# Cristian Morosan, Ph.D.

Conrad N. Hilton Hotel & College                      Phone: 713 743 7371
4800 Calhoun Street, Houston, TX 77204          Email: cmorosan@uh.edu

**CURRENT POSITION**    **Professor**
Conrad N. Hilton College of Global Hospitality Leadership
University of Houston

## EDUCATION

2005              **Ph.D.,** Hotel, Restaurant and Institution Management
Iowa State University, Ames, IA
Dissertation: *Guests' reservation behavior in two online distribution channels*

2002              **M.S.,** Hotel, Restaurant and Institution Management
Iowa State University, Ames, IA
Thesis: *Adding value through diversification: The case of Marriott International, Inc.*

1997              **B.S.,** Tourism and Service Management
Stefan cel Mare University, Suceava, Romania
Thesis: *Promoting agri-tourism in Suceava Region, Romania.*

1992              **Programmer-Analyst Certificate**
National High-School "Stefan cel Mare", Suceava, Romania.

## POSITIONS HELD

2022-present      **Professor**

2016-2022         **Associate Professor**

2012-2016         **Assistant Professor**
Conrad N. Hilton College of Hotel & Restaurant Management
University of Houston, Houston, TX
Teaching responsibilities:
Strategy and Innovation / Artificial Intelligence (undergraduate, graduate, face-to-face, hybrid, HY-FLEX, online synchronous, online asynchronous)
Hospitality Information Technology (undergraduate, tech-based, face-to-face, online synchronous/asynchronous)
Innovative Hospitality Technologies (Global Masters, Executive Masters, online)
Online Data and Trend Analysis (graduate)

Marketing Analysis (graduate)
Strategic Management (graduate, face-to-face and online asynchronous)
Hospitality Cost Controls (undergraduate, online)
Research Methods (graduate, face-to-face and online)

2008-2012 **Assistant Professor**
Department of Management and Marketing, Cameron School of Business
University of St. Thomas, Houston, TX
Teaching responsibilities:
Fundamentals of Management (graduate)
Fundamentals of Marketing (graduate, hybrid)
Marketing Management (graduate, hybrid)
Seminar in Marketing (graduate)
Entrepreneurship (graduate)
Globalization of Business Management (Study Abroad) (graduate)
Principles of Marketing (undergraduate)
Marketing Research (undergraduate)

2006-2008 **Assistant Professor**
Department of Hotel, Restaurant, Institution Management and Dietetics
Kansas State University, Manhattan, KS
Teaching responsibilities:
Hospitality Sales and Marketing (undergraduate)
E-Commerce in Hospitality and Tourism (undergraduate)
Introduction to Tourism (undergraduate)

2005-2006 **Post-Doc / Visiting Scholar**
**Program Director for Information Technology and Tourism**
**National Laboratory for Tourism & *e*Commerce**
School of Tourism and Hospitality Management
Temple University, Philadelphia, PA
Responsible for teaching marketing and information systems and conducting marketing research
Teaching responsibilities:
Marketing in Tourism and Hospitality (graduate)
Information Systems in Tourism and Hospitality Management (undergraduate)

2002-2005 **Teaching Assistant**
Hotel, Restaurant, and Institution Management (HRIM)
Iowa State University, Ames, IA
Teaching responsibilities:
Lodging Operations Management (undergraduate)
Principles of Hospitality Management (undergraduate)

2002, May-August      **Research Intern**
Iowa Department of Economic Development Tourism Office, Des Moines, IA
- Data analytics to determine trends in the travel industry with a focus on the state of Iowa.

## HONORS AND AWARDS

2023                  Leadership in Teaching Excellence Award, Awarded by the Provost Office - University of Houston (system wide)

2020                  Emerald Literati Award: 2020. Outstanding Reviewer, International Journal of Contemporary Hospitality Management

2020                  Emerald Literati Award: 2020. Outstanding Reviewer, Journal of Hospitality & Tourism Technology

2020                  50-in-5 Scholar, University of Houston

2019                  Emerald Literati Award: 2019 Outstanding Paper: Beware Hospitality Industry: The Robots Are Coming. Worldwide Hospitality and Tourism Themes.

2019                  Emerald Literati Award: Outstanding Reviewer, Journal of Hospitality & Tourism Technology (link here)

2019                  The iHITA/HFTP Best Presentation Award, iHITA Conference, Minneapolis, MN

2018                  The iHITA/HFTP Best Research Paper Award, iHITA Conference, Houston, TX

2016                  Paper titled: Zhu, W., & Morosan, C. (2014). An Empirical Examination of Guests' Adoption of Interactive Mobile Technologies on Hotels: Revisiting Cognitive Absorption, Playfulness, and Security. *Journal of Hospitality and Tourism Technology, 5*(1), 78-94 was listed among the Top 10 most cited articles in Journal of Hospitality and Tourism Technology.

2016                  Teaching Excellence Award – Innovation in Instructional Technology, Awarded by the Provost Office - University of Houston (system wide)

2016                  Outstanding Paper in the 2016 Emerald Literati Network Awards for Excellence for the paper "An investigation of the persuasive effects of firm-consumer communication dyads using Facebook" published in Worldwide Hospitality and Tourism Themes 2015 Vol 7 3 E. To increase

dissemination of such a high quality article, Emerald has made it freely available for one year, and will shortly make it the journal's sample article. The paper is based on Morgan Atwood's thesis under my supervision. Morgan graduated with a MS degree and currently works in the lodging industry.

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| 2015 | The iHITA/HFTP Best Research Paper Award, iHITA Conference, Austin, TX |
| 2015 | The Stephen Rushmore/HVS Research Excellence Award, University of Houston |
| 2015 | Provost's Certificate of Excellence in recognition of extraordinary achievements, University of Houston. |
| 2011 | Paper finalist for the Best Paper Award, Marketing Educators' Association Conference, San Diego, CA. |
| 2010 | ICUSTA Lecturer Exchange Program at St. Thomas University, Osaka, Japan |
| 2009 | Teaching Enhancement Award (title: "Center for Engagement of the Business Community"), Center for Teaching Excellence, University of St. Thomas |
| 2007 | Big 12 Faculty Fellowship Award, Kansas State University |
| 2006 | Barbara S. Stowe Endowed Faculty Development Award, Kansas State University |
| 2006 | Outstanding Reviewer in the Information Technology Area, International CHRIE Conference 2006 |
| 2006 | Paper finalist for the Best Paper Award, ENTER 2006 Conference, Lausanne, Switzerland |
| 2004-2005 | Colonel Pride Scholarship, Iowa State University |
| 2004, 2005 | McKinley Scholarship, Iowa State University |
| 2000-2005 | Graduate College Scholarship, Iowa State University |
| 1999 | Award for Exceptional Achievement in Tourism Development, County Council Suceava, Romania |

1992-1997        Merit Scholarship for Outstanding Scholarly Achievement, Stefan cel Mare University, Suceava, Romania

## **PUBLICATIONS**

Journal articles

**Morosan, C.,** & Dursun-Cengizci, A. (2023). Letting AI make decisions for me: An empirical examination of hotel guests' acceptance of technology agency. *International Journal of Contemporary Hospitality Management*.

Gunden, N., & **Morosan, C.** (2023). Antecedents of Using the Online Food Delivery Subscription Services," *Journal of Hospitality and Tourism Technology*. Accepted for publication.

