

# ANNA S. MATTILA Ph. D.

Marriott Professor of Lodging Management



**PennState**

## ACADEMIC BACKGROUND

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### **Cornell University** – Ithaca, NY

- Doctor of Philosophy (*School of Hotel Administration*)
- Major: Services marketing
- Minor: Consumer behavior and psychology

### **University of Hartford** – Hartford, CT

- Master in Business Administration
- *The Barney School of Business Administration*

### **Cornell University** – Ithaca, NY

- Bachelor of Science
- *School of Hotel Administration*

## ACADEMIC EXPERIENCE

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### **The Pennsylvania State University** – State College, PA

*School of Hospitality Management*

Marriott Professor and Professor in Charge of Graduate Program. Teaching Responsibilities include doctoral seminars and services marketing.

May 2009 to present

### **The Pennsylvania State University** – State College, PA

*School of Hospitality Management*

Associate Professor in Charge of Graduate Program. Teaching Responsibilities include doctoral seminars and services marketing

June 2004 to May 2009

### **The Pennsylvania State University** – State College, PA

*School of Hotel, Restaurant and Recreation Management*

Assistant Professor teaching doctoral seminars, services marketing, marketing research methods and corporate finance

July 1, 1998 to May 2004

**Cornell University** – Ithaca, NY

*School of Hotel Administration*

Visiting Assistant Professor teaching International Marketing and Principles of Marketing at an undergraduate level in addition to Services Marketing at a graduate level.

July 1, 1997 to June 30, 1998

**National University of Singapore**

*Faculty of Business Administration*

Lecturer (Assistant Professor in the US system) in Marketing teaching both graduate and undergraduate level marketing classes. Subjects covered included Marketing Management, Principles of Marketing, Strategic Marketing and Services Marketing.

December 1995 to June 1997

**TEACHING INTERESTS**

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Services Marketing, Hospitality Marketing, Research Methods, Social Media, Consumer Behavior, Healthy Eating

**RESEARCH AWARDS**

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**Lifetime Research Awards**

Pauline Schmitt Russell Distinguished Research Career Award, College of Health & Human Development, The Pennsylvania State University  
2018

Founder's Award – Annual Graduate Education & Graduate Students' Research Conference in Hospitality & Tourism  
2010

University of Delaware Olson Lifetime Research Award.  
2007

John Wiley & Sons Lifetime Research Award, International Council on Hotel, Restaurant and Institutional Education.  
2006

**Article of the Year Awards**

Honorable Mention, Davidson Award, Journal of Retailing  
January 2017

Outstanding Paper Award 2010, Journal of Service Management  
April 2011

Reviewer of the Year-2008, Journal of Service Management (formerly International Journal  
of Service Industry Management)  
February 2009

Article of the Year-2008, Cornell Hospitality Quarterly  
January 2009

Outstanding Paper Award-2007, International Journal of Service Industry Management  
April 2008

Outstanding Paper Award 2007, Academy of Marketing Science.  
May 2007

Article of the Year-2006, International Journal of Service Industry Management  
April 2007

Davidson Award for the Best Article 2004, Journal of Retailing.  
October 2005

Article of the Year Award 2004, Journal of Hospitality & Tourism Research  
July 2005

Honorable Mention, Article of the Year 2001, International Journal of Service Industry  
Management.  
July 2002

### **Best Paper Awards**

Best Paper Award, Personal vs. commercial peer service providers. *In Proceedings of the  
European Marketing Academy* - co-authored with Shuqair, and S., Pinto, D. C., Madrid, Spain,  
July 2021.

Best Paper Award, The 7th Annual Virtual Spring NENA Federation of ICHRIE Conference,  
(Co-authored with Anqi Luo, Tian Ye, and Xunyue Xue) - March 2021.

Best Paper Award, the 22<sup>nd</sup> Graduate Student Research Conference in Hospitality &  
Tourism, Houston, TX (co-authored with Lisa Gao) - January 2017

Best Paper Award, China National Tourism Administration, (co-authored with X. Zhao)  
May 2016

Best Paper Award, International Council on Hotel, Restaurant and Institutional Educator  
(CHRIE) Convention, Orlando, FL (Co-authored with Stephanie Liu) - July 2015

Best Paper Award, International Council on Hotel, Restaurant and Institutional Education (CHRIE) Convention, San Diego. CA (Co-authored with CB Choi and Arun Upneja)  
July 2014

Best Paper Award, Graduate Student Research Conference in Hospitality & Tourism, Seattle, WA (Co-authored with CB Choi) - January 2013

Best Paper Award, Graduate Student Research Conference in Hospitality & Tourism, Houston, TX (MS Thesis of Laurie Wu) = January 2011

Best Paper Award, International Council on Hotel, Restaurant and Institutional Education (CHRIE) Convention, San Francisco, CA - July 2009

Best Paper Award, International Council on Hotel, Restaurant and Institutional Education (CHRIE) Convention, Dallas. TX - July 2007

Best Paper Award, International CHRIE, Washington, DC - July 2006

Best Paper Award, 2002 International CHRIE Convention, Orlando, Florida - August 2002

Best Paper Award, 2001 International CHRIE Convention, Toronto, Canada - August 2001

## **PUBLICATIONS**

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### **Articles Accepted for Publication (Forthcoming)**

Jung, I; Sharma, A. & Mattila, A. “The Impact of Supermarket Credibility on Purchase Intention of Novel Food”, Journal of Retailing and Consumer Services.

Shuqair, S.; Pinto, D., & Mattila, A. “An Empathy Lens into Peer Service Providers: Personal versus Commercial hosts”, International Journal of Hospitality Management.

Cher, F.; Mattila, A. & Quadri, D. "Generation influences perceived coolness but not favorable attitudes toward cool hotel brands.", Cornell Hospitality Quarterly.

Qiu, S., Cher, F. & Mattila, A. “Ethnic restaurants: bringing uniqueness to the table through handwriting” Cornell Hospitality Quarterly.

Fan, A., & Mattila, A. “Touch vs. Tech in Service Encounters” Cornell Hospitality Quarterly.

Pinto, D., Castasgna, C. & Mattila, A. Beauty-is-good, Ugly-is-risky: Food Aesthetics Bias and Construal Level, Journal of Business Research.

Yang, B., Hwang, Y. & Mattila, A.” Feelings of uncertainty and powerlessness from Covid-19: Implications for advertising appeals in the restaurant industry “, International Journal of

## Hospitality Management.

Luo, A., Ye, T., Xue, X. & Mattila, A.S. “Appreciation vs. Apology: When and Why Does Face Covering Requirement Increase Revisit Intention?” Journal of Retailing and Consumer Services.

Shuqair, S., Pinot, D., & Mattila, A. “A Pathway to Consumer Forgiveness in the Sharing Economy: The Role of Relationship Norms”, International Journal of Hospitality Management.

## **Published**

Jang, J. K., Yang, B., & Mattila, A. S. (2021). The impact of plate shape and organization on Americans’ perceptions of Korean restaurants. Journal of Foodservice Business Research, 1-9.

Lu, Z., Mattila, A. S., & Liu, S. Q. (2021). When customers like preferential recovery (and when not)? Annals of Tourism Research, 87, 103135.

Shin, J., & Mattila, A. S. (2021). Aww effect: Engaging consumers in “non-cute” prosocial initiatives with cuteness. Journal of Business Research, 126, 209-220.

Lin, I. Y., & Mattila, A. S. (2021). The Value of Service Robots from the Hotel Guest’s Perspective: A Mixed-Method Approach. International Journal of Hospitality Management, 94, 102876.

Ye, T., & Mattila, A. S. (2021). The effect of ad appeals and message framing on consumer responses to plant-based menu items. International Journal of Hospitality Management, 95, 102917.

Hwang, Y. H., Choi, S., & Mattila, A. S. (2021). Rounding up for a cause: The joint effect of donation type and crowding on donation likelihood. International Journal of Hospitality Management, 93, 102779.

Kim, M. G., Yang, H., & Mattila, A. S. (2021). Effects of Visual Cues and Social Density on Beverage Consumption: A Field Experiment in a Bar. Cornell Hospitality Quarterly, 1938965520985498.

Jang, J. K., Mattila, A. S., & Van Hoof, H. B. (2021). Variety is the spice of life! The effect of the number of side dishes and plate presentation on willingness to try Korean cuisine. Journal of Foodservice Business Research, 24(2), 235-248.

Hwang, Y., & Mattila, A. S. (2021). The Effect of Smart Shopper Self-Perceptions On Word-Of-Mouth Behaviors in the Loyalty Reward Program Context. Journal of Hospitality &

Tourism Research, 1096348020985212.

Wu, L., He, Z., King, C., & Mattila, A. S. (2021). In darkness we seek light: The impact of focal and general lighting designs on customers' approach intentions toward restaurants. International Journal of Hospitality Management, 92, 102735.

Boninsegni, M. F., Furrer, O., & Mattila, A. S. (2020). Dimensionality of frontline employee friendliness in service encounters. Journal of Service Management, 32(3), 346-382.

Grégoire, Y., & Mattila, A. S. (2020). Service Failure and Recovery at the Crossroads: Recommendations to Revitalize the Field and its Influence. Journal of Service Research.

Choi, S., Mattila, A. S., & Bolton, L. E. (2020). To Err Is Human (-oid): How Do Consumers React to Robot Service Failure and Recovery?. Journal of Service Research, 1094670520978798.

Luo, A., & Mattila, A. S. (2020). Discrete Emotional Responses and Face-to-Face Complaining: The Joint Effect of Service Failure type and Culture, International Journal of Hospitality Management, 90, 102613.

Yang, B. & Mattila, A. S. (2020). Consumer Responses to Savings Message Framing, Annals of Tourism Research, 84, 102998.

Golmohammed, A., Mattila, A. S., & Gauri, D. K. (2020). Negative Online Reviews and Consumers' Service Consumption. Journal of Business Research, 116, 27-36.

Yang, C., Chen, Y., Zhao, X., & Mattila, A. S. (2020). Unfolding Deconstructive Effects of Negative Shocks on Psychological Contract Violation, Organizational Cynicism, and Turnover Intention, International Journal of Hospitality Management, 89, 102591.

