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### Education

**Temple University**  
Doctor of Philosophy, Business Administration (Marketing), 2003

**California State University-Northridge**  
Master of Business Administration, with honors, 1994

**Temple University**  
Bachelors of Arts, magna cum laude, Journalism, 1987

### Academic Positions

**Cornell University, Nolan School of Hotel Administration**  
Associate Professor of Services Marketing 2009-present  
Richard J. and Monene P. Bradley Director of Graduate Studies 2018-2021  
Director, Center for Hospitality Research 2012-2013  
Assistant Professor of Services Marketing 2002-2009

**Villanova University, School of Business**  
Visiting Assistant Professor, Department of Marketing 2001-2002

**Temple University, Fox School of Business & Management**  
Graduate Instructor, Department of Marketing 1998-2001

**California State University-Northridge, College of Business & Economics**  
Lecturer, Department of Marketing 1996-1997

### Academic Honors

Teacher of the Year Award: Masters of Management in Hospitality Required Courses, The Hotel School, Cornell University, 2021

Center for Hospitality Research Industry Relevance Award for, "The Mobile Revolution is Here: Are You Ready?" with Heather Linton, *CHR Report*, 16, No. 6, 2016

Merrill Presidential Scholars Teaching Award, 2013

Teacher of the Year Award: Sophomore Required Courses, The Hotel School, Cornell University, 2004, 2006, 2007, 2008, 2009, 2010, 2012

Career Advising Award, The Hotel School, Cornell University, 2009

Winner of an Emerald Management Reviews Citation of Excellence award for the article, "The Role of Positive Emotions in Experiential Decisions" (with William T. Ross), as one of 2007's 50 best articles out of 15,000 published in management, 2008

Teacher of the Year Award: Masters of Management in Hospitality Elective Courses, The Hotel School, Cornell University, 2006

Award for Excellence in Teaching by Doctoral Students, Fox School of Business and Management, Temple University, 2002

AMA-Sheth Foundation Doctorial Consortium Fellow, Temple University, Fox School of Business, 2000

## **Teaching**

### **Courses Taught:**

*Marketing Management for Services* (grad core course, undergrad core course)

*Introduction to the Global Leisure Cruise Industry* (grad/undergrad elective)

*Services Experience Management and Marketing* (grad/undergrad elective)

*Integrated Marketing Communications and New Media for Hospitality* (grad/undergrad elective)

*MMH Master Class* (grad experiential-learning and consulting core-course)

*Graduate Hospitality Research Seminar* (grad research course for M.S. and PhD students)

*Hospitality Industry Practicum* (team-based experiential-learning elective course)

*Principles of Marketing* (undergrad elective)

### **Online Education Courses Created**

*Social Media Strategy* (SHA 741, with Stephanie Cartin), course 1 of the Social Media Marketing eCornell Certificate Program, 2021

*Social Media Marketing Across the Purchase Funnel* (SHA 742, with Stephanie Cartin), course 2 of the Social Media Marketing eCornell Certificate Program, 2021

*Creative Effective Content Marketing* (SHA 743, with Stephanie Cartin), course 3 of the Social Media Marketing eCornell Certificate Program, 2021

*Building the Brand through Influencer Marketing* (SHA 744, with Joanne Reiter), course 4 of the Social Media Marketing eCornell Certificate Program, 2021

*Social Listening and Community Management* (SHA 745, with Stephanie Cartin), course 5 of the Social Media Marketing eCornell Certificate Program, 2021

*Measuring Social Media Marketing Success* (SHA 746, with Stephanie Cartin), course 6 of the Social Media Marketing eCornell Certificate Program, 2021

*Success Metrics for Hospitality Digital Marketing* (SHA 549, with Bill Carroll), course 3 of the Hospitality Digital Marketing eCornell Certificate Program, 2020

*Marketing the Hospitality Brand through Digital Media:* (SHA546, with Bill Carroll), course 1 of the Hospitality Digital Marketing eCornell Certificate Program, 2013; revised 2018

*Implementing Brand Strategy through Digital Media* (SHA547, with Bill Carroll), course 2 of the Hospitality Digital Marketing eCornell Certificate Program, 2013; revised 2018

*Services Marketing Planning and Management* (SHA 521), course 1 of the Strategic Hospitality Marketing eCornell Certificate Program, 2017

*Evaluating Business and Customer Factors Affecting Marketing Decisions for Services* (SHA 522), course 2 of the Strategic Hospitality Marketing eCornell Certificate Program, 2017

*Building a Resilient Services Marketing Information System* (SHA 523), course 3 of the Strategic Hospitality Marketing eCornell Certificate Program, 2017

*Developing a Service Strategy and Managing the Brand* (SHA 524), course 4 of the Strategic Hospitality Marketing eCornell Certificate Program, 2017

*Managing Service Demand through Pricing and Distribution Strategies* (SHA 525), course 5 of the Strategic Hospitality Marketing eCornell Certificate Program, 2017

*Developing an Integrated Marketing Communications Strategy for Services* (SHA 526), course 6 of the Strategic Hospitality Marketing eCornell Certificate Program, 2017

*Managing your Online Reputation with TripAdvisor* (with Bill Carroll), 2014

## **Executive Education**

*Leading Hotels of the World Sales & Marketing Academy*, SHA: Brand-led Marketing capstone online and live course, 2022

*General Managers Program*, SHA: Co-creating Value through Customer-Centered Brand Marketing, 2009-present

*Club Managers Association of America*, SHA: Membership Marketing and Loyalty, 2011-present

*Mastercard Foundation Hanga Abazaqa Certificate Program in Hospitality Management*, SHA: 2019-2022

*International Association of Venue Managers*, SHA: Customer Loyalty and Brand Management, 2011, 2014, 2016, 2017, 2021

*Professional Development Program*, SHA: Strategic Marketing for Hospitality, 2009-2019, 2022; Innovations in Marketing, 2022; Hospitality Marketing with Digital Media; 2014-2019; Marketing Management, 2013-2017

*Rethinking Retail and Brands*, Dyson: The Future of Brands, 2021.

*Executive Leadership Certificate Program—American Frozen Food Institute (AFFI)*, Dyson: Digital Transformation, 2021.

