Dr. AJAY 'AJ' ALURI

John Chambers College of Business and Economics, West Virginia University
E-mail: ajaluri@mail.wvu.edu

ACADEMIC BACKGROUND

Doctor of Philosophy – Hospitality Administration   **July 2012**
    School of Hospitality and Tourism Management
    William S. Spears School of Business
    Oklahoma State University, Stillwater, OK

SAS Business Data Mining Certificate   **May 2010**
    SAS Institute Inc. and William S. Spears School of Business
    Oklahoma State University, Stillwater, OK

Graduate Certificate - Business Data Mining   **May 2010**
    William S. Spears School of Business
    Oklahoma State University, Stillwater, OK

Master of Science - Global Studies   **December 2007**
    School of Global Studies and Partnerships
    Focus Area: Global Business and Leadership
    Oklahoma State University, Stillwater, OK

Bachelor of Technology - Computer Science and Information Technology   **April 2004**
    Jawaharlal Nehru Technological University
    Hyderabad, Telangana, India

ACADEMIC PROFESSIONAL POSITIONS

2018-present   Associate Professor, Hardy Family Hospitality and Tourism Management
                 John Chambers College of Business & Economics,
                 West Virginia University, Morgantown, WV

2018-present   Founding Director, Nemacolin Hospitality Innovation and Technology
                 Lab, John Chambers College of Business and Economics,
                 West Virginia University, Morgantown, WV

2022-present	Director of Industry Networking, International Hospitality Information Technology Association (iHITA)
2021-2023	IDEA (Innovation, Design, and Entrepreneurship Applied) Faculty Fellow, The Hayhurst Launch Lab and Office of the Provost, West Virginia University, Morgantown, WV
2016-2019	Director of Networking, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
2012-2018	Assistant Professor, Department of Management John Chambers College of Business & Economics, West Virginia University, Morgantown, WV
2015-2016	Director of Research, North East North American Federation (NENA), International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
2013-2015	Director of Networking, North East North American Federation (NENA), International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
2011-2012	Visiting Assistant Professor, Department of Management, College of Business & Economics, West Virginia University, Morgantown, WV
2010-2011	Instructor of Record, School of Hospitality and Tourism Management, College of Human Sciences, Oklahoma State University, Stillwater, OK
2009-2010	President, Graduate Student Association, School of Hospitality and Tourism Management, College of Human Sciences, Oklahoma State University, Stillwater, OK
2009-2010	Research Assistant, School of Hospitality and Tourism Management, College of Human Sciences, Oklahoma State University, Stillwater, OK
2010	Pat Mareo Distinguished Fellow, School of Hospitality and Tourism Management, Oklahoma State University, Stillwater, OK
2009	Teaching Assistant, School of Hospitality and Tourism Management, College of Human Sciences, Oklahoma State University, Stillwater, OK
2007	Teaching Assistant, School of International Studies Oklahoma State University, Stillwater, OK

ACADEMIC AND INDUSTRY LEADERSHIP SUCCESSES

- **The naming of the Nemacolin Hospitality Innovation and Technology Lab, John Chambers College of Business and Economics, West Virginia University (November 2023 – Present).**
    - In 2018, I created a proposal and designed the WVU Hospitality Innovation and Technology (HIT) Lab at West Virginia University, with a budget of $250,000. The funding for the WVU HIT Lab came from existing accounts of Doug and Pam Van Scoy's Hospitality and Tourism Fund and J. Michael Bodnar's Hospitality and Tourism Support Fund.
    - I designed the WVU HIT Lab space from scratch, including a construction layout featuring state-of-the-art technology and innovative design elements. The WVU HIT Lab was intended to be a creative space for projects, demos, HTOR classes, student meetings, and collaborations beyond the business school.
    - In November 2023, I was one of the team members, along with the Dean of the Chambers College, the Development Team at the Chambers, the WVU Foundation Team, and one of the two faculty members of the Hospitality and Tourism Management to secure the funding to rename the WVU HIT Lab as the Nemacolin Hospitality Innovation and Technology Lab or Nemacolin Lab with $3 million in funding. This includes a $1 million building fund and space in the 3102 Reynolds Hall.

- **The naming of the Hardy Family Hospitality and Tourism Management program, John Chambers College of Business and Economics, West Virginia University (November 2023 - Present).**
    - In the Fall of 2011, I joined West Virginia University for the tenure-track Assistant Professor position to initiate the Hospitality and Tourism Management (HTOR) program as an Area of Emphasis (AoE) in collaboration with a Teaching Assistant Professor, Frank DeMarco. We successfully created the AoE from five to over 50 students in less than two academic years.
    - Our efforts with the AoE within the Department of Management were successful. We pursued the development of the major program and received approval for the primary degree program in 2013.
    - In 2018, I established the WVU HIT Lab to support our new curriculum and bridge the gaps between hospitality academics and the industry through innovation and technology at WVU and beyond.
    - Later, in 2019 and 2020, we launched the HTOR minor and online degree programs and successfully integrated them into the major and the WVU HIT Lab before the COVID-19 pandemic.
    - In November 2023, I was one of the team members, along with the Dean of the Chambers College, the Development Team at the Chambers, the WVU Foundation Team, and one of the two faculty members of the Hospitality and

Tourism Management to secure the funding to rename as the Hardy Family Hospitality and Tourism Management with $4 million in funding.

- **Chair, Hospitality Programs in Business Colleges (HpBc) Special Interest Group, International Council on Hotel, Restaurant, and Institutional Education (CHRIE) (2017-Present).**
    - o Took the lead as the Chair of the HpBc SIG at the ICHRIE organization.
    - o We created a database of all HpBc programs and leaders as part of the SIG.
    - o I led the SIG meetings and created resources for the HpBc group members with information and insights to help them thrive and establish the HpBc programs.
    - o I invited several industry and academic guests, such as Steve Hoods and Duane Vinson, to review the enrollment trends of the HpBc vs. standalone programs.
    - o I also coordinated a post-pandemic Hospitality Labor and Staffing Issues, Industry vs. Academia session with renowned speakers such as Jeremy Nichols and Peter Ricci.
    - o Furthermore, we focused on HpBc's fundraising success stories and their integration into the business school, journal rankings, and research quality assessments with top hospitality faculty leaders.

- **Advisory Council, HITEC Show, Hospitality Financial and Technology Professionals (HFTP) (2022-present).**
    - o The HFTP leadership invited me to serve on the Advisory Council of HITEC, the oldest and largest hospitality technology show.
    - o Serve as the reviewer and advisor for the educational programming of the HITEC show.
    - o I also serve in the HITEC Headliner Subcommittee to propose, review, and interview potential headline or keynote speakers of the show.
    - o I also served as the session coordinator for the post-pandemic hospitality trends insights at the HITEC, which included renowned industry speakers such as Anthony Melchiorri, Ted Horner, Rich Siegel, and Frank Wolfe.
    - o Furthermore, I moderated and coordinated the CIO Session with Insights to Current and Upcoming CIOs in the hospitality industry by inviting top CIOs such as Marco Trecroce, Matt Schwartz, and Michael Lederman.

- **Content Advisory Council, Hospitality Technology (HT), EnsembleIQ Media Brand, hospitalitytech.com (2022-present).**
    - o I was invited by Hospitality Technology (HT) to join the Content Advisory Council.
    - o Presented as a panel member of the Lodging Study 2023 at the HT Forum, Miami, FL.
    - o Participated in the content council meetings at the HT Forum conferences.

- o Coordinated the student panel to review their preferences and insights for Gen X in the lodging industry at the 2024 HT Forum.
- o I mentored four student proposals to HT Forum 2024 and assisted them in participating in the student panel to discuss The Future of Hoteling from the Gen Z perspective.
- o I contributed to the 2024 HT Hotel Industry Outlook: Back to Basics with regard to trends and insights for the lodging industry.

- **Director of Industry Networking, International Hospitality Information Technology Association Board of Directors (2022-present).**
  - o Appointed as the Director of Industry Networking board position to expand the partnership with the HITEC Show and HFTP.
  - o As a co-located conference with HITEC, I coordinated and organized the face-to-face conference in Orlando, FL.
  - o We invited guest speakers from the industry to speak at the annual event based on the theme of the conference and events.

- **Faculty Advisor, Eta Sigma Delta (ESD) Hardy Family Hospitality and Tourism Management program (HTOR), John Chambers College of Business and Economics, West Virginia University (2018-present)**
  - o Initiated and started a new ESD chapter as part of the HTOR program at West Virginia University.
  - o Created a student database every academic year and invited eligible students to participate in the yearly induction ceremonies.
  - o Along with the Hospitality Club, I invited students to organize and coordinate the induction program.
  - o Involved in the planning and organizing the ESD induction ceremonies and invited parents and students to the program.
  - o Involved industry speakers and partners for the honorary induction opportunities during the annual event.

- **WVU Hospitality Innovation and Technology (HIT) Lab, John Chambers College of Business and Economics, West Virginia University (2016-2024)**
  - o Introduced the idea of the HIT Lab to the Hospitality and Tourism Management Advisory Council at the College of Business and Economics, West Virginia University
  - o I have prepared a proposal to launch a HIT Lab for the Hospitality and Tourism Management program.
  - o I provided the design and layout of the HIT Lab, including the furniture and technology.
  - o Received funding for the space in the Evansdale Crossing building. Officially launched the space in March 2018.
  - o Managed the space for courses, team meetings, projects, and the HIT Lab student

team.
- o Conducted project demos for student groups, advisory councils, high-school recruits, and industry professionals.
- o They have participated in student demo competitions and events to showcase student HIT Lab projects and their ideas to bridge the gaps between the hospitality industry and academia.
- o Recruited and managed student team members from computer science, engineering, and most majors in the business school.

- **Faculty-led Study Abroad Program, Dubai, Creativity and Innovation in Business, John Chambers College of Business and Economics (2018-2024).**
    - o Collaborated with the Director of the Robbins Center for Global Business and Strategy at John Chambers College of Business and Economics to develop a study abroad program in Dubai.
    - o I investigated study abroad programs and partnered with Amity University, Emirates Academy of Hospitality Management, and Travel Corporation of India to offer student experiences. In 2019, I collaborated with Dubai's Hospitality-Tourism Management Institute (HTMi).
    - o Partnered with the industry contacts at the Hotel Atlantis the Royal, Accor Hotel Group, Desert Adventures, etc., to create a program and experiences based on the goals and objectives of the study abroad program.
    - o I initiated and implemented this study abroad program focusing on creativity and innovation in business in Dubai.
    - o Students had an opportunity to visit the Expo 2020 site, Hotel Atlantis; the Royal, the world's only 7-star hotel, Burj Al Arab; the most expensive hotel property in the world, Emirates Palace; Burj Khalifa, the tallest building in the world; Dubai Tourism; and many more.

- **WVU IDEA (Innovation, Design, and Entrepreneurship) Faculty Fellow, WVU Provost Office and Launch Lab, John Chambers College of Business and Economics, West Virginia University (2021-2023).**
    - o The IDEA Faculty Fellows program allows faculty to become involved by directly creating a curriculum to enhance student innovation, design, and entrepreneurship skills.
    - o I completed the Price-Babson Symposium for Entrepreneurship Educators certificate funded by the WVU Launch Lab.
    - o Developed Hospitality Business, Innovation, and Entrepreneurship (BIT) course as part of the IDEA Faculty Fellow.
    - o Created and organized the "Gamification of Outdoor Recreation" workshop based on the Price-Babson Symposium at the WVU Launch Lab.

- **Core Member, Hospitality and Tourism Management Program Online, John Chambers College of Business and Economics, West Virginia University (2019-2022)**
    - Collaborated with the College of Business and Economics administration team to start an online program in the Hospitality and Tourism Management program.
    - This online program was launched in the 2020 academic year, right before the COVID-19 pandemic, which enabled both the full-time faculty and the adjunct to teach online during and after the pandemic.
    - I was part of the core team to discuss the courses and plan of study to review the HTOR minor and its marketing and promotion.

- **Hospitality Academic Expert Invited by the American Hotel and Lodging Association (AHLA) & National Restaurant Association (NRA) for the Hospitality and Tourism Management Program (HTMP) Workgroup (2019 - 2022)**
    - I was invited by AHLA & NRA as an academic expert to revise the HTMP program.
    - Collaborated with other industry and academic experts to revise the program curriculum and contributed to the program's content.
    - I revamped the management and leadership in the existing book's hospitality and tourism management section.
    - I was invited as an author to contribute to the second edition of the HTMP program, Hospitality and Tourism Management book, published by the AHLA & NRA.
    - Contributed to the innovation and technology trends sections of the book.
    - This curriculum and book are being proposed for introduction to high schools in the 160 member states and countries of the United Nations World Tourism Organization.

- **Core Member, Hospitality and Tourism Management Program and Minor, John Chambers College of Business and Economics, West Virginia University (2017-2019)**
    - Collaborated with the College of Business and Economics administration team to start a minor in the Hospitality and Tourism Management program.
    - This minor was launched in the 2018-2019 academic year. Students from other majors in the B&E and WVU will be able to enroll in this HTOR minor.
    - I was part of the core team to discuss the courses and plan of study to review the HTOR minor and its marketing and promotion.

- **Core Faculty Member, Hospitality and Tourism Management Program (HTOR) and Major, John Chambers College of Business and Economics, West Virginia University (2013-2023)**

- With the success of the HTOR Area of Emphasis (AoE), I surveyed College of Business and Economics students about their intentions to major in the HTOR program.
- Contributed to the HTOR major proposal with the Associate Dean of the Undergraduate Academic Affairs.
- We have developed new curriculum, courses, and program outcomes for the new HTOR major and the teaching faculty.
- I was part of the core team that successfully submitted the proposal to the faculty senate and Board of Governors to launch the HTOR major in Fall 2014.
- I was involved in the meetings and committees to market and promote the HTOR major program, increase enrollment, and expand student outreach.
- Completed curriculum workshops with the provost's office to revise the program goals and objectives and introduced Human Skills, Operations, Leadership, Entrepreneurship or Intrapreneurship, and Innovation as the program's core goals.
- Attended WVU Decide Day and WVU Discover Day to promote the HTOR major and the WVU HIT Lab to new and potential students and parents.
- Along with the Undergraduate Advising, Center for Career Development, and Strategic Communications, we improved enrollment in minor, online, and significant programs.

- **Core Team Member, John Chambers College of Business and Economics, Hardy Family Hospitality and Tourism Management Program codependence with the Davis College Parks, Recreation, and Tourism (2020-2023)**
  - Appointed to explore and plan codependence with other tourism-related programs to enhance outdoor activities, adventure, hospitality, tourism, and culinary programs across the WVU system.
  - Discussed course curriculum and opportunities to collaborate and get students from both majors involved in the resources.
  - Created a new course by combining HTOR's Tourism Management and RPTR's Sustainable Tourism Planning courses, Sustainable Tourism Management, and co-taught it pro bono with the RPTR faculty.

- **Co-ordinator and Moderator, Inaugural Manuscript Marathon, International Council on Hotel, Restaurant, and Institutional Education (CHRIE) (2019)**
  - Coordinated the inaugural manuscript marathon session at the 2019 ICHRIE Annual Conference.
  - Prepared the format and focus of the session with the Director of Conferences and Director of Research
  - Moderated the panel session with editors of the ICHRIE journals and mentored the session attendees.

- **Collaborator and Partnerships, Study Abroad Program to India, John Chambers College of Business and Economics, West Virginia University (2017-2019)**
    - Collaborated with the Director of the Robbins Center for Global Business and Strategy in the College of Business and Economics to develop a study abroad program in India.
    - Investigated study abroad programs from CEPA and TCI.
    - Provided insights to the WVU Education Abroad and WVU Global Affairs organizations.

- **Hospitality and Tourism Management, Study Abroad + Internship, John Chambers College of Business and Economics, West Virginia University (2017-2018)**
    - Initiated a Study Abroad + Internship opportunity for Hospitality and Tourism Management students with the university program at Seville, Spain.
    - Partnered with EUSA and WVU Global Affairs to develop this unique study abroad program in the College of Business and Economics.

- **Director of Networking, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Board (2016-2019)**
    - The president of ICHRIE appointed me to serve on the board as the Director of Networking for the ICHRIE organization.
    - During my tenure as part of the board, I introduced networking events during the ICHRIE annual summer conference.
    - Served on the board while collaborating with the Directors of Research, Conferences, and Marketing to review new and existing membership benefits and networking opportunities.
    - I also served as the ICHRIE's Special Interest Groups (SIGs) co-chair to revamp the role of SIGs and the Chair of SIGs.
    - I worked with the ICHRIE staff to introduce the organization's social media channels and enhance member networking opportunities.
    - Led the new member orientation along with reception, introduced a new member mentorship program, and connected them to the ICHRIE and federation board leaders.
    - Along with the conference and networking committees, I led the groups to revamp the passport to ICHRIE programming.
    - Introduced the speaker panel session of ICHRIE journal's editorial boards to speak to the new and existing members.

- **Special Internet Groups (SIGs) Council Co-Chair, International Council on Hotel, Restaurant and Institutional Education (CHRIE) (2016-2019)**
    - Led the SIGs at the ICHRIE conference and served as the co-chair of the groups.
    - Managed and organized the SIG chairs and sessions at the ICHRIE Annual Conference

- o Introduced the SIG council meetings at the ICHRIE conference and engaged the members of the SIG groups by creating a SIG database.

- **Director of Research, North East North American (NENA) Federation, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (2015-2016)**
  - o I was appointed to serve on the NENA's board as the Director of Research.
  - o I led the research track and programming at the NENA Regional Conference at Boston University.
  - o I coordinated the call for papers and worked with the conference and research committees to introduce the conference theme.
  - o Later, I led the research track reviews and acceptances for the stand-up and poster presentations.
  - o I introduced a new format and structure for the paper submissions and presentations and a rubric to offer conference research awards.

- **Director of Networking, North East North American (NENA) Federation, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (2013-2015)**
  - o I was appointed to serve on the NENA's board as the Director of Networking.
  - o I revamped the NENA conference's networking capabilities and introduced social media channels as a networking option for members.
  - o I initiated LinkedIn and Facebook groups so that the members could get involved in social media and promote the regional conference.
  - o I served on the conference committee, which supported and assisted the host university and the board and included networking sessions and events during the conference.

- **The Greenbrier Agreement, Hospitality and Tourism Management, John Chambers College of Business and Economics, West Virginia University (2013-2016)**
  - o I established the summer + semester internship experience for the Hospitality and Tourism Management program students at the Greenbrier.
  - o Part of the core team will submit and discuss the Greenbrier Agreement with the leadership and internship program.
  - o This Greenbrier Agreement was officially signed in the fall of 2014, and meetings and discussions were held to re-establish this agreement in the fall of 2017.

- **Faculty Member, Hospitality and Tourism Management (HTOR) Area of Emphasis, College of Business and Economics, West Virginia University (2011-2014)**
  - o I joined the program to launch the HTOR Area of Emphasis in the business school.
  - o Initiated the HTOR Area of Emphasis (AoE) in Fall 2011 in the Department of Management

- Started teaching new HTOR courses as part of the AoE and developed the curriculum for the program.
- I was involved in committees and meetings to discuss enrollment in the AoE and the marketing of the program at the business school.