Hwang, Y., Gao, L., & Mattila, A. S. (2020). What Recovery Options to Offer for Loyalty Reward Program Members: Dollars vs. Miles? , International Journal of Hospitality Management, 87, 102496.

Hwang, Y. H., Su, N., & Mattila, A. S. (2020). "The interplay between social crowding and power on solo diners' attitudes toward menus with popularity and scarcity cues", International Journal of Contemporary Hospitality Management, 32(3), 1227-1246.

McGinley, S., Mattila, A. S., & Self, T. T. (2020). Deciding to Stay: A Study in Hospitality Managerial Grit, Journal of Hospitality & Tourism Research, 44(5), 858-869.

Jung, I. N., Sharma, A., & Mattila, A. S. (2020). Exploring Employees' Perceptions of Costs and Benefits of Unionization in the Hospitality Industry, International Journal of Hospitality Management, 87, 102465.

Hwan, Y., & Mattila, A. S. (2020). The impact of customer compassion on face-to-face and online complaints, Journal of Hospitality Marketing and Management, 1-21.

- Choi, S., Choi, C., & Mattila, A. S. (2020). Are All Smiles Perceived Equal? The Role of Service Provider's Gender, Service Science, 12(2), 1-7.
- Su, N., & Mattila, A. S. (2020). Does gender bias exist? The impact of gender congruity on consumer's Airbnb booking intention and the mediating role of trust. International Journal of Hospitality Management, 89, 102405.
- Yang, B., & Mattila, A. S. (2020). How rational thinking style affects sales promotion effectiveness, International Journal of Hospitality Management, 84, 102335.
- McGinley, S., & Mattila, A. S. (2020). Overcoming Job Insecurity: Examining Grit as a Predictor, Cornell Hospitality Quarterly, 61(2), 199-212.
- Shin, J., & Mattila, A. S. (2020). Healthy Taste of High Status: Signaling Status at Restaurants, Cornell Hospitality Quarterly, 61(1), 40-52.
- Guillet, B. D., Mattila, A. S., & Gao, L. (2020). The effects of choice set size and information filtering mechanisms on online hotel booking, International Journal of Hospitality Management, 87, 102379.
- Yang, B., & Mattila, A. S. (2020). "Chef recommended" or "most popular"? Cultural differences in customer preference for recommendation labels, International Journal of Hospitality Management, 86, 102390.
- Cho, C. H., Mattila, A. S., Bordi, P., & Kwon, E. (2019). It tastes better when Bach meets red: The role of music and plate color on food evaluation, British Food Journal, 122(2), 14-25.
- Shuqair, S., Pinto, D. C., & Mattila, A. S. (2019). Benefits of authenticity: Post-failure loyalty in the sharing economy. Annals of Tourism Research, 78, 102741.
- Fan, A., Wu, L., Miao, L., & Mattila, A. S. (2019). When does technology anthropomorphism help alleviate customer dissatisfaction after a service failure?—The moderating role of consumer technology self-efficacy and interdependent self-construal. Journal of Hospitality Marketing & Management, 1-22.
- Fan, A., Almanza, B., Mattila, A. S., Ge, L., & Her, E. (2019). Are vegetarian customers more "green"? Journal of Foodservice Business Research, 22(5), 467-482.
- Choi, S., Liu, S. Q., & Mattila, A. S. (2019). "How may i help you?" Says a robot: Examining language styles in the service encounter. International Journal of Hospitality Management, 82, 32-38.
- Ozanne, M., Liu, S. Q., & Mattila, A. S. (2019). Are attractive reviewers more persuasive? Examining the role of physical attractiveness in online reviews. Journal of Consumer Marketing, 36(6), 728-739

Hwang, Y., & Mattila, A. S. (2019). Spillover Effects of Status Demotion on Customer Reactions to Loyalty Reward Promotions: The Role of Need for Status and Exclusivity. Journal of Travel Research, 58(8), 1302-1316.

Shin, J., & Mattila, A. S. (2019). In search of diners responsive to health cues: Insights from US consumers. International Journal of Hospitality Management, 82, 260-269

Liu, S. Q., & Mattila, A. S. (2019). Apple Pay: Coolness and embarrassment in the service encounter. International Journal of Hospitality Management, 78, 268-275.

Choi, S., Mattila, A. S. & Quadri-Felitti, D. (2019), "Donation appeals rewarding fitness in the context of CSR initiatives", Journal of Services Marketing, 33(2), 160-167.

Mattila, A. S. (2019). A commentary on cross-cultural research in hospitality & tourism inquiry (invited paper for 'luminaries' special issue of International Journal of Hospitality Management). International Journal of Hospitality Management, 76(Part B), 10-12.

Jang, J. K., & Mattila, A. S. (2019). The effect of core menu attribute, green menu background, and gender on consumers' attitudes toward Korean dishes. Journal of Foodservice Business Research, 22(1), 37-49.

Hwang, Y., & Mattila, A. S. (2019). Feeling left out and losing control: The interactive effect of social exclusion and gender on brand attitude. International Journal of Hospitality Management, 77, 303-310.

Liu, S. Q., Choi, S., & Mattila, A. S. (2019). Love is in the menu: Leveraging healthy restaurant brands with handwritten typeface. Journal of Business Research, 98, 289-298.

Choi, CB; Choi, S. & Mattila, A.S. (2019) The role of reference prices in the lodging industry: the moderating effect of an individual's psychological state, Journal of Travel & Tourism Marketing, 36:4, 511-520

Ozanne, M., Tews, M. J., & Mattila, A. S. (2019). "Are tattoos still a taboo? The effect of employee tattoos on customers' service failure perceptions", International Journal of Contemporary Hospitality Management, 31 (2), 874-889.

Shin, J., & Mattila, A. S. (2019). When organic food choices shape subsequent food choices: The interplay of gender and health consciousness. International Journal of Hospitality Management, 76, 94-101.

Choi, C., & Mattila, A. S. (2018). The effects of internal and external reference prices on travelers' price evaluations. Journal of Travel Research, 57(8), 1068-1077.

Shin, J; Hwang, Y. & Mattila, A. (2018), "Dining Alone? Solo consumers' self-esteem and incidental similarity ", Journal of Services Marketing, 32 (6), 767-776.

Kim, M. G., Yang, H., & Mattila, A. S. (2018). The Impact of Customer Loyalty and Restaurant



Sanitation Grades on Revisit Intention and the Importance of Narrative Information: The Case of New York Restaurant Sanitation Grading System. Cornell Hospitality Quarterly, 59(3), 275-284.

Shin, J., & Mattila, A. S. (2018). When Pizza Doesn't Sound as Good as Usual: Restrained Versus Unrestrained Eaters' Responses to Gluten-Free Menu Items. Cornell Hospitality Quarterly, 59(4), 397-410.

Liu, S. Q., Mattila, A. S., & Bolton, L. E. (2018). Selling Painful Yet Pleasurable Service Offerings: An Examination of Hedonic Appeals. Journal of Service Research, 21(3), 336-352.

Liu, S. Q., Ozanne, M., & Mattila, A. S. (2018). Does expressing subjectivity in online reviews enhance persuasion?. Journal of Consumer Marketing, 35(4), 403-413.

Blodgett, J. G., Bakir, A., Mattila, A. S., Trujillo, A., Quintanilla, C., & Elmadağ, A. B. (2018). Cross-national differences in complaint behavior: cultural or situational? Journal of Services Marketing, 32(7), 913-924.

Hwang, Y., Shin, J., & Mattila, A. S. (2018). So private, yet so public: The impact of spatial distance, other diners, and power on solo dining experiences. Journal of Business Research, 92, 36-47.

Tassiello, V., Viglia, G., & Mattila, A. S. (2018). How handwriting reduces negative online ratings. Annals of Tourism Research, 73, 171-179.

Liu, S. Q., Bogicevic, V., & Mattila, A. S. (2018). Circular vs. angular servicescape: "Shaping" customer response to a fast service encounter pace. Journal of Business Research, 89, 47-56.

Hwang, Y., & Mattila, A. S. (2018). Is It My Luck or Loyalty? The Role of Culture on Customer Preferences for Loyalty Reward Types. Journal of Travel Research, 57(6), 769-778.

Song, M., Noone, B. M., & Mattila, A. S. (2018). A tale of two cultures: consumer reactance and willingness to book fenced rates. Journal of Travel Research, 57(6), 707-726.

Choi, C., Joe, S. J., & Mattila, A. S. (2018). Reference Price and Its Asymmetric Effects on Price Evaluations: The Moderating Role of Gender. Cornell Hospitality Quarterly, 59(2), 189-194.

Choi, S., Liu, S. Q., & Mattila, A. S. (2018). Consumer Response to Authentic-Language Versus English-Language Menu Labeling in Ethnic Dining. Cornell Hospitality Quarterly, 59(2), 125-134.

Choi, C., Mattila, A. S., & Upneja, A. (2018). The Effect of Assortment Pricing on Choice and

Satisfaction: The Moderating Role of Consumer Characteristics. Cornell Hospitality Quarterly, 59(1), 6-14.

Qiu, S., Li, M., Mattila, A. S., & Yang, W. (2018). Managing the face in service failure: the moderation effect of social presence. International Journal of Contemporary Hospitality Management, 30(3), 1314-1331.

Choi, S., & Mattila, A. S. (2018). The Effect of Experience Congruity on Repurchase Intention: The Moderating Role of Public Commitment. Service Science, 10(2), 124-138.

Lin, I. Y., & Mattila, A. S. (2018). A conceptual model of co-creating an authentic luxury spa experience. International Journal of Spa and Wellness, 1(1), 39-54.

Hwang, Y., Choi, S., & Mattila, A. S. (2018). The role of dialecticism and reviewer expertise in consumer responses to mixed reviews. International Journal of Hospitality Management, 69, 49-55.

Gao, Y. L., & Mattila, A. S. (2017). The impact of stereotyping on consumers' food choices. Journal of Business Research, 81, 80-85.