**Morosan, C.**, & Bowen, J. T. (2022). Labor shortage solution: redefining hospitality through digitization, *International Journal of Contemporary Hospitality Management, 34*(12), 4674-4685.

**Morosan, C.** (2022). Examining the impact of contact reducing technology on food purchasing during the pandemic, *Journal of Foodservice Business Research*. 1-31.

**Morosan, C.** (2021). An affective approach to modelling intentions to use technologies for social distancing in hotels, *Information Technology & Tourism, 23*(4), 549-573.

**Morosan, C.**, & DeFranco, A. (2021). Using social distancing technology in hotels: a social exchange perspective. *International Journal of Contemporary Hospitality Management, 33*(10), 3177-3198.

Gunden, N., **Morosan, C.,** & DeFranco, A. (2020). Are online food delivery systems persuasive? The impact of pictures and calorie information on consumer behavior, *Journal of Hospitality and Tourism Insights.* https://doi.org/10.1108/JHTI-07-2020-0127.

Gunden, N., **Morosan, C.,** & DeFranco, A. (2020). Consumers' persuasion in online food delivery systems, *Journal of Hospitality and Tourism Technology, 11*(3), 495-509.

Gunden, N., **Morosan, C.,** & DeFranco, A. (2020). Consumers' intentions to use online food delivery systems in the U.S. *International Journal of Contemporary Hospitality Management, 32*(3), 1325-1345.

**Morosan, C.** (2020). Hotel facial recognition systems: Insight into guests' system beliefs, congruity with self-image, and anticipated emotions. *Journal of Electronic Commerce Research, 21*(1), 21-38.

**Morosan, C.**, & DeFranco, C. (2019). Using interactive technologies to influence guests' unplanned spending in hotels. *International Journal of Hospitality Management, 82*, 242-251.

**Morosan, C.** (2019). Disclosing facial images to create a consumer's profile: A privacy calculus perspective of hotel facial recognition systems. *International Journal of Contemporary Hospitality Management, 31*(8), 3149-3172.

**Morosan, C.,** & DeFranco, A. (2018). Classification and characterization of U.S. consumers based on their perceptions of risk of tablet use in international hotels: A latent profile analysis. *Journal of Hospitality & Tourism Technology, 10*(3), 233-254.

Bowen, J. T., & **Morosan, C.** (2018). Beware hospitality industry: the robots are coming, *Worldwide Hospitality and Tourism Themes, 10*(6), 726-733.

**Morosan, C.**, & DeFranco, A. (2018). Co-creation of value using hotel interactive technologies: Examining intentions and conversion. *International Journal of Contemporary Hospitality Management, 31*(3), 1183-1204.

**Morosan, C.**, & DeFranco, A. (2019). Mapping the impact of hotel promotional factors on consumers' actual use of interactive systems in hotels. *Journal of Hospitality & Tourism Technology, 10*(2), 169-189.

**Morosan, C.,** & Bowen, J. T. (2018). Analytic perspectives on online purchasing in hotels: a review of literature and research directions. *International Journal of Contemporary Hospitality Management, 30*(1), 557-580.

**Morosan, C.** (2018). Information disclosure to biometric e-gates: The roles of perceived security, benefits, and emotions. *Journal of Travel Research, 57*(5), 1-32.

DeFranco, A., & **Morosan, C.** (2017). Coping with the risk of Internet connectivity in hotels: Perspectives from American consumers traveling internationally. *Tourism Management, 61*, 380-393.

**Morosan, C.,** Dawson, M., & Whalen, E. A. (2017). Using active learning activities to increase student outcomes in an information technology course. *Journal of Hospitality & Tourism Education, 29*(7), 147-157.

**Morosan, C.** (2016). An empirical examination of U.S. travelers' intentions to use biometric e-gates in airports. *Journal of Air Transport Management, 55*, 120-128.

**Morosan, C.**, Hua, N., & DeFranco, A. (2016). Structural effects of e-commerce expenses on the financial performance in American upper midscale hotels. *Tourism Analysis.*

**Morosan, C.**, & DeFranco, A. (2016). Modeling guests' intentions to use mobile apps in hotels: The roles of personalization, privacy, and involvement. *International Journal of Contemporary Hospitality Management, 28*(9), 1968-1991.

**Morosan, C.**, & DeFranco, A. (2016). It's about time: Revisiting UTAUT2 to examine consumers' intentions to use NFC mobile payments in hotels. *International Journal of Hospitality Management, 53*, 17-29.

**Morosan, C.**, & DeFranco, A. (2016). Co-creating value in hotels using mobile devices: A conceptual model and empirical validation. *International Journal of Hospitality Management, 52*, 131-142.

DeFranco, A., **Morosan, C.**, & Hua, N. (2016). Moderating the impact of e-commerce expenses on financial performance in American upper upscale hotels: The role of property size. *Tourism Economics*.

**Morosan, C.** (2015). An empirical analysis of intentions to co-create value in hotels using mobile devices. *Journal of Hospitality & Tourism Research. 42*(4), 528-562.

Atwood, M., & **Morosan, C.** (2015). An investigation of the persuasive effects of firm-consumer communication dyads using Facebook. *Worldwide Hospitality and Tourism Themes, Special Edition on Social Media*.

**Morosan, C.,** & DeFranco, A. (2015). Disclosing personal information via hotel apps: A privacy calculus perspective. *International Journal of Hospitality Management, 47*, 120-130.

Hua, N., **Morosan, C.,** & DeFranco, A. (2015). The other side of technology adoption: Examining the relationships between e-commerce expenses and hotel performance. *International Journal of Hospitality Management, 45*(1), 109-120.

**Morosan, C.** (2015). The influence of advertising on specific destination visitation behaviors. *Journal of Hospitality Marketing & Management. 24*(1), 47-75.

**Morosan, C.** (2015). Using registered traveler biometric systems to co-create value in air travel: Development of a conceptual model. *eReview of Tourism Research*, *6,* 1-5.

**Morosan, C.** (2015). Understanding the benefit of purchasing ancillary air travel services via mobile phones. *Journal of Travel & Tourism Marketing, 32*(3), 227-240.

**Morosan, C.**, & DeFranco, A. (2014). Understanding the Actual Use of Mobile Devices in Private Clubs in the U.S., *Journal of Hospitality and Tourism Technology, 5*(3), 278-298.

**Morosan, C.,** & DeFranco, A. (2014). When Tradition Meets the New Technology: An Examination of the Antecedents of Attitudes And Intentions to Use Mobile Devices in Private Clubs. *International Journal of Hospitality Management, 42*, 126-136.

**Morosan, C.**, Bowen, J. T., & Atwood, M. (2014). The Evolution of Marketing Research. *International Journal of Contemporary Hospitality Management, 26*(5), 706-726.

Zhu, W., & **Morosan, C.** (2014). An Empirical Examination of Guests' Adoption of Interactive Mobile Technologies on Hotels: Revisiting Cognitive Absorption, Playfulness, and Security. *Journal of Hospitality and Tourism Technology, 5*(1), 78-94. **Listed among the Top 10 most cited articles in *Journal of Hospitality and Tourism Technology.***

**Morosan, C.** (2014). Toward an Integrated Model of Adoption of Mobile Phones for Purchasing Ancillary Services in Air Travel. *International Journal of Contemporary Hospitality Management, 26*(2), 246-271.

