentorship program, physical and mental health support programs and a wide range of co and extra-curricular activities.

- Established MOUs for collaborative dual degree programs (VinUni UG + Masters at partner university) with [Cornell University](#), [University of Illinois at Urbana Champaign](#), [University of Pennsylvania](#), [University of California San Diego](#), and [University of Technology, Sydney](#) for Engineering/Computer Science, Business, and Nursing Degrees.
- Established student exchange agreements with leading universities around the world (including [Cornell University](#); [University of Technology, Sydney](#); [Yonsei University](#); [Technion](#); and others).
- Developed of a [holistic admissions process](#) (AACCC: outstanding achievements, aspirations, creativity; commitment) resulting in selection of the 1st incoming class (Fall 2019) comprising of 230 students within top 2.5% of approximately 900K high-school graduates in Vietnam (SAT 1410+; IELTS 7.0; winners of academic Olympic competitions).
- Developed curriculum for all degree programs (validated by Cornell University and University of Pennsylvania) based on “[active learning](#)” pedagogy, [experiential learning](#), interdisciplinary learning, and innovative co-curricular activities consisting of [first-year experience](#) program, [work-study program](#), service and community learning, global learning, leadership and entrepreneurial mindset, and [agile innovation](#).
- Implemented the entire digital learning and campus IT infrastructure of the university (including student information system, learning management system, [library](#), [medical simulation](#) center, professional multi-media production studios).
- Established university-wide [research](#) program including interdisciplinary research centers and seed grants.
- Developed all university policies and procedure starting with the by-laws, faculty handbook, student handbook, and all academic, non-academic and campus regulations.
- Established corporate partnerships with leading international and domestic organizations (examples [1](#), [2](#), [3](#), [4](#)).

Cornell University (Ithaca, New York, USA)

- ▶ [Dean of External Relations](#), Cornell SC Johnson College of Business (May 1st 2016 – June 30th 2019)

Background: During Dec 2015 – Jan 2016, Cornell President and Provost designated one Sr. faculty member from each of the three AACSB accredited schools (Johnson Graduate School of Management; Dyson School of Applied Economics and Management; and School of Hotel Administration) as Dean, Dy. Dean, and Dean of External Relations to lead the integration of one of the largest college of business within the United States in terms of annual budget (approx. US\$240 million) and faculty size (approx. 220 full-time). The new college received a gift of US\$150 million (+\$150 million matching gift challenge) and was named [Cornell SC Johnson College of Business](#) (also see: [Cornell begins 'a new era of business education'](#)).

Major Accomplishments as Dean of External Relations

- During the pre-launch of the new college (January – June 2016), took the responsibility of leading multiple taskforces (alumni, student, staff, faculty), listening to various internal and external stakeholders, compiling the wealth of suggestions, ideas and concerns and developing action plans.
 - [Student success will mean College of Business success](#)
 - [Entrepreneurship to play 'essential' role in College of Business](#)
 - [Business college will launch July 1; 'quick wins' on tap for 2016](#)
- Successfully established a new external relations team (consisting of 10 direct reports) to comprehensively engage with 500+ corporations, foundations, academic institutions, non-profit, and government organizations to create value-added opportunities that benefit the college.
- Secured a new US\$6 million grant from MasterCard Foundation to teach hospitality leadership in Rwanda.
 - [Cornell to train young Rwandans in hospitality industry](#)
- Led the Cornell team to secure a 5-figure multi-year, multi-million \$ academic advising agreement to help establish the first private, not-for-profit, world-class university in Vietnam (later named VinUniversity). Successfully led Cornell-VinUniversity project team of approximately 50 faculty members and staff from across the university during 2017-19.
 - [Cornell to collaborate to establish VinUniversity, Vietnam](#)

- [Overview of VinUniversity Project](#)
- Developed the process for managing international university relations and facilitated multiple agreements for collaborative degree programs for the college (e.g. MBA / MMH dual degree program with Kyoto University). Led the development of a completely new Master's Program in International Management in collaboration with [CEMS](#) (CEMS is a network of 30+ top-ranked business schools from around the world who offer a collaborative masters' degree).
- Initiated a new program for public and community engagement in collaboration with the city of Ithaca.
 - [Partnership Between City of Ithaca and College of Business Enhances Community Engagement](#)
- ▶ Founding Executive Director, [Cornell Institute for Healthy Futures](#) (July 1st 2015 – June 30th 2018)

Led a joint initiative of the School of Hotel Administration and College of Human Ecology to develop a multi-disciplinary institute for integrating hospitality, policy, and design thinking to enhance service excellence in healthcare, wellness, senior living and related industries. Responsible for all aspects of setting and operations of the new institute including fundraising / industry engagement and day-to-day operations.

 - [New cross-college institute takes holistic view of health](#)
- ▶ Executive Director, [Cornell Center for Hospitality Research](#) (July 1st 2009 – June 30th 2012)

Provided leadership on all aspects of the organization including seeking and renewing industry partners with 90+ large companies; management of 10+ full-time staff and 30+ research fellows; planning and development of industry roundtables; managerial reports; webcast and podcast series; visiting scholar program; research data partnerships; financial and budget management; industry events; and development of long-term strategic vision for CHR.

ACADEMIC APPOINTMENTS

Cornell University

Cornell SC Johnson College of Business (2016 onwards)

- ▶ Singapore Tourism Board Distinguished Professor (2014-19)
- ▶ [Professor](#), Operations Technology and Information Management (2009+)
- ▶ Faculty fellow, [Cornell Atkinson Center for Sustainability](#) (2017+)

School of Hotel Administration (2006 – 16)

- ▶ Professor, Service Operations Management (2009+);
- ▶ Associate Professor, Service Operations Management (2006 - 09)

Johnson Graduate School of Management (2006 - 16)

- ▶ Visiting Professor, Operations Management (2009 - 16)
- ▶ Visiting Associate Professor, Operations Management (2007-09)

University of Pennsylvania, Perelman School of Medicine (2019+)

- ▶ [International Scholar](#), Center for Global Health

University of Utah, David Eccles School of Business (DESB) (2001-07)

- ▶ George S. Eccles Professor of Operations Management (2006-07)
- ▶ Professor, Operations Management (2006-07)
- ▶ Associate Professor, Operations Management (2001-06)
- ▶ Thayne Robson Fellow (2003-06)