*Four Seasons General Managers Academy*, SHA: Brand- and Customer-Centric Marketing, Toronto, Canada, 2019

*Northern Ireland Hotels Federation Executive Management Programme*, SHA: Strategic Marketing for Hotels and Restaurants, 2014, 2016, 2018

*Cornell-HNA Hospitality Executive Education Program*, SHA: Strategic Marketing, Distribution, and New Media, 2017

*Costa Cruises Executive Leadership Training*, SHA: Strategic Branding for Hospitality, Genoa, Italy 2016, 2018

*Seminarium Custom Program*, SHA: Strategic Service Marketing, Customer Experience Management, and Distribution Channel Management, 2013-2015

*Faillte Ireland Management Development Programme*, SHA: Strategic Marketing, 2013, 2016

*Accenture Hospitality Immersion Program*, SHA: Hospitality Marketing & New Media, 2015

*Senac Custom Executive Education Program*, SHA: Strategic Marketing, Sao Paolo, Brazil, 2013

*Abu Dhabi Tourism & Culture Authority Executive Development Program*, SHA: Strategic Marketing, Abu Dhabi, 2013

*Miramar Group Management Development Program*, SHA: Strategic Marketing, Hong Kong, 2012

*International Association of Amusement Parks and Attractions (LAPPA) Institute at Cornell*, SHA: Service as Theater: How to Produce and Direct Customer Experiences, 2005, 2006

## Teaching Evaluations

Semester	Course	Student Ratings
Fl 2022	<i>Marketing Management for Services Executive MMH</i> (1 section 30 students)	
Fl 2022	<i>Marketing Management for Services MMH</i> (1 section 57 students)	
Sp 2022	<i>Integrated Marketing Communications and New Media</i> (1 section 27 students)	4.64
Sp 2022	<i>Introduction to the Global Leisure Cruise Industry</i> (1 section 40 students)	4.54
Fl 2021	<i>Hospitality Graduate Research Seminar</i> (1 section 14 students)	4.33
Fl 2021	<i>Marketing Management for Services MMH</i> (1 section 65 students)	4.39
Fl 2021	<i>MMH Master Class</i> (1 section 39 students)	3.18
Sp 2021	<i>Special Studies Branding Project</i> (1 section 25 students)	n/a
Sp 2021	<i>Introduction to the Global Leisure Cruise Industry</i> (1 section 29 students)	4.64
Fl 2020	<i>Marketing Management for Services MMH</i> (1 section 50 students)	4.79
Fl 2020	<i>Integrated Marketing Communication and New Media</i> (1 section 27 students)	4.50
Sp 2020	<i>Introduction to the Global Leisure Cruise Industry</i> (1 section 36 students)	4.82
Sp 2020	<i>MMH Master Class</i> (1 section, 52 students)	4.27
Fl 2019	<i>Marketing Management for Services MMH</i> (1 section 47 students)	3.83
Sp 2019	<i>Integrated Marketing Communication and New Media</i> (1 section 33 students)	4.59
Sp 2019	<i>Introduction to the Global Leisure Cruise Industry</i> (1 section 43 students)	4.56
Sp 2019	<i>MMH Master Class</i> (1 section, 47 students)	4.09
Fl 2018	<i>Service Experience Management and Marketing</i> (1 section 44 students)	4.59
Sp 2018	<i>Integrated Marketing Communication and New Media</i> (1 section 30 students)	4.64
Sp 2018	<i>Introduction to the Global Leisure Cruise Industry</i> (1 section 31 students)	4.86
Fl 2017	<i>Integrated Marketing Communication and New Media</i> (1 section 23 students)	4.53
Fl 2017	<i>Service Experience Management and Marketing</i> (1 section 22 students)	4.54
Sp 2017	<i>Marketing Management for Services</i> (1 section 60 students)	4.00
Sp 2017	<i>Service Experience Management and Marketing</i> (1 section 36 students)	4.15
Sp 2017	<i>Introduction to the Global Leisure Cruise Industry</i> (1 section 39 students)	4.42

Sp 2016	<i>Introduction to the Global Leisure Cruise Industry</i> (1 section 36 students)	4.73
Sp 2016	<i>Integrated Marketing Communication and New Media</i> (1 section 28 students)	4.36
Fl 2015	<i>Service Experience Management and Marketing</i> (1 section 22 students)	4.43
Fl 2015	<i>Marketing Management for Services</i> (1 section 66 students)	4.43
Sp 2015	<i>Service Experience Management and Marketing</i> (1 section 30 students)	4.70
Sp 2015	<i>Marketing Management for Services</i> (1 section 57 students)	4.52
Fl 2014	<i>Marketing Principles</i> (1 section 83 students)	4.69
Sp 2014	<i>Marketing Management for Services</i> (1 section 58 students)	3.96
Sp 2014	<i>Service Experience Management and Marketing</i> (1 section 38 students)	4.86
Sp 2013	<i>Service Experience Management and Marketing</i> (1 section 38 students)	4.86
Sp 2012	<i>Hospitality Marketing with Evolving Media</i> (1 section 27 students)	4.83
Fl 2011	<i>Marketing Management for Services</i> (1 section 65 students)	4.69
Fl 2011	<i>Service Experience Management and Marketing</i> (1 section 41 students)	4.75
Sp 2011	<i>Marketing Management for Services</i> (1 sections 56 students)	4.86
Fl. 2010	<i>Marketing Management for Services</i> (1 section 61 students)	4.86
Fl. 2010	<i>Service Marketing and Customer Experience Management</i> (43 students)	4.85
Fl. 2009	<i>Marketing Management for Services</i> (1 section 65 students)	4.90
Fl. 2009	<i>Service Marketing and Customer Experience Management</i> (39 students)	4.77
Sp. 2009	<i>Marketing Management for Services</i> (2 sections 66 & 52 students)	4.83
Fl. 2008	<i>Service Marketing and Customer Experience Management</i> (44 students)	4.68
Sp. 2008	<i>Marketing Management for Services</i> (2 sections 52 & 75 students)	4.70
Fl. 2007	<i>Service Marketing and Customer Experience Management</i> (36 students)	4.76
Sp. 2007	<i>Marketing Management for Services</i> (2 sections 59 & 61 students)	4.82
Fl. 2006	<i>Service Marketing and Customer Experience Management</i> (37 students)	4.83
Sp. 2006	<i>Marketing Management for Services</i> (2 sections 64 & 39 students)	4.76
Fl. 2005	<i>Service Marketing and Customer Experience Management</i> (31 students)	4.70
Sp. 2005	<i>Marketing Management for Services</i> (2 sections 59 & 55 students)	4.50
Fl. 2004	<i>Service Marketing and Customer Experience Management</i> (25 students)	4.39
Sp. 2004	<i>Service Marketing and Customer Experience Management</i> (20 students)	4.59
Sp. 2004	<i>Marketing Management for Services</i> (2 sections, 60 & 62 students)	4.33
Sp. 2003	<i>Service Marketing and Customer Experience Management</i> (19 students)	4.56
Sp. 2003	<i>Advanced Topics in Service Marketing:</i> (37 students)	4.06
Fl. 2002	<i>Creating and Managing for Service Excellence</i> (51 masters students)	4.23
Sp. 2002 <sup>VU</sup>	<i>Buyer Behavior</i> (2 sections: 30 and 31 students)	4.67
Sp. 2002 <sup>VU</sup>	<i>Strategic Management of Marketing</i> (16 MBA students)	4.66