Assaf, A. G., Josiassen, A., Ahn, J. S., & Mattila, A. S. (2017). Advertising spending, firm performance, and the moderating impact of CSR. Tourism Economics, 23(7), 1484-1495.

Choi, S., Mattila, A. S., Van Hoof, H. B., & Quadri-Felitti, D. (2017). The Role of Power and Incentives in Inducing Fake Reviews in the Tourism Industry. Journal of Travel Research, 56(8), 975-987.

Yang, W., & Mattila, A. S. (2017). The Impact of Status Seeking on Consumers' Word of Mouth and Product Preference—A Comparison Between Luxury Hospitality Services and Luxury Goods. Journal of Hospitality & Tourism Research, 41(1), 3-22.

Wu, L., Shen, H., Fan, A., & Mattila, A. S. (2017). The impact of language style on consumers' reactions to online reviews. Tourism Management, 59, 590-596.

Liu, S. Q., & Mattila, A. S. (2017). Airbnb: Online targeted advertising, sense of power, and consumer decisions. International Journal of Hospitality Management, 60, 33-41.

Kim, Y., Kim, M., & Mattila, A. S. (2017). Corporate Social Responsibility and Equity-Holder Risk in the Hospitality Industry. Cornell Hospitality Quarterly, 58(1), 81-93.

Tsionas, E., Assaf, A. G., Gillen, D., & Mattila, A. S. (2017). Modeling technical and service efficiency. Transportation Research Part B: Methodological, 96, 113-125.

Wu, L., Gao, Y., & Mattila, A. S. (2017). The Impact of Fellow Consumers' Presence, Appeal Type, and Action Observability on Consumers' Donation Behaviors. Cornell Hospitality Quarterly, 58(2), 203-213.

Ozanne, M., Cueva Navas, A., Mattila, A. S., & Van Hoof, H. B. (2017). An Investigation Into Facebook “Liking” Behavior An Exploratory Study. Social Media+ Society, 3(2), 1-12.

Kwon, E. & Mattila, A. S. (2017). "Comparing Benefit- and Attribute-based Menu Assortments: An exploratory study", Journal of Service Theory and Practice, 27(1), 87-101.

Liu, S. Q., & Mattila, A. S. (2016). The influence of a “green” loyalty program on service encounter satisfaction. Journal of Services Marketing, 30(6), 576-585.

Fan, A.; Wu, L. & Mattila, A.S. (2016), “Does Anthropomorphism Influence Customers’ Switching Intentions in the Self-service Failure Context?”, Journal of Services Marketing, 30(7), 713-723.

Zhang, L., Wu, L., & Mattila, A. S. (2016). Online Reviews: The Role of Information Load and Peripheral Factors. Journal of Travel Research, 55(3), 299-310.

Liu, S. Q., & Mattila, A. S. (2016). Effective Communication Strategies for Store Remodeling. Cornell Hospitality Quarterly, 57(2), 162-171.

Yang, W. & Mattila, A. S. (2016). “Why Do We Buy Luxury Experiences? Measuring Value Perceptions of Luxury Hospitality Services”, 28(9), 1848-1867. International Journal of Contemporary Hospitality Management.

Mattila, A. S. & Gao, L. (2016). An Examination of Popular Pricing and Price Framing Techniques in the Hospitality Industry and Directions for Future Research. International Journal of Revenue Management, 9(2/3), 175-185.

Mattila, A. S., Wu, L. & Choi, CB. (2016). Powerful or powerless customers: The influence of gratitude on engagement with CSR. Journal of Services Marketing, 30(5), 519-528.

Wu, L., Han, R., & Mattila, A. S. (2016). A double whammy effect of ethnicity and gender on consumer responses to management level service failures. Journal of Service Management, 27(3). 339-359.

Anaya, G. J., Miao, L., Mattila, A. S., & Almanza, B. (2016). Consumer envy during service encounters. Journal of Services Marketing, 30(3). 359-372.

Qiu, L., Cranage, D., & Mattila, A. S. (2016). How anchoring and self-confidence level influence perceived saving on tensile price claim framing. Journal of Revenue & Pricing Management, 15(2), 138-152.

Hanks, L., & Mattila, A. S. (2016). Consumer response to organic food in restaurants: A serial mediation analysis. Journal of Foodservice Business Research, 19(1), 109-121.

Gao, Y. L., & Mattila, A. S. (2016). The Impact of Option Popularity, Social

Inclusion/Exclusion, and Self-affirmation on Consumers' Propensity to Choose Green Hotels.. Journal of Business Ethics, 136 (3), 575-585.

Wu, L., Mattila, A. S., Wang, C., & Hanks, L. (2016). "The impact of power on service customers' willingness to post online reviews." Journal of Service Research 19 (2), 224-238.

Gao, Y. L., Mattila, A. S., & Lee, S. (2016). A meta-analysis of behavioral intentions for environment-friendly initiatives in hospitality research. International Journal of Hospitality Management, 54, 107-115.

Liu, S. & Mattila, A. (2016), Using Comparative Advertising to Promote Technology-based Hospitality Services, Cornell Hospitality Quarterly 57(2), 162-171.

Choi, C., & Mattila, A. S. (2015). The Effects of Other Customers' Dress Style on Customers' Approach Behaviors The Moderating Role of Sense of Power. Cornell Hospitality Quarterly, 57(2), 211-218.

Wang, C. Y., Miao, L., & Mattila, A. S. (2015). Customer responses to intercultural communication accommodation strategies in hospitality service encounters. International Journal of Hospitality Management, 51, 96-104.

Dai, W. D., Mao, Z. E., Zhao, X. R., & Mattila, A. S. (2015). How does social capital influence the hospitality firm's financial performance? The moderating role of entrepreneurial activities. International Journal of Hospitality Management, 51, 42-55.

Hanks, L., Line, N. D., & Mattila, A. S. (2015). The impact of self-service technology and the presence of others on cause-related marketing programs in restaurants. Journal of Hospitality Marketing & Management, 1-16.

Kwon, E., & Mattila, A. S. (2015). "The Effect of Self-Brand Connection and Self-Construal on Brand Lovers' Word of Mouth (WOM). Cornell Hospitality Quarterly, 56(4), 427-435.

Wu, L., Hanks, L. & Mattila, A. S. (2015) "Investigating the Impact of Surprise Rewards on Consumer Responses", International Journal of Hospitality Management, 50, 27-35

Wu, L., Fan, A., & Mattila, A. S. (2015). Wearable technology in service delivery processes: The gender-moderated technology objectification effect. International Journal of Hospitality Management, 51, 1-7.

Peng, J., Zhao, X., and Mattila, A. S. (2015) Improving Service Management in Budget Hotels, International Journal of Hospitality Management, 49, 139-148.

Xu, S., Nyheim, P. Zhang, L. & Mattila, A.S. (2015) Predictors of Avoidance towards Personalization of Restaurant Smartphone Advertising: A Study from the Millennials' Perspective, Journal of Hospitality and Tourism Technology, 6(2), 145-159.

Andreu, L., Casado-Díaz, A. B., & Mattila, A. S. (2015). Effects of message appeal and service type in CSR communication strategies. Journal of Business Research, 68(7), 1488-1495.

Liu, S. Q., & Mattila, A. S. (2015). “I Want to Help” versus “I Am Just Mad” How Affective Commitment Influences Customer Feedback Decisions. Cornell Hospitality Quarterly, 56(2), 213-222.

Bolton, L. E., & Mattila, A. S. (2015). How Does Corporate Social Responsibility Affect Consumer Response to Service Failure in Buyer–Seller Relationships?. Journal of Retailing, 91(1), 140-153.

Assaf, A. G., Josiassen, A., Mattila, A. S., & Cvelbar, L. K. (2015). Does advertising spending improve sales performance?. International Journal of Hospitality Management, 48, 161-166.

Liu, S. Q., & Mattila, A. S. (2015). Ethnic dining: Need to belong, need to be unique, and menu offering. International Journal of Hospitality Management, 49, 1-7.

Fan, A., Mattila, A. S., & Zhao, X. (2015). How does social distance impact customers' complaint intentions? A cross-cultural examination. International Journal of Hospitality Management, 47, 35-42.

Yang, W., Zhang, L., & Mattila, A. S. (2015). Luxe for Less How Do Consumers React to Luxury Hotel Price Promotions? The Moderating Role of Consumers' Need for Status. Cornell Hospitality Quarterly, 1938965515580133.

Choi, C., Jeong, M., & Mattila, A. S. (2015). Revenue management in the context of movie theaters: Is it fair?. Journal of Revenue & Pricing Management, 14(2), 72-83.

Zhang, L., & Mattila, A. S. (2015). An examination of corporate social responsibility and processing fluency in a service context. Journal of Services Marketing, 29(2), 103-111.

Ro, H., & Mattila, A. S. (2015). Silent Voices: Nonbehavioral Reactions to Service Failures. Services Marketing Quarterly, 36(2), 95-111.

Zhao, Z., Mattila, A., & Ngan, N. (2014). “The impact of frontline employees' work–family conflict on customer satisfaction: The mediating role of exhaustion and emotional displays. Cornell Hospitality Quarterly, 55(4), 422-432.

Kim, M. G., Lee, C. H., & Mattila, A. S. (2014). Determinants of Customer Complaint Behavior in a Restaurant Context: The Role of Culture, Price Level, and Customer Loyalty. Journal of Hospitality Marketing & Management, 23(8), 885-906.

Zhang, L., Nyheim, P. & Mattila, A. S. (2014). “The Effect of Power and Gender on Technology Acceptance”, Journal of Hospitality and Tourism Technology, 5(3), 299-314.

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Mattila, A. S. (1997). "The role of accessibility of prior judgments in biasing consumers' post-purchase evaluations and behavior", Asian Journal of Marketing, 6(1), 23-39.

## **Book Chapters**

Mattila, A. S. & Gao, L. (2016) The impact of atmospherics on tourist experiences In Design Science in Tourism D. Fesenmaier & Z. Xiand (Eds.) Springer.