- ▶ Vice President, DESB Faculty (2005-06)
- ▶ Area Coordinator, Operations Management (2003-06)
- ▶ Chair, University Technology Transfer Committee (2004-05)
- ▶ Co-Chair, Engineering-Business Joint Program (2004-06)

DePaul University, Kellstadt Graduate School of Business (1995-02)

- ▶ Associate Professor (2001-02)
- ▶ Assistant Professor (1997-01); Visiting Assistant Professor (1995-97)

Visiting Appointments

- ▶ German Graduate School of Management and Law, Germany (2011, 12, 13, 14)
- ▶ Korea University, Korea (2013)
- ▶ Hong Kong Polytechnic University, China (2013)
- ▶ Nyenrode Business University, The Netherlands (2010)
- ▶ Instituto de Empresa, Spain (2008)
- ▶ Helsinki School of Economics and Business Administration, Finland (1996, 98, 04)
- ▶ Indian School of Business, India (2006)
- ▶ Norwegian School of Logistics, Norway (2005, 06)
- ▶ University of Sydney, Australia (1998)

EDUCATION

- ▶ **Ph.D.**, Business Administration, David Eccles School of Business, University of Utah, USA (1996)
Dissertation: A Model for Effective Operations Management Integrating Constrained Optimization Theory and Customer Choice Patterns (Supervisor, Professor Gary Thompson, Cornell University)
- ▶ **M.S.**, Metallurgical Engineering, University of Utah, USA (1993)
- ▶ **B.Tech.**, Indian Institute of Technology, Kanpur, India (1990)

HONORS AND AWARDS

Leadership Awards

- ▶ **Excellent Leader Award (2021)** [Vingroup](#) (given to five-highest performing leaders across the entire eco-system of Vingroup companies with 70,000+ employees worldwide)

Research Awards

- ▶ **Fellow (2020)** Decision Sciences Institute.
- ▶ Recognized as the [top 2% scientists](#) in the world.
- ▶ **Lifetime Achievement Award (2018)** College of Service Operations, Production and Operations Management Society.
- ▶ **Most Influential Service Operations Paper Award (2019 and 2015)** College of Service Operations, Production and Operations Management Society.

- ▶ [Industry Relevance Award](#) (six-time winner: 2018, 2017, 2014, 2011, 2009, 2007) Cornell Center for Hospitality Research.
- ▶ **Jack Meredith Best Paper Award (2014)** Journal of Operations Management
- ▶ **Christopher Lovelock Best Paper Award (2009)** Art & Science of Service Conference.
- ▶ *1st Recipient of* [Wickham Skinner Early Career Research Accomplishments Award \(2001\)](#) Production and Operations Management Society
- ▶ [Sprit of Inquiry Award \(2000\)](#) DePaul University.
- ▶ **Best Paper Award (1999)** Service Management Association International Conference.
- ▶ **Doctoral Dissertation Research Award (1994)** APICS and Mkt Science Institute (94)

Teaching-related Awards

- ▶ **Teaching Excellence Award (2011)** Cornell School of Hotel Administration.
- ▶ **Teaching Excellence Award (2007)** David Eccles School of Business, Univ of Utah.
- ▶ **Teaching Innovation Award (1998)** Department of Management, DePaul University.
- ▶ **Doctoral Student Teaching Award (1995)** David Eccles School of Business, Univ. of Utah.
- ▶ **Best Case Study Award (2006)** CIBER / IU and POMS.

Service Awards

- ▶ **Professional Service Award (2006)** David Eccles School of Business, University of Utah.

Scholarships

- ▶ **Graduate Research Fellowship** United States Bureau of Mines (1989-91).
- ▶ [National Talent Search Scholarship](#), Government of India (1983-89).
- ▶ **State Talent Search Scholarship** State of Bihar, India (1983-85).

RESEARCH (Link to [Google Scholar](#). h-index = 51)

Published Journal Articles (total: 85)

- Long, L., Hu., K., and Verma, R. (2022) "Service Chains' Operational Strategies: Standardization or Customization? Evidence from the Nursing Home Industry", *Manufacturing & Service Operations Management*.
- Zhong, L., Verma, R., Wei, W., Morrision, A.M., and Yang, L. (2022) "Multi-stakeholder perspectives on the impacts of service robots in urban hotel rooms, *Technology in Society*, Vol. 68.

- Lee, J., Han, S., Edvardsson, B., and Verma, R. (2021) "Mobile technology adoption among hotels: managerial issues and opportunities", *Tourism Management Perspectives*.
- Segarra-Ona, M., Peiro-Signes, A., and Verma, R. (2020). "Fostering Innovation through Stakeholders' Engagement at the Healthcare Industry: Tapping the Right Key", *Health Policy*, Vol. 124, No. 8.
- Secchi, E., Roth, A., and Verma, R. (2020). "The Effect of Service Improvisation Competence on Hotel Performance", *International Journal of Operations and Production Management*, Vol. 40, No. 3.
- Jingjing L., Jiyoung, K., Verma, R. and Choi, S. (2020). "The Effect of Companion's Role-Play Quality on the Patient's Perceived Healthcare Service Quality", *Korean Journal of Service Management*, Vol. 21, No. 1.
- Solnet, D, Subramony, M., Golubovskaya, M, Snyder, H, Liberman, O, Gray, W. and Verma, R. (2020). "Frontline Service Worker Wellness: Lessons from Interactional Psychology", *Journal of Service management*, Vol. 31, No. 5.
- Secchi, E., Roth, A. and Verma, R. (2019). "The Impact of Service Improvisation Competence on Customer Satisfaction: Evidence for the Hospitality Industry", *Production and Operations Management*, Vol 28, No 6.
- Kong, L, Sadatsafavi, H and Verma, R (2019). "Usage and Impact of Information and Communication Technologies in Healthcare Delivery", *Service Science*, Vol 11, No. 3.
- McColl-Kennedy, J., Danaher, T., Gallan, A., Orsingher, C., Lervik-Olsen, L., and Verma, R. (2017) "How Do You Feel Today? Transforming Patient and Family Experiences in Health Care to Enhance Emotional Well-Being", *Journal Business Research*, Vol. 79.
- Dixon, M., Victorino, L., Kwortnik, R. and Verma, R. (2017) "Surprise, Anticipation, and Sequence Effects in the Design of Experiential Services", *Production and Operations Management*. Vol. 26, No. 5.
- Kim, S., Choi, S. and Verma, R. (2017) "Providing feedback to service customers: The effect of the presentation order and repetition of feedback types". *Journal of Service Management*, Vol. 28. No. 2.
- Xie, X, Anderson, C. and Verma, R. (2017) "Customer Preferences and Opaque Intermediaries". *Cornell Hospitality Quarterly*, Vol. 58, No. 4
- Brandan-Jones, A, Lewis, M., Verma, R, and Walsman, M. (2016) "Examining the characteristics and managerial challenges of professional services: An empirical study of management consultancy in the travel, tourism, and hospitality industry" *Journal of Operations Management*. Vol. 42-43.
- Xie, K., Anderson, C. and Verma R. (2016) "Demand growth in services: A discrete choice assessment of full information and opaque distribution channels" *Decision Sciences*. Vol 47, No. 3.
- Lee, M, Verma, R. and Roth, A. (2015). "Understanding customer value in technology-enabled services: A numerical taxonomy based on usage and utility" *Service Science*, Vol 7., No 3.
- Peiró-Signes, Ángel, Segarra-Oña, María-del-Val, Verma R. (2015). "The effect of tourism clusters on U.S. hotel performance", *Cornell Hospitality Quarterly*. Vol. 56, No. 2.
- Zhang, J., Joglekar, N. and Verma R. (2014) "An empirical test of service eco-certification signaling effect in services." *Journal of Service Management*. Vol. 25, No. 4.
- Dixon, M., Karniouchina, E., Rhee, van der B., Verma R., and Victorino, L. (2014) "The role of coordinated marketing-operations strategy in services: Implications for managerial decisions and execution." *Journal of Service Management*. Vol.

