

Michael McCall

Director, *The School of Hospitality Business*
NAMA Endowed Professor of Hospitality Business
Eli Broad College of Business
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Education

- 1987 Ph.D. Arizona State University, Tempe, AZ.
- 1985 M.A. Arizona State University, Tempe, AZ.
- 1981 B.A. SUNY at Buffalo, Buffalo, NY.

Academic Positions

- 2015- Director- *The School of Hospitality Business*, Eli Broad College of Business, Michigan State University, East Lansing, MI
- 2015- NAMA Endowed Professor of Hospitality Business- Eli Broad College of Business, Michigan State University, East Lansing, MI.
- 2010-2104 Chair- Department of Marketing & Law, School of Business, Ithaca College, Ithaca, NY.
- 2002-2014 Professor- Department of Marketing & Law, School of Business, Ithaca College, Ithaca, NY.
- 2006-2104 Visiting Scholar-Research Fellow- Center for Hospitality Research, School of Hotel Administration, Cornell University, Ithaca, NY.
- 2014-present Fellow- École hôtelière de Lausanne, Research Center, Geneva, Switzerland.
- 2005 Visiting Scholar- Department of Marketing, Information Systems, Strategy & Tourism. School of Hotel Administration, Cornell University, Ithaca, NY.
- 2001-2005 MBA Program Director- School of Business. Ithaca College, Ithaca, NY.
- 1999-2002 Associate Professor- Department of Business Administration. Ithaca College, Ithaca, NY.

1995-1999 Associate Professor- Department of Psychology. Ithaca College, Ithaca, NY.

1996-1997 Visiting Associate Professor- Department of Psychology. Cornell University. Ithaca, NY.

1989-1995 Assistant Professor- Department of Psychology. Ithaca College, Ithaca, NY.
(Tenured 02/1995)

1991-2002 Visiting Professor- Cornell University, Ithaca, NY.

1988 Visiting Assistant Professor- Nazareth College, Rochester, NY.

1982-1987 Graduate Teaching Associate- Arizona State University, Tempe, AZ.

Editorial Experience

Editorial Board: Journal of the Academy of Marketing Science (2011-)
 Editorial Board: Cornell Hospitality Quarterly (2012-)
 Editorial Board: Journal of Hospitality and Tourism Research (2012-)
 Editor: Cornell Center for Hospitality Research Report and Case Series (2013-2014)
 Editorial Board: Services Industries Journal (2007-2013)
 Editor: (Services, Hospitality/Tourism) Journal of Applied Marketing Theory (2009-)
 Consulting Editor: Individual Differences Research Journal (2005- 2010)

Advisory Boards: Houghton-Mifflin, Cengage Thomson Learning, McGraw-Hill

Ad Hoc Reviewer:

Journal of Hospitality and Tourism Research
International Journal of Hospitality Management
International Journal of Contemporary Hospitality Management
Asian Pacific Management Review
Journal of Product and Brand Management
Journal of Foodservice Business Research
Journal of Relationship Marketing
Journal of Socio-Economics
Association for Marketing Theory and Practice
Academy of Management Journal
Organizational Research Methods
Journal of Behavioral Health Services & Research
Basic and Applied Social Psychology
Personality and Social Psychology Bulletin
Journal of Economic Psychology
Journal of Social Psychology
Psychological Record
Addiction
Social Behavior and Personality: An International Journal

Psychological Reports
Perceptual & Motor Skills

Grants

- 1995-2000 Prototype matching for detecting underage drinkers. National Institute for Alcoholism and Alcohol Abuse. FIRST Award: 1-R29-10397-01. (5 years) (\$381,083)
- 1994 An investigation of social decision making among bartenders. DANA Foundation Fellowship Sponsor. (\$3275)
- 1994 Contrasting and assimilative processes in the perception of age and attractiveness. Ithaca College Faculty Research Fellowship. (\$3000)
- 1993 Alcohol availability: Moderators and Mediators. Ithaca College Small Grant. (\$232)
- 1991-1992 Organizational decision making & social cognition. DANA Foundation Fellowship Sponsor. (\$3275)
- 1991-1992 Person perception, idiographic or nomothetic: Accuracy in detecting underage drinkers. Ithaca College Faculty Research Fellowship. (\$3000)
- 1990-1991 Attributions for success and failure, a decennial review or: What have we learned since our last visit? Ithaca College Faculty Research Grant. (\$250)
- 1984-1985 An evaluation for mandatory jail sentences for convicted DWI offenders. Morrison Institute for Public Policy. (\$2,500)

