

Curriculum Vita

Name: Jeffrey A. Beck

Current Position: Associate Professor

Earned Degrees:

1996	PhD	Purdue University, West Lafayette, IN (Education-Instructional Design)
1984	MS	Purdue University, West Lafayette, IN (Restaurant, Hotel, and Institutional Management)
1982	BS	Indiana University, Bloomington, IN (Business-Marketing)

Professional Experience:

2007- Present	Associate Professor	The School of Hospitality Business, Michigan State University, East Lansing, MI
2002-2007	Assistant Professor	The School of Hospitality Business, Michigan State University, East Lansing, MI
1999-2002	Appointment	Charles W. Lanphere Professor of Hotel Administration, Oklahoma State University, Stillwater, OK
1997-2002	Assistant Professor	School of Hotel and Restaurant Administration, Oklahoma State University, Stillwater, OK
1996-1997	Visiting Assistant Professor	Department of Restaurant, Hotel, Institutional and Tourism Management, Purdue University, West Lafayette, IN.
1993-1996	Instructor	Department of Restaurant, Hotel, Institutional And Tourism Management, Purdue University, West Lafayette, IN.
1988-1989	Adjunct Faculty	School of Hospitality Administration, Washington State University, Seattle Campus, Seattle, WA.
1984-1993	Various Positions	Marriott International, Washington, DC

Publications:

Refereed Articles

- Beck, J., Kim, S., and Schmidgall, R. (2016) "The Ethical Judgment of Private Club Senior Executives." *International Journal of Hospitality and Tourism Administration*, 17(2), 27-42.
- Beck, J., Kim, S., Cha, J., and Knutson, B. (2014). Measuring Proactive Behavior of the Lodging Revenue Manager. *International Journal of Contemporary Hospitality Management*, 26 (8), 1364-1379.
- Beck, J. (2014). The International Council of Hotel, Restaurant, and Institutional Education (ICHRIE). *Journal of Convention & Event Tourism*, 15 (1), 15-17.
- Beck, J., Knutson, B., Cha, J., Kim, S. (2012) The Relationship between Communication Apprehension and Satisfaction with Information among Lodging Revenue Managers. *Journal of Quality Assurance in Hospitality and Tourism*, 13(4), 271-285.
- Sciarini, M., Beck, J., & Seaman, J. (2012) Online learning in hospitality and tourism higher education worldwide: A descriptive report as of January 2012. *The Journal of Hospitality and Tourism Education*, 24(2/3), 41-44.
- Beck, J. and Sciarini, M. (2012). The use of e-learning and instructional technologies to engage the hospitality student. *The Journal of Hospitality and Tourism Education*, 24(2/3), 4.
- Beck, J., Kim, S., and Schmidgall, R. (2011). The Tiering of Hospitality and Tourism Journals: Hospitality Program Administrator Opinion Survey Results. *Journal of Hospitality and Tourism Education*, 23(4), 14-21.
- Beck, J., Knutson, B., Cha, J., Kim, S. (2011). Developing Revenue Managers for the Lodging Industry. *Journal of Human Resources for Hospitality and Tourism*, 10(2), 182-194.
- Kim, S., Cha, J., Knutson, B.J., & Beck, J. (2011). Development and Testing of A Consumer's Experience Index (CEI). *Managing Service Quality*, 21(2), 112-132.
- Smith, L. and Beck, J. (2010). Environmental certification programs for the U.S. lodging industry: A content analysis. *Hosteur*, 19(2), 23-25. **(Recognized as Best Article, 2010)**
- Beck, J., Knutson, B.J., Kim, S., and Cha, J. (2010). Developing the Dimensions of Activities Important to Successful Revenue Management Performance: An Application to the Lodging Industry. *International Journal of Revenue Management*, 4 (3/4), 268-283.
- Knutson, B., Beck, J., Kim, S., Cha, J. (2010) Service Quality as a Component of the Hospitality Experience: Proposal of a Holistic Model and Framework for Research. *Journal of Foodservice Business Research*, 13 (1), 15-23.
- Beck, J., Lazer, W., & Schmidgall, R. (2010). Can an Ethical Situation be "Not a Question of Ethics?" *Journal of Hospitality Marketing and Management*, 19, 157-170.
- Lalopa, J., Beck, J., & Ghiselli, R. (2009). The role of biodata and career anchors on turnover intentions among hospitality and tourism educators. *Journal of Culinary Science and Technology*, 7(2-3), 196-206.

