

Dr. Bharath M. Josiam

Professor – Hospitality & Tourism Management College of Merchandising, Hospitality & Tourism, University of North Texas 1155 Union Circle, #311100, Denton, TX 76203-5017, USA Tel: (940) 565-2429; Fax: (940) 565-4348 Email: Bharath.Josiam@unt.edu ; or Email: bjosiam@yahoo.com	
Highlights of Achievements and Qualifications	
Education:	Doctor of Philosophy in Business & Marketing Education
Teaching Experience:	35 years in hospitality/tourism at universities in the USA
Industry Experience:	7 years in international hospitality operations
Papers in Journals	65 refereed journal papers
Other Papers	50 other papers in journals, books, and proceedings
Conference Presentations	124 presentations in international & national conferences
Citations:	All = 2,946; h-index = 30; i10-index = 42 (Google Scholar) RG Score = 22.72; Reads = 102,953 (Research Gate)
Reviewer:	Refereed journals, conference papers, Ph.D. Thesis
Citizenship:	United States of America

EDUCATION:

Year	Degree	Major	Institution
1999	Ph.D.	Business and Marketing Education	University of Minnesota, Minneapolis, MN, USA
1987	M.S.	Hotel, Restaurant & Travel Administration	University of Massachusetts, Amherst, MA, USA
1981	B. Com	Commerce, Economics	Delhi University, Delhi, India
1978	3-Year Diploma	Hotel/Restaurant Management, Culinary Arts, and Nutrition	Institute of Hotel Management, Catering & Nutrition, Delhi, India.

PROFESSIONAL EXPERIENCE - ACADEMIC:

Dates	Position	Organization	Location
Fall 2010 to Date	Professor, Hospitality Management Taught 2/3 classes per semester Conducted research Served on committees	University of North Texas	Denton, TX
Fall 2003 to Fall 2010	Associate Professor, Hospitality Management Taught 3 classes per semester Conducted research Served on committees	University of North Texas	Denton, TX
Fall 2001 to Spring 2003	Assistant Professor, Hospitality Management Taught 3 classes per semester Conducted research Served on committees	University of North Texas	Denton, TX
Fall 1995 to Spring 2001	Associate Professor, Hospitality Management Taught 3-4 classes per semester Conducted research Served on committees Advised 25 undergraduates	University of Wisconsin-Stout	Menomonie, WI
Fall 1990 to Spring 1995	Assistant Professor, Hospitality Management Taught 3-4 classes per semester Conducted research Served on committees	University of Wisconsin-Stout	Menomonie, WI
Fall 1988 to Summer 1990	Assistant Professor, Hospitality Management Taught 4 classes per trimester	Johnson and Wales University,	Providence, RI
Fall 1987 to Spring 1988	Instructor, Hospitality Management Taught 4 classes per trimester	Johnson and Wales University,	Providence, RI
Spring 1986	Teaching Associate, Travel & Tourism Taught 1 class for a semester	University of Massachusetts	Amherst, MA
Fall 1985 to Spring 1987	Teaching Assistant, Travel & Tourism Served as assistant for one class	University of Massachusetts	Amherst, MA

PROFESSIONAL EXPERIENCE – HOSPITALITY INDUSTRY:

Beginning Date – Ending Date	Position	Organization	Location
1982 to 1984	Restaurant Manager, Ashok Hotel (A 5-star Super Deluxe Property) Managed “ <i>Burgundy</i> ” –Fine Dining French Restaurant in 1984 Managed “ <i>Samovar</i> ” – 24-hour Coffee Shop in 1982/83	Ashok Group of Hotels, A unit of the India Tourism Development Corporation	New Delhi, India
1983	Assistant Manager on Special Duty Commonwealth Meet –1983 Non-Aligned Meet – 1983 Planned, organized, and catered to Kings and Presidents from over 100 countries	Ashok Group of Hotels	New Delhi, India
1982	Assistant Manager on Special Duty Asian Games –1982 Planned, organized, and catered to over 5000 athletes and officials from 30 countries	Ashok Group of Hotels	New Delhi, India
1980 to 1982	Assistant Manager – Hotel Madurai Ashok (A 3-star property) Managed F & B operations Managed Rooms Division operations	Ashok Group of Hotels	Madurai, India
1978 to 1980	Junior Executive Trainee – Hotels Division Underwent a structured 2-year training program in all aspects of hospitality management	Ashok Group of Hotels	Various locations in India

PROFESSIONAL ACTIVITIES:**Membership in Professional Organizations**

- Council on Hotel, Restaurant, & Institutional Education (1990 to date)
- International Society of Travel & Tourism Educators (1991 to 2010)

Editorial Board

- Editorial Board for Journal of International Business and Entrepreneurship Development
- Editorial Board for Journal of Services Research
- Editorial Board for Optimization: An International Management Journal.
- Editorial Board for Journal of Travel & Tourism Marketing.
- Editorial Board for Journal of Vacation Marketing

Manuscript Review for Refereed Journals

- Reviewer for *Journal of Vacation Marketing*
- Reviewer for *Cornell Hospitality Quarterly*
- Reviewer for *Journal of Hospitality & Tourism Research.* (Formerly Hospitality Research Journal)
- Reviewer for *Tourism Management*
- Reviewer for *International Journal of Contemporary Hospitality Management*

Manuscript Review for Conference Submissions

- Asia-Pacific Council on Hotel, Restaurant, & Institutional Education Conference, (APac-CHRIE) 2020 in Kaohsiung, Taiwan.
 - Reviewed multiple conference submissions in 2020.
- The 2020 APTA International Conference in Chiang Mai, Thailand , July 2020.
 - Reviewed multiple conference submissions in 2020
- Asia-Pacific Council on Hotel, Restaurant, & Institutional Education Conference, (APac-CHRIE) 2019 in Hong Kong, China SAR.
 - Reviewed multiple conference submissions in 2019.
- The 2019 APTA International Conference in Da Nang, Vietnam, July 2019.
 - Reviewed multiple conference submissions in 2019
- 24th Annual Graduate Education & Graduate Student Research in H & T. Houston, TX, January 2019.
 - Reviewed multiple conference submissions in 2018.
- 23rd Annual Graduate Education & Graduate Student Research in Hospitality and Tourism. Fort Worth, TX, USA, January 2018.
 - Reviewed multiple conference submissions in 2017.
- Asia-Pacific Council on Hotel, Restaurant, & Institutional Education Conference, (APac-CHRIE) 2017 in Bali, Indonesia. .
 - Reviewed multiple conference submissions in 2017.
- 3rd Annual Global Tourism and Hospitality Conference, Hong Kong, China SAR, June 2017
 - Reviewed multiple conference submissions in 2017.
- The 2017 International Conference on Business Management and Social Sciences. Organized by Naresuan University International College, Phisanulok, Thailand.
 - Reviewed multiple conference submissions in 2017.
- APac-CHRIE 2016 in Bangkok, Thailand.
 - Reviewed multiple conference submissions in 2016.
- 22nd Annual Graduate Education & Graduate Student Research in Hospitality and Tourism. Houston, TX, PA, USA, January 2017.
 - Reviewed multiple conference submissions in 2016.
- The 2016 APTA International Conference in Beijing, China, June 2016.
 - Reviewed multiple conference submissions in 2016
- 21st Annual Graduate Education & Graduate Student Research in Hospitality and Tourism. Philadelphia, PA, USA, January 2016.
 - Reviewed multiple conference submissions in 2015.
- The 2015 APTA International Conference in Kuala Lumpur, Malaysia, May 2015.
 - Reviewed multiple conference submissions in 2015
- 20th Annual Graduate Education & Graduate Student Research in Hospitality and Tourism. Tampa, Florida, USA, January 2015.
 - Reviewed multiple conference submissions in 2014.
- World Conference on Hospitality, Tourism and Event Research & International Convention and Expo Summit 2013 (WHTER-ICES). Bangkok, Thailand, May 2013.
 - Reviewed multiple conference submissions in 2013.

- Reviewer for 5th International Conference on Service Management, New Delhi, India, May 2011.
 - Reviewed multiple conference submissions in 2010 and 2011.
- Reviewer for Conference Papers in 2011 - APac-CHRIE.
 - Reviewed multiple conference submissions in 2011.
- Reviewer for APac-CHRIE 2008, 2007 conferences
- Reviewer for Council on Hotel, Restaurant, & Institutional Education Conferences, 1995 - 2001.
- Awarded a plaque for being the *Outstanding Reviewer for 1998-99*.
- Reviewer for International Society of Travel & Tourism Educators Conferences, 1995 - 2001.
- Reviewer for the mid-year conference of the International Management Development Association, 1995.
- Reviewer for Society of Franchising Conferences, 1994-1995.

Participation in Professional Organizations/Conferences Attended

- International Conference of the Global alliance of Marketing & Management Associations
 - One co-authored paper was presented – **Virtual** – November 2021 – Seoul, South Korea
- Conference of the International Council on Hotel, Restaurant, & Institutional Education (ICHRIE)
 - One co-authored paper was presented -**Virtual**- July 2021 – USA
- International Conference of the Asia Pacific Tourism Association (APTA)
 - One co-authored paper was presented – **Virtual** – June 2021 – Seoul, South Korea
- International Conference of the Tourism Foundation for Global Tourism Students – (TSF 2020)
 - Panelist on an international panel-discussion – **Virtual** – October 2020 – New Delhi, India
- 2nd International Conference on Entrepreneurship & Family Business (ICEFB)
 - Presented one paper and Chaired a Session – January 2020 – Mumbai/Bombay, India
- Association for Global Business Advancement (AGBA)
 - Presented two papers and Chaired a Session – July 2019 – New Delhi, India
- International Conference on Sustainable Niche Tourism
 - Presented two papers and Chaired a Session – July 2019 – Da Nang, Vietnam
- 1st International Conference on Entrepreneurship & Family Business (ICEFB)
 - Presented one paper and Chaired a Session – January 2018 – Mumbai/Bombay, India
- Association for Global Business Advancement (AGBA)
 - Presented two papers and Chaired a Session – 2018 – Bangkok, Thailand
- Academy of Global Hospitality & Tourism (AGHT)
 - Annual Conference Attended – 2017 – Cheongju, Korea
- 1st Forum on MICE: Incorporating the MICE Industry in the Classroom. Bangkok, Thailand, March 2017.
 - Planned conference, Reviewed papers and co-edited proceedings, Chaired a Session.
- Asia Pacific Tourism Association (APTA)
 - Annual Meeting Attended – 2016 – Beijing, China
- Academy of Global Hospitality & Tourism (AGHT)
 - Annual Conference Attended – 2016 – Seoul, Korea
- *The 2016 SIAS-FHSU Conference on Managing International Higher Education.*
Zhengzhou-Xin Zheng, Henan, China, May 2016.
- *The 5th Asia Euro Conference 2014 in Tourism, Hospitality and Gastronomy.*
Kuala Lumpur, Malaysia, May 2014.
- Association for Global Business Advancement (AGBA)
 - Annual Meeting Attended – 2013 – Bangkok, Thailand
- Association for Global Business Advancement (AGBA)
 - Annual Meeting Attended – 2012 –Ajman, United Arab Emirates
- Tourism Society of Korea (TOSOK)
 - Annual Meeting Attended – 2010, July, Buan, Jeonbuk, South Korea
- Association for Global Business Advancement (AGBA)
 - Annual Meeting Attended – 2007 – Penang, Malaysia