Teaching

Principles of Marketing
Marketing Management (Graduate)
Marketing Management for Services (Cornell School of Hotel Administration)
Pricing and Money: Perceptions and Cues to Quality
Consumer Behavior
Program Evaluation
Experimental/Quasi-Experimental Research Design/Statistics

Honors

Arizona State Graduate Regents scholarship (1982/1983, 1983/1984, 1984/1985, 1985/1986, 1986/1987)
2015 Hospitality Educator of the Year—Fred Tibbitts and Associates

Organization Membership

Council on Hotel, Restaurant and Institutional Education (CHRIE)
Association for Marketing Theory and Practice
American Society of Business and Behavioral Sciences
Society for Consumer Psychology
Associate, Behavioral & Brain Sciences

Consulting Experience

US Department of Commerce, ECornell Online Executive Education, Elmira City Club, Crystal's Spa & Salon, Country Club of Ithaca, XEROX Corporation, Tompkins County Board of Mental Health, American Psychological Association Science Directorate, New York State Department of Education, Arizona State University Center for Prevention Research, University Program For Faculty Development, TEFCO-PARO Services.

Recent and Upcoming Industry Speaking Engagements

Speaker: *Assessing the Benefits of Rewards Programs*. QUIS14: International Research Symposium on Service Excellence in Management (POMS College of Service Operations), (6/18-21/2015), Shanghai, China (with Clay Voorhees, Bill Carroll)

Speaker: *Hospitality Business: Past Present and Future*. Fred Tibbitts and Associates Annual Spring Meeting, New York, NY. (2/15/2015)

Speaker: *Assessing Reward Program Profitability*. Cornell Thought Leadership Summit in Hospitality Research (10/12-14/2014), Cornell University, Ithaca, NY. (with Clay Voorhees).

Roundtable Organizer & Facilitator: *Loyalty Program Management*. Center for Hospitality Research and Cornell Hotel School Professional Roundtable Series. April 8-9, 2014, Ithaca New York.

Speaker: *An assessment of the impact of growth in a rewards program on service firm performance*. QUIS13: International Research Symposium on Service Excellence in Management (POMS College of Service Operations), (6/8-10/2013), Karlstad University, SWEDEN. (with Clay Voorhees)

Speaker: *How to right size enrollment in your loyalty program to increase firm profitability*. A jointly sponsored Webcast with SAS and The Center for Hospitality Research, Cornell School of Hotel Administration. Ithaca, NY (1/25/2013). (with Clay Voorhees).

Speaker: *How big is too big? Decomposing the effects of reward program enrollment on store profitability*. Cornell Thought Leadership Summit in Hospitality Research (10/8-10/2012), Cornell University, Ithaca, NY. (with Clay Voorhees).

Speaker: *A Look Forward at Reward Programs in the Hospitality Industry*. A jointly sponsored Webcast with SAS and The Center for Hospitality Research, Cornell School of Hotel Administration. Ithaca, NY (10/9/2012).

Speaker: *Is your loyalty program encouraging (ahem) loyalty?* A jointly sponsored Blog with SAS and The Center for Hospitality Research, Cornell School of Hotel Administration, Ithaca, NY. The Analytic Hospitality Executive, (February 16, 2012).

Speaker: *Tackling the Biggest Challenges in Hospitality and Gaming.* A jointly sponsored Webinar with SAS and The Center for Hospitality Research, Cornell School of Hotel Administration. Ithaca, NY (11/11/2011). <http://www.hotelschool.cornell.edu/research/chr/events/webcasts/wecast-15900.html>

Speaker: *Customer Loyalty programs: Managing the Challenges.* QUIS12: International Research Symposium on Service Excellence in Management (POMS College of Service Operations), (6/2-5/2011), Cornell University, Ithaca, NY.

Symposia Speaker & Organizer: *Blending theory and Practice: Increasing Collaboration and Relevance.* Association for Marketing Theory and Practice, (3/26-29/2011). Panama City, FL.

