

Mary Wollin Dawson, Ed.D.

Associate Dean of Academics
Donald H. Hubbs Endowed Professorship
University of Houston
Conrad N. Hilton College of Hotel and Restaurant Management
4450 University Drive, #227
Houston, Texas 77204-3028
mdawson@uh.edu
Office Phone: 713.743.2441

Education and Certification

- 2008 Doctor of Education Ed.D., University of Houston
Major: Educational Leadership
Emphasis: Historical, Cultural and Social Foundations
Doctoral Dissertation: "The Impact of Hospitality Education on the Organizational Cultural Fit of Managers in the Hospitality Industry"
- 1997 Certified Hospitality Educator, American Hotel and Motel Association Education Institute
- 1995 Master of Hospitality Management M.H.M. , University of Houston
- 1992 Bachelor of Science in Hotel and Restaurant Management B.S., University of Houston

Professional Experience

- 2015-Present Associate Dean of Academics
Endowed Professor – Donald H. Hubbs Professorship
University of Houston
Conrad N. Hilton College of Hotel and Restaurant Management
- 2014 to Present Associate Professor
University of Houston
Conrad N. Hilton College of Hotel and Restaurant Management
- 2008 to 2014 Assistant Professor
University of Houston
Conrad N. Hilton College of Hotel and Restaurant Management
Teaching Responsibilities: Advanced Operations Management, Food, Beverage, & Labor Controls, Hospitality Education, Hospitality Purchasing, & Restaurant Marketing
- 1997 to 2008 Lecturer
University of Houston
Conrad N. Hilton College of Hotel and Restaurant Management

Teaching Responsibilities: Advanced Food and Beverage Management, Food and Beverage Controls, Food and Beverage Purchasing, Introduction to Hospitality, Managing in the Service Environment, Restaurant Management, Safety and Sanitation, & Survey of the Restaurant Industry

1996 to 1997 Adjunct Professor
Houston Community College
Teaching Responsibilities: Food and Beverage Controls, Restaurant Management and Service, & Sanitation in the Hospitality Industry

Professional Industry Experience

1990 to 1996 Restaurant Manager
Pappas Restaurants, Inc.
Responsibilities: Training coordinator for all Pappadeaux concept restaurants, lead orientation and training seminars for new hires, performed staff evaluations. Managed operation of kitchen and dining room of a Pappadeaux restaurant with yearly sales of over \$7 million employing a staff of 120.

1985 to 1990 General Manager,
McDonalds Restaurants, Inc.
Responsibilities: Solely responsible for restaurant management including customer service, sales, profit, personnel, and administration of store with \$1 million in annual sales. Conducted local store marketing research, developed procedures to build sales, monitored for compliance with policies and standards, maintained equipment, ordered supplies, and prepared various reports.

Academic and Industry Honors

2012 Conrad N. Hilton College of HRM **Service Excellence Award**
2011 Conrad N. Hilton College of HRM **Research Excellence Award**
2011 **Best Paper Award.** Teaching the Concepts of Service-Quality Through a Problem-Based Learning Approach. The International CHRIE Conference. Denver, CO
2010 **Best Paper Award.** Does a Hospitality Manager's Multicultural Competency Relate to Job Performance? Hospitality Industry Diversity Conference. Houston, TX
2005 University of Houston Alumni Association **Teaching Excellence Award**
2003 Conrad N. Hilton College of HRM **Research Excellence Award**
1999 Conrad N. Hilton College of HRM **Teaching Excellence Award**
1999 Club Manager's Association of America **Faculty Internship**
1995 Conrad N. Hilton College of HRM **Dean's Award Recipient**
1989 Houston Area McDonalds **Outstanding Store Award**

Research Contribution

Research Interests: Organizational Culture and Climate, Person-Organization Fit, Training

Published Materials
Articles in Refereed Publications

Madera, J.M., Guchait, P., & **Dawson, M.** (in print). Perceived diversity climate: Justice, ethnic, minority identity, and job satisfaction. *International Journal of Contemporary Hospitality Management*.

Madera, J.M., **Dawson, M.** & Neal, J.A. (in print). Managers' Psychological Diversity Climate and Fairness: The Utility and Importance of Diversity Management, *Journal of Human Resources in Hospitality and Tourism*.