Asatryan, V. S., Slevitch, L., Larzelere, R., **Morosan, C.**, & Kwun, D. (2014). Effects of Psychological Ownership on Students' Commitment and Satisfaction. *Journal of Hospitality & Tourism Education, 25*(4), 169-179.

**Morosan, C.** (2013). The impact of the destination's online initiatives on word of mouth. *Tourism Analysis, 18*(4), 415-428.

**Morosan, C.** (2013). An Analysis of The Relationship Between Travel Preferences and Intentions to Use Registered Traveler Biometric Systems in Air Travel. *Journal of Hospitality and Tourism Technology. 4*(1), 23-39. Distinguished as **Highly Commended Paper** by the *Journal of Hospitality and Tourism Technology.*

**Morosan, C.** (2012). Understanding the Antecedents of Perceived Value of Registered Traveler Biometric Systems. *Journal of Hospitality Marketing & Management. 21*(8), 872-896.

**Morosan, C.** (2012). Biometrics Solutions for Today's Travel Security Problems. *Journal of Hospitality and Tourism Technology, 3*(3), 176-195.

**Morosan, C.** (2012). Theoretical and Empirical Considerations of Guests' Perceptions of Biometric Systems in Hotels: Extending the Technology Acceptance Model. *Journal of Hospitality & Tourism Research, 36*(1), 52-84. Distinguished as a **Most-Read Paper** by the *Journal of Hospitality & Tourism Research.*

**Morosan, C.** (2012). Voluntary Steps toward Air Travel Security: An Examination of Travelers' Attitudes and Intentions to Use Biometric Systems. *Journal of Travel Research*, *51*(4), 436-450.

Taj, S., Motlagh, C. K., Hazen, M. A., & **Morosan, C.** (2011). Dependencies within Dimensions of Lean Manufacturing: Evidence from the Chinese Manufacturing Plants. *International Journal of Operations and Quantitative Management, 17*(4), 279-302.

**Morosan, C.** (2011). Customers' Adoption of Biometric Systems in Restaurants: An Extension of the Technology Acceptance Model. *Journal of Hospitality Marketing & Management*, 20(6), 661-690.

Taj, S., & **Morosan, C.** (2011). The Impact of Lean Operations on the Chinese Manufacturing Performance. *Journal of Manufacturing Technology Management, 22*(2), 223 – 240.

**Morosan, C.** (2010). A Qualitative Analysis of Guests' Perceptions of Biometric Systems in Hotels. *International Journal of Global Business and Economics, 3*(2), 1-11.

**Morosan, C.**, Delcoure, N., Taj, S., & Mirshab, B. (2010). An Exploratory Study of the Factors that Influence MBA Students' Attitudes toward Their Areas of Concentration. *International Journal of Global Business and Economics, 3*(2), 35-45.

**Morosan, C.**, Hapenciuc C., & Burciu, A. (2009). Predicting Students' Intentions to Travel Internationally Using the Theory of Planned Behavior: Evidence from a Cross-Cultural Study. *International Journal of Global Business and Economics, 2*(1), 68-80.

**Morosan, C.** (2008). DMO Websites and the Role of Complementary Media in Tourism Advertising. *Journal of Hospitality Marketing & Management, 17*(1/2), 216-236.

**Morosan, C.**, & Jeong, M. (2008). Users' Perceptions of Two Types of Hotel Reservation Web Sites. *International Journal of Hospitality Management, 27(*2), 284-292.

**Morosan, C**., & Jeong, M. (2008). The Role of the Internet in the Process of Travel Information Search. *Information Technology in Hospitality, 5*(1)*,* 11-21.

Invited articles

DeFranco, A., & **Morosan, C.** (2020). Technologies for social distancing in hotels: What are our guests telling us? *HFTP Publications* https://news.hftp.org/download/122000112.html?t=20200910201716

DeFranco, A., & **Morosan, C.** (2017). Device management: How travelers secure electronics during a hotel stay. *The Bottomline, 31*(4), 14-21.

DeFranco, A., & **Morosan, C.** (2016). Mobile payments in hotels: Part 2. *The Bottomline, 31*(1), 24-33.

DeFranco, A., & **Morosan, C.** (2015). Mobile payments in hotels: Part 1. *The Bottomline, 30*(4), 37-41.

DeFranco, A., & **Morosan, C.** (2015). Laptops, Tablets, and Phones! Oh My! *Hospitality Upgrade*, Summer 2005, 188-189.

**Morosan, C.,** & DeFranco, A. (2015). Are mobile payments (r)evolutionary? *HITEC Introduction to Mobile Payments theme, HITEC 2015 Special Report*.

DeFranco, A., & **Morosan, C.** (2015). Make the experience a joint effort. *The Bottomline, 30*(3), 34-37.

DeFranco, A., & **Morosan, C.** (2015). Laptops, Tablets, and Phones! Oh My! *The Bottomline, 30*(2), 45-50.

DeFranco, A., & **Morosan, C.** (2014). Clubs and mobile apps in the year 2014: Part 2: Making the Inroads. *The Bottomline, 29*(3), 18-22.

DeFranco, A., & **Morosan, C.** (2014). Country Clubs and Mobile Apps in the Year 2014 – Part I. *The Bottomline*.

**Morosan, C.** (2013). Hospitality software: Value proposition or fashion statement? *The Bottomline, 28*(4), 38-40.

Book chapters

**Morosan C.** (2019). Written all interactive learning materials, including simulations, interactive exercises, reflective questions, shared writing, and multiple choice questions for all chapters of Kotler, P., Bowen, J. T., Baloglu, S., with Morosan, C., *Marketing for Hospitality and Tourism (8th Edition). Pearson*.

**Morosan, C.** (2019). Ch.12 Distribution. In Kotler, P., Bowen, J. T., Baloglu, S., with Morosan, C., *Marketing for Hospitality and Tourism (8th Edition). Pearson*.

**Morosan, C.** (2019). Ch.16 Electronic marketing. In Kotler, P., Bowen, J. T., Baloglu, S., with Morosan, C., *Marketing for Hospitality and Tourism (8th Edition). Pearson*.

**Morosan, C.**, & DeFranco, A. (2017). Complementary Factors Influencing U.S. Consumers' Intentions to Connect their Tablets to Hotel Networks: The Roles of Hedonic Motivations, Trust, and Heuristics, In Schegg, R., & Stangl, B. (Eds.). *Information and Communication Technologies in Tourism 2017*, (pp. 475-488). Springer.

**Morosan, C.**, & DeFranco, A. (2016). Investigating American iPhone Users' Intentions to Use NFC Mobile Payments in Hotels. In Inversini, A., & Schegg, R. (Eds.) *Information and Communication Technologies in Tourism 2016*, (pp. 427-420). Springer.

Kim, D. Y., & **Morosan, C**. (2006). Playfulness on Web Site Interactions: Why Can't Recommendation Systems Be Fun? In Fesenmaier, D. R., Werthner, H., & Wöber, K. W. (Eds.). *Travel Destination Recommendation Systems: Behavioral Foundations and Applications*, (pp.190-201), CAB International, London.

