

ROHIT VERMA

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WORK EXPERIENCE

VinUniversity

- ▶ Founding Provost (Rector) / Chief Academic Officer (July 1st 2019 onwards)
- ▶ Dean of College of Business Management (July 2019 – June 2020)

Cornell University

Cornell SC Johnson College of Business (2016 onwards)

- ▶ Dean of External Relations (2016 – 19)
- ▶ Singapore Tourism Board Distinguished Professor in Asian Hospitality Management (2014-19)
- ▶ Professor, Operations Technology and Information Management (2009+; currently on leave);
- ▶ Founding Project Champion, Cornell VinUniversity Project (2017 – 19)
- ▶ Founding Principal Investigator, Hanga Ahazaza Initiative grant from MasterCard Foundation (2018 – 19)
- ▶ Faculty fellow, Cornell Atkinson Center for Sustainability (2017+)

School of Hotel Administration (2006 – 16)

- ▶ Professor, Service Operations Management (2009+);
- ▶ Associate Professor, Service Operations Management (2006 - 09)
- ▶ Founding Executive Director, Cornell Institute for Healthy Futures (2015 - 18)
- ▶ Coordinator, MBA/MMH Dual Degree Program (2013-15)
- ▶ Director, Executive Master Program Development Project (2012-13)
- ▶ Executive Director, Cornell Center for Hospitality Research (2009-12)

Johnson Graduate School of Management (2006 - 16)

- ▶ Visiting Professor, Operations Management (2009 - 16)
- ▶ Visiting Associate Professor, Operations Management (2007-09)

University of Pennsylvania, Perelman School of Medicine (2019+)

- ▶ International Scholar, Center for Global Health

University of Utah, David Eccles School of Business (DESB) (2001-07)

- ▶ George S. Eccles Professor of Operations Management (2006-07)

- ▶ Professor, Operations Management (2006-07)
- ▶ Associate Professor, Operations Management (2001-06)
- ▶ Thayne Robson Fellow (2003-06)
- ▶ Vice President, DESB Faculty (2005-06)
- ▶ Area Coordinator, Operations Management (2003-06)
- ▶ Chair, University Technology Transfer Committee (2004-05)
- ▶ Co-Chair, Engineering-Business Joint Program (2004-06)

DePaul University, Kellstadt Graduate School of Business (1995-02)

- ▶ Associate Professor (2001-02)
- ▶ Assistant Professor (1997-01); Visiting Assistant Professor (1995-97)

Visiting Appointments

- ▶ German Graduate School of Management and Law, Germany (2011, 12, 13, 14)
- ▶ Korea University, Korea (2013)
- ▶ Hong Kong Polytechnic University, China (2013)
- ▶ Nyenrode Business University, The Netherlands (2010)
- ▶ Instituto de Empresa, Spain (2008)
- ▶ Helsinki School of Economics and Business Administration, Finland (1996, 98, 04)
- ▶ Indian School of Business, India (2006)
- ▶ Norwegian School of Logistics, Norway (2005, 06)
- ▶ University of Sydney, Australia (1998)

EDUCATION

- ▶ **Ph.D.**, Business Administration, David Eccles School of Business, University of Utah (1996)
- ▶ **M.S.**, Metallurgical Engineering, University of Utah (1993)
- ▶ **B.Tech.**, Indian Institute of Technology, Kanpur, India (1990)

HONORS AND AWARDS

Research Awards

- ▶ **Fellow (2020)** Decision Sciences Institute.
- ▶ **Lifetime Achievement Award (2018)** College of Service Operations, Production and Operations Management Society.
- ▶ **Most Influential Service Operations Paper Award (2019 and 2015)** College of Service Operations, Production and Operations Management Society.
- ▶ **Industry Relevance Award (six-time winner: 2018, 2017, 2014, 2011, 2009, 2007)** Cornell Center for Hospitality Research.
- ▶ **Jack Meredith Best Paper Award (2014)** Journal of Operations Management

- ▶ **Christopher Lovelock Best Paper Award (2009)** Art & Science of Service Conference.
- ▶ **1st Recipient of Wickham Skinner Early Career Research Accomplishments Award (2001)** Production and Operations Management Society
- ▶ **[Sprit of Inquiry Award \(2000\)](#)** DePaul University.
- ▶ **Best Paper Award (1999)** Service Management Association International Conference.
- ▶ **Doctoral Dissertation Research Award (1994)** APICS and Mkt Science Institute (94)

Teaching-related Awards

- ▶ **Teaching Excellence Award (2011)** Cornell School of Hotel Administration.
- ▶ **Teaching Excellence Award (2007)** David Eccles School of Business, Univ of Utah.
- ▶ **Teaching Innovation Award (1998)** Department of Management, DePaul University.
- ▶ **Doctoral Student Teaching Award (1995)** David Eccles School of Business, Univ. of Utah.
- ▶ **Best Case Study Award (2006)** CIBER / IU and POMS.

Service Awards

- ▶ **Professional Service Award (2006)** David Eccles School of Business, University of Utah.

Scholarships

- ▶ **Graduate Research Fellowship** United States Bureau of Mines (1989-91).
- ▶ **National Talent Search Scholarship** Government of India (1983-89).
- ▶ **State Talent Search Scholarship** State of Bihar, India (1983-85).

RESEARCH (Link to [Google Scholar Page](#))

Under Review for Journal Publication

- Long, L., Hu., K., and Verma, R. (2021) "Service Chains' Operational Strategies: Standardization or Customization? Evidence from the Nursing Home Industry", revise and re-submit, *Manufacturing & Service Operations Management*.
- Lee, J., Han, S., Edvardsson, B., and Verma, R. (2021) "Mobile technology adoption among hotels: managerial issues and opportunities", revise and resubmit, *Tourism Management Perspectives*.
- Zhong, L., and Verma. R. (2021) "Stranger in the room? Acceptance, guest requirements, satisfaction, and use of hotel service robots", revise and resubmit, *Cornell Hospitality Quarterly*.