ACADEMIC HONORS AND AWARDS

- **2024 Posters and Demos Award, ENTER 2024, International Federation for IT and Travel & Tourism (IFITT), January 2024.**
  - The paper submitted for the demos on Spatial Computing and Augmented Reality as an Operating System Platform, Insights into the Hospitality and Tourism Industry, was awarded 3rd place at the ENTER 24 Conference, Izmir, Turkiye.

- **2023 Notable Leaders, International Hospitality Institute (IHI), December 2023.**
  - The notable Leaders series, IHI, celebrates inspirational hospitality leaders worldwide who are working to advance the hospitality industry.

- **2023 Board of Judges, International Hospitality Hall of Fame, September 2023.**
  - I have been appointed to serve on the prestigious 2023 Board of Judges of the International Hospitality Hall of Fame, which comprises 30 of the most respected leaders in global hospitality to select the first list of Hall of Fame in the industry.

- **Nominated to the 2023 Teaching Award, John Chambers College of Business and Economics, March 2023.**
  - Being nominated for the 2023 Teaching Award at the Chambers College, West Virginia University level, was an honor, even though I did not win the award.

- **2023 HITEC Advisory Council, HFTP, January 2023.**
  - Appointed to serve on the 2023 HITEC Advisory Council by the Hospitality Financial and Technology Professionals (HFTP), the world's largest and oldest hospitality technology show.

- **100 Most Powerful People in USA Hospitality, August 2022.**
  - Recognized in the 100 Most Powerful People in USA Hospitality by the International Hospitality Institute.

- **2022 McCool Breakthrough Award, August 2022.**
  - The award was given for making a significant breakthrough and introducing a unique approach in the spirit of International CHRIE's mission.

- **2022 iHITA Distinguished Service Award, June 2022.**
  - For the service and dedication to the International Hospitality Information Technology Association (iHITA) as the Director of Industry Networking.

- **Global Top 25 Most Influential Educators in Hospitality, March 2022.**
  - The International Hospitality Institute gives Global Hospitality Award to recognize top hospitality educators worldwide.

- **2021-2023 IDEA Faculty Fellow, March 2021.**
  - I was selected as the IDEA Fellow by the WVU Hayhurst Launch Lab and the Office of the Provost to infuse innovation, design, and entrepreneurship at WVU and beyond.

- **Recognition from the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) at the 2019 ICHRIE Annual Conference, July 2019.**
  - Dr. Aluri was recognized by the Executive Board at the 2019 ICHRIE Annual Conference for serving on the board as the Director of Networking between 2016 and 2019.

- **Best in Moving WV Forward Award, WV Forward, April 2019.**
  - A special award for the Moving WV Forward project to recognize an innovation designed to help move WV forward at the 2019 WVU Demo Day. Dr. Aluri and the HIT Lab student team won this award for the Internet of Sound (IoS) Interactive Kiosk.

- **2019 WVU Demo Day Expo Award, West Virginia University, April 2019.**
  - HIT Lab team members Sam Abbott, Sophia Hogan, Wren Parker, advisor, and Associate Professor Dr. Aluri won the Demo Day Expo Award for the Internet of Sound (IoS) Interactive Kiosk.

- **Award of Appreciation from the Amity University, Dubai, March 2019.**
  - Dr. Aluri received the award of appreciation from the leadership of Amity University, Dubai, for speaking at the Professional Development Workshop organized by the Department of Management and Hospitality and Tourism.

- **Certificate of Appreciation, Global Conference on Business, Hospitality, and Tourism Research (GLOSEARCH), Vietnam, October 2018.**
  - Dr. Aluri received a Certificate of Appreciation from the GLOSEARCH conference committee. Also invited to speak, participated in the panel session, and led the lodging section of the 2030 Hospitality & Tourism Think Tank.

- **Inducted into Eta Sigma Delta as the Honorary Lifetime Member, International Honor Society of Hospitality Management, October 2018.**
  - Dr. Aluri joined this elite academic community as a lifetime member; honorary members are recognized as top leaders in their field of study, contributors to the body of scholarly writing, service to the community at large, and thought to be global citizens.

- **Inducted into Sigma Xi, The Scientific Research Honor Society, October 2018.**
  - I joined a cadre of distinguished and committed researchers worldwide, including scientists and engineers from a wide range of disciplines, including over 200 Nobel Laureates.

- **Awarded "2018 Outstanding JHTR Best Paper," Journal of Hospitality and Tourism Research, ICHRIE, July 2018**
  - Award received for the article, "Using machine learning to co-create value through dynamic customer engagement in a brand loyalty program." Published in JHTR.

- **Recipient of "2018 Outstanding JHTE Reviewer of the Year," Journal of Hospitality and Tourism Education, ICHRIE, July 2018**
  - I served as an ad hoc reviewer for JHTE between 2016-2018.

- **Nominated for the 2023 Research Award, John Chambers College of Business and Economics, March 2018.**
  - Even though I did not win the award, it was an honor to be nominated for the 2018 Research Award at the Chambers College, West Virginia University level.

- **Awarded "Friend of ProStart," West Virginia Hospitality Education and Training (WV HEAT), West Virginia Department of Education, March 2018**
  - This is in recognition of your commitment to and support of the ProStart students of West Virginia at the Hospitality Cup 2018 in Charleston, WV.

- **Excellence in Hospitality and Tourism Education Award, West Virginia Hospitality and Tourism Association (WVHTA), State of West Virginia, January 2018**
  - The 2018 Hospitality University conference from WVHTA presented Dr. Aluri and Frank DeMarco with an award for excellence in hospitality and tourism education.

- **Recipient of WVU 150th Anniversary Commemorative Gold Coin, College of Business and Economics, West Virginia University, January 2018**
  - The award is given to people who exemplify the WVU values of service, curiosity, respect, accountability, and appreciation. It is given to only 150 individuals in the university.

- **Listed in Marquis "Who's Who in America®," September 2017**
  - Since 1899, Marquis Who's Who in America has chronicled the lives of the most accomplished individuals and innovators from every significant field of endeavor.

- **2016 Article of the Year Award, Journal of Hospitality and Tourism Education, ICHRIE, July 2016**
  - For the following article: "Social Influence and Technology Acceptance: The Use of Personal Social Media as a Career Enhancement Tool among College Students," Published in JHTE, 27: 48–59, 2015.

- **Research Contribution Award, North East North American Federation, ICHRIE, March 2016**
  - Award presented by the NENA Board & Conference organizers for all the contributions to a research component at the 2016 NENA Regional Conference

- **Recognition from the WV HEAT, West Virginia Department of Education, March 2012**
  - Contributions and support for the WV ProStart Program, WV Hospitality and Tourism Education (WV HEAT), at the Hospitality Cup 2012.

- **Citation of Congratulations from the Great State of Oklahoma, May 2011**
  - Certificate awarded for contributions to Oklahoma State University from the Legislature of the Great State of Oklahoma.

- **29th 2011 Phoenix Award - Outstanding Doctoral Student, April 2011**
  - The highest award and honor a student can receive at Oklahoma State University, Graduate College, and GPSGA, Oklahoma State University.

- **Research Symposium & Outstanding Presentation Award, March 2010**
  - Award given by the Graduate College and GPSGA, Oklahoma State University.

- **Excellence Award - Pat Moreo Distinguished Graduate Fellowship, 2009-2010**
  - College of Human Sciences for excellence in academics and research.

- **Best Paper Award, April 2009**
  - International Academy for Global Business and Trade Conference, Stillwater, OK.

- **Hospitality Days Scholarship Award, March 2008**
  - For contributions to the website and registrations: Hospitality Days event, Spring 2008.

ACADEMIC RESEARCH AND INTELLECTUAL PUBLICATIONS

REFEREED PUBLICATIONS

Aluri, A., & Brown, E. (In Progress). Investigating the Integration of Vlog Discussions in Hospitality and Tourism Education within the Context of Artificial Intelligence.

Aluri, A. (In Progress). Investigating the shifts in consumer behaviors and habits following the pandemic to discern the prevailing trends in the hospitality and tourism sectors.

Aluri, A. (Under Review). Examining the privacy trust assurance construct within the framework of employing wearable augmented reality business applications among hospitality industry professionals.

Aluri, A., Gupta, R., & Brown, E. (Under Review). Can automation, AI, and digital workers enhance staffing and retention in the hospitality industry?

O'Rourke, R., Kline, S., Aluri, A., & Mayo, F. (2023). *What Human Skills Do Hospitality Students Need in a High Touch High Tech World*? Full Paper and Presentation at the 2023 ICHRIE NENA Regional Conference, Morgantown, WV.

Aluri, A., & Plemmons, A. (2023). *Investigating Post-Pandemic Traveler Behavioral Changes Among U.S. Consumers*. Full Paper and Presentation at the International Hospitality Information Technology Association Annual Conference, Toronto, Canada.

Aluri, A. (2023). *Hygienic Benefit Key Tool* (U.S. Patent No. US D998440S). Washington, DC: U.S. Patent and Trademark Office.

Aluri, A. (2023). *Hygienic Benefit Opener and Touch Tool* (U.S. Patent No. US D997665S). Washington, DC: U.S. Patent and Trademark Office.

Aluri, A., & Kerekes, F. (2022). *Augmented Reality Applications and Implications for the Hospitality Industry.* Full Paper and Presentation at the 2022 iHITA Annual Conference, Orlando, FL [**Won the Service Award at the Conference**].

Aluri et al. (2021). *Hospitality and Tourism Management 2nd edition.* National Restaurant Association and American Hotel and Lodging Educational Institute. ISBN: 978-0-86612-566-6. SKU: 80-802-14-15-10-02

Aluri, A., & McIntyre, N. (2019). *Augmented reality smart glass (ARSG) experiences among innovators and early adopters in the hospitality and tourism industry*. Full Paper and Presentation at the 2019 APacCHRIE and EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference, Hong Kong.

Heyes, A. & Aluri, A. (2018). How do millennials perceive luxury hotels in a sharing economy? *Research in Hospitality Management, 7, 2, 75-79.*

Aluri, A., Price, B., & McIntyre, N. (2018). Engaging customers in real-time to co-create value in a loyalty program: A machine learning approach. *Journal of Hospitality and Tourism Research*, March 2018, 1-23 [**Awarded the 2018 Outstanding JHTR Best Paper**].

Aluri, A. (2017). Mobile augmented reality (MAR) game as a travel guide: insights from Pokémon GO. *Journal of Hospitality and Tourism Technology*, 8, 1, 55-72.

Aluri, A., Price, B., & McIntyre, N. (2017, June). *Engaging customers in real-time by creating value in a loyalty program: A machine learning approach*. Full Paper and Proceedings of the 2017 iHITA Annual Conference, Toronto, CA [**Nominated for Best Paper Award**].

Aluri, A., Slevitch, L., & Larzelere, R. (2016). The influence of embedded social media channels on travelers in the hotel industry, *Cornell Hospitality Quarterly*, 57, 3, 250-267.

Aluri, A., & Tucker, E. (2015). Social influence and technology acceptance: intentions to use personal social media as a career enhancement tool among college students. *Journal of Hospitality and Tourism Education*, 27, 48-59 [**Awarded 2016 Article of the Year**].

Aluri, A., Slevitch, L., & Larzelere, R. (2015). Hotel websites with and without embedded social media: Differences in gratifications, satisfaction, and purchase intentions. *International Journal of Contemporary Hospitality Management*, 27, 4, 670-689.

Martin, D., & Aluri, A. (2015). Etic interpreting of emic reports of tourism behavior: cross-cultural introspections of Hawaii. *International Journal of Tourism Anthropology*, 4, 1, 46-66.

Aluri, A. & Tucker, E. (2014). *Social influence and technology acceptance: Intentions to use personal social media as a career enhancement tool among college students*. Full Paper and Proceedings of the 2014 ICHRIE Annual Conference, San Diego, CA.

Aluri, A. (2012, June). *The influence of embedded social media channels on travelers' satisfaction and purchase intentions in the hotel industry*. Full Paper and Proceedings of the 2012 International Hospitality Information Technology Association Conference, Baltimore, MD [**Nominated for the Best Paper Award**].

Aluri, A., & Palakurthi, R, R. (2011). The influence of demographic factors on intentions to use RFID technologies in the U.S. hotel industry. *Journal of Hospitality & Tourism Technology*, 2, 3, 188-203.

Aluri, A., & Palakurthi, R. R. (2010, July). *The influence of demographic factors on consumer attitudes and intentions to use RFID technologies in the hotel industry*. Full Paper and Proceedings of the 17th International Hospitality Information Technology Conference, Orlando, FL [**Nominated for the Best Paper Award**].

Aluri, A., & Palakurthi, R, R. (2009). A comparative study of consumer attitudes and intentions to use RFID technologies in the U.S. and European hotel industry. *Journal of Global Business and Trade*, 5, 2, 29-40.

Aluri, A., & Palakurthi, R. R. (2009). *A comparative study of consumer attitudes and intentions to use RFID technologies in the U.S. and Europe Hotel Industry*. Full Paper and Proceedings of the Annual Euro Council on Hotel, Restaurant, and Institutional Education, Helsinki, FI [**Nominated for the Best Paper Award**].

REFEREED CONFERENCE PROCEEDINGS: STAND-UP PRESENTATIONS

Aluri, A. (2024). *Adoption of Wearable Augmented Reality Devices with Hospitality Business Applications*. Paper and Presentation at the 2024 iHITA Annual Conference, Dallas, TX.

Aluri, A. (2024). *Spatial Computing and Augmented Reality as an Operating System Platform Insights to the Hospitality and Tourism Industry*. ENTER 2024, International Federation for IT and Travel & Tourism, Izmir, Turkey [**Awarded 3rd Place in the Demo and Posters Award**].

Aluri, A. (2021). *Technology adoption and service robots during and beyond the COVID-19 pandemic.* Paper and Presentation at the 2021 iHITA Annual Conference, Dallas, TX.

Lash, B, & Aluri, A. (2021). *The impact of COVID-19 on the theme park industry*. Paper and Presentation in the 5th Annual Undergraduate Spring Symposium, West Virginia University, Morgantown, WV.

Aluri, A. (2019). *Use of humanoid virtual assistant robots in the hotel industry*. Paper and Presentation at the 2019 ICHRIE Annual Conference, New Orleans, LA.

Aluri, A. (2019). *Use of artificial intelligence across various guest touch points in the lodging industry*. Rapid research presentation in the 2019 North East North American ICHRIE Federation Annual Conference, State College, PA.

Aluri, A. (2018). *The importance of innovation and technology labs in the hospitality and tourism programs*. Proposal and Presentation at the 2018 ICHRIE Annual Conference, Palm Spring, CA.

Aluri, A. (2018). *Can Augmented reality change how consumers connect, communicate, and conduct commerce in the hospitality industry*? Proposal and Presentation at the 2018 ICHRIE Annual Conference, Palm Spring, CA.

Aluri, A., Lolli, J., & Mehrotra, A. (2017, July). *Using technology for student-centered learning – examining and sharing the best practices for digital pedagogy*. Paper and Proceedings of the 2017 ICHRIE Annual Conference, Baltimore, MD.

Austin, B., & Aluri, A. (2017, January). *Analyzing the Impact of Unrest on the Hotel Industry: Focus on Baltimore*. Presentation and Proceedings of the 2017 Graduate Conference in Hospitality and Tourism, Houston, TX.

Mehrotra, A., Lolli, J., & Aluri, A. (2016, July). *Angst no more: using technology to enhance student-centered learning*. Presentation and Proceedings of the 2016 ICHRIE Annual Conference, Grapevine, TX.

Aluri, A., Mehrotra, A., & Morosan, C. (2015, July). *Emerging information technologies and their*

utilization in the classroom: Pedagogical and assessment perspectives. Presentation and Proceedings of the 2015 ICHRIE Annual Conference, Orlando, FL.

Aluri, A. (2015, July). *User acceptance and intentions to use wearables: Initial Findings.* Presentation and Proceedings of the 2015 ICHRIE Annual Conference, Orlando, FL

Aluri, A. (2015, June). *User Acceptance of Wearable Glass: Insights for the Hospitality and Tourism Industry.* Presentation and Proceedings of the 2015 iHITA Annual Conference, Austin, TX

Aluri, A. (2014, June). *Do you want to use Google Glass for cyber-tourism?* Paper and Proceedings of the 2014 iHITA Annual Conference, Los Angeles, CA.

Aluri, A. (2013, December). *Exploring cyber-tourism use among college students.* Paper and Proceedings of the 2013 2nd World Research Summit in Tourism and Hospitality, Orlando, FL.

Aluri, A. (2012, October). *Social embeddedness and its influence on social customers in the hotel industry.* Presentation and Proceedings of the 2012 International Academic Conference, Las Vegas, NV.

Aluri, A. (2011, June). *Social media quality and its influence on eCustomers in the online travel industry.* Presentation and Proceedings of the 2011 International Hospitality Information Technology Association, Austin, TX.

Jessica, L., & Aluri, A. (2011, April). *Intentions of college students to use social networking sites as a career enhancement tool: an experimental study.* Presentation and Proceedings of the 2011 iCHRIE Central Federation Research Symposium, Springfield, MO.

Aluri, A. & Slevitch., L (2011, January). *An exploratory research to formulate the web-customer satisfaction in the context of digital business model.* Presentation and Proceedings of the 22nd Hospitality Graduate Student Research Conference, Houston, TX.

Tucker, E., & Aluri, A. (2010, January). *Service quality attributes of boutique hotels and their relationship with overall customer satisfaction, likeliness to return and recommend.* Presentation and Proceedings of the 21st Hospitality Graduate Student Research Conference, Chantilly, VA.

Aluri, A., & Palakurthi, R. R. (2009, August). *Consumer acceptance of RFID technologies in the U.S. hotel industry.* Full Paper Proceedings of the International Academy for Global Business and Trade, Stillwater, OK.

REFEREED CONFERENCE PROCEEDINGS: POSTER PRESENTATIONS

O'Rourke, R., Kline, S., Aluri, A., & Mayo, F. (2023). *What Human Skills Do Hospitality Students Need in a High Touch High Tech World*. Poster Presentation at the 2023 ICHRIE Annual Conference, Phoenix, AZ.

Dunmyre, S., & Aluri, A. (2019). *WV Forward: Impact of an indoor waterpark resort in West Virginia*. Poster presented at the 2019 3rd Annual Spring Undergraduate Symposium, West Virginia University, Morgantown, WV.

Carrie, D., Flesche, N., & Aluri, A. (2018). *Is Pittsburgh the Next Regional Silicon Valley of the East?* Poster presented at the 2018 Undergraduate Research Day at the WV Capitol, Charleston, WV.

Aluri, A., & DeMarco, F. (2017, July). *Analyzing the impact of unrest on the hotel industry: A focus on Baltimore*. Poster presented at the 2017 ICHRIE Annual Conference, Baltimore, MD.

Heyes, A., & Aluri, A. (2017, July). *The future of leisure luxury hotels among millennial guests in the experiential and sharing economy*. Poster presented at the 2017 ICHRIE Annual Conference, Baltimore, MD.

Digman, C., Dillion, E., Smith, M., & Aluri, A. (2017, April). *The Effect of the Olympics on Rio de Janeiro.* Poster presented at the 1st Annual Undergraduate Spring Symposium, Morgantown, WV.

