

Curriculum Vitae
AGNES LEE DEFRANCO
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EDUCATION AND CERTIFICATION

- 1993 Doctor of Education.
Concentration: Educational Leadership and Cultural Studies.
University of Houston, Houston, Texas.
- 1989 Master of Business Administration. Concentration: Finance.
University of Houston, Houston, Texas.
- 1983 Bachelor of Science in Hotel and Restaurant Management.
Summa Cum Laude.
University of Houston, Houston, Texas.
- 1994 Certified Hospitality Educator.
Educational Institute, American Hotel and Lodging Association.
- 2001 Certified Hospitality Accountant Executive.
Hospitality Financial and Technology Professionals and the Educational
Institute, American Hotel and Lodging Association.
- 2014 Certification in Hotel Industry Analytics. Smith Travel Research, and the
Educational Institute, American Hotel and Lodging Association.
- 2016-17 International Society of Hospitality Consultants.
- 2019 Certification in Advanced Hotel and Tourism Analytics. Smith Travel Research,
and the Educational Institute, American Hotel and Lodging Association.

ADMINISTRATIVE AND TEACHING ACTIVITIES

- September 2014 **Conrad N. Hilton Distinguished Chair**, University of Houston
to present Conrad N. Hilton College of Hotel and Restaurant Management.
- September 2005 **Professor**, University of Houston.
to present Conrad N. Hilton College of Hotel and Restaurant Management.
- Fall 2014 and **Visiting Professor**, Universidad San Ignacio de Loyola, Lima, Peru.
Summers 2015, 2016 Course Taught: Hospitality Financial Management.
2017, 2018

January 2010 to June 2013 **Associate Vice President for Undergraduate Studies,** University of Houston.

January 2007 to December 2009 **Assistant Vice President for Undergraduate Studies,** University of Houston.

March 2005 to December 2006 **Interim Assistant Vice President for Undergraduate Studies and Acting Director of Admissions** (January 2007 – May 2007) University of Houston.
Responsible for all undergraduate academic affairs including the office of Academic Program Management, Learning Support Services, Writing Center, and Undergraduate Scholars (houses all undeclared students). Also reporting to this office are the QEP efforts for the SACS Accreditation and the University of Houston Charter School (Grades 1-5). Oversaw an operation budget of \$5.5 million excluding grants.

June 2003 to August 2005 **Associate Professor,** University of Houston.
Conrad N. Hilton College of Hotel and Restaurant Management.

January 2002 to June 2003 **Interim Dean and Associate Professor,** University of Houston.
Conrad N. Hilton College of Hotel and Restaurant Management.

August 1999 to December 2001 **Associate Dean and Associate Professor,** University of Houston.
Conrad N. Hilton College of Hotel and Restaurant Management.

August 1989 to August 1999 **Assistant Professor,** University of Houston.
Conrad N. Hilton College of Hotel and Restaurant Management.

July 1995 to present **Certified Hospitality Educator Cadre Member.**
Instructs the Certified Hospitality Educator Program of the Educational Institute of the American Hotel and Motel Association.

July 1992 to 2004, 2016 to 2018 **Instructor,** Texas Hotel and Motel Hospitality Enrichment Course.
Course Taught: Hotel Accounting.

November 1996 to 2001 **Visiting Professor,** University of Angers.
ESTHUA – Tourism Program.
Course Taught: Hotel Investment and Analysis.

August 1988 to May 1989 **Part-time Instructor,** University of Houston.
Conrad N. Hilton College of Hotel and Restaurant Management.
Course Taught: Hospitality Finance.

Google Scholar Statistics (September 2021)

h-index 22
Citations 2,276
i10-index 41

RESEARCH, SCHOLARSHIP AND OTHER CREATIVE PRODUCTIVITY

Peer-reviewed Articles

1. DeFranco, A., Koh, Y., Prem, P., & Love, B. (in press). Inclusion of Condominium Units in Luxury Hotels as a Diversification Strategy: Property Performance Perspective. *Cornell Hospitality Quarterly*.
2. Morosan, C., & DeFranco, A. (in press). Using social distancing technology in hotels: a social exchange perspective. *International Journal of Contemporary Hospitality Management*.
3. Gunden, N., Morosan, C., and DeFranco, A. (in press). Are online food delivery systems persuasive? The impact of pictures and calorie information on consumer behavior. *Journal of Hospitality and Tourism Insights*.
4. Hua, N., Zhang, T., Jahromi, M., & DeFranco, A. (2021). The Speed of Change and Performance Risk: Examining the Impacts of IT Spending in the US Hotel Industry. *Journal of Hospitality and Tourism Technology*, 12(3), 563-579. <https://doi.org/10.1108/JHTT-07-2020-0180>
5. Dawson, M., DeFranco, A., & Draper, J. (2020). Are all student evaluation scores created equally? Identifying factors that hospitality administrators should consider when assessing student feedback. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 26, 100246–. <https://doi.org/10.1016/j.jhlste.2020.100246>
6. DeFranco, A., & Schmidgall, R. S. (2020). Cash in hotels and clubs: 2020 and beyond. *Journal of Hospitality Financial Management*, 28 (2), 116-127.
7. DeFranco, A., & Schmidgall, R. S. (2020). Are we keeping our cash in our hotels? *The Journal of Hospitality Financial Management*, 28(1), 65-77.
8. Hua, N., Huang, Y., Medeiros, M., & DeFranco, A. (2020). The moderating effect of operator type: The impact of information technology expenditures on hotels' operating performance. *International Journal of Contemporary Hospitality Management*, 32(8), 2519–2541. <https://doi.org/10.1108/IJCHM-09-2019-0753>
9. Hua, N., DeFranco, A., & Abbott, J. (2020). Management fees and hotel performance in the U.S. *Tourism Management*, 79. DOI: [10.1016/j.tourman.2020.104093](https://doi.org/10.1016/j.tourman.2020.104093)
10. Gunden, N., Morosan, C., and DeFranco, A. (2020). Consumers' persuasion in online food delivery systems. *Journal of Hospitality and Tourism Technology*, 11(3), 495–509. <https://doi.org/10.1108/JHTT-10-2019-0126>
11. Gunden, N., Morosan, C., and DeFranco, A. (2020). Consumers' intentions to use online food delivery systems in the USA, *International Journal of Contemporary Hospitality Management*, 32(3), 1325-1345. DOI: [10.1108/IJCHM-06-2019-0595](https://doi.org/10.1108/IJCHM-06-2019-0595).

12. Lee, M., Cai, Y., DeFranco, A., & Lee, J. (2020). Exploring influential factors affecting guests satisfaction: Big data & business analytics in consumer-generated reviews. *Journal of Hospitality and Tourism Technology*, 11(1), 137–153. <https://doi.org/10.1108/JHTT-07-2018-0054>
13. Morosan, C., & DeFranco, A. (2019). 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 and Tourism Technology*, 10(3), 233-254. DOI: 10.1108/JHTT-07-2018-0049.
14. Schmidgall, R. S., & DeFranco, A. (2019). Where is the Cash in Clubs? *International Journal of Hospitality & Tourism Administration*. DOI: 10.1080/15256480.2019.1650689
15. Morosan, C., & DeFranco, A. (2019). Mapping the impact of hotel promotional factors of consumers' actual use of interactive systems in hotels. *The Journal of Hospitality Tourism and Technology*. <https://doi.org/10.1108/JHTT-02-2018-0012>
16. Reich, A., Collins, G., DeFranco, A., Pieper, S. (2019). A recommended closed loop assessment of learning outcomes process for hospitality programs: The experience of two programs - Part 1. *International Hospitality Review*. <https://doi.org/10.1108/IHR-09-2018-0010>
17. Reich, A., Collins, G., DeFranco, A., Pieper, S. (2019). A recommended closed loop assessment of learning outcomes process for hospitality programs: The experience of two programs - Part 2. *International Hospitality Review*. <https://doi.org/10.1108/IHR-03-2019-0003>
18. Morosan, C., & DeFranco, A. (2019). Using interactive technologies to influence guests' unplanned dollar spending in hotels. *International Journal of Hospitality Management*, 82, 242-251.
19. Hua, N., Hight, K., Wei, W., Ozturk, A., Zhao, X., & DeFranco, A. (2019). The Power of E-commerce: Does E-commerce enhance the Impact of Loyalty Programs on Hotel Operating Performance? *International Journal of Contemporary Hospitality Management*, 31(4), 1906-1923.
20. Morosan, C., & DeFranco, A. (2019). Co-creation of value using hotel interactive technologies: Examining intentions and conversion. *International Journal of Contemporary Hospitality Management*, 31(3), 1183-1204.
21. DeFranco, A., & Schmidgall, R. S. (2019) Golf Versus Nongolf Club Operations: Benchmarks for 2014. *International Journal of Hospitality & Tourism Administration*, 20(2), 226-248. DOI: 10.1080/15256480.2017.1383960
22. Hua, N., Wei, W., DeFranco, A., & Wang, D. (2018). Do loyalty programs really matter for hotel operational and financial performance? *International Journal of Contemporary Hospitality Management*, 30(5), 2195-2213.

23. DeFranco, A. & Schmidgall, R. S. (2018). Financial Health of Clubs for 2014-2016: A Three-Year Review. *The Journal of Hospitality Financial Management*, 26(1), 48-60.
24. DeFranco, A., & Schmidgall, R. S. (2017). Cash budgets, controls, and management in clubs. *The Journal of Hospitality Financial Management*, 25(2), 112-122.
25. Koh, Y., DeFranco, A., & Back, K. (2017). Modelling average daily rate (ADR) volatility index and room price positioning index. *Tourism Economics*, 23(7), 1476-1483.
26. Hua, N., O'Neill, J., Nusair, K., Singh, D., & DeFranco, A. (2017). Does paying higher franchise fees command higher RevPAR? *International Journal of Contemporary Hospitality Management*, 29(11), 2941-2961.
27. Morosan, C., Hua, N., & DeFranco, A. (2017). E-commerce expenses and financial performance of American upper midscale hotels. *Tourism Analysis*, 22(3), 293-308.
28. DeFranco, A., & Schmidgall, R. S. (2017). Budgetary Controls in Clubs: A Time-tested Process for Financial Success. *The Journal of Hospitality Financial Management*, 25(1), 44-55.
29. 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.
30. DeFranco, A., Morosan, C., & Hua, N. (2017). Moderating the impact of e-commerce expenses on financial performance in American upper upscale hotels: The role of property size. *Tourism Economics*, 23(2), 429-447. DOI:10.5367/te.2015/0510
31. 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.
32. Schmidgall, R. S., & DeFranco, A.L. (2016). 2014 Club financial performance. *The Journal of Hospitality Financial Management*, 24(1), 74-86. DOI: 10.1080/10913211.2016.1166030
33. Schmidgall, R. S., & DeFranco, A. (2016). How to best use financial ratios in benchmarking and decision making in clubs: Review of the decade 2003-2012. *International Journal of Hospitality Tourism & Administration*, 17(2), 179-197. DOI:10.1080/15256480.2015.1130670
34. Reich, A. Z., Collins, G. R., and DeFranco, A. (2016). Is the road to effective assessment of learning outcomes paved with good Intentions? Understanding the roadblocks to improving hospitality education. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 18, 21-32. DOI: 10.1016/j.jhlste.2016.01.001

35. 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.
36. 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.
37. Morosan, C., & DeFranco, A. (2015). Disclosing personal information via hotel apps: A privacy calculus perspective. *International Journal of Hospitality Management*, 47, 120-130.
38. 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.
39. Schmidgall, R. S., & DeFranco, A. (2015). Uniform System of Accounts for the Lodging Industry – 11th Revised Edition: The new guidelines for the lodging industry. *The Journal of Hospitality Financial Management*, 23(1), 79-89.
40. 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.
41. DeFranco, A., & Morosan, C. (2014). Clubs and mobile apps in the year 2014: Part 2: Making the Inroads. *Bottomline*, 29(3), 18-22.
42. 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.
43. DeFranco, A., & Schmidgall, R. (2014). Management practices of club financial executives. *Journal of Human Resources in Hospitality and Tourism*, 13(3), 277-296.
44. DeFranco, A., & Morosan, C. (2014). Clubs and mobile apps in the year 2014: Part 1: Today's Technologies. *Bottomline*, 29(2), 30-34.
45. Schmidgall, R. S., & DeFranco, A. (2014). Cash bonuses for club executives: How are they determined. *Bottomline*, 29(1), 34-38.
46. DeFranco, A., & Schmidgall, R. (2013). 2012 Top financial performers in the club industry. *The Journal of Hospitality Financial Management*, 21(2) 130-145.
47. Schmidgall, R. S., & DeFranco, A. (2013). "Private Club Financial Performance," *Hospitality Review*: Vol. 31: Iss. 2, Article 3.
Available at: <http://digitalcommons.fiu.edu/hospitalityreview/vol31/iss2/3>.
48. DeFranco, A. L., & Schmidgall, R. S. (2013). Financial ratios for the club industry. *Bottomline*, 28(2), 26-33.