Invited Speaker: *Ten Best Practices for Designing a Loyalty program.* SAS Premier Business Leadership Series, (10/26-10/20: 2010), Las Vegas, NV. (This directors' level event was by invitation only)

Speaker: *Ten Ways to Enhance Your Reward Program.* A jointly sponsored Webinar with SAS and The Center for Hospitality Research, Cornell School of Hotel Administration. Ithaca, NY (10/15/2012). <http://www.sas.com/reg/web/corp/1185060>

Invited Speaker: *Customer Loyalty and Reward Programs: How, When and Why Do Loyalty programs Actually Drive Attitudinal and Behavioral Loyalty.* Cornell Thought Leadership Summit in Hospitality Research (10/6-8/2010), Cornell University, Ithaca, NY.

Invited Speaker: *Loyalty, Rewards and Value: What do we want from our customers?* (12/05/09). A jointly sponsored Webinar with SAS and The Center for Hospitality Research, Cornell School of Hotel Administration. Cary, NC. The Webinar can be viewed at: <http://www.hotelschool.cornell.edu/research/chr/events/webcasts/> (a complete set of PowerPoint slides of this webinar is available by request).

Panelist: *"CRM & Data Analytics: Make me money or save me money."* World G2E Global Gaming Expo, (11/17-11/19: 2009). Las Vegas, NV.

Roundtable Leader: *"Examining the effects of customer loyalty and reward programs."* SAS Premier Business leadership Series, (10/27-10/29: 2009), Las Vegas, NV. (This director's level event was by invitation only).

Edited Volumes:

McCall, M., Cialdini, R.B. & Voorhees, C.M., (to appear in 2015). Social Influence within the Hospitality Industry. A special curated online edition for the Cornell Hospitality Quarterly. Sage Publications.

McCall, M., Mathisen, R & Musante, M. (2012). Special Issue: Services Marketing. Journal of Applied Marketing Theory, Vol. 3, (1). <http://www.jamt-online.org/OJS/index.php/JAMT/issue/view/6>

Journal Publications

McCall, M., & McMahon, D. (In Press). Customer loyalty program management: What the customer wants. Cornell Hospitality Quarterly

Voorhees, C.M., White, R., McCall, M., & Randhawa, P. (2015). Fool's gold: Assessing the impact of the value of airline loyalty programs on brand equity perceptions and share of wallet. Cornell Hospitality Quarterly, 56, 202-212.

Erickson, G.S. & McCall, M. (2012). Using intellectual capital to enhance competitiveness in the hospitality industry. Advances in Competitiveness Research, 20, 58-66.

McCall, M. & Voorhees, C. (2010). The drivers of loyalty program success: An organizing framework and research agenda. Cornell Hospitality Quarterly, 51, (1), 35-52.

- *Selected by Sage as the Featured Article: 50th Anniversary Edition*
- *Resulted in 39 Media Clippings with a total circulation of 13, 676, 827 in 2010*

McCall, M. & Bruneau, C.L. (2010). Value, quality and price knowledge as predictors of restaurant price Sensitivity. Journal of Food Service Business Research, 13, 1-7.

McCall, M. & Bruneau, C.L. Ellis, A.D. & Mian, K. (2009). A framework for understanding consumptive delay: Rebate proneness and redemption. Journal of Product and Brand Management, 18, (6), 461-467.

McCall, M. & Lynn, A. (2009). Restaurant servers' perceptions of customers tipping intentions. International Journal of Hospitality Management, 28, (4), 594-596.

Lynn, M. & McCall, M. (2009). Techniques for increasing servers' tips: How generalizable are they? Cornell Hospitality Quarterly, 50, (2), 198-208.

Eckrich, D.W. & McCall, M. (2009). Category width and new household technology adoption: Development of a measure. Journal of Management and Marketing Research, 2, 38-49.

McCall, M. & Lynn, A. (2008). The effects of restaurant menu item descriptions on perceptions of quality, price and purchase intention. Journal of Food Service Business Research, 11, (4), 439-445.

McCall, M. & Eckrich, D.W. (2006). Gender and credit attitudes as predictors of credit, usage and debt repayment. Psychological Reports, 98, 892-894.

Eckrich, D.W., McCall, M., & Wilcox, T. (2005). A theoretical approach to customer relationship management in the electronic age. Journal of Business and Behavioral Sciences, 13, 5-14.

