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CORNELL UNIVERSITY
SC JOHNSON COLLEGE OF BUSINESS
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EDUCATION:

- Ph.D. The Ohio State University, 1985 The Fisher College of Business,
Business Administration, Major: Organizational Theory/Behavior
Minor: Sociology
- B.S. Arizona State University, 1977 W. P. Carey School of Business,
Business Administration, Magna Cum Laude

ACADEMIC EXPERIENCE:

- 1999 – Present Full Professor of Strategy and The Lewis G. Schaeneman Jr. Professor of Innovation
and Dynamic Management, Cornell University, School of Hotel Administration
(Endowed Chair Holder since 1996).
- Research Fellow Center for Hospitality Research (2000 – Present)
 Research Fellow Center for Healthy Futures (2014 – Present)
- 2016 Visiting Professor, Ecole Hôtelière de Lausanne, University of Applied Science of
Western Switzerland, Route de Cojonnex 18, 1000 Lausanne, Switzerland
- Fellow, Lausanne Hospitality Research Center (2014 – Present)
- 2011 Visiting Researcher, Escuela Superior de Administración y Dirección de Empresas
(ESADE) Business School, Research Group on Tourism Management, Barcelona.
Spain
- 2011 Visiting Professor, Faculty of Social Sciences, The Norwegian School of Hotel
Management, Stavanger University, Stavanger, Norway.
- 1990 - 1996 Associate Professor, Cornell University, School of Hotel Administration, Ithaca,
New York
- 1985 - 1990 Assistant Professor, Indiana University, Kelley School of Business, Department of
Management, Bloomington, Indiana.
- 1979 - 1984 Teaching & Research Associate, The Ohio State University, Fisher College of
Business, Department of Management, Columbus, Ohio.

BUSINESS EXPERIENCE:

- 1984 Research Analyst, Nationwide Insurance Company, Division of Corporate Strategy, Office of Research, Columbus, Ohio.
- 1977 - 1979 Operations Manager, American Hospital Supply Corp., Dietary Products Division, Chicago, Illinois & Columbus, Ohio.
- 1974 - 1977 Economic Land Use Analyst, The City of Tempe, Planning and Redevelopment Department, Tempe, Arizona.
- 1984 – Present Founder, Enz and Associates, Strategic Consulting, Ithaca, New York.

ACADEMIC ADMINISTRATIVE EXPERIENCE:

- 2017 – Present Associate Dean for Academic Affairs, Cornell University, SC Johnson College of Business, School of Hotel Administration.
- Responsible for academic programs and all of the school's curricular functions, including coordinating curriculum development with the faculty, planning and scheduling courses, overseeing student academics, facilitating faculty research initiatives. Also responsible for the school's academic personnel functions: faculty searches, reappointments, promotions, faculty performance reviews, and research development.
- 2006 – 2007 Associate Dean for Industry Research and Affairs, Cornell University, School of Hotel Administration.
- Responsible for the leadership, strategic direction, and management of the Center for Hospitality Research, the Leland and Mary Pillsbury Institute for Hospitality Entrepreneurship, the \$3.5 million Office of Executive Education, and corporate relations.
- 2000 – 2003 Executive Director Center for Hospitality Research, Cornell University, School of Hotel Administration.
- Responsible for the management of all operational areas of the Center, including formulation of a business plan, the establishment of corporate relations and fund raising plans, management of all budgets and financial reports, and the development of strategic alliances with external partners.
- 1995 – 1998 Area Coordinator, Cornell University School of Hotel Administration, Department of Management.
- Responsible for administrative coordination for management area faculty. Served as a liaison between the Dean for Academic Affairs and area faculty. Reviewed and approved faculty budget and travel requests. Handled a variety of administrative activities as needed.

PUBLICATIONS:

1. Enz, Cathy A. and Canina, L. (2017) "Competitive Pricing in the Golf Industry." Journal of Revenue and Pricing Management. doi:10.1057/s41272-016-0075-8
2. Enz, Cathy A. and James, E. (2017) "Beyond Channel Mix Management: Building Within OTA Metrics and Strategies." Journal of Revenue and Pricing Management. doi:10.1057/s41272-016-0033-5
3. Enz, Cathy A., and Way, S. (2016) "Implementing Innovation in European Hotels" Service Science, Vol 8, No. 2, 97-107.
4. Enz, Cathy A., Kimes, S.E., Siguaw, J. A., Verma, R., and Walsh, K. (2016). Achieving Success through Innovation: Cases and Insights from the Hospitality, Travel, and Tourism Industry. New York, NY: Business Expert Press.
5. Enz, Cathy A., Canina, L. and van der Rest, J. (2016) "Hotel Strategic Pricing in Europe: A Ten Year Exploration of Competition" International Journal of Revenue Management.
6. Walsh, K., Fleming, C., and Enz, Cathy A. (2016) "Give and You Shall Receive: Investing In The Careers Of Women Professionals," Career Development International, Vol. 21, Iss 2.
7. Enz, Cathy A., and Verma, R. (2016) "Introduction to the Cornell Hospitality Research Summit Special Issue: The New Science of Service Innovation in a Multipartner World," Service Science, Vol 8, No. 2, iv-ix.
8. Zhaoping, Liu and Enz, Cathy A. (2016) "Entrepreneurship, Tourism" in Jafar Jafari and Honggen Xiao (editors) Encyclopedia of Tourism, Springer Press.
9. Enz, Cathy A., and James, E. (2015) "Strategic Partnering" Golf Business, Vol. 21 (5) 49-50.
10. Enz, Cathy A. (2015) "What Does It Take To Lead?" Chief Executive Officer, Vol. 1: 21-23.
11. Enz, Cathy A., Peiró-Signes, A., Segarra-Oña, María-del-Val (2014) "How Fast Do New Hotels Ramp Up Performance?" Cornell Hospitality Quarterly, Vol. 55, (2) 141-151.
12. Enz, Cathy A., Canina, L. and Palacios-Marques, D. (2013). "The Relationship Between New Entry Mode and Firm Performance," International Entrepreneurship and Management Journal. Vol. 9, (2) 129-145.
13. Noone, Breffni, Canina, L. and Enz, Cathy A. (2013) "Strategic Price Positioning for Revenue Management: The Effects of Relative Price Position and Fluctuation on Performance." Journal of Revenue and Pricing Management. pp. 1-14.
14. Enz, Cathy A., (2012). "Strategies for the Implementation of Service Innovations," Cornell Hospitality Quarterly, Vol. 53 (2) pp. 187-195.
15. Kosova, R., and Enz, Cathy A., (2012). "The Terrorist Attacks of 9/11 and the Financial Crisis of 2008: The Impact of External Shocks on U.S. Hotel Performance" Cornell Hospitality Quarterly, Vol. 53 (3) PP. 1-18.

16. Villa, M., Enz, Cathy A. and Costa, G., (2012). "Innovative Practices in the Spanish Hotel Industry," Cornell Hospitality Quarterly, Vol. 53 (1) pp. 75-85.
17. Enz, Cathy A. (2011). "Competing Successfully with Other Hotels: The Role of Strategy," In M. Sturman, J. Corgel and R. Verma (Eds.), The Cornell School of Hotel Administration on Hospitality.
18. Enz, Cathy A. and Canina, L. (2010). "Competitive Pricing in European Hotels," Advances in Hospitality and Leisure (Vol. 6), pp. 3-25.

Outstanding Author Contribution Award Winner at the Literati Network Awards for Excellence 2011 for Advances in Hospitality and Leisure.

19. Enz, Cathy A. (2010) Editor The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy. Beverly Hills, CA: Sage Publishing Co.
20. Enz, Cathy A. (2010) "Competitive Dynamics and Creating Sustainable Advantage," In Cathy A. Enz, (Ed.) The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy. Beverly Hills, CA: Sage Publishing Co.
21. Enz, Cathy A. (2010). Hospitality Strategic Management: Concepts and Cases, 2nd edition, New York: N.Y. John Wiley & Sons, Inc.

Translated into Portuguese in process.

22. Enz, Cathy A. (2010). "The Commoditization of Starbucks", In Cathy A. Enz Hospitality Strategic Management: Concepts and Cases 2nd edition, New York: N.Y. John Wiley & Sons, Inc. pp. 564-581.
23. Enz, Cathy A., Corson, D. and Canina L. (2010). "Building Capabilities at the Westward Hilton," In Cathy A. Enz Hospitality Strategic Management: Concepts and Cases 2nd edition, New York: N.Y. John Wiley & Sons, Inc. pp. 453-481.
24. Enz, Cathy A. (2009). "The Physical Safety and Security Features of U.S. Hotels. Cornell Hospitality Quarterly. 50 (4): 553-560.
25. Enz, Cathy A. (2009). "Human Resource Management: A Troubling Issue for the Global Hotel Industry. Cornell Hospitality Quarterly. 50 (4): 578-583.
26. Enz, Cathy A. Canina, L., and Lomanno, M. (2009) "Competitive Pricing in Uncertain Times" Cornell Hospitality Quarterly. 50 (3): 325-341.