Guchait, P., Abbott, J., Madera, J.M. & **Dawson, M.** (in print). Perceived Forgiveness Climate in Hospitality Organizations Drives Employee Attitudes and Behaviors: A Two-Study Replication, *Cornell Hospitality Quarterly*.

Guchait, P., Madera, J.M., **Dawson, M.** (in print). Learning in the service environment: The influence of diversity climate, *Journal of Service Theory and Practice*.

Guchait, P., Paşamehmetoğlu, A., & **Dawson, M.** (2014). Perceived supervisor and co-worker support for error management: Impact on perceived psychological safety and service recovery performance. *International Journal of Hospitality Management*, 41, 28-37.

Madera, J. M., **Dawson, M.**, & Neal, J. A. (2014). Managing language barriers in the workplace: The roles of job demands and resources on turnover intentions. *International Journal of Hospitality Management*, 42, 117-125.

Dawson, M. (2014). Preparing Students to Fit Within the Hospitality Industry Culture: Does the Educational Background Make a Difference, *Journal of Teaching for Travel and Tourism*, 14 (1), 53-68.

Neal, J.A. & **Dawson, M.** (2014). Outbreak at Mulligan Oaks: A Logical Approach to Discovering Food Safety Attributes, *Journal of Hospitality & Tourism Cases*, 3(3), 16-20.

Dawson, M., Madera, J. M., Neal, J. A., & Chen, J. (2014). The Influence of Hotel Communication Practices on Managers' Communication Satisfaction with Limited English-Speaking Employees. *Journal of Hospitality & Tourism Research*, 38(4), 546-561.

Madera, J. M., **Dawson, M.**, & Neal, J. A. (2013). Hotel Managers' Perceived Diversity Climate and Job Satisfaction: The Mediating Effects of Role Ambiguity and Conflict, *International Journal of Hospitality Management*, 35, 28-34.

Madera, J. M., **Dawson, M.**, Neal, J. A. & Busch, K. (2013). Breaking a communication barrier: The effect of visual aids in food preparation on job attitudes and performance. *Journal of Hospitality and Tourism Research*, 37. 262-280.

Chen, J., Tang, D., & **Dawson, M.** (2013). Model of CODP Identification in Service Delivery Process: a Hotel Case. *Advances in Information Sciences and Service Sciences*, 5(9), 383.

Madera, J. M., **Dawson, M.**, & Neal, J. A.(2012). The effect of knowing a second language and experience working with non-English speakers on job performance, *International Journal of Hospitality Management*, 31, 1083-1089.

Dawson, M. & Titz, K. (2012). Problem-Based Learning as A Strategy to Teach Service Quality: An Assessment of On-Line Reviews, *Journal of Hospitality & Tourism Education*, 24(2/3), 66-72.

Neal, J. A., **Dawson, M.**, and Madera, J. M. (2012). Food Safety for a Diverse Workforce, one size does not fit all. *Agricultural, Food and Analytical Bacteriology*, 2, 46-55.

Dawson, M., Abbott, J., Shoemaker, S. (2011) Hospitality Culture Scale: a measure of organizational culture and personal attributes, *International Journal of Hospitality Management*, 30, 2, 290-300.

Dawson, M., Baker, K.L., Chang, W., Hoey, A.J., Purdy, R., Saxenian, B., Smith, R., & Thomas, K. (2011). Marketing Strategies for the Sandwich Solution: Gaining Competitive Advantage through Social Networking, *Journal of Hospitality & Tourism Cases*, 1(1), 43-51.

Dawson, M., Madera, J. M., & Neal, J. A. (2011). Managing a bilingual workforce: Effective communication strategies for hospitality managers. *Worldwide Hospitality and Tourism Themes*, 3, 4, 319-334.

Neal, J.A., **Dawson, M.**, Madera, J. (2011). Teaching Students to Identify Food Safety Communication Barriers among Multicultural Workers, *Journal of Food Science Education*, 10, 36-44.

Dawson, M., Neal, J., and Madera, J. (2011). Preparing Hospitality and Tourism Students to Lead a Diverse Workforce, *Journal of Teaching for Travel and Tourism*, 11, 2, 195-210.