- Kim, K., & Beck, J. (2009). Exploring Leisure Trip Behaviors of University Women Students: An Investigation of Push and Pull Motivational Models. *Journal of Hospitality Marketing and Management*, 18, 386-405.
- Knutson, B.J., Beck, J.A., Kim, S.H., and Cha, J. (2009). Identifying the Dimensions of the Guest's Hotel Experience. *Cornell Hospitality Quarterly*, 50(3), 44-55.
- Beck, J, Cichy, R., & Elsworth, J. (2008) "Teaching Hospitality Students to "Think Like an Owner". *Florida International University Hospitality Review*, 26(2), 26-42.
- Calvert, C.L., Martin, L., Beck, J., & Lin, S. (2008). Identifying Unethical Academic Behaviors of Students Studying Food Service, Hospitality, Tourism and Culinary Arts. *Journal of Culinary Science and Technology*, 6(1), 30-39.
- Knutson, B., Beck, J., Kim, S., Cha, J. (2007) Identifying the Dimensions of the Experience Construct. *Journal of Hospitality & Leisure Marketing*, 15 (3), 31-48.
- Beck, J., Lazer, W., & Schmidgall, R. (2007). Hotel Marketing Managers' Responses to Ethical Dilemmas. *International Journal of Hospitality Administration*, 8(3), 35-48.
- Knutson, B., Beck, J., & Elsworth, J. (2006). The two dimensions of restaurant selection important to the mature market. *Journal of Hospitality and Leisure Marketing*, 14(3), 35-47.
- Beck, J. & Knutson, B. (2006). An Exploratory Study of Sales Managers' Activities in Lodging Properties. *Journal of Hospitality and Leisure Marketing*, 15 (1), 45-63.
- Beck, J. (2006). A comparison of sales managers' activities in full service and limited service hotels. *Journal of Human Resources in Hospitality and Tourism*, 5 (2), 1-12.
- Knutson, B., Elsworth, J., and Beck, J. (2006). What restaurants give, can restaurants take away? Senior Discounts: Perceptions of the mature market. *Cornell Hotel and Restaurant Administration Quarterly*, 47, 61-74.
- Beck, J., Lazer, W., & Schmidgall, R. (2005). Hospitality Sales and Marketing executives: Job satisfaction. *Journal of Human Resources in Hospitality and Tourism*, 5(1), 89-100.
- Knutson, B., Beck, J., Singh, A., Kasavana, M., & Cichy, R. (2004). Marketing to Lodging, Food Service and Club Consumers in the Future: A Delphi Study to Predict Marketing Management in 2007. In Joseph Chen (Ed.) *Advances in Hospitality and Leisure*. Oxford: Elsevier, Ltd. 25-41.
- Knutson, B., Beck, J., & Yen, W. (2004). Marketing the Mid-Price Independently Owned Resort: A Case Study with Implications for Managers. *The Journal of Hospitality and Leisure Marketing*, 11 (4), 65-80.
- Beck, J., Martin, L., Xu, Z., & Qu, H. (2004). Cross Border Traveler satisfaction to the Shenzhen Special Economic Zone of China. *Journal of Hospitality and Leisure Marketing*. 11 (2/3), 47-64.
- Beck, J. Lalopa, J. & Hall, J. (2004). Insuring quality service: Training mystery shoppers. *Journal of Human Resources for Hospitality and Tourism*. 2 (2). 41-56.

- Knutson, B., Beck, J., & Fall, L. (2004). Marketing research as a key component in strategic communication: A case study using factor analysis. In C. Gardner, J. Bieberman, & A. Alkhafaji (Eds.), *The Business Research Yearbook* (pp. 1139 – 1144). Saline, MI: McNaughton and Gunn.
- Knutson, B.J. & Beck, J.A. (2004). Identifying the dimensions of the experience construct: Development of a model. In C. Gardner, J. Bieberman, & A. Alkhafaji (Eds.), *The Business Research Yearbook* (pp. 1134 – 1138). Saline, MI: McNaughton and Gunn.
- Miller, N., Beck, J. & Knutson, B. (2004). Time allocation and sales tasks: An assessment of full and limited service hotel sales managers. *Advances in Hospitality and Tourism Research*, 9, 314-319.
- Knutson, B.J. & Beck, J.A. (2003). Identifying the dimensions of the experience construct: Development of the model. *Journal of Quality Assurance in Hospitality and Tourism*, 4 (3,4). 23-35
- Beck, J., Lalopa, J. & Hu, A. (2003). Career Anchors of Hospitality Educators. *Journal of Hospitality and Tourism Educator*, 15 (4). 6-13.
- Knutson, B. and Beck, J. (2003). Defining an experience: A call for research. *The E-review of Tourism Research*. Volume 1, Number 2. <http://ertr.tamu.edu/>
- Beck, J & Miao, S. Mystery Shopping in the Lodging Industry (2003). *Journal of Quality Assurance in Hospitality and Tourism*, 4, (1/2). 1-21.
- Beck, J.A. & Robertson, L.J. (2003). Assessment practices of Human Science Schools / Colleges at Land Grant Colleges and Universities. *Journal of Family and Consumer Sciences: Research to Practice*, 95 (4). 53-60.
- Rittichainuwat, B. N., Beck J.A., & Qu, H. (2002). Best practices of marketing promotion strategies during the financial crisis. *Journal of Quality Assurance in Hospitality and Tourism*, 3, 1/2.
- Miao, Li & Beck, J. (2002). Student's perceptions of the Service Learning experience in a hospitality course. *Advances in Hospitality and Tourism Research*, 7, 431-433.
- Ngamson, B., Beck, J., & Lalopa, J. (2001). A Study of Motivations, Inhibitors, and Facilitators of CHRIE Members in Attending International Conferences. *Journal of Convention and Exhibition Management*, 3, 45-62.
- Beldona, S., Beck, J., & Qu, H. (2001). Implementing Enterprise Resource Planning in a Hotel: Toward Theory Building. *International Journal of Hospitality Information Technology*, 2, 9-22.
- Groves, J., Martin, L., & Beck, J. (2001). Selection processes for lodging entry-level service employees. *Praxis - The Journal of Applied Hospitality Management*, (3) 2, 67-72.
- Beck, J. & Lalopa, J. (2001). An exploratory application of Schein's Career Anchors Inventory to Hotel Executive Operating Committee Members. *The International Journal of Hospitality Management*, 20, 15-28.
- Wood, D., Sammons, G., Moreo, P., and Beck, J. (2001). Hotel Housekeeping Operational Audit: A quality management tool. *Advances in Hospitality and Tourism Research*, 6, 453-455.