Eckrich, D.W. & McCall, M. (2005). Innovation management: Inside the boardrooms and processes. Decision Sciences Journal of Innovative Education, 3, 323-329.

McCall, M., Trombetta, J., & Gipe, A. (2004). Credit cues and impression management: A preliminary attempt to explain the credit card effect. Psychological Reports, 95, 331-337.

McCall, M., Eckrich, D.W., Libby, P., & Nattrass, K. (2003). Using the consumer decision model to enforce minimum age tobacco laws. Social Behavior and Personality: An International Journal, 31, (2), 121-128.

McCall, M., Trombetta, J. & Nattrass, K. (2002). Limiting underage alcohol purchases: An application of the consumer decision model. Journal of Business and Psychology, 17, 19-29.

McCall, M. & Nattrass, K. (2001). Carding for the purchase of alcohol: I'm tougher than other clerks are! Journal of Applied Social Psychology, 31, 2184-2194.

McCall, M., & Eckrich, D.W. (2001). Customer relationship management and consumer correspondence: A theoretical approach. Journal of Business and Behavioral Sciences, 8, 138-145.

• *Selected as the Outstanding Publication Award Winner*

Lynn, M., & McCall, M. (2000). Gratitude and gratuity: A meta-analysis of research on the service-tipping relationship. Journal of Socio-Economics, 29, 203-214.

McCall, M., Reno, R.R., Jalbert, N. & West, S.G. (2000). Communal orientation and attributions between the self and other. Basic and Applied Social Psychology, 22, 301-309.

McCall, M. (1999). Physical attractiveness, mood, and the decision to card for the purchase of alcohol: Evidence for a mood-management hypothesis. Journal of Applied Social Psychology, 29, 1172-1191.

McCall, M. (1997). Physical attractiveness and access to alcohol: What is beautiful does not get carded. Journal of Applied Social Psychology, 27, (5), 453-462.

McCall, M. (1997). The effects of physical attractiveness on gaining access to alcohol: When social policy meets social decision making. Addiction, 92, (5), 597-600.

DePalma, M.T., McCall, M., & English, G.M. (1996). Increasing perceptions of disease vulnerability through imagery. Journal of American College Health, 44, 227-234.

McCall, M., DePalma, M.T., English, G.M. & Potts, K. (1996). Perceived self- and other-vulnerability to AIDS: False consensus biases. American Journal of Health Behavior, 20, 400-405.

McCall, M., & Belmont, H.J. (1996). Credit card insignia and restaurant tipping: Evidence for an associative link. Journal of Applied Psychology, 81, (5), 609-613.

McCall, M. (1995). Orientation, outcome and other-serving attributions. Basic and Applied Social Psychology, 17, 49-64.

Robinson, A.J., DePalma, M.T., & McCall, M. (1995). Physical therapist assistant perceptions of the documented roles of the PTA. Physical Therapy, 75, (12), 1054-1063.

Robinson, A.J., DePalma, M.T., & McCall, M. (1995). A reply to Lippert. Physical Therapy, 75, (12), 1064/1065.

Robinson, A.J., McCall, M., DePalma, M.T., Clayton-Krasinski, D., Tingley, S., Simoncelli, S., & Harnich, L. (1994) Physical therapists' perception of the clinical roles of the physical therapist assistant. Physical Therapy, 74, (6), 571-582.

Robinson, A.J., DePalma, M.T., & McCall, M. (1994). Survey research, methodology and internal validity: A reply to Inverso. Physical Therapy, 74, (10), 985/97.

McCall, M. (1994). Decision theory and the sale of alcohol. Journal of Applied Social Psychology, 24, 1593-1611.

Ralston, J.V., Tse, M., Campbell, E.R., Wright, A.D., Fisher, T.L., & McCall, M. (1994). Age perception of speakers of isolated words and sentences. Journal of the Acoustical Society of America, 95, (5). p. 3016. (*Abstract*)

McCall, M. (1993). Accuracy in detecting potential underage drinkers: A test of contextual effects in proofing. Journal of Applied Social Psychology, 23, 875-890.

English, G. M., McCall, M. & DePalma, M.T. (1993). Perceived vulnerability to AIDS: The role of imagery, disease label, and gender. Research Quarterly for Exercise and Sport, 64, (1), A55.