- Han, S. and Verma, R. (2014) "Why attend tradeshows? An assessment of exhibitor and attendees preferences" *Cornell Hospitality Quarterly*, Vol. 55, No. 3.
- Zhang, J., Joglekar, N., Heineke, J., and Verma, R. (2014) "Eco-efficiency of service co-production: connecting eco-certifications and resource efficiency in U.S. hotels" *Cornell Hospitality Quarterly*, Vol. 55, No. 3.
- Segarra-Oña, María-del-Val, Peiró-Signes, Ángel, Mondejar, Jose, Vargas Manuel, Verma, R. (2014) "The impact of environmental certification on hotel guest ratings." *Cornell Hospitality Quarterly*. Vol. 55, No. 1.
- Victorino, L., Verma, R. and Wardell D. (2013) "Script usage in customized and standardized service encounters: Implications for perceived service quality." *Production and Operations Management*, Vol. 22, No 3.
- Dixon, M. and Verma, R. (2013) "Sequence effects in service bundles: Implications for service design and scheduling." *Journal of Operations Management*, Vol. 31, No. 3.
- Thakran, K and Verma R. (2013) "The emergence of hybrid online distribution channels in hospitality, travel and tourism." *Cornell Hospitality Quarterly*. Vol. 54, No. 3.
- Victorino, L., Verma, R., Bonner, B., and Wardell D. (2012) "Can customers detect script usage in service encounters? An experimental video analysis" *Journal of Service Research*, Vol. 15, No 4.
- Peiró-Signes, Ángel, Segarra-Oña, María-del-Val, Miret-Pastor, Luis, Verma, R. (2012) "The effects of localization on economic performance" *European Planning Studies*, Vol. 20, No 8.
- Zhang, Jie, Joglekar, N., and Verma, R. (2012) "Pushing the frontier of sustainable service operations management: evidence from US hospitality industry" *Journal of Service Management*, Vol. 23, 3.
- Verma, R., Stock, D., and McCarthy, L. (2012) "Customer preferences for online, social media, and mobile innovations in the hospitality industry" *Cornell Hospitality Quarterly*, Vol. 53, No. 3.
- Zhang, Jie, Joglekar, N., and Verma, R. (2012) "Exploring resource efficiency benchmarks for environmental sustainability in hotels" *Cornell Hospitality Quarterly*, Vol. 53, 3.
- Segarra-Oña, María-del-Val, Peiró-Signes, Ángel, Verma, R., and Miret-Pastor, Luis (2012) "Does environmental certification help the economic performance of hotels? Evidence from the Spanish hotel industry" *Cornell Hospitality Quarterly*, Vol. 53, No. 3.
- MacDonald, L., Anderson, C. K., Verma, R. (2012). "Using revealed- and stated-preference customer choice models for making pricing decisions in services: An illustration from the hospitality industry", *Journal of Revenue and Pricing Management*, Vol. 11. No. 2.
- Ding, X., Yang H., Verma R. (2011) "Customer experience in online financial services: A study of behavioral intentions for techno-ready market segments", *Journal of Service Management*, Vol. 22, No 3.
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- Verma, R. (2010) "Customer choice modeling in hospitality services: A review of past research and discussion of some new applications", *Cornell Hospitality Quarterly*, Vol. 51, No. 4.