Best Article of the Year Award of 2009 for the Cornell Hospitality Quarterly

27. Walsh, K., Enz, Cathy A. and L. Canina (2008). "The Impact of Strategic Orientation on Intellectual Capital Investments in Customer Service Firms," Journal of Service Research. Vol. 10, 300 - 317.

Best Article Award Finalist of 2008 for the Journal of Service Research

28. Enz, Cathy A., Canina, L., and Liu, Z (2008). "Competitive Dynamics And Pricing Behavior In U.S. Hotels: The Role Of Co-Location," Scandinavian Journal of Hospitality and Tourism, Vol. 8, No. 3, 230-250.

29. Enz, Cathy A. and Harrison, J. (2008) "Innovation and Entrepreneurship in the Hospitality Industry," In Roy Wood and B. Brothers The Handbook of Hospitality Management. London: UK, Sage Publishing.
30. Enz, Cathy A. (2008). "Creating A Competitive Advantage By Building Resource Capability: The Case of Outback Steakhouse Korea. Cornell Hospitality Quarterly. 49 (1), 73-78.

Reprinted in The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy. Beverly Hills, CA: Sage Publishing Co. (2010) pp. 290-296.
31. Liu, Zhaoping, Siguaw, J. and Enz, Cathy A. (2008) "Using Tourist Travel Habits and Preferences to Enhance Strategic Destination Planning: The Case for Sustainable Development in Costa Rica", Cornell Hospitality Quarterly, 49(3), 258-281.

Reprinted in The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy. Beverly Hills, CA: Sage Publishing Co. (2010) pp. 42-65.
32. Enz, Cathy A. and Ali F. Farhoomand (2008). "Banyan Tree: Sustainability of a Brand During Rapid Global Expansion," Asian Case Research Centre. Case # CSVS/108C, Part of the Focus Asia Business Leaders Series.

Reprinted in Hospitality Strategic Management: Concepts and Cases 2nd edition, Cathy A. Enz, John Wiley and Sons, Inc. (2010), pp. 514-551.
33. Siguaw, J., Simpson, P. and Enz, Cathy A. (2006). "Innovation Orientation: Development of Innovation Theory", The Journal of Product Innovation Management, Vol. 23, 556-574.
34. Simpson, P., Siguaw, J., and Enz, Cathy A. (2006) "Innovation Outcomes," The Journal of Business Research, Vol. 59, (0-11): 1133-1141.
35. Liu, Z. & Enz, Cathy A. (2006). "Key Organizational Resources and The Sustainable Competitive Advantage of Cornell University's School of Hotel Administration: Suggestions for Tourism & Educational Programs in China". Tourism Tribune (Spring): 27-33.
36. Canina, L. Enz, Cathy A. & Harrison, Jeffrey (2005). "Agglomeration Effects and Strategic Orientations: Evidence From the U.S. Lodging Industry". The Academy of Management Journal. 48 (4): 565-581.
37. Grover, S., and Enz, Cathy A. (2005). "The Influence of Company Rules, Ethical Climate, and Individual Characteristics on Sales Representatives' Honesty," Journal of the Australian and New Zealand Academy of Management.
38. Enz, Cathy A. (2005). "Multibranding Strategy: The Case of Yum! Brands". Cornell Hotel and Restaurant Administration Quarterly. 46 (1) pp. 1-7.
39. Enz, Cathy A. (2005). "Multibranding at Yum! Brands Inc.: Thinking Outside the Bun", In Harrison, J.S. and Enz, Cathy A. Hospitality Strategic Management: Concepts and Cases, New York: N.Y. John Wiley & Sons, Inc. pp. 469-482.
40. Harrison, J.S. and Enz, Cathy A. (2005). Hospitality Strategic Management: Concepts and Cases, New York: N.Y. John Wiley & Sons, Inc.

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41. Enz, Cathy A. (2004). "Issues of Concern for Restaurant Owners and Managers," Cornell Hotel and Restaurant Administration Quarterly, 45 (4) 315 – 332.
42. Walsh, K., Enz, Cathy A. and Canina, L. (2004). "The Impact of Gasoline Price Fluctuations on Lodging Demand for US Brand Hotels." International Journal of Hospitality and Tourism, 23 pp. 505-521.
43. Enz, Cathy A. & Corsun, D. (2004). "Living A Vision at Hillerman Hotels". The Case Research Journal.

Reprinted in Hospitality Strategic Management: Concepts and Cases, Harrison, J.S. and Enz, Cathy A, John Wiley and Sons, Inc. (2005), pp. 434-454.
44. Enz, Cathy A., and Siguaw, J. (2003). "Revisiting the Best of the Best: Innovations in Hotel Practice", Cornell Hotel and Restaurant Administration Quarterly, 44 (6)
45. Walsh, K. Enz, Cathy A., Siguaw, J. (2003). "Innovations in Hospitality Human Resources: Cases from the U.S. Lodging Industry", In Salih Kasluvan (ed.) Managing Employee Attitudes and Behaviors in the Tourism and Hospitality Industry. Nova Science Publisher: New York.
46. Chung-Herrera, B. G. Enz, Cathy A., and Lankau M.J. (2003). "Grooming Future Hospitality Leaders: A Competencies Model", Cornell Hotel and Restaurant Administration Quarterly, 44 (3) 17-25.
47. Canina, L., Walsh, K. & Enz, Cathy A. (2003). "Gasoline Price Fluctuations and Demand for Hotel Rooms: A Study of Branded Hotels from 1988 through 2000". Cornell Hotel and Restaurant Administration Quarterly, 44 (4) 29-37.
48. Enz, Cathy A. and M. Taylor (2002). "The Safety and Security of U.S. Hotels: A Post September 11th Report". Cornell Hotel and Restaurant Administration Quarterly, 43 (5) 119-136.
49. Enz, Cathy A. & Canina, L. (2002). "The Best of Times, The Worst of Times: Differences in Hotel Performance Following 9/11." Cornell Hotel and Restaurant Administration Quarterly, 43 (5) 41-52.
50. Dalton, D. R., Cosier, R. A. & Enz, Cathy A. (2002). "The Recalcitrant Director at Byte Inc.: Corporate Legality Versus Corporate Responsibility". In J. David Hunger and Thomas L. Wheelen (eds.), Strategic Management and Business Policy. 6th Edition, Reading, MA: Addison-Wesley. (Previously in 3rd (1991), 4th (1993) 5th (1995), and 6th (1997) Editions).

In J. David Hunger and Thomas L. Wheelen (eds.), Cases in Strategic Management, 5th Edition, Reading, MA: Addison-Wesley.

In J. David Hunger and Thomas L. Wheelen (eds.), Preferred Individualized Cases in Strategic Management. Edition, Reading, MA: Addison-Wesley.
51. Matilla, A. & Enz, Cathy A. (2002). "The Role of Emotions in Service Encounters", Journal of Service Research, 4(4) 268-277.
52. Taylor, M. & Enz, Cathy A. (2002). "Voices from the Field: General Managers' Responses to the Events of September 11th". Cornell Hotel and Restaurant Administration Quarterly, 43 (1) 7-20.

53. Enz, Cathy A. (2001). "What Keeps You Up at Night? Key Issues of Concern for Lodging Managers", Cornell Hotel and Restaurant Administration Quarterly, 42 (2) 38-45.
- Reprinted in Japanese (2001). "What Keeps You Up..." in The Hotel Management, January, pp. 210-216.*
54. Enz, Cathy A. Canina, L. & Walsh, K (2001). Hotel Industry Averages: An Inaccurate Tool for Measuring Performance, Cornell Hotel and Restaurant Administration Quarterly, 42 (6) 22-32.
- Reprinted in The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy. Beverly Hills, CA: Sage Publishing Co. (2010) pp. 888-900.*
55. Enz, Cathy A., Inman, C., & Lankau, M. (2000). "Strategic Social Partnerships for Change: A Framework For Building Sustainable Growth in Developing Countries," In P. Christopher Earley and Harbir Singh (ed.) Innovations in Cross-Cultural Management. Sage Publishing.
56. Enz, Cathy A. and Judy A. Siguaw (2000). "Best Practices in Service Quality", Cornell Hotel and Restaurant Administration Quarterly,
57. Enz, Cathy A. & Siguaw, J. (2000). "Best Practices in Human Resource Management". The Cornell Hotel and Restaurant Administration Quarterly, 41 (February), 48-61.
- Reprinted in The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy. Beverly Hills, CA: Sage Publishing Co. (2010) pp. 473-492.*
58. Siguaw, Judy A., Cathy A. Enz, and Karthik Namasivayam (2000), "Adoption of Information Technology in U.S. Hotels: Strategically Driven Objectives," Journal of Travel Research, 39 (November), 192-201.
59. Dubé, Laurette, Cathy A. Enz, Leo M. Renaghan, and Judy A. Siguaw, (2000). "Managing for Excellence: Challenges Emerging from the Best Practices Study in the U.S. Lodging Industry", Cornell Hotel and Restaurant Administration Quarterly,
60. Namasivayam, K., Enz, Cathy A. & Siguaw, J., (2000). "How wired are we? The state of technology adoption in the US hotel industry". The Cornell Hotel and Restaurant Administration Quarterly.
61. Enz, Cathy A., Potter, G. & Siguaw, J. (1999). "Serving More Segments and Offering More Products: What Are The Costs And Where Are The Profits?" The Cornell Hotel and Restaurant Administration Quarterly, 40 (6): 54-63.
62. Enz, Cathy A. & Siguaw, J. (1999). "Best Hotel Environmental Practices". The Cornell Hotel and Restaurant Administration Quarterly, 40 (5) 72-77.
63. Corsun, D. & Enz, Cathy A. (1999). "Predicting Psychological Empowerment Among Service Workers." Human Relations, 52 (2) pp. 205-224.
64. Dube, L. Enz, Cathy A., Reneghan, L. and Siguaw, J. (1999). American Lodging Excellence: The Keys to Best Practices in the U.S. Lodging Industry, American Hotel Foundation.
65. Siguaw, J & Enz, Cathy A. (1999). "Best Practices in Sales and Marketing." The Cornell Hotel and Restaurant Administration Quarterly, 40 (5) 31 – 43. Reprinted in Japanese Issue of The Hotel Management, June 2000.