Aluri, A. (2017, March). *Pokémon GO: Mobile Augmented Reality (MAR) apps as a travel guide*. Poster presented at the 2017 North East North American (NENA) ICHRIE Conference, Philadelphia, PA.

Aluri, A. (2016, July). *The influence of demographic and hedonic experiences on using augmented reality smartglasses in the hospitality industry*. Poster presented at the iHITA Annual Conference, New Orleans, LA.

McCown, S., & Aluri, A. (2016, April). *How does encouraging or discouraging tipping in fast-casual restaurants impact levels of customer satisfaction?* Poster presented at the ICHRIE - NENA Federation Conference, Boston, MA.

Austin, B., & Aluri, A. (2016, February). *West Virginia as a real and reliable tourism destination*. Poster presented at the 2016 Undergraduate Research at the Capitol, Charleston, WV.

Aluri, A. & Tucker, E. (2014, April). *Social influence and students' usage of personal social media as a career enhancement tool*. Poster presented at the ICHRIE - NENA Federation Conference, Atlantic City, NJ.

Aluri, A. (2011, January). *To investigate the usage of social networking sites as a career enhancement tool among Generation Y: An empirical research*. Poster presented at the 22nd Hospitality Graduate Student Research Conference, Houston, TX.

Aluri, A. & Munnangi, S. S. (2011, January). *Asset and inventory management in the hotel industry using RFID technology: An experimental study with economic analysis*. Poster presented at the 22nd Hospitality Graduate Student Research Conference, Houston, TX.

Aluri, A., & Slevitch, L. (2010, August). *Unified view of consumer acceptance and intentions to use RFID technologies in the hotel industry*. Poster presented at the ICHRIE Annual Summer Conference, San Juan, PR.

Aluri, A., & Slevitch, L. (2010, August). *A conceptual framework for web-customer satisfaction and its relationship with website quality, web-customer value and web-relationship quality*. Poster presented at the ICHRIE Annual Summer Conference, San Juan, PR.

Aluri, A., & Slevitch, L. (2010, February). *Theoretical integration of website quality, web customer value, web relationship quality and web customer satisfaction*. Poster presented at the 21st Oklahoma State University Research Symposium, Stillwater, OK.

Aluri, A., & Palakurthi, R. R. (2010, January). *Consumer intentions to use RFID technologies: an integrated view*. Poster presented at the 21st Hospitality Graduate Student Research Conference, Chantilly, VA.

BOOK AND BLOG PUBLICATIONS

Aluri et al. (In Progress). *Hospitality Business, Innovation, and Technology.* National Restaurant Association and American Hotel and Lodging Educational Institute.

Aluri et al. (2021). *Hospitality and Tourism Management 2nd edition.* National Restaurant Association and American Hotel and Lodging Educational Institute.

ENTREPRENEURSHIP AND INNOVATION

Noble Growing System (2023-Present). I am a mentor and advisor to Bobby Noble and team on his groundbreaking patent-pending technology hydroponic system. Along with David Brauer as a Mentor from the Chambers College Sales Institute, we partner and participate in major sustainable projects and competitions.

Hygenkey Inc. (2020-2022). Partner and Developer of the Hygenkey touch tools and copper-infused face mask products from the WVU HIT Lab, incorporated and discontinued after the COVID-19 pandemic.

Winnowed (2021). I am a mentor and Technology Advisor to Rebecca Giordano and Jonathan Serushago on this beta version of the Artificial intelligence-based communication mobile app for universities and the service industry.

INDUSTRY RESEARCH PUBLICATIONS

INDUSTRY PUBLICATIONS

Aluri, A. (2024, September). *Tips from the pros: Finding and Using the Right Airline Credit Card. Airline Rewards Credit Cards*. MoneyGeek.com, https://www.moneygeek.com/credit-cards/travel/best-airline-credit-cards/#expert=ajay-aluri-phd

Aluri et al. (2023, August). *Let's Talk Business: Busting Three Myths About the Hospitality Industry*. HospitalityNet, https://www.hospitalitynet.org/opinion/4117834.html

Aluri, A. & Plemmons, A. (2023, August). *Today's Traveler: Your Guide to Current Expectations and Preferences*. Hospitality Upgrade, https://www.hospitalityupgrade.com/blog/todays-traveler-your-guide-to-current-expectations-and-preferences.

Aluri, A. (2022, February). *2022 COVID-19 Employment Study: US Cities Most Impacted by Leisure and Hospitality Job Loss and Recovery*. Moneygeek.com, https://www.moneygeek.com/coronavirus/cities-most-hospitality-jobs-impacted-coronavirus/#expert=ajay-aluri-phd.

Aluri, A. (2021, January). *Hotel mobile technology beyond the pandemic*. Hotel Business Review, Mobile Technology - Meeting Tech Expectations, Hotel Executive, January 2021.

Aluri, A. (2019, December). *Mobile Augmented Reality (MAR) applications in the hotel industry*. Hotel Business Review, Mobile Technology - Meeting Tech Expectations, Hotel Executive, January 2020.

Aluri, A. (2017, June). *Artificial intelligence-based automation: Insights for the hospitality industry*. 2017 HITEC Special Report, Publication of Hospitality Financial and Technology Professionals, 16-19.

Aluri, A. (2016, June). *The future of IoT in Hospitality*. 2016 HITEC Special Report, Publication of Hospitality Financial and Technology Professionals, 18-21.

Aluri, A. (2015, Winter). *Are you ready for wearables? Google Glass, Apple Watch, and More*. The

Bottomline: The Journal of Hospitality Financial and Technology Professionals, 30, 1, 12-13.

Aluri, A. (2015, June). *Wearable market: Initial insights for the hospitality industry*. 2015 HITEC Special Report, Publication of Hospitality Financial and Technology Professionals, 18-21.

PRESENTATIONS BY INVITATION

INDUSTRY PRESENTATIONS BY INVITATION

Rajan, G., Giusti, J., Briggle, A., Aluri, A. & Bischoff, B. (2024). *Labor Challenges Weighing You Down? Consider Digital Workers!* 2024 HITEC Show, Charlotte, NC.

Aluri, A. (July 2023). *Today's Traveler: Your Guide to Current Expectations*. Moderated and coordinated this session with crucial hospitality industry leaders Anthony Melchiorri, Rich Siegel, Frank Wolfe, and Ted Horner. 2023 HITEC Show, Toronto.

Aluri, A. (July 2023). *Leadership Development for The Aspiring CIO.* Moderated and coordinated this session with top CIOs in the hospitality industry, Michael Lederman, Matt Schwartz, and Marco Trecroce. 2023 HITEC Show, Toronto.

Aluri, A., and WVU HIT Lab Team (2023, May). *Hotel Hi-Touch and Hi-Tech Trends*. Marriott International, Global Design and Innovation Teams. Virtual Presentation.

Aluri, A., Infante, C., & Riddle, K. (2022, December). *Research Super-Session: HT's 2023 Lodging Technology Study: Embracing Mobility & Self-Service*. 2022 Hospitality Technology, HT-Next Conference, Miami, FL.

Aluri, A., Capell, I., Carreirao, P., & Patel, K. (2021, November). *Technology: Leveraging technology to achieve operational efficiencies*. Global Hospitality Summit 2021. The International Hospitality Institute, Dallas, TX.

Aluri, A. (2020, June). *The HIT Lab innovations and technology solutions during COVID-19.* Webinar, WVU Encova Center for Innovation and Entrepreneurship, Morgantown, WV, USA

Aluri, A., & DeMarco, F., Riddle, S., Kayal, B., & Glymph, R. (2020, May). *Ready to reopen: how to prepare your WV business to reopen safely and successfully*. Webinar, WVU Encova Center for Innovation and Entrepreneurship, Morgantown, WV, USA.

Aluri, A., & DeMarco, F. (2020, January). *Higher Education Updates to the West Virginia Hospitality and Tourism Industry.* 2020 West Virginia Hospitality and Tourism Association, The Greenbrier, White Sulphur Springs, WV, USA.

Aluri, A. (2019, November). *Service Robots in the Hotel Industry*. 2019 The Hotel Experience (HX) Show, New York City, New York, USA.

Aluri, A. (2019, March). *Artificial Intelligence Insights for the Hospitality Industry*. 2019 Middle East Conference, Hospitality Technology Next Generation (HTNG), Dubai, UAE.

Aluri, A. (2018, November). *IoTs: Opportunities and Challenges for the Tourism Industry*. 2018 International Seminar on Innovation and Tourism (INTO Seminar), Government of Balearic Islands, BIT Foundation, Palma de Mallorca, Spain.

Aluri, A. (2017, September). *The Role of Machine Learning in Developing AI-based Automation*. 2017 Insight Summit North America, Hospitality Technology Next Generation (HTNG), Washington, D.C., USA

Aluri, A. (2017, May). *Impact of Airbnb and STR Trend Report Insights for Greater Morgantown*. Greater Morgantown CVB Hotel Industry Meeting, Morgantown, WV, USA.

Aluri, A. (2016, November). *The Future of IoT in the Hospitality Industry*. HOSPACE 2017, London, UK.

Aluri, A. (2016, October). *Future of Computing and the Role of IoT*. Innovation Enterprise: IoT Summit East, Boston, MA, USA.

Aluri, A. (2016, July). *The Future of IoT in the Hospitality Industry*. Hospitality Financial and Technology Professionals, Tech Talks speaker at the 2016 HITEC Show, New Orleans, LA, USA.

Aluri, A. (2016, April). *The role of wearables in the IoT: Consumer behavior insights*. Innovation Enterprise: IoT Summit West, San Francisco, CA, USA.

Tolka, E., & Aluri, A. (2016, March). *Virtual (& augmented) reality: Not just for gamers anymore*. 2016 Hospitality Technology Next Generation North American Conference, Amelia Islands, FL, USA.

Aluri, A. (2015, June). *Wearable market: Initial insights for the hospitality industry*. Tech Talks speaker at the 2015 HITEC Show, Austin, TX, USA.

Aluri, A. (2014, November). *The early explorers of wearables in the hospitality industry*. HOSPACE 2014, London, UK.

Aluri, A. (2014, November). *Demonstration of Glass at the technology exhibits*. International Hotel, Motel, and Restaurant Show, New York City, NY, USA.

Aluri, A. (2014, June). *The impact of Google Glass in hospitality and tourism*. Tech Talks speaker at

the HITEC 2014 Conference, Los Angeles, CA, USA.

Aluri, A., Barko, K., & Moriatry, J. (2012, October). *Social media channels in the restaurant industry: Building "raving fans."* Panel at the 2012 Shamrock Foods Food Show, Denver, CO, USA

Aluri, A. (2012, September). *Social media: A quest for gold in the hospitality industry.* Session Speaker at the 2012 Hospitality Summit, Hospitality HEAT, WV Department of Education, USA,

Aluri, A., Barko, K., & Wayne, M. (2012, September). *Social media channels in the restaurant industry: Building "raving fans."* Panel at the 2012 Shamrock Foods Food Show, Albuquerque, NM, USA.

Aluri, A., Gilbert, C., Bodnar, M., & Mullens, M. (2012, May). *Engage and integrate: Social media tactics for restaurants—panel* at the 2012 National Restaurant Show, National Restaurant Association, Chicago, IL, USA.

ACADEMIC PRESENTATIONS BY INVITATION

Aluri, A. (June 2024). *Why innovation and technology are important for the future of hospitality and tourism*. West Virginia Governor's School of Tourism, WV Tourism and John Chambers College of Business and Economics, West Virginia University

Aluri, A. (April 2023). *The gamification of outdoor recreation, a rapid prototyping session*. IDEA Faculty Fellows. WVU Launch Lab Students and Faculty.

Aluri, A. & Hobson, P. (February 2023). *ChatGPT and its impact on the hospitality industry and academia*. Presentation to the deans and directors of the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) organization and its members.

Aluri, A. (2022, October). Guest Speaker, *Global Studies - Indian Culture: Weddings and Events*. Hospitality, Tourism & Event Management, School of Business, Stockton University.

Aluri, A. (2022, September). *The NAO Robot in Higher Education and Research webinar*. RobotLab Research Virtual Webinars, San Francisco, CA.

Aluri, A. (2022, July). *Hospitality Education and Innovation Center Exhibit Presentation, WVU HIT Lab Demos and Insights*. 2022 International CHRIE Annual Summer Conference. Washington, D.C.

Aluri, A., Bratech, M., Ivanov, S., Volchek, K., & Xiang, P. (2021, July). *Hospitality Insights: Hotel Technology*. 2021 International CHRIE Summer Conference. Washington, D.C.

Aluri, A., Gretzel, U., Ivanov, S., & Tussyadiah, I. (2021, April). *MTCON Panel: High Touch vs. High Tech? or Both?* The Conference on Managing Tourism Across Continents (MTCON), Turkey.

Aluri, A. (2021, March). *Future trends in business and technology during and beyond COVID-19*. 2021 Hong Kong Baptist University Virtual Hackathon, Hong Kong.

Aluri, A. (2020, November). *Hospitality innovation and technology during and beyond the pandemic: a workshop* and session at the Virtual ICHRIE NENA Federation Meeting, New York.

Aluri, A. (2020, October). *Future trends in business and technology during and beyond COVID-19*. A workshop and session for the students and faculty of the Department of Computer Science, Hong Kong Baptist University, Hong Kong.

Aluri, A. (2020, September). *Knowledge, Skills, and Innovation (KSI's) of the hotel industry during and beyond the pandemic*. Hart School of Hospitality, Sport and Recreation Management, James Madison University, Harrisonburg, VA.

Aluri, A. (2020, March). *Artificial Intelligence, Chatbots, & IoTs*. Hospitality, Sport, and Tourism Management, Troy University, Troy, AL.

Aluri, A., Collins, T., Tao, W., Tomas, S. (2019, October). *Brown Bag Panel Session: Academic and Professional Insights to the Graduate Students*. School of Hospitality and Tourism Management, Spears School of Business, Oklahoma State University, Stillwater, OK.

Aluri, A. (2019, October). *Student Projects and Innovations in the HIT Lab*. Carmichaels Area School District, Morgantown, WV.

Aluri, A. (2019, October). *Innovation and Technology Session*. University High School, Morgantown, WV.

Aluri, A. (2019, September). *Innovation and Technology Session*. Morgantown High School, Morgantown, WV.

Aluri, A. (2019, July). *West Virginia Health Sciences & Technology Academy (HSTA)*, Speaker, Morgantown, WV.

Aluri, A., Berezina, K., DeFranco, A., & Tussyadiah, I. (2019, July). *STR Technology Panel— Hospitality and Tourism Technology heading into the 2020s: What's hot or what's not*, 2019 ICHRIE Annual Conference, New Orleans, LA.

Aluri, A. (2019, June). *Engineering in Innovation Camp*. K12 Outreach Program, Statler College of Engineering and Mineral Resources, West Virginia University, Morgantown, WV.

Aluri, A. (2019, April). Doing Business in India - Study Abroad program. Robbins Center for Global Business and Strategy, John Chambers College of Business and Economics, Morgantown, WV.

Aluri, A. (2019, March). *Future Trends in Business: How do you get started?* Professional Skill Development Program, Amity University, Dubai.

Aluri, A., Mattila, A.S., Sileo, L. (2019, March). *The Hospitality Blender: Mixing a high-tech & high-touch approach in teaching and research*. North East North American ICHRIE Federation annual conference. The Pennsylvania State University, State College, PA.

Aluri, A. (2018, October). *Moderator and Presenter: Hospitality 2030 Think Tank Session, Lodging sector*. Association of North America Higher Education International. New York City, NY.

Aluri, A., Guillet, B.D., Lin, P., & Zhang, T. (2018, October). *Panel: Path to Promotion and Tenure*. Global Conference on Business, Hospitality, and Tourism Research, Ho Chi Minh City, Vietnam.

Aluri, A. (2018, October). *Augmented Reality Experiences in Hospitality*. Global Conference on Business, Hospitality, and Tourism Research, Ho Chi Minh City, Vietnam.

Aluri, A. (2018, October). *Moderator and Presenter: Hospitality 2030 Think Tank Session, Lodging sector*. Global Conference on Business, Hospitality, and Tourism Research, Ho Chi Minh City, Vietnam.

Aluri, A. (2018, February). PowerPoint *Presentation Skills*. Masters in Industry Relations Graduate Student Case Study Competition, College of Business and Economics, West Virginia University, Morgantown, WV.

Aluri, A. (2017, October). *How to Prepare a PowerPoint Deck and Presentation for a Case Study Competition*. Master's in Business Administration Graduate Student Case Study Competition, College of Business and Economics, West Virginia University, Morgantown, WV.

Aluri, A. (2017, August). *Culture of Service*. Staff Professional Development Seminar, College of Business and Economics, West Virginia University, Morgantown, WV.

Aluri, A. (2017, April). *Undergraduate Student Research*. High Impact Practices (HIP): Roundtable Session, Northeast North American (NENA) 4th Annual Regional ICHRIE Conferences, Temple University, Philadelphia, PA.

Aluri, A. (2017, February). *How to prepare a PowerPoint for a Case Study Competition*. Masters in Industry Relations Graduate Student Case Study Competition, College of Business and

Economics, West Virginia University, Morgantown, WV.

Albano, D., Mehrotra, A. Lolli, J., & Aluri, A. (2016, March). *Integrating emerging technologies and media in a strategic manner to enhance student-centered learning*. 2016 North East North American (NENA) Conference, Boston, MA.

Karen, X., Aluri, A., & Krawczyk, M. (2015, July). *Big data analytics in the hospitality industry*. Research Consortium: 2015 ICHRIE Annual Conference, Orlando, FL.

Aluri, A. (2015, April). *Early explorers of wearables: Initial insights for the hospitality and tourism industry*. Faculty and Graduate Seminar, Virginia Tech University, Blacksburg, VA.

Aluri, A. (2014, May). *Future impacts of technology on tourism*. Hotel, Restaurant, and Institutional Management, Alfred Learner College of Business and Economics, University of Delaware, Newark, DE.

Aluri, A. (2013, November). *Hospitality Summit.* West Virginia Hospitality Education and Training (HEAT), Stonewall Resort, Roanoke, WV.

Aluri, A. (2013, August). *Using social media (LinkedIn) to improve your personal brand*. Guest speaker at the MBA Professional Development Practicum, Morgantown, WV.

Aluri, A. (2012, September). *Using social media to improve your personal brand for success*. Professional Development Session for MBA students in the College of Business and Economics, Morgantown, WV.

FUNDED RESEARCH AND ACADEMIC PROJECTS

- **WVU Launch Lab (2021 - 2023):** As a WVU IDEA Fellow, I attended the Price-Babson Symposium for Entrepreneurship Education and got certification. As part of the fellowship, I researched and created a Gamification of Outdoor Economy workshop that fits the West Virginia outdoor economy and needs based on the session that Price-Babson offered their educators. Later, I presented this workshop to the faculty and students of the WVU Launch Lab. As part of the fellowship, I also created a Hospitality Business, Innovation, and Technology (BIT) course inspired by the Price-Babson SEE program to explore high-touch and high-tech trends in the post-pandemic hospitality and tourism industry (Funding: $5000).