Ngamson, B., Cobanoglu, C., & Beck, J. (2000). Analysis of Educators' Selection of Lodging Accommodations on International Business Trips. Advances in Hospitality and Tourism Research, 5, 251-253.

Ngamson, B. & Beck, J. (2000). A pilot study of association members' conference participation process in attending international conferences. Advances in Hospitality and Tourism Research, 5, 411-414.

Ngamson, B., & Beck, J. (1999). A Pilot Study of Motivations, Inhibitors, and Facilitators of Association Members in Attending International Conferences. Journal of Convention and Exhibition Management, 2 (1), 35-42.

Martin, L. & Beck, J.A. (1999) Team teaching and Learning in the hospitality classroom. Journal of Hospitality and Tourism Educator, 11 (4), 45-47.

Beck, J.A. & Adler, H. (1997). Role-play as an instructional strategy: Implications for hospitality educators. Journal of Hospitality and Tourism Educator, Summer, 1997, 27 - 31.

Non-Refereed Articles

Beck, J. (2015) Preparation for the 2015 ICHRIE Conference in Orlando: Paper presentation format. *CHRIE Communique*, 29 (5), 7-9.

Beck, J. (2013). Scientific Papers for the 2014 ICHRIE Conference. *CHRIE Communique*, 27 (10), 6-9.

Beck, J. (2013). Statistics and Information from the Scientific Paper Submissions for the 2013 ICHRIE Conference. *CHRIE Communique*, 27 (6), 6-7.

Beck, J. & Schmidgall, R. (2010, September - October). Comparing U.S. and Chinese club executives responses, *Club Management*, 9-12.

Beck, J. & Schmidgall, R. (2010, May - June). Comparing club executives' responses to ethical dilemmas: Yesteryear and today, *Club Management*, 11-13.

Beck, J. & Schmidgall, R. (2010, March - April). Club executives respond to ethical dilemmas. *Club Management*, 6-10.

Beck, J. & Schmidgall, R. (2010, January-February). Let's talk about ethics: Influences on club executives belief systems. *Club Management*, 28-30.

Cichy, R., Beck, J., & Elsworth, J. (2009). Six Practices of Hotel Entrepreneurship. *Lodging Hospitality*, 65(6), 30.

Beck, J. & Schmidgall, R. (2007). Satisfaction Survey: Club executives on salary, current position, and career. *Club Management*, 85(6), 48-51.

Gregory, S. & Beck, J. (2006). Revenue Managers: Who Do They Report To and Where Did They Come From: The State of the Revenue Management Profession in 2006. *HSMIAI Marketing Review*, 23(3), 60-64.

Accepted for Publication

Cha, J., Beck, J., Kim, S., and Knutson, B. (In press) International Revenue Manager Proactive Career Behavior. *International Journal of Hospitality and Tourism Administration*.

Publications Submitted

Beck, J., Kim, M., and Schmidgall, R. The Pricing Policies and Practices for Same Day Arrival Guests. *Target Journal: Journal of Quality Assurance in Hospitality and Tourism*. Under second review.

Beck, J., Schmidgall, R., and Ricco, M. Marketing Manager Ethics: Moral Intensity. *Journal of Human Resources in Hospitality and Tourism*. Under third review.

Research in Progress

Li, F, Zhang, L., and Beck, J. The use of Phantom Decoys for hotel selection on OTA websites. *Target Journal: International Journal of Hospitality Administration*

Books

Moreo, P.J., Sammons, G., and Beck, J.A. (2001). Front Office Operations and Night Audit Workbook. Upper Saddle River NJ: Prentice Hall.

Book Chapters

Beck, J. (In Press). Selling in the Hospitality Industry. In Dogan Gursoy (Ed.), *Routledge Handbook of Hospitality Marketing*. New York, NY: Routledge, Taylor and Francis Group.

Beck, J. (2014). Marketing and Sales in Meetings and Business Events. In George G. Fenich (Ed.), *Production and Logistics in Meeting, Expositions, Events and Conventions*. Upper Saddle River NJ: Prentice Hall.

Beck, J. (2009). Meetings and Events Management. In Michael Sciarini (Ed.), *Introduction to Hospitality Business*. Dubuque, IA: Great River Technologies.

Beck, J. (2009). Mapping the Guest's Experience a.k.a. Marketing. In Michael Sciarini, *Introduction to Hospitality Business*. Dubuque, IA: Great River Technologies

Knutson, B.J., Beck, J.A. (2006) Identifying the dimensions of the experience construct: Development of the model. In John A. Williams and Muzaffer Uysal (Ed.) *Current Issues and Development in Hospitality and Tourism Satisfaction*. New York: The Haworth Hospitality Press: Pp. 23 – 36.

Beck, J. (2006). The Environment for Meetings and Events. In Glen Ramsborg (Ed.) *Professional Meeting Management* (5th ed.). Dubuque, IA: Kendall-Hunt.

Knutson, B.J. & Beck, J.A. (2004). Identifying the dimensions of the experience construct: Development of the model. In John A. Williams and Muzaffer Uysal (Ed.) *Current Issues and*

Development in Hospitality and Tourism Satisfaction. New York: The Haworth Hospitality Press: 23-35.

Monographs and Refereed Proceedings

Kim, M.R., Beck, J.A., and Schmidgall, R.S. (2014). The pricing policy and practices for the same day arrival guests. Conference proceedings, Greater Western Chapter of Travel & Tourism Research Association Conference (GWTTRA), Denver, CO.