66. Siguaw, J & Enz, Cathy A. (1999). "Best Practices in Hotel Architecture." The Cornell Hotel and Restaurant Administration Quarterly. 40 (5) 44-49.
67. Siguaw, J & Enz, Cathy A. (1999). "Best Practices in Information Technology". Cornell Hotel and Restaurant Administration Quarterly. 40 (5) 58-71.
Reprinted in Hotel Management and Operations, Editor Denney G. Rutherford, John Wiley and sons, Inc. (2002).
68. Dube, L. Enz, Cathy A., Reneghan, L. and Siguaw, J. (1999). "Best Practices in the U.S. Lodging Industry: Overview, Methods, and Champions," The Cornell Hotel and Restaurant Administration Quarterly. 40 (4). 14-27
69. Siguaw, J & Enz, Cathy A. (1999). Best Practices in Hotel Food And Beverage Management. Cornell Hotel and Restaurant Administration Quarterly. 40 (5) 50-57.
*Reprinted in Japanese issue of The Hotel Management, July 2000.
Reprinted in Hotel Management and Operations, Editor Denney G. Rutherford, John Wiley and sons, Inc. (2002)*
70. Siguaw, J & Enz, Cathy A. (1999). Best Practices in Hotel Operations. The Cornell Hotel and Restaurant Administration Quarterly. 40 (6): 42-53.
71. Enz, Cathy A, & Potter, G. (1998). The Impacts Of Variety On The Costs And Profits Of A Hotel Chain's Properties, The Hospitality & Tourism Research Journal (Formerly The Hospitality Research Journal).
72. Lindsay, C. & Enz, Cathy A. (1999). "Tinkertoy Power", In J. R. Gordon's Organizational Behavior: A Diagnostic Approach, 6th edition. Prentice Hall. Based on Lindsay, C. & Enz, Cathy A. (1991). Resource Control and Visionary Leadership: Two Exercises. Journal of Management Education, 15 (1) 127-135.
73. Daniels, J. & Enz, Cathy A. (1998). "A Value Networks Approach to Implementing Integrated Cross-National Business Operations". In Noritake Kobayashi (ed.) Management: A Global Perspective. Tokyo: Japan The Japan Times, Ltd.
74. Hinkin, T., Tracey, B. & Enz, Cathy A. (1997). "Scale Construction: Developing Reliable and Valid Measurement Instruments". The Hospitality Research Journal. 17 (1) 103-109.
75. Wimbush, J., Dollinger, M. J., Enz, C. A., Daily, C. M. & Dalton, D. R. (1996). "The Relationship Between Minority Business Enterprises and Corporate Purchasing Personnel: Perceptions From Both Sides of the Table," Journal of Business Strategies. Vol. 13, No. 1, Spring, pp. 42-64.
76. Enz, Cathy A., Corsun, D. L., & Young, C. (1996). "The Politics of Smoking: Findings or Agendas?" The Cornell Hotel and Restaurant Administration Quarterly, December, Vol. 37, No. 6, pp. 8-12.
77. Corsun, D. L., Young, C. A. & Enz, Cathy A. (1996). "Should NYC's Restaurateurs Lighten Up? Effects of the Smoke-Free Air Act" The Cornell Hotel and Restaurant Administration Quarterly. April pp. 25-33.

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80. Corsun, D. & Enz, Cathy A. (1995). Don't Wait Until You Get Whacked On The Knees: An Appreciation For Reflexive Management, Tourism & Hospitality Educator.
81. Inman C. & Enz, Cathy A. (1995). Shattering the Myths of the Part-Time Worker. The Cornell Hotel and Restaurant Administration Quarterly, October, Vol. 36, No. 5, pp. 70-73.

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83. Enz, Cathy A. (1993). Organizational Architectures for the 21st Century: The redesign of Hospitality Firms. The Hospitality Research Journal. 17 (1) 103-109.
84. Enz, Cathy A., Renaghan, L. & Geller, N. (1993). Graduate-Level Education: A Survey of Stakeholders. Cornell Hotel and Restaurant Administration Quarterly. August 90-95.
85. Enz, Cathy A. & Fulford, M. (1993). The Impact of the HRM Function on Organizational Success in Foodservice: Implications for Educators. Tourism & Hospitality Educator.
86. Marler, J. & Enz, Cathy A. (1993). Child-Care Programs That Make Sense. Cornell Hotel and Restaurant Administration Quarterly. Pp. 60 – 67.
87. Lyles, M., Near, J. P., & Enz, C. A. (1992). A Simulation for Teaching Skills Relating to Organizational Self-Renewal. Journal of Management Development, Vol. 11, No. 7, 39-47.
88. Enz, Cathy A. & Grover, R. A. (1992). The Importance of Top Management Visibility For Service-Based Professionals. Journal of Managerial Issues, Vol. 9, No. 3, Fall, 414-423.
89. Enz, Cathy A. (1992). The Culture of Social Science Research. In Peter Frost & Ralph Stablein (eds.), Doing Exemplary Organizational Research. Newbury Park, CA: Sage Publishing Inc., 36-42.
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91. Dunn, C. P. & Enz, Cathy A. (1991). Organizational Ethical Consensus: Does it Matter? In Patrick W. Claunch & R. Scherer (eds.), Institutionalization of Organizational \ Ethics Programs: Contemporary Perspectives.
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93. Dollinger, M., Enz, Cathy A. & Daily, C. (1991). Purchasing from Minority Small Businesses. International Journal of Purchasing and Materials Management, 27 (2) 9-14.
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99. Enz, Cathy A. (1989). The Moderating Effects of Value Similarity and Company Philosophy on the Climate-Commitment Relationship, International Journal of Value-Based Management, 2 (2) 17-35.
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Canina, L. Enz, Cathy A., and Lomanno, M. (2004). "Why Discounting Doesn't Work," Center for Hospitality Research Report, Vol. 4, No. 7.

Winner Industry Relevance Award from the Center for Hospitality Research 2006

Enz, Cathy A. (2003). "Hotel Pricing in a Networked World", Center for Hospitality Research Report. (2003) and (Los Precios De Los Hoteles En Un Mundo Intercomunicado)

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Walsh, K., Canina, L. and Enz, Cathy (2016). "The Performance Benefits of Contracted Knowledge", Academy of Management Annual Meeting, California, August 2016.

Enz, Cathy A. and Canina, L. (2015) "Competitive Pricing in the Golf Industry." Revenue Management & Pricing in Services Conference, December 2015.

Enz, Cathy A. and James, E. (2015) "Beyond Channel Mix Management: Building Within OTA Metrics and Strategies." Revenue Management & Pricing in Services Conference, December 2015.

Winner Best Practice Paper of Conference Award

Walsh, K., Fleming, S., & Enz, C. (2015). Developing High-Level Leaders in Hospitality: Advice for Retaining Female Talent, At the National Academy of Management Meetings. August 2015.

Enz, Cathy (2014). "Translating the Results of Scholarship into Actions by Practitioners", Academy of Management Annual Meeting, Philadelphia, August 2014.

Estes-Green, C. and Enz, Cathy A. (2014). "Metrics for Enhancing Revenue Generation Effectiveness," Cornell Hospitality Research Summit, October 2014.

Enz, Cathy A. and Sean Way (2014). "How Should Managers Implement Organizational Innovations" Cornell Hospitality Research Summit, October 2014.

Enz, Cathy A. (2012). "Location, Location, Location: The Performance Impact of Being Close to Your Competition," Cornell Hospitality Research Summit, October 2012

Enz, Cathy A. and Canina, L. (2012). "New Venture Entry Mode and Competitive Dynamics: An Investigation of Long-Term Hotel Performance, EuroCHRIE, and October 2012.