Fl. 2001 <sup>VU</sup>	<i>Strategic Management of Marketing</i> (2 sections: 30 and 23 MBA students)	4.25
Fl. 2001 <sup>VU</sup>	<i>Principles of Marketing</i> (32 students)	4.62
Fl. 2000 <sup>TU</sup>	<i>Consumer and Buyer Behavior</i> (30 students)	4.76
Fl. 1999 <sup>TU</sup>	<i>Consumer and Buyer Behavior</i> (30 students)	4.68
Sp. 1997 <sup>CS</sup>	<i>Principles of Marketing</i> (144 students)	4.61
Sp. 1997 <sup>CS</sup>	<i>Foundations of American Enterprise</i> (48 students)	4.86
Fl. 1996 <sup>CS</sup>	<i>Principles of Marketing</i> (33 students)	4.59
Fl. 1996 <sup>CS</sup>	<i>Foundations of American Enterprise</i> (21 students)	4.83
Sp. 1996 <sup>CS</sup>	<i>Principles of Marketing</i> (81 students)	4.05

From 1996 to 2022, I have taught 85 classes and 3,502 students, including 7 classes during summer sessions for which evaluations were not elicited. \*All scores are a rating of the instructor on a 5-point scale (5 = excellent; 1 = poor).  
**VU** = Villanova University; **TU** = Temple University; **CS** = California State University.

## Research

### Published or Accepted Papers

Sun, Xiaodong, Robert J. Kwortnik, Meihua Xu, Yui-yip Lau, Rongxin Ni (2021), "Shore Excursions of Cruise Destinations: Product Categories, Resource Allocation, and Regional Differentiation," *Journal of Destination Marketing & Management*, 22 (December), 1-12, <https://doi.org/10.1016/j.jdmm.2021.100660>.

Sun, Xiaodong, Meihua Xu, and Robert J. Kwortnik (2021), "Evaluating and Categorizing Cruise Lines by Ship Attributes: A Comparison between Cruisers and Experts," *Tourism Management*, 84 (June), 1-16, <https://doi.org/10.1016/j.tourman.2020.104262>.

Namin, Aidin, Dinesh K. Gauri, and Robert J. Kwortnik (2020), "Improving Revenue Performance with Third-Degree Price Discrimination in the Cruise Industry," *International Journal of Hospitality Management*, 89 (August) <https://doi.org/10.1016/j.ijhm.2020.102597>.

Li, Yiwei and Robert J. Kwortnik (2020), "Chinese Tourism to the United States: The Role of Perceived Cultural Similarity," *Journal of China Tourism Research*, (June) <https://doi.org/10.1080/19388160.2020.1781724>.

Lynn, W. Michael and Robert J. Kwortnik (2020), "Tipping Policy Effects on Customer Satisfaction: An Informative Failure to Replicate," *International Journal of Hospitality Management*, 86 (April), <https://doi.org/10.1016/j.ijhm.2019.102448>.

Lieven, Theo, Robert J. Kwortnik, and Torsten Tomczak (2019), "Buyer Monitoring Cross-Culturally," *Cornell Hospitality Quarterly*, 60 (May), 125-134.

Linton, Heather and Robert J. Kwortnik, (2019) "Mobile Usage in Travel: Bridging the Supplier-User Gap," *International Journal of Contemporary Hospitality Management*, 31 (2), 771-789.

Sun, Xiaodong, Robert J. Kwortnik, and Dinesh K. Gauri (2018), "Exploring the Behavioral Differences Between New and Repeat Cruisers to a Cruise Brand," *International Journal of Hospitality Management*, 71: 132-140.

Dixon, Michael, Liana Victorino, Robert J. Kwortnik, and Rohit Verma (2017), "Surprise, Anticipation, and Sequence Effects in Service and Experience Design," *Production and*

*Operations Management*, 26 (May), 945-960. Winner of POMS College of Service Operations "Most Influential Service Operations Paper Award" 2017-2018, May 2019.

Li, Yiwei and Robert J. Kwortnik (2017), "Categorizing Cruise Lines by Passenger Perceived Experience," *Journal of Travel Research*, 56 (7), 941-956.

Chan, Elisa K, Robert J. Kwortnik, and Brian Wanskin (2017), "McHealthy: How Marketing Incentives Influence Healthy Food Choices," *Cornell Hospitality Quarterly*, 58 (February), 6-22. Lead article.

Lynn, W. Michael and Robert J. Kwortnik (2015), "The Effects of Tipping Policies on Customer Satisfaction: A Test from the Cruise Industry," *International Journal of Hospitality Management*, 51, 15-18.

Kwortnik, Robert J. and Xiaoyun Han (2011), "The Influence of Guest Perceptions of Service Fairness on Lodging Loyalty in China," *Cornell Hospitality Quarterly*, 52 (Aug.), 321-32.

Lynn, W. Michael, Robert J. Kwortnik, and Michael C. Sturman (2011), "Voluntary Tipping and the Selective Attraction and Retention of Service Workers in the United States: An Application of the ASA Model," *Int'l Journal of Human Resource Management*, 22 (9), 1887-1901.