- **WV Forward Award (2019)**: The WV Forward Award and funding of $1000 were given to the HIT Lab project, Internet of Sound (IoS) Kiosk, at the 2019 WVU Demo Day. This $1000 was funded by WV Forward, "a statewide initiative interwoven with collaborative partnerships. These efforts can empower real, lasting change by bringing together the brightest minds to leverage multidisciplinary action in three main sectors." This funding was used to develop the IoS Kiosk into an Artificial Intelligence (AI) - based Kiosk, a

proof-of-concept at the HIT Lab (Funded: $1000).

- **AT&T and DirectTV (2018)**: AT&T is trying to expand its Direct TV packages in the hotel industry, so they were interested in examining the guest room entertainment (GRE) services among independent hotels in the U.S. and identifying the features and services hoteliers find most important for their hotels. This project was started in January 2018 and was completed in July 2018. An additional project report and presentation were completed in October 2018 (Funded: $8,080).

- **FOX Project (2018)**: This research study will investigate why few hotel brands, especially luxury and upscale hotel chain brands, in 17 Designated Market Areas (DMAs) use FS1 or FX network as a channel line-up. Furthermore, this study will review general managers' perceptions of the importance of the sports and general entertainment programming they are offering their customers. This project began in May 2018 and was completed in November 2018 (Funded $3,225).

- **WV Forward Projects, WV Tourism (2018)**: In the Fall of 2018, I integrated a couple of WV Forward projects into the classroom, focusing on an asset inventory of tourist places in the state and a social media campaign for the WV Tourism office. Both projects were completed as part of the Tourism Management and Hospitality Social CRM class. I presented these projects to the WV Tourism Office in December 2018 (Funded: Pro Bono).

NEMACOLIN HOSPITALITY INNOVATION AND TECHNOLOGY LAB

The Nemacolin Hospitality Innovation and Technology Lab is the brainchild of Dr. Aluri. Between October 2016 and March 2018, Dr. Aluri designed the HIT Lab space, got the proposal approved at the WVU Provost Office, and received approval from the Donors for the construction of the HIT Lab. In 2023, HIT Lab was funded and renamed the Nemacolin Hospitality, Innovation, and Technology Lab. Here are a few innovative and cutting-edge projects in the Nemacolin Lab:

- **Exploring AI Pin in the Hospitality Industry (2024-present)**: The HIT Lab submitted a proposal to Humane to partner with and analyze the use of AI Pin in the B2B hospitality industry. AI Pin can revolutionize how employees communicate, find real-time information, and exceed guest expectations. While integrating CRM into the AI Pin, employees can have personalized guest preferences to co-create value and increase the organization's productivity and ROI.

- **Using Augmented Reality (AR) Devices for Training in the Hospitality Industry (2022-present)**: AR enables users to interact with the virtual and real world. Unlike Virtual Reality (VR), AR enables collaboration and interaction with virtual data and designs and experiences for the user. Due to the high turnover rate in the hospitality

industry, training is never standardized, and developing a solid customer-centric culture is always a challenge for organizations. The HIT Lab student team is using Microsoft HoloLens Version 2 to review how training can be implemented in the hospitality industry using AR tools and applications. With the launch of Apple Vision Pro, the adoption of AR and VR will continue to rise. Using them for a B2B back-end approach can enable hospitality organizations to improve the culture and gamification of employee training in the future workforce.

- **Virtual Reality (VR) applications for Recruiting and Hotel Design (2022-present)**: In the past, the HIT Lab team used VR to explore whether VR applications trigger real-life emotions of the user and how these experiences influence their outcomes that lead to the ROI and bottom-line for businesses. Recently, the HIT Lab team used VR applications to review hotel room design capabilities and gather guest preferences for room design and arrangements in event management. The team is collaborating with the client to review VR applications and experiences for recruitment and its outcomes on engagement and potential interest to join the organization.

- **Programmable Humanoid AI Service Robot (2020-present)**: The HIT Lab team partnered with the Morgantown Marriott and Nemacolin to test service robots, a programmable humanoid robot, at the front desk. The object was to examine the use of AI service robots during the pandemic. From 2019 to 2020, the HIT Lab purchased an artificial intelligence (AI) based robot, NAO. Currently, the team uses the Choreograph application to build software designed for hotels so that NAO can be a host in the hospitality and tourism industry.

- **Innovations and start-ups during COVID-19 (2020-2022):** The HIT Lab successfully turned a design idea into a startup during the COVID-19 pandemic. The HIT Lab team partnered with a couple of international partners to investigate the design of a face mask and touch tools during the COVID-19 pandemic so that consumers could use hygienic and sustainable fabrics in their face masks for long-term use and avoid touching public contaminated surfaces. Through this partnership, a new start-up, Hygenkey, was created and is currently out of the HIT Lab projects.

- **Interactive mobile app for small businesses (2020-2022):** During the pandemic, small businesses struggled with low demand and a lack of technology solutions that promoted wearing face masks, social distancing, and online ordering in one platform. The HIT Lab team started developing an interactive mobile app that offers a virtual customer journey during the pandemic. This app was initially designed for small businesses such as restaurants and is currently in progress.

- **Investigating human emotions with the Brainwear device (2019-2020)**: The HIT Lab team is currently using the Brainwear device to measure human emotions. For instance, in November 2019, we conducted preliminary research and collected data on human emotions while users interacted with a service robot. In 2020, we will continue

investigating human emotions and later develop software for the service robot that can be leveraged in the hospitality and tourism industry.

- **Artificial Intelligence-based Interactive Kiosk (2018-2020):** The HIT Lab team developed a proof-of-concept of an interactive kiosk that makes advanced data transmission. The HIT Lab partnered with Adventures on the Gorge to build an interactive AI-kiosk to create personalized guest experiences. In 2019, the HIT Lab team started developing a proof-of-concept of this interactive kiosk with a potential patent for this state-of-the-art technology.

- **Augmented Reality (AR) Applications (2018-2020)**: The HIT Lab team proposed an AR application to a potential client, the Real Hospitality Management Group, to develop interactive and insightful AR training modules for Marriott hotel employees. In 2019, we began exploring ways to use the new version of Microsoft HoloLens to train hospitality and tourism industry employees.

- **Internet of Things (IoT) eco-system for restaurants (2018-2019)**: The HIT Lab team partnered with Fresh Hospitality and Micro Genesis to test temperature trackers & MULE for restaurants and farms to preserve food and ensure it is kept and appropriately served. In 2019, we collected data to investigate the influence of the IoT ecosystem on consumer behavior in the restaurant industry.

- **Virtual Reality (VR) Experiences (2018-2019)**: The HIT Lab team proposed a VR project with a potential client, Adventure on the Gorge, to create a VR application that simulates recreational activities at a resort so guests can have an experience that would excite and inspire them to visit the resort and try these experiences in real life. In 2019, we tested an existing VR application to engage users while using the device and to examine their behavior after the VR experience.

NEMACOLIN LAB DEMOS AND WORKSHOPS

- Visiting Committee, John Chambers College of Business and Economics (April 2024)
    - The Nemacolin HIT Lab team prepared demos on the use of Artificial Intelligence (AI) Pin in the Hospitality Industry, Augmented Reality (AR) in hospitality training, Virtual Reality (VR) for recruitment and room design, and programmable service robots in the hotel industry.
- Pierpont Community College and Culinary Program (March 2023)
    - The Nemacolin HIT Lab team presented a few demos about using new technology applications and solutions to improve employee productivity and decision-making with AI tools and applications in culinary and F&B.
- WVU HIT Lab Demos, John Chambers College of Business and Economics (September 2023)
    - We had 25 students present solutions to challenges in the hospitality and tourism industry.

- 9th Annual ICHRIE NENA Regional Conference, John Chambers College of Business and Economics (April 2023)
  - During the conference, the HIT Lab student teams showcased demos on employee scheduling apps, AI-based HR website applications, Metaverse applications using VR, and hotel lobby designs using AR application demos.
- Hospitality Education and Innovation Center, 2022 International CHRIE Annual Summer Conference (July 2022)
  - Dr. Aluri collaborated with the Virginia Tech Innovation Lab to showcase demos of interactive and immersive technology applications in the hospitality industry.
- Hong Kong Baptist University (October 2020)
  - As part of the Virtual Exchange Grant, HIT Lab presented and held a workshop session with the faculty and students at Hong Kong Baptist University.
- Kanawha County Schools Innovation Tour (January 2020)
  - HIT Lab offered an innovation tour – workshop, and session to the students and faculty of the Kanawha County schools.
- Royal University for Women, Bahrain group in the HIT Lab (January 2020)
  - HIT Lab hosted 15 students and faculty groups and offered a workshop and presentation as part of the WVU partnership.
- 2019 Hotel Experience Show (November 2019)
  - HIT Lab participated in the 2019 HX Trade Show and offered demos of service robots NAO and Lynx to the attendees
- Carmichaels Area School District Innovation Tour (October 2019)
  - HIT Lab Team offered an innovation tour – workshop, and session to the Carmichaels Area School District students and faculty.
- 2nd Annual WVU Demo Day (April 2019)
  - HIT Lab team offered demos of augmented reality, virtual reality, and IoT eco-systems to the attendees of the Demo Day
- WVU Foundation group (April 2019)
  - HIT Lab team offered demos to the VIP guests from the WVU Foundation Group
- WV Tourism Commissioner (April 2019)
  - HIT Lab team offered demos to Chelsea Ruby, WV Tourism Commissioner
- 2019 Hospitality Advisory Council meeting (March 2019)
  - HIT Lab team provided demos of the humanoid virtual assistant robot, internet of sound kiosk, AR and VR to the advisory council and the John Chambers College of Business and Economics
- 1st Annual WVU Demo Day (April 2018)
  - HIT Lab team offered demos of augmented reality, virtual reality, and IoT eco-systems to the attendees of the Demo Day
- 2018 Hospitality Advisory Council meeting (March 2018)
  - HIT Lab team offered demos of humanoid virtual assistant robot, internet of sound kiosk, Internet of Things (IoT), Augmented Reality, and Virtual Reality to the advisory council and the John Chambers College of Business and Economics

<u>INVITATIONS TO INDUSTRY AND ACADEMIC PODCASTS</u>

- **2024   The INNOVATION Insights Podcast**
  - Dr. Aluri and students Maggie McCarthy and Noah Stalnaker participated in this podcast to share the Nemacolin HIT Lab innovations and projects and how they transform student and program experiences.
  - "Hosted by Dr. Eulanda Sanders, welcomes a mosaic of voices from different backgrounds, industries, and expertise, converging on a singular goal: exploring the multifaceted realm of innovation. From entrepreneurs to researchers, thinkers to creators, Dr. Sanders deftly navigates conversations that unearth the macro and micro nuances of what it truly means to innovate."

- **2022   No Vacancy Live, HITEC Special: Wrap UP**
  - Dr. Aluri was the guest at one of the top podcasts in the hospitality industry; No Vacancy Live, to share the updates on the 2022 HITEC and wrap-up of the show with insights from observations and programming.
  - "No Vacancy Live is the travel industry's most exciting podcast. A fun, fast-paced genre-bending program peeling back the travel business veneer. The show is hosted by Glenn Haussman, a well-known travel industry personality, renowned industry speaker, writer, and consultant, and Anthony Melchiorri, who had a successful 10-year run hosting Hotel Impossible on the Travel Channel."

- **2018   Allinfoodz, Food Decisions Research Laboratory, Penn State University**
  - Dr. Aluri was the guest on the Allinfoodz Podcast from the Penn State University's Food Decisions Research Laboratory to discuss technology and innovation in the hospitality and restaurant industry.
  - "Allinfoodz covers a variety of food, and foodservice-related topics that aim to answer core questions regarding our food decisions: How, and why we eat food? The process of creating, serving, and eating food can be a personal or social event. Most people think about food frequently during any given day. Furthermore, there are often underlying reasons that might drive how we make our food choices and decisions, whether we are consuming or offering food to others. Allinfoodz provides a space to share varied and all-inclusive food choice research, stories, narratives, and experiences so that we can learn from each other."

GRANTS

RESEARCH AND ACADEMIC GRANTS

- 2023   To host the 2023 ICHRIE NENA Regional Conference, I wrote a couple of grants to the West Virginia Hospitality Education and Training (HEAT) and Visit Mountaineer Country CVB. Later, I raised funds through the West Virginia Hospitality and Tourism Association (WVHTA), National Restaurant Association (NRA)/American Hotel and Lodging Association Educational Institute (AHLEI), and StudentsFare.com for the conference sponsorships (*Status: Awarded $6,1000.00*).
- 2022   United States Department of Agriculture (USDA), National Institute of Food and Agriculture (NIFA), and Small Business Innovation Research (SBIR) Grant. Consultant on this grant for the Principal Investigator, Shawn Hutchinson (*Status: Awarded $125,000*).
- 2021   Partnered with the WVU Launch Lab and Dr. Carrie White on the Economic Development Administration Grant (*Status: not awarded*)
- 2020   Virtual Exchange Grant, WVU Office of Global Affairs on the exchange and partnership with the Hong Kong Baptist University (*Status: Awarded $500*)
- 2019   United States Department of Agriculture, National Institute of Food and Agriculture (NIFA), grant application (*Status: not awarded*)
- 2019   United States Department of Agriculture (USDA), National Institute of Food and Agriculture (NIFA), Small Business Innovation Research Program Phase 1 grant application (*Status: not awarded*)
- 2018   2019 Faculty Summer Research Grant, College of Business and Economics, West Virginia University (*Status: not awarded*)
- 2018   United States Department of Agriculture, National Institute of Food and Agriculture, Small Business Innovation Research Program Phase 1 grant application (*Status: not awarded*)
- 2017   2017 Faculty Summer Research Grant, College of Business and Economics, West Virginia University (*Status: Awarded $13,000*)
- 2017   100,000 Strong in the Americas, Academic Mobility Grant. Competition #16: The Marlene M. Johnson Innovation Challenge for U.S.-Cuba, Caribbean, and Central American Mobility (*Status: not awarded*)
- 2012   Research grant on Cyber-Tourism from Optimizing National Education and Technology Initiatives (*Status: Awarded $200 towards Hospitality Club*)
- 2012   Grant submitted to study the impact of Marcellus Shale Gas on the West Virginia Hospitality and Tourism Industry (*Status: not awarded*)

TRAVEL GRANTS

- 2024   Program funding for the spring break study abroad, Robbins Global Center, West Virginia University (*Status: Awarded $5,000*)

- 2024   Program funding for the spring break study abroad, Global Affairs, and WVU Education Abroad, West Virginia University (*Status: Awarded $5,000*)
- 2023   Student scholarship funding for the spring break study abroad program, Robbins Global Center, John Chambers College of Business and Economics, West Virginia University (*Status: Awarded $5,000*)
- 2022   Student scholarships and program funding for the winter break study abroad program, Robbins Global Center, John Chambers College of Business and Economics, West Virginia University (*Status: Awarded $10,000*)
- 2021   Faculty travel grant application submitted to the WVU Internal Grants Program, West Virginia University (*Status: Awarded $700*)
- 2019   Faculty international travel grant application submitted to the WVU Internal Grants Program, West Virginia University (*Status: Awarded $900*)
- 2016   Faculty international travel grant application submitted to the WVU Internal Grants Program, West Virginia University (*Status: Awarded $900*)
- 2015   Faculty travel grant application submitted to the WVU Internal Grants Program, West Virginia University (*Status: Awarded $600*)
- 2014   Faculty professional grant application submitted to the Office of the International Programs, West Virginia University (*Status: not awarded*)
- 2014   Faculty development grant application submitted to the Office of Sponsored Programs, West Virginia University (*Status: Awarded $600*)
- 2013   Faculty development grant application submitted to the Office of Sponsored Programs, West Virginia University (*Status: not awarded*)
- 2013   Faculty travel grant application submitted to the Office of Sponsored Programs, West Virginia University (*Status: not awarded*)
- 2012   Faculty travel grant application submitted to the Office of Sponsored Programs, West Virginia University (*Status: Awarded $600*)

ACADEMIC TEACHING EXPERIENCE

Associate Professor – Hospitality and Tourism Management
West Virginia University, Morgantown, WV

HTOR 474-001/701: Hospitality Revenue Management	**Spring 2019-Spring 2024**
BCOR 200/HTOR 293-001a: Creativity and Innovation in Business	**Spring 2019-Spring 2024**
HTOR 380-001/701: Hospitality Business, Innovation, & Technology	**Fall 2021-Fall 2024**
RPTR 339: Sustainable Tourism Management	**Fall 2023**
HTOR 470-001: Tourism Management	**Fall 2018-Fall 2022**
HTOR 473-001: Hospitality Social CRM	**Fall 2018-Fall 2020**
HTOR 473-001: Hospitality Social CRM (Online)	**Fall 2020**
HTOR 191-016: First-Year Seminar	**Fall 2019**

Assistant Professor – Department of Management

West Virginia University, Morgantown, WV

HTOR 473-001: Hospitality Social CRM	**Fall 2014 – Fall 2017**
HTOR 470-001: Tourism Management	**Spring 2013 – Fall 2017**
HTOR 474-001: Hospitality Revenue Management	**Spring 2014 – Spring 2018**
HTOR 376-001: Hospitality and Tourism Leadership	**Spring 2013 - Spring 2018**
HTOR 493a-001: Hospitality/Social Media	**Fall 2012 – Fall 2013**
BUSA 320-001: Survey of Management	**Fall 2012**

Visiting Assistant Professor – Department of Management
West Virginia University, Morgantown, WV

MANG 470-001: Tourism Management	**Spring 2012**
MANG 376-001: Hospitality and Tourism Leadership	**Spring 2012**
MANG 376-001: Hospitality and Tourism Leadership	**Fall 2011**

Instructor of Record - School of Hospitality and Tourism Management
Oklahoma State University, Stillwater, OK

HRAD 3213-002: Hospitality Management and Organizations	**Spring 2011 & Fall 2010**
HRAD 3223-001: International Travel and Tourism	**Spring 2010**

Teaching Assistant - School of Hospitality and Tourism Management
Oklahoma State University, Stillwater, OK

HRAD 3213-002: Hospitality Management and Organizations	**Spring 2010**
HRAD 3783-001: Hospitality Human Resource Management	**Spring 2010**
HRAD 4163-001: Hospitality Marketing (taught a chapter)	**Fall 2009**
HRAD 1102-001: Introduction to Hospitality (guest lecture)	**Fall 2009**

Teaching Assistant - School of International Studies
Oklahoma State University, Stillwater, OK

AGEC 4343-001: International Markets, Trade and Development	**Fall 2007**

INNOVATION / NEW TEACHING METHODS IN INSTRUCTION

HTOR 380-400/701: Hospitality Business, Innovation, and Technology   **Fall 2023**

- 380-400: I introduced vlog discussions in my face-to-face class to review weekly modules. I also revised an individual project to focus on the student's area of focus within the hospitality industry. The project required them to identify a problem in their workplace and determine its root cause. Later, the students interviewed a

leader in the industry to explore these issues and develop a possible solution to the problem. They were then asked to demonstrate their solution during the 2023 HIT Lab Demo Day, where industry and academic partners and leaders graded their demos.