49. DeFranco, A. L., & Schmidgall, R. S. (2012). Club numbers in lean times. *Bottomline*, 27(1), 10-15.
50. Schmidgall, R. S., & DeFranco, A. L. (2011). 2010 Financial performance in the club industry. *The Journal of Hospitality Financial Management*, 19(2), 81-96.
51. Schmidgall, R. S., & DeFranco, A. L. (2011). 2009 Financial performance in the club industry: Winners and losers. *The Journal of Hospitality Financial Management*, 19(1), 105-122.
52. DeFranco, A. L., & Schmidgall, R. S. (2011). USFRC – Time to revise. *Bottomline*, 25(7), 24-26.
53. DeFranco, A. L., & Schmidgall, R. S. (2009). The club industry: The challenging years of 2003 through 2008. *The Journal of Hospitality Financial Management*, 17(2), 1-18.
54. DeFranco, A. L., & Schmidgall, R. S. (2009). Go with the flow. *Bottomline*, 24(7), 14-16.
55. DeFranco, A. L., & Schmidgall, R. S. (2009). Club inventories – ready to serve. *Bottomline*, 24(2), 26-30.
56. DeFranco, A. L., & Schmidgall, R. S. (2008). Club ratios: A four-year trend analysis. *Florida International University Hospitality Review*, 26(2), 43-55.
57. Venegas, T., & DeFranco, A. L. (2008). 2008 HFTP Compensation and benefits survey report. *Bottomline*, 23(5), 5-35.
58. Schmidgall R. S., & DeFranco, A. L. (2008). Get ahead of the game. *Bottomline*, 23(4), 20-25.
59. DeFranco, A. L., & Schmidgall, R. S. (2007). Club ratios: A three-year comparison. *Bottomline*, 22(2), 23-29.
60. Venegas, T., & DeFranco, A. L. (2006). 2006 HFTP Compensation and benefits survey report. *Bottomline*, 21(7), 7-39.
61. Venegas, T., & DeFranco, A. L. (2006). The value of developing your human resources. *Bottomline*, 21(5), 22-26.
62. Schmidgall R. S., & DeFranco, A. L. (2006). Comparing scores, Pt.2. *Bottomline*, 21(1), 23-28.
63. DeFranco, A. L., Abbott, J. L., & Ali, F. (2006). Curriculum development in international convention and conference management at Meio University, Okinawa, Japan. *Journal of Convention & Event Tourism*, 7(3/4), 45-64.

64. Chernish, W. N., DeFranco, A. L., Lindner, J. R. & Dooley, K. E. (2005). Does it matter? Analyzing the results of three different learning delivery methods. *Quarterly Review of Distance Education*, 6(2).
65. DeFranco, A. L., Wortman, J., Lam, T., & Countryman, C. (2005). A cross-cultural comparison of customer complaint behavior in restaurants in hotels. *Asian Pacific Journal of Tourism Research*, 10(2), 173-190.
66. Countryman, C., DeFranco, A. L., & Venegas, T. (2005). Controller: a viable career for hospitality students. *International Journal of Contemporary Hospitality Management*, 17(7), 577-589.
67. Jackson, F. H., Dinkar, R., & DeFranco, A. L. (2005). Collaborative partnerships in an urban environment: working together to benefit all. *International Journal of Contemporary Hospitality Management*, 17(7), 600-613.
68. Geddie, M. W., DeFranco, A. L., & Geddie, M. F. (2005). A comparison of relationship marketing and Guanxi: its implications for the hospitality industry. *International Journal of Contemporary Hospitality Management*, 17(7), 614-632.
69. Schmidgall, R. S., & DeFranco, A. L. (2005). Comparing scores: Measuring club performance through ratio analysis. *Bottomline*, 20(3), 22-27.
70. Ramirez, A., & DeFranco, A. L. (2005). Birdie or double bogey: How does your golf pro-shop score. *Bottomline*, 20(3), 12-14.
71. Schmidgall, R. S., & DeFranco, A. L. (2004). Ratio Analysis: Financial Benchmarks for the Club Industry. *The Journal of Hospitality Financial Management*, 12(1), 1-14.
72. Ramirez, A., & DeFranco, A. L. (2005). Who's on the menu? *Bottomline*, 20(1), 12-14.
73. Jackson, F.H., Titz, K., & DeFranco, A.L. (2004). Frequency of restaurant advertising and promotion strategies: Exploring an urban market. *Journal of Food Products Marketing*, 10(2), 17-31.
74. Lee, J., Sung, H., DeFranco, A. L., & Arnold, R. (2004). Internet Marketing Strategy and Planning Through Travel Agency Websites in the United States. *Journal of Travel and Tourism Marketing*, 17(2/3), 205-224.
75. Countryman, C., DeFranco A. L., & Venegas, T. (2004). The 2004 HFTP compensation and benefits survey. *Bottomline*, 19(7), 6-33.
76. Schmidgall, R. S, & DeFranco, A. L. (2004). Are club and lodging financial executives satisfied with their jobs? *Bottomline*, 19(5), 21-25.
77. DeFranco, A. L., & Schmidgall, R. S. (2004). Job satisfaction of club financial executives. *FIU Review*, 22(1), 12-23.

78. DeFranco, A. L., Countryman, C., & Venegas, T. (2004). It's all about measurement: Benchmarking in the Hotel Industry. *Bottomline*, 19(1), 26-28.
79. Titz, K., Wollin, M., DeFranco, A. L., & Chernish, C. (2003). The Application and Usefulness of the Internet for Cooperative Learning Experiences. *The Consortium Journal*, 7(1), 60-68.
80. Jackson, F. H., & DeFranco, A. L. (2003). Gender Bias in Employment: Closing the Wage Gap. *The Consortium Journal*, 7(1), 81-86.
81. Countryman, C., & DeFranco, A. L. (2002). The 2002 HFTP Compensation and Benefits Survey. *Bottomline*, 17(7), 11-32.
82. Geddie, M. W., DeFranco, A. L., & Geddie, M. F. (2002). From Guanxi to Customer Relationship Marketing: How the constructs of Guanxi can strengthen CRM in the hospitality industry. *Journal of Travel & Tourism Marketing*, 13(3), 10-34.
83. Jackson, F. H., & DeFranco, A. L. (2002). The Census Model and Its Application to Changing Demographics. *The Consortium Journal*, 6(2), 29-34.
84. Armijos, A.; DeFranco, A. L., Hamilton, M., & Skorupa, J. (2002). Technology trends in the lodging industry: A survey of multi-unit lodging operations. *International Journal of Hospitality Information Technology*, 2(2), 1-17.
85. Jackson, F. H., & DeFranco, A. L. (2002). Modeling Cultural Sensitivity in Marketing: The M³ Plan. *The Consortium Journal*, 6(1), 51-58.
86. DeFranco, A. L., & Schmidgall, R. S. (2001). Satisfaction: Is money everything. *FIU Review*, 19(2), 1-12.
87. Chernish, W. N., & DeFranco, A. L. (2001). Diversity in the Lodging Executive Suite. *The Consortium Journal*, 5(2), 37-46.
88. DeFranco, A. L., & Schmidgall, R. S. (2000). Budgetary control in the lodging industry. *Bottomline*, 14(8), 20-23.
89. Mok, C., & DeFranco, A. L. (1999). Chinese cultural values: Their implications for travel and tourism marketing. *Journal of Travel and Tourism Marketing*, 8(2), 99-114.
90. Mok, C., DeFranco, A. L., & Patton, M. E. (1999). Dimensionality of the lodgserv instrument: An application to measure hotel service quality expectations of Korean tourists. *Korea Journal of Hotel Administration*, 1(1), 1-8.
91. DeFranco, A. L., & Schmidgall, R. S. (1999). Operating budgets in the lodging industry. *Bottomline*, 14(7), 19-22.
92. Schmidgall, R. S., & DeFranco, A. L. (1999). Forecasting sales in the lodging industry. *Bottomline*, 14(5), 22-26.

93. Behrens, S., & DeFranco, A. L. (1999). Grooming the next generation of hospitality managers: Texas high schools for hospitality programs. *Journal of Hospitality and Tourism Education, 11*(2/3), 64-69.
94. DeFranco, A. L., & Schmidgall, R. S. (1999). Cash budgeting and its uses in the lodging industry. *Bottomline, 14*(4), 43-45, 47-48, 51-52.
95. DeFranco, A. L., & Schmidgall, R. S. (1999). Capital budgeting and its uses in the lodging industry. *Bottomline, 14*(3), 26-30.
96. DeFranco, A. L., & Schmidgall, R. S. (1999). Financial planning in the lodging industry. *Bottomline, 14*(1), 24-25.
97. DeFranco, A. L., & Schmidgall, R. S. (1998/1999). Hotels and clubs: How cash is handled. *Bottomline, 13*(8), 11-13.
98. Schmidgall, R. S., & DeFranco, A. L. (1998). Budgeting and forecasting: Current practice in the lodging industry. *The Cornell Hotel and Restaurant Administration Quarterly, 39*(6), 45-51.
99. Schmidgall, R. S., & DeFranco, A. L. (1998). Cash flow practices and procedures in the lodging industry. *Journal of Hospitality and Tourism Research (formerly Hospitality Research Journal), 22*(1), 72-83.
100. Ferreira, R. R., DeFranco, A. L., & Rappole, C. L. (1998). Hospitality program directors' rating on hospitality journals. *Journal of Hospitality and Tourism Education, 10*(1), 46-52.
101. Abbott, J. L., & DeFranco, A. L. (1998). Creating a faculty portfolio: Methods to increase effectiveness while minimizing the risk of costly litigation. *Journal of Hospitality and Tourism Education (formerly Hospitality and Tourism Educator), 10*(1), 62-67.
102. DeFranco, A. L., & Mok, C. B. (1998). Expectations for Hotel Service Quality: A case of United States and Mexican Tourists. *The Consortium Journal, 2*(1), 67-79.
103. DeFranco, A. L., & Wortman, J. F. (1997). Internal control practices in casino gaming. *The Journal of Hospitality Financial Management, 5* (1), 33-48.
104. DeFranco, A. L., & Kripner, O. M. (1997). Hospitality with a HEART – A CHOICE for success. *Hospitality and Tourism Educator, 9* (2), 5-11.
105. DeFranco, A. L. (1997). The importance and use of financial forecasting and budgeting at the departmental level in the hotel industry as perceived by hotel controllers. *Hospitality Research Journal, 20* (3), 99-110.
106. DeFranco, A. L., & Schmidgall, R. S. (1996/1997). Cash flow practices and procedures in the club industry. *Bottomline, 11* (8), 16-20.