Kwortnik, Robert J., W. Michael Lynn, and William T. Ross (2009), "Buyer Monitoring: A Means to Insure Personalized Service," *Journal of Marketing Research*, 46 (October), 573-583. Lead Article and featured in *Marketing News*, September 30, 2009.

Kwortnik, Robert J. and Gary M. Thompson (2009), "Unifying Service Marketing and Operations with Service Experience Management," *Journal of Service Research*, 11 (4), 389-406. Most downloaded article in the *Journal of Service Research* in 2009.

Kwortnik, Robert J. (2008), "Shipscape Influence on the Leisure Cruise Experience," *International Journal of Culture, Tourism, and Hospitality Research*, 2 (4), 289-311. Lead article.

Han, Xiaoyun, Robert J. Kwortnik, and Chunxiao Wang (2008), "Service Loyalty: An Integrative Model and Examination across Service Contexts," *Journal of Service Research*, 11 (August), 22-42.

Thompson, Gary M. and Robert J. Kwortnik (2008), "Pooling Restaurant Reservations to Increase Service Efficiency," *Journal of Service Research*, 10 (May), 335-46.

Ng, Irene and Robert J. Kwortnik (2008), "Balancing Cruise Revenue Sources: The Case of Empress Cruise Lines," *Case Research Journal*, 27 (Spring), 105-27.

Kwortnik, Robert J. and William T. Ross (2007), "The Role of Positive Emotions in Experiential Decisions," *International Journal of Research in Marketing*, 24 (December), 324-335. Winner of an Emerald Management Reviews Citation of Excellence award.

Kwortnik, Robert J. and James Vosburgh (2007), "Driving Demand for the Quarterdeck: A Case Study," *Cornell Hotel and Restaurant Administration Quarterly*, 48 (August), 323-41.

Hawkes, Ethan and Robert J. Kwortnik (2006), "Connecting with the Culture: A Case Study in Sustainable Tourism," *Cornell Hotel and Restaurant Administration Quarterly*, 47 (November), 369-81.

Kwortnik, Robert J. (2006), "Carnival Cruise Lines: Burnishing the Brand," *Cornell Hotel and Restaurant Administration Quarterly*, 47 (August), 286-300. Reproduced in in *The Cornell School of*

*Hotel Administration Handbook of Applied Hospitality Strategy* (2010), ed. Cathy A. Enz, Thousand Oaks, CA: Sage, 766-77.

Kwortnik, Robert J. (2006), "Shining Examples of Service When the Lights Went Out: Hotel Employees and Service Recovery During the Blackout of 2003," *Journal of Hospitality and Leisure Marketing*, 14 (2), 23-45.

Kwortnik, Robert J., Elizabeth Creyer, and William T. Ross (2006), "Usage-Based versus Measure-Based Unit Pricing: Is There a Better Index of Value?" *Journal of Consumer Policy*, 29 (March), 37-66.

Kwortnik, Robert J. (2005), "Safeguarding Hospitality Service when the Unexpected Happens: Lessons Learned from the Blackout of '03," *Cornell Hotel and Restaurant Administration Quarterly*, 46 (February), 13-39. Best Paper Finalist

Kwortnik, Robert J. (2005), "Preparing for Disaster: Recommendations Based on the Blackout of '03," *Cornell Hotel and Restaurant Administration Quarterly*, 46 (February), 47-51.

Hennessey, Judith E., Theodore S. Bell, and Robert J. Kwortnik (2005), "Lexical Interference in Semantic Processing of Simple Words: Implications for Brand Names," *Psychology & Marketing*, 22 (January), 51-69.

Kwortnik, Robert J. (2003), "Clarifying Fuzzy Hospitality-Management Problems with Depth Interviews and Qualitative Analysis," *Cornell Hotel and Restaurant Administration Quarterly*, 44 (April), 117-129.

## **Research in Process**

With Yiwei Li, "Variety Seeking Temporal Patterns: The Moderating Effect of Behavioral Loyalty," draft in preparation for the *Journal of Service Research*

With Yiwei Li, "Segmenting Cruise Travelers by Variety Seeking Behavior," revised draft in preparation for the *Cornell Hospitality Quarterly*

With Yiwei Li, "The Effect of the First-Experienced Brand on Customer Choice Behaviors in Sequential Purchases for Experiential Products," draft in preparation for *Marketing Letters*

With Skylar Kim and Esther Kim, "The Determinants of Customer Incivility," data analysis is in process for the *Journal of Service Research*

With Aidin Namin, Veli Kaltcheva, and Dinesh Gauri, "Advertising Share of Voice Effects for Experiential Products—an Illustration in the Cruise Industry," draft in preparation for *Marketing Letters*

With Elisa Chan, "Value Creation and Transfer in Online Consumer Co-Creation: Affect- vs. Goal-Driven Mechanisms," draft in preparation for *Service Science*

"Determinants of Expert Ratings of Cruise Ships across Time," draft in preparation for the *International Journal of Hospitality Management*

"The Influence of the Social Servicescape on Experiential Value in the Leisure Cruise Context," draft in preparation for *Journal of Hospitality and Tourism Research*

"The Effect of a Competitor Brand's Communication on the Consumer's Response to a Crisis Situation in the Cruise Industry," draft in preparation for *CHR Reports*

"Experiential Marketing," article proposal in process for *Harvard Business Review*



“Academic Research on the Leisure Cruise Industry: A Multidisciplinary Review across 1,200 Published Works,” data collection in process for *Annals of Tourism Research*

“Research Trends and Scholarly Impact in the Context of the Leisure Cruise Industry,” data collection in process for *International Journal of Contemporary Hospitality Management*

With Steven Greenberg, “Evolution in Expedition Cruising,” data collection in process for *Tourism Review*

With Helen Chun, “Lifting from Lodging: What Guests Take from Hotels and Why,” data collection in process for *Cornell Hospitality Quarterly*

### **Refereed Conference Proceedings and Presentations**

“Customizable Menu Enhances Taste Perception of Healthy Food for Overweight Patrons, with Elisa Chan, *QUIS 16*, June 2019.