Mattila, A. S., & Liu, S. Q., (2015). Greetings from Happy Valley. In Vaidya, K. (Ed.), Hotel and Hospitality Management for the Curious: Why Study Hotel and Hospitality Management (ISBN 978-1-925128-69-7).

Mattila, A. S. (2015). The Role of Choice and Gender in the Service Recovery Process: A Comparison Between Hedonic and Utilitarian Recovery Options. In Revolution in Marketing: Market Driving Changes. Springer International Publishing, pp. 166-176.

Yang, W., & Mattila, A. S. (2015). Do you Still Love your Favorite Luxury Brand? The Impact of Consumer Characteristics and Purchase Type on Luxury Divergence. In Ideas in Marketing: Finding the New and Polishing the Old . Springer International Publishing, pp. 804-804.

Mattila, A. S. (2013). Restoring justice : An examination in the marketing context, in The Routledge Companion to the Future of Marketing, L. Moutinho, E. Bigne and A. Manrai (eds), Taylor & Francis.

Andreu, L., Casado, A. & Mattila, A. S. (2012): "Efectos del ciberostracismo en el comportamiento de queja online", in Vázquez, R., Trespalacios, J.A. & González, C. (eds.). Estrategias multicanal en el ámbito de la distribución: fabricante y distribuidor preocupados por ofrecer nuevas experiencias de compra diferenciadas". Cátedra Fundación Ramón Areces de Distribución Comercial, Oviedo, pp. 225-235.

Andreu, L. Mattila, A. S. & Allds, J. (2011). Effects of Message Appeal When Communicating CSR Initiatives, *Advances in Advertising Research*, Vol III, S. Okazaki (Ed.), Gabler Research.

Mattila, A. How Do We Measure Performance at the Firm and Unit Level? (2010), *Cornell Handbook of Applied Hospitality Research*, C. Enz (Ed), Sage.

Shoemaker, S. & Mattila, A. S. Pricing in Services, (2009). *Handbook of Pricing Research in Marketing*, V. Rao (Ed), Edward Elgar Publishing, Northampton, MA, pp. 535-556.

Mattila, A. S. & Ro, H. (2008). Customer satisfaction, service failure, and service recovery, *Handbook of Hospitality & Tourism Marketing*, Ed. A. Pizam & H. Oh, Elsevier: NY. 296-323.

O'Neill, J. & Mattila, A. S. (2008). Recent Findings Regarding Hotel Brand and Strategy, *Handbook of Hospitality Strategic Management*, Eds. M. Olson & A. Pizam, Elsevier: NY. 203-214.

O'Neill, J. & Mattila, A. S. (2008). A Study of Hotel Service Recovery Strategy. *Tourist Satisfaction and Complaining Behavior*, 205-216.

Luders, S., L. Andreu & Mattila, A. S. (2008). Implementing Services in Pricing Decisions to Enhance Customer Relationships, *Advances in Doctoral Research in Management*, Ed. L. Moutinho & K. Huarng, World Scientific: NJ. 129-148.

Ro, H. & Mattila, A. S. A cognitive emotion-effort model of complaining behavior, *Tourist Satisfaction and Complaining Behaviors: Measurement & Management Issues in the Tourism and Hospitality Industry*.

## **EDITOR**

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*Journal of Hospitality & Tourism Research* (Chief Editor) 2009-2015

*Cornell Hospitality Quarterly* (Associate Editor of Marketing) 2011-2015; 2018-to present

## **EDITORIAL BOARD MEMBERSHIP**

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*Journal of Service Research*

*Journal of Service Management*

*Tourism Management*

*Journal of Travel Research*

International Journal of Hospitality Management  
Cornell Hospitality Quarterly  
European Journal of Marketing

## **AD HOC REVIEWER**

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Journal of Consumer Research  
Journal of Marketing  
Journal of Retailing  
Annals of Tourism Research  
Journal of the Academy of Marketing Science  
Marketing Letters  
Journal of Business Research  
International Contemporary Journal of Hospitality Management

## **GRANT COMMITTEE WORK**

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Business Panel Member, Hong Kong Government Grant Council (2012-2018)  
Grant Proposal Reviewer, Austrian Science Foundation  
Grant Proposal Reviewer, Israel Science Foundation

## **REFEREED CONFERENCE PRESENTATIONS**

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### **2020**

Ye, T. & Mattila, A. Incorporating Wellness into Hotel Brands: How Do Value Perceptions Influence Customer Attitudes?", The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV

Xue, X., & Mattila, Anna S. Brands as Humans: The Moderating Role of Brand Anthropomorphism on the Relationship between Co-branding and Consumer Responses. the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.

Luo, A., & Mattila, A. S. Discrete Response and Face-to-Face Complaining: The Joint Effect of Service Failure Type and Culture, The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.

**2019**

Ozanne, M., & Mattila, A.S. (2019). Sharing #foodporn or #healthyfood? The liberating effect of online public networks on consumption enjoyment. Working Paper Session. Association for Consumer Research. Atlanta, GA, 17-20 October 2019.

Ozanne, M., & Mattila, A.S. (2019). Sharing #foodporn or #healthyfood? The Effect of Profile Privacy Settings on Consumption Enjoyment. Society for Consumer Psychology Boutique Conference. Montreal, Canada, 19-20 June 2019

Chen, F., Liu, Q., & Mattila, A. S. The Effect Of Humblebragging On Review Liking: The Moderating Role Of Reviewer Expertise, 2019 Apacchrie & Eurochrie Joint Conference, Hong Kong, China.

Luo, A., & Mattila, A. S. Emotional responses and channel choice of complaint, 2019 Apacchrie & Eurochrie Joint Conference, Hong Kong, China.

Wu, L., Gao, Y., & Mattila, A. S. The Role Of Power Distance Belief In Service Complaint, 2019 Apacchrie & Eurochrie Joint Conference, Hong Kong, China.

Xue, X., & Mattila, A. S. Enlight, Entertain, Engage and Entitle: The Effects of Proactive Waiting Strategies and Consumer Emotions on Waiting Evaluations, 2019 Apacchrie & Eurochrie Joint Conference, Hong Kong, China.

Yang, B., Jang, J & Mattila, A. S. Consumer responses to recommendation labels: The interplay of social influence and gender, 2019 Apacchrie & Eurochrie Joint Conference, Hong Kong, China.

Ye, T., & Mattila, A. S. Incorporating Wellness Into Hotel Brands: The Role Of Value Perceptions On Customer Attitudes Mediated By Healthy Lifestyle Congruency, 2019 Apacchrie & Eurochrie Joint Conference, Hong Kong, China.

Chen, F., & Mattila, A. S. Why is some review order better than the others? From motive inferences to attitudes, The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Choi, S., Mattila, A. S., & Liu, S. Q. "How May I Help You?" Says a Robot: Language Style Expectancy and Service Agent Type / Love is in the menu: Leveraging Healthy restaurant brands with handwritten typeface, The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Hwang, Y., Mattila, A. S., & Gao, L. "I felt bad for you, so I didn't complain": The impact of compassion on customer complaints, The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Shin, J., & Mattila, A. S. Healthy Taste of High-status: Signaling Status at Restaurants, The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality

and Tourism, Houston, TX.

Yang, B., & Mattila, A. S. “Chef Recommended” or “Most Popular”? The Role of Culture on Customer Preference for Expertise-based versus Popularity-based Recommendation, The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

## **2018**

Hwang, YH. & Mattila, A. The Impact of Compassion on Customer Complaints, *Frontiers in Service*, American Marketing Association, San Antonio, TX

Choi, S., Choi, C., & Mattila, A. S. Are All Smiles Perceived Equal? The Role of Service Provider’s Gender, The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Fort Worth, TX.

Hwang, Y., & Mattila, A. S. Feeling Left out and Losing Control: The Interactive Effect of Social Exclusion and Gender on Brand Attitude, The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Fort Worth, TX.

Shin, J., & Mattila, A. S. Goin77g Organic and Letting Go of Healthy Choices: The Interplay between Gender and Health Consciousness, The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Fort Worth, TX.

Cho, H. C., Mattila, A. S., & Bordi, P. L., The Rainbow Effect: The Effect of Color Variety on Food Consumption Experience, The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Fort Worth, TX.

Cho, H. C., Kwon, E., & Mattila, A. S., The Mismatch Effect on New Menu Item Introduction, The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Fort Worth, TX.

## **2017**

Fan, A., & Mattila, A. S. A Framework of Touch vs. Tech in Service Encounters, International Council on Hotel, Restaurant and Institutional Education Conference, Baltimore, MD.

Xie, B., Xuan, Y., Zhao, X., Mattila, A. S., & Guo, Y. A Multilevel Model of Leader Work Engagement and Member Work Attitudes among Self-Managed Service Teams, International Council on Hotel, Restaurant and Institutional Education Conference, Baltimore, MD.

Smith, N., Martinez, L., Gao, L., & Mattila, A. S. Employing individuals experiencing homelessness in hotels: The impact of CSR initiative on consumer perceptions. The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Jan. 5-7, 2017, Houston, Texas.

Gao, L., & Mattila, A. S. The Impact of Stereotyping and Social Modeling on Consumers' Food Choices. The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Jan. 5-7, 2017, Houston, Texas.

Gao, L., & Mattila, A. S. When and Why Do Consumers Donate Their Loyalty Rewards to Charity? The 26th Annual Frontiers in Service Conference, June 22 – 25, 2017, New York City.

Smith, N., Martinez, L., Gao, L. & Mattila, A. "Spare Some (Organizational Change? Employing Homeless Individuals Improves Customer Perceptions", Society for Industrial and Organizational Psychology, April 2017, Orlando, FL.

## 2016

Gao, L., Wu, L., & Mattila, A. S., Cute vs. Aggressive? The Impact of Visual Cues, Appeal Type and Messaging Type on Consumers' Intent to Donate, International Council on Hotel, Restaurant and Institutional Education Conference, Dallas, TX.

Han, R., & Mattila, A. S. Not All Advertisement are Created Equal: The Role of Construal Level and Hedonic and Utilitarian Attributes, International Council on Hotel, Restaurant and Institutional Education Conference, Dallas, TX.