107. DeFranco, A. L., & Weatherspoon, K. E. (1996). Go green: An Environment checklist for the lodging industry. *The Cornell Hotel and Restaurant Administration Quarterly*, 37(6), 84-85.
108. DeFranco, A. L. (1996). Financial ratios as predictors of income in the hotel industry. *Tourism Recreation Research*, 21(2), 25-30.
109. DeFranco, A. L., & Abbott, J. L. (1996). Teaching community service and the importance of citizenry. *Hospitality and Tourism Educator*, 8(1), 5-7.
110. DeFranco, A. L., & Graves, W. R. (1996). The whats, whys, and hows of the Uniform System of Accounts for Restaurants. *Bottomline*, 11(3), 13-15, 19.
111. DeFranco, A. L. (1995). Factors influencing the purchasing decision of produce distributors. *International Journal of Contemporary Hospitality Management*, 7(6), iii-vi.
112. Barth, S. C., & DeFranco, A. L. (1995). Academic honesty: A plea. *Hospitality and Tourism Educator*, 7(2), 59-60.
113. DeFranco, A. L. (1995). Quality service and a healthy bottom line. *Bottomline*, 10(2), 24-26, 30.
114. DeFranco, A. L., & Reich, A. Z. (1995). Building a Foundation for Better Learning Through an Integrative Instructional Model. *Hospitality and Tourism Educator*, 7(1), 13-16, 66.
115. DeFranco, A. L. (1995). To be or not to be: The sociology of gaming. *Bottomline*, 10(1), 6-9.
116. DeFranco, A. L., Ferreira R. R., & Rappole, C. L. (1994). Reaching, teaching, service -- where is the balance? *Hospitality and Tourism Educator*, 6(4), 56-58.
117. Reich, A. Z., & DeFranco, A. L. (1994). How to teach so students will learn: Part II. *Hospitality and Tourism Educator*, 6(2), 43-47.
118. Ferreira, R. R., DeFranco, A. L., & Rappole, C. L. (1994). Rating the hospitality journals. *International Journal of Hospitality Management*, 13(3), 209-218.
119. Reich, A. Z., & DeFranco, A. L. (1994). How to teach so students will learn: Part I. *Hospitality and Tourism Educator*, 6(1), 47-51.
120. DeFranco, A. L. (1993). Bibliography: Human Resource Management in the Hospitality Industry (1989 - 1992). *Hospitality and Tourism Educator*, 5(2), 37-40.
121. DeFranco, A. L. (1992). Back to Basics: Humanism in Education. *Hospitality and Tourism Educator*, 4(2), 71-72.

122. Lefever, M. M., & DeFranco, A. L. (1990). Hotel Brace for the 90's. *Texas Tourism and Travel Journal*, 3(1), 4-6.

Non-refereed and Invited Articles

1. Lee, M., Kim, J., & DeFranco, A. (2021). Efficiency: The Next Frontier of Hotel Revenue Management, *Boston Hospitality Review*.
<https://www.bu.edu/bhr/2021/06/29/efficiency-the-next-frontier-of-hotel-revenue-management/>
2. Medeiros, M., Hua, N., Huang, A., & DeFranco, A. (2021). Hotel Operator Types in the Digital Era, *Boston Hospitality Review*. <https://www.bu.edu/bhr/2021/05/31/hotel-operator-types-in-the-digital-era/>
3. DeFranco, A., & Lee, M. (2021). Will guests say “I do” again? Survey report: A look at the use of technology by hotel guests and how it impacts their overall stay satisfaction and re-booking intentions. <https://www.pineapplesearch.com/file/152008934.pdf>
4. DeFranco, A., & Morosan, C. (2020). Technologies for social distancing in hotels: What are our guests telling us. <https://www.pineapplesearch.com/file/152008885.pdf>
5. DeFranco, A. (2020). The little known but mighty facts of the USALI schedule, 11th edition. <https://blog.hftp.org/mighty-facts-usali-schedule-11th-edition/>
6. DeFranco, A., & Ramirez, A. (June, 2019). Labor pains: Managing the cost of human capital in the hotel industry. *2019 HITEC Bytes Special Report*, 50-51.
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 18. Rosique Rodriguez, P., DeFranco, A., & Venegas, T. (2016). The art of sharing: The world of shared services in hotels. *Bottomline*, 31(1), 17-23.
 19. DeFranco, A., & Morosan, C. (2015). Mobile payments in hotels part I. *Bottomline*, 30(4), 37-43.
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 21. Schmidgall, R. S., DeFranco, A., & Mandelbaum, R. (2015). A close look at the USALI 11th revised edition, Part III. *Bottomline*, 30(3), 29-33.
 22. DeFranco, A. L., & Schmidgall, R. S. (June, 2015). Implementation of the 11th revised edition of the Uniform System of Accounts for the Lodging Industry: Gross vs. net revenue reporting. AHLEI Newsletter. <https://www.ahlei.org/About/News-Room/Newsletters/2015---06-June/>
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35. Jackson, F. H., & DeFranco, A. L. (2003). Recruiting and Hiring Mature Employee. National Hotel Executive. <http://www.hotelexecutive.com>.
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37. Jackson, F. H., & DeFranco, A. L. (2002). Census 2000: A look at the evolving face of the hospitality consumer. National Hotel Executive. <http://www.hotelexecutive.com>.
38. Jackson, F. H., & DeFranco, A. L. (2002). Recruitment, retention, reward: Employing a diverse workforce. National Hotel Executive. <http://www.hotelexecutive.com>.
39. DeFranco, A. L., & Jackson, F. H. (2000). Cultural sensitivity in advertising and promotion: Applications in the lodging industry. National Hotel Executive. <http://www.hotelexecutive.com>.
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Refereed Proceedings

1. 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. *Information and Communication Technologies in Tourism 2017*, 475-487. DOI:10.1007/978-3-319-51168-9_34
2. 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*, 427-420. Springer.
3. Koh, Y., DeFranco, A., & Back, J. (2015) Modelling average daily rate (ADR) volatility index and ADR sensitivity index. *Proceedings of the 2015 Annual Conference of International Council on Hotel, Restaurant, and Institutional Education (I-CHIRE) Conference in Orlando, FL, USA.*
4. DeFranco, A., Morosan, C., and Hua, N. (2015). Moderating impact of e-commerce expenses on financial performance: An examination of size in American Upper Upscale hotels. *Proceedings of the Fifth Conference of the International Association for Tourism Economics, Hong Kong, June 30-July 3*, 37.
5. DeFranco, A. L., Abbott, J. L., & Ali, F. (2004). Curriculum development in International Convention and Conference Management. *Proceedings of the Sixth Biennial Conference Tourism in Asia: Development, Marketing, and Sustainability, Phuket, Thailand, May 27-29.*
6. DeFranco, A. L., Wortman, J., & Lam, T. (2002). Demographic characteristic differences in customer complaint behavior: an exploratory comparison of hotel restaurants in Hong Kong and Houston. *Proceedings of the Fifth Biennial Conference Tourism in Asia: Development, Marketing, and Sustainability, Hong Kong, May 23-25*, pp. 672-681.
7. DeFranco, A., & Mok, C. (2000). Manager competencies: How graduate hospitality education can meet the demand of the industry. *Proceedings of the Sixth Asia Pacific Tourism Association Annual Conference*, 187-193.

8. Titz, K., Chernish, W., DeFranco, A., & Wollin, M. (2000). A pilot study to develop a web based experiential learning model: An abstract. In C. Hsu (Ed.). The International Society of Travel and Tourism Educators Annual Conference Proceedings.
9. Mok, C., DeFranco, A., & Patton, M. E. (1998). Dimensionality of the LODGSERV instrument: An application to measure hotel service quality expectations of Korean tourists. Proceedings of Annual International Society of Travel and Tourism Educators Conference - Toward the Next Millennium: Travel Education Beyond the Year 2000.
10. DeFranco, A. L., & Mok, C. B. (1997). Targeting the Chinese customers through quality: The market of the 21st century. Quality Through Diversity Conference Proceedings, 48-56. Orlando, Florida.
11. Stone, M., & DeFranco, A. L. (1997). Continuous Quality Improvement of Recruitment, Retention, Placement and Alumni Services at the Conrad N. Hilton College. Advances in Hospitality and Tourism Research, 2, 413-417.

Non-refereed Proceedings

1. DeFranco, A. L. (1999). Management of the life cycle of an independent restaurant. Proceedings from the 4th Symposium on Food and Beverage Management, Kaoshuing, Taiwan.

Reviewed/refereed Presentations

1. Mao-Clark, X., Koh, Y., & DeFranco, A. (June, 2021). The Color Divide: The Effect of Relative Prosperity by Ethnicity on Restaurant Crowdfunding Success . 2021 Asia Pacific Tourism Association (APTA) Conference. Virtual.
2. Park, H., Lee, M., Back, K., & DeFranco, A. (January, 2021). Is hotel technology a double-edged sword on customer experience? An integrated approach with business analytics and impact asymmetry analysis. The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Houston, Texas.
3. Mao-Clark, X., Koh, Y., & DeFranco, A. (January, 2021). Not so color-blind: Implicit bias and restaurant crowdfunding performance. The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Houston, Texas.
4. Hodges, J., Ramirez, A, & DeFranco, A. (January 2021). Can Machine Learning Yield a More Accurate Hotel Breakeven? The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Houston, Texas.
5. Lee, M., Lee, K., Lee, K-Y., & DeFranco, A. (August, 2019). Heuristic, systematic, and affective components of online service reviews: Impact on intra-organizational adoption and sharing. AMCIS 2019 Conference, Cancun, Mexico.