- Ding, D.X., Hu, P.J., Verma, R., and Wardell, D. (2010) "The impact of service system design and flow experience on customer satisfaction in online financial services", *Journal of Service Research*, Vol. 13, No 1.
- Kimes, S., Verma, R. and Hart, C. (2010) "Revenue management at the Hong Kong Grand: The dine in grandeur dilemma", *INFORMS Transactions on Education*, Vol. 10, No. 3.
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- Karniouchina, E., Moore, W.L., Rhee, B., and Verma, R. (2009) "Issues in the use of ratings-based versus choice-based conjoint analysis in operations management research", *European Journal of Operational Research*, Vol. 197, No. 1.
- Victorino, L., Verma, R., and Karniouchina, E. (2009) "Exploring the use of the abbreviated technology readiness index for hotel customer segmentation", *Cornell Hospitality Quarterly*, Vol. 50, No.3.
- Verma, R., Plaschka, G., Hanlon, B., Livingston, A, and Kalcher, K. (2008) "Predicting customer choices in services using discrete choice analysis", *IBM Systems Journal (special issue on Service Science, Management and Engineering)*, Vol. 47, No. 1.
- Verma, R. (2008) "Outback steakhouse in Korea: A commentary", *Cornell Hospitality Quarterly* Vol. 49, No. 1.
- Metters, R. and Verma, R. (2008) "Service outsourcing: Historical perspectives and future research directions", *Journal of Operations Management* Vol. 26, No. 2.
- Youngdahl, W. and Verma, R. (2008) "Offshoring of service and knowledge Work", *Journal of Operations Management*, Vol. 26, No. 2.
- Ding, X., Verma, R. and Iqbal, Z. (2007) "Self-service technology and online financial service choice", *International Journal of Service Industry Management*, Vol. 18, No. 3.
- Van der Rhee, B., Verma, R., Plaschka, G., and Kickul, J. (2007) "Technology readiness, learning goals and eLearning: Searching for synergy", *Decision Sciences Journal of Innovative Education*, Vol. 5, No. 1.
- Gupta, S., Verma, R., Victorino, L. (2006) "Empirical research published in *Production and Operations Management* (1992-2005): Trends and future research directions", *Production and Operations Management*, Vol. 15, No. 3.
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- Feickert, J., Verma, R., Plaschka, G., Dev, C. (2006) "Hotel security: Guest preferences and willingness to pay" *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 47, No. 3.
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- Karniouchina, E.V., Victorino, L., Verma, R. (2006) "Product and service innovation: Ideas for future cross-disciplinary research", *Journal of Product Innovation Management*, Vol. 23, No. 3.
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- Victorino, L., Verma, R., Plaschka, G., Dev, C. (2005) "Service innovation and customer choices in hospitality industry", *Managing Service Quality*, Vol. 15, No. 6.
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- Verma, R. and Plaschka, G. (2003). "The art and science of customer choice modeling: reflections, advances, and managerial implications", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 44, No. 5-6.
- Goodale, J., Verma, R., and Pullman, M. (2003) "A market utility based model for capacity scheduling in mass services", *Production and Operations Management*, Vol. 12, No.2.
- Iqbal, Z., Verma, R., and Baran, R. (2003) "Understanding customer choices & preferences for Transaction-based e-Services", *Journal of Service Research*, Vol. 6, No. 1.
- Thompson, G.M., and Verma, R. (2003) "Computer simulation in hospitality: Teaching, practice and research", *Cornell Hotel and Restaurant Administration Quarterly* Vol. 44, No. 2.
- Goodale, J., Verma, R. and Pullman, M. (2003) "Scheduling employees in hospitality services: The market utility-based approach", *Cornell Hotel and Restaurant Administration Quarterly* Vol. 44, No. 1.
- Hill, A., Collier, D., Froehle, C., Goodale, J., Metters, R., and Verma, R. (2002) "Research opportunities in service process design", *Journal of Operations Management*, Vol. 20, No. 2.
- Cook, L. and Verma, R. (2002) "Exploring the linkages between quality system, service quality, and performance excellence: Service providers' perspectives", *Quality Management Journal*, Vol. 9, No. 2.
- Verma, R., Plaschka, G. and Louviere, J. (2002) "Understanding customer choices: A key to successful management of hospitality services", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 43, No. 6.
- Verma, R., Fitzsimmons, J., Heineke, J. and Davis, M. (2002) "New issues and opportunities in service design research," *Journal of Operations Management*, Vol. 20, No. 2.
- Verma, R., Thompson, G., Moore, W. and Louviere, J. (2001) "Effective design of products/services: An approach based on integration of marketing and operations management decisions", *Decision Sciences*, Vol. 32, No. 1.
- Pullman, M., Verma, R. and Goodale, J. (2000) "Service design and operations strategy formulation in multicultural markets", *Journal of Operations Management*, Vol. 19, No. 2.
- Verma, R. and Young, S.T. (2000) "Configurations of low-contact services", *Journal of Operations Management*, Vol. 18, No. 6.
- Boyer K. and Verma, R. (2000) "Multiple raters in operations strategy research", *Production and Operations Management*,

- Verma, R. and Boyer, K. (2000) "Service classification and management challenges", *Journal of Business Strategies*, Vol. 17, No. 1.
- Verma, R. (2000) "An Empirical assessment of management challenges in service factories, service shops, mass services and professional services", *International Journal of Service Industry Management*, Vol, 11, No. 1.
- Verma, R., Gibbs, G., and Gilgan, R. (2000) "Redesigning check processing operations using animated computer simulation", *Business Process Management Journal*, Vol. 6, No. 1.
- Verma, R., Pullman, M., and Goodale, J. (1999) "Designing and positioning services for multicultural markets", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 40, No. 6.
- Verma, R., Thompson G., and Louviere, J. (1999) "Configuring service operations in accordance with customers' needs and preferences", *Journal of Service Research*, Vol. 1, No 3.
- Moore, W., Louviere, J. and Verma, R. (1999) "Using conjoint analysis to design product platforms", *Journal of Product Innovation Management* Vol. 16, No. 1.
- Verma R. and Thompson, G. (1999) "Managing service operations based on customer preferences", *International Journal of Operations and Production Management*, Vol. 19, No. 9.
- Verma, R. and Pullman, M. (1999) "An analysis of the supplier selection process", *Omega: The International Journal of Management Science*, Vol. 26, No. 6.
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- Verma, R. (1997) "Management science, theory of constraints/optimized production technology and local optimization", *Omega: The International Journal of Management Science*, Vol. 25, No. 2.
- Verma, R. and Thompson, G. (1996) "Basing service management on customer determinants: The importance of hot pizza", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 37, No. 2.
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- Rajamani R. and Verman, R. (1995) "Environment dependent breakage rates in ball milling", *Powder Technology*, Vol. 84.
- Kapur, Velamakanni, B., Fuerestenu, D.W. and Verma, R. (1992) "Simulation of locked cycle grinding of multi-component feeds and its implication for stability and control of industrial comminution circuits", *Powder Technology*, Vol. 69, No. 1.

Textbooks (total: 3)

- Enz, C., Kimes, S.E., Siguaw, J., Verma, R. and Walsh, K. "Achieving Success through Innovation: Cases and Insights from the Hospitality, Travel, and Tourism Industry", Business Expert Pres, 2016.
- Sturman, M., Corgel, J., and Verma R. (eds.) "The Cornell School of Hotel Administration on Hospitality; Cutting Edge Thinking and Practice" Wiley, 2011.