Published Journal Articles (total: 82)

- Segarra-Ona, M., Peiro-Signes, A., and Verma, R. (2020). "Fostering Innovation through Stakeholders' Engagement at the Healthcare Industry: Tapping the Right Key", *Health Policy*, Vol. 124, No. 8.
- Secchi, E., Roth, A., and Verma, R. (2020). "The Effect of Service Improvisation Competence on Hotel Performance", *International Journal of Operations and Production Management*, Vol. 40, No. 3.
- Jingjing L., Jiyoung, K., Verma, R. and Choi, S. (2020). "The Effect of Companion's Role-Play Quality on the Patient's Perceived Healthcare Service Quality", *Korean Journal of Service Management*, Vol. 21, No. 1.
- Solnet, D, Subramony, M., Golubovskaya, M, Snyder, H, Liberman, O, Gray, W. and Verma, R. (2020). "Frontline Service Worker Wellness: Lessons from Interactional Psychology", *Journal of Service management*, Vol. 31, No. 5.
- Secchi, E., Roth, A. and Verma, R. (2019). "The Impact of Service Improvisation Competence on Customer Satisfaction: Evidence for the Hospitality Industry", *Production and Operations Management*, Vol 28, No 6.
- Kong, L, Sadatsafavi, H and Verma, R (2019). "Usage and Impact of Information and Communication Technologies in Healthcare Delivery", *Service Science*, Vol 11, No. 3.
- McColl-Kennedy, J., Danaher, T., Gallan, A., Orsingher, C., Lervik-Olsen, L., and Verma, R. (2017) "How Do You Feel Today? Transforming Patient and Family Experiences in Health Care to Enhance Emotional Well-Being", *Journal Business Research*, Vol. 79.
- Dixon, M., Victorino, L., Kwortnik, R. and Verma, R. (2017) "Surprise, Anticipation, and Sequence Effects in the Design of Experiential Services", *Production and Operations Management*. Vol. 26, No. 5.
- Kim, S., Choi, S. and Verma, R. (2017) "Providing feedback to service customers: The effect of the presentation order and repetition of feedback types". *Journal of Service Management*, Vol. 28. No. 2.
- Xie, X, Anderson, C. and Verma, R. (2017) "Customer Preferences and Opaque Intermediaries". *Cornell Hospitality Quarterly*, Vol. 58, No. 4
- Brandan-Jones, A, Lewis, M., Verma, R, and Walsman, M. (2016) "Examining the characteristics and managerial challenges of professional services: An empirical study of management consultancy in the travel, tourism, and hospitality industry" *Journal of Operations Management*. Vol. 42-43.
- Xie, K., Anderson, C. and Verma R. (2016) "Demand growth in services: A discrete choice assessment of full information and opaque distribution channels" *Decision Sciences*. Vol 47, No. 3.
- Lee, M, Verma, R. and Roth, A. (2015). "Understanding customer value in technology-enabled services: A numerical taxonomy based on usage and utility" *Service Science*, Vol 7., No 3.
- Peiró-Signes, Ángel, Segarra-Oña, María-del-Val, Verma R. (2015). "The effect of tourism clusters on U.S. hotel performance", *Cornell Hospitality Quarterly*. Vol. 56, No. 2.

- Zhang, J., Joglekar, N. and Verma R. (2014) "An empirical test of service eco-certification signaling effect in services." *Journal of Service Management*. Vol. 25, No. 4.
- Dixon, M., Karniouchina, E., Rhee, van der B., Verma R., and Victorino, L. (2014) "The role of coordinated marketing-operations strategy in services: Implications for managerial decisions and execution." *Journal of Service Management*. Vol. 25, No. 2.
- Han, S. and Verma, R. (2014) "Why attend tradeshows? An assessment of exhibitor and attendees preferences" *Cornell Hospitality Quarterly*, Vol. 55, No. 3.
- Zhang, J., Joglekar, N., Heineke, J., and Verma, R. (2014) "Eco-efficiency of service co-production: connecting eco-certifications and resource efficiency in U.S. hotels" *Cornell Hospitality Quarterly*, Vol. 55, No. 3.
- Segarra-Oña, María-del-Val, Peiró-Signes, Ángel, Mondejar, Jose, Vargas Manuel, Verma, R. (2014) "The impact of environmental certification on hotel guest ratings." *Cornell Hospitality Quarterly*. Vol. 55, No. 1.
- Victorino, L., Verma, R. and Wardell D. (2013) "Script usage in customized and standardized service encounters: Implications for perceived service quality." *Production and Operations Management*, Vol. 22, No 3.
- Dixon, M. and Verma, R. (2013) "Sequence effects in service bundles: Implications for service design and scheduling." *Journal of Operations Management*, Vol. 31, No. 3.
- Thakran, K and Verma R. (2013) "The emergence of hybrid online distribution channels in hospitality, travel and tourism." *Cornell Hospitality Quarterly*. Vol. 54, No. 3.
- Victorino, L., Verma, R., Bonner, B., and Wardell D. (2012) "Can customers detect script usage in service encounters? An experimental video analysis" *Journal of Service Research*, Vol. 15, No 4.
- Peiró-Signes, Ángel, Segarra-Oña, María-del-Val, Miret-Pastor, Luis, Verma, R. (2012) "The effects of localization on economic performance" *European Planning Studies*, Vol. 20, No 8.
- Zhang, Jie, Joglekar, N., and Verma, R. (2012) "Pushing the frontier of sustainable service operations management: evidence from US hospitality industry" *Journal of Service Management*, Vol. 23, 3.
- Verma, R., Stock, D., and McCarthy, L. (2012) "Customer preferences for online, social media, and mobile innovations in the hospitality industry" *Cornell Hospitality Quarterly*, Vol. 53, No. 3.
- Zhang, Jie, Joglekar, N., and Verma, R. (2012) "Exploring resource efficiency benchmarks for environmental sustainability in hotels" *Cornell Hospitality Quarterly*, Vol. 53, 3.
- Segarra-Oña, María-del-Val, Peiró-Signes, Ángel, Verma, R., and Miret-Pastor, Luis (2012) "Does environmental certification help the economic performance of hotels? Evidence from the Spanish hotel industry" *Cornell Hospitality Quarterly*, Vol. 53, No. 3.

