

Dr. Billy Bai is Professor and Associate Dean for Research in the William F. Harrah College of Hospitality at the University of Nevada Las Vegas (UNLV). He served as Senior Assistant Dean for Academic Affairs (July 2013 to June 2015) and Assistant Dean for Singapore Academic and Student Affairs at UNLV Singapore Campus (October 2011 to June 2013). Before that, he was the Ph.D. Program Director (January 2009 to September 2011).

Dr. Bai's current research interests focus on hospitality and tourism marketing, emphasizing relationship marketing, customer behavior and loyalty, branding, and destination marketing. He has over 60 journal articles published or accepted for publication, along with numerous conference proceedings and book chapters, and contributions to books. His research work has appeared in top-tier journals in hospitality and tourism, such as the International Journal of Hospitality Management (IJHM), Journal of Hospitality & Tourism Research (JHTR), Tourism Management, and International Journal of Contemporary Hospitality Management (IJCHM), and has been frequently cited. He engages in grant writing and has a successful record of funding from both internal (college and university) and external organizations. Dr. Bai is a recipient of many research awards, including the Best Paper of the Year by JHTR, best paper awards at the annual I-CHRIE (International Council on Hotel, Restaurant, and Institutional Education) conference, and the Sam and Mary Boyd Distinguished Professor Award for Research and the Ace Denken Distinguished Researcher Award from the Harrah Hospitality College. In 2015, I-CHRIE awarded Dr. Bai the John Wiley & Sons Lifetime Research Achievement Award from I-CHRIE. At the 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism in 2020, Dr. Bai received the Founder's Award.

From workshops to panel discussions to keynote speeches for hospitality and tourism organizations, Dr. Bai actively contributes to the hospitality and tourism profession. Currently, Dr. Bai serves on many editorial boards, including IJHM, IJCHM, Journal of Travel & Tourism Marketing (JTTM), and The Service Industries Journal, and has reviewed academic research papers for more than 20 journals and 10 national/international conferences. He was co-guest editor and guest editor for IJCHM and Journal of Teaching in Travel and Tourism (JTTE). He was named the Outstanding Paper Reviewer by I-CHRIE in 2003 and IJCHM in 2011 for his contribution in providing the best quality review comments to his peers. Dr. Bai was the Paper Review Committee Chair for the 7th APacCHRIE (Asia Pacific Council on Hotel, Restaurant, and Institutional Education) conference in Singapore in 2009 and Harrah's International Hospitality and Convention Summit in Las Vegas, USA in 2008, and Track Chair in Marketing for the Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism from 2006 to 2010. He has been an invited external reviewer/academic advisor for hospitality and tourism programs and faculty promotion and tenure applications from the world's leading hospitality and tourism programs. He was elected to serve as Director of Research at the West Federation of I-CHRIE from 2015 to 2016 and served on the Advisory Board for Travel Awards for Sunset travel magazine.

During his tenure at UNLV since 2001, Dr. Bai has been an active graduate faculty member. He has served on more than 100 graduate research committees, over 50 of which as Chair. He is a member of several professional associations such as I-CHRIE and ISTTE and was listed in Who's Who in America in 2010. He holds a Bachelor of Arts degree from Nankai University (1986) and two masters' degrees from the Hong Kong Polytechnic University (1997) and Purdue University (1998), and a doctoral degree from Purdue University (2001).