Enz, Cathy A. (2011). "Strategies for the Implementation of Service Innovations," The 12th International Research Symposium on Service Excellence in Management, June 2011.

Enz, Cathy A. and Mar Villa (2011). "Performance Enhancing Service Innovation in Spanish Hotels and Restaurants," International Conference on Hospitality & Leisure Applied Research, July 2011.

Enz, Cathy A. and Canina, L. (2011). "Strategic Revenue Management And The Role of Competitive Price Shifting," International Conference on Hospitality & Leisure Applied Research, July 2011.

Enz, Cathy A. (2010). "Pricing and the Promise of New Service Innovation," Cornell Hospitality Research Summit, October 2010.

Enz, Cathy A. and Canina L. (2009). "Pricing Strategies for Revenue Enhancement," International Conference on Hospitality & Leisure Applied Research, July 2009 at Hotel School the Hague.

Winner Best Paper of Conference Award

Shoemaker, D. and Cathy A. Enz (2009) "From Tabletop to Desktop: Converting a Simulation from the Classroom to the Web," Presented at ICELW International Conference on e-Learning in the Workplace, June – Columbia University.

Shoemaker, D. and Cathy A. Enz (2009). "Converting a Simulation from the Classroom to the Web," Sloan-C Symposium on Emerging Technology in Online Learning, June - San Francisco, Ca.

Walsh, K., Canina, L., & Enz, C. (2005). Investment of Intellectual Capital in Predicting Future Firm Performance: An Exploration of Service Firms. At the National Academy of Management Meetings.

- Enz, C. A. Canina, L. and Harrison, J. S. (2004). Competitive Dynamics and Pricing Behavior in U.S. Hotels: The Role of Co-Location. Presented at the Annual CHRIE Conference
- Canina, L. Enz, Cathy A. & Harrison, J. (2003). Agglomeration Effects and Competitive Strategy in the U.S. Hotel Industry. Presented at the National Academy of Management Meetings.
- Joergen, A. & Enz, Cathy A. (1999). Nature Based Tourism: A Framework for Cooperative Development. Travel and Tourism Research Association 20th Annual Conference.
- Joergen, A. & Enz, Cathy A. (1999). Sustaining Tourism: A Cooperative Community Partnership Model for Sustainable Tourism Development. Presented at the Council for Australian Tourism and Hospitality Education National Research Conference.
- Enz, Cathy A. (1998) Service, Servitude or Slavery? The Opportunities and Threats of Globalized Services in Developing Countries. Presented at the National Academy of Management Meetings.
- Mattila, A. & Enz, Cathy A. (1998). The Role of Non-Verbal Cues in Service Encounter Evaluations. Presented at the Frontiers in Services Conference. Vanderbilt University.
- Corsun, D. & Enz, Cathy A. (1997). Support-Based Relationships as Predictors of Service Worker Empowerment. Presented at the National Academy of Management Meetings.
- Enz, Cathy A. & Corsun, D. (1997) Living A Vision at Hillerman Hotels. Presented at the North American Case Research Association (NACRA) Annual Meeting.
- Enz, Cathy A. (1996). The Impact of Employee Empowerment on Service Quality: A View From the Perspectives of Customer and Managers. Presented at the Southwestern Academy of Management Meetings.
- Enz, Cathy A. & Tracey, B. (1996). Devising a Quantitative Approach to Measuring Cultural Constructs. Presented at the National Academy of Management Meetings.
- Corsun, D. Young, C. & Enz, Cathy A. (1996). Consumer Behaviors and Attitudes: Effects of New York City's Smoke-Free Air Act. Annual CHRIE Conference.
- Corsun, D. & Enz, Cathy A. (1995). Cultural Empowerment. Presented at the CHRIE Graduate Students Research Symposium.
- Enz, Cathy A., (1995). Work Values and Teams. Symposium National Academy of Management Meetings.
- Tracey, J. B. & Enz, Cathy A. (1994). The Hospitality Change Simulation: An Experiential Approach to the Introduction of Change. Annual Conference of the International Association of Hotel Management Schools/EuroCHRIE.
- Dollinger, M. & Enz, Cathy A. (1993). The Market Diversity, Symposium on the Diversity of Diversity. Presented at the National Academy of Management.
- Fulford, M., Enz, Cathy A. & Ghei, A. (1993). Power to the People: The Effects of Empowerment on Employee Attitudes and Behaviors. Annual CHRIE Conference.
- Enz, Cathy A. & Cullen, T. (1992). The Relationships Among Cultural Value Sharing, Cohesive Strategic Direction, and Hotel Performance. Proceedings: Annual CHRIE Conference.

Enz, Cathy A. & Inman C. (1992). A Comparison of Attitudes and Work Practices of Part-Time and Full-Time Workers in the Food Service Industry. Proceedings: Annual CHRIE Conference.

Dunn, C. & Enz, Cathy A. (1991). Orientation upon Employee Commitment, Influence, and Tenure. Proceedings: International Association of Business and Society Meeting.

Enz, Cathy A. (1991). Understanding the Disabled: An Exercise in Mindfulness. Presented at the Organizational Behavior Teaching Conference.

Enz, Cathy A., Fukami, C. & Lindsay, C. (1990). Children at Work and the Balance of Life. Presented at the Organizational Behavior Teaching Conference.

Enz, Cathy A. & Magjuka, R. (1990). Values, Resources, and Power: Network Centrality and Subunit Power. Presented at the National Academy of Management.

Grover, R. & Enz, Cathy A. (1990). Effects of Direct Customer Contact on Role Ambiguity, Role Conflict and Job Satisfaction: Does it Matter Who You Think Benefits From Your Work? Proceedings of the 27th Annual Eastern Academy of Management.

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Dollinger, M., Enz, Cathy A. & Daily, C. (1989). Impediments to Minority Business Enterprise Purchasing Programs. Proceedings: 74th Annual International Purchasing Conference, National Association of Purchasing Management, 99-102.

Enz, Cathy A. & Schwenk, C. (1989). Performance and the Sharing of Organizational Values. Presented at the National Academy of Management Meetings.

Enz, Cathy A. & Lindsay, C. (1989). Tinker Toy Teaching: Constructing Classroom Realities. Presented at the Organizational Behavior Teaching Conference.

Fryxell, G., Enz, Cathy A. & Grover, R. (1989). Flexible Instrumentation: A Guide for Measuring Partially Idiosyncratic Construct. Presented at the Midwest Academy of Management Meetings.

Niehoff, B., Enz, Cathy A. & Grover, R. (1989). The Impact of Top Management Actions on Employee Attitudes. Presented at the National Academy of Management Meetings.

Enz, Cathy A. & Near, J. (1989). The Organizational Change Game: An Experiential Approach to Practicing OD Skills. Presented at the Organizational Behavior Teaching Conference.

Enz, Cathy A. & Grover, R. A. (1988). A Comparison of the Importance of Executive Presence on Professionals with Inside Versus Outside Service Constituencies. Proceedings of the 31st Annual Midwest Academy of Management.

Grover, R.A. & Enz, Cathy A. (1987). Coworker Career Development: A Form of Organizational Citizenship Behavior. Proceedings of the 24th Annual Eastern Academy of Management.

Fryxell, G. E., Wilson, M. & Enz, Cathy A. (1987). "True Blue" or Just Plain Unreliable: A Caveat on the Use of Standard Instruments. Proceedings: National Decision Sciences Institute Meetings.

Enz, Cathy A. (1987). The Influence of Value Sharing on Critical Strategic Decisions. Presented at the Midwest Academy of Management Meetings.

Enz, Cathy A. & Fryxell, G. E. (1987). The Meaning and Measurement of Organizational Value Congruity. Presented at the National Academy of Management Meetings.

Ornstein, S., Enz, Cathy A. & Allen, B. (1987). Improving the Teaching Evaluation Process: Tales and Suggestions From the Classroom. Presented at the Organizational Behavior Teaching Conference.

Enz, Cathy A. (1986). Value Similarity and Corporate Philosophy: Two Cultural Moderators of the Climate-Commitment Relationship. Proceedings: National Decision Sciences Institute Meetings.

Enz, Cathy A. & Fryxell, G.E. (1986). The Effects of Climate and Organizational Values in a Causal Model of Commitment. Proceedings: National Decision Sciences Meetings.

Enz, Cathy A. (1986). Value Congruity as an Explanation for Intra-Organizational Power. Presented at the National Meetings of the Academy of Management.

Enz, Cathy A. (1986). A Multiple Respondent Approach to the Measurement of Perceived Intra-Organizational Power. Presented at the National Meetings of the Academy of Management.

Enz, Cathy A., Allen, B. & Banks, J. (1986). Teaching Through the Use of Journal Writing. Presented at the Organizational Behavior Teaching Conference.

Dugan, H. S. & Enz, Cathy A. (1984). Teacher Teach Thyself. Presented at the Organizational Behavior Teaching Conference.

Dugan, H. S. & Enz, Cathy A. (1984). Self-Research for Enhancing One's Instructional Practices. Presented at the National Conference on Teaching Public Administration.