- **International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)**
 - Annual Meetings Attended**

- 2018 – Palm Springs, CA, USA
- 2017 – Bali, Indonesia (Asia-Pacific CHRIE)
- 2016 – Dallas, TX, USA
- 2015 – Auckland, New Zealand (Asia-Pacific CHRIE)
- 2014 – Kuala Lumpur, Malaysia Asia-Pacific CHRIE)
- 2013 – Macau, China, SAR Asia-Pacific CHRIE).
- 2012 – Manila, Philippines Asia-Pacific CHRIE)
- 2011 – Hong Kong, SAR, China (Asia-Pacific CHRIE)
- 2009 – Helsinki, Finland (Euro-CHRIE)
- 2009 – Singapore (Asia-Pacific CHRIE)
- 2008 – Perth, Australia (Asia-Pacific CHRIE)
- 2007 - Beijing, China (Asia-Pacific CHRIE)
- 2007 – Dallas, TX
- 2006 – Hualien, Taiwan (Asia-Pacific CHRIE)
- 2005 – Kuala Lumpur, Malaysia (Asia-Pacific CHRIE)
- 2004 – Phuket, Thailand (Asia-Pacific CHRIE)
- 2003 - Seoul, South Korea (Asia-Pacific CHRIE)
- 1999 – Albuquerque, NM
- 1998 – Miami, FL
- 1997 – Providence, RI
- 1995 – Nashville, TN
- 1994 – Palm Springs, CA

- International Society of Travel and Tourism Educators (ISTTE)
 - Annual Meetings Attended

- 2005 – Chicago, IL
- 2003 – Providence, RI
- 2002 – Salt Lake City, UT
- 1999 – Vancouver, Canada
- 1998 – Cleveland, OH
- 1997 – San Diego, CA
- 1994 – Lexington, KY
- 1993 – Miami, FL
- 1991 – Indianapolis, IN

- Kettil Brun Society (An international professional medical organization)(KBS)
 - Annual Meeting of Alcohol Epidemiology Attended
 - 1997 – Reykjavik, Iceland

- World Leisure and Recreation Association (WLRA)
 - Annual Meeting Attended - 1996 – Cardiff, Wales, UK

- International Management Development Association (IMDA)
 - Mid-Year Meeting Attended - 1995 – Orlando, FL

- Society of Franchising (SOF)
 - Annual Meeting Attended - 1994 – Las Vegas, NV

CURRICULUM DEVELOPMENT/TEACHING INNOVATIONS:

Course	Description	Institution
Information Science – INFO 6660	Took on the responsibility of Chairing the Committee for a Doctoral Student – Mr. Mohammed Alamer. He has successfully completed his Pre-Proposal Defense in Fall 2021	University of North Texas
Research Applications – CMHT 5400	Developed and implemented integration of SPSS statistical analysis with hands-on exercises and exams with book/lecture materials utilizing multiple “real” datasets Enabled graduate students to obtain deeper understanding of utilizing SPSS for statistical analysis Developed and implemented student teams to work with CMHT professors on current and active research projects. Enabled graduate students and faculty members to get papers presented and published in conferences and journals	University of North Texas
Hotel Operations- HMG 3700	Developed and Implemented on Power Point chapter notes Enabled students to follow lectures easily and increase time available for discussion My Power Point notes have been adopted by the author of the textbook for use nationwide – they are distributed with the textbook.	University of North Texas
Hospitality Management	Developed and implemented class project utilizing Reality Shows from TV featuring Hospitality Management themes such as “Kitchen Nightmares, Hotel Impossible, & Bar Rescue.	University of North Texas
Management Systems	Developed EXCEL spreadsheet for Menu Engineering Evaluated and purchased new software (HOTS) for Hotel Management Analysis	University of North Texas
International Tourism	Developed and Implemented distribution of CD-ROM with detailed chapter notes, syllabus etc on Power Point	University of North Texas
Presentations Techniques	Implemented distribution of CD-ROM with detailed chapter notes, syllabus etc on Power Point	University of North Texas

CURRICULUM DEVELOPMENT/TEACHING INNOVATIONS (Continued):

Course	Description	Institution
Research Interpretations (Graduate Class)	Developed and implemented integration of SPSS statistical analysis with hands-on exercises and exams with book/lecture materials Enabled students to understand statistical methods better Enabled students to utilize SPSS to for statistical analysis	University of Wisconsin-Stout
Hospitality Marketing & Sales	Developed and published consumable booklet with detailed chapter notes, syllabus etc	University of Wisconsin-Stout
Hospitality Organizational Management	Developed and published consumable booklet with detailed chapter notes, syllabus etc	University of Wisconsin-Stout
Services Marketing	Developed and taught this undergraduate class for new B.S. program in Service Management	University of Wisconsin-Stout
Strategic Management	Developed and taught this undergraduate class as a capstone course for seniors	University of Wisconsin-Stout

HONORS:

Award/Recognition	Description	Date
International Recognition	My paper, co-authored with Ms. Wendy Henry (HMGT graduate student), was awarded " Best Paper " designation at <i>The 5th Asia Euro Conference 2014 in Tourism, Hospitality & Gastronomy</i> in Kuala Lumpur, Malaysia. The paper was - " <i>Eatertainment: Utilitarian and Hedonic Motivations for Patronizing Fun Experience Restaurants.</i> " The award is a certificate.	2014
International Recognition	My paper, co-authored with Dr. Young Hoon Kim and HMGT graduate student Jermaine Jamieson, was awarded " Highly Commended Paper " designation at <i>The World Conference on Hospitality, Tourism and Event Research & International Convention and Expo Summit 2013 (WHTER-ICES)</i> in Bangkok, Thailand. The paper was - " <i>An Understanding of Attendees at a Food Festival by the Levels of Involvement.</i> " The award is a certificate.	2013
International Recognition	My paper co-authored with Drs. Spears, Dutta, Pookulangara, and Kinley - " <i>Using the Involvement Construct to Understand the Impact of Bollywood on the Activities and Behaviors of Indian Tourists: An Empirical Study.</i> " was awarded one of the " Best Paper " designation for the conference.- <i>The 10th Annual World Congress of the Academy for Global Business Advancement (AGBA).</i> in Bangkok, Thailand. The award is a certificate.	2013
International Recognition	My paper, co-authored with Drs. Spears, Pookulangara, and Kinley - " <i>Using Structural Equation Modeling to Understand the Impact of Hollywood Movies and Television on Destination Image, Tourist Activity & Purchasing Behavior.</i> " Was awarded " Best Paper – 1st Place Designation. " It was selected as the best paper presented at the 10 th <u>APAC-CHRIE International Conference</u> in Manila, Philippines. The award is a certificate	2012
International Recognition	My paper, co-authored with Dr. Reynolds and Dr. Crutsinger and others - <i>Attitudes to Work of Generation Y Students in Hospitality Management: A Comparative Analysis of Students in the USA & UK.</i> Was awarded " Highly Commended Paper. " It was selected as one of the best papers presented at the 2 nd International Conference on Services Management in New Delhi, India. The award is a certificate	2007
International Recognition	My paper, co-authored with Ms. Prema Monteiro, " <i>Tandoori Tastes: Perceptions of Indian Restaurants In America</i> " was awarded " Highly Commended Paper " by the <i>Literati Club of Emerald Publications</i> of the United Kingdom. It was selected as one of the best papers published in the <u>International Journal of Contemporary Hospitality Management</u> in the year 2004. The award is a certificate	2005
International Recognition	My poster presentation was awarded " Best Poster " by the International Society of Travel & Tourism Educators at their annual conference. The award is a certificate	2003
National Recognition	My doctoral dissertation received the Neal E. Vivian Research Award for 2000 by the Association for Career and Technical Education. Award is a plaque and a cash grant for \$1,000.	2000
National Recognition	"H. J. Heinz Graduate Degree Fellowship." Administered by the National Restaurant Association. The award is a cash grant for \$2,000.	1995
National Recognition	"H. J. Heinz Graduate Degree Fellowship" Administered by the National Restaurant Association. The award is a cash grant for \$2,000.	1992
International Recognition	"Best Reviewer" for CHRIE. The award is a plaque	1998-99

UNIVERSITY COMMITTEES:

Dates	Description	Chair or Member
Spring & Fall 2016	UNT-Committee for Review of Dean Judith Forney	Member
Fall 2012	UNT ROP Grant Evaluation Committee	Member
Fall 2012	UNT-CMHT Cluster Search Committee	Member
Spring 2007 to date	University of North Texas Best TA/TF Awards Committee	Member
Fall 2002 to date	University of North Texas Mentor Committee	Member
Fall 1999 to Spring 2001	University of Wisconsin-Stout Advisory Committee on B. S. Program in Service Management	Member

COLLEGE COMMITTEES:

Dates	Description	Chair or Member
Fall 2019	CMHT Promotion Review of Drs. Pookulangara & Yang	Chair
Summer to Fall 2018	CMHT Search Committee for HTM Department Chair	Chair
Fall 2018	CMHT Promotion Review of Dr. Young Hoon Kim	Chair
Spring and Fall 2018	CMHT Personnel Affairs Committee	Member
Fall 2015 to Spring 2017	CMHT Search Committee for Chair in Hospitality	Chair
Fall 2016 to Spring 2017	CMHT Search Committee for Dedman Endowed Chair	Chair
Spring and Fall 2017	CMHT Personnel Affairs Committee	Member
Spring and Fall 2016	CMHT Personnel Affairs Committee	Member
Fall 2015 & Spring 2016	CMHT Search Committee for faculty in Hospitality	Chair for 2 Committees
Fall 2015 & Spring 2016	CMHT Search Committee for faculty in Hospitality	Member on 3 Committees!
Spring and Fall 2015	CMHT Personnel Affairs Committee	Member
Spring and Fall 2014	CMHT Personnel Affairs Committee	Chair
Spring and Fall 2013	CMHT Personnel Affairs Committee	Member
Spring and Fall 2013	CMHT Research Committee	Member
Spring and Fall 2012	CMHT Personnel Affairs Committee	Member
Fall 2012	CMHT Research Committee	Member
Fall 2012	CMHT Graduate Curriculum Committee	Member
Fall 2011	SMHM Research Committee	Member
Spring & Fall 2011	SMHM Personnel Affairs Committee	Member
Summer 2011	SMHM Search Committee for Lecturer – Dining Room	Member
Fall 2010 & Spring 2011	SMHM Search Committee for faculty in Hospitality	Chair
Fall 2010	SMHM Personnel Affairs Committee	Member
Summer 2010	SMHM Ad-Hoc Scholarship Committee	Member
Fall 2007 & Spring 2008	SMHM Search Committee for faculty in Merchandising	Member
Spring & Fall 2007	SMHM Search Committee for faculty in Hospitality	Chair
Spring & Fall 2007	SMHM Scholarship Committee	Member
Fall & Summer 2004	SMHM Search Committee for Chef Instructor	Member
Fall 2003	SMHM Search Committee for faculty in Merchandising	Member
Spring 2003	SMHM Search Committee for Chef Instructor	Chair
Fall 2002	SMHM Search Committee for Chef Instructor	Chair
Fall 2002 to date	SMHM Executive Committee	Member
Fall 2001 to date	SMHM Center for the Consumer Experience	Member
Fall 2001 to Spring 2002	SMHM PAC Ad-Hoc Committee on Instrument for Faculty Evaluation by PAC	Member
Fall 2001 to Spring 2003	SMHM Executive-In- Residence Committee	Member