**Morosan, C.**, & Jeong, M. (2006). Understanding travelers' adoption of hotel reservation Web sites. In M. Hitz, J. Murphy, M. Sigala & A. J. Frew (Eds.), Information and communication technologies in tourism 2006, (pp. 394-405). Springer-Verlag,Vienna, Austria.

**Morosan, C.** (2005). Department of International Relations and Tourism. In Gilmore, S. A., *Cases in Human Resource Management in Hospitality*, (pp. 421-426), Prentice Hall.

**Morosan, C.** (1999). European Funding Programs: An Alternative for Tourism in Suceava Region (Romania), in Tacu, A. P. & Glavan, V. (Eds.). *Rural Tourism: Actuality and Perspective*, (pp. 201-207), Iasi, Romania: Editura Pan Europe.

Peer-reviewed proceedings

**Morosan, C.** (2023). Conversion to AI-Based Hotel Product Recommendations. *iHITA 2023 Conference*, Toronto, ON.

Gunden, N., **Morosan, C.**, & DeFranco, A. (2020). My food delivery apps want me to spend more! *Poster presented at the Graduate Student Conference*, Las Vegas, NV.

**Morosan, C.,** & DeFranco, A., & Gunden, N. (2019). AI in hotels: Opportunities and Challenges. Presented at the iHITA/HFTP Conference 2019, Recipient of the Best Presentation Award, iHITA Conference, Minneapolis, MN.

Gunden, N., **Morosan, C.**, & DeFranco, A. (2019). Use of online food delivery systems. *Poster presented at the 2019 I-CHRIE Conference*, 2019, New Orleans, LA.

**Morosan, C.** (2018). Using Doceri to stimulate engagement and active learning. *Presented at the Innovative Teaching and Learning at a Distance workshop, University of Houston, October 2018*.

**Morosan, C.**, & DeFranco, A. (2018). Increasing hotel guest spending through interactive technology: the roles of co-creation and marketing strategy. Presented at the *2015 iHITA Conference, Houston, TX. **Winner of the Best Research Paper.***

**Morosan, C.,** & DeFranco, A. (2017). U.S. traveler classification based on their computer use in hotels abroad: Insight from a latent profile analysis. Presented at the *International Association of Tourism Economics (IATE) Conference*, Rimini, Italy.

**Morosan, C.**, & DeFranco, A. (2017). Latent profile classification of U.S. travelers based on their perceived risk of tablet use when staying in international hotels. Presented at the *TTRA Europe Conference*, Angers, France.

**Morosan, C.**, & DeFranco, A. (2017). Complementary Factors Influencing U.S. Consumers' Intentions to Connect their Tablets to Hotel Networks: The Roles of Hedonic Motivations, Trust, and Heuristics. Presented at the *IFITT ENTER Conference 2017*, Rome, Italy.

Shin, H., & **Morosan, C.** (2017). Hotel guests' persuasion in mobile environments: Revisiting the role of task-technology fit. Presented at the *2017 Graduate Conference Hospitality & Tourism*, Houston, TX.

**Morosan, C**., Dawson, M., & Whalen, E. (2016). Utilizing active learning activities to increase critical thinking in an information technology course. Presented at the *I-CHRIE Conference 2016*, Dallas, TX.

**Morosan, C.,** & DeFranco, A. (2016). Risky business or not? Risky business or not? A conceptual model of guests' perceptions of risk of connecting to the Internet in hotels. Presented at the *2016 iHITA Conference,* New Orleans, LA.

**Morosan, C.,** & DeFranco, C. (2016). Investigating American iPhone users' intentions to use NFC mobile payments in hotels. *Presented at the 2016 ENTER Conference*, Bilbao, Spain.

**Morosan, C.,** & DeFranco, A. (2015). The role of involvement, personalization and privacy in influencing hotel guests' intentions to use hotel-braded mobile apps. Presented at the *2015 iHITA Conference, Austin, TX. **Winner of the Best Research Paper.***

Mehrotra, A., Kumar, A., & **Morosan, C.** (2015). Emerging information technologies and their utilization in the classroom: Pedagogical and assessment perspectives. *ICHRIE 2015, Orlando, FL.*

Hua, N., **Morosan, C.,** & DeFranco, A. (2015). Moderating Impact of E-Commerce Expenses on Financial Performance: Examine the role of Size in American Upper Upscale Hotels. *Proceedings of the The 5th International Association for Tourism Economics (IATE)*, Hong Kong, SAR.

**Morosan, C**., & Dawson, M. (2015). A technology-based approach to active learning in hospitality education. Presented at the *Innovative Teaching and Learning Symposium, University of Houston*, Houston, TX.

**Morosan, C.** (2015). Using registered traveler biometric systems to co-create value in air travel: Development of a conceptual model. *Presented at the 2015 ENTER Conference*, Lugano, Switzerland.

**Morosan, C.** (2014). Opportunities and challenges of Consumers' Bringing Their Own Devices (BYOD) on Hotel Properties. Presented at the *2014 iHITA Conference, Los Angeles, CA*.

**Morosan, C.,** & Dawson, M. (2014). A technology-based approach to active learning in hospitality education. Workshop presented at the *2014 I-CHRIE Conference, San Diego, CA*.

Liu, L., & **Morosan, C.** (2014). An exploratory study of security and privacy perceptions of Bring-Your-Own-Device (BYOD) in hotels, Presented at the *19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.*

Atwood, M., & **Morosan, C.** (2014). Understanding the Persuasive Effects of Social Media Efforts of Hotel Companies. Presented at the *19ᵗʰ Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.*

Zhang, R., & **Morosan, C.** (2014). Privacy Concerns with the Disclosure of Private Information with Mobile Applications: Re-examining User Behavior, Presented at the *19ᵗʰ Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.*

Zhang, D., & **Morosan, C.** (2014). Understanding the Perceived Value of In-Room Mobile Technology in Hotels, Presented at the *19ᵗʰ Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.*

Hartley, A., & **Morosan, C.** (2014). The Profitability of Installing Charging Stations in the Hospitality Industry, Presented at the *19ᵗʰ Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.*

**Morosan, C.** (2013). Update on Technology in the Travel Industry, *Presentation at the 2013 Global Congress on Legal, Safety, and Security Solutions in Travel*, Houston, TX.

**Morosan, C.** (2013). Multimodal biometric system adoption of hotel guests: Branding, Psychographic, Behavioral, and Functional Effects. *International Hospitality Information Technology Association Conference*, Minneapolis, MN.

**Morosan, C.** (2013). Current issues and future opportunities for the use of biometric systems in travel/hospitality. *The Greater Western Travel and Tourism Research Association Conference*, Berkeley, CA.

Luo, X. & **Morosan, C.** (2013). Toward a Broader Understanding of the Role of Online Hotel Reviews: The Reviewer's Perspective. *The 18ᵗʰ Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism Seattle, WA.*

Chien, Y. T., & **Morosan, C.** (2013). How the Consumer Generated Content is Used in the Marketing Strategy of the DMO. *The 18ᵗʰ Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism Seattle, WA.*

**Morosan, C.** (2012). Latest in Biometric Technology in the Service of Travel Security. *Presentation at the 12ᵗʰ Global Congress on Legal, Safety, and Security Solutions in Travel*, Houston, TX.

**Morosan, C.** (2011). Opportunities and Challenges for Biometric Systems in Travel: A Review. *Invited presentation at the Global Congress on Legal, Safety, and Security Solutions in Travel*, Houston, TX.