Enz, Cathy A. & Davis, S. E. (1983). An Empirical Test of the Relationship Between Gender and Level in an Organizational Setting: Implications for Women and Men at Work. Presented at the National Meetings of the Academy of Management.

Enz, Cathy A. (1983). The Student as Researcher: Making Theory Relevant Through Action. Presented at the Organizational Behavior Teaching Conference.

Enz, Cathy A., Podsakoff, P. M. & Todor, W. D. (1982). Correlates of Organizational Commitment: A Comparative Analysis. Proceedings: National Meetings American Institute for Decision Sciences.

INVITED NATIONAL AND INTERNATIONAL PRESENTATIONS AND PAPERS:

Enz, Cathy A. (2015). Revenue Management in the Golf Industry, PGA Professionals Annual Meeting, November, 2015.

Enz, Cathy A. (2015). Strategic Pricing in the Golf Industry, South Carolina Golf Course Owners Association (NGCOA) Meeting, October, 2015.

Enz, Cathy A. (2015). The Dynamics of Pricing in Golf, National Golf Course Owners Association (NGCOA) Annual Meeting, February, 2015.

Enz, Cathy A. (2013). Strategic Pricing, Multi-Unit Owners Lunch, National Golf Course Owners Association (NGCOA) Annual Meeting, February, 2015.

Enz, Cathy A. (2013). Teaching Scholar Seminar: Evaluating Group Work, Cornell University Center for Teaching Excellence, October 2, 2013.

Enz, Cathy A. (2011). Discounting Doesn't Work: How to Develop A Sustainable Pricing Strategy, Hospitality Exchange, Belfast, Northern Ireland, October 19, 2011.

Enz, Cathy A. (2011). Cost Control: What Are The Best Strategies? Hospitality Exchange, Belfast, Northern Ireland, October 18, 2011.

Enz, Cathy A. (2011). Pricing Strategies for Revenue Enhancement, Faculty/Graduate Student Lecture, University of Stavanger, Norway, September 8, 2011.

Enz, Cathy A. (2011). Innovation and Change in Difficult Times, Grythyette Akademi, Orebro University, Stockholm, April 4, 2011.

Enz, Cathy A. (2011). The Researcher's Journey: Becoming an Entrepreneurial Professor, Lecture #1, Ecole Hoteliere Lausanne, Lausanne, Switzerland, April 26, 2011.

Enz, Cathy A. (2011). Building A Research Agenda: Examples and Suggestions, Lecture #2, Ecole Hoteliere Lausanne, Lausanne, Switzerland, April 28, 2011.

Enz, Cathy A. (2011). Getting Published: The Challenges and Strategies for Getting Your Work in Print, Lecture #3, Ecole Hoteliere Lausanne, Lausanne, Switzerland, May 2, 2011.

Enz, Cathy A. (2011). External Shocks and Performance in US Hotels, ESADE Research Group, Barcelona, Spain, February 2011.

Enz, Cathy A. (2010). Destination Strategy, Duro 2010 International Tourism Conference, Portugal, October, 2010.

Enz, Cathy A. (2010). "Pricing and the Promise of New Service Innovation," Cornell Hospitality Research Summit, October 6, 2010.

Enz, Cathy A. (2010). "Using Data for Teaching and Research," Educator's forum, STR Data Conference.

Enz, Cathy A. (2010). "Fireside chat with Randy Smith and Mark Lomanno," (Moderator). STR Data Conference.

Enz, Cathy A. (2010). Strategic Pricing in Uncertain Times, Irish Hotel Federation National Conference, Galway, Ireland.

Enz, Cathy A. (2008). CEO & Founders' Roundtable: Web Innovations & Building Great online Communities for Women, Panel Moderator, Womensphere Global Leadership & Innovation Summit.

Enz, Cathy A. (2008). Doctoral Consortium Moderator, ESADE's 17th International Tourism and Leisure Symposium.

Enz, Cathy A. (2008). The Diffusion of Innovation, The Innovation Network Meeting, The Leland C. and Mary M. Pillsbury Institute for Hospitality, Cornell University.

Enz, Cathy A. (2007). Agglomeration in Hotels, A Research Presentation The Ohio State University.

Enz, Cathy A. (2006). What the Smart Businesses Are Doing, Failte Ireland Conference, Thriving in Tourism.

- Enz, Cathy A (2006). Pricing for Profits: How to Raise Revenues, Panel Presentation International Hotel Conference, Rome
- Enz, Cathy A. (2006). The Hospitality Academic's Success, I-CHIRE Career Academy Keynote Speaker.
- Enz, Cathy A. (2006). Innovative Practices in the US Lodging Industry ESADE's 15th International Tourism and Leisure Symposium.
- Enz, Cathy A. (2005). Enduring Success and the Entrepreneurial Professor, Doctoral Student Institute, Organizational Behavior Teaching Conference.
- Enz, Cathy A. (2005). Pricing Strategy ESADE's 14th International Tourism and Leisure Symposium.
- Enz, Cathy A. (2004). Price Dynamics: Why Discounting Doesn't Work in Hotels. The IX International Forum in Tourism. Center for Innovation in Tourism & Leisure Management
Instituto de Empresa
- Enz, Cathy A. (2004). Innovations in International Hotels. Presented to the Graduate Students of ESADE's Centre for Tourism Management Hospitality and Tourism Program.
- Enz, Cathy A. (2003). Effective Change Management. Presented to the Miami Chapter of the Cornell Hotel Society.
- Enz, Cathy A. (2003). Strategic Decision Making. Presented to the masters students of IMHI.
- Enz, Cathy A. (2002). A Sample of Research Findings. Presented at the Georgia Lodging Outlook Meeting.
- Enz, Cathy A. (2002). Effective Change Management for Innovation. Presented at the Recuerde El 7mo Congreso Hotelero Nacional Y Expohotel 2002
- Enz, Cathy A. (2002). Moderated Panel on Trends at the Young Presidents Organization Food and Beverage Industry Roundtable, May New York.
- Enz, Cathy A. (2002). Making Sense of Industry Averages. Presented at the Smith Travel Research Conference.
- Enz, Cathy A. (2002). GM Perceptions Post September 11th and Industry Averages. Presented at the Cornell University Strategy Conference, New York.
- Enz, Cathy A. (2001). Understanding Industry Averages. Presented at the International Society of Hospitality Consultants.
- Enz, Cathy A. (2001). Two Studies in Linking Customers to Employee Psychological Empowerment. Presented at the University of Limerick, Limerick Ireland.
- Enz, Cathy A. (2001). Lessons in Excellence What can be learned from US Best Practice Champions. Presented at the Dublin Institute of Technology, Dublin Ireland.
- Enz, Cathy A. (2001). Excellence in Hotel Operations. Presented at the Irish Hotel Federation, Kilkenny Ireland.
- Karthik, N. Siguaw, J. & Enz, Cathy A. (2000). Technology Empowering Service Workers: Presented at the CUHK – CU Research Conference, Hong Kong China.

- Enz, Cathy A. (2000). Empowering Service Workers: Presented at the SHA Research Presentations.
- Enz, Cathy A. (1999) Psychological Empowerment in Service Workers: Two Studies in Review. Interpersonal Trends and Practices in Customer Service: Perspectives from Hospitality and Health Care Operations. Symposium on Customer Service. Cornell University.
- Enz, Cathy A. & J. Siguaw (1999). Keys to Excellence. Presented at the New York Hotel Show, Cornell University Research Forum.
- Enz, Cathy A. (1999). Maximizing Profitability. Presented at the Cornell University Strategy Conference.
- Enz, Cathy A. & L. Renaghan (1999). Best Practices in the Lodging Industry. Presented at the Cornell University Strategy Conference.
- Enz, Cathy A. (1998). What does it take? Understanding success and failure in Implementing Radical Change: Trustee Council Weekend.
- Hartman, R. & Enz, Cathy A, (1998). Reorganizational Initiatives. Presented at the Cornell University Strategy Conference.
- Enz, Cathy A. (1997). Effective Change Management: The Hospitality Change Simulation. INCAE MBA Students, Nicaragua.
- Enz, Cathy A. (1996). The NYC Smoke Free Restaurants Study: An Update, The New York Hotel Show Research Forum.
- Enz, Cathy A. & Klein, P. (1996). What's the Product and Whose the Customer? Southwestern Academy of Management Meetings.
- Enz, Cathy A, Corsun, D. & Young, C. (1995). Should NYC's Restaurateurs Lighten Up? The New York Hotel Show Research Forum.
- Enz, Cathy A. (1995). The Hospitality Change Simulation. International Hoteliers Conference.
- Enz, Cathy A. (1994). Entrepreneurship: Why Race Matters. Harvard University Alumni Conference.
- Enz, Cathy A. (1993). Panel on Sexual Harassment. Student Forum School of Hotel Administration.
- Enz, Cathy A. (1993). Panel on Work and Family Conflict. Women in Hospitality: A Forum for Managing Change. Women's Issues Network First Annual Conference.
- Enz, Cathy A. (1993). Teaching Service Culture Courses. Teaching Organizational Culture Meetings.
- Enz, Cathy A. (1992). Panel of Editors: Question & Answer Forum. Eastern Academy of Management, Baltimore, Maryland.
- Enz, Cathy A. (1991). Being a Reviewer. Pre-conference Symposium for Junior Faculty and Doctoral Students, National Academy of Management, Miami, August 1991.
- Daniels, J. & Enz, Cathy A. (1990). Value Networks and Integration of European Regional Operations. Presented at the International Symposium of Multi-National Corporations and the 21st Century Scenarios, Japan.