West, S.G., Hepworth, J., McCall, M., & Reich, J.W. (1989). An evaluation of Arizona's July 1982 drunk driving law: Effects on the city of Phoenix. Journal of Applied Social Psychology, 14, 1212-1237.

West, S.G., Reich, J.W., McCall, M., & Dantchik, A. (1989). Applied Social Psychology. In W.L. Gregory & W.J. Burroughs (Eds.) An introduction to applied psychology. (pp. 301-326), Glenview, IL: Scott, Foresman.

Allen, J., Kenrick, D.T., Linder, D.E., & McCall, M. (1989). Arousal and attraction: A response facilitation alternative to misattribution and negative reinforcement models. Journal of Personality and Social Psychology, 57, 261-270.

Reich, J.W., McCall, M., Grossman, R., Zautra, A.J., Guarnaccia, C. (1988). Demands, desires, and well-being: An assessment of events, responses and outcomes. Journal of Community Psychology, 16, 392-402.

Published Proceedings (all proceedings are refereed complete papers unless otherwise noted)

Voorhees, C.M, Calantone, R.J., Runnalls, B.A., Randhawa, P., & McCall, M. (2015), Decomposing the Effects of Reward Program Enrollment and Program Usage on Store Profitability: A Mixed Model Assessment, Proceedings of the 2015 American Marketing Association's Winter Educators' Conference.

Opengart, R., McCall, M., & King, K. (2015). Does Emotional Intelligence Moderate the Effectiveness of Emotionally Laden Persuasive Appeals? Association of Marketing Theory and Practice, Proceedings, 23, Savannah, GA.

Opengart, R., & McCall, M. (2014). How Does Sarah McLachlan Make Me Donate to the SPCA? Emotional Intelligence and Emotionally Laden Persuasive Appeals. Association of Marketing Theory and Practice, Proceedings, 22, Hilton Head, SC.

McCall, M., Voorhees, C.M., & Opengart, R. (2013). The impact of growth in a rewards program: All customers are not the same. Atlantic Marketing Association, Proceedings, Nashville, TN. (*Abstract*)

Opengart, R., & McCall, M., (2013). Emotional intelligence: The antidote to persuasion? Association of Marketing Theory and Practice, Proceedings, 21, Charleston, SC. (*Abstract*)

Ellis, A.D., & McCall, M. (2012). For me or for you? The relative power of rebates for a cause. International Association for Business and Society, Proceedings, Washington, DC.

McCall, M., McMahon, R.D., & Raja, R. (2012). Customer loyalty programs: It is easy to give and not so easy to take away. Association of Marketing Theory and Practice, Proceedings, 20, Myrtle Beach, SC. (*Abstract*)

Ellis, A.D., & McCall, M. (2011). Rebates for a cause. International Association for Business and Society, Proceedings, Bath, UK.

McCall, M., Voorhees, C.M., Bruneau, C.L., & Ellis, A.D. (2010). Rebates and reward programs: Conflicting drivers? Association of Marketing Theory and Practice, Proceedings, 19, Hilton Head, SC.

McCall, M., Bruneau, C. L. & Eckrich, D.W. (2009). Consumptive delay and rebate programs: Opportunities for the services and hospitality industries. Association of Marketing Theory and Practice, Proceedings, 18, Jekyll Island, GA.

Erickson, G.S. & McCall, M. (2008). Intellectual capital and the hospitality industry. American Society for Competitiveness, Proceedings, 19, Orlando, FL.

McCall, M., & Eckrich, D.W., & Bruneau, C. L. (2008). Consumptive delay, rebate proneness, and rebate redemption. Association of Marketing Theory and Practice, Proceedings, 17, Savannah, GA.

Eckrich, D.W., McCall, M., & Vutova, S. (2008). Continuing developments toward an updated measure of consumers' category-width. American Society of Business and Behavioral Sciences, Proceedings, 15, Las Vegas, NV.

Eckrich, D.W. & McCall, M., (2007). Category width in the adoption of technology: refinements on the measure. American Society of Business and Behavioral Sciences, Proceedings, 14, Las Vegas, NV.

McCall, M., Eckrich, D.W., & Bruneau, C. L. (2007). A preliminary investigation of consumptive delay and rebate programs. Association of Marketing Theory and Practice, Proceedings, 16, Panama City, FL.