**Morosan, C.** (2011). Opportunities and Challenges for Biometric Systems in Travel. *Proceedings of the 2011 Travel and Tourism Research Association Conference,* London, ON.

**Morosan, C.**, Karns, G., & George, B. (2011). A Study of Adoption of Electronic Textbooks in Marketing Classes. *Proceedings of the 2011 Marketing Educators' Association Conference,* San Diego, CA. Best Paper Award Finalist.

**Morosan, C.** (2010). Planning and Executing a Short-Term Study Abroad Program for MBA Students while in Recession. *Proceedings of the 2010 Marketing Educators' Association Conference,* Seattle, WA.

**Morosan, C.** (2010). A Qualitative Analysis of Guests' Perceptions of Biometric Systems in Hotels. *Proceedings of the Annual Conference of the Global Business Development Institute*, Las Vegas, NV.

**Morosan, C.,** Delcoure, N., Taj. S., & Mirshab, B. (2010). An Exploratory Study of the Factors that Influence MBA Students' Attitudes toward their Areas of Concentration. *Proceedings of the Annual Conference of the Global Business Development Institute*, Las Vegas, NV.

**Morosan, C.**, Delcoure, N., & Mirshab, B. (2009). Exploring Prospective Students' Decisions to Apply to Graduate Business Programs, *Presented at the 2009 Marketing Educators' Association Conference,* Newport Beach, CA.

**Morosan, C.**, Hapenciuc, V., & Burciu, A. (2008). Predicting Students' Intentions to Travel Internationally Using the Theory of Planned Behavior: Evidence from a Cross-Cultural Study, *Presented at the Annual Conference of the Global Business Development Institute*, Las Vegas, NV.

Asatryan, V., Slevitch, L., Kwun, D. & **Morosan, C.** (2008). This is My College: An Application of Psychological Ownership for Hospitality Education. *Presented at the 2008 I-CHRIE Conference*, Atlanta, GA.

**Morosan, C.** (2007). The Central Role of the DMO Website in Tourism Information Provisioning, *Presented at the 2007 ISTTE Conference*, Charleston, SC.

**Morosan, C.,** & Jeong, M. (2007). Duplication of Tourism Information: State Tourism Office Web Sites vs. Vacation Guides. *Presented at the 2007 I-CHRIE Conference*, Dallas, TX.

Slevich, L., & **Morosan, C.** (2007). The Downside of Hotel Loyalty Programs: Effects of Loyalty Programs Combined with Other Customer-Oriented Programs. *Presented at the 2007 I-CHRIE Conference*, Dallas, TX.

**Morosan, C.**, & Fesenmaier, D. R. (2007). A conceptual framework of persuasive architecture of tourism websites:  Propositions and Implications. In Sigala, M., L. Mich, & J. Murphy

(Eds.). *Information and Communication Technologies in Tourism 2007*, Springer-Verlag, Vienna, Austria.

Kao, T., & **Morosan, C.** (2007). Modelling E-Trust in the Lodging Industry. *Proceedings of the 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism,* Houston, TX.

**Morosan, C.,** & Jeong (2006). Preliminary Analysis of Travelers' Perceptions of Hotel Reservations on the Internet. *Presented at the 25th ISTTE Conference,* Las Vegas, NV.

**Morosan, C.,** & Jeong, M. (2006). Travelers' Adoption of Two Online Distribution Channels. *Presented at the 2006 I-CHRIE Conference*, Alexandria, VA.

**Morosan, C.,** Barlow, S., & Fesenmaier, D. R. (2006). Tourism advertising effectiveness: A comparison of state campaigns in the United States. *Presented at the Travel and Tourism Research Association 37th Annual Conference*, Dublin, Ireland.

Jeong, M., **Morosan, C.**, & Park, M. (2006). Understanding visitors' perception of a state tourism website by their socio-demographic profiles. *Proceedings of the Hospitality Information Technology Association (HITA) Conference 2006*, Minneapolis, MN.

**Morosan, C.,** & Jeong, M. (2006). Making hotel reservations online: A content analysis of U.S. travelers' comments. *Proceedings of the Conference on New Directions for Tourism Development in the Perspective of European and Global Integration*, Suceava, Romania.

**Morosan, C.**, & Jeong, M. (2006). Understanding travelers' adoption of hotel reservation Web sites. *Presented at the 2006 IFITT ENTER Conference, Lausanne, Switzerland*. **Nominated for the Best Paper Award.**

**Morosan, C**., & Jeong, M. (2005). Understanding travelers' information search behavior on the Internet. *Proceedings of the 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism,* Myrtle Beach, SC.

**Morosan, C**., & Jeong, M. (2004). Gender differences in online travel information search behavior. *Proceedings of the 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism,* Houston, TX.

**Morosan, C**. (2001). Practical solutions for agri-tourism development in the Region of Bucovina, Romania. *Proceedings of the Annual Tourism Research Seminar,* Suceava, Romania.

**Morosan C**. (1996). Training for agri-tourism in Bucovina, Romania. *Presented at the Tourism Research Conference "Agri-Tourism – A Chance for Youth",* Vatra Dornei, Romania.

## **GRANTS**

2023          Co-Principal Investigator – Designing Course Content and Assessments
              that are Resilient to ChatGPT (with Mr. Tucker Johnson). Teaching
              Innovation Program. $19,000.

2021          Principal Investigator - *Designing an Online Educational Resource for
              Information Technology Courses*. University of Houston OER Program.
              ($4,000).

2021          Co-Principal Investigator - *Impacting first-year students' success through
              interactive videos* (with Ms. Simone Doudna). Teaching Innovation
              Program. $8,000.

2020          Principal Investigator - *Consumers' use of contact reducing technologies
              in restaurants*. University of Houston's Small Faculty Grants. $5,000.
              (Funded in January 2021)

2019          Co-Principal Investigator – *Understanding the opportunities and
              challenges of AI in hotels* (with Agnes DeFranco)
              Funded by Hospitality Financial and Technology Professionals; $15,000

2018          Principal Investigator - Increasing students' course performance using
              interactive engaging technologies.
              Funded by the Teaching Innovation Program – University of Houston;
              $20,000

2018          Principal Investigator – Enhancing students' problem solving skills
              through service-learning in a Hospitality Innovation course
              Funded by the ACES Center – University of Houston; $5,000

2017          Co-Principal Investigator – Understanding the IT landscape of private
              clubs in the U.S. (with Agnes DeFranco)
              Funded by Hospitality Financial and Technology Professionals; $10,000

2016          Co-Principal Investigator – Investigating information security practices in
              hotels (with Agnes DeFranco)
              Funded by Hospitality Financial and Technology Professionals; $25,000

2015          Co-Principal Investigator – *Understanding the opportunities and
              challenges of mobile payments in hotels* (with Agnes DeFranco)
              Funded by Hospitality Financial and Technology Professionals; $15,000

2013          Principal Investigator - *Determinants of hotel/club guests' product/service
              buying using their mobile devices* (with Agnes DeFranco)
              Funded by Hospitality Financial and Technology Professionals; $10,000