Enz, Cathy A. (1990). Values and the Performance Edge. Research Seminar at Northwestern University, Graduate School of Business, Evanston, Ill.

Daniels, J. & Enz, Cathy A. (1989). A Value Networks Approach to Implementation of European Regional Business Operations. Workshop on Organization Theory and the Multinational Corporation, INSEAD, France.

Enz, Cathy A. (1989). The Importance of Scholarship. Awards Banquet, Fraternity, Bloomington, In.

Enz, Cathy A. (1988). The Organizational Change Simulation. Taught to MBAs at Harvard University, Harvard University Graduate School of Business, Cambridge, Mass.

Enz, Cathy A. (1988). The Ethical Difference - Values in Leadership. The 42nd Annual Business Conference, Indianapolis, In.

Enz, Cathy A. (1987). A Problem-Solving Approach to Organizational Development. IST doctoral students, Bloomington, In.

Enz, Cathy A. (1986). Understanding the Organizational Culture in the Recruiting and Early Employment Years. Graduate Women in Business Association, Bloomington, In.

Enz, Cathy A. (1986). Identifying and Changing the Corporate Culture. The 40th Annual Business Conference, Indianapolis, In.

COMMENTARIES AND ESSAYS

Enz, Cathy A. (2014) "We Love Innovation, right? The Analytic Hospitality Executive SAS Blog, September 17, 2014. <http://blogs.sas.com/content/hospitality/2014/09/17/from-the-desk-of-the-chrs-we-love-innovation-right/>

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- Enz, Cathy A. (2009). Avoid a lose-lose pricing position, Hotel News Now, April <http://www.hotelnewsnow.com/Articles.aspx?ArticleId=988>
- Enz, Cathy A., Linda Canina, and Mark Lomanno (2009). Pricing in uncertain times, Hotel News Now, March <http://www.hotelnewsnow.com/Articles.aspx?ArticleId=787>
- Enz, Cathy A. (2006). Book review of The Emperor of Wine: The Rise of Robert M. Parker, Jr. and the Reign of American Taste by Elin McCoy Cornell Hotel School News Magazine for Cornell Hotel School Society Members and Friends,
- Enz, Cathy A. (2006). Book review of Disney Wars by James B. Stewart Cornell Hotel School News Magazine for Cornell Hotel School Society Members and Friends,
- Enz, Cathy A. (2005). Book review of The Travels of a T-shirt in the Global Economy by Pietra Rivoli Cornell Hotel School News Magazine for Cornell Hotel School Society Members and Friends,
- Enz, Cathy A. (2005). Book review of Blink by Malcolm Gladwell Cornell Hotel School News Magazine for Cornell Hotel School Society Members and Friends, Spring.
- Enz, Cathy A. (2004). Book review of Just Enough by Laura Nash and Howard Stevenson, Cornell Hotel School News Magazine for Cornell Hotel School Society Members and Friends, Fall
- Enz, Cathy A. (2004). Book review of Trading Up by Michael J. Silverstein & Neil Fiske, Cornell Hotel School News Magazine for Cornell Hotel School Society Members and Friends, Spring
- Enz, Cathy A. (2003). Commerce and the Challenge of Transformational Change. Cornell Hotel and Restaurant Administration Quarterly, 44 (3) June, pg. 1-2.
- Enz, Cathy A. (2003). Rethinking Safety and Security. Cornell Hotel and Restaurant Administration Quarterly, 44 (2) April, pg. 1.
- Enz, Cathy A. (2003). Hotel Pricing in a Networked World. Cornell Hotel and Restaurant Administration Quarterly, 44 (1) February, pgs. 4-5.
- Enz, Cathy A. (2002). Research: The Tool Kit of Science. Cornell Hotel and Restaurant Administration Quarterly, 43 (6) December, pgs. 6-7.
- Enz, Cathy A. (2002). Hospitality in *Extremis*. Cornell Hotel and Restaurant Administration Quarterly, 43 (5) October, pg. 3.
- Enz, Cathy A. (2002). Promoting the Human Spirit: Key to Business Success. Cornell Hotel and Restaurant Administration Quarterly, 43 (4) August, pg. 1.

Enz, Cathy A. (2002). "American Owned" – A Dubious Source of Differentiation. Cornell Hotel and Restaurant Administration Quarterly, 43 (3) June, pg. 3.

Enz, Cathy A. (2002). Trapped on the Dark Side of Smoking Bans. Cornell Hotel and Restaurant Administration Quarterly, 43 (2) April, pg. 3.

Enz, Cathy A. (2002). The Nature of University Research. Cornell Hotel and Restaurant Administration Quarterly, 43 (1) February, pg. 3.

Enz, Cathy A. (2001). Burdened with Hidden Baggage: The Customer in Our Midst. Cornell Hotel and Restaurant Administration Quarterly, 42 (6) December, pg. 3.

Enz, Cathy A. (2001). The Recency Effect. Cornell Hotel and Restaurant Administration Quarterly, 42 (5) October-November, pg. 3.

Enz, Cathy A. (2001). Seeking Perspective. Cornell Hotel and Restaurant Administration Quarterly, 42 (4) August-September, pg. 3.

Enz, Cathy A. (2001). Information + Analysis = Understanding. Cornell Hotel and Restaurant Administration Quarterly, 42 (3) June, pg. 3.

RESEARCH GRANTS:

External Shocks, Sponsored Research, Center for Hospitality Research 2010.

Innovation Practices, Sponsored Research, Center for Hospitality Research 2008 - 2010.

Key Issues of Concern to Hospitality Leaders, Sponsored Research, Center for Hospitality Research 2008.

Cornell University School of Hotel Administration Summer Research Grant 2003 & 2004

Valuing Human Capital and Agglomeration Effects in the U.S. Lodging Industry. Change Cornell University Research Grant, Summer 2002

Innovation Orientation and the Adoption of Change Cornell University Research Grant, Summer 2001

Building Implementation Effectiveness Into The Introduction Of Radical And Incremental Innovations: An Exploration In Managed Change, Cornell University Research Grant, Summer 2000

The Top Benchmarking Practices in the United States Lodging Industry: Manager's and Customer's Perspectives. American Hotel Foundation. (Co-investigators are L. Renaghan, L. Dube, and J. Siguaw). 1998. \$250,000

Distance Education and Digital Video Case Development in Five Courses on Entrepreneurship, Strategic Management, & Innovation. Hatfield Fund (Co-investigators are D. H. Streeter and P. Rainsford). 1998. \$13,000

Impact of New Employee Practices on Operating Performance in the Hotel Industry. Cornell University Research Grant, Summer 1997 (Co-investigator with G. Potter).

An Empirical Study of the Impact of Product/Customer Variety on Hotel Costs and Revenues. Cornell University Research Grant, Summer 1996.

Experienced Empowerment of Service Workers: The Effects on Employees, Managers, and Customers, Summer 1995.

Redesigning Hospitality Firms: New Structural Forms and Best Practices. Cornell University Research Grant, Summer 1994.

The Role of Employee Empowerment on Service Quality. Cornell University Research Grant, Summer 1993.

A Strategic and Cultural Choice Model of Hotel Performance. Cornell University Research Grant, Summer 1992.

Strategic Alliances and Economic Development in the Great Lakes Region. (Co-Investigator with Charles Schwenk). The Ameritech Foundation, 1990-91.

Economic and Cultural Considerations in Overcoming Impediments to Minority Business Contracting: The Leadership Role of Regional Minority Councils. (Co-Investigator with Marc J. Dollinger). The Ameritech Foundation, 1988-1989.

Shared Organized Values and the Performance of Minority Owned Small Businesses. Indiana University Research Grant, Summer 1989.

The Effects of Value Congruence and Strategic Consensus on Performance: A Causal Modeling Approach. Indiana University Research Grant, Summer 1988.

Cultural, Structural, and Administrative Influences on Organizational Performance: An Empirical Field Study. Indiana University Research Grant, Summer 1987.

TECHNICAL REPORTS:

Strategic Hospitality Management– CD/Rom (2001).

Best Practices in the US Lodging Industry – CD/Rom (With L. Dube, J. Siguaw, & L. Renaghan) Center for Hospitality Research, (2001).

Determining Future Customer Needs and Trends. 1999

Best Practices in the Lodging Industry (With L. Dube, J. Siguaw, & L. Renaghan) 1998.