- MacDonald, L., Anderson, C. K., Verma, R. (2012). "Using revealed- and stated-preference customer choice models for making pricing decisions in services: An illustration from the hospitality industry", *Journal of Revenue and Pricing Management*, Vol. 11. No. 2.
- Ding, X., Yang H., Verma R. (2011) "Customer experience in online financial services: A study of behavioral intentions for techno-ready market segments", *Journal of Service Management*, Vol. 22, No 3.
- Peiró-Signes, Ángel, Segarra-Oña, María-del-Val, Miret-Pastor, Luis, Verma, R. (2011) "Eco-innovation attitude and industry's technological level" *Environmental Engineering and Management Journal*, Vol. 10, No 12.
- Verma, R. (2010) "Customer choice modeling in hospitality services: A review of past research and discussion of some new applications", *Cornell Hospitality Quarterly*, Vol. 51, No. 4.
- Ding, D.X., Hu, P.J., Verma, R., and Wardell, D. (2010) "The impact of service system design and flow experience on customer satisfaction in online financial services", *Journal of Service Research*, Vol. 13, No 1.
- Kimes, S., Verma, R. and Hart, C. (2010) "Revenue management at the Hong Kong Grand: The dine in grandeur dilemma", *INFORMS Transactions on Education*, Vol. 10, No. 3.
- Rhee, B., Verma, R., and Plaschka, G. (2009) "Understanding tradeoffs in the supplier selection process: The role of flexibility, delivery, and value-added services/support", *International Journal of Production Economics*, Vol. 120, No. 1.
- Karniouchina, E., Moore, W.L., Rhee, B., and Verma, R. (2009) "Issues in the use of ratings-based versus choice-based conjoint analysis in operations management research", *European Journal of Operational Research*, Vol. 197, No. 1.
- Victorino, L., Verma, R., and Karniouchina, E. (2009) "Exploring the use of the abbreviated technology readiness index for hotel customer segmentation", *Cornell Hospitality Quarterly*, Vol. 50, No.3.
- Verma, R., Plaschka, G., Hanlon, B., Livingston, A, and Kalcher, K. (2008) "Predicting customer choices in services using discrete choice analysis", *IBM Systems Journal* (special issue on *Service Science, Management and Engineering*), Vol. 47, No. 1.
- Verma, R. (2008) "Outback steakhouse in Korea: A commentary", *Cornell Hospitality Quarterly* Vol. 49, No. 1.
- Metters, R. and Verma, R. (2008) "Service outsourcing: Historical perspectives and future research directions", *Journal of Operations Management* Vol. 26, No. 2.
- Youngdahl, W. and Verma, R. (2008) "Offshoring of service and knowledge Work", *Journal of Operations Management*, Vol. 26, No. 2.
- Ding, X., Verma, R. and Iqbal, Z. (2007) "Self-service technology and online financial service choice", *International Journal of Service Industry Management*, Vol. 18, No. 3.

- Van der Rhee, B., Verma, R., Plaschka, G., and Kickul, J. (2007) "Technology readiness, learning goals and eLearning: Searching for synergy", *Decision Sciences Journal of Innovative Education*, Vol. 5, No. 1.
- Gupta, S., Verma, R., Victorino, L. (2006) "Empirical research published in *Production and Operations Management* (1992-2005): Trends and future research directions", *Production and Operations Management*, Vol. 15, No. 3.
- Li, S., Madhok, A., Plaschka, G., and Verma, R. (2006) "Switching inertia and competitive asymmetry: A demand side perspective" *Decision Sciences*, Vol. 37, No. 4.
- Feickert, J., Verma, R., Plaschka, G., Dev, C. (2006) "Hotel security: Guest preferences and willingness to pay" *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 47, No. 3.
- Verma, R., Louviere, J., Burke, P. (2006) "Using market-utility-based approach to designing government and public services: Case illustration from United States Forest Service", *Journal of Operations Management*, Vol. 24, No. 4.
- Ding, X., Wardell, D., Verma, R. (2006) "An assessment of SPC-based approaches for charting student evaluation scores" *Decision Sciences Journal of Innovative Education*, Vol. 4, No. 2.
- Karniouchina, E.V., Victorino, L., Verma, R. (2006) "Product and service innovation: Ideas for future cross-disciplinary research", *Journal of Product Innovation Management*, Vol. 23, No. 3.
- Iqbal, Z., and Verma, R. (2006) "Competing online: Studying consumer choice drivers for online financial services", *Journal of Internet Commerce*, Vol. 5, No. 1.
- Verma, R., Youngdahl, W., McLaughlin, C. and Johnston, R. (2006) "Innovative operations management applications in not-for-profit, public and government services", *Journal of Operations Management*, Vol. 24, No. 4.
- Verma, R. and Plaschka, G. (2005). "Predicting customer choices", *MIT Sloan Management Review*, Vol. 47, No 1.
- Victorino, L., Verma, R., Plaschka, G., Dev, C. (2005) "Service innovation and customer choices in hospitality industry", *Managing Service Quality*, Vol. 15, No. 6.
- Verma, R., McLaughlin, C., Johnston, R., and Youngdahl, W. (2005) "Research opportunities in not-for-profit, government and public services: Charting a new research frontier", *Journal of Operations Management*, Vol. 23, No. 2.
- Verma, R., Iqbal, Z., and Plaschka, G. (2004). "Understanding customer choices in e-Financial services", *California Management Review*, Vol. 46, No. 4.
- Verma, R. and Plaschka, G. (2003). "The art and science of customer choice modeling: reflections, advances, and managerial implications", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 44, No. 5-6.