- o New Project: For the group project, I partnered with Boyd Gaming to provide experiential learning opportunities for students to review employee and customer journeys with trends in the gaming industry. The students were then asked to propose a new Key Profitability Component (KPC) for the client, with three ideas at the foundational, progressive, and visionary/conceptual level. Later, the students discussed the business impact and implementation of their client recommendations.
- o 380-701 (new format): For the online version of the course, I introduced vlogs as well, but it took more time to grade these individual videos, which are 5 to 10 minutes long for each module. For the individual project, I introduced the Knowledge Matters (https://knowledgematters.com/) platform to include a simulation that had a virtual experiential learning experience for online students. The students appreciated using this platform for their projects.

RPTR-339-001: Sustainable Tourism Management (Pro bono)   Fall 2023

- o We have launched a new course in collaboration with the Recreation, Parks, and Tourism (RPTR) program. This course is designed for students from both programs and is called Sustainable Tourism Management. We combined courses from the Sustainable Resource Planning and Tourism Management programs to create this course. Dr. Deng and I taught 25% of the course each. The course focuses on sustainability in the tourism industry and includes new content, such as articles and examples from hospitality and tourism businesses that employ sustainable practices. Additionally, I taught a tourism research module that led to the final group project of the course.

HTOR 474-001/701: Hospitality Revenue Management   Spring 2023

- o I proposed a new focus for our group project. Each student team was asked to choose job markets they are interested in working in soon and then review the trends related to demand, supply, and revenue. Later, the students analyzed the occupancy, average daily rates, and revenue per available room to explore job opportunities and market growth in the hospitality industry. Additionally, the students studied the cities impacted by the COVID-19 pandemic and reviewed the job loss and recovery in those markets. Finally, the student groups used Smith Travel Research (STR) Trend Reports, census reports, and pipeline reports to analyze job growth and opportunities with comparable markets.

BCOR 200-7EA: Faculty-led Study Abroad Trip   Spring 2023

- o I have just completed my third study abroad trip to Dubai, focusing on creativity and innovation in business. This time, I partnered with the Accor Hotel group, and we stayed at their hotel during the networking and tour of the hotel. I included a team-

building exercise and activities to make the trip more engaging and invited a guest speaker from the International Business School in Dubai.

- o To stay true to the trip's theme, we visited the Museum of the Future and the World Expo Village tour to explore Dubai's future. Before the trip, I conducted a few lecture sessions where we discussed Harvard articles on creativity and innovation in business. The students were then asked to share these insights in their video logs (vlogs) and apply their real-life learning.

HTOR 470-001: Tourism Management   **Fall 2022**

- o As part of their individual project, student teams focused on a new research project and data collection in this course on what travelers need in 2023 to review their behavior and preferences in the post-pandemic tourism industry. Later, students conducted an online survey, collected data, and then analyzed the data and presented individually to review these trends and insights. As part of this new group project format, students explored their choice of international tourist destinations (Amsterdam, Barcelona, Monte Carlo, Paris, Venice, and Greece) for their Tourist Destination Analysis and Trends project. They used actual travel data and KPIs of these destinations using STR trend reports to analyze the data and researched to share insights about the travel trends pre-COVID and share their recommendations for post-pandemic tourism in these significant destinations. Student teams were judged by both academia and industry professionals on their presentations and critical insights.

HTOR 380-400/7D1: Hospitality Business, Innovation, and Technology   **Fall 2022**

- o This course was developed as a special topic in 2021 and is now offered as a core class in the hospitality program. Therefore, this included a new prep for this new format, where I had unique content and materials for teaching students in the hospitality program. As part of their project, students were introduced to new frameworks, STEP (Safety, Technology, Ease, and Process) and BIO (Broker, Integrate, and Orchestrate), to review the business they are currently working on or previous work to check how well the company is using innovation and technology. Later, as part of the group project, I had a client, the owner of the Hotel Morgantown, looking to repurpose and rebrand the entire hotel and wanted student teams to review new ideas, innovation, and technology for the business. Students completed a tour of the hotel, reviewed market research and valuations of the property, and later used STR's actual data of the Morgantown market to offer insights and new ideas, innovation, and technology to the client. Students in the online class could shadow a manager at current or previous work as part of their individual projects.

HTOR 474-001: Hospitality Revenue Management   **Spring 2022**

- o As part of their individual project, students got an opportunity to review and analyze the STAR (Smith Travel Accommodations Report) of a hotel in the region, propose its competitive set, and later review the STAR report to interpret the Key Performance Indicators (KPIs) of the hotel. Later, for their group project, students selected their

favorite hotel market (New Orleans, LA; Miami, FL; Seattle, WA; and Nashville, TN) to conduct a market study and later focus on the KPIs between (2013-2022) to review the pre-pandemic vs. pandemic trends in case of Demand, Supply, Revenue, Occupancy, Average Daily Rate (ADR), and Revenue Per Available Room (RevPAR). The industry and academic experts in the area judged these presentations.

HTOR 293A-001: Creativity and Innovation in Business: Case of Dubai   Spring 2022
- o One primary focus for the 2022 winter break study abroad program in Dubai was to attend the Expo 2020 and explore the creativity and innovation trends presented at the various country pavilions and exhibits. This is the only study abroad trip from WVU in Spring 2022 while following the COVID protocols and guidelines. On the first day of the arrival, we had to have a COVID test, and one student tested positive for COVID and had to quarantine for ten days according to Dubai COVID-19 policies. The program's theme is to explore old Dubai, then experience new Dubai, and review Dubai's future from their vision and ideas for the future. We also focused on sustainability, mobility, and innovation based on the themes of Expo 2020. Students also explored Abu Dhabi to review a few innovations and investments the city made to create tourist demand, like Dubai. While exploring Dubai, this time, we focused on the Expo site, and students were able to have a once-in-a-lifetime experience of being part of the Expo in Dubai. However, students were expected to go through a COVID test later in the trip as part of the health insurance guidelines. Unfortunately, two more students ended up testing positive. Most students were worried they might push positive and must quarantine for ten days. Based on students' feedback, we had to prepone the trip, wrap up the program, and return one day earlier than planned.

HTOR 474-001: Hospitality Revenue Management   Spring 2021
- o Students completed a real-life project exploring the impact of the COVID-19 pandemic on Big 12 universities and comparing them to the Greater Morgantown market. Students examined the Smith Travel Research (STR) trend report and monthly report of the comparable rival Big 12 universities (Oklahoma State, Kansas State, University of Kansas, and Iowa State) to review the key performance indicators of demand, supply, revenue, occupancy, average daily rate, and revenue per available room during the pandemic and compare them to the West Virginia University.

HTOR 393-400/7D1: Hospitality Business, Innovation, and Technology   Fall 2021
- o I created This brand-new course as part of the 2021-2023 IDEA Faculty Fellow. This is a new prep this year in a face-to-face and online format. During Fall 2021, for the face-to-face component, student teams partnered with real-life clients in the industry, such as The Scholar Hotel of Morgantown, West Virginia Botanical Garden, and Morgantown Brewing Company to review the impact of the pandemic and offer insights on future innovations, entrepreneurship, and technology.

HTOR 470-001: Tourism Management   Fall 2021

o Students focused on the impact of COVID-19 on the tourism industry, especially in the state of West Virginia, and explored the future trends and opportunities beyond the pandemic. Student teams focused on the importance and future impact of the New River Gorge National Park, Ascend Remote Worker Program, and Virgin Hyperloop project in West Virginia as part of their group projects. Students got to review Smith Travel Research (STR) trend reports to review the impact and opportunities in West Virginia while investigating future opportunities and trends in the state. Students got to work with subject-matter experts from each project and gather new insights on the future growth and opportunities in West Virginia Tourism.

HTOR 293A-001: Creativity and Innovation in Business: Case of Dubai   **Fall 2021**

o One of the goals of this winter break study abroad course is to offer students key insights into international business and how external factors such as economic, social, cultural, and political trends, as well as competition and technology, played a critical role in transforming a city, organization, and business during and beyond the pandemic. Students will have a rare opportunity to visit the Expo 2020 site, Burj Al Arab, Emirates Palace, Burj Khalifa, Dubai Tourism, Sheikh Mohammed Center for Cultural Understanding, Dubai Mall, and many more to gather these insights during the trip. I partnered with the Emirates Academy of Hospitality Management and Amity University in Dubai for a professional development program and workshops with their faculty and students. Students will spend ten days abroad and complete required coursework during and after the trip. This course offered critical insights into the lives of expatriates in Dubai and opportunities for students to work in a foreign environment.

HTOR 470-001: Tourism Management   **Fall 2020**

▪ We partnered with the WVU Outdoor Economic Development Collaborative (OEDC) to support the new WV Remote Worker Program to explore remote workers' characteristics, habits, and lifestyles. Later, student teams gathered demographic insights of remote workers from target cities nationwide using secondary databases Statista, MINTEL insights, Clarita's PRISM Premier Segment, and SIMMONS. Finally, remote worker behaviors are connected to WV tourism destination regions. At the end of the project, six student teams presented insights on attracting remote workers to WV tourism regions to the OEDC team.

HTOR 473-001: Hospitality Social CRM   **Fall 2020**

▪ Like the HTOR 470 framework, student teams in this course focused on social media strategies to attract remote workers to West Virginia (WV). Student teams conducted a situation analysis to identify, target, attract, and evaluate the use of social media channels among remote workers. Later, they investigated various social media zones (social relationships, social publishing, social entertainment, and social commerce) to propose experience strategies in the WV region through social media. Finally, student teams proposed a social media campaign with an activation plan to manage and

measure the success of the remote worker's program through social media channels. They finally presented their insights to the OEDC team.

HTOR 474-001: Hospitality Revenue Management   **Spring 2020**
- I have partnered with the WVU Outdoor Economic Development Collaborative (OEDC) to investigate the impact of outdoor activities on destinations in the US. As part of the project goals, student teams explored white water rafting, rock climbing, mountain biking activities, and top destinations in the country based on research and OEDC panel recommendations. We picked six outdoor destinations: Asheville, NC; Chattanooga, TN; Boise, ID; Salida, CO; Roanoke, VA; and Bentonville, AR. Later, students were provided with STR longitudinal trend reports and data between 1990 and 2020. Student teams investigated trends and seasonality among supply, demand, revenue, occupancy, average daily rate, and revenue per available room. After examining these trends, student teams researched and compared them to West Virginia, a destination for these outdoor activities and potential opportunities for the future of the outdoor economy.

HTOR 473-001: Hospitality Social CRM   **Fall 2019**
- Students completed a Fresh Hospitality project, in which student teams managed the organization's social media channels—Facebook, Instagram, Twitter, and new social media platforms—for a few weeks and offered insights on improving their social media presence on each channel. Later, students suggested social media campaigns for each of these channels. Student groups conducted a situational analysis based on the present use of social media. Then, they presented insights on four areas within the campaign: social community, social publishing, social commerce, and social entertainment. Finally, in a presentation to the Fresh Hospitality organization in Morgantown, they recommend a social media activation plan for spring 2020.

HTOR 474-001: Hospitality Revenue Management   **Spring 2019**
- Students completed a real-life project for the Greater Morgantown Convention and Visitors Bureau (CVB) office to offer insights on the impact of the MountainFest event and the WVU Football season in the region. Students examined the Smith Travel Research (STR) trend and monthly reports to review the key performance indicators of demand, supply, revenue, occupancy, average daily rate, and revenue per available room during these events.

HTOR 293-001: Creativity and Innovation in Business - Case of Dubai   **Spring 2019**
- This inaugural course focused on creativity (exploring original ideas in business) and innovation (developing a new method or process for both products and services to plan and implement these creative ideas). To achieve these goals and course objectives, students participated in a Dubai study abroad program emphasizing creativity and innovation. They analyzed several business concepts in Dubai and how the city has transformed from a fishing village to an oil-dependent economy and now a global trade and business hub. One of the goals of the course is to offer students key insights into

international business and how external factors such as economic, social, cultural, and political trends, as well as competition and technology, play a critical role in transforming a city, organization, and business. Students had a rare opportunity to visit the Expo 2020 site, Burj Al Arab, Emirates Palace, Burj Khalifa, Dubai Tourism, Sheikh Mohammed Center for Cultural Understanding, Dubai Mall, and many more to gather these insights during the trip. I partnered with the Emirates Academy of Hospitality Management and Amity University in Dubai for a professional development program and workshops with their faculty and students. Students spent ten days abroad and completed the required coursework during and after the trip. This course offered critical insights into the lives of expatriates in Dubai and opportunities for students to work in a foreign environment.

HTOR 473-001: Hospitality Social CRM   **Fall 2018**
- Students completed the WV Forward project for the WV Tourism office to create a social media campaign. Student groups conducted a situational analysis using WV Tourism's social media. Then, they compared their use with the competition and presented insights on four areas within the campaign: social community, social publishing, social commerce, and social entertainment. Finally, in a presentation to the WV Tourism office, they suggested a timeline for a social media campaign and an activation plan.

HTOR 470-001: Tourism Management   **Fall 2018**
- Students were given Virtual Reality (VR) devices for the individual project to capture traveler experiences in the greater Morgantown region. For the group project, I integrated two WV Forward projects based on the proposal received from the WV Tourism Office. Students worked on one of these WV regions to review the asset inventory of tourism businesses in the state. Students presented their findings to the WV Tourism office and offered insights on tourism assets and future tourism opportunities in the state.

HTOR 474-011: Hospitality Revenue Management   **Spring 2018**
- Students examined the Morgantown market for the group project and later offered insights into the Marriott Courtyard and Fairfield Inn properties. They also provided a revenue model based on the comp set analysis and insights on regional feeder markets.

HTOR 376-001: Hospitality and Tourism Leadership   **Spring 2018**
- For the individual project, students could select one of the emerging innovative technology applications in the Hospitality Innovation and Technology (HIT) Lab, including augmented reality, virtual reality, the Internet of Things (IoTs), and Robotics. Students offered recommendations on integrating these applications into the hospitality and tourism industry.
- For the group project, students had an opportunity to shadow hospitality and tourism organizations in the region. Some organizations include the Greenbrier, Greater Morgantown Convention and Visitors Bureau (CVB), Eat 'n' Park restaurant outlets, and

Hilton Hampton Inn and Suites. As part of the project, students interviewed and shadowed individual managers of the organization to explore their roles and responsibilities, level of experience, and skills required by a manager.

HTOR 470-001: Tourism Management   **Fall 2017**
  - For the individual project, students were allowed to use a 360-degree camera to capture Virtual Reality (VR) experiences of top tourist attractions in the Greater Morgantown region. Students captured these experiences based on specific traveler personas and later presented their video and a 5-minute elevator pitch of their travel experience.
  - Students explored tourism businesses in the Greater Morgantown Convention and Visitors Bureau (CVB) as part of a group project and presentation. Students had the opportunity to use data from STR, a Hotel Market Data & Benchmarking Data company, to review current tourism trends and visit the tourism businesses to collect data. Students could also make appointments with industry leaders to research individual tourism businesses. Students analyzed the data to build a concierge service between the tourism businesses and the CVB to create a positive economic impact on the tourism industry in the region.

HTOR 473-001: Hospitality Social CRM   **Fall 2017**
  - Students partnered with the Fresh Hospitality parent company to create a social media campaign as part of a group project and presentation. Working from the trends and social media best practices, students defined their campaign's purpose, vision, and strategic goals to maximize "Return on Engagement" (ROE). The students developed various measurement methods in the social media campaign to understand market situational analysis using the SWOT model. Based on a customer-centric approach, they also planned to grow sales and profitability to increase the organization's brand value. At the end of the term, the students described plans for the execution and evaluation of this campaign for the Fresh Hospitality brand.

HTOR 474-001: Revenue Management   **Spring 2017**
  - Individual Project: I introduced a real-life project where students analyzed the STAR report of a Hilton Hampton Inn hotel. Later, students provided insights about the hotel market and analyzed business competition.
  - Group Project: The class collaborated with the Greater Morgantown Convention Visitors Bureau (CVB), which allowed students to analyze real-life STR data of Greater Morgantown. Students presented their market trends and research to the CVB's executive board and offered insights on how to market tourism in the region.

HTOR 376-001: Hospitality and Tourism Leadership   **Spring 2017**
  - Individual Project: Students were allowed to travel to the Snowshoe resort to shadow the organization's managers. Later, they learned about career opportunities within a ski resort by exploring various positions in the resort.

- Group Project: The class partnered with Marriott Waterfront Hotel, Fresh Hospitality, and Greater Morgantown CVB to do real-life projects. Students were given opportunities to explore the challenges of housekeeping in hotels, the use of paper in restaurants, and the impact of Airbnb on the CVBs. Later, students presented their research to the leaders and managers of these organizations.

HTOR 470-001: Tourism Management   **Fall 2016**
- Individual Project: I introduced a new individual project to examine the global phenomenon of the Pokémon GO mobile augmented reality game and whether the game could be used as a travel guide. Students surveyed app users to explore their usage, experiences, and behavioral intentions to use Pokémon GO as a travel guide. Students collected data and later analyzed the survey data, submitted a two-page report, and presented insights.
- Group Project: For the group project, students explored and examined the impact of recent West Virginia floods on the tourism industry. Students were given real-time data from a survey conducted among tourism businesses and data from the greater Greenbrier Valley CVB, which allowed them to learn about the impact of the recent floods on area businesses. Students and student groups were allowed to help one of the four hospitality/tourism businesses involved—Adventures on the Gorge, B Sweet Confectionery, Cooks Country Kitchen, and River Expeditions—all of which were in the area affected by the floods, as part of their study focus. Students analyzed the impact of the floods and helped individual businesses learn about the effects and formulate their best practices and recommendations to overcome such an event in the future.

HTOR 473-001: Hospitality Social CRM   **Fall 2016**
- Students explored social media use among hospitality businesses for an individual project and submitted a 15-minute video presentation. They could also do a real-life Social CRM campaign for The Wonder Bar Steakhouse in Clarksburg. Students evaluated current social media channels and provided insights for a future social media campaign to Danny Watts, the restaurant's owner and partner.

HTOR 474-001: Hospitality Revenue Management   **Spring 2016**
- For the first time, the class incorporated a Market Study as part of the group project because this is a core skill of any revenue manager. Student groups were given real-time Morgantown market data from Smith Travel Research (STR), including the Trend Report, Pipeline Report, Hotel Supply, and Hotel Database. Student groups analyzed the data and completed Morgantown market research.

HTOR 470-001: Tourism Management   **Fall 2015**
- Students in "HTOR 470: Tourism Management" examined the impact of Airbnb on the lodging and tourism industry and conducted research by asking potential travelers about their intentions to use this vacation rental application. Students also explored how

virtual reality applications/devices, such as Google Cardboard, would impact the future of travel in the hospitality/tourism industry.

- Students were allowed to use Google Cardboard as part of their group project. For this project, they created their online survey, collected data, and analyzed the results to measure the impact of virtual reality applications in the tourism industry. Furthermore, I made four online magazines using Flipboard with cover stories/articles from the tourism industry.

HTOR 473-001: Hospitality Social CRM **Fall 2015**

- In "HTOR 473: Hospitality Social CRM," students were allowed to do a real-life Social media campaign for a new Octane Coffee in Evansdale Crossing, Morgantown. They evaluated current social media channels and provided insights for a future campaign to Tony Riffel, the company's founder and CEO.