- Boyer, K. and Verma, R. "Operations and Supply Chain Management for the 21st Century" South-Western Cengage Learning, 2009.
- Verma, R. and Boyer, K. "Operations and Supply Chain Management: World Class Theory and Practice" South-Western Cengage Learning (International Edition), 2009

Book Chapters (total: 14)

- Strong, A. and Verma, R. (2019) "High-Tech vs. High Touch Service Design in Healthcare: A Case for Considering the Emotional Biorhythm of the Patient in Technology Interventions. *Handbook of Service Science, Volume II*.
- Peiró-Signes, A, Segarra-Oña, M, Verma, R and Miret-Pastor, L. (2018) "Where Should I Locate My Hotel? An In-Depth Analysis of the Cluster Effect on Hotel Performance. *Agglomeration and Firm Performance*.
- Verma, R., Kong, L. and Zhen, L. (2017) "Operations Management in Hospitality, Travel and Tourism" *Handbook of Operations Management*. (edited by Marty Starr and Sushil Gupta)
- Zhang, J., Joglekar, N. and Verma, R. (2013) "Sustainability Measurements in the Built Environment: Asset Ownership & Operational Choices in the U.S. Hospitality Industry" in *Constructing Green: Sustainability and the Places We Inhabit* (edited by Rebecca Henn and Andrew Hoffman), MIT Press.
- Sturman, M., Corgel, J., and Verma, R. (2011) "Four Paths to Success in the Hospitality Industry" *The Cornell School of Hotel Administration on Hospitality; Cutting Edge Thinking and Practice*. Wiley.
- Verma, R. (2011) "Understanding and Predicting Customer Choices" *The Cornell School of Hotel Administration on Hospitality; Cutting Edge Thinking and Practice*. Wiley.
- Verma, R. (2011) "the Hospitality Business Environment" *Cornell Handbook of Applied Hospitality Strategy*. Sage Publishers.
- Krueger, N., Kickul, J., Gundry, L, Verma, R. & Wilson, F. (2010) "Discrete Choices, Trade-offs & Advantages: Modeling Social Venture Opportunities and Intentions", *International Perspectives on Social Entrepreneurship Research*. Palgrave.
- Tsai W., Schmidt, G. and Verma, R. (2007) "New Service Development", *Handbook of New Product Development*, Elsevier.
- Plaschka, G., Verma, R. and Squeo D. (2005) ""Seen, but not heard!" Assessing merger outcomes from a Market and Customer Perspective", *Transatlantic Mergers & Acquisitions*.
- Verma, R. (2001) "Services Marketing", *Handbook of Logistics and Supply Chain Management*, Ed. Brewer, A.M., and Hensher, D.A. Pergamon.
- Pullman, M.E., Goodale, J. and Verma, R. (2000) "Service Capacity Design with Integrated Market-Utility Based Method", *Service Product Development*, Eds: James Fitzsimmons, Sage Publications, Thousand Oaks, CA.
- Verma, R., Maher, T., and Pullman, M (1998). "Effective Product and Process Development Using Quality Function Deployment", *Integrated Product and Process Development: Methods, Tools, and Technologies*, John Wiley and Sons.
- Rajamani R., and Verma, R. (1992) "Effect of Milling Environment on the Breakage Rates in Dry and Wet Grinding", *Comminution: Theory and Practice*, The Society of Mining & Met. Engineers.

Cases (total: 3)

- ▶ Kimes, S. Verma R., Hart, C.H. and Wirtz, J. (2016) "The Royal Dining Membership Program Dilemma" in *Essentials of Services*

Marketing text (2nd edition) and 8th edition of Services Marketing: People, Technology, Strategy.

- ▶ Newman, S., Grikscheit G., Verma, R. and Malapati, V. (2007) “eBay Trust, Safety and Fraud”, (*unpublished*). (Finalist, DSI Case Competition, 2007).
- ▶ Newman, S., Grikscheit, G., Verma, R., and Malapati, V. (2006) “eBay Customer Support Outsourcing”, *European Case Clearing House*, 2006. (Winner, POMS and CIBER case competition, 2006)

Industry Articles/Reports (total: 45)

- ▶ Verma, R. and Strong, A (2020). “From Wellness to Well-being”, *Hotel Yearbook 2020*.
- ▶ Zhong, L. and Verma, R (2019) “Robot Rooms”: How Guests Use and Perceive Hotel Robots”, *Cornell Hospitality Reports*, Vol 19, No. 2.
- ▶ Verma, R. and Walsman, M. (2018). “Hoteliers are investing in Sustainability: Where Does it go from here?”, *Hotel Yearbook 2018*.
- ▶ Zhang, J. and Verma R (2017) “What Matters Most for Your Guests: An Exploratory Study of Online Reviews”, *Cornell Hospitality Reports*, Vol. 17, No. 4.
- ▶ Han, H., Mankad, S., Gavirneni, N., and Verma R (2016) “What Guests Really Think of Your Hotel: Text Analytics of Online Customer Reviews”, *Cornell Hospitality Reports*, Vol. 16, No. 2.
- ▶ Secchi, E., Roth, A. and Verma, R (2016) “The Role of Service Improvisation in Improving Hotel Customer Satisfaction”, *Cornell Hospitality Reports*, Vol. 16, No. 1.
- ▶ Bruns-Smith, A., Choy, V., Chong, H., and Verma, R. (2015) “Environmental Sustainability in the Hospitality Industry: Best Practices, Guest Participation, and Customer Satisfaction”, *Cornell Hospitality Reports*, Vol. 15, No. 3.
- ▶ Verma, R and Withiam, G. (2015) “Hospitality Trends for 2015: Blending Order and Chaos”, *Hotel Yearbook 2015*.
- ▶ Walsman, M, Dixon, M, Rush, R. and Verma, R. (2014) “It’s More than Just a Game: The Effect of Core and Supplementary Services on Customer Loyalty”, *Cornell Hospitality Reports*, Vol. 14, No. 23.
- ▶ Walsman, M., Verma, R. and Muthulingam, S. (2014) “The Impact of LEED Certification on Hotel Performance”, *Cornell Hospitality Reports*, Vol. 14, No. 15.
- ▶ Han, S. and Verma, R. (2014) “The Future of Tradeshows: Evolving Trends, Preferences, and Priorities”, *Cornell Hospitality Reports*, Vol. 14, No. 13.
- ▶ Segarra-Ona, M., Piero-Signes, A., Verma, R., Mondéjar-Jiménez, J., and Vargas-Vargas, M. (2014) “Environmental Management Certification (ISO 14001): Effects on Hotel Guest Reviews”, *Cornell Hospitality Reports*, Vol. 14, No. 8.
- ▶ Zhang, J., Joglekar, N., and Verma, R. (2014) “Exploring the Relationship between Eco-certifications and Resource Efficiency in U.S. Hotels”, *Cornell Hospitality Reports*. Vol. 14, No 7.
- ▶ Verma, R. and Withiam, G. (2014) “Hotel Trends 2014: The Industry Moves Forward”, *Hotel Yearbook 2014*.
- ▶ Chong, H. and Verma, R. (2013) “Hotel Sustainability: Financial Analysis Shines a Cautious Green Light”, *Cornell Hospitality Reports*. Vol. 13, No 10.
- ▶ Verma, R, Gupta, R, and Denison, J. (2012) “Connecting Customer Value to Social Media Strategies: Focus on India” 2012