“The Influence of the Social Servicescape on Experiential Value in the Leisure Cruise Industry,” with Anna Matilla and Mark Bonn, *ICHRIE Summer Conference* (July 2018)

“The Impact of Perceived Cultural Similarity on Travel Intentions: Chinese Outbound Tourism to the United States, with Yiwei Li, *ICHRIE Summer Conference* (July 2018).

“Who’s My Customer: A Cross-level Examination of the Synergistic Effects of Market Orientation, Service Climate, and Internal Marketing on Job Performance,” with Sean Way and Michael Sturman, *QUIS 12*, June 5, 2011.

“Deriving a Measure of Experiential Value,” with Elisa Chan, *QUIS 12*, June 4, 2011

“Voluntary Tipping and the Selective Attraction and Retention of Service Workers in the United States: An Application of the ASA Model,” with W. Michael Lynn and Michael Sturman, *QUIS 12*, June 3, 2011

“Building Hospitality Brands: An Experience-Based Approach,” *Cornell Hospitality Research Summit*, October 8, 2010, named Best Academic Presentation.

“Brandscape Bundling: Co-branding in the Service Space,” *Frontiers in Services Conference* (October 5, 2007), competitive paper/presenter.

“The Effect of Tipping Policy on Perceived Service Quality in the Cruise Industry.” *Frontiers in Services Conference*, (October 30, 2004), competitive paper/presenter.

### **Invited Presentations and Panel Discussions**

“The Marketing of Services and Experiential Marketing,” 17th EdukCircle International Convention on Tourism and Hospitality (September 2022)

“Hospitality Marketing in Uncertain Times: The Global Leisure Cruise Industry, Distinguished Lecture, Universidad San Francisco de Quito, Ecuador (September 2021)

“Restarting the Cruise Industry, Challenges and Opportunities,” eCornell Keynote Speaker’s Series (April 2021)

“Re-Awakening Your Business,” featured speaker, Northern Ireland Hotel Federation Tourism Summit: The Road to Recovery (March 2021)

“Digital Hospitality Marketing and the Coronavirus Pandemic,” eCornell Keynote Speaker’s Series (August 2020)

“The Cruise Industry and COVID-19,” CHS South Florida Hospitality Industry Update (August 2020)

“Attracting, Motivating, and Keeping Hospitality Talent: 2020 and beyond,” Northern Ireland Hotels Federation Hospitality Exchange (October 2019)

“Attracting New Members Using a Generational Approach,” Club Managers Association Web Series, (June 2017)

“Distilling Brand Strategy from Market Chaos,” Intercontinental Hotel Group Senior Leaders Meetings (November 2016)

“Marketing Master Class: Hospitality Branding in the New Media Age,” Northern Ireland Hotels Federation Hospitality Exchange (October 2016)

“The Strategy of Service Recovery,” Saira Hospitality, Todos Santos, Mexico (by web video, September 2016)

“How Rich Guest Profiles Transform Hospitality,” tnooz and Revinat Webinar, 2014

“Building your Hospitality Brand with New Media,” Mid-Atlantic Innkeepers Annual Conference (Keynote), 2014

“Experience Design: Hospitality Applications for the Senior Living Industry,” HJ Sims Conference, 2013

“Social Media in Hospitality,” Ski Areas of New York Marketing Roundtable, (January 2012)

“Research on the Leisure Cruise Industry—More Fun than Studying Fungus,” Cornell University Carl Becker House Café Series (February 2012)

“Destination Branding: How the School of Hotel Administration is Helping to Put Zambia on the Map,” Cornell Reunion 2011 (June 2011).

“Service Experience Management: Unifying Service Marketing and Operations,” Cornell Hotel Society Central America (June 2010).

“Creating and Managing for Service Excellence,” Nantucket Island Resorts (April 2010).

“Service Innovation,” featured speaker, The Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship Innovation Summit, Cornell University (Sept. 2008).

“Disaster Planning,” featured panelist, 2009 Atlanta Lodging Outlook, Georgia Chapter of the Cornell Hotel Society (September 2008).

“Brand Alliances in the Service Space,” *Marketing Research Seminar Series*, Temple University Fox School of Business (February 2008).

“Challenges in Freestyle Cruise Dining,” paper presentation, *SHA-Culinary Institute of America Faculty Forum, Ithaca* (September 2007).

“Fixing Freestyle: Service Science at Sea,” paper presentation, *Decision Science Institute Services Science Mini-Conference, Pittsburgh* (May 2007).

“Consumer Behavior in the Experience Economy,” featured speaker, *Cornell University Parents Campus Visit, Ithaca* (April 2007)

“Essentials of CRM and Data-Driven Marketing” and “Strategies for Customer Satisfaction, Service Recovery, and Customer Retention,” featured speaker, *National Tour Association Annual Convention, Detroit* (November 2005)

“Luxury Cruise Vacations,” panel moderator, *Cruise Lines International Association Annual Cruise3Sixty Conference, Ft. Lauderdale* (September 2005)

“Services as Theater” and “Evolution in E-distribution 2004,” featured speaker, *National Tour Association Annual Convention, Toronto* (November 2004)

### **Book Chapters and Case Studies**

Kwortnik, Robert J. and Joe Rand (2012), “Marketing Communications in the Cruise Industry,” *The Business and Management of Ocean Cruises*, Ed. Michael Vogel, Alexis Papathanassis, and Ben Wolber, CABI Publishing, Oxfordshire, UK, 117-130.

Kwortnik, Robert J. (2011), “Building and Managing Your Brand,” *The Cornell School of Hotel Administration on Hospitality*, Hoboken, NJ: John Wiley & Sons, 388-404.

Kwortnik, Robert J. (2010), “The Fun Ship Experience at Carnival Cruise Lines,” in Cathy Enz, *Hospitality Strategic Management Concepts and Cases, 2<sup>nd</sup> Ed.*, Hoboken, NJ: Wiley, 442-52.

Kwortnik, Robert J. (2010) “Commentary: The Marketing of Experience,” in *The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy*, ed. Cathy A. Enz, Thousand Oaks, CA: Sage, 386-92.

Kwortnik, Robert J. (2006), Market penetration/saturation, market segmentation, POS advertising, and price discrimination (long-form definitions), *International Encyclopedia of Hospitality Management*, ed. Abraham Pizam, Boston: Elsevier.