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|---|---|
| 2013 | Principal Investigator – *Enhancing Students' First Year Experience through Technology-Mediated Active Learning: Redesigning a 1000-level Information Technology Course in Hospitality* (with Mary Dawson) Funded by Faculty Development Initiative Program (FDIP) at University of Houston; $26,047 |
| 2011 | Principal Investigator – *Assessment of Advertising Effectiveness in Lawrence, KS* Funded by Lawrence, KS Convention and Visitors Bureau; $8,500 |
| 2009 | Principal Investigator – *East Montrose Management District Image Study* Funded by the East Montrose Management District, Houston; pro bono |
| 2007 | Principal Investigator – *Convention Market Assessment Study – Manhattan, KS Convention and Visitors Bureau* Funded by Manhattan, KS Convention and Visitors Bureau; $10,800 |
| 2007 | Principal Investigator – *An Empirical Investigation of the Demand for Eco-Tourism in Kansas* Funded by USRG, Kansas State University; $1,000 |
| 2006 | Principal Investigator – *Assessment of Advertising Effectiveness in Lawrence, KS* Funded by Lawrence, KS Convention and Visitors Bureau; $13,200 |
| 2000 | Principal Investigator – *The Promotion of Bucovina's Economic Unfavorable Area* Funded by the European Union; $11,000 |
| 1999 | Principal Investigator – *Modules of Promotion and Information Dissemination in Tourism* Funded by the European Union; $40,000 |
| 1999 | Principal Investigator – *Celebrating the Day of Europe in Romania* Funded by the European Union; $3,000 |
| 1999 | Co-Principal Investigator – *Hutzulka (Promotion of Tourism in Bucovina, Romania)* Funded by the European Union; $7,000 |
| 1998 | Team member, implementation – *Reco-Tour (Design of a Strategic Plan for Tourism in Bucovina, Romania)* Funded by the European Union; $23,000 |

## INVITED TALKS

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|---|---|
| 2022 | Technology Adoption: Is your hotel ready? *Hotel & Lodging Association of Greater Houston, Hotel Magnolia, Houston, TX.* |
| 2021 | Online Food Delivery Research. *Restaurant Relevance Podcast* |
| 2020 | Social Distancing Technologies Discussion: *HFTP Europe Hangout.* (online) |
| 2020 | Keynote address: Digital marketing and the new normal business: Challenges and Solutions – *International Conference Digital Economy 4.0*, Suceava, Romania (online) |
| 2019 | The future of biometrics in hospitality – *HITEC 2019,* Minneapolis, MN. |
| 2019 | Solving today's hospitality industry problems through innovation and service-learning. *Service Learning Faculty Symposium,* University of Houston, Houston, TX. |
| 2018 | Enhancing students' learning through problem solving. *Innovative Teaching and Learning at a Distance workshop, University of Houston, October 2018.* |
| 2018 | Engaging Guests Using Technology. *Hard Rock Casino Executive Education* |
| 2017 | Club Technologies, *HFTP Annual Convention 2017*, Orlando, FL. (co-presented with Agnes DeFranco) |
| 2017 | Innovative Foodservice Using Technology, *Sysco Executive Education* |
| 2017 | Moderator – International Student Round Table, *Digitalisation & Work 4.0 @ Hotel, Meeting and Event*, SRH Hotel School Dresden, Germany |
| 2016 | Teaching with an iPad: Opportunities and Challenges. *University of Houston Emerging Trends Lecture.* |
| 2016 | Lodging Operations Technology, *Hard Rock Casino Executive Education (June and November 2016)* |
| 2016 | Mobile Payments in the hotel industry. Consumer insight and implications for the hospitality industry. *Presented at the HFTP Texas Regional Conference*, Houston, TX. |

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|---|---|
| 2016 | Teaching and Research in Information Technology at the Conrad N. Hilton College. *Dean's Board of Advisors Meeting*, April 15, 2016. |
| 2016 | Hotel Technology and Cyber-Security: Do's and Don'ts for Hotels, Clubs, Guests and Members. *Webinar for HFTP Digital Learning Day*, March 23, 2016 (co-presented with Agnes DeFranco). |
| 2014 | Information Technology Trends 2014 – Moderator Industry Panel. HFTP Annual Convention, *Presented at the HFTP Annual Convention*, New Orleans, LA. |
| 2014 | Current issues in higher education, University Al. I. Cuza, Iasi, Romania |
| 2014 | Forward Thinking: Preparing for the New Service Industry, University Al. I. Cuza, Iasi, Romania |
| 2014 | Forward Thinking: Preparing for the New Service Industry, University Stefan cel Mare Suceava, Romania |
| 2014 | Developing an instrument to evaluate hotels' satisfaction with newly installed systems, Hospitality Technology Vendors' Summit, New Orleans, LA. |
| 2014 | Hospitality Financial & Technology Professionals – Education Advisory Council, New Orleans, LA. |
| 2014 | Hospitality Information Technology – Texas Hotel & Lodging Association Short Course. |
| 2013 | Taking advantage of BYOD in hotels. Hospitality Finance and Technology Professionals (HFTP) Webinar Series. |
| 2013 | Software adding value to hospitality operations. Annual Hospitality Finance and Technology Professionals (HFTP) Annual Convention, Dallas, TX |
| 2013 | Information technology and the strategic advantages is brings to hospitality – Hospitality Finance and Technology Professionals, Houston, TX |
| 2013 | IT in Hospitality: Hard Rock Café Casino Training |
| 2013 | Strategic Use of Information Technology in Hospitality – Texas Hotel & Lodging Association Short Course |

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|---|---|
| 2012 | Hospitality Sales & Marketing Association International (HSMAI). Panelist – 2012 Revenue Management Webinar Series - Keeping Up With Trends (Webinar series developed by HSMAI, HotelNewsNow, and Smith Travel Research). |
| 2012 | Latest in Biometric Technology in the Service of Travel Security. Invited Presentation at the Global Congress on Legal, Safety, and Security Solutions in Travel, Houston, TX. |
| 2011 | *Opportunities and Challenges for Biometric Systems in Travel: A Review.* Invited Presentation at the Global Congress on Legal, Safety, and Security Solutions in Travel, Houston, TX. |
| 2011 | *An Assessment of Advertising Effectiveness in Lawrence, KS* Lawrence, KS Convention & Visitors Bureau Board of Directors Meeting |
| 2010 | *The Impact of the Internet on Consumers* St. Thomas University, Osaka, Japan |
| 2009 | *Online Consumer Experiences in Hospitality and Tourism* Conrad Hilton College of Hospitality Management, University of Houston, Main Campus, Houston, TX |
| 2007 | *A Conceptual Framework of Persuasive Architecture of Tourism Websites* Texas A&M University, College Station, TX |
| 2007 | *Tourism Marketing in Romania*, Texas A&M University, College Station, TX |
| 2007 | *Measuring Your Marketing Efforts…A Practical Guide to Research (Panel)* Kansas Tourism Conference, Topeka, KS |
| 2007 | *An Assessment of Advertising Effectiveness in Lawrence, KS* Lawrence, KS Convention & Visitors Bureau Board of Directors Meeting |
| 2007 | *The Convention Market of Manhattan, KS* Manhattan, KS City Commission Meeting, Manhattan, KS |
| 2006 | *Guests' Reservation Behavior in Two Online Distribution Channels* Kansas State University, Manhattan, KS |
| 2005 | *The Current State of Higher Education in Tourism and Hospitality* Drexel University, Philadelphia, PA |
| 2005 | *Conducting Research as a Graduate Student* Fox Business School Graduate Seminar Series |