HTOR 376-001: Hospitality/Tourism Leadership **Spring 2015**

- This course incorporated real-life projects, engaging students with local, regional, and national businesses in the hospitality and tourism industry. Students reviewed authentic hospitality and tourism businesses as part of their group project. They interviewed the managers/employees in our local/regional area, including the following companies: Hilton Garden Inn, Pies & Pints, Waterfront Place Hotel, and Lakeview Resort. Students also shadowed departmental managers of hospitality businesses in the Morgantown market as part of their projects.

HTOR 473-001: Hospitality Social CRM **Fall 2014**

- This online course is designed to identify the hospitality industry's best practices in managing social media and achieving the goals of Social Customer Relationship Management (CRM). Students partnered with Let's Dine Local (LDL), a social media initiative of Shamrock Foods, NM, to redesign and reposition their social media campaign and help the Marketing team with SWOT analysis and recommendations for LDL social media channels and its future marketing campaign.

HTOR 474-001: Hospitality Revenue Management **Spring 2014**

- This online course examines the growing role of Revenue Managers in the hospitality industry and prepares students for career opportunities in revenue management. As part of the final individual project, students were allowed to partner with the Hilton Hampton Inn hotel in Waynesburg, PA, to analyze their actual STAR (Smith Travel Accommodations Report) to make revenue management decisions.

HTOR 470-001: Tourism Management **Fall 2013**

- Students provided a tourism destination marketing plan to enhance cultural/heritage tourism at WVU Jackson's Mill.

HTOR 493A-001: Hospitality/ Social Media **Fall 2013**

- This online course is designed to identify the hospitality industry's best practices in managing social media and achieving the goals of Social Customer Relationship Management (CRM). Students provided social media campaign ideas for the Hilton Hampton Inn in Waynesburg, PA (2013).

MANG 376-001: Hospitality and Tourism Leadership   **Spring 2013**
- I introduced Harvard Business Review (HBR) case studies in the context of the hospitality industry. Students conducted a case analysis to understand issues, trends, strategies, and new developments in the industry. Later, they applied these strategies and developments to the hospitality and tourism industry.

HTOR 470-001: Tourism Management   **Spring 2013**
- Students explored the new "cyber-tourism" concept and provided valuable insights to two non-profits: Optimizing National Education and Technology Initiatives and Applications.

HTOR 493A-001: Hospitality/ Social Media   **Fall 2012**
- This online course is designed to identify the hospitality industry's best practices in managing social media and achieving the goals of Social Customer Relationship Management (CRM). Students provided social media campaign ideas for Martin's BBQ Joint in Morgantown, WV (2012).

MANG 470-001: Tourism Management   **Spring 2012**
- Students provided a tourism destination marketing plan to enhance cultural/heritage tourism at WVU Jackson's Mill.

MANG 376-001: Hospitality and Tourism Leadership   **Fall 2011**
- I introduced Harvard Business Review (HBR) case studies in the context of the hospitality industry. Students conducted case analyses to understand issues, trends, strategies, and new developments in the industry. Later, they applied these strategies and developments to the hospitality and tourism industry.

HRAD 3213-001 & 002: Hospitality Management and Organizations   **Fall 2010 - Spring 2011**
- I introduced a training module—"Management Skill Training"—for students to develop and present management skills that will enhance class members' job effectiveness, career potential, and general well-being (related to work/life balance).

SERVICE AND OUTREACH ACTIVITIES

BOARDS AND COMMITTEES

ACADEMIC JOURNALS

- **Editorial Board, Journal of Hospitality and Tourism Education (2019-Present)**

- **Editorial Advisory Board, International Journal of Culture, Tourism, and Hospitality Research (2014-Present)**

- **Editorial Advisory Board, Journal of Hospitality and Tourism Technology (JHTT) (2013-Present)**

- **Editorial Board, Cornell Hospitality Quarterly (2014-2018)**

ORGANIZATION BOARDS AND COUNCILS

- **Board of Judges, International Hospitality Hall of Fame (2023 - present)**
  - I spent quality time reviewing the nominations for the inaugural International Hospitality Hall of Fame and selected the top candidates for 2023.

- **Advisory Council, HITEC Show, Hospitality Financial and Technology Professionals (2022-present)**
  - Appointed to the largest hospitality technology show as the advisory council for the shows in Toronto, Canada, and Charlotte, NC.

- **Content Council, Hospitality Technology (2021-present)**
  - Appointed by the HT to serve on the content council for the Hospitality Technology events. I judged and reviewed the industry awards at the 2023 MURTEC and 2023 HT Forum.

- **Dean's & Director's Council, ICHRIE Programming (2020 - present)**
  - Served in the Dean's and Director's Council to support the ICHRIE COVID-19 initiatives while helping with the video component of the council.

- **Advisory Board - Marketing Analytics Program, Spears School of Business, Oklahoma State University (2019 - present)**
  - I was invited to the alum advisory board of the SAS Marketing Analytics program at the Spears School of Business at Oklahoma State University.

- **Editorial Board - Guest Author, Hotel Business Review - Hotel Executive (2019 - present)**
  - I was invited to the editorial board as the guest author.

- **Global Advisory Council, John Chambers College of Business and Economics, West Virginia University (2019 - present)**

- o I was invited to serve in the global advisory council that supports the Robbins Center initiatives and study abroad programs.

- **Southwest Airlines, Customer Advisory Council (2016 – present)**
  - o A personal invitation from Southwest to join the customer advisory council.

- **Hospitality Advisory Council, Hospitality and Tourism Management (HTOR), College of Business and Economics, West Virginia University (2012 - present)**
  - o Served in the advisory council to develop the HTOR emphasis, HTOR major, WVU HIT Lab, HTOR minor, and HTOR online program.

- **Healing Analytic Learning Operator (HALO), (2017 – 2019)**
  - o Invited to join the advisory board of HALO.

- **International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (2016 – 2019)**
  - o Served as the Director of Networking for the ICHRIE organization and co-chair of the Special Interest Groups (SIGs).

- **North East North American (NENA) Federation Board (2013-2016)**
  - o Elected to the NENA Federation board and served as the Director of Networking and Director of Research.

ACADEMIC ORGANIZATIONS AND COMMITTEES

- **Promotion and Tenure Committee, John Chambers College of Business and Economics (2022-present)**
  - o I have been appointed to serve on the P&T committee at Chambers College and represent the General Business department at the college level.

- **Hospitality Programs in the Business Colleges (HpBc), Chair of the Special Interest Group (SIG, ICHRIE) (2018-present)**
  - o Chair of the SIG for all hospitality programs located in business schools among member institutions of ICHRIE organizations.
  - o I led the group in creating a database of all HPBcs to offer resources to hospitality programs within the business colleges.

- **Faculty Advisor, Eta Sigma Delta – International Hospitality Honor Society, International CHRIE at West Virginia University (2018-present)**
  - o As a faculty advisor, I invite eligible students to the ESG Induction Ceremony annually before the May commencement.
  - o Collaborate with the ICHRIE to send the certificates, chords, and pins for the ceremony.

- Partner with the Hospitality Club leaders to host the event and plan the programming to celebrate the student inductions.

- **Hospitality Curriculum Development Committee member (2011-present).**
  - Design course curriculum (syllabi, course descriptions, and objectives) for new hospitality and tourism program courses.
  - Conducted a benchmarking study to analyze the hospitality and tourism programs in the U.S. and courses offered as part of the significant degree.
  - I attended the 2022 summer workshop by the WVU Provost Office to revamp the program goals and objectives. I also completed curriculum mapping and program pathways.

- **WVU IDEA Faculty Fellows Committee, WVU Launch Lab, West Virginia University (2021-2023)**
  - I served on the IDEA faculty fellow committee to discuss opportunities to host a demo day, workshops, and events at the university level.

- **West Virginia Hospitality and Tourism Association (WVHTA) Education Foundation Board, West Virginia (2021-2023)**
  - I served on the WVHTA Education Foundation Board "to create the opportunity for the citizens of West Virginia to enter and grow in the hospitality industry through education."
  - I attended monthly meetings to discuss education scholarships and funding offered to high school students through the West Virginia ProStart programs and WV Hospitality Education and Training (HEAT).

- **Search Committee Member, WVU Institute of Technology (WVU Tech) – Dean Position, College of Business, Humanities, and Social Sciences (2020-2021).**
  - I served as a committee member and represented Chambers College on the Dean's Search Committee at the WVU Institute of Technology.
  - Along with the WVU Tech President, Provost, and search committee, I reviewed applications, selected interview candidates, and attended on-campus presentations and meetings.
  - Collaborated with the committee to finalize the candidates and successfully hired the Dean's position in 2021 after a failed search in 2020.

- **Chair, Faculty Hiring, General Business, John Chambers College of Business and Economics, West Virginia University (2019-2020).**
  - I served as the chair for several faculty hiring positions in the general business department.
  - Revised all the applications for the Assistant Professor tenure-track and Service Assistant Professor.
  - Collaborated with the hiring committee to conduct interviews of the candidates and assess their online and on-campus presentations.

- o I completed faculty and committee feedback and assessments and shared the results regarding faculty hiring with the dean.

- **Promotion, Tenure and Annual Faculty Evaluation Committee, Incubator Programs, John Chambers College of Business and Economics, West Virginia University (2020-2022)**
  - o I served on the committee and as the chair (2020) for the incubator programs to evaluate research and teaching faculty, which included Global Supply Chain Management, Entrepreneurship and Innovation, and Hospitality and Tourism Management.

- **Technology Strategic Task Force, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), (2020-2022)**
  - o I was invited to join this vital committee to help ICHRIE with the technology platform at the organization and review what technology components are working and what components require improvement.

- **Hybrid Conference Committee, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), (2020-2022)**
  - o I served on the hybrid conference committee to help with the hybrid format of the 2021 ICHRIE Conference due to COVID-19.

- **Organizational Restructure and Models Committee, International Council on Hotel Restaurant and Institutional Education (ICHRIE) (2020-2022)**
  - o I was invited to serve on the organizational restructure and models committee, which reviews the best options for the ICHRIE organization post-pandemic.
  - o Specifically, I served in the hybrid format of the organizational model and offered my insights and recommendations to the organization's board.

- **Diversity, Inclusion, Culture, and Equity (DICE) Committee, John Chambers College of Business and Economics, West Virginia University (2020-2022)**
  - o Served on the DICE committee of the Chambers College and supported the initiatives and events.

- **Finance Committee, 2020 WVU Demo Day, Launch Lab, West Virginia University (2019-2022)**
  - o Served on the finance committee to raise funds and sponsorships for the 2020 WVU Demo Day.

- **WVU Demo Day Committee, Launch Lab, West Virginia University (2018-2022)**
  - o Served in the demo day committee to plan, implement, evaluate, and assess the Demo Day event and programs.

- **75th Anniversary Video Committee member, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (2020-2021)**

- o I served on the 75th Anniversary video committee of ICHRIE and conducted video interviews of past presidents, awardees, and leaders.

- **Networking Committee Member, International Council on Hotel Restaurant and Institutional Education (ICHRIE) (2019-2021)**
  - o Ensured networking opportunities were meeting the needs of ICHRIE members and were consistent with the strategic plan.
  - o Contributed to the Zoom Around the World event and Newbie programs during the pandemic.

- **Virtual Conference Committee**, **International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) North East North American Federation, (2020-2021)**
  - o Served in the hybrid conference committee to help with the hybrid format of the 2021 ICHRIE Conference due to COVID-19.

- **Nominating Committee, 2020 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) North East North American Federation Board (2019-2020)**
  - o Served on the nominating committee for the ICHRIE NENE federation board members.

- **Host and Conference Chair, 2020 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) North East North American Regional Conference (2018-2020)**
  - o As the representative of the host university of the 2020 ICHRIE NENA regional conference, I served as the conference chair of the program.
  - o Initiated sponsorship initiatives, developed the program agenda, and planned events and speakers for the conference.

- **Chair and Committee Member of the 75th Anniversary Committee of the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (2019-2020).**
  - o I served on the general and technology committees that planned the 75th Anniversary of ICHRIE as part of the 2021 Summer Annual Conference.

- **Search Committee Member, Dean Position, College of Business and Economics, West Virginia University (2016-2017).**
  - o I served on the search committee for the Dean position for the College of Business and Economics.
  - o Along with the committee, we reviewed the applications, conducted interviews, and completed candidate assessments.
  - o Participated in meetings, on-campus visits, and presentations and submitted committee assessments to the Provost's Office.

- **Passport to ICHRIE, Chairperson and Moderator, International Council on Hotel, Restaurant, and Institutional Education Conference, New Orleans, LA (2016-2019)**

- Initiated and developed the Passport to ICHRIE program to invite new and first-time attendees to the ICHRIE organization.

- **Ad-hoc sub-committee, Research Committee, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (2019-2021)**
    - I served on this ad hoc subcommittee to offer suggestions and recommendations regarding some of the research committee's essential items.

- **Conference Committee, International Council on Hotel Restaurant and Institutional Education (ICHRIE) (2016-2020).**
    - Ensured networking opportunities for members during the annual conference, in coordination with the Director of Conferences, and at other times as appropriate (such as alligator hours, etc.)
    - Convened the Networking Committee during the annual conference and at other appropriate times as necessary

- **Technology Committee, College of Business and Economics (2012-2018)**
    - Review the current issues with IT operations in the college.
    - Responsible for finding solutions to meet the needs of the faculty, staff, and students
    - In meetings with WVU's Academic Computing Advisory Committee, provide updates on the issues.

- **Manuscript Marathon, Chairperson and Moderator, International Council on Hotel, Restaurant, and Institutional Education Conference, New Orleans, LA (2019).**
    - Served as the chairperson and moderator for the inaugural Manuscript Marathon at the 2019 ICHRIE Annual Summer Conference

- **Networking Committee Chair and Member, International Council on Hotel Restaurant and Institutional Education (ICHRIE) (2016-2019).**
    - I collaborated with the Networking Committee to develop materials for the website, social media, SIG communications, and other opportunities as they arise.
    - Ensured networking opportunities were meeting the needs of ICHRIE members and were consistent with the strategic plan.
    - Prepared articles for the Communique in support of networking

- **Special Interest Groups, Committee Co-Chair, International Council on Hotel Restaurant, and Institutional Education (ICHRIE) (2016-2019).**
    - I introduced the discussion forums on the ICHRIE website.
    - Proposed SIG member profile and custom tab options for members.

- **Hospitality Club – Faculty Co-Advisor (2011-2017).**
    - I served as a faculty advisor for the new hospitality club at the College of B&E.
    - Developed the mission, vision, and goals of the club.
    - Review the academic field trips and professional development workshops for students in the club.

- **Journal of Hospitality and Tourism Cases, Editor Search Committee (ICHRIE) (2017)**
  - I worked with the Director of Research of ICHRIE on the search committee.
  - Reviewed the applicants and participated in the voting process.

- **Research Committee, International Council on Hotel Restaurant and Institutional Education (ICHRIE) (2015-2016)**
  - Lead the development of videos and webinars for ICHRIE to use on the website or as needed.
  - Maintain the currency of the ICHRIE Website, social media, SIG communications, and any blogs or forums that ICHRIE might create.

- **Screening Committee member, Dean of the College of Business and Economics, West Virginia University (2015 – 2016)**
  - Appointed by the Provost of West Virginia University to serve on the screening committee.
  - Review the CVs and profiles of all the applications.
  - Participate in the interviews and decisions made by the committee.

- **Research Committee, North East North American Federation, ICHRIE (2014-2016)**
  - Introduced a double-blind review process for the poster presentations.
  - Organize the awards and certifications for the authors and reviewers.

- **Conference Committee, North East North American Federation, ICHRIE (2014 - 2016)**
  - Served as a board member of NENA and as part of the conference committee.
  - Provided insights for workshops, sessions, and professional development.

- **Marketing Committee, International Council on Hotel Restaurant and Institutional Education (ICHRIE) (2013-2014)**
  - Took part in creating a value propositions review of the ICHRIE organization.
  - Participated in committee meetings and discussions to explore marketing initiatives and research.

- **Trading Room Task Force, College of Business and Economics (2012-2014)**
  - Guided the structure, functions, and management of a new trading room within the College of Business and Economics.
  - We conducted a benchmark study of trading rooms in other business schools in the U.S. to determine the size, location, usage, and specifications of the room and design.
  - We developed a strategic plan and timeline for the trading room, a cost analysis, and a written report for the college and associate deans.

- **Graduate College Dean Selection Committee, Oklahoma State University, 2011**
  - Served as GPSGA committee member to review candidates for graduate college dean
  - I provided feedback and comments for each candidate.

- **HRADGSA Election Committee, Oklahoma State University, 2010-2011**
  - I supervised and conducted elections by being part of the election committee.

- **HRADGSA Travel Funding Committee, Oklahoma State University 2009-2010**
  - We raised over $6,000 in funding for the organization while serving as president of HRADGSA.
  - Offered travel funding and scholarships to members of the HRADGSA.

UNDERGRADUATE AND GRADUATE ACADEMIC ROLES AND MEMBERSHIPS

- **President** (2009-2010): Graduate Student Association, HRAD, OSU.
- **Member and Volunteer** (2008-2011): HRAD - Graduate Student Association, OSU.
- **Member** (2006-2007): Student Association for Global Affairs, SAGA, OSU.
- **President** (2005-2006): Student Organization called "SAFE," Oklahoma City University.
- **Event Coordinator** (2004): Industrial Tour for Computer Science & IT Dept., VNR VJIET.
- **Cultural and Literary Secretary** (1996-97): St. Alphonsus High School, TN, India.

ACADEMIC JOURNAL AND CONFERENCE REVIEWER (2008-2024)

- Cornell Hospitality Quarterly
- Euro Council on Hotel, Restaurant, and Institutional Education
- Hospitality Graduate Student Research Conference
- International Journal of Hospitality Management
- International Journal of Culture, Tourism, and Hospitality Research
- International Journal of Contemporary Hospitality Management
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- International Hospitality Information Technology Association
- International Hospitality Review
- International Academy of Global Business and Trade Conference
- Journal of Hospitality and Tourism Research
- Journal of Hospitality and Tourism Education
- Journal of Hospitality and Tourism Technology
- North East North American Federation Conference of ICHRIE
- Tourism Management
- Tourism Review

ACADEMIC SERVICES AND MODERATOR

- 2023 Eta Sigma Delta International Hospitality Honor Society, Induction Ceremony, Organizer and Faculty Advisor.
- 2023 9th Annual ICHRIE NENA Regional Conference, Conference Host, Morgantown, WV. I led the keynote panel session and moderated the host's introduction.