Kwortnik, Robert J., Gabriele Piccoli, and Lynda Applegate, “Carnival Cruise Lines.” *Harvard Business School Case Series* (9-806-015), July 7, 2005; “Teaching Note” (5-806-087), November 7, 2005. Rated a “Most Popular” case by Harvard Publishing, 2008; Selected for the HBS Premier Case Collection, 2011.

### **Industry Publications**

“CLIA Consumer Study,” Cruise Lines International Association (October 2016, 2017)

“Attracting New Members—A Multi-Generational Approach,” Club Managers Association of America White Paper Series (April 2017).

“The Mobile Revolution is Here: Are You Ready?” with Heather Linton, *CHR Report*, 16, No. 6 (April 2015). Winner of the CHR Industry Relevance Award 2016.

“Positioning a Place: Developing a Compelling Destination Brand,” with Ethan Hawkes, *CHR Report*, 11, No. 2 (January 2011).

“Dynamic Packaging: If You Build It, They Will Book,” in *Demystifying Distribution 2.0*, TIG Global Special Report, by Cindy Estis Green, 71-72, (2008).

“The Waiting Game,” *Cruise Industry News* (Winter 2007/2008).

“Travel Packaging: An Internet Frontier,” with Bill Carroll and Norm Rose, *CHR Report*, 7, No. 17 (December 2007).

“Shipscapes and the Cruise Experience,” *Cruise Industry News* (Summer 2007).

“Safeguarding Service: Emergency Preparedness Essentials.” *CHR Tools for the Hospitality Industry*, No. 4 (September 2004); reprinted in *Inn Focus* (2008), EMC Publications.

“And Then the Lights Went Out: Hotel Managers’ Perceptions of the Blackout of ‘03.” *CHR Report*, 4, No. 4 (March 2004).

*Essentials of Travel Packaging: Creating, Marketing, and Managing the Travel Product*, with Marc Mancini, Lexington, KY: National Tour Association (1998).

## **Service**

### **Editorial Boards and Reviewing**

Associate Editor, *Journal of Service Research*, 2022-present

Editorial Board of *Journal of Hospitality & Tourism Research*, 2008-2022

Editorial Board of the *Journal of Business Research*, 2009-2012

Reviewer: *Academy of Marketing Science Review*

Reviewer: *Center for Hospitality Research Reports*

Reviewer: *Cognition and Emotion*

Reviewer: *Cornell Hospitality Quarterly*

Reviewer: *European Journal of Marketing*

Reviewer: *International Journal of Hospitality Management*

Reviewer: *International Journal of Tourism Research*

Reviewer: *Journal of Advertising* special issue on international advertising

Reviewer: *Journal of Destination Marketing & Management*

Reviewer, *Journal of Interactive Marketing*

Reviewer, *Journal of Marketing Research*

Reviewer: *Journal of Service Research*

Reviewer: *Production and Operations Management* special issue on experience design

Reviewer: *Psychology & Marketing*

Reviewer: *Scandinavian Journal of Hospitality & Tourism*

Reviewer, *Service Science*

Reviewer: *The Service Industries Journal*

Reviewer: American Marketing Association summer conference

Reviewer: European Marketing Academy annual conference

Reviewer: Society for Marketing Advances conference

Reviewer: *Marketing for Hospitality and Tourism* 4<sup>th</sup> Ed. (Kotler, Bowen, and Makens)

Reviewer: Council on Hotel, Restaurant, and Institutional Education (CHRIE)

Reviewer: Academy of Marketing Science Conference

### **Service to Students**

#### **Graduate Research Advisor**

Jee Hye Kim, Ph.D. candidate '25, dissertation chair

Skylar Kim, M.S. candidate, '23, thesis chair

Yiwei Li, M.S., '14, thesis chair, Ph.D., '21, dissertation chair

Xinyue Ni, M.S. '21, thesis committee member

Heather Linton, M.S. '19, thesis chair

Angel Meng, M.S. '18, thesis chair

Elizabeth Martyn, M.S., '18, thesis committee member

Elisa Chan, Ph.D., '14, dissertation chair

Lu Kong, M.S., '13, thesis committee member  
Jason Swanson, MMH '03, Masters Monograph advisor

Research Mentor for Cornell Presidential Research Scholars

Kayti Stanley, BS '18  
Karim Abouelnaga, BS '14  
Timothy Chen, BS '14  
Andrew Gewercman, BS '10  
Ethan Hawkes, BS '07  
Steven Wang, BS '06

Latin Honors Advisor

Lilia Fromm, BS '22, "Analysis of Repeat Photo-Taking Behavior and Consumers' Perceived Authenticity" (committee member)  
Justin Leff, BS '19, "Cruise Ship Characteristics and Expert Ratings" (chair)  
Matthew Rubin, BS '13, "The Effects of Advergaming on Restaurant Brand Attitudes" (chair)  
Katie Satinsky, BS '13, "The Effect of a Competitor Brand's Communication on the Consumer's Response to a Crisis Situation" (chair)  
Sarah Lim, BS '10, "The Use of Product Placement by Hospitality Firms" (chair)  
James Cho, BS '09, "Branding in the Leisure Cruise Industry" (chair)

Hospitality Industry Practicum Projects

"The Statler Hotel Brand Reimagined" (2021)  
"The Reefs Bermuda: Planning for the Future" (2020)  
"MGM Resorts International and the NoMad Las Vegas" (2019)  
"Four Seasons Costa Rica: Social Media Strategy" (2013)  
"New York State Tourism Study" (2011)  
"Zambia Destination Branding Study" (2010)  
"Greenlight Bikes, LLC Market Study" (2009)  
"Chef's Coffee Market Study" (2008, 2009)

Advising

MMH Marketing Concentration Advisor, 2012-present  
Academic Career Advisor, SHA, Fall 2003-present  
Faculty Advisor, Air & Sea Hospitality Club, 2018-present  
Faculty Advisor, Hospitality Sales & Marketing Association student chapter, 2008-2014