Kim, M.R., Beck, J.A., and Schmidgall, R.S. (2014). An exploratory study of pricing for same day arrival guests. Conference proceedings, Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference, Las Vegas, NV.

Kim, M.R., Beck, J.A., and Schmidgall, R.S. (2014). Hotel room pricing: An analysis of pricing practices for same day arrival guests. Conference Proceedings, 2014 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, St. Louis. MO.

Jablonski, L. and Beck, J. (2011). Fundraising Strategies of Nonprofit Organizations: Measuring ROI and Success in a Time of Economic Crisis. Conference Proceedings, Great Lakes Hospitality and Tourism Educators Conference, Grand Rapids, MI.

Beck, J., Kim, S., and Schmidgall, R. (2011). The Ranking of Hospitality Journals Effect on Tenure Decisions in International Hospitality Programs. Conference Proceedings, Great Lakes Hospitality and Tourism Educators Conference, Grand Rapids, MI.

Beck, J., Knutson, B., Cha, J., Kim, S. (2010) Effect of Communication Apprehension on Job Satisfaction with Information and Organizational Commitment among Lodging Revenue Managers. *Proceedings of the 2010 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference, USA.*

Beck, J., Knutson, B., Cha, J., Kim, S. (2009) Developing Revenue Managers: A Challenge for the Lodging Industry. *Proceedings of the 2009 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference, USA.*

Kline, S., Gregory, S., Breiter, D., and Beck, J. (2008). Identifying hotel revenue management career competencies: Where do they fit in the hospitality curriculum? *Proceedings of the 2008 European Council on Hotel, Restaurant, and Institutional Education (EuroCHRIE) Conference, Jumeirah, Dubai, United Arab Emirates.*

Knutson, B., Beck, J., Kim, S., Cha, J. (2008) Service quality as a component of the hospitality experience: Proposal of a conceptual model and framework for research. *Proceedings of the 2008 International Conference on Services management, USA.*

Kim, S.H., Cha, J Knutson, B.J., and Beck, J.A. (2007). Measuring the experience constructs: A scale development and validation. *Proceedings of the 2007 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference, USA.* 188-195.

Beck, J., Lazer, W., & Schmidgall, R. (2006). When is an Ethical Situation Not a Question of Ethics? *Proceedings of the 2006 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference, USA.*

Beck, J. (2006). Student attitudes toward hospitality sales: Does gender and academic performance make a difference [Abstract]. *Proceedings of the 2006 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference, USA*.

Lalopa, J., Ghiselli, R., & Beck (2004). The role of biodata and career anchors on turnover intentions among hospitality and tourism educators. *Proceedings of the 2004 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference, USA*, 199 - 204.

Beck, J., Elsworth, J., Singh, A., Knutson, B. & Cichy, R. (2003). Future events and their impact on the U.S. hospitality industry. *Proceedings of the 2003 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference, USA*, 13 - 19.

Beck, J.A. (1996). Career anchors, organizational commitment, and job plateaus: An analysis of hotel executive operating committee members' career development. Unpublished Ph.D. Dissertation, Purdue University, West Lafayette, IN

Reviews

Book Reviews

Beck, J.A. (2009). What does the DMO executive really do? [Review of the book *Managing Destination Marketing Organizations*]. *Journal of Hospitality Marketing and Management*, 18, 635-638.

Current Manuscript Review

Reviewed 2 manuscripts for the *Journal of Hospitality Marketing and Management* (2016-2017)

Reviewed 2 manuscripts for the *Journal of Hospitality and Tourism Research* (2016-2017)

Reviewed 1 manuscripts for International CHRIE conference (2016-17).

Papers and presentations at learned professional organizations and societies

Beck, J., Kim, S., Ricco, M., and Schmidgall, R. (2014, July). Moral intensity and ethical culture in hospitality marketing management, International CHRIE Conference, San Diego, CA.

Cha, J. Beck, J., Kim, S., and Knutson, B. (2014, July). International Revenue Manager Proactive Career Behavior, International CHRIE Conference, San Diego, CA.

Kim, M., Beck, J., and Schmidgall, M. (2014, April). An Exploratory Study of Pricing for Same Day Arrival Guests, Korea America Hospitality and Tourism Educators Association Conference, Las Vegas, NV.

Beck, J., Kim, M., and Schmidgall, M. (2013, November). Hotel Pricing Practices for Same Day Arrival Guests, Hospitality Financial Management Educators Conference, New York, NY.

Beck, J., Kim, M., and Schmidgall, R. (2013, July). Hotel Room Pricing: An Analysis of Pricing Policies and Practices for Same Day Arrival Guests, International CHRIE Conference, St. Louis, MO.

Beck, J., Kim, S., and Cha, J. (2013, July). Exploring Essential Revenue Management Skills in the Lodging Industry: Content Analysis, International CHRIE Conference, St. Louis, MO

Beck, J., Kim, S., and Cha, J. (2012, August). The Measurement of Proactive Behavior in the Lodging Revenue Manager, International CHRIE Conference, Providence, R.I.

Beck, J., Kim, S., and Cha, J. (2012, April). Measuring Proactive Behavior of the Lodging Revenue Manager, Great Lakes Hospitality and Tourism Educators Conference, Grand Rapids, MI.

Beck, J., Kim, S., and Schmidgall, R. (2011, July). The Rating of Hospitality Journals for Influence on Salary, Reappointment, Promotion and Tenure Decisions in International Hospitality Programs. International CHRIE Conference, Denver, CO.