GRANTS:

Year	Title	Agency	Status
2014	Eco-tourism: Re-negotiating the human/nature relationship.	UNT Scholarly and Creative Activity Grant	\$5,000 (Denied)
2013	New Course Development: Hilton Worldwide Revenue Management	Hilton Worldwide Inc.	\$26,600 (Denied)
2012-2013	Impacts of spring break tourism: A cross-national study of residents' perceptions in Mexico and the USA.	Joint Universidad Autónoma del Estado de México (UAEM) and University of North Texas (UNT)	\$10,000 (Funded)
2012	The economic impact of <i>Main Street Days Festival</i> and attendees' behavior	Grapevine Convention and Visitors Bureau, Grapevine, TX:	\$5488 (Funded)
2012	Enhancing the Appeal of Thailand for Indian Tourist by Better Understanding their Motivations, Perceptions, and Satisfaction	The Charn Uswachoke International Development Fund at UNT	\$24,000 (Denied)
2012	Residents' perceptions and attitudes of gaming in the DFW metroplex: Implications for legalized gaming in Texas	William F. Harrah College of Hotel Administration Harrah Hospitality Research Center Grant Award Program	\$30,000 (Denied)
2011	Empirical Analysis of the Role of Bollywood on Indian Consumer's Fashion and Tourism Consumption.	Research Enabling Grant (REG), University of North Texas.	\$7,500 (Denied)
2011	Residents' Perception and Attitudes on Gaming in the DFW metroplex: Implications for Legalized Gambling in Texas	William F. Harrah Hospitality Research Center, University of Nevada, Las Vegas	\$28,700 – Denied
2010	Texas Residents Perception and Attitudes on Gaming in contiguous states: Implications for Legalized Gambling in North Texas	William F. Harrah Hospitality Research Center, University of Nevada, Las Vegas	\$27,500 – Denied
2008	e-POCE (Point of Consumer Experience): Marketing Information System for Retail & Hospitality	University of North Texas – Research Infrastructure support Initiative for Fall 2008	\$25,000 - Funded
2008	SMHM Global Consumer Experience Research Cluster	University of North Texas – Spring 2008	\$258, 500 - Denied
2002	Why and Where Tourists Shop: Motivations of Tourist-Shoppers and Their Preferred Shopping Center Attributes	International Council of Shopping Centers Educational Foundation	\$15,000
2000	Health Risks of Black and White Spring Break Events	National Institute of Child Health and Human Development/NIH	Denied
1998	Effects of Black and White Spring Break Events on STD Risk	National Institute of Mental Health/NIH	Denied
1998	Sexual Behavior, and Substance Abuse Among African-American University Students During the Atlanta Black Colleges Spring Break	University of Wisconsin System – Institute on Race and Ethnicity	\$1,200
1996	Unsafe Sexual Behavior, Sexual Aggression, and Alcohol Consumption Among College Students on Spring Break at Beachfront Resorts — 1996.” Grant to present paper at World Leisure & Recreation Association Congress-1996.	Faculty Research Initiative: The University of Wisconsin-Stout	\$3,380
1994	Unsafe Sexual Behavior, Sexual Aggression, and Alcohol Consumption Among College Students Spending Spring Break at Beachfront Resorts	Faculty Research Initiative: The University of Wisconsin-Stout	\$9,397
1993	Spring Break Student Travel Patterns	Faculty Research Initiative: The University of Wisconsin-Stout	\$4,692
1982	Minority Development in Home Ec. Careers	US Department of Agriculture	\$12,500

COURSES TAUGHT

Course Name	University Taught At
Readings in Information Sciences – Ph.D Committee Chair	University of North Texas
Research Applications (Graduate Class)	University of North Texas
Hotel Operations	University of North Texas
Hospitality Marketing & Sales	University of North Texas
Management Foundations in Hospitality	University of North Texas
Hotel & Restaurant Management Systems	University of North Texas
International Travel & Tourism	University of North Texas
Presentation Techniques	University of North Texas
Research Interpretations (Graduate Class)	University of Wisconsin-Stout
Integrated Management in Hospitality & Tourism	University of Wisconsin-Stout
Services Marketing	University of Wisconsin-Stout
Strategic Management in Hospitality & Tourism	University of Wisconsin-Stout
Hospitality Marketing and Sales	University of Wisconsin-Stout
Hospitality Organizational Management	University of Wisconsin-Stout
Development of Tourism Attractions	University of Wisconsin-Stout
Hospitality Co-op and Field experience	University of Wisconsin-Stout
Hotel Information Systems	Johnson and Wales University
Seminar in Strategic Management	Johnson and Wales University
Front Desk Operations	Johnson and Wales University
Hospitality Marketing	Johnson and Wales University
Convention and Group Planning	Johnson and Wales University
Dining Service Management	Johnson and Wales University
Beverage Management	Johnson and Wales University
The Hospitality Field	Johnson and Wales University
Travel & Tourism	University of Massachusetts at Amherst

Service on Thesis Committees

- **Chair – Doctoral Dissertation for Mr. Mohammed Alamer**, Information Sciences (Fall 2020 – to date).
Thesis Topic – Examining the Role of Influencers and Social Media on Destination Promotion in Saudi Arabia – A Customer Journey Framework
- **Member – Ms. Cindy Carrillo**, M.S. Candidate, Hospitality Management (May 2020).
Thesis Topic – Anxiety in the Workplace: A Study of Different Anxiety Relief Methods for Hotel Employees
- **Member** – Ms. Jacqueline Parr, M.S. Candidate, Merchandising (2017).
Thesis Topic – The Impact of True Fit® Technology on Consumer Confidence and Satisfaction in their Online Clothing Purchase
- **Chair** – Ms. Bailey Moody, M.S. Candidate, Hospitality Management (2016).
Thesis Topic – Comparison of customer perceptions of traditional paper menus with digital tablet menus.
- **Chair** – Ms. Stacey Wood, M.S. Candidate, Hospitality Management (2016).
Thesis Topic – Comparison of recruiter and student perceptions of a “good” management hire in the hospitality industry.
- **Chair** – Ms. J. Leia Krier, M.S. Candidate, Hospitality Management (2014).
Thesis Topic – Considering Canine Companionship: Dog Owner Involvement and Motivation Regarding Leisure Travel Accommodations.
- **Member** – Ms. Rebecca Melton, M.S. Candidate, Merchandising (2013).
Thesis Topic – Exploring the Impacts of a Blog’s Brand Messaging Signals on Consumer Response and Engagement Intention.
- **Member** – Ms. Kelly Cours Anderson, M.S. Candidate, Merchandising (2013).
Thesis Topic – Consumer Motivations to Connect with Retailers Using Social Media.
- **Member** – Ms. Yeo Jin (Joy) Jung, M.S. Candidate, Merchandising (2013).
Thesis Topic – Facebook Marketing for Fashion Brands: Effect of Other Consumer’s Postings and Type of Brand Comment on Brand Trust and Purchase Intention.
- **Member** – Mr. Hee Lye Park, M.S. Candidate, Hospitality Management (2011/2012).
Thesis Topic – Impact of Congruence Between Self-Disclosed Personal Information and Review on Source Credibility in Online Travel Reviews.
- **Member** – Ms. Jonelle Zimmerman M.S. Candidate, Merchandising (2011/2012).
Thesis Topic – Using the S-O-R Model to Understand the Impact of Website Attributes on the Online Shopping Experience.
- **Member** – Ms. Huang Ran, M.S. Candidate, Merchandising (2010/2011).
Thesis Topic – Transformation of Relational Social Capital to Purchase Intention in Virtual Engagements at QQ China.
- **Member** – Ms. Avantika Thombre, M.S. Candidate, Merchandising (2010/2011).
Thesis Topic – The Influence of Interactivity and On-Line Store Atmospherics of 3D Retail Stores In Second Life on Consumer Purchase Intention.
- **Member** – Ms. Davette Angelo, M.S. Candidate, Merchandising (2009/2010).
Thesis Topic - You are What You Wear: The Relationship between Fashion Leadership and General Leadership among African Americans and Caucasian Americans.
- **Member** – Ms. Raktida Siri, M.S. Hospitality Management (2008).
Thesis Topic - Indian Tourists’ Motivation, Perception, and Satisfaction of Bangkok, Thailand
- **Chair** – Ms. Tai-Yi Huang, M.S. Hospitality Management (2009).
Thesis Topic – Taiwanese Cruisers in North America: An Empirical Analysis of Their Motivation, Involvement, and Satisfaction.
- **Member** – Mr. Punit Sanghavi, M.S. Hospitality Management (2005).
Thesis Topic – Customer Perceptions of Fairness in Hotel Revenue Management.

G. Doctoral Dissertations. -External Reviewer for Doctoral Dissertations – International

External Examiner/Thesis Reviewer – APJ Abdul Kalam Technical University, Lucknow, India.

➤ **Mr. Narendra Singh Yadav** - Ph.D. Candidate in Management, 2021

Thesis Topic – Impact of Customer Relationship Management on Buying Behaviour in Real Estate Sector - A Study of National Capital Region

External Examiner/Thesis Reviewer – Management and Science University, Selangor, Malaysia.

➤ **Mr. Marwa Naji Ali Alkhater Albuainain** Ph.D. Candidate in Management, 2020

Thesis Topic – The Effect of Total Quality Management and Excellence Award on Organizational Performance in the Department of Municipal Affairs and Transport.

➤ **Mr. Lalith Nimal Senaweera** Ph.D. Candidate in Management, 2020

Thesis Topic – The Impact of Sustainable Practices on Business Performance in ISO 14001 EMS Certified Manufacturing Firms Of Sri Lanka.