**Other Cornell Service**

JCB Graduate Program Project Steering Committee (2023)  
SHA Faculty Policy Committee, Chair (2022-Present)  
JCB Area Composition and Governance Committee (2022)  
Statler Hotel Faculty Advisory Team (2021-present)  
eCornell Faculty Advisory Board (2015-present)  
Cornell University Faculty Senate (2019-present)  
SHA Education Policy Committee (2010-11, 2017-19, 2021-present)  
SHA Hotel Ezra Cornell Advisory Committee (2017-present)  
Cornell University Appeals Panel, Member (2018-2022)  
SHA Dean's Leadership Team (2018-2021)

SHA Director of Graduate Studies (2018-2021)  
SHA Graduate Committee (2014-2016, 2018-2021; chair)  
SHA MMH Admissions Committee (2012-2021)  
SHA Undergraduate Admissions Committee (2012-2019, 2022)  
Interview Team, Dean of the Cornell SC Johnson College of Business (2018)  
Michael Johnson Professorship in Services Marketing Search Committee chair (2018)  
JCB Marketing Area Curriculum Review Committee (2017-2018)  
SHA Student Expectations Task Force member (2018)  
SHA Organizational Behavior Faculty Search Committee (2017-2018)  
SHA Teaching Excellence Task Force member (2017-2018)  
SHA Marketing-area Faculty Search Committee member (2002, 2007-09, 2015-16)  
SHA Teaching Case Series Committee Chair (2013-14)  
SHA Undergraduate and Graduate Interview team (2003-14)  
Cornell University first-year reading project (2012)  
Mentor for the Cornell Teaching Partnership Program (2011)  
SHA Faculty Supervisor, Hospitality Industry Practicum program (2009-2011)  
SHA Ad hoc Promotion & Tenure Committee (2010)  
Discussion Leader, Cornell University CHR Marketing Roundtables (2005-2008)  
SHA Real Estate Search Committee (2008-09)  
Mentor, Statler Leadership Development Program (2005)  
Advisor, JGSM National Black MBA Case Competition team (2004)  
Seminar presenter, JGSM LEAD Program in Business (2003-04)

## **Memberships**

American Marketing Association (2000-present)  
Cruise Research Society (2010-present)

## **Industry Experience**

### **Consulting**

*Travel Weekly* Magellan Awards Judge for best in travel and hospitality design and marketing (2014-Present)  
PlacePass/Marriott Moments hotel site and brand-training research (2018)  
JD Power & Associates consumer analysis for Cruise Lines International Association (2016-2018)  
Celebrity Cruise Lines brand audit (2010-2011)

### **Travel & Tourism Industry Sales-Training Consultant, 1992-2002**

Authored 200-page self-study text, *Selling Packaged Travel* (2001), for a Marriott International sales training program.

Authored self-study texts, *How to Sell Cruises and Tours* (2000) and *Marketing Group Tours* (1996), for the national American Automobile Association travel agent and auto travel counselor career-development curricula.

Writer for *Selling Destinations: Geography for the Travel Professional, Canadian Edition* (1996), by Marc Mancini, Ontario, Canada: Nelson Canada.

Developed lesson plans for Hawaiian Visitors Bureau (1995) and Los Angeles Convention and Visitors Bureau (1994) travel agent training programs.

Authored case studies and solutions for the professional certification program of the Cruise Lines International Association (1995).

Developed certification exams for the National Tour Association's Certified Tour Professional certificate program (1994).

**Airline Film & TV Promotions, Pacoima, CA  
Marketing & New Business Manager, 1991-1996**

Negotiated contracts and supervised production scheduling for film & TV studio; served as technical advisor for film, TV, and commercial productions; managed 35MM stock footage library; designed marketing programs.

**United Valley Bank, Philadelphia, PA  
Director of Marketing, 1990**

Designed and implemented bank's first marketing plan; wrote and placed in business media public relations articles; designed and wrote all collateral materials, including annual report, product brochures, news releases, and investor-relations pieces.

**Variety Club Children's Charity, Philadelphia, PA  
Public Relations and Special Events Director, 1987-1990**

Designed and wrote advertising, press releases, newsletters, magazine articles, grant proposals, and fundraising appeals; served as primary media contact; assisted in planning and coordination of fundraising and special events for children with disabilities.

## **Publicity**

### **Quoted in:**

"Supply chain woes delay cruise ship debuts," *Travel Weekly*, January 7, 2023.

"The cruise industry is still riding the ups and downs of the pandemic," on Marketplace Morning Report, <https://www.marketplace.org/2022/03/22/the-cruise-industry-is-still-riding-the-ups-and-downs-of-the-pandemic/>, March 22, 2022.

"Restarting Cruises Has Been a Game of 'Operational Whack-a-Mole,'" *Bloomberg*, August 10, 2021.

"It's a highly personal decision.' Experts weigh in on Cruises in 2021," *The Boston Globe*, August 5, 2021.

"Cruise Control," *Florida Trend*, August 2021

"Phones are ringing! Cash in, or double down?" *Travel Weekly*, June 30, 2021.

"Yum ramps up transformation with new tech deals. How will they impact marketing?" *MarketingDive.com*, May 12, 2021.

"Don't go to ... Antarctica? Travel alerts blanket the globe and risk irrelevancy," *Travel Weekly*, May 3, 2021

"9 ways the pandemic will change travel in 2021," *The New York Times*, December 30, 2020

"Selling sanitation: Travel companies have entered into high-profile partnerships to upgrade and fine-tune their cleaning protocols — and they want you to know it," *Travel Weekly*, October 21, 2020

"Will the Cruise Industry Continue to See Mega Ships?" *Travelpulse.com*, October 4, 2020

“Are Cruises to Nowhere the Way to Resume Sailing?” *Travelpulse.com*, September 17, 2020

“New Lines of Communication,” *Travel Weekly*, July 1, 2020

“Will you ever be able to go on a cruise again? Here’s what travel analysts say,” *China News Asia*, June 24, 2020

“Is A Hotel Stay Safe? 5 Questions To Help You Decide,” *Forbes.com*, June 21, 2020

“As cruise industry prepares to sail, choppy waters are ahead,” *Associated Press, Washington Post, Fox Business News*, June 9, 2020

“The cruise industry will bring its sanitizing protocols to the fore,” *Travel Weekly*, June 9, 2020

“Coronavirus: is this the end of the line for cruise ships?” *Financial Times*, June 7, 2020