Draper, J., **Dawson, M.**, and Casey, E. (2011). An Exploratory Study of the Importance of Sustainable Practices in the Meeting and Convention Site Selection Process, *Journal of Convention & Event Tourism*, 12, 3, 153-178.

Dawson, M. & Abbott, J. (2011). Hospitality Culture and Climate: Keys to Retaining Hospitality Employees and Creating Competitive Advantage, *International Journal of Hospitality and Tourism Administration*, 12, 4, 1-16.

Madera, J., Neal, J. & **Dawson, M.** (2011). A Strategy for Diversity Training: Focusing on Empathy in the Workplace, *Journal of Hospitality and Tourism Research*, 35, 4, 469-487.

Shoemaker, S., **Dawson, M.**, Johnson, W. (2005). How to increase menu prices without alienating your customers. *International Journal of Contemporary Hospitality Management*, 17, (7), 553 - 568. Emerald Literati Network, **Highly Commended Award**

Titz, K., **Wollin, M.**, DeFranco, A., & Chernish, W. (2003) The Application and Usefulness of the Internet for Cooperative Learning Experiences. *The Consortium Journal of Hospitality and Tourism*, 7 (1).

Titz, K. & **Wollin, M.** (2002). Consensus Building as a Change Strategy for Experiential Learning at the Conrad N. Hilton College Hilton Hotel. *Journal of Hospitality & Tourism Education*, 14 (2). **Emerald Management Review Citation of Excellence (for practical implications and originality)**

Wollin, M. & Gravas, S. (2001). A Proposed Curriculum and Articulation Model for Two-Year Degree Programs in Culinary Arts. *Journal of Hospitality & Tourism Education*, 13 (2).

Articles in Non-Refereed Publications

Neal, J., Crandall, P.G., **Dawson, M.**, & Madera, J (2015). Food safety and language barriers on the food processing line, *Food Safety Magazine*, February/March, 21-25.

Dawson, M. (Autumn, 2010). A Walk In Diverse Shoes: Studying Human Relations and Communications in the Kitchen, *Chef Educator Today Digital Edition*, 29 – 31.

Wollin, M. (2000). 1999 Club Foundation Faculty Intern Reports on Experience. *Club Management*, 79 (6).

Barth, S. & **Wollin, M.** (1996). Housekeeping Teams Work. *Executive Housekeeping Today*, July, pp. 10-12.

Refereed Presentations

Madera, J.M., **Dawson, M.**, & Neal, J.A. (2015). Why Investing in Diversity Management Matters: Organizational attraction and P-O Fit. The International CHRIE Conference. Orlando, FL, July 2015.

Guchait, P., Abbott, J., Madera, J., & **Dawson, M.** (2015). Forgiveness is a Many Splendid Thing: Forgiveness climate's effect on employee attitudes and behaviors. The International CHRIE Conference. Orlando, FL, July 2015.

Dawson, M. & Guchait P. (2014) Poster Presentation. Defining Club Manager Culture. The International CHRIE Conference. San Diego, CA, July 2014.

Madera, J., **Dawson, M.**, & Neal, J. (2014). Poster Presentation. Managers' Perceived Diversity Climate and Organizational Fairness: The Mediating Role of Perceived Utility. The International CHRIE Conference. San Diego, CA, July 2014.

Morosan, C. & **Dawson, M.** (2014). Symposia. A Technology-based Approach to Active Learning in Hospitality Education. The International CHRIE Conference. San Diego, CA, July 2014.

Li, X. & **Dawson, M.** (2014). The Relationship of Internal Service Quality and Employee Satisfaction in the Hotel Industry. 19th Annual Graduate Student Conference in Hospitality and Tourism. Houston, TX, January 2014.

Dawson, M., Hua, N. & Abbott, J. (2013). Poster Presentation. Matching Personal Attributes with Job Function within the Hotel Industry. The International CHRIE Conference. St, Louis, MO, July 2013.

Hoey, A. & **Dawson, M.** (2013). Poster Presentation. Communication Preferences of Private Club Members Based on Generational Differences. 18th Annual Graduate Student Conference in Hospitality and Tourism. Seattle, WA, January 2013.