- Goodale, J., Verma, R., and Pullman, M. (2003) "A market utility based model for capacity scheduling in mass services", *Production and Operations Management*, Vol. 12, No.2.
- Iqbal, Z., Verma, R., and Baran, R. (2003) "Understanding customer choices & preferences for Transaction-based e-Services", *Journal of Service Research*, Vol. 6, No. 1.
- Thompson, G.M., and Verma, R. (2003) "Computer simulation in hospitality: Teaching, practice and research", *Cornell Hotel and Restaurant Administration Quarterly* Vol. 44, No. 2.
- Goodale, J., Verma, R. and Pullman, M. (2003) "Scheduling employees in hospitality services: The market utility-based approach", *Cornell Hotel and Restaurant Administration Quarterly* Vol. 44, No. 1.
- Hill, A., Collier, D., Froehle, C., Goodale, J., Metters, R., and Verma, R. (2002) "Research opportunities in service process design", *Journal of Operations Management*, Vol. 20, No. 2.
- Cook, L. and Verma, R. (2002) "Exploring the linkages between quality system, service quality, and performance excellence: Service providers' perspectives", *Quality Management Journal*, Vol. 9, No. 2.
- Verma, R., Plaschka, G. and Louviere, J. (2002) "Understanding customer choices: A key to successful management of hospitality services", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 43, No. 6.
- Verma, R., Fitzsimmons, J., Heineke, J. and Davis, M. (2002) "New issues and opportunities in service design research," *Journal of Operations Management*, Vol. 20, No. 2.
- Verma, R., Thompson, G., Moore, W. and Louviere, J. (2001) "Effective design of products/services: An approach based on integration of marketing and operations management decisions", *Decision Sciences*, Vol. 32, No. 1.
- Pullman, M., Verma, R. and Goodale, J. (2000) "Service design and operations strategy formulation in multicultural markets", *Journal of Operations Management*, Vol. 19, No. 2.
- Verma, R. and Young, S.T. (2000) "Configurations of low-contact services", *Journal of Operations Management*, Vol. 18, No. 6.
- Boyer K. and Verma, R. (2000) "Multiple raters in operations strategy research", *Production and Operations Management*, Vol. 9, No. 2.
- Verma, R. and Boyer, K. (2000) "Service classification and management challenges", *Journal of Business Strategies*, Vol. 17, No. 1.
- Verma, R. (2000) "An Empirical assessment of management challenges in service factories, service shops, mass services and professional services", *International Journal of Service Industry Management*, Vol, 11, No. 1.
- Verma, R., Gibbs, G., and Gilgan, R. (2000) "Redesigning check processing operations using animated

computer simulation”, *Business Process Management Journal*, Vol. 6, No. 1.

- Verma, R., Pullman, M., and Goodale, J. (1999) “Designing and positioning services for multicultural markets”, *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 40, No. 6.
- Verma, R., Thompson G., and Louviere, J. (1999) “Configuring service operations in accordance with customers’ needs and preferences”, *Journal of Service Research*, Vol. 1, No 3.
- Moore, W., Louviere, J. and Verma, R. (1999) “Using conjoint analysis to design product platforms”, *Journal of Product Innovation Management* Vol. 16, No. 1.
- Verma R. and Thompson, G. (1999) “Managing service operations based on customer preferences”, *International Journal of Operations and Production Management*, Vol. 19, No. 9.
- Verma, R. and Pullman, M. (1999) “An analysis of the supplier selection process”, *Omega: The International Journal of Management Science*, Vol. 26, No. 6.
- Verma, R. and Thompson, G. (1998) “Discrete choice analysis in hospitality management research”, *Journal of Hospitality and Tourism Research*, Vol. 21, No. 1.
- Verma, R. (1997) “Management science, theory of constraints/optimized production technology and local optimization”, *Omega: The International Journal of Management Science*, Vol. 25, No. 2.
- Verma, R. and Thompson, G. (1996) “Basing service management on customer determinants: The importance of hot pizza”, *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 37, No. 2.
- Verma, R. and Goodale, J. (1995) “Statistical power in operations management research”, *Journal of Operations Management*, Vol. 13, No. 2.
- Rajamani R. and Verman, R. (1995) “Environment dependent breakage rates in ball milling”, *Powder Technology*, Vol. 84.
- Kapur, Velamakanni, B., Fuerestenaus, D.W. and Verma, R. (1992) “Simulation of locked cycle grinding of multi-component feeds and its implication for stability and control of industrial comminution circuits”, *Powder Technology*, Vol. 69, No. 1.

Textbooks (total: 3)

- Enz, C., Kimes, S.E., Siguaw, J., Verma, R. and Walsh, K. “Achieving Success through Innovation: Cases and Insights from the Hospitality, Travel, and Tourism Industry”, Business Expert Pres, 2016.
- Sturman, M., Corgel, J., and Verma R. (eds.) “The Cornell School of Hotel Administration on Hospitality; Cutting Edge Thinking and Practice” Wiley, 2011.
- Boyer, K. and Verma, R. “Operations and Supply Chain Management for the 21st Century” South-Western Cengage Learning, 2009.

- Verma, R. and Boyer, K. "Operations and Supply Chain Management: World Class Theory and Practice" South-Western Cengage Learning (International Edition), 2009

Book Chapters (total: 14)