External Examiner/Thesis Reviewer – Universiti Tunku Abdul Rahman, Selangor, Malaysia.

➤ **Mr. Lim Soon Chow** Ph.D. Candidate in Management, 2020

Thesis Topic – The Indian Muslim Restaurant Atmospheric Hygiene State on the Diner's Satisfaction: Extending Expectation Disconfirmation Theory.

External Examiner/Thesis Reviewer – Management and Science University, Selangor, Malaysia.

➤ **Mr. Nalin Bharath De Vas Gunasekara** Ph.D. Candidate in Management, 2019

Thesis Topic – Impact Of Entrepreneurial Orientation On Business Performance and The Mediating Role Of Organizational Culture Of Star Class Hotel In Sri Lanka.

➤ **Ms. Niluka Thilina Amarasinghe** Ph.D. Candidate in Management, 2019

Thesis Topic – The Affect of Transformational Leadership in Employee Innovation, and The Role Of Trust as Antecedent, in Banking Industry in Sri Lanka.

➤ **Mr. Pathirage Dona Vimuckthi Charika Wickramaratne** Ph.D. Candidate in Management, 2019

Thesis Topic – Wellness Dimensions, Social Media Usage and the Academic Performance of Undergraduates in Sri Lanka.

➤ **Ms. Prabashini Wijewantha** Ph.D. Candidate in Management, 2019

Thesis Topic – Role of Perceived Organizational Politics and Job Stress on Employee Well Being of Middle Managers in Emerging Market Multinationals in Sri Lanka.

➤ **Ms. Hettiarachchige Piumi Navamali Perera** Ph.D. Candidate in Management, 2019

Thesis Topic – An Analysis of Psychological Factors Affecting Players' Performance of Sri Lankan National Team Sports.

➤ **Ms. Asanka Samanmali Gunasinghe** Ph.D. Candidate in Management, 2019

Thesis Topic – Factors That Influence Lecturer's Acceptance and Use of Virtual Learning Environments (VLES) In The State Universities of Sri Lanka: An Application of The UTAUT Model

External Examiner/Thesis Reviewer – Management and Science University, Selangor, Malaysia.

➤ **Ms. Wedathanthirige Don Haritha Pushpakumara** Ph.D. Candidate in Management, 2019

Thesis Topic – Determinants of Strategic Green Orientation and Its Impact on Organizational Performance In Tourism Industry Of Sri Lanka

External Examiner/Thesis Reviewer – Management and Science University, Selangor, Malaysia.

➤ **Ms. Nishantha De Silva** Ph.D. Candidate in Management, 2019

Thesis Topic – The Impact of Competition on Efficiency among Sri Lankan Banks

➤ **Mr. Albartulage Dunston Joseph Fernando**, Ph.D. Candidate in Management, 2018.

Thesis Topic – Scientific Validation of Galkiriyakanda Cascade Restoration with its Traditional Irrigation System

➤ **Mr. Konara Mudiyansele Vilani Sachithra** Ph.D. Candidate in Management, 2018

Thesis Topic – Exploring Sources of Competitive Advantage of Minor Export Crops in Sri Lanka

➤ **Mr. Sellapperumage Gayana Sarangani**, Ph.D. Candidate in Management, 2018.

Thesis Topic – Web Mining With Hmm for Personalized Social Network Marketing

➤ **Ms. Sherin Samantha Padma Mathara Arachchi**, Ph.D. Candidate in Management, 2018.

Topic – Integrating a Sustainable Framework for Enterprise Resource Planning to Reduce Failure Rate

➤ **Ms. Chamila Nishanthi Edward** Ph.D. Candidate in Management, 2018

Thesis Topic – Instructional Design Strategies for Interactive Online Courses; and Objectivist, Constructivist Blended Approach

➤ **Ms. Samaraweera Arachchige Darshana**, Ph.D. Candidate in Management, 2018.

Thesis Topic – Burnout of Pre service ESL Teachers in Sri Lanka: Mentoring as a Means Managing Burnout through Self-efficacy

➤ **Ms. Piyatissa Madawala Liyanage Shanaka**, Ph.D. Candidate in Management, 2018.

Thesis Topic – Development of a Visual-Perceptual Assessment Tool for Teaching and Learning Physics at Secondary School in Sri Lanka.

➤ **External Examiner/Thesis Reviewer – I.K. Gujral Punjab Technical University, Jalandhar, India.**

➤ **Ms. Vaishali Sethi** Ph.D. Candidate in Management, 2018

Thesis Topic – A Study of Consumer Behaviour towards Green Products: Testing the Theory of Planned Behaviour

➤ **External Examiner/Thesis Reviewer – Management and Science University, Selangor, Malaysia.**

➤ **Mr. Fong Chee Haur**, Ph.D. Candidate in Management, 2017.

Thesis Topic – Factors Influencing Consumers' Perception towards Online Advertising: An Exploratory Study on Malaysian Perspective

➤ **Mr. Khawaja Muhiyaddin Abdul-Cader** Ph.D. Candidate in Management, 2017

Thesis Topic – The Study of Factors Influencing Knowledge Sharing through Electronic Knowledge Repositories among Sri Lankan IT Professionals

➤ **Mr. Tran Viet Nhan**, Ph.D. Candidate in Management, 2017.

Thesis Topic – Factors Influencing the Trial of Online Booking for Travelling for First Time Online Shopper in Ho Chi Minh City, Vietnam

➤ **External Examiner/Thesis Reviewer** – Southern Cross University, Lismore, NSW, Australia.

➤ **Ms. Sabine Muschter**, Ph.D. Candidate in Tourism, 2015.

Thesis Topic – European Students' Decision-Making Process When Choosing to Study in Australia and Their Travel Behavior During Their Stay.

➤ **External Examiner/Thesis Reviewer** – Southern Cross University, Lismore, NSW, Australia.

➤ **Ms. Kathryn Payne**, MBus Candidate in Tourism, 2010.

Thesis Topic – Domestic Travel by International Students in New Zealand

Dissertation, thesis, PILOT etc., at UNT - Continued.

- **THESIS -I served on the committee for Ms. Cindy Carrillo - HMG.**
 - Ms. Carrillo successfully defended her thesis in Spring 2020.
 - **Thesis Topic - Anxiety in the Workplace: A Study of Different Anxiety Relief Methods for Hotel Employees**

- **THESIS -I served on the committee for Ms. Jacqueline Parr - MDSE.**
 - Ms. Parr successfully defended her thesis in Fall 2017.
 - **Thesis Topic - The Impact of True Fit® Technology on Consumer Confidence and Satisfaction in their Online Clothing Purchase.**
 - **One paper from her thesis has just been published in 2021 in an international journal - *International Journal of Fashion Design, Technology and Education 14 (3), 348-357, 2021*, DOI: 10.1080/17543266.2021.1950847**

- **THESIS -I served as Chair on the MS thesis committee for Ms. Stacey Wood - HMG.**
 - Ms. Wood successfully defended her MS thesis in Spring 2016.
 - **Thesis Topic – Comparing Recruiter and Student Perspectives for a “Good” Entry-level Manager in the Hospitality Industry.**
 - One paper from her thesis has already been presented at the APAC-CHRIE Conference held in Bali, Indonesia in June 2017.
 - The second papers from her thesis has already been presented at the AGHTC Conference held in Chonju, Korea in May 2017.
 - The third paper from her thesis has already been presented at the SIAS-FHSU International Conference in Xin Zheng, China in May 2016.

- **THESIS - I served as Chair on the committee for Ms. Bailey Moody - HMG.**
 - Ms. Moody successfully defended her MS thesis in Fall 2016.
 - **Thesis Topic – Comparing Patron Perceptions of Paper and Tablet Menus with varying levels of Nutritional Information.**
 - One paper from her thesis was presented at the APAC-CHRIE Conference, in Bali, in June 2017.
 - The second paper from her thesis has already been presented at the ICHRIE Conference in Dallas in July 2015.
 - **One of these two papers has been published in an SSCI Journal – *Asia Pacific Journal of Tourism Research in 2019!!***

- **PILOT - I served as Co-Chair for the PILOT (along with Dr. KC Birendra) of Mr. Spencer Houghtaling in Summer 2020.**
 - Mr. Spencer Houghtaling has successfully completed his PILOT in Summer 2020 and has graduated.
 - **PILOT Topic – “Impact of Bio-Speheric Values on Sustainable Travel Behaviors.”**

- **PILOT - I served as Chair for the PILOT of Ms. Rachel David in Fall 2018 & Spring 2019.**
 - Ms. Rachel David has successfully completed her PILOT in Spring 2019 and has graduated.
 - **PILOT Topic – “Impact of Popular Culture on Weddings.”**
 - 1 manuscript from this PILOT already presented at an international conference in 2019.

- **PILOT - I served as Chair for the PILOT of Mr. Mohammed Al-Amer in Fall 2018.**
 - Mr. Al-Amer successfully completed his PILOT in Fall 2018 and has graduated.
 - **PILOT Topic – “Impact of Movies/TV on outbound international travel by Saudis.”**
 - **2 manuscripts** from this PILOT already presented at international Conferences in 2019.
 - **Mr. Mohammed Alamer is currently working on his PhD in our Information Sciences program – I am the Chair of his doctoral committee.**

- **PILOT** - I supervised the PILOT of **Ms. Bhookong Thierawan in Fall 2016/Spring 2017.**
 - PILOT Topic – “Antecedents of Tipping in Casual Dining Restaurants.”
 - One paper has already been presented at an international conference in June 2017.

- **PILOT** - I served as Co-Chair (with Dr. Wen Han) for the PILOT of **Ms. Yi Yang in Fall 2016.**
 - Ms. Yi Yang completed her PILOT in Fall 2016.
 - PILOT Topic – “Impact of Movies/TV on outbound international travel from China.”
 - **Three papers** from this PILOT have already been presented at international conferences in Korea, Indonesia in May/June 2017 and in India in **January 2018.**
 - **One of these three papers has already been published in an SSCI Journal – *Tourism Management Perspectives* in 2018!!**

- **PILOT** - I served as Chair for the PILOT of **Mr. AbdulAziz Alharbhi in Spring 2016.**
 - Mr. Alharbhi successfully completed his PILOT in Spring 2016.
 - PILOT Topic – “Impact of Movies/TV on outbound international travel by Saudis.”
 - One paper from this PILOT was presented at an International Conference in **June 2018.**

- **PILOT** - I served as Chair for the PILOT of **Ms. Yen Ju (Ruby) Cheng in Spring 2015.**
 - Ms. Cheng successfully completed her PILOT in Fall 2015.
 - Topic – “Impact of Movies/TV on Destination Perceptions of Taiwanese Outbound Tourists.”
 - One paper from this PILOT was presented at an International Conference in 2016.
 - **One paper from this PILOT has been published in an international journal in 2020.**

- **PILOT** - I served as Chair for the PILOT of **Ms. Yi Ju (Irene) Tao in Spring 2015.**
 - Ms. Tao successfully completed her PILOT in Fall 2015.
 - PILOT Topic – “Impact of Movies/TV on Motivations for Destination Selection of Taiwanese Outbound Tourists.”
 - One paper **has been presented** at an International Conference in December 2015!!