Dawson, M., Abbott, J., & Neal, J. (2012). Symposia. Developing a Research Culture: Creating an Agraphia Group. The International CHRIE Conference. Providence, R.I., July 2012.

Madera, J., **Dawson, M.,** & Neal, J. (2012). Poster Presentation. Managers' Communication Satisfaction in a Multi-Cultural Environment: The role of language barriers, organizational practices, and organizational attributes. The International CHRIE Conference. Providence, R.I., July 2012.

Kim, M.J. & **Dawson, M.** (2012). Poster Presentation. Using Problem Based Learning (PBL) to Improve Hospitality Students' Math Performance, 17th Annual Graduate Student Conference in Hospitality and Tourism. Auburn, AL, January 2012.

Li, X. & **Dawson, M.** (2012). Poster Presentation. The Relationship of Internal Service Quality and Employee Satisfaction. 17th Annual Graduate Student Conference in Hospitality and Tourism. Auburn, AL, January 2012.

Dawson, M. & Titz, K. (2011). Teaching the Concepts of Service-Quality Through a Problem-Based Learning Approach. The International CHRIE Conference. Denver, CO, July 2011. *Best Paper Award*

Titz, K. & **Dawson, M.** (2011). The Efficacy of Servqual Constructs to Code Online Hotel Guest Reviews: A content analysis. The International CHRIE Conference. Denver, CO, July 2011.

Casey, E. & **Dawson, M.** (2010). Poster Presentation. Sustainability in the Conference and Convention Sector of the Hospitality Industry. 15th Annual Graduate Student Conference in Hospitality and Tourism. Washington, D.C., January, 2010.

Dawson, M., Neal, J. & Madera, J. (2010). Preparing Hospitality and Tourism Students to Lead a Diverse Workforce. The International CHRIE Conference. San Juan, Puerto Rico, July 2010.

Dawson, M. & J. Abbott, J. (2009). Hospitality Culture and Climate: Keys to Retaining Hospitality Employees and Creating Competitive Advantage. The International CHRIE Conference. San Francisco, CA, August 2009.

Titz, K. & **Wollin, M.** (2001). Consensus Building as a Change Strategy for Experiential Learning at the Conrad N. Hilton College Hilton Hotel. The International CHRIE Conference. Toronto, Canada, August 2001.

Titz, K., Chernish, W., Defranco, A., **Wollin, M.** (2000). A Pilot Study to Develop a Web Based Experiential Learning Model. Reunion 2000: Our Past, Our Future: The International Society of Travel and Tourism Educators Annual Conference. Tampa, Florida, October 2000.

Wollin, M. (2000) Discovery Frequency of Class Participation Among a Diverse Population. Poster Presentation. Advances in Hospitality and Tourism Research: Graduate Education and Graduate Studies Research Conference at the University Hilton Hotel and Conference Center; University of Houston, Texas; January 2000.

Wollin, M. and Barth, S. (1996). The Pairing of Employees to Improve Housekeeping Results. Graduate Education and Graduate Studies Research Conference at the University Hilton Hotel and Conference Center; University of Houston, Texas; January 1996.

Non-Refereed Presentations

Neal, J., **Dawson, M.**, and Madera, J. (Sept, 2010). Food Safety for a Diverse Workforce; One Size Does Not Fit All. 2nd Annual Arkansas Association of Food Protection Conference. Springdale, Ark.

Madera, J., **Dawson, M.**, & Neal, J.(2010). Does a Hospitality Manager's Multi-cultural Competency Relate to Job Performance? HIDI Best Practices and Research Initiatives Conference. Houston, TX. September 2010.

Madera, J., Neal, J. & **Dawson, M.** (2009). A Strategy for Diversity Training: Focusing on Empathy in the Workplace. HIDI Best Practices and Research Initiatives Conference. Houston, TX. June 2009.

Wollin, M. (1999). Restaurant Management College Laboratories. First Pan-American Conference: Latin American Tourism in Next Millennium: Education, Investment, and Sustainability, Panama City, Panama, May, 1999.