- 2022 Hospitality Programs in Business Colleges SIG, ICHRIE Annual Conference, I moderated the Hospitality Labor & Staffing Issues and Industry vs. Academia Insights with Dr. Peter Ricci and Jeremy Nichols.
- 2022 Hospitality Programs in Business Colleges SIG, ICHRIE Annual Conference, Moderator interviewed Dr. Cihan Cobanoglu, Dean of the Hospitality Program at the University of South Florida, Muma School of Business.
- 2022 ICHRIE Annual Summer Conference, I moderated and hosted the special session with Citizen M Hotels CEO Michael Levie.
- 2022 Host and Moderator with the Guest Speaker, 2022 iHITA Annual Conference, Orlando, FL.
- 2021 Vantage Ventures Real Talk with West Virginia Secretary of Tourism, Chelsea Ruby, Guest Host to Interview and Moderate the Real Talk Series, https://enews.wvu.edu/articles/2021/11/03/join-us-for-a-virtual-real-talk-with-w-va-secretary-of-tourism-chelsea-ruby
- 2020 Hong Kong Baptist University Business Innovation Design Thinking workshop at West Virginia University, Organizer and coordinator.
- 2020 ICHRIE NENA Conference, Chair and Coordinator, Morgantown, WV
- 2019 The Hotel Experience Show, HIT Lab booth and research, New York City, NY.
- 2019 AHLA & NRA HTMP Workgroup, Orlando, FL
- 2019 Governor's School of Entrepreneurship, Mentor and Speaker, West Virginia University, Morgantown, WV.
- 2019 International Council on Hotel, Restaurant, and Institutional Education Conference, New Orleans, LA.
- 2018 Association of North America Higher Education International, Hospitality 2030 Think Tank, Lodging session, New York City, NY.
- The 2018 Global Conference on Business, Hospitality, and Tourism Research, Hospitality 2030 Think Tank, and Lodging session will be held in Ho Chi Minh, Vietnam.
- 2018 International Council on Hotel, Restaurant, and Institutional Education Conference
- 2017 ICHRIE Future Leaders Series Webinar
- 2017 International Council on Hotel, Restaurant, and Institutional Education Conference
- 2016 International Council on Hotel, Restaurant, and Institutional Education Conference
- 2015 International Council on Hotel, Restaurant, and Institutional Education Conference
- 2014 International Council on Hotel, Restaurant, and Institutional Education Conference
- 2013 International Council on Hotel, Restaurant, and Institutional Education Conference
- 2012 International Academic Conference
- 2011 Hospitality Graduate Student Research Conference
- 2010 International Academy of Global Business and Trade Conference
- 2009 Euro Council on Hotel, Restaurant, and Institutional Education

STUDENT ADVISING AND MENTORING

- **2024 Noble Growing System, Bobby Noble, West Virginia University:** Along with David Breur, WVU Sales Institute, I advise and mentor Bobby Noble and his team on

three national and international leads to participate in the Sustainability Alliance global competition and grow this patent-pending technology and start-up.

- **2024 Nemacolin Lab Intern and Ambassadors, West Virginia University:** I supervised and mentored Katie Loayza, Maggie McCarthy, and Noah Stalnaker, who served as the Nemacolin Lab Intern and Ambassadors during the Spring of 2024. All three also served as leaders for the demo projects for this semester.

- **2023 Hospitality Technology Forum, Student Panel Session Coordinator, and Advisor:** I mentored and advised Chloe Johnson, Maggie McCarthy, Noah Stalnaker, and Dallas Jarrett to submit their proposals and present as part of the student panel session at the 2023 HT Forum conference, PGA National Resort, Florida.

- **2023 Marriott International Global Design Education Speaker Series:** I was invited to speak at Marriott International's Global Design Education Speaker Series. Along with my insights, I mentored and advised Brian Kotson, Luke Woodeshick, Noah Stalnaker, and Maggie McCarthy to present their HIT Lab projects and demos.

- **2023 ICHRIE NENA Regional Conference, West Virginia University:** I advised and mentored 25 students and advised them as part of the HIT Lab Team demos at the regional conferences. Six teams focused on each HIT Lab project and presented to the conference attendees.

- **2022 HIT Lab Team, West Virginia University:** I advised and mentored 15 students on their projects and HIT Lab demos, teaching them creative thinking and problem-solving skills in the hospitality industry.

- **2022 HITEC Show, HFTP, Orlando, FL:** I advised and mentored Frank Kerekes, a student in the Hospitality program, to co-author a paper and present at the iHITA Annual Conference and attend the HITEC Show.

- **2022 Winnowed, Startup Idea:** I mentored and advised Rebecca Giordano and Jonathan Serushago on this beta version of the Artificial Intelligence-based communication mobile app for universities and the service industry.

- **2021 HIT Lab Team, West Virginia University:** I advised and mentored ten students on their projects and HIT Lab demos, teaching them creative thinking and problem-solving skills in the hospitality industry.

- **2020-2021 HIT Lab Team, West Virginia University:** During the pandemic, I mentored 10-15 students in the HIT Lab team, and we initiated ideas to support the statewide PPE efforts and the needs of the Hospitality industry. As people got used to the new normal, we developed an ergonomic copper touch tool with antiviral and antibacterial qualities.

We later designed a bamboo fabric facemask that can be used for extended periods by service employees. We also tested a contactless interactive mobile app, https://businessmagazine.wvu.edu/articles-main/2020/11/18/coming-back-from-covid.

- **2020 Hacking for Recovery Program, University of Hawaii:**
  Mentored a team of four students as part of the H4R program organized by the University of Hawaii. The program used the Stanford University model to advise the students on ideas of innovation and entrepreneurship.

- **2020 HIT Lab Internships**: From the summer to the fall of 2020, I mentored some students on their internships at the HIT Lab. Students shadowed the HIT Lab projects and contributed to the team during the summer and fall of 2020. In Fall 2020, students investigated the impact of COVID-19 in the Morgantown hotel and theme park industries by using STR data and conducting interviews/surveys among hotel managers and employees.

- **2019 The Hotel Experience Show, Representing the HIT Lab at the trade show**: Trained two teams and represented the HIT Lab at the Hotel Experience show. During the trade show, the HIT Lab team demoed the service robot, NAO, and investigated human emotions when interacting with the robot.

- **2019 WVU Demo Day, Hospitality Innovation and Technology (HIT) Lab presentations at the EXPO**: Trained five student teams in the HIT Lab team to submit and present their demo proposals to the 2nd Annual WVU Demo Day. Students are working on several projects, including augmented reality, a humanoid virtual assistant robot, the Internet of Sound, the Internet of Things, and Virtual Reality applications.

- **2019 3rd Annual Undergraduate Research Spring Symposium**: Mentored and co-authored with Sam Dunmyre on a research project to review the impact of Great Wolf Lodge on the local community and economy. The proposal of this paper has been submitted to the 2nd Annual Undergraduate Research Spring Symposium.

- **2018 Hospitality Innovation and Technology (HIT) Lab Opening and Demo Day**: Trained students in the Hospitality and Tourism Management program to demonstrate HIT Lab technologies and devices, including robots, augmented reality, virtual reality, the Internet of Things, and the Internet of Sound.

- **2018 Undergraduate Research Day at the Capitol (URDC)**: Mentored and co-authored with Carrie Digman & Nicole Flesche, undergraduate students majoring in the Hospitality & Tourism Management program and Accounting (Carrie). We submitted a research paper to the Undergraduate Research Day at the Capitol (URDC). The paper "Is Pittsburgh the Next Regional Silicon Valley of the East?" was submitted to the URDC for a research poster presentation, which will be held in January 2018 in Charleston, WV.

- **2017 STR Market Study Competition, 1st Place**: I served as a faculty advisor and head coach to a team of six students who participated in the STR Market Study Competition. Our team received 1st place in this international competition from 31 top hospitality programs worldwide. The team picked Pittsburgh as a market and reviewed STR data between 2000 and 2017 to study current and future trends in the hotel industry.

- **1st Annual Undergraduate Research Spring Symposium 2017**. Students presented a presentation on the Effect of the Olympics on Rio de Janeiro. I mentored Emily Dillion, Carrie Digman, and Matthew Smith, who prepared this research for a poster presentation and honors credit (for Emily Dillon).

- **2017 Graduate Conference in Hospitality and Tourism**: Submitted a research paper, "Analyzing the Impact of Unrest on the Hotel Industry: Focus on Baltimore," along with Brianna Austin (MBA Student) for a stand-up presentation. The paper was accepted for a stand-up presentation, with positive comments from three different reviewers.

- **2016 STR Market Study Competition, 3rd Place**: In the Fall of 2016, a student team in the Hospitality and Tourism Management program participated in the STR (Smith Travel Research) Market Study competition. This competition required additional teaching and coaching as a faculty advisor to help the student team analyze real-life data. Our team received 3rd place in this international STR Market Study competition out of 28 participating teams worldwide. The team picked Rio de Janeiro to review the impact of the 2016 Summer Olympics on the hotel market.

- **2016 NENA ICHRIE Conference Graduate Research**: I submitted a research article with Scott McCown (MSIR Student) entitled "How does encouraging or discouraging tipping in fast-casual restaurants impact levels of customer satisfaction?" The paper was accepted for a poster presentation at the 2016 NENA ICHRIE Conference.

- **2016 Undergraduate Research Day at the Capitol (URDC)**: Brianna Austin (Spring 2016)—I mentored Brianna Austin, an undergraduate double majoring in Accounting and the Hospitality and Tourism Management program. I helped her submit a research paper to the Undergraduate Research Day at the Capitol (URDC). The paper "West Virginia as a Real and Reliable Tourism Destination" was accepted for a poster presentation at the URDC.

- **2015 Inaugural STR Market Study Competition, Honorable Mention**: In the Fall of 2015, our Hospitality and Tourism Management student team participated in the inaugural STR (Smith Travel Research) Market Study competition. Students were required to pick a national destination and study the market from the Census Database, Pipeline Report, Segment Data File, Trend Report, and US Markets Data File. Our team

received the "Honorable Mention" at the STR Market Study competition out of 30 teams that participated in this competition.

- **2014 & 2015 West Virginia Business Plan Competition, Semifinalist**: Andrew Kinder and Anirudh Tirunahari (Fall 2014-Spring 2015) – I was coach, mentor, and advisor to the semifinalists at the West Virginia Collegiate Business Plan Competition and West Virginia Technology Entrepreneurship Challenge, for the business plan "Altraface Space" organized by Center for Entrepreneurship and Innovation and Launch Lab, Davis College of Agriculture, Natural Resources, and Design, West Virginia University.

- **2015 Independent Study**: Sarah Milbrecht (Spring 2015) - Independent study advisor and faculty for this student, who worked at the Taziki's Mediterranean Café and managed social media channels as part of her internship and independent study.

- **2013 & 2014 West Virginia Business Plan Competition, Winner:** Gaylynn Johnson (Fall 2013—Spring 2014)—I was coach, mentor, and advisor to the winner of the West Virginia Collegiate Business Plan Competition for the business plan "Mountain State Hydroponics" organized by the Center for Entrepreneurship and Innovation, College of Business and Economics, West Virginia University.

- **2013 Graduate Research**: Joseph Clutter (Spring 2013)—I worked on a research paper to publish at a hospitality and tourism management graduate conference.

- **2011 Undergraduate Research**: Jessica Lowe (Spring 2011) - Presented a research paper at the ICHRIE Central Federation Undergraduate Research Symposium at Missouri State University, Springfield, MO.

PROFESSIONAL DEVELOPMENT

Conferences Attended

- 2024 HITEC Show, Charlotte, NC
- 2024 iHITA Annual Conference, Charlotte, NC
- 2024 ENTER Conference, Izmir, Turkiye
- 2023 HITEC Show, Toronto, Canada
- 2023 iHITA Annual Conference, Toronto, Canada
- 2022 ICHRIE Annual Conference, Washington, DC
- 2022 HITEC Show, Orlando, FL
- 2022 iHITA Annual Conference, Toronto, Canada
- 2021 Hotel Experience Show, New York, NY
- 2021 Global Hospitality Summit, Dallas, TX
- 2021 HITEC Show, Dallas, TX
- 2021 iHITA Annual Conference, Dallas, TX
- 2021 ICHRIE Annual Conference, Washington, DC

- 2021 NENA ICHRIE Annual Conference, New York, NY
- 2019 Hotel Experience HX Show, New York City, NY
- 2019 Governor's Conference on Tourism, Snowshoe, WV
- 2019 ICHRIE Annual Conference, New Orleans, LO
- 2019 APacCHRIE and EuroCHRIE Joint Conference, Hong Kong
- 2019 ICHRIE NENA Regional Conference, State College, PA
- 2019 Middle East Conference, Hospitality Technology Next Generation, Dubai
- 2018 International Seminar on Innovation and Tourism, Government of Balearic Islands, Palma de Mallorca, Spain
- 2018 Global Conference on Business, Hospitality, and Tourism Research, Ho Chi Minh City, Vietnam
- 2018 ICHRIE Annual Conference, Palm Springs, CA
- 2018 Hospitality University Conference, While Sulphur Springs, WV
- 2017 Hotel Experience (HX) Show, New York City, NY
- 2017 Hospitality Technology Next Generation Insight Summit, Washington, DC
- 2017 ICHRIE Annual Conference, Baltimore, MD
- 2017 iHITA Annual Conference, Toronto, CA
- 2017 Hospitality University Conference, While Sulphur Springs, WV
- 2016 HOSPACE Conference, London, UK
- 2016 Hotel Experience (HX) Show, New York City, NY
- 2016 IoT East Conference, Boston, MA
- 2016 West Virginia Governor's Conference on Tourism, Canaan Valley Resort, WV
- 2016 ICHRIE Annual Conference, Grapevine, TX
- 2016 HITEC Show
- 2016 NENA ICHRIE Regional Conference, Boston, MA
- 2016 IoT West Conference, San Francisco, CA
- 2016 HTNG North American Conference, Amelia Islands, FL
- 2016 Hospitality University Conference, White Sulphur Springs, WV
- 2016 West Virginia Governor's Conference on Tourism, Wheeling, WV
- 2015 Hotel Experience (HX) Show, New York City, NY
- 2015 ICHRIE Annual Conference, Orlando, FL
- 2015 HITEC Show, Austin, TX
- 2015 iHITA Annual Conference, Austin, TX
- 2014 HOSPACE 2014 Show, London, UK
- 2014 IHMRS Hotel Show, New York, NY
- 2014 ICHRIE Annual Conference, San Diego, CA
- 2014 HITEC Show, Los Angeles, CA
- 2014 iHITA Annual Summer Conference, Los Angeles, CA
- 2014 NENA ICHRIE Regional Conference, Atlantic City, NJ
- 2014 Hospitality University Conference, White Sulphur Springs, WV
- 2013 2nd World Research Summit for Tourism and Hospitality, Orlando, FL
- 2013 ICHRIE Annual Conference, St. Louis, MO
- 2013 ICHRIE-NENA Federation Professional Development Conference
- 2012 International Academic Conference, Las Vegas, NV

- 2012 ICHRIE Annual Conference, Providence, RI
- 2012 National Restaurant Association Show, Chicago, IL
- 2011 West Virginia Governor's Conference on Tourism, Wheeling, WV
- 2011 iHITA Annual Conference, Austin, TX
- 2011 HITEC Show, Austin, TX
- 2011 ICHRIE Central Federation Research Symposium, Springfield, MO
- 2011 23rd Hospitality Graduate Student Research Conference, Houston, Texas
- 2010 ICHRIE Annual Conference, San Juan, PR
- 2010 HITEC Show, Orlando, FL
- 2010 iHITA Annual Conference, Orlando, FL
- 2010 OSU Research Symposium, Stillwater, Oklahoma
- 2009 22nd Hospitality Graduate Student Research Conference, Chantilly, Virginia
- 2009 IAGBT International Conference, Stillwater, Oklahoma
- 2009 EuroCHRIE Annual Conference, Helsinki, Finland

Workshops and Symposiums Attended

- Price-Babson Symposium for Entrepreneurship Educators (2022)
- Summer Program Improvement Workshop, WVU Provost Office (2022)
- Choreograph software training, Softbank Robotics through the Robot Lab (2019 - Present)
- Hospitality and Tourism Management Program (HTMP) Program Workshop, American Hotel and Lodging Association & National Restaurant Association (2019 - Present)
- 2030 Hospitality Think Tank sessions, Association of North America Higher Education International (2018 – Present)
- Deans and Directors Meeting and Professional Development, ICHRIE (2017 - Present)
- Hospitality Programs in the Business Schools, Special Internet Group, ICHRIE (2017 - Present)
- Consortium for the Advancement of Research Methods and Analysis (CARMA) (2013-Present).
- STR Share Center Workshops (2014 – Present)
- 2019 Professional Development Program, Amity University, Dubai
- Industry sessions at the 2019 Governor's Conference on Tourism, Snowshoe, WV
- CHRIE Future Leader Series Webinar #2, How Cultural Competence Helps Your Bottom Line, December 2017
- Research Series, Ethics in Academic Publishing, Department of Management, College of Business and Economics, WVU, December 2017
- ICHRIE Future Leader Series Webinar #1, Designing a Relevant Undergraduate Education Experience, November 2017
- ICHRIE Research Academy, 2015
- ICHRIE Leadership Academy, 2014
- National Center for Faculty Development & Diversity, part of Faculty Success Program, Spring 2016

- Center for Career Development, Etiquette Dinner, College of Business & Economics, WVU (2014 – Present).
- Quality Matters Program, iDesign online course workshop, Information Technology Resource Center, West Virginia University
- West Virginia Tourism Strategic Plan, Roanoke, WV
- Digital Measures, College of Business and Economics, Department of Management, WV
- HTML Learning Modules- No Code Required, Tutorial Workshop, WVU
- Center for Research Libraries Collections and Services Workshop, WVU
- Faculty Evaluation, Promotion, and Tenure Workshop, WVU (Fall 2012 – Present)
- Improving Work-Life Satisfaction Workshop, WVU
- Effective Implementation and Use of a Simulation Program in a Hospitality Management Course: A Case Study (2010) – ICHRIE Conference, San Juan, PR
- Multiple Methods for Student Presentations (2010) – ICHRIE Conference, San Juan, PR
- Research SIG (2010) – ICHRIE Conference, San Juan, PR
- GPSGA Professional Development Workshop for Instructional Design: Engaging Students Using Higher Order Thinking Skills (2010), Oklahoma State University, Stillwater, OK
- Participated in HRAD Graduate Students Curriculum Vitae Workshop (2009)

PROFESSIONAL AND PUBLIC SERVICE

- WVU IDEA Faculty Fellow, Workshop (2021-2023)
- 2023 ICHRIE NENA Regional Conference, Host (2023)
- West Virginia Outdoor Economy Collaborative (2019 - 2021)
- Mentor, Hacking 4 Recovery (H4R), University of Hawaii (2020)
- Design Idea and Operations, Hygenkey (2020)
- Mentor, 2019 Impact Challenge, WVU Launch Lab (2019 - Present)
- Finance Committee, 2020 WVU Demo Day (2019 - Present)
- WVU HIT Lab Demos and Presentation to the Morgantown High School, Morgantown, WV (September 2019)
- WVU HIT Lab Demos and Presentation to the University High School, Morgantown, WV (September 2019)
- 2019 Governor's School of Entrepreneurship Demo Day, Judge and Advisor, West Virginia University Launch Lab, Morgantown, WV (July 2019).
- 2019 West Virginia Health Sciences and Technology Academy, Speaker, West Virginia University, Morgantown, WV (July 2019)
- WVU HIT Lab Demos and presentation at the Innovation Engineering Camp, Statler School of Engineering, West Virginia University (June 2019)
- WVU HIT Lab Demos and presentation to the WV Tourism Commissioner (April 2019)
- WVU Demo Day, Steering Committee (2018 – Present)
- WV Forward Rebranding Working Group, West Virginia University (2018 – Present)
- West Virginia Hospitality and Tourism Association Education Foundation, Focus Group (2018 – Present)

- WVU Discover Day, Hospitality Program Representative (2014 - Present)
- Hospitality Cup—Judge and Mentor to the high school West Virginia ProStart Restaurant Management Competition (2012 - Present)
- 2019 Professional Development Program, Organizer and Speaker, Amity University Dubai (2018 - Present)
- Hospitality Innovation and Technology Lab—drafted a proposal to launch a lab as part of the Hospitality program to bridge the gap between academia and industry (Fall 2016 - 2018)
- Judge at the 2017 West Virginia State Business Plan Competition, Hospitality and Tourism track, Morgantown, WV (Spring 2018)
- Studied the impact of West Virginia floods on the Tourism Industry through a research report with the partnership of the WV Division of Tourism and the Bureau of Business and Economics Research (2016 - 2017)
- Conducted a program assessment for the Hospitality and Tourism Management program to analyze student learning outcomes for the College of Business and Economics, West Virginia University (Fall 2012 – Spring 2013)
- Hospitality Talks—Introduced a panel session with the HTOR Advisory Council members to talk about industry opportunities and trends (Fall 2014 - Present)
- Initiated a student visiting partnership between Hospitality and Tourism Management (HTOR) and Shanghai Business School (2015 – 2017)
- Involved in the committee to create a Pierpont and WVU Articulation Agreement (2014 - 2016)
- WVU Extension Tourism Collaborative member - Worked with this group to engage individuals and organizations throughout West Virginia to develop and promote tourism assets (2014 - 2016)
- West Virginia Hospitality Education and Training (HEAT)—speaker and judge for the Hospitality Summit (2012 - 2016)
- Provided social media insights for Martin's BBQ Joint, Morgantown, WV (2012)
- Provided social media insights for Hilton's Hampton Inn Hotel, Waynesburg, PA (2014)
- Provided tourism destination marketing ideas for WVU Jackson's Mill (2013)
- Partnered with optimizing national education and technology initiatives and applications to develop the "cyber-tourism" concept (2012 - 2013)
- NENA CHRIE Federation's Social Web Manager (2012 – 2014)—Volunteered to manage and maintain the NENA CHRIE Federation website and social media channels.
- Volunteered as a Judge for the West Virginia Hospitality Cup Competition (2012 - 2013) - ProStart Program for high school students in the State of West Virginia.
- WVU Faculty and Staff Scouting Conclave – Attended and participated in the information and discussion session on Summit Bechtel Reserve, Boys Scouts of America
- Volunteered for Mitten Hat Drive Fall (2009 - 2010)—a fundraising event to support and help children in Stillwater affected by domestic violence.
- During football season, I volunteered for HRADGSA in OSU Athletics (2008 - 2010). I logged over 250 hours of volunteering time and helped the organization raise $2,500 through this service.