“Cruise lines are working on their comeback. Some destinations say not so fast,” *Washington Post*, June 4, 2020

“Why A Private Equity Firm Backed By Bernard Arnault Is Putting \$400 Million Into Norwegian Cruise Line,” *Forbes.com*, May 12, 2020

“The Future of Travel: How the industry will change after the pandemic,” *The New York Times*, May 6, 2020

“COVID-19: Lessons learned in the travel industry,” *Smart Brief*, April 28, 2020

“When can we travel again? Experts share their predictions,” *Los Angeles Times*, April 19, 2020

“Cruise Lines Send Crew Members Home,” *The Maritime Executive*, April 8, 2020

“What Will It Take To Restore Consumer Confidence In The Cruise Industry?” *Forbes.com*, April 4, 2020

“Cruise Lines Prepare for the Future,” *The Maritime Executive*, April 2, 2020

“Suppliers girding for long fight as Covid-19 continues to spread,” *Travel Weekly*, March 9, 2020

“Cruise Industry Struggles to Regain its Footing,” *The Maritime Executive*, March 5, 2020

“Coronavirus Revives Fears of ‘Being Stuck’ on Cruise Ships,” *TravelPulse.com*, March 2, 2020

“Coronavirus enforces classic objections to cruising: Cornell expert,” *SeaTrade Cruise News*, March 2, 2020

“With incentives not moving the needle, cruise lines cut prices,” *Travel Weekly*, February 28, 2020

“‘Stuck’ at sea: Coronavirus challenges cruise industry,” *Cornell Media Relations Tip Sheet*, February 27, 2020

“State Department's new travel advisory method gets high marks,” *Travel Weekly*, January 16, 2018

“Outlook for Caribbean Tourism,” *Hotelie Magazine*, Summer 2015

“Is Your Cruise Safe?” *cnn.com/travel*, January 31, 2014

“Stolen Hotel Items Can Be Powerful Memory Cues,” *HotelNewsNow.com*, October 26, 2012

“Can I have the Barbie Suite? Hotels Play to Children’s Fantasies to Sell Rooms,” *USA Today*, May 1, 2011

“Oregon State, Cornell Launch New Hospitality Program,” *OPB News, NPR Radio Bend*, April 20, 2010

“Brand new---Yakima’s Holiday Inn is first of its kind in state,” December 1, 2009

“Hotel Industry Eager to Expand,” *China News Daily*, September 28, 2009

“Planning for a Weather Crisis: Hotels need a detailed plan in the event Mother Nature’s wrath wreaks havoc,” *HotelInteractive.com*, September 03, 2008

“Selling Cruises,” *Travel Professional*, October 2006

“Hotels are Alive with the Sound of (Hip) Music,” *USA Today*, August 23, 2006



“Sailing Into Rough Waters,” *Travel Weekly* feature, May 8, 2006  
“Fickle Finger of Fads: Restaurants’ Fates Lie with Public’s Changing Taste,” *New York Info.com* feature story, May 2005  
“Small Luxury Lines Thinking Big,” *Travel Weekly* feature, April 4, 2005  
“What’s a Diamond – and a Star – Really Worth?” *Puget Sound Business Journal*, January 31, 2005  
“Dynamic Packaging,” *Courier Magazine* (NTA), January 2005  
“A Floor of One’s Own: You Deserve a ‘Club Level Room,’” *MSNBC.com*, October 4, 2004.  
“Now That’s Service! Businesses Go Extra Mile for Customers,” *Austin American-Statesman*, September 13, 2004  
“Despite Reservations, Some Travelers Aren’t Given a Room,” *Los Angeles Time*, September 28, 2003  
“Hooters Air: Tacky Image not Delightful to Everyone,” *The Sun News*, March 9, 2003

#### **Research Featured in:**

##### **McHealthy: How Marketing Incentives Influence Healthy Food Choices**

“McHealthy: Promote healthy eating habits through incentives, not discounts,”  
*Hospitalitynet.org*, November 25, 2016  
“Rewards encourage junk-food junkies to eat more healthfully,” *Cornell Chronicle*, April 28, 2016

##### **Consumer Decision Making for Tourism in New York State**

“Getting HIP to New York,” *Hotelie*, Fall 2011

##### **Brand Zambia**

“142<sup>nd</sup> Cornell University Commencement Address,” David Skorton, May 30, 2010  
“Assignment: Brand Zambia,” *Hotelie*, Summer 2010  
“Hotel School Group Helps to Market Zambia as Tourist Spot,” *Cornell Chronicle*, April 13, 2010.  
“Cornell University Grad Students Work to Increase Tourism in Zambia,” *The Cornell Daily Sun*, April 22, 2010  
“Kwortnik Bemoans Low Tourist Visits,” *Business Post*, March 30, 2010

##### **Cornell Study Gives Hotel Mixed Grades During the Blackout of ‘03**

*A Distinctive Edge: Research at Cornell Annual Report FY 2004*  
*Property Protection Report*, Real Estate Media, June 2, 2005 issue  
*Hotel News Resource.com*, March 19, 2004  
*Asia Travel Tips.com*, March 18, 2004  
*Smith Travel Research News Clippings* – lead story, March 19, 2004  
*ehotelier.com*, March 22, 2004  
*MeetingNews.com*, March 22, 2004  
*RestaurantEdge.com*, March 19, 2004  
*Hotel Interactive E-News* – lead story, March 26, 2004  
*Travel Daily News.com*, March 22, 2004  
*Hotel Magazine Online* – the first CHR hit in this outlet, March 22, 2004  
*Global Hotel Network.com*, March 25, 2004  
KCSUN radio interview, April 7, 2004  
*Hospitality News Week in Review Online Interview* – April 9, 2004

*CNN.com Travel*, April 16, 2004

**Emergency Preparedness Tool for Hoteliers**

*Society of Government Travel Professionals Annual Conference*, Spring 2006

*Resort & Recreation Magazine*, September 2005

*Occupational Health & Safety (ohsonline.com)*, Spring 2005

*Hotel Resource News.com* – lead article, September 28, 2004

*Smith Travel Research News Clippings*, September 29, 2004

*Lodging HR*, Vol. 6 (7), October 2004