6. Gunden, N., Morosan, C., & DeFranco, A. (July, 2019). An empirical examination of consumers' intentions to use online food delivery systems. ICHRIE Conference, New Orleans, LA.
7. Morosan, C., DeFranco, A., & Gunden, N. (June, 2019). Opportunities and Challenges of Artificial Intelligence in Hotels. iHITA 2019 Annual Conference, Minneapolis, MN.
8. Lee, M., Park, H., & DeFranco, A. (June, 2019). Exploring technology-based hotel experience and customer satisfaction: A business analytics approach. iHITA 2019 Annual Conference, Minneapolis, MN.
9. Hodges, J., Lee, M., DeFranco, A., & Sirsat, S. (January, 2019). Correlating food safety and satisfaction from customer-generated restaurant reviews using business analytics. The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Houston, Texas.
10. Cai, Y., DeFranco, A., & Lee, M. (January, 2019). The moderating role of brand type: Does chain affiliation boost hotel guest satisfaction? The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Houston, Texas.
11. Resco, L., DeFranco, A., & Ramirez, A. (January, 2019). The effects of IT expenses on convention hotel performance in the US. The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Houston, Texas.
12. Reich, A., Collins, G., and DeFranco, A. (July, 2018). Creating an effective assessment of learning outcomes process for hospitality programs. ICHRIE Conference, July, Palm Springs, CA.
13. Hua, N., Hight, K., Wei, W., Ozturk, A., Zhao, X., and DeFranco, A. (July, 2018). The power of e-commerce: Does e-commerce enhance the impact of loyalty programs on hotel performance? ICHRIE Conference, July, Palm Springs, CA.
14. Morosan, C., and DeFranco, A. (June, 2018). Increasing Hotel Guest Spending Through Interactive Technology: The Roles of Co-Creation and Marketing Strategy. iHITA 2018 Annual Conference, Houston, TX.
15. Cai, Y., Lee, M., DeFranco, , and Lee, J. (June, 2018). Exploring Influential Factors Affecting Hotel Guest Satisfaction: Big Data & Business Analytics in Consumer-Generated Reviews. iHITA 2018 Annual Conference, Houston, TX.
16. Collins, G., Pieper, S., DeFranco, A; & Reich, A. (July 2017). Creating an Effective Assessment of Learning Outcomes Process for Hospitality Programs. I-CHRIE Conference, Baltimore, Maryland.
17. Morosan, C., & DeFranco, A. (June, 2017). U.S. traveler classification based on their computer use in hotels abroad: Insight from a latent profile analysis. IATE Conference, Rimini, Italy.

18. Morosan, C., & DeFranco, A. (April, 2017). Latent profile classification of U.S. travelers based on their perceived risk of tablet use when staying in international hotels. TTRAЕ Conference, Angers, France.
19. Morosan, C., & DeFranco, A. (January, 2017). Complementary Factors Influencing U.S. Consumers' Intentions to Connect Their Tablets to Hotel Networks: The Roles of Hedonic Motivations, Trust, and Heuristics. ENTER Conference, Rome, Italy.
20. Morosan, C., & DeFranco, A. (January, 2016). Investigating American iPhone Users' Intentions to Use NFC Mobile Payments in Hotels. ENTER Conference, Bilbao, Spain.
21. Morosan, C., & DeFranco, A. (June, 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.
22. DeFranco, A., Morosan, C., & Hua, N. (May, 2015). Moderating impact of e-commerce expenses on financial performance: An examination of size in American Upper Upscale hotels. Paper presented at the Fifth Conference of the International Association for Tourism Economics, Hong Kong.
23. Morosan, C., & DeFranco, A. (June, 2015). The Role of Involvement, Personalization and Privacy in Influencing Hotel Guests' Intentions to Use Hotel-Branded Mobile Apps. Paper presented at iHITA Annual Research Conference. Austin, Texas.
24. Schmidgall, R. S., & DeFranco, A. L. (February, 2005). Ratios Analysis in the Club Industry. Paper presented at the 2004 Club Managers Association of America World Conference. New Orleans, Louisiana.
25. Jackson, F. H., DeFranco, A. L., Titz, K., Gu, H., & Sung, H. (July, 2004). A comparative study of restaurant advertising strategies in Houston, Texas, and Beijing, China. Poster session presented at the 2004 Annual International CHRIE Conference. Philadelphia, Pennsylvania.
26. DeFranco, A. L., Abbott, J. L., & Ali, F. (May, 2004). Curriculum development in international convention and conference management. Paper presented at the Sixth Biennial Conference Tourism in Asia: Development, Marketing, and Sustainability. Phuket, Thailand.
27. Jackson, F. H., DeFranco, A. L. & Sung H. (August, 2003). Recruitment strategies used to direct students toward employment in the hospitality industry. Poster session presented at the 2003 Annual International CHRIE Conference. Palm Springs, California.
28. Jackson, F. H., DeFranco, A. L., & Titz, K. (August 2002). Restaurant advertising and promotion strategies of a metropolitan city. Poster presented at the 2002 Annual International CHRIE Conference. Orlando, Florida.

29. DeFranco, A. L., Wortman, J. & Lam, T. (2002). Demographic characteristic differences in customer complaint behavior: an exploratory comparison of hotel restaurants in Hong Kong and Houston. Paper presented at the Fifth Biennial Conference Tourism in Asia: Development, Marketing, and Sustainability, Hong Kong.
30. Countryman, C., & DeFranco A. L. (2002). The 2002 HFTP Compensation and Benefits Survey. Presented at the Hospitality Financial and Technology Professionals Annual Convention, Austin, Texas.
31. Titz, K., Chernish, W., DeFranco, A., & Wollin, M. (2000). A pilot study to develop a web based experiential learning model. Refereed paper presented at the meeting of the International Society of Travel and Tourism Educators Conference, Tampa, FL.
32. Mok, C., & DeFranco, A. L. (August, 2000). Managing diversity: A strategic imperative. Paper presented at the Partnerships for Profit 2000. San Antonio, Texas.
33. Chernish, W. N., & DeFranco, A. L. (August, 2000). Diversity in the lodging executive suite: A look at the current participation of women and minority group members in high corporate positions. Paper presented at the Partnership for Profit 2000. San Antonio, Texas.
34. DeFranco, A. L., & Mok, C. (July, 2000). Manager competencies: How graduate hospitality education can meet the demand of a dynamic industry. Paper presented at the Sixth APTA Annual Conference. Phuket, Thailand.
35. Mok, C., DeFranco, A. L., & Wong, L. (August, 1999). From mass production to mass customization in the hospitality industry. Paper presented at the 1999 Annual CHRIE Conference. Albuquerque, New Mexico.
36. Mok, C., DeFranco, A., & Patton, M. E. (October, 1998). Dimensionality of the LODGSERV instrument: An application to measure hotel service quality expectations of Korean tourists. Annual International Society of Travel and Tourism Educators Conference - Toward the Next Millennium: Travel Education Beyond the Year 2000, October 15-18, Cleveland, Ohio, USA.
37. Schmidgall, R. S., & DeFranco, A. L. (August, 1998). Budgeting and Forecasting Practices in the Lodging Industry. Paper presented at the 1998 Annual CHRIE Conference. Miami, Florida.
38. DeFranco, A. L., Fried, B., Gould, R., & Mayer, K. (January, 1998). "Teaching Effectiveness in Graduate Education." Moderated by Bosselman, R. H. Conference on Graduate Education and Graduate Students Research in Hospitality and Tourism, January, 1998. Houston, Texas.
39. Schmidgall, R. S., & DeFranco, A. L. (August, 1997). Cash Flow Practices in the Lodging Industry. Paper presented at the 1997 Annual CHRIE Conference. Providence, Rhode Island.

40. Ferreira, R. R., DeFranco, A. L., & Rappole, C. L. (August, 1997). Importance of Publishing in Select Journals for Hospitality Faculty. Paper presented at the 1997 Annual CHRIE Conference. Providence, Rhode Island.
41. Stone, M., & DeFranco, A. L. (1997). Continuous Quality Improvement of Recruitment, Retention, Placement and Alumni Services at the Conrad N. Hilton College. Second Annual Graduate and Research Conference. Las Vegas, Nevada.
42. DeFranco, A. L., & Schmidgall, R. S. (October, 1996). Enhancing Cash Flow – How Clubs Do It. Paper presented at the International Association of Hospitality Accountants Annual Convention, Orlando, Florida.
43. DeFranco, A. L., & Weatherspoon, K. E. (August, 1996). Go Green Initiatives in the Lodging Industry. Paper presented at the 1996 Annual CHRIE Conference. Washington, D. C.
44. DeFranco, A. L. (August, 1995). Factors Influencing the Purchasing Decisions of Produce Distributors. Paper presented at the 1995 Annual CHRIE Conference. Nashville, Tennessee.
45. DeFranco, A. L., & Graves, N. S. (August, 1995). Academicians and Industry Professionals: A Team Approach to Curriculum Review and Development. Paper presented at the 1995 Annual CHRIE Conference. Nashville, Tennessee.
46. Sheridan, S. B., & DeFranco, A. L. (August, 1995). The Use of Financial Information by Hotel Engineers. Paper presented at the 1994 Annual CHRIE Conference. Nashville, Tennessee.
47. DeFranco, A. L., & Graves, N. S. (May, 1995). Adjunct Faculty Orientation: A Win-Win Strategy. Paper presented at The Association for Institutional Research (AIR) for Management Research, Policy Analysis, and Planning. Boston, Massachusetts.
48. Noriega, P., & DeFranco, A. L. (April, 1995). Utilization of Industry and Business Relations to Recruit and Mentor Minority Students. Paper presented at The Eleventh Annual Minority Recruitment and Retention Conference sponsored by the Texas Higher Education Coordination Board. Austin, Texas.
49. DeFranco, A. L., & Graves, N. S. (July, 1994). A Hospitality Welcome for Adjunct Faculty. Paper presented at the 1994 Annual CHRIE Conference. Palm Springs, California.
50. Graves, N. S., & DeFranco, A. L. (July, 1994). Importance of Internships, Practicums and Work Experience. Paper presented at the 1994 Annual CHRIE Conference. Palm Springs, California.
51. DeFranco, A. L., & Rappole, C. L. (July, 1994). Interdisciplinary education: Its role of providing a whole, which is greater than the sum of its parts. Paper presented at the 1994 Annual CHRIE Conference. Palm Springs, California.

52. DeFranco, A. L. (August, 1993). Mastery Learning: Its Effects on Hospitality Accounting Achievement and Students' Perception. Paper presented at the 1993 Annual CHRIE Conference.
53. DeFranco, A. L., & Lock, L. A. (August, 1993). The Club Career. Paper presented at the 1993 Annual CHRIE Conference. Chicago, Illinois.
54. Ferreira, R. R., DeFranco, A. L., & Rappole, C. L. (August, 1993). Importance of Publishing in Select Journals for Hospitality Faculty. Paper presented at the 1993 Annual CHRIE Conference. Chicago, Illinois.
55. Austin, K., DeFranco, A. L., & Ferreira, R. R. (July, 1992). The Utilization of PC's and Off-The-Shelf Software Packages to Control Food and Labor in Country Clubs. Paper presented at the 1992 Annual CHRIE Conference. Orlando, Florida.
56. Reich, A. Z., & DeFranco, A. L. (July 1992). Improving Hospitality Education Through Better Classroom Delivery Skills -- The Fundamentals of Presentation and Unique Delivery Techniques. Paper presented at the 1992 Annual CHRIE Conference. Orlando, Florida.
57. Reich, A. Z., & DeFranco, A. L. (July 1992). Using an Integrative Model to Improve Student Conceptualization. Paper presented at the 1992 Annual CHRIE Conference. Orlando, Florida.
58. Graves, N. S., & DeFranco, A. L. (July, 1991). Benefits for Working Parents of the 1990's: Are We Serious About Employee Retention. Paper presented at the 1991 Annual CHRIE Conference. Houston, Texas.

Invited Presentations

1. Hilton College Alumni Panel on COVID. (July, 2020). One of the faculty on panel. Topic: technology used during COVID.
2. DeFranco, A., & Ramirez, A. (April, 2020). HFTP Webinar on the Uniform System of Accounts for the Lodging Industry.
3. Price, N., Johnson, D., & DeFranco, A. (October, 2019). Panel member. Moderator: Ramirez, A. Technologies and trends: What is hot, and what is not. HFTP Annual Convention, October 25, Orlando, FL.
4. DeFranco, A. (May, 2019). Early career development: Issues and strategies. Panel member. Moderator: Nair, V. Panel: Chen, Y., DeFranco, A., Jang, S., Krilova, K., and Wu, L. 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.
5. DeFranco, A. (February, 2019). Education and Career in Hospitality – to Aldine High School TEW Program. Houston, Texas.