Jablonski, L. and Beck, J. (2011, April). Fundraising Strategies of Nonprofit Organizations: Measuring ROI and Success in a Time of Economic Crisis. Great Lakes Hospitality and Tourism Educators Conference, Grand Rapids, MI.

Beck, J., Kim, S., and Schmidgall, R. (2011, April). The Ranking of Hospitality Journals Effect on Tenure Decisions in International Hospitality Programs, Great Lakes Hospitality and Tourism Educators Conference, Grand Rapids, MI.

Jablonski, L. and Beck, J. (2011, January). Fundraising Strategies of Nonprofit Organizations: Measuring ROI and Success in a Time of Economic Crisis. Presentation at the 16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, (refereed poster presentation). Houston, TX.

Beck, J., Knutson, B., Cha, J., Kim, S. (2010, July) Effect of Communication Apprehension on Job Satisfaction with Information and Organizational Commitment among Lodging Revenue Managers. International CHRIE Conference, San Juan, P.R.

Beck, J., Knutson, B., Cha, J., Kim, S. (2009, July) Developing Revenue Managers: A Challenge for the Lodging Industry. International CHRIE Conference, San Francisco, CA.

Rifon, N.J., Beck, J.A., & Kim, K. (2008, July). Travel Behaviors of University Women Students: Validation of Push and Pull Motivation Models. The 60th Conference of Tourism Sciences Society of Korea (TOSOK). Seoul, Korea.

Beck, J. (2008, June). Revenue Managers: The State of the Revenue Management Profession in 2008. Presented at the HSMIAI Revenue Management Strategy Conference. Austin, TX.

Knutson, B., Beck, J., Kim, S., Cha, J. (2008, May) Service quality as a component of the hospitality experience: Proposal of a conceptual model and framework for research. International Conference on Services management, State College, PA.

Kim, S.H., Cha, J Knutson, B.J., and Beck, J.A. (2007, July). Measuring the experience constructs: A scale development and validation. International CHRIE Conference, Dallas, TX.

Beck, J. (2007, June). Revenue Managers: The State of the Revenue Management Profession in 2007. Presented at the HSMAI Revenue Management Strategy Conference. Orlando, FL.

Beck, J., Lazer, W., & Schmidgall, R. (2006, July). When is an Ethical Situation Not a Question of Ethics? Presented at the 2006 International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference. Washington, DC.

Beck, J. and Gregory, S. (2006, June). Revenue Managers: Who Do You Report To and Where Did You Come From? The State of the Revenue Management Profession in 2006. Presented at the HSMAI Revenue Management Strategy Conference. Minneapolis, MN.

Beck, J., Lazer, W., & Schmidgall, R. (2005, December). Hotel Marketing Managers' Responses to Ethical Dilemmas. Presented at the Great Lakes Hospitality and Tourism Educators Conference. East Lansing, MI.

Cichy, R, Elsworth, J, Beck, J; &. (2005, July). “Teaching Hospitality Students to “Think Like an Owner””. Presented at the International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference (refereed proceedings). Las Vegas, NV.

Beck, J; Cichy, R.; & Elsworth, J. (2005, April). “Teaching Hospitality Students to “Think Like an Owner””. Presented at the Great Lakes Hospitality and Tourism Educators Conference. Indianapolis, IN.

Beck, J.; Knutson, B.; Kim, S.; Cha, J. (2005, April). Perceived importance of meeting and event planning activities: An analysis of association, corporate, and third party meeting planners. Presented at the Great Lakes Hospitality and Tourism Educators Conference. Indianapolis, IN.

Lalopa, J., Ghiselli, R., & Beck (2004, July). The role of biodata and career anchors on turnover intentions among hospitality and tourism educators. Presented at the International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference (refereed proceedings: p 199 - 204). Philadelphia, PA.

Miller, N., Beck, J. & Knutson, B. (2004, January). Time allocation and sales tasks: An assessment of full and limited service hotel sales managers. Presentation at the 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Beck, J., Elsworth, J., Singh, A., Knutson, B. & Cichy, R. (2003, August). Future events and their impact on the U.S. hospitality industry. Presented at the International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference (refereed proceedings). Palm Springs, CA.

Miao, Li & Beck, J. (2002, January). Student's perceptions of the Service Learning experience in a hospitality course. Presentation at the 7th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Kim, Yen Soon & Beck, J.A. (2001, January). The growth of Bed and Breakfast tourism in the South Plains States. Presentation at the 6th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Atlanta, GA.

Wood, D., Sammons, G., Moreo, P., and Beck, J. (2001, January). Hotel Housekeeping Operational Audit: A quality management tool. Presentation at the 6th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Atlanta, GA.

Ngamson, B. & Beck, J. (2000, January). A pilot study of association members' conference participation process in attending international conferences. Presentation at the 5th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Ngamson, B., Cobanoglu, C., & Beck, J. (2000, January). Analysis of Educators' Selection of Lodging Accommodations on International Business Trips. Presentation at the 5th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Beck, J.A. & Robertson, L. (2000, June). Assessment practices of Human Science Schools Colleges at Land Grant Colleges and Universities. Presented at the American Association of Higher Education Assessment Conference (refereed poster presentation). Charlotte, NC.

Cobanoglu, C., Ryan, B., & Beck, J. (1999, August). The impact of technology in lodging properties. Presented at the International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference (refereed proceedings), Albuquerque, NM. *Designated Best Paper*.

Adler, H. & Beck, J.A. (1998, July). Pay methods, job satisfaction, and turnover of room attendants: Perceptions of hotel executive housekeepers. Presented at the International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference (refereed proceedings). Miami, FL.