- ▶ Hollis, B. and Verma, R. (2012) "The Intersection of Hospitality and Healthcare: Exploring Common Area of Service Quality, Human Resources, and Marketing" 2-12 *Cornell Hospitality Roundtable & Conference Proceedings.*
- ▶ Han, S., and Verma, Rohit (2012) "The Effect of Corporate Culture and Strategic Orientation on Financial Performance: An Analysis of South Korean Upscale and Luxury Hotels" Vol 12, No 4, *Cornell Hospitality Reports.*
- ▶ Verma, R. and Withiam, G. (2012) "Eight Trends for the Hotel Industry in 2012", *Hotel Yearbook 2012.*
- ▶ Segarra-Oña, María-del-Val, Peiró-Signes, Ángel and Verma Rohit Verma (2011) "Environmental Management Certification and Performance in the Hospitality Industry: A Comparative Analysis of ISO14001 Hotels in Spain" Vol 11, No 22, *Cornell Hospitality Reports.*
- ▶ Verma R. and McGill, K. (2011) "2011 Travel Industry Benchmarking: Marketing ROI, Opportunities, and Challenges in Online and Social Media Channels for Destination and Marketing Firms" Vol 11, No 9, *Cornell Hospitality Reports.*
- ▶ McCarthy, L, Stock, D. and Verma, R. (2010) "How Travelers Use Online and Social Media Channels to Make Hotel-choice Decisions" Vol 10, No 18, *Cornell Hospitality Reports.*
- ▶ Enz, C., Verma, R., Walsh, K., Kimes, S. and Siguaw, J. (2010) "Cases in Innovative Practices in Hospitality and Related Services: Set 4", Vol. 10., No. 12. *Cornell Hospitality Reports.*
- ▶ Enz, C., Verma, R., Walsh, K., Kimes, S. and Siguaw, J (2010) "Cases in Innovative Practices in Hospitality and Related Services: Set 3" Vol 10, No 10, *Cornell Hospitality Reports.*
- ▶ Kimes, S., Enz, C., Siguaw, J., Verma, R., and Walsh, K. (2010) "Cases in Innovative Practices in Hospitality and Related Services: Set 2", Vol. 10., No. 4. *Cornell Hospitality Reports.*
- ▶ Verma R. and Smith, Russell, A. (2010) "The Quest for Consistent Ratings" Vol 2. No. 2. *Cornell Hospitality Roundtable Proceedings.*
- ▶ Taylor, W. and Verma, R. (2010) "Customer Preferences for Restaurant Brands, Cuisine, and Food Court Configurations in Shopping Centers", Vol. 10., No 3. *Cornell Hospitality Reports.*
- ▶ Withiam, G. and Verma, R. "The Past is a Foreign Country" *Hotel Yearbook 2010.*
- ▶ Siguaw, J. , Enz C., Kimes, S., Verma, R. and Walsh, K. (2009) "Cases in Innovative Practices in Hospitality and Related Services: Set 1" Vol 9, No 17, *Cornell Hospitality Reports.*
- ▶ Dixon, M., Kimes, S. and Verma, R. (2009) "Customer Preferences and Use of Technology-Based Service Innovations in Restaurants", Vol. 9., No. 7. *Cornell Hospitality Reports.*
- ▶ Victorino, L., Verma, R. and Wardell, D. (2008) "Scripting the Service Encounter: Some Guidelines for the Hospitality Industry", Vol. 8., No. 20. *Cornell Hospitality Reports.*
- ▶ Verma R., Anderson C., Dixon M., Enz C., Thompson G., and Victorino L. (2008) "Key Elements in Service Innovation: Insights for the Hospitality Industry", Vol 1., No 1., *Cornell Hospitality Roundtable Proceedings.*
- ▶ Karniouchina K., Mishra H., and Verma R. (2008) "Exploring Consumer Reactions to Tipping Guidelines", Vol. 8., No. 8. *Cornell Hospitality Reports.*
- ▶ Verma R., Victorino L., and Karniouchina K. (2007) "Segmenting Hotel Customers Based on the Technology Readiness Index",