6. Ramirez, A., & DeFranco, A. (January, 2019). Alternative Textbook Grant. University of Houston, TX.
7. Ramirez, A., & DeFranco, A. (October, 2018). Alternative Textbook Grant. University of Houston, TX.
8. DeFranco, A., Ramirez, A., and Venegas, T. (October, 2018). Hotel Pre-Opening and Technology, HFTP Annual Convention, October 26, Louisville, KY.
9. DeFranco, A. (October, 2018). Guest Speaker at the 28th Annual Hilton Lecture Series, Michigan State University.
10. DeFranco, A., Ramirez, A., and Venegas, T. (June, 2018). Hotel Pre-Opening Expense, HFTP Hotel Financial Executives Exchange, June 18, Houston, TX.
11. DeFranco, A., Ramirez, A., and Venegas, T. (June, 2018). Hotel IT Spend, HFTP Hotel and Club Controller Conference, June 20, Houston, TX.
12. Business Ethics – Webinar. Co-Presenter: Terry Price. April 10, 2018.
13. The Guarded Secrets: 20 in 60, All For Our Students. HKPU Faculty Retreat. December, 2017.
14. To Technology and Beyond: What Technologies are Clubs Ready to Buy? Co-Presenter: Cristian Morosan. HFTP Annual Convention, October 27, 2017.
15. Business Ethics: Is It All About the Money? Co-Presenter: Terry Price. HITEC Convention, June, 201. Toronto, Ontario, Canada.
16. “You Win! I Win! We Win” How to Coach Your Team to Success. Presentation at the 7th Annual Texas Regional Conference. April 23, 2016. Houston, Texas.
17. CHAE Examination Review. Presentation at the 7th Annual Texas Regional Conference. April 22, 2016. Houston, Texas.
18. “You Win! I Win! We Win” How to Coach Your Team to Success. Presentation at the 10th Annual HFTP Mid-South Atlantic Regional Conference. February 12, 2016. Charlotte, North Carolina.
19. Ten Years of HFTP, It’s Meaning to Us and HFTP’s Future. Panel Members: Daniel Conti, Agnes DeFranco, Terry Price, Jerry Trieber, and Frank Wolfe. Presentation at the 10th Annual HFTP Mid-South Atlantic Regional Conference. February 13, 2016. Charlotte, North Carolina.
20. 20 in 60: All in the name of education. Presentation to the faculty and doctoral students of the School of Hotel and Tourism Management, Hong Kong Polytechnic University, June 30, 2015. Hong Kong.

21. A Doctoral Degree: First Step to a Perfect Career. Presentation to the doctoral students of the School of Hotel and Tourism Management, Hong Kong Polytechnic University, June 30, 2015. Hong Kong.
22. Best of AC 2014: Global Hospitality Accounting Common Practices. Co-Presenter: Arlene Ramirez. HFTP Webinar, December 4, 2014.
23. Global Hospitality Accounting Common Practices. Co-Presenters: Howard Field, Anna McFarland, Arlene Ramirez, Frank Wolfe. HFTP Annual Convention, October, 2014. New Orleans, Louisiana.
24. Chaired and moderated a session in the Conference on Graduate Education and Graduate Students Research in Hospitality and Tourism, January, 2014. Houston, Texas.
25. Now Presenting... Co-Presenter: Terry Price. HFTP Annual Convention, October, 2013. Dallas, Texas.
26. Global Hospitality Accounting Common Practices. Co-Presenters: Howard Field, Anna McFarland, Arlene Ramirez, Frank Wolfe. HFTP Annual Convention, October, 2013. Dallas, Texas.
27. Presentation Workshop. Co-Presenters: Steve D'Erasmus, Kris Shoemaker. HFTP, March, 2013. Dallas, Texas.
28. Now Presenting... Co-Presenter: Steve D'Erasmus. HFTP Annual Convention, September, 2012. Orlando, Florida.
29. Presentation Workshop. Co-Presenters: Cihan Cobanoglu, Steve D'Erasmus, Kris Shoemaker. HFTP, March, 2012. Dallas, Texas.
30. Core Curriculum Revisions and Recommendations from the Undergraduate Education Advisory Committee. Co-presenter: Dr. Rex Peebles. 90th Annual Meeting of the Texas Association of Collegiate Registrar and Admissions Officers, November, 2011. San Antonio, Texas.
31. Texas Core Revision: In Pursuit of Student Success. Co-presenters: Dr. Rex Peebles and Dr. Russell Lowery-Hart. 11th Annual Texas A&M Assessment Conference, February, 2011. College Station, Texas.
32. CHAE Examination Review. HFTP Regional Conference, May, 2009. Houston, Texas.
33. Cost Control in the Hospitality Industry. HFTP 2nd Annual Caribbean Finance and Technology Conference, December, 2007. Montego Bay, Jamaica.
34. Leadership is in You. HFTP Assistant Controllers Conference, August, 2007. Charlotte, North Carolina.

35. The Uniform System of Accounts for the Lodging Industry, 10th edition. HFTP HITEC, June, 2007. Orlando, Florida.
36. HFTP Membership Benefits. HFTP HITEC, June, 2007. Orlando, Florida.
37. Cost Control in Hotels. Hong Kong Controllers Association, May, 2007. Hong Kong.
38. Effective Teaching. Hong Kong Polytechnic University School of Hotel and Tourism Management, May, 2007. Hong Kong.
39. Standards + Benchmarking = Profits. HFTP Western Regional Conference, April, 2007. Lake Louise, Alberta.
40. HFTP Members Benefits. Hotel and Club Controllers Conference, March, 2007. New Orleans, Louisiana,
41. HFTP Members Benefits. Washington Metropolitan Area Club Chapter, March, 2007. Washington, D.C.
42. HFTP Members Benefits. HFTP New Orleans Chapter, January, 2007. New Orleans, Louisiana.
43. Cost Control in the Hospitality Industry. HFTP First Annual Caribbean Finance and Technology Conference, December, 2006. Puerto Rico.
44. CHAE Examination Review. HFTP First Annual Caribbean Finance and Technology Conference, December, 2006. Puerto Rico.
45. Chaired and moderated a session in the 2004 Sixth Biennial Conference Tourism in Asia: Development, Marketing, and Sustainability, Phuket, Thailand.
46. Participated as a panel member in a session on Research Career at the 2003 Annual CHRIE Conference, July, 2003. Indian Wells, California.
47. Keynoted at The Hilton Lecture Series XIII at Michigan State University. Hospitality Accounting and Finance Curriculum, October, 2002. East Lansing, Michigan.
48. Tourism Education in the United States. To the tourism faculty and students at the Beijing Second Foreign Language University, October, 2002. Beijing, China.
49. Participated as a panel member in a session on Managing Your Research Career in the Conference on Graduate Education and Graduate Students Research in Hospitality and Tourism, January, 2001. Atlanta, Georgia.
50. Chaired and moderated a General Session in the 2000 Annual CHRIE Conference on Tourism Education, July, 2000. New Orleans, Louisiana.

51. Chaired and moderated a session in the 1999 Annual CHRIE Conference on Tourism Education, July, 1999. Albuquerque, New Mexico.
52. Presented at the Promus Hotel Corporation 1999 South and Mid-West Regional Controllers Conference on Communicating Financial Data, June, 1999. Houston, Texas.
53. Keynoted at The 4th Symposium on Food and Beverage Management on the Management of the Life Cycle of an Independent Restaurant, April, 1999. Kaoshuing, Taiwan.
54. Chaired and moderated a session in the Conference on Graduate Education and Graduate Students Research in Hospitality and Tourism, January, 1999. Las Vegas, Nevada.
55. Chaired and moderated a session in the 1998 Annual CHRIE Conference on Tourism and Foreign Investment in South East Asia. July, 1998. Miami, Florida.
56. Chaired and moderated an educators' session in the Second Annual Hospitality Industry Diversity Institute Conference, July, 1998. La Jolla, California.
57. Chaired and moderated a session in the Conference on Graduate Education and Graduate Students Research in Hospitality and Tourism, January, 1998. Houston, Texas.
58. Chaired and moderated an educators' session in the First Annual Hospitality Industry Diversity Institute Conference, September, 1997. Orlando, Florida.
59. DeFranco, A. L. The "INTRO" method for classroom instruction. Enron Teaching Excellence Symposium, April, 1997. Houston, Texas.
60. Bowen, J., DeFranco, A. L., Khan, M., Sung, H., & Walsh, T. Recruiting Students for Master's Program. Moderated by McCleary, K. Panel discussion presented at the 1996 Annual CHRIE Conference, August, 1996. Washington, D. C.
61. Chaired and moderated a panel discussion in the 3rd Annual HIHDI Symposium, April 29, 1996. Houston, Texas.
62. Chaired and moderated a session in the Conference on Graduate Education and Graduate Students Research in Hospitality and Tourism, January, 1996. Houston, Texas.
63. Chaired and moderated a panel discussion of Texas High School Hospitality Initiatives in the 2nd Annual HIHDI Symposium, 1995. Houston, Texas.

Research Grants and Contracts

1. Effects of US Presidents' Rhetoric toward China on Chinese Citizens Visiting the US. UH Small Grants Program. (Co-investigator). Proposed: \$4,365. Not funded.

2. UH Alternative Textbook Incentive Program for HRMA 4343. 2020. (Co-investigator). Funding: \$2,500.
3. UH Alternative Textbook Incentive Program for HRMA 3341. 2019. (Co-investigator). Funding: \$1,000.
4. Auditing in Hotels and Clubs. Hospitality Financial and Technology Professionals. December, 2019. (Co-investigator). Funding: \$10,000.
5. How AI Adds Value in Hotels. Hospitality Financial and Technology Professionals. December, 2019. (Co-investigator). Funding: \$15,000.
6. Hotel Labor Expenses: A longitudinal Study. Hospitality Financial and Technology Professionals. December, 2018. (Co-investigator). Funding: \$15,000.
7. Hotel Guest-facing IT Systems Satisfaction on Guests' Rebooking. Hospitality Financial and Technology Professionals. December, 2018. (Co-investigator). Funding: \$10,000.
8. UH Alternative Textbook Incentive Program for HRMA 2340. 2018. (Co-investigator). Funding: \$500.
9. Hotel Pre-opening Expenses. Hospitality Financial and Technology Professionals. December, 2017. (Co-investigator). Funding: \$15,000.
10. Guests' perception of IT systems in Hotels via Trip Advisor Comments. Hospitality Financial and Technology Professionals. December, 2017. (Co-investigator). Funding: \$10,000.
11. UH GEAR grant with Dr. Yoon Koh on Alternative Competitive Set in the Lodging Industry, April 2017. Not funded.
12. Hotel IT Management Structure and New IT Expenditures Reporting Per the 11th Edition of the USALI. Hospitality Financial and Technology Professionals. January, 2017. (Co-investigator). Funding: \$15,000.
13. Club Systems and Security. Hospitality Financial and Technology Professionals. January, 2017. (Co-investigator). Funding: \$10,000
14. Error Management in the Lodging Industry. American Hotel & Lodging Educational Foundation. (Co-investigator). \$49,538. Not funded.
15. Hotel Cyber Security. Hospitality Financial and Technology Professionals. January, 2016. (Co-investigator). Funding: \$25,000.
16. Mobile Payments in the Hospitality Industry. Hospitality Financial and Technology Professionals. January, 2015. (Co-investigator). Funding: \$15,000.