Eckrich, D.W. & McCall, M. (2006). The adoption of new household technologies: Category width and technology adoption. American Society of Business and Behavioral Sciences, Proceedings, 13, Las Vegas, NV.

McCall, M., Eckrich, D.W., & Bruneau, C. L. (2006). On the nature of the "relationship" in customer relationship management. Association of Marketing Theory and Practice, Proceedings, 15, Hilton Head, SC.

Eckrich, D.W., McCall, M., & Wilcox, T. (2005). Customer relationship management and consumer correspondence: Extending theory with electronic correspondence. American Society of Business and Behavioral Sciences, Proceedings, 12, (1), 525-530. Las Vegas, NV.

McCall, M., Eckrich, D.W., & Grill, M. (2005). Evolutionary theory and consumer behavior: On the role of dominance and product evaluations. Association of Marketing Theory and Practice, Proceedings, 14, Jekyll Island, GA.

Eckrich, D.W., McCall, M., Williams, W., & Libby, P.A. (2004). More on the factors influencing new technology ownership. American Society of Business and Behavioral Sciences, Proceedings, 11, 448-454, Las Vegas, NV.

McCall, M., & Eckrich, D.W. (2004). Towards an integration of evolutionary and exchange perspectives in consumer behavior. Association of Marketing Theory and Practice, Proceedings, 13, pp. 5.2, 1-5, Destin, FL.

Eckrich, D.W., McCall, M., & Libby, P. (2003). Another look at customer relationship management: How are brand loyalists actually received? American Society of Business and Behavioral Sciences, Proceedings, 10, Las Vegas, NV.

McCall, M., & Eckrich, D.W. (2003). College credit: The moderating role of gender on credit usage and debt payment. Association of Marketing Theory and Practice, Proceedings, 12, pp.8.3, 3-6, Hilton Head, SC.

Eckrich, D.W., McCall, M., & Rosenthal, S. (2002). Pedagogical Innovation in the Business Curriculum: An Extension of Experiential Learning. American Society of Business and Behavioral Sciences, Proceedings, Vol. 9. Las Vegas, NV.

McCall, M., Eckrich, D.W., & Nattrass, K. (2002). The consumer decision model as a theory driven process for reducing underage tobacco purchases. Association of Marketing Theory and Practice Proceedings, Vol. 11, pp. 8-12, Savannah, GA.

McCall, M., Trombetta, J., & Gipe, A. (2001). The elusive credit card effect and the even more elusive theoretical explanation. Association of Marketing Theory and Practice Proceedings, Vol. 10, pp. 151-155, Jekyll Island, GA.

McCall, M., & Eckrich, D.W. (2001). Complaints, compliments, and comments: A theoretical approach to customer relationship management. American Society of Business and Behavioral Sciences, Proceedings, Vol. 8, No. 2, pp. 689-692, Las Vegas, NV.

Presentations

I have given over 60 presentations at regional, national and international venues.

Research Reports, CHR reports, and Other Intellectual Contributions

McCall, M., (2015). Loyalty Management Roundtable Proceedings. Center for Hospitality Research, School of Hotel Administration, Cornell University, Ithaca NY. (Vol 15, No. 5).

McCall, M. (2015). Ways to enhance the value proposition in a competitive service environment. The Hotel Business Review (April 2015).

- *Invited Paper*

McCall, M. (2014). Reward Programs as a Strategic Tool for Increasing Customer Retention and Satisfaction. The Hotel Business Review (April 6-11, 2014).

- *Invited Paper*

Voorhees, C.M., McCall, M., & Carroll, W. (2014). Assessing the Benefits of Reward Programs: A Recommended Approach and Case Study from the Lodging Industry. Center for Hospitality Research Report, Cornell School of Hotel Administration, Cornell University, Ithaca, NY. Vol 1, Number 1.

<http://www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-17604.html>

- *Winner of the CHR 2015 Industry Relevance Award*

McCall, M. & Voorhees, C.M. (2013). Does growing your reward program “reward” the right customers? The Hotel Business Review. (April 10-16, 2013)

- *Invited Paper*

McCall, M. (2012). From Caveat Emptor to Caveat Venditor: A change in the service landscape. The Hotel Business Review. (April 16-18, 2012)

- *Invited Paper*

McCall, M., & Voorhees, C.M. (2011). Improving Loyalty Program Management by Effectively Segmenting Your Member Base. The Hotel Business Review. (October 16-22, 2011).