- **PILOT** - I served as Chair for the PILOT of **Ms. Sarah Kinser in Fall 2015 – HMG T.**
 - Ms. Kinser successfully completed her PILOT in Fall 2015.
 - Topic – “Literature Review for “Impact of Movies/TV on motivations of international tourists.”
 - This review will flow into my projects on the Impact of Movies/TV on global tourism.

- **PILOT** - I served as Chair for the PILOT of **Ms. Amanda Mitchell in Fall 2015 – HMG T.**
 - Ms. Mitchell successfully completed her PILOT in Fall 2015.
 - PILOT Topic – “Literature Review for “Impact of Movies/TV on Destination Selection of outbound international tourists.”
 - This review will flow into my projects on the Impact of Movies/TV on global tourism.

- **PILOT** - I served as Co-Chair (With Dr. Marianna Strzelecka) for the PILOT of **Ms. Nirvana Philip in Summer/Fall 2015 – HMG T.**
 - Ms. Philip successfully completed her PILOT in Fall 2015.
 - Topic – “Literature Review for “Community Impact and Perceptions of Spring Break Travel.”

PUBLICATIONS AND CREATIVE ACTIVITIES

Codes: **I** = International; **R** = Refereed; **G** = Graduate Students; **F** = Faculty; **W** = Worldwide Collaborators

Refereed Publications in International Refereed Journals – Already published

Han Wen, Sanjukta A. Pookulangara & **Bharath M. Josiam**.(2021)

“A Comprehensive Examination of Consumers' Intentions to Use Food Delivery Apps.”

British Food Journal (September, 2021)

DOI: 10.1108/BFJ-06-2021-0655. **I; R; F**

- **The British Food Journal is a SCIE & SSCI indexed international refereed journal now in its 120th year of publication!!!!.**

Sanjukta Pookulangara, Jackie Parr, Tammy Kinley, & **Bharath M. Josiam** (2021).

“Online Sizing: Examining True Fit® Technology Using Adapted TAM Model.

International Journal of Fashion Design, Technology and Education 14 (3), 348-357, 2021

DOI: 10.1080/17543266.2021.1950847. **I; R; G; F**

- **International Journal of Fashion Design, Technology and Education is a SCOPUS indexed international refereed journal.**

Ran Huang, Leia Krier, **Bharath M. Josiam** & Hae Jung (Maria) Kim (2021)

“Understanding Consumer–Pet Relationship during Travel: A Model of Empathetic Self-Regulation in Canine Companionship.”

Journal of Quality Assurance in Hospitality & Tourism 22 (4), 395-516, 2021.

DOI: 10.1080/1528008X.2021.1955236. **I; R; G; F**

- **Journal of Quality Assurance in Hospitality & Tourism is a SSCI indexed international refereed journal.**

Bharath M. Josiam, Daniel L. Spears, Kirti Dutta, Sanjukta A. Pookulangara & Tammy L. Kinley (2020).

“Bollywood Induced International Travel Through the Lens of the Involvement Construct.”

Anatolia: An International Journal of Tourism and Hospitality Research 31 (2), 181-196, 2020.

doi.org/10.1080/13032917.2020.1749349. **I; R; F; W**

- **Anatolia: An International Journal of Tourism and Hospitality Research is a SCOPUS indexed international refereed journal.**

Bharath M. Josiam, Yi-Ju Tao, Yen Ju Chen, Tai Yi Huang, Bailey M. Moody, & Tsong-Zen Liu (2020).

“The Effect of Destination as Product Placement in Movies on Taiwanese Outbound Tourism.” Optimization:

Journal of Research In Management 12 (1), 36-47, 2020. ISSN: 0974-0988 **I; R; G; F; W**

“Xi Y. Leung, **Bharath M. Josiam**, & Bailey M. Moody (2019). “I'd like to order with a server.” an experimental study of restaurant menu performance. *Asia Pacific Journal of Tourism Research* (Published online: 26 November 2019)

DOI: 10.1080/10941665.2019.1696381 **I; R; G; F**

- **Asia Pacific Journal of Tourism Research is a Tier 1, SSCI Indexed international refereed journal.**

Daniel L. Spears, **Bharath M. Josiam**, (Amy) Pitchayapa Virojphan, & Amanda Ooi (2019). “Malaysian Tourists' Motivation, Involvement, Perceptions of Southeast Asia: A Case Study of Singapore and Bangkok.” Optimization:

Journal of Research In Management 11 (2), 1-12, 2019. ISSN: 0974-0988 **I; R; G; F**

Han Wen, **Bharath M. Josiam**, Daniel L. Spears & Yi Yang (2018). Influence of Movies and Television on Chinese Tourists Perception toward International Tourism Destinations. *Tourism Management Perspectives* 28, 211-219, 2018. ISSN : 2211-9736; DOI : 10.1016/j.tmp.2018.09.006. **I; R; G; F**

- **Tourism Management Perspectives is a Tier 1, SSCI Indexed international refereed journal.**

Bharath M. Josiam & Daniel L. Spears (2018). Residents' Perceptions of Spring Break Tourism: The Involvement/ Empowerment Perspective. *Optimization: Journal of Research In Management* 10 (1), 1-11, 2018. **I; R; F**

Bharath M. Josiam, Punit Sanghavi, Gauri Bahulkar, & Johnny Sue Reynolds (2016). Customer Perceptions of Variable Pricing in the Lodging industry: A Justice Perspective. Optimization: Journal of Research In Management 8 (2), 21-34, 2016. **I; R; G; F**

Arlesa J. Shephard, Sanjukta A. Pookulangara, Tammy R. Kinley, & **Bharath M. Josiam** (2016). Impact of Fashion Orientation on Hispanic and Non-Hispanic White Consumer Behavior. Hispanic Journal of Behavioral Sciences, Vol. 38, (1), 75-93, (2016). DOI: 10.1177/0739986315613300. **I; R; F**

Rosa Jimenez-Chavez, Priscilla Connors, & **Bharath M. Josiam** (2016). The Influence of Organic Labeling and Price on Restaurant Menu Choice. (2016). Journal of Nutrition Education and Behavior, 48 (7), S105, 2016. DOI:10.1016/j.jneb.2016.04.279. **I; R; G; F**

Jessica Strubel & **Bharath M. Josiam** (2016). Renegotiating Gender through Dress in Bollywood: The New Indian Woman. Fashion, Style & Popular Culture, Vol. 3, (1), 383-386, (2016). DOI: 10.1386/fspc.3.3.313_1. **I; R; F**

Arlesa J. Shephard, Sanjukta A. Pookulangara, Tammy R. Kinley, & **Bharath M. Josiam** Media Influence, Fashion, and Shopping: A Gender Perspective. (2016). Journal of Fashion Marketing and Management, Vol. 20, (1), 4-18, (2016). DOI: 10.1108/JFMM-09-2014-0068. **I; R; F**

➤ **JFMM is a SCOPUS Indexed international refereed journal.**

Bharath M. Josiam, Daniel L. Spears, Sanjukta A. Pookulangara, Kirti Dutta, Tammy Kinley & Jennifer L. Duncan (2015). Using Structural Equation Modeling To Understand The Impact Of Bollywood Movies On Destination Image, Tourist Activity, and Purchasing Behavior Of Indians. Journal of Vacation Marketing, (2015). Vol.21 (3), 251-261. DOI: 10.1177/1356766715573650. **I; R; G; F; W**

Marianna Strzelecka, **Bharath M. Josiam**, Daniel L. Spears & J. Carlos Monterrubio (2015). Looking At Residents' Attitudes towards Spring Break Tourism in Texas through the Lens of Community Attachment. Florida International University Hospitality Review, 2015, Vol 31(4)(Article4). **I; R; F; W**

Jennifer L. Duncan, **Bharath M. Josiam**, Young Hoon Kim & Alexandria Kaldin (2015). Using Factor-Cluster Analysis to Segment Patrons of Casual Dining Establishments in the United States." British Food Journal 2015, 117(4), 1377-1398. DOI:10.1108/BFJ-04-2014-0142. **I; R; G; F**.

J. Carlos Monterrubio, **Bharath M. Josiam**, & Jennifer L. Duncan.(2015). Tequila at Sunrise: Spring Break Travel Motivations and Risk Behaviors of American Students in Acapulco, Mexico. Florida International University Hospitality Review Vol 31(4)(Article7). **I; R; G; W**

J. Carlos Monterrubio, **Bharath M. Josiam** & A. Pricila Sosa (2015). Spring Break's Social Impacts and Residents' Attitudes in Cancun, Mexico: A Qualitative Approach. International Journal of Tourism Anthropology, (2015), 4(2), 145-161. **I; R; W**.

Bharath M. Josiam, Alexandra Kaldin, & Jennifer L. Duncan (2015). Using the Involvement Construct to Understand the Motivations of Customers of Casual Dining Restaurants in the USA. Florida International University Hospitality Review Vol 31(4)(Article9). **I; R; G**.

Codes: I = International; R = Refereed; G = Graduate Students; F = Faculty; W = Worldwide Collaborators
Refereed Publications in International Refereed Journals – Already published

J. Carlos Monterrubio, Pricila A. Sosa, & **Bharath M. Josiam** (2014). Spring Break and Social Impact in Cancún, México: A Study for Tourism Management. Anuario Turismo y Sociedad, Vol. XV, November 2014, pp. 149-166. (Journal Published in Spanish by Universidad Externado de Colombia). **I; R; W**

Sanjukta Pookulangara, Jiyoung Kim, **Bharath M. Josiam**, & Avantika Thombre (2014). The Intent to Purchase from 3-D Virtual Environments: An Exploratory Study. Journal of Global Fashion Marketing Vol. 5, (4), 268-281, 2014. DOI: 10.1080/20932685.2014.927659 **I; R; G; F;**

Bharath M. Josiam & Wendy Henry (2014). Eatertainment: Utilitarian and Hedonic Motivations for Patronizing Fun Experience Restaurants. Procedia - 5th Asia Euro Conference May 2014, Social and Behavioral Sciences 144 (2014) 187 – 202. **I; R; G;**

Bharath M. Josiam, Rosa Malave, Charles Foster & Watson Baldwin (2014). Assessing quality of food, service and customer experience at a restaurant: the case of a student run restaurant in the USA. Journal of Services Research, Vol. 14, April – September, 2014. **I; R; G; F;**

PUBLICATIONS AND CREATIVE ACTIVITIES-Continued.....