- Strong, A. and Verma, R. (2019) "High-Tech vs. High Touch Service Design in Healthcare: A Case for Considering the Emotional Biorhythm of the Patient in Technology Interventions. *Handbook of Service Science, Volume II*.
- Peiró-Signes, A, Segarra-Oña, M, Verma, R and Miret-Pastor, L. (2018) "Where Should I Locate My Hotel? An In-Depth Analysis of the Cluster Effect on Hotel Performance. *Agglomeration and Firm Performance*.
- Verma, R., Kong, L. and Zhen, L. (2017) "Operations Management in Hospitality, Travel and Tourism" *Handbook of Operations Management*. (edited by Marty Starr and Sushil Gupta)
- Zhang, J., Joglekar, N. and Verma, R. (2013) "Sustainability Measurements in the Built Environment: Asset Ownership & Operational Choices in the U.S. Hospitality Industry" in *Constructing Green: Sustainability and the Places We Inhabit* (edited by Rebecca Henn and Andrew Hoffman), MIT Press.
- Sturman, M., Corgel, J., and Verma, R. (2011) "Four Paths to Success in the Hospitality Industry" *The Cornell School of Hotel Administration on Hospitality; Cutting Edge Thinking and Practice*. Wiley.
- Verma, R. (2011) "Understanding and Predicting Customer Choices" *The Cornell School of Hotel Administration on Hospitality; Cutting Edge Thinking and Practice*. Wiley.
- Verma, R. (2011) "the Hospitality Business Environment" *Cornell Handbook of Applied Hospitality Strategy*. Sage Publishers.
- Krueger, N., Kickul, J., Gundry, L, Verma, R. & Wilson, F. (2010) "Discrete Choices, Trade-offs & Advantages: Modeling Social Venture Opportunities and Intentions", *International Perspectives on Social Entrepreneurship Research*. Palgrave.
- Tsai W., Schmidt, G. and Verma, R. (2007) "New Service Development", *Handbook of New Product Development*, Elsevier.
- Plaschka, G., Verma, R. and Squeo D. (2005) ""Seen, but not heard!" Assessing merger outcomes from a Market and Customer Perspective", *Transatlantic Mergers & Acquisitions*.
- Verma, R. (2001) "Services Marketing", *Handbook of Logistics and Supply Chain Management*, Ed. Brewer, A.M., and Hensher, D.A. Pergamon.
- Pullman, M.E., Goodale, J. and Verma, R. (2000) "Service Capacity Design with Integrated Market-Utility Based Method", *Service Product Development*, Eds: James Fitzsimmons, Sage Publications, Thousand Oaks, CA.
- Verma, R., Maher, T., and Pullman, M (1998). "Effective Product and Process Development Using Quality Function Deployment", *Integrated Product and Process Development: Methods, Tools, and Technologies*,

John Wiley and Sons.

- Rajamani R., and Verma, R. (1992) "Effect of Milling Environment on the Breakage Rates in Dry and Wet Grinding", *Comminution: Theory and Practice*, The Society of Mining & Met. Engineers.

Cases (total: 3)

- ▶ Kimes, S. Verma R., Hart, C.H. and Wirtz, J. (2016) "The Royal Dining Membership Program Dilemma" in *Essentials of Services Marketing text* (2nd edition) and 8th edition of *Services Marketing: People, Technology, Strategy*.
- ▶ Newman, S., Grikscheit G., Verma, R. and Malapati, V. (2007) "eBay Trust, Safety and Fraud", (*unpublished*). (Finalist, DSI Case Competition, 2007).
- ▶ Newman, S., Grikscheit, G., Verma, R., and Malapati, V. (2006) "eBay Customer Support Outsourcing", *European Case Clearing House*, 2006. (Winner, POMS and CIBER case competition, 2006)

Industry Articles (total: 45)

- ▶ Verma, R. and Strong, A (2020). "From Wellness to Well-being", *Hotel Yearbook 2020*.
- ▶ Zhong, L. and Verma, R (2019) "Robot Rooms": How Guests Use and Perceive Hotel Robots", *Cornell Hospitality Reports*, Vol 19, No. 2.
- ▶ Verma, R. and Walsman, M. (2018). "Hoteliers are investing in Sustainability: Where Does it go from here?", *Hotel Yearbook 2018*.
- ▶ Zhang, J. and Verma R (2017) "What Matters Most for Your Guests: An Exploratory Study of Online Reviews", *Cornell Hospitality Reports*, Vol. 17, No. 4.
- ▶ Han, H., Mankad, S., Gavirneni, N., and Verma R (2016) "What Guests Really Think of Your Hotel: Text Analytics of Online Customer Reviews", *Cornell Hospitality Reports*, Vol. 16, No. 2.
- ▶ Secchi, E., Roth, A. and Verma, R (2016) "The Role of Service Improvisation in Improving Hotel Customer Satisfaction", *Cornell Hospitality Reports*, Vol. 16, No. 1.
- ▶ Bruns-Smith, A., Choy, V., Chong, H., and Verma, R. (2015) "Environmental Sustainability in the Hospitality Industry: Best Practices, Guest Participation, and Customer Satisfaction", *Cornell Hospitality Reports*, Vol. 15, No. 3.
- ▶ Verma, R and Withiam, G. (2015) "Hospitality Trends for 2015: Blending Order and Chaos", *Hotel Yearbook 2015*.
- ▶ Walsman, M, Dixon, M, Rush, R. and Verma, R. (2014) "It's More than Just a Game: The Effect of Core and Supplementary Services on Customer Loyalty", *Cornell Hospitality Reports*, Vol. 14, No. 23.
- ▶ Walsman, M., Verma, R. and Muthulingam, S. (2014) "The Impact of LEED Certification on Hotel Performance", *Cornell Hospitality Reports*, Vol. 14, No. 15.