- ▶ Verma R. (2007) “Unlocking the Drivers of Customer Choices: Assessing Desirability and Willingness to Pay for Hospitality Services”, Vol. 7, No. 2. *Cornell Hospitality Reports*.
- ▶ Verma, R. “iChoose—What Mobile Phone Customers Really Want”, *Booz Allen and Hamilton* (September 2007) (with Harter, G., Heistermann, S., and Plaschka, G.)
- ▶ “Throttling the Customer”, *MIT Sloan Management Review*, Intelligence Section, Summer 2006 (written by SMR staff David Wagner – based on series of research conversations with Rohit Verma during May – June 2006).
- ▶ “Understanding and Managing Obnoxious Customers”, *MIT Sloan Management Review*, Intelligence Section, Winter 2005 (written by SMR staff Lauren Keller Johnson – based on a October 2004 white paper by Ray Coye and Rohit Verma).
- ▶ “How to make an Online Business Click”, *MIT Sloan Management Review*, Intelligence Section, Summer 2004 issue. (written by SMR staff Alden Hayashi -- based on a January 2004 white paper by Rohit Verma, Zafar Iqbal and Gerhard Plaschka).
- ▶ “Using Choice Modeling in Service Management”, *MIT Sloan Management Review*, Intelligence Section, 2003, 44 (2) (written by SMR staff Lauren Keller Johnson -- based on a Aug 2002 white paper by Rohit Verma and Gerhard Plaschka).
- ▶ “Effective Design of Products/Services: An Approach based on Integration of Marketing and Operations Management Decisions” Research Paper Series of *APICS Education and Research Foundation*, #07016, 1999 (with Thompson, G.M., Moore, W.L., and Louviere, J.J.)
- ▶ “Using Conjoint Analysis to Design Product Platforms” *Marketing Science Institute Research Paper Series* 98-113 (with Moore, W.L. and Louviere, J.J.).
- ▶ “Want to Launch a Successful Academic Career? Then Build a Multi-Disciplinary Foundation”, *Decision Line*, July 2003.
- ▶ “International Teaching Early in Academic Career”, *Decision Line*, Vol. 30, No. 5, pp. 4-6, 1999 (with Boyer, K.K. and Youngdahl, W.)
- ▶ “My Operations Management Students’ Love Linear Programming”, *Decision Line*, Vol. 28, No. 4, 1997, pp. 9-12.

Research Grants

- ▶ Towards a Green Recovery: Air Quality and Economic Productivity under COVID-19 (Cornell Atkinson Center for Sustainability) (7/20 onwards).
- ▶ The Future of Tradeshows and Meetings, Center for Hospitality Research (9/11 onwards)
- ▶ Signature Restaurants and their Impact on Hotel Performance, Center for Hospitality Research (7/10 onwards) (with Kimes, S.)
- ▶ Technology-based innovations in the hospitality industry, Center for Hospitality Research (7/09 onwards)
- ▶ Innovation Practices in Hospitality, Center for Hospitality Research (7/08 onwards) (PI: Cathy Enz; Co-PIs: Kimes, S., Siguaw, J, Verma, R., Walsh, K.)
- ▶ Customer-based Service Design and Innovation for Membership Dining Programs, Fairmont, Raffles, Swissotel, Singapore (1/08 onwards) (Verma R. and Kimes, S.).
- ▶ Growing a Lasting Customer Base at Wiener Konzerthaus: An Assessment of Reveled and Stated Customer Preferences, Booz Allen Hamilton & Wiener Konzerthaus Austria (11/07 onwards). (Verma R. and Plaschka, G.)
- ▶ A Comprehensive Assessment of Hotel, Dining and Shopping and Leisure Preferences of Women Travelers in the United States, GGP National Survey Network (10/07 onwards).
- ▶ Market Assessment of Technology and Service Innovations in Dining and Foodservices at Shopping Centers, National Survey Network (10/07 onwards).
- ▶ Customer choices for Retail and Hospitality Services in United Kingdom, Hammerson (8/07 onwards)

- ▶ Customer choices for Retail and Hospitality Services in Finland, Citycon (8/07 onwards)
- ▶ Strategic Positioning of a Conference and Retreat Center, Lake Junaluska Conference and Retreat Center (7/07 onwards).
- ▶ A Systematic Assessment of Service Scripts in the Hospitality Industry, Institute for the Social Sciences, Cornell University (11/07 onwards) (Verma R and Victorino, L.). GRANT #2
- ▶ A Systematic Assessment of Service Scripts in the Hospitality Industry, Center for Hospitality Research, Cornell University (3/07 onwards) (Verma R and Victorino, L.). GRANT #1
- ▶ Productivity Enhancement in Service Center Operations: Case Study of eBay Operations. David Eccles School of Business (1/03 – 12/04).
- ▶ Understanding Value Drivers in Hospitality Services. Hospitality Sales & Marketing Association International (1/02 – 6/03), (Verma R, Dev, C. and Plaschka, G.).
- ▶ The Role of Urban Forests and Greeninfrastructure on Suburban Sprawl and on Housing Choice Decisions: An Exploratory Study, United States Department of Agriculture – Forest Service (6/99 - 5/02). (Verma R and Louviere, J.)
- ▶ Brand Equity of Financial Services in New Distribution Channels (e.g. Internet and E-Commerce). Funded by NCR Knowledge Laboratory, London, United Kingdom to University of Sydney, Australia. Sub-grant for USA data collection efforts. (6/99 - 12/99).
- ▶ Outdoor Recreation Site and Accommodation Choice under Capacity Constraints in National Forests. United States Department of Agriculture – Forest Service (6/98 - 7/01) (Verma R and Louviere, J.J.)
- ▶ Service Process Improvement for International Airport Food Court. Phi Airport Strategies, Inc. (6/98 - 12/98) (Pullman, M.E., Verma R and Goodale, J.C.)
- ▶ A Model for Effective Operations Management Integrating Customer Choice Patterns and Constrained Optimization Theory and Customer Choice Patterns. APICS and Marketing Science Institute (95-97) (Verma R, Thompson, G.M., Moore, W.L. and Louviere, J.J.).
- ▶ The Value of E-Learning Technologies in Business Administration Courses: An Assessment of Student Preferences. DePaul University. Jointly funded by Quality of Instruction Council, University Academic Affairs, Office of Distance Learning, Commerce Technology Center, and Management Development Center. (3/01 – 12/01). (Verma, R, Plaschka, G., Kickul, J., Cook, L. and Hartman, L)
- ▶ Urban Housing Choice Decisions: An Analysis. DePaul University, Undergraduate Research Assistant Program. Support for an undergraduate research assistant (1/01 - 6/01).
- ▶ Integrated Design of Service Systems Based on Consumer Choice Models and Animated Computer Simulation Models. College of Commerce, DePaul University (Summer 00).
- ▶ Assessment of Service Quality & Culture in Hong Kong Banking Industry, University Research Council, DePaul University (6/00) (Cook, L and Verma R).
- ▶ Design of Health Care Delivery Systems, DePaul University, Undergraduate Research Assistant Program. Support for an undergraduate research assistant (1/00 - 6/00).
- ▶ Effective Design of Banking Services. Competitive Research Grant, University Research Council, DePaul University (95-97).