17. Mobile Technology Applications in the Club Industry. Hospitality Financial and Technology Professionals. December, 2013 (Co-investigator). Funding: \$10,000.
18. The American Hotel and Lodging Educational Foundation on "Turnover and Diversity in Lodging Industry." June, 2004 (Principal Investigator). Funding: \$74,400.
19. The Conrad N. Hilton College of Hotel and Restaurant Management Seed Grant on a comparison of the budget, frequency, and methods used in hotel advertising and promotion strategies in two major metropolitan cities: Beijing and Houston April, 2004 (Participant). Not funded.
20. The University of Houston Small Grants Program on Houston Restaurant Marketing Strategies Survey. December, 2001 (Co-investigator). Funding: \$3,000.
21. Curriculum Development in International Convention and Conference Management at Meio University in Japan. Department of State USIA Grant. April, 2001 (Co-principal Investigator). Funding: \$125,000.
22. The University of Houston Faculty Development Initiative Program (FDIP) to fund ADA compliance in online course development. January, 2001 (Principal Investigator). Funding: \$4,000.
23. Technology Decisions in the Multi-unit Lodging Companies. January, 2001 (Principal investigator). Not funded.
24. The Multicultural Foodservice and Hospitality Alliance grant to a study diversity and curriculum development. October, 2000 (Participant). Funding: \$1,000.
25. The University of Houston CampusNet Online Workshop for the development of online master level courses. May, 2000 (Participant). Funding: \$1,000.
26. The University of Houston Small Grants Program on the Development of a Web Based Experiential Learning Model. May, 2000 (Co-investigator). Funding: \$2,000.
27. The University of Houston PEER Grant on Developing a Proposal to the NACE Foundation on establishing a uniform system of accounts for the catering industry. May, 1999 (Principal Investigator). Funding: \$5,000.
28. The University of Houston Limited Grant-in-aid on American Tourists' Expectations for Hotel Service Quality: From Quality to Profitability. February, 1997 (Principal Investigator). Funding: \$2,000.
29. A research proposal on Legislative Initiatives on Room Taxes and the Lodging Industry to the American Hotel Foundation. February, 1997 (Participant). Not funded.
30. The University of Houston on the Continuous Quality Improvement of the Conrad N. Hilton College, April 1996 (Principal Investigator). Funding: \$3,300 for the training and development of the support staff resources.

31. The University of Houston on the Continuous Quality Improvement of the Conrad N. Hilton College, April 1996 (Principal Investigator). Funding: \$3,300 for the enhancement of services to students in the recruitment, placement, alumni relations and development areas.
32. The University of Houston Research Initiation Grant on an Empirical Analysis of the Relationship Between Financial Ratios and Profitability: The case of Hotel and Restaurant Operations. February, 1996 (Principal Investigator). Funding: \$5,000.
33. The University of Houston Limited Grant-in-aid on The Importance and Use of Financial Forecasting and Budgeting at the Departmental Levels in the Hotel Industry. February, 1996 (Principal Investigator). Funding: \$2,000.
34. The University of Houston on the Continuous Quality Improvement of the Conrad N. Hilton College, April 1995 (Co-investigator). Funding: \$5,000.
35. The University of Houston on the Usage of Financial Information by Hotel Engineers, May, 1994 (Co-investigator). Funding: \$2,000.
36. Sysco Corporation on Factors Influencing the Purchasing Decision of Produce Distributors, April, 1994. Funding: \$2,000.

Other Funding

1. Texas Higher Education Coordinating Board: Texas College and Career Readiness Network Website Development and Administration. 2012. (Principal investigator). Funding: \$30,000.
2. Texas Higher Education Coordinating Board: CSSP Technical Support Grant (Renewed). 2012. (Principal investigator). Funding: \$100,000.
3. Texas Higher Education Coordinating Board: CSSP Technical Support Grant. 2011. (Principal investigator). Funding: \$70,000.
4. Texas Higher Education Coordinating Board: Regional Conference – Student Success Summit. September 2011. (Principal investigator). Funding: \$50,500.
5. Texas Higher Education Coordinating Board: Regional College and Career Readiness Standards. 2011. (Principal investigator). Funding: \$140,000.
6. Texas Higher Education Coordinating Board: College for All Texan. 2010. Funding \$28,750.
7. Texas Higher Education Coordinating Board: G-Force Summit. 2009. Funding: \$10,000.

8. Texas Higher Education Coordinating Board: Regional College and Career Readiness Standards. (Principal investigator). 2009. Funding: \$160,000.
9. Texas Higher Education Coordinating Board: Gates Foundation. 2009. Funding \$25,000.
10. Texas Higher Education Coordinating Board: College and Career Readiness Standards for the University of Houston System. 2008. (Principal investigator). Funding: \$15,000.
11. Texas Higher Education Coordinating Board: College and Career Readiness Standards for the University of Houston. 2007. (Principal investigator). Funding: \$30,000.
12. Texas Higher Education Coordinating Board: Texas College and Career Readiness Round-ups. (Principal investigator). September 2009. Funding: \$40,000.
13. Achieving the Dream, a University of Houston's initiative with Achieving the Dream on transfer student success. Funded by the Houston Endowment on transfer student success. August 2007. Funding: \$450,000.
14. DeFranco, A. L., & Abbott, J. L. (2003). Three USDA Cochran Programs on restaurant management. Funding: \$61,782.
15. DeFranco, A. L. (2002, 2003). The American Hotel and Lodging Association information center grant. Total Funding: \$120,000. With matching funds from the Hilton Foundation, total: \$180,000.
16. DeFranco, A. L. (2001, 2002, 2003, 2004). Hospitality Financial and Technology Professionals curriculum development grant. Total Funding: \$82,500. With matching funds from the Hilton Foundation, total: \$67,500.
17. DeFranco, A. L. (2001, 2002, 2003, 2004). Hospitality Financial and Technology Professionals research institute grant. Total Funding: \$205,500. With matching funds from the Hilton Foundation, total: \$ 277,000.
18. DeFranco, A. L. (1997, 2000, 2004). Three endowments by the Hospitality Financial and Technology Professionals (two for scholarships and one for operations for the college). Total Funding: \$75,000. With matching funds from the Hilton Foundation, total: \$100,000.
19. DeFranco, A. L. (2003, 2005). Scholarship from the Hospitality Financial and Technology Professionals Houston Chapter. Total Funding: \$3,000.
20. DeFranco, A. L., & Jackson, F. H. (2002, 2003, 2004). Marriott Hotels and Resorts funding for the Hospitality Industry Diversity Institute. Total Funding: \$30,000.
21. DeFranco, A. L., & Jackson, F. H. (2001, 2002, 2003, 2004). Hilton Hotels Corporation funding for the Hospitality Industry Diversity Institute. Total Funding: \$42,000.

22. DeFranco, A. L., & Jackson, F. H. (2001, 2004). Accor funding for the Hospitality Industry Diversity Institute. Total Funding: \$15,000.
23. DeFranco, A. L., & Jackson, F. H. (2004). Best Western Funding for the Hospitality Industry Diversity Institute. Total Funding: \$2,000.

Other Indicators of Scholarly Work

1. Nan Hua, Ph.D., Barry A.N. Bloom, Ph.D., Agnes L. DeFranco, Ed.D., Toni Repetti, Ph.D., Twila Mae Logan, Ph.D., Dipendra Singh Mann, Ph.D., Peng Liu, Ph.D., Prashant Das, Ph.D., and Arun Upneja, Ph.D. (2021). Hospitality Financial Management and Contextualized Decision Making. Kendall Hunt Publishing Company. ISBN: 978-1-7924-4048-9.
2. DeFranco, A., Walker, J. R., & Walker, C. J. (2020). *Cost control in the hospitality industry*. 2nd Edition. Dubuque, Iowa: Kendall Hunt.
3. Instructor Manual for DeFranco, A., Walker, J. R., & Walker, C. J. (2020). *Cost control in the hospitality industry*. 2nd Edition. Dubuque, Iowa: Kendall Hunt.
4. 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. *Information and Communication Technologies in Tourism 2017*, 475-487.
5. 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.
6. Weygandt, Kieso, Kimmel, and DeFranco. 2nd Edition. (2008). *Hospitality Financial Accounting*. New York: John Wiley & Sons, Inc.
7. DeFranco, A. L., & Lattin, T. W. (2007). *Hospitality Financial Management*. New York: John Wiley & Sons, Inc.
8. DeFranco, A. L. (2005). Benchmarking: Measuring Success in the Hotel Industry. In Peter Harris and Marco Mongiella, editors. *Accounting and Financial Management: Developments in the international hospitality industry*. Oxford, England: Elsevier Butterworth-Heinemann.
9. DeFranco, A. L., Abbott, J. L., & Wang, X. (2005). *Catering Management*, Qinghua University Press, China.
10. Abbott, J. L., DeFranco, A. L., & Wang, X. (2005). *Conventions and Meeting Management*, Qinghua University Press, China.

11. DeFranco, A. L. (2005). Instructor's manual to accompany *Hotel and lodging management: An introduction*. Alan T. Stutts & James Wortman. New York: John Wiley & Sons, Inc.
12. Weygandt, Kieso, Kimmel, and DeFranco. (2005). *Hospitality Financial Accounting*. New York: John Wiley & Sons, Inc.
13. DeFranco, A., L. & Noriega, P. (Translated into Chinese, 2002). *Cost control in the hospitality industry*. New York: Prentice Hall.
14. DeFranco A. L., & Mok, C. (2002). Continental Airlines: Turnaround through customer-focused strategies. Case study contribution in *Tourism marketing - quality and service management perspectives for the twenty-first century*. London: Continuum.
15. DeFranco, A. L., & Sheridan, S. (2002). How Hotel Chief Engineers Use Financial Data. In Denney G. Rutherford, editor, *Hotel operations and management* (3rd ed.). New York: John Wiley & Sons, Inc.
16. DeFranco, A. L. (2001). Instructor's manual to accompany *Hotel and lodging management: An introduction*. Alan T. Stutts. New York: John Wiley & Sons, Inc.
17. DeFranco, A., L. & Noriega, P. (2000). *Cost control in the hospitality industry*. New York: Prentice Hall.
18. DeFranco, A. L. (1997). Review of the book *Hospitality in review: A capstone text*. *Asia Pacific Journal of Tourism Research*, 1(2), 87-89.
19. DeFranco, A. L., Chon, K. S., & Bosselman, R. H. (1997). "Advances in Hospitality and Tourism Research": Conference on Graduate Education and Graduate Student Research. *Asia Pacific Journal of Tourism Research*, 1(2), 80-84.

AWARDS AND HONORS

- 2021 26th Graduate Conference, The Best Conference Paper Award, as a committee member of Ms. Hyekyung Park's paper. Houston, TX.
- 2020 50 in 5, 2018 Scholar Award, University of Houston.
- 2019 HFTP-iHITA Best Presentation Paper Award. iHITA Annual Research Conference. Minneapolis, MN.
- 2019 Service Excellence Award, Conrad N. Hilton College.
- 2018 HFTP-iHITA Best Research Paper Award. iHITA Annual Research Conference. Houston, Texas.
- 2018 Stephen Rushmore/HVS Faculty Research Award, Conrad N. Hilton College.
- 2017 Don Greenaway Teaching Excellence Award, Conrad N. Hilton College.