- Bharath M. Josiam**, Daniel L. Spears, Kirti Dutta, Sanjukta Pookulangara & Tammy Kinley (2014). *Namastey London: Bollywood Movies and Their Impact on How Indians Perceive European Destinations.* Florida International University Hospitality Review, Vol. 31, (4), 2, 2014. **I; R; G; F; W.**
- Kelley C. Anderson, Dee K. Knight, Sanjukta Pookulangara & **Bharath M. Josiam** (2014). Influence of Hedonic and Utilitarian Motivations on Retailer Loyalty and Purchase Intention: A Facebook Perspective. Journal of Retailing and Consumer Services, Vol. 21, 773-779, 2014. DOI:10.1016/j.jretconser.2014.05.007 0969-6989. **I; R; G; F;**
- Arlesa Shephard, Tammy Kinley, & **Bharath M. Josiam** (2014). Fashion Leadership, Shopping Enjoyment, and Gender: Hispanic versus Caucasian Consumers' Shopping Preferences. Journal of Retailing and Consumer Services, Vol. 21, 277-283, 2014. DOI:10.1016/j.jretconser.2014.02.006 0969-6989. **I; R; F;**
- Park, H.L., Xiang, Z., **Josiam, B.M.**, & Kim, H.J. (2014). Personal Profile Information as Cues of Credibility in Online Travel Reviews. Anatolia: An International Journal of Tourism and Hospitality Research, Vol 25, (1), pp. 13-23, 2014. DOI:10.1080/13032917.2013.820203 **I; R; G; F;**
- Pookulangara, S., Kinley, T.L., **Josiam, B.M.**, & Spears, D.L. (2013). Hollywood and fashion: Influence of apparel purchase decisions." International Journal of Sales, Marketing and Retailing, Vol. 2, (1), pp. 50-63, 2013. **I; R; F;**
- Spears, D.L., **Josiam, B.M.**, Kinley, T., & Pookulangara, S. (2012). Hollywood and tourism: the influence of Hollywood movies and television on tourism engagement and motivation. Florida International University Hospitality Review, Vol. 30, (1), pp. 53-74, 2012. **I; R; F;**
- Siri, R., Kennon, L., **Josiam, B. M.**, & Spears, D. (2012). Indian tourists' satisfaction of Bangkok, Thailand. Journal of Services Research, 12(1), pp. 25-42, 2012. **I; R; G; F;**
- Siri, R., Kennon, L., **Josiam, B. M.**, & Spears, D. (2012). Indian tourists' motivation and perception of Bangkok, Thailand. Tourismos: An International Multidisciplinary Journal of Tourism, 7(1), pp. 61-79, 2012. **I; R; G; F;**
- Josiam, B.M.**, Huang, T., Bahulkar, G., Spears, D. & Kennon, L. (2012). Segmenting Taiwanese travelers on cruises in North America: comparing the involvement and cluster approach. Journal of China Tourism Research, 8(1) pp. 78-96, 2012. **I; R; G; F;**
- Josiam, B.M.**, Foster, C., & Bahulkar, G. (2012). For Whom The Menu Informs: A Market Segmentation Approach To Nutritional Information On Restaurant Menus. Tourismos: An International Multidisciplinary Journal of Tourism 7, (2), pp.237-259, 2012. **I; R; G; F;**
- Josiam, B.M.**, Clay, J., & Graff, S. (2011). Who Will Stay and Who Will Go: Predicting Club General Manager Turnover. Tourismos: An International Multidisciplinary Journal of Tourism 6, (2), 17-31.
- Josiam, B.M.**, Devine, F.G., Thozyur, S., Baum, T.G., Crutsinger, C., & Reynolds, J.S.(2010). Attitudes to Work of Generation Y Students in Hospitality Management: A Comparative Analysis of Students in England, Scotland & Northern Ireland. Journal of Hospitality & Tourism Education, 22, (1), 44-53.
- Kinley, T., **Josiam, B.M.** & Lockett, F. (2010). Shopping Behavior and the Involvement Construct. Journal of Fashion Marketing and Management, 14, (4), 562-575.
- Josiam, B.M.**, & Foster, C. (2009). Nutritional Information on Menus: Who Cares, and Why Restaurateurs Should Bother. International Journal of Contemporary Hospitality Management, 21, (7), 876-891.
- Josiam, B.M.**, Huang, T.Y., Spears, D., Kennon,L, & Bahulkar, G. (2009). Understanding Ethnic Chinese Travelers on North American Cruise Tours: Motivations, Perceptions, and Satisfaction of Cruisers. Journal of China Tourism Research, 5, (1), 77-101.

Josiam, B.M., Crutsinger, C., Reynolds, J.S., Dotter, T., Thozhur, S., Baum, T.G., & Devine, F.G. (2009). An Empirical Study of the Work Attitudes of Generation Y College Students in the USA: The Case of Hospitality and Merchandising Undergraduate Majors. Journal of Services Research, 9, (1), 5-30.

Josiam, B.M., & Frazier, R. (2008). Who am I? Where Did I Come From? Where Do I Go to Find Out? Genealogy, the Internet and Tourism. Tourismos: An International Multidisciplinary Journal of Tourism 3, (2), 35-56.

Josiam, B.M., Reynolds, J.S., Thozhur, S., Crutsinger, C., Baum, T.G., & Devine, F.G. (2008). Attitudes to Work of Generation Y Students in Hospitality Management: A Comparative Analysis of Students in the USA & UK. Journal of Foodservice Business Research. 11, (3), 295-314.

Josiam, B.M., Sohail, S.M., & Montiero, P. (2007). Curry Cuisine: Perceptions of Indian Restaurants in Malaysia. Tourismos: An International Multidisciplinary Journal of Tourism 2, (2), 25-37.

Josiam, B.M., Kinley, T.R. & Kim, Y.K. (2005). Involvement and the Tourist Shopper: Using the Involvement Construct to Segment the American Tourist Shopper at the Mall. Journal of Vacation Marketing, 11, (2), 135-154.
Lee, W. I. & **Josiam, B.M.** (2004). A Framework for Assessing National Convention Tourism Competitiveness: An Exploratory Study. Journal of International Business and Entrepreneurship, 2 (1), 105-112.

Josiam, B.M., & Mattson, M., & Sullivan, P. (2004). The Historaunt: Heritage Tourism at Mickey's Dining Car. Tourism Management, 25, 453-461.

Josiam, B.M. & Monteiro P.A. (2004). Tandoori Tastes: Perceptions of Indian Restaurants in America. International Journal of Contemporary Hospitality Management, 16 (1), 18-26.

Kinley, T. R., **Josiam, B.M.** & Kim, Y.K. (2003). Why and Where Tourists Shop: Motivations of Tourist Shoppers and Their Preferred Shopping Center Attributes. Journal of Shopping Center Research, 10 (1), 7-28.

Saeed, M., **Josiam, B.M.** & Ismadi, I. (2000). Marketing Malaysia to International Tourists. Journal of International Business and Entrepreneurship, 8 (1), 41-61.

Stone, J. & **Josiam, B.M.** (2000). The Impact of School Supervision of Work and Job Quality on Adolescent Work Attitudes and Job Behaviors. Journal of Vocational Education Research, 25 (4), 532-574.

Josiam, B.M. Zuthshi, R.K., & Ahmed, Z.U. (1999). India's Economic Reforms: Interpreting the Dynamics of Change from a Contextual Perspective." Competitiveness Review, 9 (1), 68-81

Josiam, B.M., Smeaton, G., & Clements, C.J. (1999). Involvement: Travel Motivation and Destination Selection." Journal of Vacation Marketing, 5 (2), 167-175,

Josiam, B.M., Hobson, J.S.P., Dietrich, U.C. Smeaton, G. (1998). An analysis of the Sexual, Alcohol and Drug Related Behavioral Patterns of Students on Spring Break." Tourism Management, 19 (6), 501-513.

Bloomquist, P., Clements, C.J. & **Josiam, B.M.** (1998). Student Recruitment: Marketing Strategies Based on the Decision-making Process. Journal of Hospitality & Tourism Education, 10 (1), 18-22.

Smeaton, G., **Josiam, B.M.** & Uta Dietrich, U.C. (1998). College Students' Binge Drinking at a Beach-Front Destination During Spring Break. Journal of American College Health, 46 (2), 247-254.

Josiam, B.M. & Ahmed, Z. U. (1996). Economic Liberalization in India: Opportunities for Multi-National Corporations in the Hospitality and Tourism Sector. Tourism Economics: The Business and Finance of Tourism and Recreation, 2 (2), 159-172.

English, W., Willems, J., **Josiam, B.M.** & Upchurch, R. (1996). Restaurant Attrition: A Longitudinal Analysis of Restaurant Failures. International Journal of Contemporary Hospitality Management, 8 (2), 17-20.

Josiam, B.M. & Hobson, J.S.P. (1996). Spring Break Travel: A Longitudinal Study." Journal of Vacation Marketing, 2 (1), 137-150.

Clements, C.J. & **Josiam, B.M.** (1995). Role of Involvement in the Travel Decision. Journal of Vacation Marketing, 1 (4), 337-348,1995.

Josiam, B.M. & Jax, J. (1995). Structured Controversy: Making the Hospitality & Tourism Classroom Come Alive. The Hospitality & Tourism Educator, 7 (2), 54-55, 68.

Josiam, B.M. & Hobson, J.S.P. (1995). Consumer Choice in Context: The Decoy Effect in Travel and Tourism. Journal of Travel Research, 34 (1), 45-50.

Hobson, J.S.P. & **Josiam, B.M.** (1995). An Integrated Approach to Internationalizing the Hospitality and Tourism Curriculum in the USA. Journal of Transnational Management Development, 2 (1), 13-34.

Clements, C.J. & **Josiam, B.M.** (1995). Training: Quantifying the Financial Benefits. International Journal of Contemporary Hospitality Management, 7(1), 1995, 10-15.

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➤ **Awarded – "Best Paper- 1st Place" designation for the conference.**

Josiam, B.M., & Manhas, P.S. (2012). Development of the Hospitality & Tourism Industry in India In The Context Of Economic Liberalization: Opportunities For MNCs. The 10th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference. Manila, Philippines, June 2012. . **I; R; W**

Siri, R., Kennon, L., **Josiam, B.M.**, & Spears, D. (2011). Understanding Indian tourists in Thailand: motivations, perceptions, and satisfaction with Bangkok. The 9th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education Conference Hong Kong, SAR, China. **(R)**

Spears, D., **Josiam, B.M.**, Kinley, T. & Pookulangara, S. (2011). We have seen it in the movies; now let's see if it is true: Hollywood and tourism. The 5th International Conference on Services Management, New Delhi, India. **(R)**

Josiam, B.M., Spears, D., Pookulangara, S., & Kinley, T. (2011). Love in Tokyo or an Evening in Paris: Bollywood and international tourism by Indians worldwide. The 5th International Conference on Services Management, New Delhi, India. **(R)**

Pookulangara, S., & Kinley, T., **Josiam, B.M.**, & Spears, D. (2011). Using Structural Equation Modeling to understand the impact of Hollywood on fashion purchases. The 5th International Conference on Services Management, New Delhi, India. (Abstract) **(R)**.