Executive Education Presentations

Advertising is NOT Marketing. Presented as a seminar at GLCVB Members Meeting 2016 / Greater Lansing Convention and Visitors Bureau at The Venue, Lansing, MI. (February, 2016).

The Hospitable Sales Process. An online course co-developed with Richard Farrar of Farrar Consulting for MSU Executive Education Programs and BISK Education. Completed July 2012. (Offered online, October, 2013).

Ten Keys to Unlocking Internship Potential. Presented as a seminar at ORGPRO 2012 / Michigan Society of Association Executives at the Motor City Casino Hotel, Detroit, MI. (July, 2012).

Opening Welcome Presentation. Presented at the Boutique Hotel and Lifestyle Conference, Fontainebleau Hotel, Miami, FL. (October, 2011).

Educational Opportunities: Which Route is Best for You? Presented as a seminar to the University of Michigan University Event Planners at the Ypsilanti Marriott. (June, 2011).

Marketing for Meeting Planners presented as a seminar to the Meetings Professional International Michigan Chapter at the Bavarian Inn and Conference Center, Frankenmuth, MI. (April 26, 2010).

Marketing and Revenue Management for Lodging Professionals presented at the Venetian Macao Resort and Casino, Macau, PRC. (2008).

The Experience Economy presented for the East Lansing Rotary Club at the University Club, East Lansing. (2007).

The APEX initiative for Meeting Planners presented as a seminar to the MSU Meeting Planners Professional Gathering at the Kellogg Hotel and Conference Center, East Lansing. (2006).

The APEX initiative for Meeting Planners presented as a seminar to the Michigan Chapter of the Society of Government Meeting Planners at the Holiday Inn South, Lansing. (2006).

Program Moderator, 'Food and Beverage Tips and Trends' Michigan Chapter of Meeting Professionals International. (2006)

Meeting Planning from a Hotel Perspective presented as a seminar to the Michigan Chapter of the Society of Government Meeting Planners at the Clarion Hotel, East Lansing. (2004).

Marketing for Lodging Professionals presented as a seminar for lodging managers from Russia at the Michigan State University International Center. (2003).

Program Moderator, 'Putting the Wow in Meetings' Michigan Chapter of Meeting Professionals International. (2003)

Effective Front Office Management, presented as a seminar for front desk managers at the Sheraton Maria Isabel, Mexico City. (2000).

Forecast 2000. Lodging industry panelist for the Commercial Real Estate Brokers Association of Oklahoma. (2000)

Stars of the Industry Awards Luncheon. Judge and emcee of the awards presentation at the Oklahoma Hotel and Lodging Association annual meeting. (1997-2001).

Current Issues for Executive Housekeepers in Hospitality, presented at the continuing education seminar sponsored by the University of Houston Hilton School of Hotel and Restaurant Administration. (1997-1999)

Total Quality Management and Sales, presented at the Indiana Lt. Governor's conference on Tourism, West Lafayette, IN (1996).

Total Quality Management seminar, presented for the 500 employees of the Marriott Hotels, Resorts, and Suites Worldwide Reservations Office, Omaha, NE (1994).

San Ramon Marriott Hotel Executive Committee teambuilding facilitator. (1992)

San Francisco Airport Marriott Catering Department teambuilding facilitator. (1992)

Presentations at Academic Institutions

Success in the world of hospitality business. Presentation delivered in Skills for Success Seminar sponsored by Multicultural Business Programs, Michigan State University Broad College of Business, April 11, 2015.

Experiential Learning in Hospitality Education. Presentation delivered at the Best Practices in Experiential Learning Conference, Michigan State University, March 2006.

A Study of Motivations, Inhibitors, and Facilitators of CHRIE Members in Attending International Conferences. Lecture delivered to the members of the faculty at Iowa State University, March 2002.

Cost Volume, Profit Analysis in Hotels. Lecture delivered to senior undergraduate students at Iowa State University, March 2002.

Rooms Operations. Lecture delivered to junior and senior students at the University of Houston, March 1997.

Career Anchors of Executive Operating Committee Members. Lecture delivered to the members of the faculty at Oklahoma State University, February 1997.

Participation in Regional, National, and International Learned Organizations

2002

Marriott Owners and Franchisee National Meeting, Detroit, MI. October 2002.

Hilton Lecture Series, XIII, East Lansing, MI. October 2002.

Michigan Chapter, Meeting Professionals International, East Lansing, MI. November 2002.

2003

Michigan Chapter Meeting Professionals International, Detroit, MI. January 2003.

Marriott International Hospitality Deans and Directors Executive Summary, Washington, DC. March 2003.

National Restaurant Association Show and Conference, Chicago, IL. May 2003.

Michigan Chapter of the International Council on Hotel, Restaurant, and Institutional Education (MICHRIE), East Lansing, MI. June 2003.

International Council on Hotel, Restaurant, and Institutional Education, Palm Springs, CA. July 2003.

Michigan Chapter Meeting Professionals International, East Lansing, MI. September 2003.

Hilton Lecture Series XIV, East Lansing, MI, October 2003.

Eta Sigma Delta Awards Banquet, East Lansing, MI

2004

Michigan Chapter Meeting Professionals International, Battle Creek, MI. February 2004.

Michigan Chapter Meeting Professionals International, Mount Pleasant, MI. March 2004.

International Association of Business Disciplines, San Antonio, TX. March 2004.

Michigan Chapter of the International Council on Hotel, Restaurant, and Institutional Education (MICHRIE), Ypsilanti, MI. April 2004.

Michigan Hotel, Motel, and Resort Association, Dearborn, MI. June 2004.