- ▶ Han, S. and Verma, R. (2014) "The Future of Tradeshows: Evolving Trends, Preferences, and Priorities", *Cornell Hospitality Reports*, Vol. 14, No. 13.
- ▶ Segarra-Ona, M., Piero-Signes, A., Verma, R., Mondéjar-Jiménez, J., and Vargas-Vargas, M. (2014) "Environmental Management Certification (ISO 14001): Effects on Hotel Guest Reviews", *Cornell Hospitality Reports*, Vol. 14, No. 8.
- ▶ Zhang, J., Joglekar, N., and Verma, R. (2014) "Exploring the Relationship between Eco-certifications and Resource Efficiency in U.S. Hotels", *Cornell Hospitality Reports*. Vol. 14, No 7.
- ▶ Verma, R. and Withiam, G. (2014) "Hotel Trends 2014: The Industry Moves Forward", *Hotel Yearbook 2014*.
- ▶ Chong, H. and Verma, R. (2013) "Hotel Sustainability: Financial Analysis Shines a Cautious Green Light", *Cornell Hospitality Reports*. Vol. 13, No 10.
- ▶ Verma, R, Gupta, R, and Denison, J. (2012) "Connecting Customer Value to Social Media Strategies: Focus on India" 2012 *Cornell Hospitality Roundtable & Conference Proceedings*.
- ▶ Hollis, B. and Verma, R. (2012) "The Intersection of Hospitality and Healthcare: Exploring Common Area of Service Quality, Human Resources, and Marketing" 2-12 *Cornell Hospitality Roundtable & Conference Proceedings*.
- ▶ Han, S., and Verma, Rohit (2012) "The Effect of Corporate Culture and Strategic Orientation on Financial Performance: An Analysis of South Korean Upscale and Luxury Hotels" Vol 12, No 4, *Cornell Hospitality Reports*.
- ▶ Verma, R. and Withiam, G. (2012) "Eight Trends for the Hotel Industry in 2012", *Hotel Yearbook 2012*.
- ▶ Segarra-Oña, María-del-Val, Peiró-Signes, Ángel and Verma Rohit Verma (2011) "Environmental Management Certification and Performance in the Hospitality Industry: A Comparative Analysis of ISO14001 Hotels in Spain" Vol 11, No 22, *Cornell Hospitality Reports*.
- ▶ Verma R. and McGill, K. (2011) "2011 Travel Industry Benchmarking: Marketing ROI, Opportunities, and Challenges in Online and Social Media Channels for Destination and Marketing Firms" Vol 11, No 9, *Cornell Hospitality Reports*.
- ▶ McCarthy, L, Stock, D. and Verma, R. (2010) "How Travelers Use Online and Social Media Channels to Make Hotel-choice Decisions" Vol 10, No 18, *Cornell Hospitality Reports*.
- ▶ Enz, C., Verma, R., Walsh, K., Kimes, S. and Siguaw, J. (2010) "Cases in Innovative Practices in Hospitality and Related Services: Set 4", Vol. 10., No. 12. *Cornell Hospitality Reports*.
- ▶ Enz, C., Verma, R., Walsh, K., Kimes, S. and Siguaw, J (2010) "Cases in Innovative Practices in Hospitality and Related Services: Set 3" Vol 10, No 10, *Cornell Hospitality Reports*.
- ▶ Kimes, S., Enz, C., Siguaw, J., Verma, R., and Walsh, K. (2010) "Cases in Innovative Practices in Hospitality

and Related Services: Set 2”, Vol. 10., No. 4. *Cornell Hospitality Reports*.

- ▶ Verma R. and Smith, Russell, A. (2010) “The Quest for Consistent Ratings” Vol 2. No. 2. *Cornell Hospitality Roundtable Proceedings*.
- ▶ Taylor, W. and Verma, R. (2010) “Customer Preferences for Restaurant Brands, Cuisine, and Food Court Configurations in Shopping Centers”, Vol. 10., No 3. *Cornell Hospitality Reports*.
- ▶ Withiam, G. and Verma, R. “The Past is a Foreign Country” *Hotel Yearbook* 2010.
- ▶ Siguaw, J. , Enz C., Kimes, S., Verma, R. and Walsh, K. (2009) “Cases in Innovative Practices in Hospitality and Related Services: Set 1” Vol 9, No 17, *Cornell Hospitality Reports*.
- ▶ Dixon, M., Kimes, S. and Verma, R. (2009) “Customer Preferences and Use of Technology-Based Service Innovations in Restaurants”, Vol. 9., No. 7. *Cornell Hospitality Reports*.
- ▶ Victorino, L., Verma, R. and Wardell, D. (2008) “Scripting the Service Encounter: Some Guidelines for the Hospitality Industry”, Vol. 8., No. 20. *Cornell Hospitality Reports*.
- ▶ Verma R., Anderson C., Dixon M., Enz C., Thompson G., and Victorino L. (2008) “Key Elements in Service Innovation: Insights for the Hospitality Industry”, Vol 1., No 1., *Cornell Hospitality Roundtable Proceedings*.
- ▶ Karniouchina K., Mishra H., and Verma R. (2008) “Exploring Consumer Reactions to Tipping Guidelines”, Vol. 8., No. 8. *Cornell Hospitality Reports*.
- ▶ Verma R., Victorino L., and Karniouchina K. (2007) “Segmenting Hotel Customers Based on the Technology Readiness Index”, Vol. 7, No. 13. *Cornell Hospitality Reports*.
- ▶ Verma R. (2007) “Unlocking the Drivers of Customer Choices: Assessing Desirability and Willingness to Pay for Hospitality Services”, Vol. 7, No. 2. *Cornell Hospitality Reports*.
- ▶ Verma, R. “iChoose—What Mobile Phone Customers Really Want”, *Booz Allen and Hamilton* (September 2007) (with Harter, G., Heistermann, S., and Plaschka, G.)
- ▶ “Throttling the Customer”, *MIT Sloan Management Review*, Intelligence Section, Summer 2006 (written by SMR staff David Wagner – based on series of research conversations with Rohit Verma during May – June 2006).
- ▶ “Understanding and Managing Obnoxious Customers”, *MIT Sloan Management Review*, Intelligence Section, Winter 2005 (written by SMR staff Lauren Keller Johnson – based on a October 2004 white paper by Ray Coye and Rohit Verma).
- ▶ “How to make an Online Business Click”, *MIT Sloan Management Review*, Intelligence Section, Summer 2004 issue. (written by SMR staff Alden Hayashi -- based on a January 2004 white paper by Rohit Verma, Zafar Iqbal and Gerhard Plaschka).
- ▶ “Using Choice Modeling in Service Management”, *MIT Sloan Management Review*, Intelligence Section, 2003, 44 (2) (written by SMR staff Lauren Keller Johnson -- based on a Aug 2002 white paper by Rohit

Verma and Gerhard Plaschka).