Fan, A., Mattila, A. S., & Wu, L., Consumer Responses to Service Failures Caused by Different Types of SST Machines – The Moderating Role of SST Self-efficacy, 21th Graduate Student Conference in Hospitality & Tourism, Philadelphia, PA

Fan, A., Mattila, A. S., Shen, H., & Wu, L., Whom Do We Trust? Cultural Differences in Consumer Responses to Online Recommendations, 21th Graduate Student Conference in Hospitality & Tourism, Philadelphia, PA

Gao, Y. L. & Mattila, A. S., The Impact of Other Consumers, Donation Appeal, and Action Visibility on Restaurant Consumers' Donation Behaviors, 21th Graduate Student Conference in Hospitality & Tourism, Philadelphia, PA

Kwon, E. & Mattila, A. S., "Food Envy" The Effect of Scarcity and Similarity, 21th Graduate Student Conference in Hospitality & Tourism, Philadelphia, PA

Kwon, E. & Mattila, A. S., Choosing a Restaurant Versus a Menu Item: The Effects of Choice Order and Construal Level, 21th Graduate Student Conference in Hospitality & Tourism, Philadelphia, PA

Kwon, E., Cho, H. C., & Mattila, A. S., Onsite Recommendations in Restaurants: Solicited Recommendations Increase Satisfaction, 21th Graduate Student Conference in Hospitality & Tourism, Philadelphia, PA

Liu, Q. & Mattila, A. S., Personalized Online Advertising: The Case of Airbnb, 21th Graduate Student Conference in Hospitality & Tourism, Philadelphia, PA

Ozanne, M. & Mattila, A. S., The Impact of Price Discounts and Surcharges on Restaurant Loyalty: A Cross-cultural Comparison Between France and the U.S., 21th Graduate Student Conference in Hospitality & Tourism, Philadelphia, PA

## 2015

Dai, W., Mao, Z., Zhao, X., & Mattila, A. S., Social Capital, Entrepreneurial Activities, and Financial Performance among Hospitality Firms, International Council on Hotel, Restaurant and Institutional Education Conference, Orlando,

Liu, Q. & Mattila, A. S., Effective Communication Strategies for Store Remodeling, International Council on Hotel, Restaurant and Institutional Education Conference, Orlando, FL

Liu, Q. & Mattila, A. S., “Don’t Miss their Secret Menu!”: Understanding consumers’ need to belong and need to be unique in ethnic restaurants, International Council on Hotel, Restaurant and Institutional Education Conference, Orlando, FL

Wu, L. & Mattila, A. S., Multisensory Imagery and Targeted Hospitality Advertising, International Council on Hotel, Restaurant and Institutional Education Conference, Orlando, FL

Gao, Y. L., Mattila, A. S., & Lee, S., A Meta-Analysis of Behavioral Intentions for Environmental Friendly Initiatives in Hospitality Research, International Council on Hotel, Restaurant and Institutional Education Conference, Orlando, FL

Peng, J., Zhao, X., & Mattila, A. S. Examining Service Attributes of Budget Hotels, International Council on Hotel, Restaurant and Institutional Education Conference, Orlando, FL

McGinley, S., O’Neill, J., Mattila, A. S., Van Hoof, H. & Zhang, L. Disparate Pre-Entry Career Expectations: A Study on Gender Inequality, 20th Graduate Student Conference in Hospitality & Tourism, Tampa, FL

McGinley, S., Van Hoof, H., Mattila, A. S., O’Neill, J., & Wu, L. Uncertainty Avoidance’s Role in Pre-Entry Career Expectations, 20th Graduate Student Conference in Hospitality & Tourism, Tampa, FL

Gao, Y. L., & Mattila, A. S. The Impact of Option Popularity, Social Inclusion/Exclusion, and Self-Affirmation on Consumers’ Propensity To Choose Green Hotels, 20th Graduate Student Conference in Hospitality & Tourism, Tampa, FL

Fan, A., Wu, L., & Mattila, A. S. The Joint Impact of Service Failure Mode and Gender on Consumers’ Intent to Voice, 20th Graduate Student Conference in Hospitality & Tourism, Tampa, FL

Fan, A., Wu, L., & Mattila, A. S. Service Failures With Anthropomorphic Self-Service Technology: The Joint Impact of Machine Voice, Other Consumers and Power, 20th Graduate Student Conference in Hospitality & Tourism, Tampa, FL

Liu, S. Q., & Mattila, A. S. Understanding Comparative Advertising in The Service Context, 20th Graduate Student Conference in Hospitality & Tourism, Tampa, FL

Han, J., Wu, L., & Mattila, A. S. When Stereotypes Hurt: The Joint Impact of Ethnicity and Gender on Consumers' Response to Management-Level Service Failures, 20th Graduate Student Conference in Hospitality & Tourism, Tampa, FL

Choi, C., Mattila, A. S. & Upneja, U. Differentiation and Parity in Assortment Pricing: The Moderating Influence of Health Consciousness and Sense of Power, 20th Graduate Student Conference in Hospitality & Tourism, Tampa, FL

Kwon, E., & Mattila, A. S. Choosing a Restaurant For Yourself or For Others: The Effects of Text Vs. Picture-Based Menu Presentations, 20th Graduate Student Conference in Hospitality & Tourism, Tampa, FL

Han, J., Kwon, E., & Mattila, A. S. Smaller Portion, Same Price: The Moderating Role of Health Consciousness, 20th Graduate Student Conference in Hospitality & Tourism, Tampa, FL

Wu, L., & Mattila, A. S. The Impact of Image Elicited Arousal on Consumers' Preferences for Self Other Distance in Service Consumptions, Society for Consumer Psychology (SCP) Winter Conference, Phoenix, Arizona

## **2014**

Kwon, E., & Mattila, A. S. The Impact of Assortment Organization and Similarity on Consumers' Perceived Variety: A comparison between benefit-and attribute-based menus, International Council on Hotel, Restaurant and Institutional Educator Convention, San Diego, CA

Zhang, L., & Mattila, A. S. Ethnic Dining: The effect of language barrier, power, and choice, International Council on Hotel, Restaurant and Institutional Educator Convention, San Diego, CA

Liu, S. Q., & Mattila, A. S. "I Am Just Mad" vs. "I Want to Help": How affective commitment influences customer feedback decisions, International Council on Hotel, Restaurant and Institutional Educator Convention, San Diego, CA

Fan, A., Mattila, A. S., & Zhao, X. How Does the Presence of Other Consumers Influence Consumers' Reactions to Service Failures? - A Cross-Cultural Study, International Council on Hotel, Restaurant and Institutional Educator Convention, San Diego, CA

Gao, Y. L., & Mattila, A. S. The Influence of CSR Motive on Customer Satisfaction in Green



Hotels, International Council on Hotel, Restaurant and Institutional Educator Convention, San Diego, CA.

Yang, W., Zhang, L., & Mattila, A. S. Do Luxury Hotel Guests Like A Bargain? The Impact of Status Seeking and Price Promotion on Luxury Hotel Guests' Reactions, International Council on Hotel, Restaurant and Institutional Educator Convention, San Diego, CA.

McGinley, S., O'Neill, J., Mattila, A. S. & Van Hoof, H. Before orientation: Studying how new entrants to the hospitality industry form their pre-entry salary expectations, International Council on Hotel, Restaurant and Institutional Educator Convention, San Diego, CA.

Choi, C., Mattila, A. S. & Upneja, A. The Effect of Assortment Pricing on Choice Satisfaction: A field experiment, International Council on Hotel, Restaurant and Institutional Educator Convention, San Diego, CA.

Choi, C. & Mattila, A. S. Formal or informal? The effects of other customers' dress formality on behavioral intentions, International Council on Hotel, Restaurant and Institutional Educator Convention, San Diego, CA.

Andreu, L., Casado-Diaz, A., & Mattila, A. S. The Effects of Message Appeal and Type of Service in CSR Communication Strategy, Global Innovation and Knowledge Academy, Valencia, Spain

Andreu, L., Bigne, E., Martinez-Tur, V., Mattila, A. S. & Moliner, C. The Moderating Role of Service Failure Magnitude Perceptions in Influencing the Impact of Caregiver Dissatisfaction on Their Desire for Revenge and Negative WOM, European Marketing Academy: Paradigm Shifts and Interactions, 43<sup>rd</sup> Annual Conference, Valencia, Spain

Gao Y., Mattila, A. S. The Effects of Perceived Warmth, Perceived Competence, and Perceived Motive on Customer Satisfaction in Green Hotels, 19<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Houston, TX.

Wu, L., Choi, C., Mattila, A. S. Gratitude Messaging and Donation Behavior: The Moderating Role of Consumer's Sense of Power, 19<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Houston, TX.

Han, J., Mattila, A. S. Why do we share advertisements on facebook? :The effects of self-enhancement motives, 19<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Houston, TX.

Wu, L., Mattila, A. S. To Stand-out or to Conform: The Impact of Power and Self-enhancement Motivation on Consumers' eWOM Behavior, 19<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Houston, TX.

McGinley, S., Wu, L., Mattila, A. S. Towards a Career Expectations Model: An Analytic Induction Approach, 19<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Houston, TX.

Kwon, E., Mattila, A. S. The Influence of Assortment Structure and Variety on Consumers' Attitudes in a Restaurant Setting, 19<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Houston, TX.

Fan, A., Mattila, A. S. How Does Concern for Face (CFF) Influence Consumers' Propensity to Voice Complaints?, 19<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Houston, TX.

Kwon, E., Mattila, A. S. Cragane, D. Pleasing But Not That Satisfying: Unexpected Incentives and Self-awareness, 19<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Houston, TX.

Liu, Q., Mattila, A. S. "I'm Just Mad" versus "I Want to Help": The Role of Affective Commitment and Feedback Use in Customers' Feedback Decisions, 19<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Houston, TX.

## 2013

Lu, Z., Bolton, L. & Mattila, A. S. Service Recovery: A Status Perspective, Advances in Consumer Research, Chicago, IL

Kwon, E., Mattila, A. S. The Influence of Emotional Attachment and Self-brand Connection on Positive Word-of-mouth: The Moderating Role of Self-construal, International Council on Hotel, Restaurant and Institutional Educator Convention, St. Louis, MO.