Temple University, Philadelphia, PA

2002          *Market Trends in Iowa Travel*
              Iowa Department of Economic Development
              Tourism Office, Des Moines, IA

## MEDIA APPEARANCES

Quoted in
Ortiz, P. (2023). Study: Hotel guests are most accepting of AI technology with perceived benefits, Houston Public Media, Available at: https://www.houstonpublicmedia.org/articles/technology/2023/06/23/455039/study-hotel-guests-are-most-accepting-of-ai-technology-with-perceived-benefits/?utm_source=linked-share-attachment&utm_medium=button&utm_campaign=hpm-share-link

Quoted in
Holmes-Brown, S. (2023). New University of Houston study taps into the effect of AI on hotel guests, Available at: https://www.houstonchronicle.com/news/houston-texas/education/article/university-of-houston-artificial-intelligence-18165257.php

Quoted in
Wallis, G. (2023). Study identifies most important factors in guest AI acceptance, Hotel Business, Available at: https://hotelbusiness.com/study-identifies-most-important-factors-in-guest-ai-acceptance/?utm_campaign=LCAP%20Q2%202023&utm_content=253910796&utm_ medium=social&utm_source=linkedin&hss_channel=lcp-11761538

Quoted in
Luhn, B. (2023). UH Study Identifies Most Important Factors in Hotel Guests' Acceptance of AI Technology, UH News & Events, Available at: https://www.uh.edu/news-events/stories/2023/june-2023/06202023-ai-hotels-study.php?utm_source=linkedin&utm_medium=post&utm_campaign=ai-hotels-study&utm_content=ai-hotels-study

Quoted in
Martin, F. - NPR Houston (2019). BAUER BUSINESS FOCUS. What robots mean for the future of the hospitality industry
https://www.houstonpublicmedia.org/search/?search=morosan#gsc.tab=0&gsc.q=morosan&gsc.page=1

Quoted in
Ortiz, G. - UH Media (2019). UH Moment: Robots and artificial intelligence present challenges, opportunities for hospitality industry
https://www.houstonpublicmedia.org/articles/shows/uh-moment/2019/03/15/325301/uh-moment-robots-and-artificial-intelligence-present-challenges-opportunities-for-hospitality-industry/

Quoted in
Burleston, E. (2019). The next jobs revolution: How automation and AI will lead to layoffs and new job descriptions. *Houston Business Journal.*
https://www.bizjournals.com/houston/news/2019/03/14/the-next-jobs-revolutionhow-automation-and-ai-will.html

2018
Quoted in
Bolger, C. (2018). The new face of airport security. Wall Street Journal Studios.
https://partners.wsj.com/nec/new-face-of-security/
2016

Interviewed for article in Hotel Management on Internet Connectivity in Hotels. Danielle Earp (HFTP PR) and Esther Hertzfeld (Hotel Management contributing editor)

Quoted in Gibson, K. (2016). Social media: Marriott is guilty in Erin Andrews case. CBS Money Watch. Retrieved March 10, 2016 from http://www.cbsnews.com/news/social-media-marriott-is-guilty-in-erin-andrews-case/.

> Story quoted in Boyd, R. (2016). Social Media Condemns Marriott in Erin Andrews Case. *FlyerTalk*. Retrieved on March 13, 2016 from http://www.flyertalk.com/articles/social-media-condemns-marriott-in-erin-andrews-case.html.

Quoted in Singhal, A. (2016). Tech Review: Doceri. Provided a description of Doceri as an educational tool. Center for Instructional Design.
http://www.instruction.uh.edu/2016/02/22/tech-review-doceri/

Quoted in Hertzfeld, E. (2016). Increasing guest satisfaction with mobile POS. *Hotel Management*, Retrieved from http://www.hotelmanagement.net/tech/increasing-guest-satisfaction-mobile-pos.

Quoted in Hertzfeld, E. (2016). Keeping security in check is vital for mobile POS usage. *Hotel Management*. Retrieved from http://www.hotelmanagement.net/tech/keeping-security-check-vital-for-mobile-pos-usage.

Quoted in Hertzfeld, E. (2016). Mobile POS a game changer for hotels. Hotel Management. Retrieved from http://www.hotelmanagement.net/tech/mobile-pos-a-game-changer-for-hotels.

2015

Wolfe, F. (2015). Is your hotel ready for mobile payments? *Hotel Management*,
http://www.hotelmanagement.net/technology/is-your-hotel-ready-for-mobile-payments-33293

Houston Public Media / NPR (2015). UH Moment. UH Moment: 'Hotel App': A study from the UH Conrad N. Hilton College of Hotel and Restaurant Management shows hotels how a simple

phone app can play an important role in the complex competition for hotel guests.
http://www.houstonpublicmedia.org/news/uh-moment-hotel-app/

Wiley, T. (2015). Mobile Apps Can Offer Guests Personalized Hotel Experiences in Exchange for Personal Info. – Conrad N. Hilton Press Release. http://www.uh.edu/hilton-college/News-Events/Press-Releases/aug17-2015/

Morosan, C., & DeFranco, A. (2015). Mobile Apps Can Offer Guests Personalized Hotel Experiences in Exchange for Personal Information. Hotel-Online.
http://www.hotel-online.com/press_releases/release/mobile-apps-can-offer-guests-personalized-hotel-experiences-in-exchange-for?utm_medium=email&utm_source=Offer&utm_campaign=8-18-2015
Within 48 hours, this release was found on 233 websites, with a potential total audience of 21,613,000 unique visitors per day. It has generated 387 release reviews, 187 of which are from the PR Newswire for Journalists service. Web crawlers have crawled this release 5,912 times. And the potential audience from tweets is 31,479 followers.

Morosan, C., & DeFranco, A. (2015). Hotel Apps: *Are Guests More Willing to Share Personal Info Today?* Travel Pulse
http://www.travelpulse.com/news/travel-technology/hotel-apps-are-guests-more-willing-to-share-personal-info-today.html

Quoted in Hertzfeld, E. (2015). Are guests more willing to share personal info on hotel apps? Hotel Management, Retrieved from http://www.hotelmanagement.net/tech/are-guests-more-willing-to-share-personal-info-on-hotel-apps

2013

Morosan, C. (2013). Social media-themed hotels. Interview for *Success Magazine*, New York, NY.