The Peninsula Hotel Beverly Hills, Effective Housekeeping, Los Angeles, CA. (With M. Lankau) 1997.

ITT-Sheraton Best Practices Study, Ithaca, N.Y. (With D. Corsun) 1996.

Luxury Hotels in North America, Ithaca, N.Y. 1994. Motivating Hotel Employees.

Club Managers Association of America, Ithaca, N.Y. 1992. Organizational Assessment of Service Quality, Employee Empowerment, and Performance.

Ameritech Foundation, Chicago, IL. (With M. Dollinger) Leadership of Regional Minority Councils in the Great Lakes Region.

Federal Express, Memphis, TN. 1987/88. (With C. Schwenk) Cultural and Strategic Agreement and Its Effects on Performance.

BMW Constructors, Indianapolis, In. 1986/87. (With R. Grover) Worker Cooperation, Performance and Satisfaction.

Electronic Components Company, Indianapolis, In. 1986/87. (With R. Grover) Worker Cooperation, Performance and Satisfaction.

American Art Clay Company, Indianapolis, In. 1986/87. (With R. Grover) Worker Cooperation, Performance and Satisfaction.

Farm Bureau Insurance Company, Indianapolis, In. 1986/87. (With R. Grover). Organization Culture and Performance Study.

Citizens Gas & Coke Utility, Indianapolis, In. 1986/87. (With R. Grover). Organization Culture and Performance Study.

Metropolitan Printing Company, Bloomington, In. 1985. Organizational Culture Audit.

Old Spaghetti Factory Inc., Seattle, Wa. 1985. Organizational Culture Audit.

Advanced Robotics Company, Columbus, Oh. 1984. Organizational Culture Audit.

Rax Restaurants, Columbus, Oh. 1984. Organizational Culture Audit.

Kal Kan Pet Food Company, Columbus, Oh. 1983/84. Culture Audit and Value Sharing.

Roach Incorporated, Columbus, Oh. 1983/84. (With J. McFillen). Motivation and Work Attitudes.

Wendy's International, Columbus, Oh. 1982/83. (With J. McFillen). Managing Turnover in Store Operations.

TEACHING ACTIVITIES:

Courses Taught At Cornell University

Competitive Strategies for the Hospitality Industry (HADM740 & HADM744)
Innovation & Dynamic Management (HADM418/HADM443/ARME328 HADM449/ARME328))
Best Practices and the Management of Change for High Performance (HADM605)
Creating and Maintaining Service Excellence (HADM791)
Strategic Management (HADM301/HADM401/HADM441/HADM4410)
Service Cultures (HADM416)
Organizational Process & Design (HADM303)
Organizational Behavior & Small Group Processes (HADM414)
Seminar in Hotel Operations (HADM407)

Courses Taught At Ecole Hôtelière de Lausanne, University of Applied Science of Western Switzerland

Hospitality Strategic Management (MBA6153 - Executive MBA in Hospitality Administration Program)

Courses Taught At Stavanger University Norway

Transformational Leadership in Hospitality and Tourism (MHR190 – Master's Program)

Courses Taught At Indiana University

Strategic Management & Policy
MBA Organizational Change
Management & Organization Theory
MBA Organizational Design & Theory
Doctoral Seminar Organization Theory

Courses Taught At Ohio State University

Introduction to Organizational Behavior
Introduction to Administrative Problems
Statistical Methods

INSTRUCTIONAL MATERIALS:

Enz, Cathy A. Leading Strategic Change Initiatives, Course ID: LSM 583, online education via e-Cornell.

Enz, Cathy A. Introduction to Global Hospitality Management, Course Hosp.101x, CornellX - EdX, MOOC <https://www.edx.org/course/introduction-to-global-hospitality-management-cornelx-hosp-101x> (with B. Carroll, J. deRoos, and B. Tracey).

Enz, Cathy A. Formulating Strategy and Mapping the Competitive Landscape in the Hospitality Industry, Course ID: SHA 551, online education via e-Cornell.

Enz, Cathy A. Creating Value and Competitive Advantage in the Hospitality Industry, Course ID: SHA 552, online education via e-Cornell.

Enz, Cathy A. Implementing Strategy and Strategic Control Systems in the Hospitality Industry, Course ID: SHA 553, online education via e-Cornell.

Enz, Cathy A. Managing Strategic Change, Course ID: HAME 511, online education via e-Cornell.

Enz, Cathy A. & Near, Janet P. The Hospitality Change Simulation, copyright 1993

The hospitality change simulation was designed by Enz and fashioned after a manufacturing simulation developed by Near. The hospitality simulation was designed to give students hands on experience in introducing change into a hotel. Participants play the role of change specialists in a team based hands-on interactive simulation. The charge of the team is to get management level personnel of a simulated hotel to adopt a corporate change initiative, while taking into consideration the unique culture and resistance of hotel personnel. The learning objectives are: (1) to understand what drives change and the process of introducing change. The emphasis is on skill building around how to implement change, (2) to develop a sound change management strategy as a team and experiment with ways to introduce change based on step-by-step feedback, and (3) to discover how to manage reluctant managers and how to move them toward change.

Enz, Cathy A. & Near, Janet P. The Hospitality Change Simulation: In CD-ROM Version 1.0, copyright 1997 in collaboration with INCAE.

Rainsford, P. & Enz, Cathy A. The Peninsula Hotel Video Case Study.

Supervision of Doctoral Student Research:

Zhaoping Liu (Chair 2004 - 2011) Effects of Manager's Network Ties on Firm Performance: A Comparison of State-Owned, Private, and Foreign Entrepreneurial Economy Hotels in China.

Carina Hallin Exploring the strategic impact of service employees' tacit knowledge, University of Stavanger, Norway (Defense committee 2009)

Masaki Taylor (Chair 2002 – 2004)

Karthik Namasivayam Modeling the Service Exchange: The Influence of Perceived Control and Perceived Fairness on Consumers' Satisfaction Evaluations (Chair) 2001

David Corsun The Antecedents and Consequences of Dignification Status. (Chair) 1999.

Bonnie Nelson The Nature And Implications Of Technological Change And The Rise Of A Service Economy: Observations From The Field Of Automotive Repair. (Member, ILR) 1997

Crist Inman Environmental Contingencies, Organizational Transformation and Their Impact on Failure: Evidence From Lodging Firms at Niagara Falls, 1885-1991. (Chair) 1996

Clifford West. The Impact of Top Management Team Demographic Characteristics, Demographic Homogeneity and Strategic Consensus on Business Unit Performance in a Stable and a Dynamic Industry. (Member) 1992.

Janet Hillier. An Integrated Framework for Examining CEO Background, Board Membership and Corporate Performance: Test of A Model. (Member) 1990.

William Klein. The Historical Transformation of the American Private College: An Organizational Analysis. (Member) 1989.

Marc S. Mentzer. Determinants of Structural Change in Declining Organizations: The Case of the US Railroad Industry. (Member) 1986.

Gerald E. Fryxell. The Influence of Generic Strategy on the Empirical Relationship Between Business Level Product R&D Expenditures and Profitability. (Member) 1986.

SERVICE:

Service to Profession & Industry:

Advisory Board EGBOK Mission 2014 - present
Columnist for Hotel News Now HotelNewsNow.com (2009 – present)
Culinary Institute of America Joint Advisory Board, Board Member.
CHRIE Outstanding Hospitality Educator Award Committee (2007-present)
CHRIE Doctoral Student Outstanding Paper Award Committee (2004)
ARDA Research Grant Review Committee (2002 – 2003)
Research and Project Funding Committee – American Hotel and Lodging Association (2000-2003)
Lifetime Achievement Award Committee Org. Behavior Teaching Society (Chair 1997)
Distinguished Paper Award Committee Southwestern Academy of Management (1997)
Program Chair, Organization Theory Track, Eastern Academy Meetings (1991-1992)
Governance Task Force Organizational Behavior Teaching Society (1991-1992)
Rothlesberger Research Award Committee (1989, Chair 1990)
Midwest Academy Meetings Local Arrangements Committee (1986)
Board of Directors, Organizational Behavior Teaching Society, 1988-1991
Elected Representative to the Executive Committee, Midwest Academy of Management

Service to Cornell University:

Deans Advisory Board – Co-Chair Curriculum Committee 2017 – Present
University Online Course Quality Control Task Force 2017-2018
Co-Chair Professional Degree Programs Task Force 2017- 2018
Advisory Board Center for Teaching Innovation 2015 - 2017
Educational Policy Committee, Committee Member. (July 1, 2017 - June 30, 2018).
SHA Faculty Policy Committee, Committee Member. (July 1, 2017 - June 30, 2018).
Undergraduate Curriculum Committee, Committee Member. (July 1, 2017 - June 30, 2018).
Promotion & Tenure Committee Member Dyson 2017-2018
Ad Hoc Promotion Committee Johnson Graduate School of Business 2016, 2014
Drown Prize Selection Committee 2008 – Present
Advisory Board – Cornell Hospitality Advisory (CHA) 2006 - present
Undergraduate Admissions Selection Committee 2010 - 2012
Faculty Personnel Committee 2008 - 2012
Doctoral Program Ph.D. Review Committee 2005 – 2011
Research Advisory Board for CNI Program 2006 - 2011
Ad Hoc Committee Full Professor Promotion ILR 2010
Full Professor Committee Promotion & Tenure ILR 2009-2010
Ad Hoc Committee Promotion & Tenure AEM Program CALS 2009
MMH Entrepreneurship Career Track Champion 2005 - 2007
Advisor – Hotelie Entrepreneurs 2006 - 2007