- 2016 Teaching Excellence Career Award, University of Houston.
- 2015 Agnes DeFranco Endowed Scholarship at the Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, established by Hospitality Financial and Technology Professionals (HFTP).
- 2015 HFTP-iHITA Best Research Paper Award. iHITA Annual Research Conference. Austin, Texas.
- 2015 Distinguished Faculty Award, Conrad N. Hilton College Alumni Association.
- 2009 Paragon Award, HFTP.
- 2003 Distinguished Alumnus Award, Conrad N. Hilton College of Hotel and Restaurant Management.
- 2003, 2002, 2001, 2000, HFTP President's Honor Roll for membership recruitment.
- 1999 Outstanding Faculty Award, Houston Alumni Association.
- 1997 Best Paper Award at the 1997 Annual Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference, Providence, Rhode Island.
- 1996/1997 Dean's Award for Excellence in Applied Research, Conrad N. Hilton College of Hotel and Restaurant Management.
- 1996 International Association of Hospitality Accountants (IAHA) President's League for membership recruitment.
- 1996 Enron Teaching Excellence Award, University of Houston.
- 1998 Who's Who Among America's Teachers, 6th edition, Educational Communications, Inc.
- 1997 Who's Who Among America's Teachers, 5th edition, Educational Communications, Inc.
- 1996 Who's Who Among America's Teachers, 4th edition, Educational Communications, Inc.
- 1996, Honorary membership of the Mortar Board, National Honor Society, Cap and Gown Chapter at the University of Houston.
- 1995 Certified Hospitality Educator Cadre recognized by the Educational Institute of the American Hotel and Motel Association.
- 1995 City of Houston Faculty Recognition Award.
- 1994-95 University of Houston Conrad Hilton College of Hotel and Restaurant Management, Dean's Award for Teaching Excellence.
- 1994 Certified Hospitality Educator Milestone Recognition designated by the Educational Institute of the American Hotel and Motel Association.

- 1993-94 University of Houston Dean of Students EXCEL Outstanding Mentor.
- 1993 Distinguished Young Alumna, Hilton College Alumni Association.
- 1993 H.J. Heinz Graduate Fellowship.

PROFESSIONAL SERVICE

Service to the College and the University of Houston

College Level

- Chair, Ph.D. Admissions Committee, Fall 2014 to present.
- Chair, Subcommittee for the Hospitality Data Analytics and Project management track, Fall 2017 to present.
- Member, Accounting/Finance Curriculum Committee, 2013 to present.
- Member, College Service Award Selection Committee, April 2020.
- Member, College Rushmore Research Award Selection Committee, April 2020.
- Member, College Greenaway Teaching Award Selection Committee, April 2020.
- Member, Career Development Committee, Spring, 2020.
- Faculty Liaison to the CBRE (formerly PKF Research Center) for data request, Spring 2014 to present.
- Member, College Curriculum Committee, Fall 2017 to Spring 2020.
- Faculty Search Committee, Fall 2018 to Spring 2019.
- Speaker, Graduate Orientation, January, 2017.
- Speaker, Graduate Orientation, August, 2017.
- Faculty Lead – MHM Executive Online Program, Spring 2016 to December 2017.
- Member, Ad-hoc committee to evaluate feasibility of the Sugar Land hotel project, Fall, 2016.
- Speaker, Hilton College Fall Blitz, October 2016.
- Speaker, Graduate Orientation, August, 2016.
- Speaker, Cougar Summer Camp, June, 2016.
- Faculty Liaison to STR for data request, Spring 2016 to August, 2016.
- Member, Faculty Searches, Fall 2015.
- Faculty Advisor, Par Excellence, Fall 2014 to Spring 2016.
- Ex-officio member, C. N. Hilton College Alumni Board, September 2005 to 2007.

- Director of Graduate Studies, January 2004 to March 2005.
- Faculty Advisor, Hospitality Financial and Technology Professionals – Cougar Chapter, Fall 1997 to March 2005.
- Member, Graduate Curriculum Committee, October 2003 to March 2005.
- Interim Dean, January 2002 to June 2003.
- Chair, Academic Affairs Council, Spring 2001 to Fall 2001.
- Associate Dean, Fall 1999 to Fall 2001.
- Executive Director, Office of Graduate Studies, Fall 1997 to Summer 1999.
- Hearing Officer, Academic Honesty, Fall 1997 to 2000.
- Chair, Graduate Studies Committee, Fall 1992 to Summer 1997.
- Chair, Academic Standards Committee, Spring 1992 to Fall 1997.
- Department Hearing Officer, Academic Honesty, Fall 1993 to Fall 1997.
- Faculty Advisor, International Association of Hospitality Accountants -- Cougar Chapter, Spring 1994 to Fall 1997.
- Member, Strategic Planning Committee, Fall 1994 to Spring 2003.
- Member, Undergraduate Curriculum Committee, Fall 1992 to Fall 1997.
- Chair, Ad hoc Career Counseling and Placement Committee, Spring 1994 to Fall 1995.
- Chair, Accounting Faculty Search Committee, Fall 1993 to Spring 1994.
- Attended and worked at the booth of the college at the NRA show in 1994.
- Chair and member, various search committees for faculty and staff positions.
- Chair, Eric Hilton Chair Search Committee, Fall 1993.
- Faculty Advisor, Club Managers Association of America -- Cougar Chapter, Fall, 1991 to Spring 1994.
- Member, Awards and Honors Committee, Spring 1993.
- Chair, Hilton Professionals Reach Out for Undergraduate Development (Hilton PROUD) Committee, 1992.
- Member, Academic Standards Committee, Fall 1989 to Spring 1992.
- Chair, Faculty Salary Survey Committee, Hilton College, Spring 1992.
- Faculty Advisor, Hotel Sales Management Association, Student chapter at the Hilton College, Fall 1989 to Fall 1991.
- Member, Curriculum Review Committee, Spring 1990, Spring 1991.

- Established the MHM/MBA Program with the College of Business of UH Central Campus
- Worked with the College of Education and the Center of Asian American Studies on a proposal for interdisciplinary funding.
- Worked with the College of Business of UH Clear Lake and UH Victoria on an MHM/Healthcare Administration Program.
- Worked with the University of Texas Health Science Center on a joint MHM/MSN Program.
- Worked with the Government of Nayarit and the College to establish an extension of the Conrad N. Hilton College in Nayarit in Mexico.
- Worked with the Universidad Autonoma de Guadalajara on delivering our MHM Program.
- Worked with the University of Goteberg in Sweden to develop continuing education programs, faculty research projects, and future student exchanges.

University Level

- Member, IRB2 Committee, Fall 2018 to present.
- Member, University Promotion and Tenure Committee, Fall 2015 to present.
- Member, Dean Review Committee for Dr. Reynolds Review, Fall 2020.
- Ex-officio Board Member – UHAA Foundation, 2020-2023.
- Member, UHAA Foundation – Student Engagement Committee, 2020-2021.
- Member, UHAA Foundation – Audit Committee, 2020-2021.
- Member, UHAA Foundation – Scholarship Committee, 2020-2021.
- Liaison, UHAA Foundation for Fort Bend Club, 2020-2021.
- Liaison, UHAA Foundation for Hilton College Alumni Association, 2020-2021.
- Member, ADVANCE – ad hoc committee, Fall 2018-Spring 2019.
- Member, UH System Sexual Harassment Board, Fall 2014 to 2018.
- Member, University Faculty Salary Competitive Adjustment Committee, Spring 2016 to Fall, 2018.
- Volunteer, UH Parent Orientation Faculty Panel, summer 2016.
- Member, Search Committee, Director of Assessment and Planning for Student Affairs, 2013.
- Member, Search Committee, Vice President/Vice Chancellor for Student Affairs, 2011.
- Chair, Search Committee, Executive Director of Admissions, 2007 to 2008.

- Member, Search Committee, Executive Director of Scholarships and Financial Aid, 2007 to 2008.
- Member, University Studies Division Task Group, 2008.
- Member, Enrollment Management Task Force, September 2004 to 2009.
- Member, Undergraduate Council, April 2004 to 2013.
- Member, Orientation Task Force, Fall 2005 to 2013.
- Ex-officio member, Advising Coordinators Team, August 2004 to 2013.
- Member, Campus Alumni Network, Spring 2004 to 2013.
- Immediate Past President, Phi Kappa Phi, 2009-2010.
- President, Phi Kappa Phi, 2008-2009.
- Vice President, Phi Kappa Phi, 2007-2008.
- Immediate Past President, Phi Beta Delta, Delta Iota Chapter at UH, Spring 2005 to 2006.
- President, Phi Beta Delta, Delta Iota Chapter at UH, Spring 2004 to Spring 2005.
- Vice President, Phi Beta Delta, Delta Iota Chapter at UH, Spring 2001 to Fall 2001.
- Mentor, EXCEL Program, 1992 to 2006.
- Member, NCAA Certification Self-Study Steering Committee, Spring 2005 to 2007.
- Member, University Promotion and Tenure Committee, November 2003 to May 2004.
- Member, Technology Fees Committee, FDIP Grants, Fall 2000 to Spring 2004.
- Member, NCAA Interim Report Committee, Spring 2003.
- Member, University Fees Committee, Fall 1997 to Spring 2002.
- Member, Athletics Advisory Committee, Fall 2000 to Spring 2002.
- College representative to the Graduate and Professional Studies Council, Fall 1999 to Spring 2002.
- Member, Police Advisory Committee, 1995 to 2002.
- Member, Sexual Harassment Board, Fall 2000 to 2002.
- College representative to the Associate Deans Council, Spring 1997 to Fall 2001.
- College representative to the Chairs Council, Fall 1999 to Fall 2001.
- Member, Student Publications Committee, Fall 2000 to Fall 2001.
- Member, Classroom Committee, Fall 1998 to Fall 2000.
- Member, Teaching Steering Committee, Fall 1997 to Fall 2000.

- Member, Food Service Committee 1997-1998, reviewing the RFPs for the food service contract of the University of Houston System.
- Member, Student Fees Advisory Committee, 1997-1998, 1996-1997, 1995-1996.
- Member, Search Committee for the Assistant Dean of Students, Spring 1998.
- Member, Search Committee for the Assistant Vice President for Undergraduate Studies, Spring 2000.
- Member, Search Committee for the Director of the Office of International Studies Program, Summer 2000.
- Panel Member, UH Parent Orientation, 1998, 2000.
- Member, Student Handbook Revision Committee, 1994 to 1998.
- Chair, Self-Study Committee for Student Life and Athletics, SACS Review and Accreditation, 1995-97.
- Advisor, Mortar Board, Fall 1995 to Fall 1996.
- Conducted Faculty Development Workshop for the Teaching Excellence Award, Fall 1997, Fall 1996.
- Member, Search Committee for the Director of Finance and Director of Public Relations of the Student Program Board, Fall 1995.
- Member, Legislative and Community Relations Committee, 1995.
- College's representative on the Faculty Senate, Fall 1990 to 1995.
- Member, Search Committee for Director of Campus Activities, 1995.
- Mentor, Athletic Mentor Program, 1994 to 1995.
- Member, Excel Mentor Advisory Committee, 1994 to 1995.
- College's representative on the Research Initiation Grants Committee, Fall 1989 to Spring 1990, Fall 1994 to Spring 1995.
- Member, Committee on Committees, Faculty Senate, 1994.
- Member, Educational Policy Committee, Faculty Senate, 1994.
- Chair, Campus Life Committee, Faculty Senate, 1992, 1993.
- Member, Campus Life Committee, Faculty Senate, 1990, 1991, 1992.
- Member, Dean Screening Committee, Fall 1992 to Spring 1993.
- College's representative for the Reader for the Writing Proficiency Examination, University of Houston, Fall 1989 to Spring 1991, Spring 1993, Spring 1998.