- ▶ “Effective Design of Products/Services: An Approach based on Integration of Marketing and Operations Management Decisions” Research Paper Series of *APICS Education and Research Foundation*, #07016, 1999 (with Thompson, G.M., Moore, W.L., and Louviere, J.J.)
- ▶ “Using Conjoint Analysis to Design Product Platforms” *Marketing Science Institute Research Paper Series* 98-113 (with Moore, W.L. and Louviere, J.J.).
- ▶ “Want to Launch a Successful Academic Career? Then Build a Multi-Disciplinary Foundation”, *Decision Line*, July 2003.
- ▶ “International Teaching Early in Academic Career”, *Decision Line*, Vol. 30, No. 5, pp. 4-6, 1999 (with Boyer, K.K. and Youngdahl, W.)
- ▶ “My Operations Management Students’ Love Linear Programming”, *Decision Line*, Vol. 28, No. 4, 1997, pp. 9-12.

Research Grants

- ▶ Towards a Green Recovery: Air Quality and Economic Productivity Under COVID-19 (Cornell Atkinson Center for Sustainability) (7/20 onwards).
- ▶ The Future of Tradeshows and Meetings, Center for Hospitality Research (9/11 onwards)
- ▶ Signature Restaurants and their Impact on Hotel Performance, Center for Hospitality Research (7/10 onwards) (with Kimes, S.)
- ▶ Technology-based innovations in the hospitality industry, Center for Hospitality Research (7/09 onwards)
- ▶ Innovation Practices in Hospitality, Center for Hospitality Research (7/08 onwards) (PI: Cathy Enz; Co-PIs: Kimes, S., Siguaw, J, Verma, R., Walsh, K.)
- ▶ Customer-based Service Design and Innovation for Membership Dining Programs, Fairmont, Raffles, Swissotel, Singapore (1/08 onwards) (Verma R. and Kimes, S.).
- ▶ Growing a Lasting Customer Base at Wiener Konzerthaus: An Assessment of Reveled and Stated Customer Preferences, Booz Allen Hamilton & Wiener Konzerthaus Austria (11/07 onwards). (Verma R. and Plaschka, G.)
- ▶ A Comprehensive Assessment of Hotel, Dining and Shopping and Leisure Preferences of Women Travelers in the United States, GGP National Survey Network (10/07 onwards).
- ▶ Market Assessment of Technology and Service Innovations in Dining and Foodservices at Shopping Centers, National Survey Network (10/07 onwards).
- ▶ Customer choices for Retail and Hospitality Services in United Kingdom, Hammerson (8/07 onwards)
- ▶ Customer choices for Retail and Hospitality Services in Finland, Citycon (8/07 onwards)
- ▶ Strategic Positioning of a Conference and Retreat Center, Lake Junaluska Conference and Retreat Center (7/07 onwards).
- ▶ A Systematic Assessment of Service Scripts in the Hospitality Industry, Institute for the Social Sciences, Cornell University (11/07 onwards) (Verma R and Victorino, L.). GRANT #2
- ▶ A Systematic Assessment of Service Scripts in the Hospitality Industry, Center for Hospitality Research, Cornell University (3/07 onwards) (Verma R and Victorino, L.). GRANT #1
- ▶ Productivity Enhancement in Service Center Operations: Case Study of eBay Operations. David Eccles School of Business (1/03 – 12/04).
- ▶ Understanding Value Drivers in Hospitality Services. Hospitality Sales & Marketing Association

International (1/02 – 6/03), (Verma R, Dev, C. and Plaschka, G.).

- ▶ The Role of Urban Forests and Greeninfrastructure on Suburban Sprawl and on Housing Choice Decisions: An Exploratory Study, United States Department of Agriculture – Forest Service (6/99 - 5/02). (Verma R and Louviere, J.)
- ▶ Brand Equity of Financial Services in New Distribution Channels (e.g. Internet and E-Commerce). Funded by NCR Knowledge Laboratory, London, United Kingdom to University of Sydney, Australia. Sub-grant for USA data collection efforts. (6/99 - 12/99).
- ▶ Outdoor Recreation Site and Accommodation Choice under Capacity Constraints in National Forests. United States Department of Agriculture – Forest Service (6/98 - 7/01) (Verma R and Louviere, J.J.)
- ▶ Service Process Improvement for International Airport Food Court. Phi Airport Strategies, Inc. (6/98 - 12/98) (Pullman, M.E., Verma R and Goodale, J.C.)
- ▶ A Model for Effective Operations Management Integrating Customer Choice Patterns and Constrained Optimization Theory and Customer Choice Patterns. APICS and Marketing Science Institute (95-97) (Verma R, Thompson, G.M., Moore, W.L. and Louviere, J.J.).
- ▶ The Value of E-Learning Technologies in Business Administration Courses: An Assessment of Student Preferences. DePaul University. Jointly funded by Quality of Instruction Council, University Academic Affairs, Office of Distance Learning, Commerce Technology Center, and Management Development Center. (3/01 – 12/01). (Verma, R, Plaschka, G., Kickul, J., Cook, L. and Hartman, L)
- ▶ Urban Housing Choice Decisions: An Analysis. DePaul University, Undergraduate Research Assistant Program. Support for an undergraduate research assistant (1/01 - 6/01).
- ▶ Integrated Design of Service Systems Based on Consumer Choice Models and Animated Computer Simulation Models. College of Commerce, DePaul University (Summer 00).
- ▶ Assessment of Service Quality & Culture in Hong Kong Banking Industry, University Research Council, DePaul University (6/00) (Cook, L and Verma R).
- ▶ Design of Health Care Delivery Systems, DePaul University, Undergraduate Research Assistant Program. Support for an undergraduate research assistant (1/00 - 6/00).
- ▶ Effective Design of Banking Services. Competitive Research Grant, University Research Council, DePaul University (95-97).