Angelo, D., Kinley, T., **Josiam, B.M.**, & Crutsinger, C. (2010). Fashion Personality Characteristics and Shopping Behaviors among African American and Caucasian American College Students. The 2010 Annual Meeting of the International Textile and Apparel Association. Montreal, Quebec, Canada, October 2010. **(R)**.

Monterrubio, J.C., Mendoza, M.M., & **Josiam, B.M.** (2010). Alcohol Consumption and Drug Use On Spring Break in a Mexican Tourism Destination. The 4th International Colloquium on Tourism & Leisure. Bangkok, Thailand, July 2010. **(R)**

Josiam, B.M., Foster, C., & Bahulkar, G. (2010). For Whom the Menu Informs: A Market Segmentation Approach to Nutritional Information on Restaurant Menus. The 68th Tourism Society of Korea (TOSOK) International Conference. Buan, Jeonbuk, Korea, July 2010. (R).

Josiam, B.M., Foster, C., Malave, R., Baldwin, W., & Micun, D. (2010). Diner Perceptions of Food, Service, and Experience at a Student-Run Restaurant in an American Hospitality Management Program: A Market Segmentation Approach. The 68th Tourism Society of Korea (TOSOK) International Conference. Buan, Jeonbuk, Korea, July 2010. (R)

Josiam, B.M., Spears, D., Pookulangara, S., & Kinley, T. (2010). Analyzing the Impact of Bollywood Movies on Tourism by Indians and the Indian Diaspora Worldwide. The 68th Tourism Society of Korea (TOSOK) International Conference. Buan, Jeonbuk, Korea, July 2010. (R)

Josiam, B.M., Huang, T., Bahulkar, G., Spears, D., & Kennon, L. (2009). Segmenting Taiwanese Travelers on Cruises in North America: Comparing Involvement and Cluster Approach. The 27th Annual Conference of European Council on Hotel, Restaurant, & Institutional Education (EuroCHRIE), Helsinki, Finland, October, 2009. (R)

Siri, R., & Kennon, L., Josiam, B., & Spears, D. (2009). Satisfaction of Indian Tourists on Bangkok Area Hotels. The Annual Conference of the International Society of Travel & Tourism Educators. San Antonio, Texas, USA, October 2009. (Poster) (R).

Foster, C.R., Josiam, B.M., & Bahulkar, G. (2009). Nutritional Information on Restaurant Menus: Identifying Correlates of Demand, Usage Intention, & Lifestyle. The 7th Asia-Pacific Council on Hotel, Restaurant & Institutional Education Conference, Singapore, May, 2009. (R)

Kinley, T.R., Josiam, B. M., & Fallon, L. (2009). Shopping Behavior and the Involvement Construct. The American Collegiate Retailing Association (ACRA) Winter Conference. New York, USA, January 2009. (R).

Huang, T.Y., Josiam, B. M., & Spears, D.L., Kennon, L. & Bahulkar, G. (2008). Understanding Ethnic Chinese Travelers on North American Cruise Tours: Motivations, Perceptions, and Satisfaction of Cruisers. The 5th China Tourism Forum. Huang Shan, China, December 2008. (R).

Huang, T.Y., Josiam, B. M., & Spears, D.L. (2008). Understanding Taiwanese Travelers on Cruise Tours in North America: Motivations, Involvement, Perceptions, and Satisfaction of Cruisers. The 7th Asia Pacific Forum for Graduate Students' Research in Tourism. Kuala Lumpur, Malaysia, June 2008. (R). (Abstract of Work in Progress).

Josiam, B.M., Devine, F.G., Thozhur, S., Baum, T.G., Crutsinger, C., & Reynolds, J.S. (2008). Attitudes to Work of Generation Y Students in Hospitality Management: A Comparative Analysis of Students in England, Scotland & Northern Ireland. The Sixth Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference. Perth, Australia, May 2008. (R).

Josiam, B. M., Crutsinger, C., Reynolds, J.S., & Dotter, T.V. (2007). Undergraduate Program Selection: Understanding the Decision Making Process for Merchandising Students. The Annual International Textiles and Apparel Association Meeting. Los Angeles, USA, November 2007. (Poster) (R).

Josiam, B. M., Reynolds, J.S., Crutsinger, C., & Dotter, T.V. (2007). GEN Y Work Attitudes: Understanding the Career Development of Merchandising Students. The Annual International Textiles and Apparel Association Meeting. Los Angeles, USA, November 2007. (R).

Josiam, B.M., Reynolds, J.S., Thozhur, S., Crutsinger, C., Baum, T.G., & Devine, F.G. (2007). Attitudes to Work of Generation Y Students in Hospitality Management: A Comparative Analysis of Students in the USA & UK. The 2nd International Conference on Services Management. New Delhi, India, June 2007. (R).

Josiam, B.M., Reynolds, J.S., Lee, W.I., Thozhur, S., Crutsinger, C., Baum, T.G., & Devine, F.G. (2007). Attitudes to Work of Generation Y Hospitality Management Students in South Korea. The Fifth Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference. Beijing, China, May 2007. (R).

Josiam, B.M., Reynolds, J.S., Bloomquist, P., & Crutsinger, C., Dotter, T.V., Thozhur, S., Baum, T.G., & Devine, F.G. (2007). An Empirical Study of the Work Attitudes of Generation Y College Students in the USA: The Case Hospitality and Merchandising Undergraduate Majors. The Joint World Congress of the Academy for Global Business Advancement and the Asian Academy of Management : Advancement in Global Business Research. Penang, Malaysia, May 2007. (R).

Josiam, B.M., Reynolds, J.S., Bloomquist, P., & Crutsinger, C. (2006). An Empirical Analysis of Determinant Factors in the Selection of a Hospitality Management Program on an American Campus. The Fourth Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference. Hualien, Taiwan, June 2006. (R).

Foster, C.R., & Josiam, B.M. (2006). Nutritional Labeling on Menus in Full Service Restaurants in the USA: An Empirical Analysis of Consumer Attitudes & Intended Usage. The Fourth Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference. Hualien, Taiwan, June 2006. (R).

Josiam, B.M., Reynolds, J.S., Thozhur, S., Baum, T., Devine, F.G., & Crutsinger, C. (2006). Attitudes to Work of Generation Y Students in Hospitality Management in the USA: An Empirical Analysis. The Seventh Biennial Conference on Tourism in Asia: Development Marketing & Sustainability. Jeonju, Korea, May 2006. (R).

Sanghavi, P., Reynolds, J.S., & Josiam, B.M. (2006). Customer Perceptions of Variable Pricing in the Lodging Industry: An Investigation of the Role of Loyalty Programs. The Seventh Biennial Conference on Tourism in Asia: Development Marketing & Sustainability. Jeonju, Korea, May 2006. (R).

Josiam, B.M. & Graff, S. (2005). Who will Stay – Who Will Go, and Why: An Empirical Analysis of Management Turnover in the Private Club Industry in the USA. The Annual Conference of the International Society of Travel & Tourism Educators. Chicago, IL, October 2005. (Poster) (R).

Kim, E.Y., Josiam, B.M., & Jung, S.H. (2005). Global Tourism and Shopping: Opportunities and Challenges in South Korea. The Third Asia-Pacific Conference of the Council on Hotel, Restaurant, & Institutional Education. Kuala Lumpur, Malaysia, May 2005. (R).

Smeaton, G., & Josiam, B.M. (2005). The Situational Disinhibition Scale: A Pilot Validation Study. The Seventy Seventh Annual Meeting of the Midwestern Psychological Association. Chicago, IL, May 2005. (Poster – (R)

Josiam, B.M., Kinley, T.R., & Kim, Y.K. (2004). Using the Involvement Construct to Segment the Tourist Shopper. The Second Asia-Pacific Conference of the Council on Hotel, Restaurant, & Institutional Education. Phuket, Thailand, May 2004. (R).

Josiam, B.M., Connors, P. Simons, C., & Juan, S. (2004). Perceptions of a Student-Run Restaurant in an American Campus. The Second Asia-Pacific Conference of the Council on Hotel, Restaurant, & Institutional Education. Phuket, Thailand, May 2004. (R).

Kinley, T. R., Josiam, B.M. & Kim, Y.K. (2003). Why and Where Tourists Shop. The Annual Education Conference of International Council of Shopping Centers. Bal Harbour, FL, November 2003.

Lee, W.I. & Josiam, B.M. (2003). A Framework for Assessing National Convention Tourism Competitiveness: An Exploratory Study. The Annual Conference of the International Society of Travel & Tourism Educators. Providence, RI, October 2003. (R).

Josiam, B.M., Kinley, T., & Kim, Y. K. (2003). Involvement and the Tourist Shopper. The Annual Conference of the International Society of Travel & Tourism Educators. Providence, RI, October 2003. (Poster Presentation – (R)

Josiam, B.M., Sohail, S.M., & Monteiro Prema. (2003) *Curry Cuisine: Perceptions of Indian Restaurants In Malaysia*. Proceedings of the First Asia-Pacific Conference of the Council on Hotel, Restaurant, & Institutional Education. Seoul, South Korea, May 2003. (R).

Mattson, M., Josiam, B.M., & Sullivan, P. (2002). *The Historaunt: Heritage Tourism at Mickey's Dining Car*. The Annual Conference of the International Society of Travel & Tourism Educators. Salt Lake City, UT, October 2002. (R).