Society of Government Meeting Planners, East Lansing, MI. July 2004.

International Council on Hotel, Restaurant, and Institutional Education, Philadelphia, PA. July 2004.

Society of Government Meeting Planners, Lansing, MI. August 2004.

Marriott Owners and Franchisee National Meeting, New Orleans, LA. August 2004.

Hilton Lecture Series XV, East Lansing, MI. October 2004.

International Hotel Motel and Restaurant Show, New York, NY. November 2004.

2005

Michigan Chapter of the International Council on Hotel, Restaurant, and Institutional Education (MICHRIE), East Lansing, MI. December, 2005

International Hotel Motel and Restaurant Show; New York, NY. November 2005.

Hilton Lecture Series XVI, East Lansing, MI. October 2005.

Society of Government Meeting Planners, East Lansing, MI. April 2005.

2006

Michigan Chapter Meeting Professionals International, Windsor, ONT. March 2006.

Michigan Hotel, Motel, and Resort Association Annual Convention, MT Pleasant, MI March 2006.

Society of Government Meeting Planners, East Lansing, MI. April 2006.

International Council on Hotel, Restaurant, and Institutional Education, Washington, D.C. July 2006.

Hilton Lecture Series XV, East Lansing, MI. October 2006.

International Hotel Motel and Restaurant Show; New York, NY. November 2006.

2007

Michigan Hotel, Motel, and Resort Association Annual Convention, Traverse City, MI March 2007.

Lansing Event Professional Network, East Lansing, MI. April 2007.

National Restaurant Association Annual Show, Chicago, IL May 2007.

Hospitality Sales and Marketing International, Revenue Management Strategy Conference, Orlando, FL. June 2007.

International Council on Hotel, Restaurant, and Institutional Education, Dallas, TX July 2007.

Hilton Lecture Series XVI, East Lansing, MI. October 2007.

2008

Michigan Lodging and Tourism Association Annual Convention, Grand Rapids, MI April 2008.

Hospitality Sales and Marketing International, Revenue Management Strategy Conference, Austin, TX. June 2008.

Hilton Lecture Series XVII, East Lansing, MI. October 2008.

International Hotel Motel and Restaurant Show; New York, NY. November 2008.

2009

Accommodations Subcommittee for the APEX Committee on Green Meetings

Michigan Lodging and Tourism Association Annual Convention, Detroit, MI March 2009.

Michigan Chapter of the International Council on Hotel, Restaurant, and Institutional Education (MICHRIE), Ypsilanti, MI. May, 2009

National Restaurant Association Annual Meeting, May 2009

International Council on Hotel, Restaurant, and Institutional Education, San Francisco, CA July 2009.

Hilton Lecture Series XVIII, East Lansing, MI. November 2009.

Michigan Chapter of the International Council on Hotel, Restaurant, and Institutional Education (MICHRIE), East Lansing, MI. December, 2009

2010

Accommodations Subcommittee for the APEX Committee on Green Meetings

Michigan Chapter of the International Council on Hotel, Restaurant, and Institutional Education (MICHRIE), Lansing, MI. May, 2010

National Restaurant Association Annual Meeting, May 2010

International Council on Hotel, Restaurant, and Institutional Education, San Juan, Puerto Rico July 2010.

Hilton Lecture Series XIX, East Lansing, MI. October, 2010.

2011

Great Lakes Hospitality Education Conference, Grand Rapids, MI. April, 2011

Michigan Chapter Meeting Professionals International, Ypsilanti, MI. June 2011

International Council on Hotel, Restaurant, and Institutional Education, Denver, CO July 2011.

Hilton Lecture Series XX, East Lansing, MI. September, 2011.

Boutique Hotel and Lifestyle Conference, Miami, FL. October, 2011

Marriott Owners and Franchisee National Meeting, Miami, FL. November, 2011.

Hospitality Education Alliance of Michigan (HEA-MI) Grand Rapids, MI. November, 2011

2012

Great Lakes Hospitality Education Conference, Grand Rapids, MI. April, 2012

ORGPRO 2012, Detroit, MI. July 2012.

International Council on Hotel, Restaurant, and Institutional Education, Providence, RI. August, 2012.

2013

Advanced Research Techniques Forum of the American Marketing Association, Chicago, IL. June, 2013

International Council on Hotel, Restaurant, and Institutional Education, St. Louis, MO. July, 2013.

Hilton Lecture Series XXII, East Lansing, MI. October, 2013.

2014

International Council on Hotel, Restaurant, and Institutional Education, San Diego, CA. July, 2014.

Hilton Lecture Series XXII, East Lansing, MI. September, 2014.

International Hotel Motel and Restaurant Show; New York, NY. November 2014.

2015

Marriott International Executive Interviews, Bethesda, MD. July 2015

International Council on Hotel, Restaurant, and Institutional Education, Orlando, FL. July, 2015.

International Hotel Motel and Restaurant Show; New York, NY. November 2015.

2016

Michigan Hotel, Lodging, and Tourism Association Annual Convention, Lansing, MI April 2016.

Wisconsin Chapter, Michigan State University Alumni Association, Milwaukee, WI, May 2016

Reports or Studies

Beck, J. and Gregory, S. (2006). A Survey of Hyatt Revenue Managers: Demographic Profile, Important Job Activities, and Areas of Job Satisfaction.

Beck, J. (2001). An Economic Feasibility Study for a Lodging Property in Claremore, OK.