Wu, L., Han, J., Mattila, A. S. Hello, You Are Not Supposed to Say No! The Impact of Other Customer's Territorial Behavior on Me, International Council on Hotel, Restaurant and Institutional Educator Convention, St. Louis, MO.

Hanks, L., Mattila, A. S. Consumer Guilt over Impulse Purchase in the Travel Industry, International Council on Hotel, Restaurant and Institutional Educator Convention, St. Louis, MO.

Wu, L., Hanks, L., Mattila, A. S., Wang, C. Power Perspectives in Online Hotel Review Postings, International Council on Hotel, Restaurant and Institutional Educator Convention, St. Louis, MO.

Zhang, L., Nyheim, P., Mattila, A. S. The Interaction Effect of Power and Gender on Technology Acceptance, 18<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Seattle, WA.

Wu, L., Mattila, A. S., Hanks, L. Surprise! Loyalty Rewards Re-examined, 18<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Seattle, WA.

Choi, C., Mattila, A. S. The Effects of Promotion Framing and Sense of Power on Consumers' Perceived Savings and Willingness to Book, 18<sup>th</sup> Graduate Student Conference in

Hospitality & Tourism, Seattle, WA.

McGinley, S., O'Neill, J., Mattila, A. S. Understanding Career Change and Turnover in A Cross Cultural Context, 18<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Seattle, WA.

Wu, L., McGinley, S., Mattila, A. S. Consumers' Experiences of Café Visits: Where I Can Be Me, 18<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Seattle, WA.

Kwon, E., Mattila, A. S. Praising about Your Loved Brand: Determinants of Positive Word of Mouth among Brand-Loving Consumers, 18<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Seattle, WA.

Han, J., Mattila, A. S. Impact of Culture on Consumers' Attitudes towards Different Types of Scarcity Messages, 18<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Seattle, WA.

McGinley, S., O'Neill, J., Mattila, A. S. Towards A Career Change Model in Hospitality: A Grounded Theory Approach, 18<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Seattle, WA.

**2012**

Zhao, X., Mattila, A. S. Work-Family Conflict, Work Attitudes and Customer Satisfaction, International Council on Hotel, Restaurant and Institutional Educator Convention, Providence, RI.

Bujisic, M., Parsa, H.G., Mattila, A. S. Effect of Climatic Factors on Consumer Complaint Behavior: A Longitudinal Study in Hospitality, International Council on Hotel, Restaurant and Institutional Educator Convention, Providence, RI.

Kim, E., Mattila, A. S. Consumer Perceptions of Green Cause-Related Marketing (CRM) Price Fairness, International Council on Hotel, Restaurant and Institutional Educator Convention, Providence, RI.

Kim, E., Mattila, A. S. The Effects of Relationship Norms and Received Benefit of Cause-Related Marketing (CRM) on Perceptions of Price Fairness, International Council on Hotel, Restaurant and Institutional Educator Convention, Providence, RI.

Andreau, L.; Rau, D.; Moliner, C.; Bigne, E. ; Martinez, V.; Mattila, A. S. ; Molina, A. Linking Organizational Justice to Service Quality: Comparing Customers and Employees in Non-profit Organizations, European Marketing Academy Conference, Lisbon, Portugal

Yang, W., Hanks, L., Smith, S., Parsa, H. G., Mattila, A. S. The Impact Of Posted Calorie Information On Consumers' Menu Evaluations And Decision-Making Processes, 17<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Auburn, AL.

Yang, W., Mattila, A. S. Is Waiting Always A Bad Thing? A Closer Look At The Psychological Complexity Of Service Delays, 17<sup>th</sup> Graduate Student Conference in Hospitality & Tourism,

Auburn, AL.

Bujisic, M., Wu, L., Mattila, A. S. Studying The Effects Of Authentic Smile And Service Relationship On Tipping, 17<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Auburn, AL.

Zhang, L., Mattila, A. S., Cranage, D. The Effect Of Interaction Strategies On Customer Perceived Benefits In The Context Of Facebook, 17<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Auburn, AL.

## 2011

Hanks, L., Wang, C., Mattila, A. S. The Next Table Over: The Impact Of Others' Service Experiences On Emotions, Perceived Justice, And Satisfaction, 17<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Auburn, AL.

Zhang, L., Lee, K., Mattila, A. S., Cranage, D. The Interplay Of Identity And Message Framing On Consumer Health Conscious Behavior, 17<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Auburn, AL.

Hanks, L., Mattila, A. S., Yang, W. The Impact of Number and Strength of Other Consumers on Levels of Guilt and Purchase Decisions, International Council on Hotel, Restaurant and Institutional Educator Convention, San Juan, Puerto Rico.

Yang, W., Mattila, A. S., Hanks, L. Cross-Cultural Perspectives on Luxury Hotel Consumption, International Council on Hotel, Restaurant and Institutional Educator Convention, Denver, CO.

Kim, E., Mattila, A. S., Bolton, L. Consumer Price Fairness Perceptions Green CRM-Based Price Partitioning, International Council on Hotel, Restaurant and Institutional Educator Convention, Denver, CO.

Hanks, L., Wang, C., Mattila, A. S. The Next Table Over: The Impact of Others' Service Experiences on Emotions, Perceived Justice, and Satisfaction, The 20<sup>th</sup> Annual Frontiers in Service Conference, Columbus, OH.

Yang, W., Mattila, A. S. The Effect of Regulatory Focus and Delay Type on Consumers' Reactions to Delay, 16<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Houston, TX.

## 2010

Hanks, L., Mattila, A.S. Women's Conceptualizations of Spa Visits: Something just for me, International Council on Hotel, Restaurant and Institutional Educator Convention, San Juan, Puerto Rico.

Miao, L., Mattila, A.S. Other Consumers in Service Encounters: The moderating effect of psychological distance on consumer responses, International Council on Hotel, Restaurant

and Institutional Educator Convention, San Juan, Puerto Rico.

Wang, C., Mattila, A.S. Cross-cultural differences in customer consumption of hospitality services: A review and meta-analysis of services and hospitality research, International Council on Hotel, Restaurant and Institutional Educator Convention, San Juan, Puerto Rico.

Yang, W., Mattila, A.S. The Impact of Tie Strength and Service Failure Type on Customer Dissatisfaction Responses, International Council on Hotel, Restaurant and Institutional Educator Convention, San Juan, Puerto Rico.

Xie, H., Kerstetter, D. L., & Mattila, A. S. (2010). The importance of onboard features in cruise decision making: A comparison between cruisers and potential cruisers. 2010 Travel and Tourism Research Association (TTRA) Conference, San Antonio, TX.

Wang, C. & Mattila, A. S. A Cross-cultural Comparison of Perceived Informational Fairness with Service Failure Explanation, 15<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Washington, DC.

Yang, W. & Mattila, A. S. The Role of Tie Strength on Consumer Complaining Behavior, 15<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Washington, DC.

Kim, E. & Mattila, A. S. Consumers' Hope to Prevent and Promote Their Charitable Purchases, 15<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Washington, DC.

Xie, H. & Mattila, A. S. Rating or Numbers of Raters? Examining Consumers' Intertemporal Risk Taking in the Context of Online Hotel Choice, 15<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Washington, DC.

Hanks, L. & Mattila, A. S. The Effect of Corporate Social Responsibility Messaging on Guilt and Purchase Intention, 15<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, Washington, DC.

## **2009**

Zhao, X., & Mattila, A. S. An Investigation of the Effects of Front-line Employees' Work-family Conflict on Customer Satisfaction through Exhaustion and Emotional Displays, International Council on Hotel, Restaurant and Institutional Educator Convention, San Francisco, CA.

Hanks, L., E. Kim & Mattila, A. S. The Impact of Gender Schema and Message Appeal on the Perception of Spa Advertisements, International Council on Hotel, Restaurant and Institutional Educator Convention, San Francisco, CA.

Miao, L., A. Mattila & Mount, D. Consumer Responses to Behaviors of Other Consumers in Service Encounters, International Council on Hotel, Restaurant and Institutional Educator Convention, San Francisco, CA.

Noone, B. & Mattila, A. S. Customer Reactions to Pace Across Brief and Extended Foodservice Encounters, International Council on Hotel, Restaurant and Institutional Educator Convention, San Francisco, CA.

Wang, C. & Mattila, A. S. An Exploratory Study of Service Providers' Perspectives on Intercultural Service Encounters, International Council on Hotel, Restaurant and Institutional Educator Convention, San Francisco, CA.

Wan, Y., L. Shea, A. Mattila & Roberts, C. Acculturation and Changing Eating Habits of Chinese Students, 14th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV.

Kim, E., T. Schrier & Mattila, A. S. The Perceived Credibility of Positive and Negative WOM vc. E-WOM, 14th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV.

## **2008**

Kuo, P. & Mattila, A. S. An Investigation of Consumer Gratitude and Post-promotion Repeat Purchase Intent, International Council on Hotel, Restaurant and Institutional Educator Convention, Atlanta, GA.

Kim, M., Lee, C. & Mattila, A. S. Determinants of Complaint Behavior in a Restaurant Context: The Role of Culture, Price Level and Customer Loyalty, International Council on Hotel, Restaurant and Institutional Educator Convention, Atlanta, GA.

Wang, C. & Mattila, A. S. Role of Culture in Customer Preferences for Service Failure Explanations, International Council on Hotel, Restaurant and Institutional Educator Convention, Atlanta, GA.

Miao, L., Mattila, A. S. & Mount, D. Influence of Other Consumers on Service Brand Perceptions, 13<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Orlando, FL.

## **2007**

Wang, C., L. Tussyadiah & Mattila, A. S. Narrating Tastes, Tasting Narratives: Contents and Appeals of Restaurant Reviews on Web 2.0 Sites, 13<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Orlando, FL.

Kim, M. & Mattila, A. S. The Impact of Mood States and Surprise Cues on Satisfaction, 13<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Orlando, FL.