Service to Cornell University (Continued):

Industry Affairs Committee (Chair) 2005 – 2007
Academic Advisory Board for Cornell – NTU Masters Program 2005 – 2011
Industry Advisory Board Center for Hospitality Research 2005 – 2007
PDP Program Review Committee (Chair) 2006
Strategy Search Committee 2004-2006 (Chair)
Promotion and Tenure Guidelines Committee 2005
University Appeals Committee 2004 – 2005
Faculty Policy Committee 1998 – 2002 (Chair 1999 – 2000) 2004 – 2005, 2008 - present
Ad Hoc Committee Promotion & Tenure Johnson Graduate School of Business 2004
Strategy Chaired Professor Search Committee 2001-2002 (Chair)
Ad Hoc Committee Promotion & Tenure School of Industrial and Labor Relations 1999
Market Research Task Force 1998 - 2000
University Appeals Committee 1994 -1999; 2000-2005
FACTA Faculty Advisory Committee to the Provost on Promotion & Tenure Committee 1998 –1999
University Leadership and Change Task Force
School Promotion & Tenure Committee (2012 – Present)
Executive Education Advisory Committee 1997 - 2000
Strategy Award Judging Committee 1998 – 2000 (Chair 1999)
Area Coordinator Management Area 1995 - 1998
Undergraduate Academic Advisory Committee 1995 – 1998
Freshman Orientation Facilitator (1998)
Research Committee (Chair) 1994 – 1996 2000 - 2004
Board of Directors Center for Hospitality Research 1994 – 1996
Academic Advisory Board to Institut De Management Hotelier International 1993 - 1996
Director of Student Enrollment Search Committee
Graduate Committee Member, 1991 - 1994
Masters Internship Program Development 1993 - 1994
Ad hoc Committee to Study Hotel/School Interaction 1991-1992
MOHR Area Recruiting Committee Member 1991; 1993 (Chair 1995)
Petitions and curriculum graduate subcommittees. 1991 - 1993
Teaching Evaluation Task Force 1990 - 1991
Management Internship Program Committee 1990
Freshman Orientation Presenter 1991

Journal Editing, Editorial Boards and Reviewing:

Associate Editor –

Cornell Hospitality Quarterly, Associate Editor 2010 – 2013
Journal of Management Education, Associate Editor 1991-1993
Journal of Hospitality & Tourism Research, Associate Editor 2008 – 2012

Review Boards –

Cornell Hospitality Quarterly, Editorial Review Board 1992 – 2001; 2008 – 2010, 2013
Journal of Service Research, Editorial Review Board 2009 - Present
International Journal of Business Innovation and Research, Editorial Review Board 2006 - Present
Journal of Management Education, Editorial Review Board 1994 - Present
Electronic Journal of Radical Organisation Theory, Editorial Review Board 1995- 2016
The Jordanian Journal of Business Administration (JJBA) Editorial Review Board 2005 – Present
Journal of Tourism and Hospitality, Editorial Review Board 2011 - Present
Journal of Group & Organization Management, Editorial Review Board 1997 - 2000

Praxis: The Journal of Applied Hospitality Management, Consulting Editor 1998 – 2005
Journal of Hospitality & Tourism Research, Editorial Review Board 1997 - 1998
Journal of Managerial Issues, Editorial Review Board 1992-1996
International Journal of Value-Based Research, Editorial Review Board 1989 - 1996
Case Research Journal, Editorial Review Board 1992-1995

AWARDS:

2006 - Present

1. The Ted Tang Teaching Excellence Award 2013
2. Outstanding Author Contribution Award Winner at the Literati Network Awards for Excellence 2011 for Advances in Hospitality and Leisure.
3. Merrill Presidential Scholar Faculty Award, 2010. Selected by top undergraduate student as the faculty member who influenced her most.
4. Outstanding Teacher of the Year Junior & Senior students Hotel School 2010
5. Fifth Annual Hospitality Industry Relevance Award for CHR Report “Competitive Hotel Pricing in Uncertain Times” 2010
6. Best Article Award in the Cornell Hospitality Quarterly for 2009
7. Best Paper Award in 2009 at the International Conference on Hospitality & Leisure Applied Research.
8. Third Annual Hospitality Industry Relevance Award for CHR Report “Why Discounting Still Doesn’t Work: A Hotel Pricing Update” 2008
9. Best Article Award Finalist for “The Impact of Strategic Orientation on Intellectual Capital Investments in Customer Service Firms” Journal of Service Research 2008.
10. Who’s Who 2007
11. Second Annual Hospitality Industry Relevance Award for CHR Report “An Examination of Revenue Management in Relation to Hotels' Pricing Strategies” 2007
12. First Annual Hospitality Industry Relevance Award for CHR Report “Why Discounting Doesn’t Work: The Dynamics of Rising Occupancy and Falling Revenue among Competitors” 2006
13. Best Research Paper Award (Honorable mention) 2006
14. The Michael Olsen Research Award – (conferred by the University of Delaware) 2006

2005 and Prior

1. Outstanding Teacher of the year (honorable mention) 2005
2. Best Research Paper Award 2000
3. Outstanding Teacher of the year 1993 Junior & Senior students Hotel School
4. Research Fellow Center for Hospitality Research 1995 – Present
5. Sigma Iota Epsilon
6. Beta Gamma Sigma
7. Phi Kappa Phi
8. Anna Dice Research Fellowship (1983)
9. Ameritech Research Fellow (1988-1990)
10. Kinsey Institute Research Scholar
11. International Who's Who of Women
12. Who's Who of Business and Professional Women
13. Who's Who in the East

EXECUTIVE EDUCATION AND CONSULTATIONS:

Accor Hotel Company North America (Introduction of change initiatives)
Accor Hotels - Portugal
Advanced Robotics Corporation
Ashland Oil Company (Employee Change Analysis)
Associated Credit Bureaus, Inc.
Bank Administration Institute
Bel Air Hotel
Belmond Hotels
Bloomington Hospital
Booking.com
Celebrity Cruises
CERT – Irish Hotel Federation
Concorde Hotels (All Paris Hotels)
Cornell - NUS General Managers Program (Co-Director)
Cornell Advanced Managers Program (AMP Coordinator 1995-99)
Cornell General Managers Program (GMP)
Cornell Professional Development Program (PDP – Ithaca, Singapore & Brussels)
Cornell School of Hotel Administration Club Managers Association of America (BMI V)
Cornell School of Hotel Administration International Association of Amusement Parks (IAAPA)
CNI Professional Development Program PDP - Singapore
Crescent Hotel, Phoenix
Department of Defense - United States Government
Dolce Group
Ecole hôtelière de Lausanne
Failte Ireland Management Program
Farm Bureau Cooperative
Farm Bureau Insurance Company
Fund Raising School
Hilton Hotels and Resorts
Hilton Global Brands
Hilton Vacation Resorts
Horizons Program
IFL Program
IHG (Intercontinental Hotel Group) Business Services
INCAE – Tourism & Strategic Management Programs
Indiana Business Seminars
Indiana Executive Program
Indiana Partnership for Management Development
Indiana University Personnel Division
ITT-Sheraton War College
ITT-Sheraton Hotels - All Waikiki Hotels
Institute for Urban Transportation
JELD-WEN
Lafayette Life Insurance Company
Le Meridien Hotels
Management Development Program

EXECUTIVE EDUCATION AND CONSULTATIONS (Continued):

Miramar Hotel and Investment Company
Montage Hotels
Myrtle Beach Golf Course Owners Association
Nantucket Island Resorts
National Association of College Book Stores
National Health Agencies
Nikko Hotels (Chain-wide Training Program Materials Development)
Northern Ireland Hotels Federation
Orient Express Hotels
Parks and Recreation Directors
Peninsula Hotel -- Beverly Hills
Phoenician Hotel, Scottsdale
Palace Hotel, San Francisco
Prague Hoteliers
PGA of America
Ransburg Corporation
Roach Incorporated
SENAC
Scandic Hotels
Sheraton Grande, Los Angeles
Sheraton Fisherman's Wharf, San Francisco
Smith Travel Research
SoHo House
Stena Sealink Board of Directors Program
Thayer Hospitality Group
Versatile Fabricating Company
Wendy's International
"21" Club

PROFESSIONAL ASSOCIATIONS:

The Council on Hotel, Restaurant and Institutional Education (CHRIE)
Academy of Management
Academy of International Business
American Sociological Association
Strategic Management Society
Organizational Behavior Teaching Society