- Frazier, R. & Josiam, B.M. (2002) *"Who am I? Where did I come from? Where do I Go to Find Out? : Genealogy, the Internet, and Tourism."* The Annual Conference of the International Society of Travel & Tourism Educators. Salt Lake City, UT, October 2002. **(R).**
- Montiero, P. & Josiam, B.M. (2002) *Tandoori Tastes: Perceptions of Indian Restaurants In America.* The Fifth Biennial Conference on Tourism in Asia: Development Marketing & Sustainability. Hong Kong SAR, Peoples Republic of China, May 2002. **(R).**
- Saeed, M., Josiam, B.M., & Ismail, I. (2001) *Marketing Malaysia to International Tourists.* The South East Asia Chapter's Conference of the Academy of International Business. Jakarta, Indonesia, July 2001. **(R).**
- Smeaton, G., Josiam, B.M. (2000): Symposium Co-Chairs. Clift, S., Ford, N., Herold, E., & Maticka-Tyndale, E.: Participants. "Sex Tourism: An Interdisciplinary Analysis" Symposium at the Annual Conference of The Society for the Scientific Study of Sexuality. Orlando, FL, November 2000. **(R).**
- Smeaton, G., Josiam, B.M., & Sowell, H. (1999). "Sexuality and Racial Diversity in Tourist Behavior: A Comparison between White and Black College Students Attending Spring Break Events." Annual Conference of The Society for the Scientific Study of Sexuality Eastern Region Meeting. Philadelphia, PA, May 1999. **(R).**
- Stone, J., & Josiam, B.M. (1999) "The Impact of Job Quality on Adolescent Work Attitudes and Job Behaviors." Annual Conference of The American Education Research Association. Montreal, Canada, April 1999. **(R).**
- Smeaton, G., Josiam, B.M. & Dietrich, U.C. (1998) "College Students Binge Drinking at a Beach-Front Destination during a Spring Break." Annual Conference of the Council on Hotel, Restaurant & Institutional Education. Miami, FL, August 1998. **(R).**
- Boger, C., Abbot, J., Abbot, S., Chernish, W., & Josiam, B.M. (1998). "Legal Issues in Teaching on the Internet." Panel Discussion at the Annual Conference of the International Society of Travel & Tourism Educators. Cleveland, OH, October 1998.
- Boger, C., Upchurch, R., Abbot, J., Abbot, S., Eingahagen, L., & Josiam, B. M. (1997) "Legal Issues in Teaching on the Internet." Panel Discussion— Annual Conference of the Council on Hotel, Restaurant & Institutional Education. Providence, RI, August 1997.
- Josiam, B.M. Smeaton, G., & Clements, C.J. (1997). *Involvement: Travel Motivation and Destination Selection.* The Annual Conference of the International Society of Travel & Tourism Educators. San Diego, CA, October 1997. **(R).**
- Bloomquist, P., Clements, C.J. & Josiam, B.M. (1997). *Student Recruitment: Marketing Strategies Based on the Decision-making Process.* The Annual Conference of the International Society of Travel & Tourism Educators. San Diego, CA, October 1997. **(R).**
- Dietrich, U.C., Smeaton, G. & Josiam, B.M. (1997). *Binge Drinking and Drug Abuse among College Students during a Spring Break at a Beach-Front Destination.* The 23rd Annual Alcohol Epidemiology Symposium of the Kettil-Brun Society. Reykjavik, Iceland in June 1997. **(R).**
- Josiam, B.M. Smeaton, G. & Hobson J.S.P. (1996). *Sex, Drugs, and Alcohol on the Beach: Where the Boys Are in the Age of AIDS.* The World Leisure and Recreation Association International Congress. Cardiff, Wales, UK, July 1996. **(R).**
- Smeaton, G., & Josiam, B.M. (1996). "Sex in the springtime: The Sexual Behavior of College Students during a Spring Break Vacation." The Annual Conference of the Society for the Scientific Study of Sex. Houston, TX, November, 1996. **(R).**
- English, W., Josiam, B.M., Upchurch, R., & Willems, J. (1995) "Restaurant Attrition: A Longitudinal Analysis of Restaurant Failures." Computerized Presentation at Hospitality Industry: Strategies for the Future-Internet Conference. Organized by Napier University, Edinburgh, UK, September 1995. **(R).**

Ahmed, Z.U. & Josiam, B.M. (1995). Opportunities for Multi-National Corporations in the Hospitality and Tourism Sector in India: An International Business Perspective. The Mid-year Conference of the International Management Development Association. Orlando, Florida, November 1995. **(R)**.

Josiam, B.M. & Ahmed, Z.U. (1995). Integration of the Indian Economy with the Global Economy: A Historical International Business Perspective. The Mid-year Conference of the International Management Development Association. Orlando, Florida, November 1995. **(R)**.

Hobson J.S.P & Josiam, B.M. (1995) "Violent Crime in the Workplace: Protecting the Hospitality Industry's Employees, Guests, and Assets." The Annual Conference of the Council on Hotel, Restaurant & Institutional Education. Nashville, Tennessee, August 1995. **(R)**.

Boger, C., Clements, C.J., Buegermeister, J., Eingahagen, L., & Josiam, B.M. (1995). "Collaborative Partnerships between Hospitality & Tourism Programs and Outside Organizations." Panel Discussion at the Annual Conference of the Council on Hotel, Restaurant & Institutional Education. Nashville, Tennessee, August 1995.

Hobson J.S.P. & Josiam, B.M. (1995). Internationalizing the Hospitality and Tourism Curriculum in the USA: Lessons from Other Countries. The Annual conference of the Institute for International Business. Minot State University, Minot, North Dakota, March 1995. **(R)**.

Josiam, B.M. & Hobson J.S.P. (1994). Spring Break Travel: A Longitudinal Study. The Annual Conference of the Society of Travel and Tourism Educators. Lexington, Kentucky, October 1994. **(R)**.

Clements, C.J. & Josiam, B.M. (1994). The Role of Involvement in the Spring Break Travel Decision. The Annual Conference of the Society of Travel and Tourism Educators. Lexington, Kentucky, October 1994. **(R)**.

Josiam, B.M. & Clements, C.J. (1994). To Train or Not to Train? Quantifying the Financial Benefits of Training. The Annual Conference of the Society of Franchising. Las Vegas, Nevada, February 1994. **(R)**.

Josiam, B.M., Clements, C.J. & Hobson, J.S.P. (1994). "Youth Travel in the USA: Understanding the Spring Break Market." Tourism: The State of the Art, conference at University of Strathclyde. Glasgow, UK, July 1994. **(R)**.

Josiam, B.M. & Jax, J.A. (1994). "Cooperative Learning: Implementing a New Paradigm in the Hospitality Classroom." Round-table presentation at the Annual Conference of the Council on Hotel, Restaurant & Institutional Education. Indian Wells, California, August 1994.

Josiam, B.M. & Hobson J.S.P. (1993). Consumer Choice in Context: The Decoy Effect in Travel and Tourism. The Annual Conference of the Society of Travel and Tourism Educators. Miami, Florida, October 1993. **(R)**.

Hobson J.S.P. & Josiam, B.M. (1991). Spring Break Travel: An Exploratory Study. The Annual Conference of the Society of Travel and Tourism Educators. Indianapolis, Indiana, October 1991. **(R)**.

- **Invited Presentations**

“Service Recovery – Tales from the Frontlines of the Hospitality Industry!”

Global Guest Professors Lecture Series-Online-Synchronous Invited Presentation for Professor J.S. Perry Hobson of Sunway University Kuala Lumpur, Malaysia. June 2021.

Bharath M. Josiam.

- Sunway University is an elite private management university in Kuala Lumpur-Malaysia. It is in the top ranked universities in Malaysia in global rankings.

“Developing Tourism Infrastructure in India to Global Standards”

On-line Synchronous Global Panel Discussion: Invited Presentation at the New Tourism Foundation for Global Tourism Students Festival – TSF 2020 New Delhi, India. October 2020

Bharath M. Josiam.

“Creative Management Education: Using Reality TV for Classroom Case Studies.”

Faculty Development Workshop: Invited Presentation at the International Conference of the Academy for Global Business Advancement (AGBA).

IIT-Delhi –School of Management, New Delhi, India, July 2019. Bharath M. Josiam & Bailey Moody.

- IIT-Delhi is an elite Engineering and Management institution established by the Government of India.
- It is in the *Top 100 Global Rankings for universities world-wide.*

“Understanding the Impact of Bollywood Movies on Purchasing Behavior and Tourism.”

Sunway University, Kuala Lumpur, Malaysia. June 2019.

Bharath M. Josiam, Daniel S., Sanjukta P., Kirti D., & Tammy K.

- Sunway University is an elite private management university in Kuala Lumpur-Malaysia. It is in the top ranked universities in Malaysia in global rankings.

“Creative Management Education: Using Reality TV Shows for Classroom Case Studies.”

Faculty Development Workshop: Invited Presentation at the 15th Annual World Congress of the Academy for Global Business Advancement (AGBA).

Bangkok, Thailand, July 2018. Bharath M. Josiam & Bailey Moody.

Understanding the Impact of Bollywood Movies on Purchasing Behavior and Tourism.”

Indian Institute of Management – Bangalore.

Bangalore, India, December 2014.

Bharath M. Josiam, Daniel Spears, Sanjukta Pookulangara, Kirti Dutta, & Tammy Kinley.

- IIM-B is an elite management institution established by the Government of India.
- It is in the *Top 75 Global MBA Rankings in 2014* by the *Financial Times* of UK.

“Namaste London”; “An Evening in Paris”: Bollywood Movies and Their Impact on Gen Y Indians’ Perceptions of Europe.”

Presentation at National Institute of Development Administration (NIDA) – A Graduate University in Thailand under the Ministry of Education.

Bangkok, Thailand, May 2013.

Bharath M. Josiam, Daniel Spears, Sanjukta Pookulangara, Kirti Dutta, & Tammy Kinley.

“Consumer Choice in Context: The Decoy Effect in Travel & Tourism.”

Presentation at National Institute of Development Administration (NIDA) – A Graduate University in Thailand under the Ministry of Education.

Bangkok, Thailand, May 2013. Bharath M. Josiam, & J.S. Perry Hobson

“Leveraging Synergies in Global Collaborative Research- A Personal Journey.”

Presentation at National Institute of Development Administration (NIDA) – A Graduate University in Thailand under the Ministry of Education.

Bangkok, Thailand, May 2013. Bharath M. Josiam

“The Impact of Hollywood Movies and Television on Destination Image, Tourist Activity & Purchasing Behavior.”
EfD Seminar Series 2012: Programa de Investigacion en Desarrollo, Economia y Ambiente 2012. CATIE,
Turrialba, Costa Rica, July 2012.
Daniel Spears, Bharath M. Josiam, Sanjukta, Pookulangara, & Tammy Kinley.

“Trends in International Travel & Tourism.”
Lecture Series 2012: 50th Anniversary Distinguished Alumni Programme of the Institute of Hotel Management,
Catering & Nutrition (IHMC & N), Pusa, New Delhi, India.
New Delhi, India, March 2012. **Bharath M. Josiam.**

“Trends in International Travel & Tourism.”
Invited Lecture at the Institute for International Management & Technology – Oxford Brookes University.
Gurgaon, NCR-New Delhi, India, March 2012. **Bharath M. Josiam.**

“Improving Pedagogical Strategies for Business Courses.”
Faculty Development Workshop: Invited Presentation at the 9th Annual World Congress of the Academy for
Global Business Advancement (AGBA).
Ajman, United Arab Emirates, March 2012. **Bharath M. Josiam.**

“Leveraging synergies in global collaborative research- a personal journey.”
Invited Presentation for faculty and graduate students in the Hospitality & Tourism Program of University of
Gothenburg, Sweden.
Gothenburg, Sweden, October 2009. **Bharath M. Josiam.**