TEACHING

Instructional Improvement Grants

- ▶ *University Minor in Health, Hospitality and Design*. Engaged Curriculum Grant, Cornell University (2017-19)
- ▶ *Designing Online Learning Environments*. Faculty Institute, Academic Technology Development, DePaul University (1/99 - 6/99).
- ▶ Service Process Improvement Using Computer Simulation. College of Commerce Technology Grant, DePaul University (6/98).
- ▶ *Incorporating Spreadsheet-based Quantitative Methods in Management Courses*. Instructional Quality Improvement Council, DePaul University (95-97)

Ph.D. Student Supervision

Chair / Co-Chair

- Bo van der Rhee (Ph.D. Univ. of Utah, David Eccles of Business, 2007)
 - Professor, Nyenrode Business Univ., The Netherlands

- Liana Victorino (PhD, Univ. of Utah, David Eccles School of Business, 2008)
 - Associate Professor, Univ. of Victoria, Canada
- Michael Dixon (PhD, Cornell Univ., School of Hotel Admin., 2011)
 - Associate Professor, Utah State University, USA.
- Matthew Walsman (PhD, Cornell Univ., School of Hotel Admin., 2016)
 - Assistant Professor, Rutgers University
- Lu Kong (Ph.D. Cornell Univ. Cornell SC Johnson College of Business, 2020)
 - Assistant Professor, University of South Florida
- Alexis Strong (Ph.D. Student, Cornell University)

Committee Member

- David Ding (PhD, Univ. of Utah, David Eccles School of Business, 2007)
Associate Professor, Rutgers University.
- Iris Lui (PhD, Cornell Univ., School of Hotel Administration, 2009)
Assistant Professor, Ming Chuan University, Taiwan.
- Jie Zhang (DBA, Univ. of Boston, School of Management, 2011)
Associate Professor, Univ. of Victoria, Canada
- Jin-Kyung Kwak (PhD, Cornell Univ., Johnson Graduate School of Management, 2011)
Associate Professor, Ehwa Women's University, S. Korea
- Enrico Secchi (PhD, Clemson Univ., College of Business and Behavioral Science, 2012)
Sr. Lecturer, University College, Dublin, Ireland.
- Subharshee Sundar (PhD, Univ. of Utah, David Eccles School of Business, 2014)
Associate Professor, University of Utah, USA
- Min Lee (Ph.D., Clemson University, College of Business and Behavioral Science, 2018)
Assistant Professor, Baylor University, USA

PROFESSIONAL SERVICE ACTIVITIES

- Co-Chair of QUIS Conference: 2012 (host), 2014, 2016, 2018, 2020-21.

Editorial Appointments

- *Department Editor: Service Science.* (19+)
- *Guest Editor: Journal of Service Management.* Special issue on "Service Imperatives in Hospitality, Health and Design" (19+)
- *Guest Editor: Cornell Hospitality Quarterly.* Special issue on "QUIS16" (19+)
- *Guest Editor: Journal of Service Management.* Special issue on "QUIS13" (16-17)
- *Guest Editor: Service Science.* Special issue on "CHRS 2014" (15-16)
- *Guest Editor: Cornell Hospitality Quarterly.* Special issue on "QUIS13" (13 onwards)
- *Guest Editor: Journal of Service Management.* Special issue on "QUIS12" (11-12)
- *Guest Editor: Cornell Hospitality Quarterly.* Special issue on "QUIS12" (11-12)
- *Special Topics Forum Associate Editor: Decision Sciences.* "Service Innovation" (07-09).
- *Guest Editor: Journal of Operations Management.* Special issue on "Off-shoring of Knowledge and Service Operations" (05-07)
- *Guest Editor: Journal of Operations Management.* Special issue on "Operations Management in Not-For-Profit, Public, and Government Services" (03-05)

- *Guest Editor: Journal of Operations Management*. Special issue on “Operations Management in Not-For-Profit, Public, and Government Services: Innovative Applications and Case Studies” (03-05)
- *Guest Editor: Journal of Operations Management*. Special issue on “New Issues and Opportunities in Service Design Research.” (01-02)
- *Editor: POMS Chronicle* (03 - 06)
- *Senior Editor: Production and Operations Management* (04 onwards).
- *Associate Editor: Journal of Operations Management* (03-09); *Associate Editor: Decision Sciences* (05 onwards); *Associate Editor: Operations Management Research* (07-09)

Decision Sciences Institute (major responsibilities)

- Vice President and Member of DSI Board, 11 - 13
- New Faculty Consortium Co-Coordinator, 10
- Chair, Doctoral Dissertation Competition, 07
- Chair, DSI Mini-conference Student Scholarship Competition, 07
- Faculty and Professional Development Program Co-Coordinator, 03
- New Faculty Consortium Co-Coordinator, 03
- Services Management Mini-conference Co-Coordinator, 02, 01

Production & Operations Management Society (major responsibilities)

- Vice President (Colleges) and Member of POMS Board, 11-13
- Vice President (Education) and Member of POMS Board, 06-09
- VP Meetings, College of Service Operations, 05-07
- Editor, POMS Chronicle

Academy of Management (major responsibilities)

- Coordinator Professional Development Workshop, Academy of Management Meeting, 03, 02, 01, 99

University Service (major responsibilities)

Cornell University (7/06-6/19)

- Faculty Fellow, Student Residence Halls (17-19)
- Member, University Internationalization Council (16 onwards)
- Member, Provost’s Public Engagement Committee (13 onwards)
- Member, Presidential Sustainability Committee (11-15)
- Coordinator, Latin Honors Thesis Program (11 - 16)

University of Utah, David Eccles School of Business, Salt Lake City, USA (7/01 – 6/07)

- Vice-President, DESB Faculty (05 – 06)
- Area Coordinator, Operations Management (7/03 – 6/06)
- Co-Chair, Product and Service Innovation Conference, Park City (04, 05, 06)
- Coordinator (DESB), University Masters in Statistics Committee (7/05 – 6/06)
- Co-Chair, Engineering-Business Joint (pilot) Program (7/04 – 6/06)

- Chair, University Technology Transfer Committee (7/04-6/05)

DePaul University, Department of Management, Chicago, USA (9/95 onwards)

- Director, Technology and e-Learning Taskforce (00 – 01)