- *Invited Paper*

Voorhees, C.M., McCall, M. & Calantone, R.J. (2011). Customer Loyalty: A New Look at the Benefits of Improving Segmentation Efforts with Rewards Programs. Center for Hospitality Research Report, Cornell School of Hotel Administration, Cornell University, Ithaca, NY. Vol. 11, No. 11. <http://www.hotelschool.com/education/research/chr/pubs/reports/>

- *Winner of the CHR 2012 Industry Relevance Award*

McCall, M., Voorhees, C.M., & Calantone, R.J. (2010). Building Customer Loyalty: Ten Guiding Principles for Designing an Effective Reward Program. Center for Hospitality Research Report, Cornell School of Hotel Administration, Cornell University, Ithaca, NY. Vol. 10, No. 9. <http://www.hotelschool.com/education/research/chr/pubs/reports/>

- This report has been reprinted as an extended abstract in *The European Business Review* (2010 Nov. - Dec.): <http://europeanbusinessreview.com/?p=2845>.
- *Winner of the CHR 2011 Industry Relevance Award.*
- *Most downloaded Cornell Hospitality Report of 2010 – over 3000 reported downloads*
- *Resulted in 34 Media Clippings with a total circulation of 12,951,908 in 2010*

McCall, M., & D. Ogden. (April, 2010) "Loyalty, Rewards, and Value: What do we want from our customers?" *Casino Journal*. www.casinojournal.com/cj/hom/files/PDFs

Lynn, M., & McCall, M. (1999). Beyond Gratitude and Gratitude: A meta-analytic review of the predictors of restaurant tipping. Unpublished working paper. Cornell School of Hotel Administration, Cornell University, Ithaca, NY 14853.

McCall, M. (1994). SPIRIT 1993: Final Evaluation Report. New York Department of Education, Albany, NY.

McCall, M. (1994). Student leaders controlling Drug and Alcohol Abuse: Final Evaluation report. New York State Department of Education, Albany, NY.

McCall, M. (1993). An Evaluation of the 1992 Student Leaders Controlling Drug Abuse conference. New York State Department of Education, Albany, NY.

McCall, M. (1992). An Evaluation of the 1992 Student Leaders Controlling Drug Abuse conference, New York State Department, Albany, NY.

West, S.G., McCall, M., Hepworth, J., & Reich, J.W. (1985). An evaluation of the Arizona Drunk Driving Law of July 1982: Effects on the City of Phoenix. Report made to The Morrison Institute for Public Policy, Arizona State University, Tempe, AZ.

Other Recent External Service: Professional

Facilitator: discussion leader and course facilitator for a 6 MBA level marketing certificate program. (Online). ECornell, Ithaca, NY (2011- 2013)

Dissertation Committee: King Yin Wong (A & B examination). Cornell University, School of Hotel Administration (2014).

Discussant: AACSB Accreditation and Mission-Driven Initiatives at Select Schools Symposium, (2009), Association of Marketing Theory and Practice. Jekyll Island, GA.

External Ph.D. Examiner: (Andhra University, Andhra Pradesh, India) (x5)

Discussant: Customer Complaint Management Symposium, (2008), Association of Marketing Theory and Practice. Savannah, GA.

Session Chair: Marketing and Logistics (2008), American Society of Business and Behavioral Sciences. Las Vegas, NV.

Discussant: Experiential Learning (2006), Association of Marketing Theory and Practice. Hilton Head, SC.

Session Chair: Marketing: Consumer Behavior (2005), American Society of Business and Behavioral Sciences. Las Vegas, NV.

Selected Mentored Students

Sarah Dakin (Ph.D., University of Notre Dame)
Kristen Rightnour (MBA, Stanford University)
Nicole Jalbert (Ph. D., Virginia Tech)
Clay Voorhees (Ph.D., Florida State)
Paul Fombelle (Ph.D., Arizona State)

Current Employer

NYS Dept of Education
McKinsey & Associates
Personnel Decisions, NYC
Michigan State University
Northeastern University

5/20/2015