Mattila, A. S. & Miao, L. Does Product Category Matter for Impulse Buying? Frontiers in

Services, A conference co-sponsored by the American Marketing Association, San Francisco, CA.

Miao, L. & Mattila, A. S. Guilty Pleasure of Pleasurable Guilt in the Context of Impulse Buying. International Council on Hotel, Restaurant and Institutional Educator Convention, Dallas, TX.

Mattila, A. S. & Miao, L. The Role of Mood and Self-regulation in Influencing Consumers' Impulse Buying. Academy of Marketing, Annual Conference, Coral Gables, FL.

## 2006

Xie, H., Morais, D. B., Kerstetter, D., & Mattila, A. S. Understanding customer loyalty development from a cross-cultural perspective. NRPA Leisure Research Symposium, Seattle, WA

Miao, Li & Mattila, A. S. How and How Much to Reveal? International Council on Hotel, Restaurant and Institutional Educator Convention, Crystal City, VA.

Ro, H. & Mattila, A. S. Dissatisfaction Responses: The Role of Negative Emotions in Service Failure Encounters, International Council on Hotel, Restaurant and Institutional Educator Convention, Crystal City, VA.

Choi, S. & Mattila, A. S. Rate Integrity Across Distribution Channels, Frontiers in Services, A conference co-sponsored by the American Marketing Association, Brisbane, Australia.

Ro, H. & Mattila, A. S. Typology of Consumer Dissatisfaction Responses: Exit, Voice, Loyalty, and 'More', - INFORMS, Pittsburgh, PA.

Miao, Li & Mattila, A. S. The Role of Price Transparency on Consumers Price Perceptions. 11th Annual Hospitality & and Tourism Graduate Student Education and Research Conference, Seattle, WA.

Tao, Eva, X. Zhao & Mattila, A. S. How to Train Consumers to Use Self-service Technologies? 11th Annual Hospitality & and Tourism Graduate Student Education and Research Conference, Seattle, WA.

## 2005

Patterson, P. & Mattila, A. S. A Cross-cultural Examination of In-group Bias in Influencing Service Encounter Evaluations, Frontiers in Services, A conference co-sponsored by the American Marketing Association, Robert H. Smith School of Business, University of Maryland and W.P. Carey School of Business, Arizona State University.

Boo, H. & Mattila, A. S. Hotel-Restaurant Brand Alliance: The Role of Concept Consistency and Goal Salience. International Council on Hotel, Restaurant and Institutional Educator Convention, Las Vegas.

O'Neill, J. & Mattila, A. S. The Debate Regarding Hotel Profitability. International Council on Hotel, Restaurant and Institutional Educator Convention, Las Vegas.

Cranage, D. & Mattila, A. S. Service Recovery and Preemptive Strategies for Service Failure Lead to Customer Satisfaction and Loyalty. International Council on Hotel, Restaurant and Institutional Educator Convention, Las Vegas.

Andreau, L., R. Chaumpitaz, A. Mattila & Swaen, V. Effects of Perceived Retail Environments on Consumption Emotions, Satisfaction and Behavioral Intentions: A Comparison between Shopping Centers and Traditional Retailing, the 12<sup>th</sup> Biennial World Marketing Congress sponsored by the Academy of Marketing Science, Muenster, Germany.

## 2004

Mattila, A. S. The Impact of Explanations on Post-recovery Satisfaction, Frontiers in Services, A conference co-sponsored by the American Marketing Association and University of Miami, Miami, FL.

Mattila, A. S. & Cranage, D. The impact of choice on fairness in the context of service recovery. International Council on Hotel, Restaurant and Institutional Educator Convention, Philadelphia, PA.

Mattila, A. S. & Choi, S. A Cross-cultural Comparison of Perceived Fairness and Satisfaction in the Context of Hotel Room Pricing “International Council on Hotel, Restaurant and Institutional Educator Convention, Philadelphia, PA.

## 2003

Boo, H. & Mattila, A. S. Effect of hedonic and utilitarian goals in similarity judgment of a hotel-restaurant brand alliance, International Conference on Electronic Business E-Business Paradigms: Strategic Transformation and Partnership, Singapore.

Mattila, A. S., & Patterson, P. A cross-cultural examination of customers' service recovery and fairness perceptions, Frontiers in Services, A conference co-sponsored by the American Marketing Association and The Center for E-Service, Washington, DC.

Boo, H. & Mattila, A. S. Co-branding: The moderating role of consumption goals and brand image on customer perceptions, Frontiers in Services, A conference co-sponsored by the American Marketing Association and The Center for E-Service, Washington, DC.

O'Neill, J. & Mattila, A. S. The strategic evolution of lodging companies brand management: A longitudinal study. International Council on Hotel, Restaurant and Institutional Educator Convention, Palm Springs, California.

Mount, D. & Mattila, A. S. Perceived justice and service recovery strategies for call-center satisfaction. International Council on Hotel, Restaurant and Institutional Educator



Convention, Palm Springs, California.

## **2002**

Fisk, G., Grandey, A., & Mattila, A. S. Service with a scowl: Can social accounts mitigate customers' reactions? Academy of Management, Seattle, Washington.

Grandey, A., Mattila, A. S., Fisk, G. & Sideman, L. Is That Smile for Real? Reactions to Inauthenticity in Service Settings, Academy of Management, Denver, Colorado.

O'Neill, J. & Mattila, A. S. The impact of stability attributions on service recovery perceptions. 2002 International CHRIE Convention, Orlando, Florida.

## **2001**

Mattila, A. S., Wirtz, J., & Tan, R. The Impact of Arousal Congruency on Consumer Satisfaction. Frontiers in Services, A Conference Co-sponsored by the American Marketing Association and The Center for E-Service, Washington, DC.

Mattila, A. S., Wirtz, J., & Tan, R. The Impact of Affective Expectations on Restaurant Satisfaction. 2001 International CHRIE Convention, Toronto, Canada.

## **2000**

Mattila, A. S. & Wirtz, J. The Role of Credence Attributes in Consumer Evaluation Processes. Frontiers in Services, A Conference Co-sponsored by the American Marketing Association and Institute for Operations Research and the Management Sciences, Nashville, TN.

Apostolopoulos, Y., Sommez, S. & Mattila, A. S. Spring-break Travel and Infectious Disease: Casual Sex and HIV Behaviors of US College Students, Second European Conference on Travel Medicine, A Conference Organized by The Tourist Health Centre with the patronage of World Health Organization and Centers for Disease Control and Prevention, Venice, Italy.

Mattila, A. S. & Wirtz, J. Stimulus Congruency in a Retail Setting, ACR Pacific 2000 Conference, Brisbane, Australia.

Wirtz, J. & Mattila, A. S. The Impact of Environmental Cues on Customer Evaluations. Asian Consumer Research 2000 Conference, Bangkok, Thailand.

Huye Churn, B. & Mattila, A. S. Critical Success Factors for Food-service Operations in the Chain-Operated Full Service Hotels. Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, Houston, TX.

Mattila, A., Wirtz, J., & Tan, R. The Influence of Target Arousal in Consumer's Post-purchase Evaluations. Frontiers In Services, A Conference Co-sponsored by the American Marketing Association, Nashville, TN.

**1999**

Mattila, A. S. & Enz, C. The Role of Displayed Emotions in Customer Evaluations of Service Encounters. Frontiers In Services, A Conference Co-sponsored by the American Marketing Association, Nashville, TN.

**1998**

Wirtz, J. & Mattila, A. S. The Role of Pre-consumption Affect in Post-purchase Service Evaluations. Conference on Consumer Behavior, Asian Association of Consumer Research, Hong Kong.

**1996**

Mattila, A. S. The Impact of Long-term Memory on Satisfaction Judgments. Frontiers In Services, A Conference Co-sponsored by the American Marketing Association, Nashville, TN

**INVITED PRESENTATIONS**

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Key note speaker, The Hospitality Blender, NENA Federation Conference, The Pennsylvania State University, March 2019.

Key note speaker, Research Academy, International Council on Hotel, Restaurant and Institutional Educator Convention, Dallas, TX. July 2016.

Guest Speaker, School of Hospitality & Tourism Management, Virginia Tech, April 2016

Guest Speaker, Conrad H. Hilton College, University of Houston, March, 2016.

Guest Speaker, School of Hospitality & Tourism Management, University of Massachusetts, Amherst, November 2015.

“How Does Corporate Social Responsibility Affect Consumer Response to Service Failure in Buyer-Seller Relationships?”, Temple University, December, 2014

Editors’ Panel, UNLV, November 2014.

How to Get Published? School of Hospitality & Tourism Management, University of Massachusetts, Amherst, November 2013.

Research Process – How to Get There?, University of Cuenca, Ecuador, May 2013.

Experimental Design and Student Samples in Hospitality Research, Research SIG, International Council on Hotel, Restaurant and Institutional Educator Convention, Providence, RI, July 2012

Editor's Panel, QUIS 12, June 2011, Cornell University

Editor's Panel, CHRIE, July 2011

Distinguished Guest Speaker, Temple University, March 2011

Distinguished Guest Speaker, Virginia Tech, November 2010

Editors' Panel, CHRIE, July 2010.

A Series of Seminars in Services Marketing, Faculty of Business Administration, University of Valencia, Spain, April 2010

Distinguished Guest Speaker, Oklahoma State University, November 2009.

Panel Member, Research Academy at CHRIE, July 2009.

Distinguished Guest Speaker, Chinese University of Hong Kong, March 2009.

Guest speaker on Research Issues in Hospitality Management, Conrad H. Hilton College, University of Houston, October 2008.

Key note speaker, The Second International Forum on China Hotel Brand Development, Guangzhou, China, May 2008.