- Member, University of Houston Women’s Association, 1991 to 1997.

Service to the Professional/Academic Discipline

- Member, Global Finance Committee for the revision of the Uniform System of Accounts for the Lodging Industry (and sub-committee chair within the committee).
- Member, Universal Key Club Performance Indicators, CMAA, May 2020 to present.
- Ex-officio member, CHAE Advisory Council of HFTP, January 2020 to present.
- Member, Member, Financial Management Committee, American Hotel & Lodging Association, June 2014 to present.
- Member, Editorial Review Board, Journal of Hospitality & Tourism Education, Spring 1991 to present.
- Member, Finance Committee of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), 1996 to 1999, 2002 to present.
- Member, Future Fund Committee of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), 2002 to present.
- Served as Conference Track Chair (Finance) for the Graduate Conference – A three-year term starting 2018 to 2021.
- Served as a reviewer for a tenure decision for the hospitality program at Northern Arizona University, 2020.
- Worked with a student Team to put together a short video on how to set up a QR code for the Texas Restaurant Association for them to share with their membership. This is also to assist restaurants in the COVID environment.
- Reviewer, 2019 ICHRIE Conference in New Orleans.
- Served as a reviewer for a tenure decision for the hospitality program at Missouri State University, May, 2018.
- Chair, Global Hospitality Accounting Common Practices, HFTP, October 2014 to January 2017.
- Member, Global Hospitality Accounting Common Practices, HFTP, January 2017 to January 2018.
- Reviewer for the International Journal of Contemporary Hospitality Management (SSCI Journal).
- Reviewer for the Journal of Hospitality and Tourism Technology.

- Ad hoc reviewer for The International Journal of Hospitality Management (SSCI Journal).
- Ad hoc reviewer for Tourism Economics (SSCI Journal).
- Member, Editorial Board, Journal of Hospitality & Tourism Research, January 2004 to 2005 (SSCI Journal).
- Reviewer, 23th Annual Graduate Education and Graduate Student Conference in Hospitality and Tourism, 2018.
- Reviewer, 22th Annual Graduate Education and Graduate Student Conference in Hospitality and Tourism, 2017.
- Reviewer, 21th Annual Graduate Education and Graduate Student Conference in Hospitality and Tourism, 2016.
- Reviewer, 20th Annual Graduate Education and Graduate Student Conference in Hospitality and Tourism, 2015.
- Volunteer consultant, HFTP's Global Hospitality Accounting Common Practice, 2013 to 2014.
- Member, Member Mentors Committee, HFTP 2013 to 2014.
- Member, Communications Committee, HFTP, 2013 to 2014.
- Member, Young Professionals Advisory Council, HFTP, 2012 to 2013.
- Member, Nominating Committee, HFTP, 2012-2013.
- Board Member, Texas Women in Higher Education, 2012-2013.
- Member, Paragon Award Selection Committee, HFTP, 2011, 2102.
- Member, Liberal Education America's Promise (LEAP) Texas Task Force, 2011 to 2012.
- Member, Council of Public University Presidents and Chancellors State Transfer Strategy Committee, 2011 to 2013.
- Chair, Undergraduate Education Advisory Committee of the Texas Higher Education Coordinating Board, November 2009 to 2012.
- Member, Undergraduate Education Advisory Committee of the Texas Higher Education Coordinating Board, November 2006 to 2009.
- Member, Texas Workforce Development Advisory Committee of the Texas Higher Education Coordinating Board, 2006 to 2009.
- Member, Texas Workforce Development Grant of the Texas Higher Education Coordinating Board, September 2005 to 2009.

- Immediate Past President, Hospitality Financial and Technology Professionals (HFTP), 2007 to 2008.
- Member, Nominating Committee, HFTP, 2008-2009.
- Chair, Nominating Committee, HFTP, 2007-2008.
- President, Hospitality Financial and Technology Professionals (HFTP), 2006 to 2007.
- Member, HITEC Advisory Committee, June 2005 to 2007.
- Vice President, Hospitality Financial and Technology Professionals (HFTP), 2005 to 2006.
- Chair, 2004-2005 HFTP Appeals Committee, October 2005 to 2006.
- Member, HFTP Leadership Academy Advisory Council, Summer 2002 to 2006.
- Treasurer, Hospitality Financial and Technology Professionals (HFTP), 2004 to 2005.
- Chair, 2004-2005 HFTP Education Advisory Council.
- Member, 2004-2005 HFTP Communications Editorial Advisory Council.
- Member, Multicultural and Diversity Advisory Council, American Hotel and Lodging Association, Spring 2004 to March 2005.
- Member, Human Resources Council, the American Hotel and Lodging Association, 1999 to March 2005.
- Member, Experience Lodging Advisory Committee (formerly Experience Lodging Task Force), 2001 to 2005.
- Member, Awards Committee of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), 2004-2005.
- Secretary, Hospitality Financial and Technology Professionals (HFTP), 2003 to 2004.
- Member, Certification Commission, the Educational Institute of the American Hotel and Lodging Association, 1999 to 2004.
- Co-Chair, Hospitality Industry Diversity Institute, Fall 2001 to February 2005.
- Co-Director, Hospitality Financial and Technology Professionals Research Institute, Fall 2001 to February 2005.
- Book Review Editor, International Journal of Hospitality Management, 1996 to January 2005.
- Conference Chair of the Seventh and Ninth Annual Graduate Research Conferences on Hospitality Education, 2002, 2004.
- Director, the Board of Directors of the Hospitality Financial and Technology Professionals (HFTP), 2000 to 2003.

- Paper co-chair of the Fifth Annual Graduate Research Conferences on Hospitality Education, 2000.
- Committee Member of the First and Third Annual Graduate Research Conferences on Hospitality Education, 1998, 1996.
- Chair, Hospitality Industry Diversity Institute, Fall 1999 to Fall 2001.
- Chair, Paper Review Committee, Hospitality Industry Diversity Conference, July 1998, September, 1997.
- Board Director, Hotel Motel Association of Greater Houston, Spring 2002 to Summer 2003.
- Board Director, Texas Hotel and Motel Association, Spring 2002 to Summer 2003.
- Member, Texas Hotel and Motel Association Educational Foundation, Spring 2002 to Summer 2003.
- Director, Hospitality Educators Association of Texas, Spring 2003.
- Member, Hospitality Educators Association of Texas, Fall 1999 to Fall 2003.
- Treasurer, Council on Hotel, Restaurant, and Institutional Education (CHRIE), 1999 to 2002.
- Chair, Finance Committee of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), 1999 to 2002.
- Member, CHRIE Paper Review Committee, 1997 and 1998 conferences.
- Member, Advisory Board, Kingwood College, Fall 1999 to Summer 2003.
- Member, Advisory Board, Houston Community College, Fall 2001 to Summer 2003.
- Member, Advisory Board, Cypress-Fairbanks Independent School District Hospitality Programs, Fall 2001 to Summer 2003.
- Member, Conference Committee, 1999 Annual HFTP Conference. San Antonio, Texas.
- Chair, Special Interest Group on Financial Management of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), 1998 to 1999.
- Consulting Editor, Journal of Convention and Exhibition Management, Spring 1997.
- Member, Hospitality Financial and Technology Professionals (HFTP, formerly the International Association of Hospitality Accountants IAHA) Scholarship Committee, 1996-97, 1994-95.
- Member, the Educational Institute of the American Hotel and Motel Association's Research Alliance.
- Member, Council on Hotel, Restaurant, and Institutional Education (CHRIE).

- Member, CHRIE Paper Review Committee, 1997, 1998, 1999, 2000, 2001 conferences.
- Member, Association of Hospitality Financial Management Educators (AHFME).
- Member, National Restaurant Association (NRA).
- Life Member, The University of Houston Alumni Organization.
- Life Member, The Honor Society of Phi Kappa Phi.
- Member, Golden Key National Honor Society.
- Founding Member, Phi Beta Delta, Delta Iota Chapter at the University of Houston, Honor Society for International Scholars.
- Member, Kappa Delta Pi, Honor Society for Collegiate Schools of Education.
- Member, Beta Gamma Sigma, Honor Society for Collegiate Schools of Business.
- Member, Eta Sigma Delta, Honor Society for Collegiate Schools of Hotel and Restaurants Management.
- Member, The Club Managers Association of America (CMAA), till 1994.

Service to the Community and Consulting

- Expert Witness: Estimating cost. IRS. June 2019 to present.
- Texas Hotel & Lodging Association. Seminars on Hotel Accounting, 2016-2020.
- TEW Aldine High School Career Panel. February, 2019.
- SYSCO Executive Education: Food and Beverage Analysis. August, 2017.
- Expert Witness: Estimating loss revenue. 2016-2017. Case No. 2014-55333; Liquid Gold Hospitality Group, LLC, Et Al. V. Domco, Inc. and MKWW Management, Inc., 270th Judicial District Court, Harris County, Texas.
- National Automatic Merchandising Association – Supervisory Development Program, 2015, 2016.
- Hard Rock Hotel, Tulsa. Financial Benchmarking and Management, 2013.
- Texas Hotel & Lodging Association. Seminars on Hotel Accounting, 1992-1995, 1997-2004.
- National Business Travel Association. Seminars on accounting and the Sarbanes-Oxley Act. November, 2003, February, 2004.
- Cochran Foundation - USDA programs with China, Mexico, and Asia. Summer 2003.
- United States Military Club Managers: courses on Cost Control, Labor Control and Analyzing Income Potential. Summer 1997, 1998, and 1999.

- West African Hotel and Food and Beverage Managers: Course on Cost Control. Summer 1999.
- Cochran Foundation - Chinese Hotel and Restaurant Executives: Course on Cost Control. Summer 1999.
- Financial and Break-even Analyses Seminars for Hilton Hotels Corporation, Spring 1998, Fall 1997.
- Continuing education course: "Working with Numbers" for restaurateurs and hotel food and beverage personnel, Spring 1998, Spring 1997, Fall 1996, Spring 1996, Fall 1995.
- Food Cost and Pricing Course for the Houston Culinary Guild, March 1997.
- Food and Beverage Control Course for the Nissho Gakuen Educational Foundation Program, December 1996.
- Financial audit for the Society for the Advancement of Food Service Research, 1994 to 1996.
- Curriculum development for the University of Technology, Jamaica, Spring 1996.
- Continuing education course: "Hotel Accounting and Finance" for executives for Hotel Shilla of Korea, Spring 1996.
- USAID Georgian/Armenian Study Program: Seminars in Accounting and Costs Control, Fall 1995.
- United States Army Club Managers: Seminars in Accounting and Costs Control, Fall 1996, Fall 1995.
- Advanced Hotel Management Seminar -- Delegation of Beijing Hotel Executives: Hospitality Finance, Spring 1994; Trends in the Hospitality Industry in the 1990s and Beyond, Fall 1994.
- National Association of Catering Executives: Course development, Fall 1994.
- United States Air Force Club Managers: Seminar in Costs Control, Spring 1994.
- American Hospitality Experience with Instituto Politecnico Nacional of Mexico: Computer Applications in Accounting and Food and Beverage Controls, Spring 1993.
- UNOCAL Corporation: Food and Beverage Controls, Spring 1993, 1992, and 1991.
- Hilton Hotels Corporation: Corporate Communications Project, 1992.