Grant Activities

From Internships to Careers: Developing Hispanic Students through a USDA Ambassador Program, United States Department of Agriculture - (2016) Award \$248,116 Principal investigator: Juan Madera, Co-Directors: Jack A. Neal, Mary Dawson, and Daphne Hernandez

Developing the Next Generation of Food Safety Leaders, United States Department of Agriculture- (2013) Award \$241,849 Principal investigator: Jay Neal, Co-Director: Mary Dawson, Juan Madera, Maya Durnovo, Joseph Kolenda

Faculty Development Initiative Program- University of Houston (2013) Award \$26,047 Co-investigator: Cristian Morosan

Club Foundation Faculty Research Grant- Club Managers of America Association (2011) Award \$1,725

Faculty Development Initiative Program- University of Houston (2010) Award \$22,420 Co-investigators: Jay Neal and Juan Madera

Hospitality Industry Diversity Institute Grant- University of Houston (2010): Award \$3,550
Co-investigators: Jay Neal and Juan Madera

New Faculty Research Grant- University of Houston (2008): Award \$6,000

Houston Restaurant Wage and Salary Survey- Greater Houston Restaurant Association
(2000). Award \$2500 Co-investigator: Karl Titz

Other Scholarship

Dawson, M. (2009). *Instructor's Manual: Welcome to Hospitality...an Introduction. 3rd Edition.* Chon, K., & Sparrowe. Delmar Thomson Learning, Albany, NY.

Wollin, M. (2004) *Instructor's Manual: Introduction to Hospitality Management.* Walker, J.. Prentice Hall, Upper Saddle River, NJ.

Wollin, M. (2000). *Instructor's Manual: Welcome to Hospitality...an Introduction. 2nd Edition.* Chon, K., & Sparrowe. Delmar Thomson Learning, Albany, NY.

Wollin, M. (2000). Publications in Review: Working at Play: A History of Vacations in the United States. By Cindy S. Aron. *Journal of Hospitality & Tourism Research* 24(1), 104-106.

Service Activities

Graduate Student Thesis/Professional Papers

Irataliana, M. (2015). Hospitality Online Training: Examining the Relationship between Connectedness, Gender, and Generations. Professional Paper Chair.

McClland, B. (2014). Improving Student Engagement, Critical Thinking Skills, and Communication Skills through the Use of In Class Technology Applications. Thesis Chair.

Pena, D. (2014). Investigating the Mediating Role of Self-Efficacy on Job Satisfaction for Catering Employees. Professional Paper Chair.

Hoey, A. (2013). Communication Preferences of Private Club Members Based on Generational Differences, Professional Paper Chair.

Li, X. (2012). The Relationship of Internal Service Quality and Employee Satisfaction, Professional Paper Chair.

Pereria, C. (2012). Job Satisfaction of Fine Dining Restaurant Employees: A comparative study between front and back of house employees, Professional Paper Chair.

Griffin, S. (2011). The Relationship of Personality Traits to Tenure in Private Club Management, Professional Paper Chair.

Kim, M. J. (2011). A Study of Mathematics Anxiety Reduction Strategies for Hospitality Students, Thesis Chair.

Lawless, S. (2010). Investigation into the Service Predisposition of Food and Beverage Employees in Fine Dining Restaurants and Private Clubs, Professional Paper Chair.

Ozbay, B. (2010). Cougar Grounds Cougar Cubs Training Manual, Professional Paper Chair.

Smith, J. (2010). How Experiential Learning Activities in a Hospitality Program Affects Perceived Job Preparedness and Alumni Loyalty, Professional Paper Chair.

Casey, E. (2009). Sustainability in the Conference and Convention Sector of the Hospitality Industry: Determining what sustainability attributes play a role in site Selection, Professional Paper Chair.

Service to the Industry and Memberships

International Council on Hotels, Restaurants, and Institutional Education Member, 2005 to present

Advisor of the Eta Sigma Delta, University of Houston Chapter, 2005 to 2011

Board Member of the Lone Star Chapter Club Managers Association of America, 1999 to 2004

Faculty Advisor of Club Managers Association of America Cougar Chapter, 1998 to 2004

Hospitality Classic Golf Tournament Executive Directors Board, 1998 to 2004

Executive Director of Service for Gourmet Night 1998 to 2007

Texas Restaurant Association Member, 1991 to present