Guest Speaker on Research Methods at Michigan State University, September 2007

Experimental Designs in Hospitality Inquiry, Research SIG at CHRIE 2007

A Series of Ph.D. Seminars in Services Marketing, Faculty of Business Administration, University of Valencia, Spain, March 2007

Research panel member at Research Academy at CHRIE 2006

Research panel member at Research Academy at CHRIE 2005

Research panel member at Doctoral Consortium, School of Business Administration, University of Miami, October 2004

Guest Speaker at Ohio State University November 2004

## **CONFERENCE REVIEWER**

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European Marketing Academy's Annual Conference

I-CHRIE

Graduate Student Conference in Hospitality & Tourism Management

Academy of Marketing Science Annual Conference

AMA Winter Educator's Conference  
 Advances in Consumer Research Conference  
 Society of Consumer Psychology, Annual Conference

## **OTHER CONFERENCE RESPONSIBILITIES**

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Advisory Board Member, Service Quality in Hospitality and Tourism: Experiencing Persian Heritage, Ishaan, Iran, July 2016

Committee member, Best Service Dissertation, American Marketing Association, October 2015

Advisory Board Member, Cornell Research Summit, October 2014

Scientific Committee Member, 2nd World Research Summit for Tourism and Hospitality, UCF, December 2013

Track Chair, EMAC 2014 Conference, Valencia, Spain

Review Chair, 15<sup>th</sup> Graduate Student Conference in Hospitality & Tourism, 2010

Track Chair, Cross-cultural marketing, 2010 Academy of Marketing Science Conference

Scientific Committee Member, Advances in Tourism Marketing, University of Valencia, Spain, 2007

Track Chair, Services Management, CHRIE 2007, 2008

## **RESEARCH GRANTS**

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Co-PI, The joint influence of the timing and framing of an upselling message on consumer perceptions: The roles of construal and reactance, Hong Kong Government Grant Council, HK\$ 210,000, 2020-2022

PI, Sharing #foodporn or #healthyfood", Marketing Science Institute, \$ 5,000, 2018-2020

Co-PI, Development of Standards for Sustainable Restaurant Practices, Korean National Foundation, USD 20,000. 2015-2016.

Co-investigator, "The Impacts of Social Media on Urban Residents' Entertainment and Leisure Activities", China National Planning Office of Philosophy and Social Science Grant - Principles of Management (14BGL202), Chinese RMB120,000 (USD20,000), 2014 – 2016.

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Principal investigator, **"Is Green Fair? Understanding Consumer Response to Green**

**Pricing**” \$34,270, Harrah’s Research Center, UNLV, June 2010 to June 2012.

Co-investigator, A cost-benefit assessment of HACCP implementation in selected retail foodservice operations, USDA grant, \$500,000, September 2008 to 2011.

Co-PI, Developing A Tourism Satisfaction Index For Hong Kong, in collaboration with Hong Kong Polytechnic University (\$400,000), 2007-2009.

Co-investigator, Competitive Research Grant on Branding, Center for Hospitality Research, Cornell University, (\$ 8,000), April 2007 to present.

Co-investigator Research Grant, Best Western International, April 1999 (\$4,000)

Co-investigator Research Grant, Best Western International, April 2002 (\$8,000)

Co-investigator Research Grant, Best Western International, April 2001 (\$8,000)

Co-investigator Research Grant, Best Western International, April 2000 (\$4,000)

Co-investigator Research Grant, Best Western International, April 1999 (\$1,500)

Principal investigator, Seed Grant, College of Health & Human Development, Pennsylvania State University, December 1998 (\$ 5,900).

Principal investigator, Competitive Research Grant, Center for Hospitality Research, Cornell University, November 1998 (\$ 2,500).

Principal investigator, Competitive Research Grant, National University of Singapore, February 1997 (\$ 5,000).

Principal investigator, Competitive Research Grant, National University of Singapore, June 1996 (\$5,000).

Principal investigator, Competitive Research Grant, Center for Hospitality Research, Cornell University, November 1995 (\$ 20,000).

## **THESIS ADVISING**

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### ***Ph. D. Completed***

Hwang, YooHee, School of Hospitality Management, 2019

Shin, Joongwon, School of Hospitality Management, 2019

Herman, Olaf, School of Hospitality Management, 2019

Ozanne, Marie, School of Hospitality Management, 2018

Gao, Yixing (Lisa), School of Hospitality Management, 2017

Kwon, Eunjin, School of Hospitality Management, 2016  
Fan, Alei, School of Hospitality Management, 2016  
Liu, Qing (Stephanie), School of Hospitality Management, 2016  
Choi, CB, School of Hospitality Management, 2015  
Han, Juyeon, School of Hospitality Management, 2015  
Wu, Laurie, School of Hospitality Management, 2014  
Zhang, Lu, School of Hospitality Management, 2013  
Hanks, Lydia, School of Hospitality Management, 2012  
Yang, Wan, School of Hospitality Management, 2012  
Kim, Eun Kyoo, School of Hospitality Management, 2011  
Wang, Chenya, School of Hospitality Management, 2011  
Kim, Min , School of Hospitality Management, 2010  
Miao, Li, School of Hospitality Management, 2008 (recipient of An Outstanding Dissertation Award by Emerald Publishing, January 2009)  
Ro, Hee Jung, School of Hospitality Management, 2007  
Lin, Ingrid, School of Hospitality Management, 2003  
Boo, Huey Chern, School of Hospitality Management, 2002  
Duman, Teoman, Leisure Studies, 2002  
Kim, Huyjoon , School of Hospitality Management, 2001

**Ph. D. in Progress**

Ye, Tian, School of Hospitality Management  
Luo, Anqi, School of Hospitality Management  
Chen, Faye, School of Hospitality Management  
Yang, Bi, School of Hospitality Management  
Jang, Jung Kuk, School of Hospitality Management  
Choi, Sungwoo, School of Hospitality Management

**Member of Doctoral Committees (Completed)**

Stadler, Ashley, Smeal College of Business, 2016  
Lu, Zhi, Smeal College of Business, 2016  
Wei, Liu, Griffith Business School, 2016  
Bujisic, Milos, University of Central Florida, 2014

Yoo, Eunice (Leisure studies), 2013  
So, Kevin, Griffith Business School, 2013  
Ozdemr, Ozgur, School of Hospitality Management, 2012  
Gregory, Amy, University of Central Florida, 2011  
Becker, Fred, School of Hospitality Management, 2012  
Hui, Jimmy (Leisure studies), 2011  
Lee, Chung-Hun, School of Hospitality Management, 2011  
Guchait, Priyanko, School of Hospitality Management, 2012  
Surachartkumtonkun, Jiraporn, The University of New South Wales, 2011  
Wang, Yi-Chieh, Asian Institute of Technology, 2010  
Kim, Young Hee, School of Hospitality Management, 2010  
Heo, Yoonjoung, Temple University, 2010  
Kau, Pei-jou, School of Hospitality Management, 2009  
Wan, Lisa (Chinese University of Hong Kong, Business School), 2009  
Xiao, Qu, School of Hospitality Management, 2009  
Yi, Yi-Lin (Leisure Studies), 2008  
Atalin, Selin (Smeal College of Business), 2007  
Zhao, Xinyuan, School of Hospitality Management, 2007  
Denizci, Basak, School of Hospitality Management, 2007  
Lee, Wonjae, School of Hospitality Management, 2006  
Li, Chieh-Lu (Leisure Studies), 2006  
Singh, Amrik, School of Hospitality Management, 2004

### **Masters Thesis Completed**

Chen, Faye, School of Hospitality Management, 2018  
Choi, Sungwoo, MS, School of Hospitality Management, 2015  
Gao, Lisa, MS, School of Hospitality Management, 2014  
Anaya, Joel, MS, Purdue University, 2014  
Wu, Laurie, MS, School of Hospitality Management, 2010  
Zhang, Lu, MS, School of Hospitality Management, 2009  
Jang, Dongsuk, MS, School of Hospitality Management, 2004  
Kim, Sung Soo, MS, School of Hospitality Management, 2004  
Chung, Jiin, MHRIM, School of Hospitality Management, 2003

Fiske, Glenda (Organizational Psychology), MS., 2003  
Songserm, Nonthawan, MHRIM, School of Hospitality Management, 2003  
Elliott, Julian, MHRIM, School of Hospitality Management, 2001  
Cheng, Chia-Hui, MHRIM, School of Hospitality Management, 2000  
Pudliner, Betsy, MHRIM, School of Hospitality Management, 1999  
Golomb, Adam, MHRIM, School of Hospitality Management, 1999

## **UNIVERSITY SERVICE**

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### **Departmental and/or School Committees**

SHM Executive Committee - 2004 to Present  
Faculty Search Committee - 2013 to 2016  
Director's Search - 2010-2011  
HRIM Faculty Search Committee - 2004 – 2006  
HRIM Director Search Committee - 2003 – 2004  
HRIM Graduate Curriculum Review Committee (Chair) - 2004 to Present  
HRIM Graduate Admission Committee - 2004 to Present  
HRIM International Task force - 2002 to 2005  
HRIM Masters Program Strategy Committee - 2000 to 2001  
HRIM Graduate Student Recruitment Committee - 1999 to 2004  
HRIM Faculty Search Committee (Children, Youth and Family Studies) - 1999 to 2000  
  
HRIM Professional Paper Committee - 1998 to 2002  
HRIM Graduate Exam Committee – 1998-2016

### **College of Health & Human Development (CHHD)**

CHHD Doctoral Awards Committee - Fall 2006-to 2012, 2018-2019  
CHHD PIC Committee – Fall 2004 to present  
CHHD P&T Committee – Fall 2004 to 2010, 2012-to present  
Curricular Affairs Committee – Fall 2002 to Fall 2003  
United Way Committee – Fall 2002 to Spring 2003

### **University**



Graduate Council, Subcommittee of Fellowships and Awards – Fall 2008 to 2012

Graduate Council, Subcommittee of Curriculum Reviews Fall 2005 to 2008

Faculty Senate Fall 2002 to 2004

Judge, Graduate Student Exhibition - March 1999 to present

## **PROFESSIONAL MEMBERSHIPS**

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Cornell Hotel Society

American Marketing Association

Council on Hotel, Restaurant and Institutional Education

Hospitality & Tourism Academy, Founding Member, Vice President

Society for Consumer Psychology

## **Contacts**

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### **Penn State**

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University Park, PA 16802-1307

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Fax: (814) 863-4257

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