TEACHING

Instructional Improvement Grants

- ▶ *University Minor in Health, Hospitality and Design*. Engaged Curriculum Grant, Cornell University (2017-19)
- ▶ *Designing Online Learning Environments*. Faculty Institute, Academic Technology Development, DePaul University (1/99 - 6/99).
- ▶ Service Process Improvement Using Computer Simulation. College of Commerce Technology Grant, DePaul University (6/98).
- ▶ *Incorporating Spreadsheet-based Quantitative Methods in Management Courses*. Instructional Quality Improvement Council, DePaul University (95-97)

Ph.D. Student Supervision

Chair / Co-Chair

- Bo van der Rhee (Ph.D. Univ. of Utah, David Eccles of Business, 2007)
 - Professor, Nyenrode Business Univ., The Netherlands

- Liana Victorino (PhD, Univ. of Utah, David Eccles School of Business, 2008)
 - Associate Professor, Univ. of Victoria, Canada
- Michael Dixon (PhD, Cornell Univ., School of Hotel Admin., 2011)
 - Associate Professor, Utah State University, USA.
- Matthew Walsman (PhD, Cornell Univ., School of Hotel Admin., 2016)
 - Assistant Professor, Rutgers University
- Lu Kong (Ph.D. Cornell Univ. Cornell SC Johnson College of Business, 2020)
 - Assistant Professor, University of South Florida
- Alexis Strong (Ph.D. Cornell Univ. Cornell SC Johnson College of Business, 2021)

Committee Member

- David Ding (PhD, Univ. of Utah, David Eccles School of Business, 2007)
Associate Professor, Rutgers University.
- Iris Lui (PhD, Cornell Univ., School of Hotel Administration, 2009)
Assistant Professor, Ming Chuan University, Taiwan.
- Jie Zhang (DBA, Univ. of Boston, School of Management, 2011)
Associate Professor, Univ. of Victoria, Canada
- Jin-Kyung Kwak (PhD, Cornell Univ., Johnson Graduate School of Management, 2011)
Associate Professor, Ehwa Women's University, S. Korea
- Enrico Secchi (PhD, Clemson Univ., College of Business and Behavioral Science, 2012)
Sr. Lecturer, University College, Dublin, Ireland.
- Subharshee Sundar (PhD, Univ. of Utah, David Eccles School of Business, 2014)
Associate Professor, University of Utah, USA
- Min Lee (Ph.D., Clemson University, College of Business and Behavioral Science, 2018)
Assistant Professor, Baylor University, USA

PROFESSIONAL SERVICE ACTIVITIES

- Co-Chair of QUIS Conference: 2012 (host), 2014, 2016, 2018, 2020-21, 2022.

Editorial Appointments

- *Department Editor: Service Science.* (19+)
- *Guest Editor: Journal of Service Management.* "Service Imperatives in Hospitality, Health and Design" (19+)
- *Guest Editor: Journal of Service Management.* Special issue on "QUIS16" (19+)
- *Guest Editor: Journal of Service Management.* Special issue on "QUIS13" (16-17)
- *Guest Editor: Service Science.* Special issue on "CHRS 2014" (15-16)
- *Guest Editor: Cornell Hospitality Quarterly.* Special issue on "QUIS13" (13 onwards)
- *Guest Editor: Journal of Service Management.* Special issue on "QUIS12" (11-12)
- *Guest Editor: Cornell Hospitality Quarterly.* Special issue on "QUIS12" (11-12)
- *Special Topics Forum Associate Editor: Decision Sciences.* "Service Innovation" (07-09).
- *Guest Editor: Journal of Operations Management.* Special issue on "Off-shoring of Knowledge and Service Operations" (05-07)
- *Guest Editor: Journal of Operations Management.* Special issue on "Operations Management in Not-For-Profit, Public, and Government Services" (03-05)
- *Guest Editor: Journal of Operations Management.* Special issue on "Operations Management in Not-For-Profit, Public, and Government Services: Innovative Applications and Case Studies" (03-05)
- *Guest Editor: Journal of Operations Management.* Special issue on "New Issues and Opportunities in Service Design Research." (01-02)
- *Editor: POMS Chronicle* (03 - 06)
- *Senior Editor: Production and Operations Management* (04 onwards).
- *Associate Editor: Journal of Operations Management* (03-09); *Associate Editor: Decision Sciences* (05 onwards); *Associate*

Editor: Operations Management Research (07-09)

Decision Sciences Institute (major responsibilities)

- Vice President and Member of DSI Board, 11 - 13
- New Faculty Consortium Co-Coordinator, 10
- Chair, Doctoral Dissertation Competition, 07
- Chair, DSI Mini-conference Student Scholarship Competition, 07
- Faculty and Professional Development Program Co-Coordinator, 03
- New Faculty Consortium Co-Coordinator, 03
- Services Management Mini-conference Co-Coordinator, 02, 01

Production & Operations Management Society (major responsibilities)

- Vice President (Colleges) and Member of POMS Board, 11-13
- Vice President (Education) and Member of POMS Board, 06-09
- VP Meetings, College of Service Operations, 05-07
- Editor, POMS Chronicle

Academy of Management (major responsibilities)

- Coordinator Professional Development Workshop, Academy of Management Annual Meeting, 03, 02, 01, 99

Selected University Service

Cornell University (7/06-6/19)

- Faculty Fellow, North Campus Residence Halls (17-19)
- Member, University Internationalization Council (16-19)
- Member, Provost's Public Engagement Committee (13-19)
- Member, Presidential Sustainability Committee (11-15)
- Coordinator, Latin Honors Thesis Program (11 - 16)

University of Utah, David Eccles School of Business, Salt Lake City, USA (7/01 – 6/07)

- Vice-President, DESB Faculty (05 – 06)
- Area Coordinator, Operations Management (7/03 – 6/06)
- Co-Chair, Product and Service Innovation Conference, Park City (04, 05, 06)
- Coordinator (DESB), University Masters in Statistics Committee (7/05 – 6/06)
- Co-Chair, Engineering-Business Joint (pilot) Program (7/04 – 6/06)
- Chair, University Technology Transfer Committee (7/04-6/05)

DePaul University, Department of Management, Chicago, USA (9/95 onwards)

- Director, Technology and e-Learning Taskforce (00 – 01)