## PROFESSIONAL POSITIONS HELD

| | |
|---|---|
| 2005, May-August | **Management Trainee**<br>Hilton Hotels Corporation – Hampton Inn Ames, Iowa |
| 2004-2005 | **Front of the House Manager/Teaching Assistant**<br>Tearoom Restaurant, Foodservice & Lodging Management Program, Iowa State University, Ames, Iowa |
| 2000-2004 | **Night/Weekend Manager**<br>Iowa State Memorial Union, Ames, Iowa |
| 2003, May-August<br>2002, May-August | **Front Desk Agent**<br>Iowa State Memorial Union Hotel, Ames, Iowa |

| 1998-2000 | **Tourism and Hospitality Inspector – Destination Development** |
|---|---|
| | County Council Suceava, Romania (regional government) |

## ACADEMIC SERVICE

2012-present **University of Houston**
**Academic advising**
Master's level theses and professional papers: approximately 3-6 students per year (Master's level)
PhD students (current): none
Post-doctoral Fellows/Visiting Scholars: 1

2008-2012 **University of St. Thomas**
**Academic advising**
Undergraduate students: 40 students per year (undergraduate)
Graduate students (independent study supervisor): 1 student per semester
Undergraduate internship supervisor: 4 students per semester
Freshmen and transfer student advisor: 20 students per year (undergraduate)

**Academic committee membership**
Committee Member, Marketing Task Force to increase admissions to University of St. Thomas (2010-2012)
Consultant, Center for International Studies, Small Business Initiative (2009-2011)
Organizer, Cameron School of Business Brownbag Series (2010-2012)
Committee Member, President's Scholarship Colloquium Series (2009-2012)
Committee Member, AACSB Assessment Committee (2008-2012)

2006-2008 **Kansas State University**
**Academic Advising**
Doctoral students: 1 student;
Master's students: 1 student
Undergraduate students: 60 students
Department of Hotel, Restaurant, Institution Management and Dietetics (HRIMD), Kansas State University

**Academic committee membership**
Curriculum Committee, Dept. of HRIMD
Diversity and Internationalization Committee, College of Human Ecology
Rural Tourism Initiative, Kansas State University

2005-2006 **Temple University**
**Academic committee membership**
Undergraduate Education Committee
Information Technology Committee
School of Tourism and Hospitality Management, Temple University

2004-2005 **Iowa State University**
**Academic committee membership**
Curriculum Committee,
College of Family and Consumer Sciences, Iowa State University

## SERVICE TO THE UNIVERSITY AND COLLEGE

**Member of the UH Power-On Instructional Training Development Group. Link here**
During the summer of 2020 I participated to the Task Force meetings in order to design a
program for training for faculty.
I delivered 3 training sessions for UH faculty. I remained available within the Task Force and
actively engaged in answering faculty members' questions and offering solution for technology
and pedagogical issues.
Links below:

I created 5 videos showing how to overcome certain technology barriers and accomplish online
education tasks. Sample linked below.
Video demo of screencasting

College Liaison for the ACES, University of Houston (2017-2019)

Member of the Steering Committee of the University of Houston QEP (Quality Enhancement
Plan). Chair of the Technology Subcommittee of the University of Houston QEP (Quality
Enhancement Plan) – completed September 2018

Member of the University of Houston Committee that developed/implemented the University's
Quality Enhancement Plan (QEP) for SACS reaccreditation on the topic of which is co-curricular
engagement.

Coach for students representing our College at the Young Hoteliers Summit 2017, École
Hotelière de Lausanne, Switzerland (2016-2017)

Member: Research and Scholarship Committee, Faculty Senate, University of Houston

Member: Advisory Board for the Center on Faculty Engagement and Development, University
of Houston

Member: Candidacy Exam Committee, Conrad N. Hilton College

Member: POS selection committee, Conrad N. Hilton College

Search committee (2 positions), Conrad N. Hilton College, Fall 2016

Faculty Advisor: Disney College Program, University of Houston

Co-Organizer: RESEARCH COLLOQUIUM SERIES (Series of talks geared toward gaining unique insight into exemplary publication practices)

Co-Advisor/Moderator: Hall of Honor 2014. Organized and moderated a panel of industry experts on latest Information Technology trends.

Moderator: Hall of Honor 2012. Moderated a panel on destination marketing.


## SERVICE TOWARD PEER REVIEWED PUBLICATIONS (in alphabetical order)

**Editorial board member:**
International Journal of Contemporary Hospitality Management
Journal of Hospitality & Tourism Technology
Tourism Review International

**Reviewer (in alphabetical order):**
AHLIST Conference 2011 – Track Chair, Information Technology in Hospitality and Tourism Research Track
Asia Pacific Journal of Tourism Research: since 2010
Cornell Hospitality Quarterly: since 2013
Electronic Commerce Research and Applications: since 2016
Electronic Markets - The International Journal on Networked Business: Since 2016
ENTER Conference: since 2008
Graduate Student Conference in Hospitality and Tourism: since 2006
IEEE Access: since 2018
iHITA Conference: since 2012
Information & Management: since 2019
Information Technology & Tourism: since 2006
International Journal of Contemporary Hospitality Management: since 2011
International Journal of Hospitality Management: since 2010
International-CHRIE Conference: since 2006
ISTTE Conference: since 2006
Journal of E-Commerce Research: since 2019
Journal of Hospitality & Tourism Marketing: since 2010
Journal of Hospitality & Tourism Research: since 2012

Journal of Hospitality Marketing & Management: since 2007

Journal of Manufacturing Technology Management: since 2012

Journal of Marketing Communications: since 2019

Journal of Marketing Management: since 2016

Journal of Marketing Management: since 2016

Journal of Quality Assurance in Hospitality and Tourism: since 2011

Journal of Teaching in Travel & Tourism: ad-hoc 2009

Marketing Educators' Association Conference: since 2009

Psychology & Marketing: since 2020

Tourism Analysis: since 2012

Tourism Review: since 2013

## MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

International Hospitality Information Technology Association (iHITA) Active Member

Hospitality Finance and Technology Professionals (HFTP) Active Member

Hotel Technology Next Generation (HTNG) Active Member

## WORKSHOPS, CONTINUOUS IMPROVEMENT, AND CERTIFICATION PROGRAMS

| | |
|---|---|
| 2016 | **Certified Hospitality Technology Program (CFTP)**<br>Hospitality Financial and Technology Professionals and American Hotel & Lodging Association |
| 2013 | **Certified Hospitality Educator Workshop (CHE)**<br>American Hotel & Lodging Association, York, PA |
| 2009 | **Engagement – The Third Mission of Universities**<br>PASCAL, University of British Columbia, BS, Canada |
| 2009 | **Teaching Enhancement Workshop**<br>Marketing Educators' Conference, Newport Beach, CA |
| 2008 | **AACSB Continuous Improvement Conference**<br>AACSB, Atlanta, GA |
| 2006-2007 | **New Faculty Institute**<br>Kansas State University, Manhattan, KS |
| 2001-2002 | **Preparing Future Faculty Program**<br>Iowa State University, Ames, IA |

| 2002 | **Syllabus Writing Seminar** |
| | Center for Teaching Excellence, Iowa State University, Ames, IA |

| 1999 | **Grant Writing Training Program "Management of Grants"** |
| | The Center for the Implementation of Advanced Management, Bucharest, Romania. |

| 1998 | **Training Program in Information Technology and Tourism: "Internet for Tourism"** |
| | Microsoft and Norbert Computer Romania, Brasov, Romania. |

## SERVICE TO THE INDUSTRY

| 2021-present | Invited to serve on HFTP's PII (Personal Identifiable Information) Task Force for the Hospitality Industry |

| 2018-2020 | Board member of the Greater Houston chapter of HFTP. |

| 2015 | Invited to participate to the HFTP Leadership Summit 2015, Dallas, TX. |

| 2014 – present | Vice Chair on the HFTP CHTP Advisory Council |
| | Member, Board of Directors Nominating Committee |

| 2013 – 2014 | HFTP Academic Educational Council |
| | Contributed to the organization of the Technology Trends 2014 and sessions. |

## LANGUAGES SPOKEN

English, French, Italian, Spanish, and Romanian (native)