Grant / Research Proposals and Gifts in Kind:

Dual Proposal to Marriott International: Kitchen Cost Allocations for Water and Energy Usage Conservation at Marriott Properties and Assessing the Impact of Sustainability on Performance of Marriott Properties: \$83,000. August 2015. Under review.

Broad College of Business Summer Research Grant. Hotel Room Pricing: Analysis of Same Day Arrivals: \$5,000. April 2013. Funded.

P.O.S. Strategies. Electronic Shelf Labeling Research Grant: \$1,000. August 2009. Funded.

School of Hospitality Business Summer Research Grant. Sales and Marketing Ethics: \$2,500. April 2009. Funded.

Broad College of Business Summer Research Grant. International Revenue Manager Profiles: \$14,000. April 2008. Funded.

School of Hospitality Business Summer Research Grant. Identifying the Dimensions of the Lodging Experience Construct: \$5,000. April 2006. Funded.

Broad College of Business Summer Research Grant. Identifying the Dimensions of the Experience Construct: \$10,000. March 2005. Funded.

An Economic Feasibility Study for a Lodging Property in Claremore, OK. \$2,500. January 2001. Funded.

Awards and Honors:

2015	Stevenson W. Fletcher Achievement Award, ICHRIE
2011	Best Article Award, <i>Hosteur</i>
2010	Most Productive Hospitality Researcher
2006	Nominated for Broad College of Business Withrow Emerging Scholar Award
2004	Best Quantitative Paper Award, International Association of Business Disciplines
2002	Outstanding Undergraduate Faculty Advisor, College of Human Environmental Sciences, Oklahoma State University

- 2001 Best Teaching Practice in Lodging Education, ICHRIE
- 2000 Outstanding Undergraduate Faculty Advisor, College of Human Environmental Sciences, Oklahoma State University
- 1999 Best Paper Award, Council of Hotel, Restaurant Institutional Education Conference.
- 1990 Director of Services of the Year, Northwest Region, Marriott Hotels, Resorts and Suites.

Professional Associations and Service Activities:

Strategic Review Committee, Curriculum Subcommittee Chair, University of Houston Hilton College of Hospitality 2016.

Associate Editor, Journal of Hospitality and Tourism Research 2015-2020.

Broad College of Business Integrative Fellows Co-Director 2015-2018

Broad Business Analytics Program Faculty Coach: Michigan Lottery Summer 2016.

Broad Business Analytics Program Faculty Coach: Michigan Lottery Fall 2015.

Broad Business Analytics Program Faculty Coach: Michigan Lottery Summer 2015.

Member, Broad College of Business Dean Search Committee, 2014-2015

Broad Business Analytics Program Faculty Coach: Michigan Lottery Fall 2014.

Chair, School of Hospitality Business Bylaws Committee, 2013-2015

Chair, Reappointment, Promotion and Tenure Document for the School of Hospitality Business, 2013-2014.

Chair, International CHRIE Conference Scientific Paper Committee (2013-2016)

Assistant Editor, Journal of Human Resources in Hospitality and Tourism (2002- 2015)

Chair, Search Committee for Hospitality Business Technology Faculty, (2012-2013)

Invited Guest Editor, ICHRIE Journal of Hospitality and Tourism Educator (2012)

President, Hospitality Education Alliance of Michigan (2010-2012)

Co-Chair, International CHRIE Conference Scientific Paper Committee (2012)

Associate Editor Lodging Track, International CHRIE Conference Paper Committee (2006-2010)

Past President, Michigan Chapter of Council on Hotel, Restaurant, and Institutional Education (MICHRIE) (2008-2010)

Past Chair, Sales and Marketing Faculty Special Interest Group, Hospitality Sales and Marketing Association International (HSMIAI) (2005-2006)

Invited Member, APEX/ASTM Environmentally Sustainable Meeting Standards Committee, Convention Industry Council

Member, American Marketing Association

Advisor, Professional Convention Management Association, Student Chapter

Advisor, Hospitality Sales and Marketing Association International, Student Chapter

Member, Michigan Lodging and Tourism Association (MLTA)

International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE)

Courses Taught:

Michigan State University

<u>Course Number</u>	<u>Course Title</u>
HB 237	Management of Lodging Systems
HB 375	Hospitality Marketing (created fall 2002)
HB 376	Hospitality Sales Management (created fall 2003)
HB 380	Meeting & Event Planning & Management (created spring 2003)
HB 437	Revenue Management for the Hospitality Industry (created spring 2013)
HB 486	Advanced Lodging Marketing
HB 491	Introduction to Meeting and Event Planning (online / created 2007)

Oklahoma State University

<u>Course Number</u>	<u>Course Title</u>
HRAD 3363	Lodging Front Office Systems
HRAD 3403	Lodging Service Management
HRAD 3473	Mechanical Equipment and Building
HRAD 3553	Purchasing for the Hospitality Industry
HRAD 4523	Integrated Capstone Seminar (senior course)
HRAD 4883	Multi-Unit Food Service Management
HRAD 5213	Technology in Hospitality
HRAD 5643	Hotel Development
HRAD 5813	Research Methods in Hospitality

Purdue University

<u>Course Number</u>	<u>Course Title</u>
RHI 331	Meetings and Conventions Management
RHI 381	Executive Housekeeping Management
RHI 390	Guest Service Management (created new course as PhD student)
RHI 584	Advanced Hotel Management

Marriott Hotels, Resorts and Suites

Sales Intensity – Northwest Region Lodging Sales Seminars

TQM II – Northwest Region Quality Initiative

Supervisory Development for Department Supervisors in the San Francisco Bay Area

Americans with Disabilities Awareness Training