- Organized the International Dinner event as part of fundraising for HRADGSA professional development—This event required more than 100 hours of volunteering to organize, coordinate, and manage. Personally managed 25 students during this event and raised more than $4,000.
- Volunteered in the Service and Outreach Program conducted by Ponca City Development Authority and Host Analytics, Inc. in the Good Neighborhood Program.

INDUSTRY EXPERIENCE

Membership Assistant   **May 2010 – July 2011**
National Public Radio (NPR) Station, KOSU @ Oklahoma State University
- Implemented new work processes and functions in the membership department.
- Conducted surveys of members for significant events, including Wait, Wait, Don't Tell Me...
- Managed the Allegiance database software in terms of database management.
- Conducted all the activities related to checks, credit cards, EFT & PDD transactions, and reports.

Guest Services Associate   **May 2009 - August 2009**
IHG's Holiday Inn Express & Suites – Ponca City, 74601, OK
- Responsible for front desk operations, customer service, and support.
- Managed and maintained the customer reservations database.
- Conducted all auditing functions and reconciled all financial reservation accounts.

Web Master & Database Admin   **January 2008 - December 2008**
NSF EPSCoR (*National Science Foundation-Experimental Program to Stimulate Competitive Research*)
- Assisted in all the IT, web, and database management in EPSCoR.
- Conduced online registrations, evaluations, and organizing conferences.
- Managed and maintained the Oklahoma EPSCoR website, servers, & databases.
- Database administration support and remote backup of servers and computers.

Research and Project Implementation Assistant   **May 2007 - August 2007**
Host Analytics Inc., Ponca City, 74601, OK
- Implemented new software processes and functions in terms of server system backup.
- Conducted research on the servers' backup, restore, and deployment.
- Developed budget templates and financial and consolidation reports in the BPM Suite.

Student: Project Associate in NTIL Ltd   **November 2003 - May 2004**
Embedded &Wireless Solutions – Nalanda Telematics and Informatics Limited
- Final year B. Tech Project on "Wireless Applications Development Using BREW."
- Designed a wireless app called BREW, or "Binary Runtime Environment for Wireless."

PROFESSIONAL MEMBERSHIPS

- Association of North America Higher Education International (ANAHEI)
- Consortium for the Advancement of Research Methods and Analysis (CARMA)
- Global Information Technology Management Association (GITMA)
- Hospitality Finance, Revenue, and IT Professionals (HOSPA)
- Hospitality Financial and Technology Professionals (HFTP)
- Hospitality Technology (HT)
- Hospitality Technology Next Generation (HTNG)
- Global Conference on Business and Economics (GLOBE)
- Global Conference on Business, Hospitality and Tourism Research (GLOSEARCH)
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- International Hospitality Information Technology Association (iHITA)
- International Hospitality Institute (IHI)
- Internet Society (IS)
- Mountaineer United Soccer Club (MUSC)
- National Center for Faculty Development & Diversity (NCFDD)
- North East North American, ICHRIE Federation (NENA)
- Smith Travel Research (STR) Global Share Center

MEDIA COVERAGE

- MoneyGeek.com (2024). Tips From the Pros: Finding and Using the Right Airline Credit. https://www.moneygeek.com/credit-cards/travel/best-airline-credit-cards/#expert=ajay-aluri-phd
- Murtec Content Council (2024). Tapping Industry Leaders, https://www.murtec.com/2024/MURTECContentCouncil
- Hospitality Technology Advisory Boards – HTF Content Council (2024), https://hospitalitytech.com/ht-advisory-boards
- HFTP Announces 2024 HITEC North America Advisory Council (December 2023), HospitalityNet, https://www.hospitalitynet.org/news/4119512.html.
- Dr. Aluri is quoted in Hospitality Technology's article, "Will Smart Glasses Help You Do Your Job? (2023), https://hospitalitytech.com/will-smart-glasses-help-you-do-your-job
- HFTP Announces 2023 HITEC North America Advisory Council (September 2023), HFTP, https://www.hftp.org/news/4112286/details
- WVU – Member Highlight, An ICHRIE Member Highlight Series (September 2022), https://www.chrie.org/index.php?option=com_dailyplanetblog&view=entry&category=membership&id=19:wvu-member-highlight
- EurekAlert, American Association for the Advancement of Science (AAAS) (August 2021, https://www.eurekalert.org/news-releases/924800
- Hotel Mobile: The New Path for the Future (January 2021), https://www.hotelexecutive.com/feature_focus/6856/hotel-mobile-the-new-path-for-the-future.
- Coming back from COVID-19 (November 2020),

https://businessmagazine.wvu.edu/articles-main/2020/11/18/coming-back-from-covid.

- WVU HIT Lab provides a platform for new knowledge, skills, and innovation during and beyond COVID-19 (October 2020), https://business.wvu.edu/news-and-events/news/2020/10/21/wvu-hit-lab-provides-platform-for-new-knowledge-skills-and-innovation-during-and-beyond-covid-19.
- WVU Encova Center to help business owners during comeback (May 2020), https://www.wvnews.com/news/wvnews/wvu-encova-center-to-help-business-owners-during-comeback/article_4bde786d-e442-5a6a-aa20-9369fa877a51.html.
- Mobile Augmented Reality (MAR) Applications in the Hotel Industry, Hotel Business Review, https://www.hotelexecutive.com/feature_focus/6457/mobile-augmented-reality-mar-applications-in-the-hotel-industry
- Editorial board, Guest Author, Hotel Executive (December 2019), available at https://www.hotelexecutive.com/author/2072/Ajay-Aluri
- CWT Leader Joins WVU Hospitality Program (November 2019), available at https://business.wvu.edu/news-and-events/news/2019/11/06/cwt-leader-joins-wvu-hospitality-program.
- Dr. Ajay Aluri, a speaker at the 2019 The Hotel Experience Show (October 2019), is available at https://www.thehotelexperience.com/speakers/dr-ajay-aluri/.
- Access the Minds of Industry Experts, Innovation Enterprise, Speaker Bio (July 2019), available at https://ieondemand.com/speakers/11760.
- WV Forward, Celebrating WVU HIT Lab students as 'Moving WV Forward' Demo Day Winners (May 2019), available at https://wvforward.wvu.edu/the-blueprint-blog/2019/05/08/celebrating-wvu-hit-lab-students-as-moving-wv-forward-demo-day-winners.
- Value of ICHRIE, Networking - Progress and Future (March 2019), available at https://www.chrie.org/m/pages.cfm?pageid=3502.
- WVU Idea Hub, West Virginia University, WVU IDEA Hub celebrates 2019 Demo Day winners (April 2019), available at https://ideahub.wvu.edu/success-stories/wvu-idea-hub-celebrates-2019-demo-day-winners.
- Artificial Intelligence. Machine Learning. Hospitality. The Guest Experience. It's all connected, and Dr. Ajay Aluri tells us how and why it's important in our growing industry, Hospitality Technology Next Generation (March 2019), available at https://twitter.com/htng/status/1105712849748484096.
- WV Forward, 2018 Year-End Report, West Virginia University, Marshall University, and State of West Virginia (December 2018), available at https://wvforward.wvu.edu/files/d/30bd4083-5679-4a84-bfe7-f62347bd8483/wvforward_endofyear-2018_final.pdf.
- WV Forward, WVU Hospitality students shared the latest tourism trends, best practices, and suggested travel itineraries with WV Tourism Office (December 2018), available at https://wvforward.wvu.edu/the-blueprint-blog/2018/12/10/wvu-hospitality-students-shared-the-latest-tourism-trends-best-practices-and-suggested-travel-itineraries-with-wv-tourism-office-wv-forward.
- Faculty, students, staff, and members of the WVU community participate in WVU's inaugural Demo Day. Where students discover the power of innovation, design, and

entrepreneurship (April 2018), available at https://photos.wvu.edu/Monthly-Favorites/April-Favorites-2018/i-g75ktcd.

- VisitInnovation.com (2018), INTO Programming and Speaker, https://www.visitinnovation.com/2018/ca/speaker/dr-ajay-aluri_cat/
- What technology for hospitality will there be next? Bridge Street Global Hospitality, Expat Academy (April 2018), available at https://www.expat-academy.com/what-technology-for-hospitality-will-there-be-next/.
- How Machine Learning Impacts Organizations, Sage Business and Management Ink (February 2018), available at https://managementink.wordpress.com/2018/02/21/how-machine-learning-impacts-organizations/.
- WVU business school program recognized with award from state Hospitality and Travel Association, WVU Today (January 2018), available at https://wvutoday.wvu.edu/stories/2018/01/31/wvu-business-school-program-recognized-with-award-from-state-hospitality-travel-association; https://wvpress.org/breaking-news/wvu-business-school-program-recognized-award-west-virginia-hospitality-travel-association/.
- WVU, B&E honor faculty and staff with 150 celebration coins (January 2018), College of Business and Economics, West Virginia University, available at https://business.wvu.edu/news-and-events/news/2018/01/31/wvu-b-e-honor-faculty-and-staff-with-150-celebration-coins.
- Curiosity is what drives Dr. Ajay Aluri, who is exploring how technology will play a role in the future of hospitality and tourism, College of Business and Economics Values (November 2017), available at https://business.wvu.edu/about/mission-vision-values
- STR Share Center's 2017 Student Market Study Winners, Hotel News Now (November 2017), available at http://hotelnewsnow.com/Articles/255045/SHARE-Centers-2017-STR-Student-Market-Study-winners.
- WVU Hospitality and Tourism student team wins international market study competition, WVU Today (November 2017), available at https://wvutoday.wvu.edu/stories/2017/11/17/wvu-hospitality-and-tourism-student-team-wins-international-market-study-competition.
- Guest appearance in the PBS Informed Series, Greater Morgantown [TV Series, In production and will telecast on national PBS channel in 2018].
- 5 things to know about AI's potential in hotels, Hotel News Now (October 2017), available at http://www.hotelnewsnow.com/articles/244616/5-things-to-know-about-AIs-potential-in-hotels.
- Artificial Intelligence-based Automation: Insights for the Hospitality Industry, HITEC 2017 Special Report, HFTP (June 2017), available at http://www.mydigitalpublication.com/publication/?i=419801&view=contentsBrowser - {"issue_id":419801, "view":"articleBrowser," "article_id": "2820989"}.
- River Fair Trade focuses on fair labor, Mountaineer News Service, WVU Reed College of Media (April 2017), available at http://mountaineernewsservice.com/river-fair-trade-focuses-on-fair-labor/.

- Access the minds of Industry Experts – Ajay Aluri, Innovation Enterprise-On Demand (March 2017), available at https://ieondemand.com/speakers/11760.
- WVU Hospitality and Tourism team placed third in international competition (November 2016), available at http://business.wvu.edu/about/news/features/2016/11/30/wvu-hospitality-and-tourism-team-places-third-in-international-competition.
  - https://www.sbcos.com/wvu-hospitality-and-tourism-team-places-third-in-international-competition/.
- The Daily Athenaeum, Professor Profile, Q&A session with the Managing Editor, Jennifer Gardner (October 2016), available at http://www.thedaonline.com/arts_and_entertainment/article_66386be4-9034-11e6-b763-1bb184fed522.html.
- Congratulations to Dr. Ajay Aluri on his new role as Director of Networking for the ICHRIE, WVU College of Business and Economics, Instagram (WVUCOBE, September 2016), available at https://www.instagram.com/p/BKa94tWD2eE/.
- Speaker Biography, Innovation Enterprise, Internet of Things Summit, Boston (September 2016) available at https://theinnovationenterprise.com/summits/internet-of-things-summit-boston-2017/speakers/11760.
- WV Business Aim to 'Catch' Em All,' The State Journal (July 2016) available at http://www.wvalways.com/story/32501670/wv-business-aim-to-catch-em-all.
- Five tech trends shaping hospitality – Wearable Technology, Hotelex, (July 2016), available at http://en.hotelex.cn/news/1068327.html.
- HITEC 2016 Highlights: Hospitality Technology Trends to Watch, Intelity, (June 2016) available at http://intelitycorp.com/main/hitec-2016-highlights-hospitality-technology-trends-watch/.
- Dr. Ajay Aluri spreads technology research expertise across national conferences. College of Business and Economics, West Virginia University, (March 2016), available at http://business.wvu.edu/about/news/features/2016/03/28/dr-ajay-aluri-spreads-technology-research-expertise-across-national-conferences.
- 2016 North American Conference Speakers, Hospitality Technology Next Generation (March 2016), available at http://www.htng.org/page/NAC16_Speakers/2016-North-American-Conference-Speakers.htm.
- 20 Wyoming ProStart culinary students participate in 'Hospitality Summit,' Wyoming County Report (October 2015), available at https://www.wycoreport.com/wyoming-prostart-culinary-students-participate-in-hospitality-summit/article_6c406a45-27df-53d2-a71c-19979029c571.html.
- Ajay Aluri, screening committee, Dean of the College of Business and Economics, West Virginia University (August 2015), available at http://wvutoday-archive.wvu.edu/n/2015/08/07/greg-bowman-dean-of-west-virginia-university-college-of-law-to-lead-screening-committee-for-new-dean-of-college-of-business-and-economics.html.

- Wearable Market: Initial Insights for the Hospitality Industry, Tech Trends-Wearable Technology, Special Report (June 2015), available at http://www.hftp.org/explore-hitec/i/downloads/H15SRw.pdf.
- Are you ready for wearables? The Bottomline Winter 2015 magazine, Hospitality Financial and Technology Professionals, (January 2015), available at http://www.hftp.org/education_resources/the_bottomline/.
- Academic Superheroes, B&E Faculty, College of Business & Economics, West Virginia University, http://www.be.wvu.edu/bemag/academic-superheroes/index.htm.
- News: HOSPACE 2014 promises to be the best yet! (November 2014), available at http://www.hospace.net/news/2014/nov/07/hospace-2014-promises-be-best-yet/.
- HOSPACE 2014 "HOSPA Spotlight" and HOSPACE News (November 2014), Hospitalitynet.org and Hospace.net, available at http://www.hospitalitynet.org/news/4067720.html and http://www.hospace.net/news/2014/nov/14/simply-best/.
- 5 Tech Trends That Will Shape Hospitality (July 2014), HotelNewsNow.com, Cited in Wearable Computing, available at http://hotelnewsnow.com/Article/14016/5-tech-trends-that-will-shape-hospitality.
- It's a Wrap! Hospitality Financial and Technology Professional (HFTP) Blog (July 2014), available at http://blog.hftp.org/its-a-wrap/.
- Numerous Conference Technology Features Available for Attendees at HITEC (June 2014). Hospitalitynet.com; HospitalityUpgrade.com; HITEC-HFTP.org.
  - http://www.hospitalityupgrade.com/_news/NewsArticles/Numerous-Conference-Technology-Features-Available-for-Attendees-at-HITEC.asp
  - http://www.hospitalitynet.org/news/4065548.html.
  - http://www.hftp.org/Content/News/HFTPNews/2014-06-02a.html.
- HITEC Offers Numerous Conference Technology Features for Attendees, Hotel-Online.com (June 2014), available at https://www.hotel-online.com/press_releases/release/hitec-offers-numerous-conference-technology-features-for-attendees.
- A fascinating presentation by Ajay Aluri about Google Glass, iHITA on Twitter (June 2014) is available at https://twitter.com/ihita/status/480778126402658305.
- There's a bug in my soup that everyone can see Google Glass significantly impacts the hospitality and tourism industry (May 2014), available at http://www.be.wvu.edu/news_events/aluri-google-presentation/index.htm.
- Winners of WV Collegiate Business Plan Competition (2013 - 2014), Past Winners, http://www.be.wvu.edu/bpc/past-winners.htm and http://wvutoday.wvu.edu/n/2014/04/08/wvu-sweeps-statewide-collegiate-business-plan-competition.
- Global Information Technology Management Association 2014, Research Paper Submission Track Descriptions and Chairs, IT in the International Hospitality Management, (May 2014) available at http://www.gitma.org/conferences/2014-in-philadelphia/gitma-2014-tracks.

- Student Spotlight – Ajay Aluri, Graduate College, Oklahoma State University (March 2014), https://gradcollege.okstate.edu/content/student-spotlight-ajay-aluri.
- The presentation seminar was cited in Shamrock Food Shows (September 2012) and is available at http://www.shamrockfoodshows.com/pdf/NMFS_GuideBRO_812-Web.pdf.
- New course development cited in High Beam Research (July 2012). WVU Develops Innovative Course: Social Media in Hospitality & Tourism Program, available at http://www.highbeam.com/doc/1P3-2715614711.html.
- Social Media: Where to "start," Presentation cited in Nation's Restaurant News website (May 2012), available at https://www.nrn.com/blog/social-media-where-start.
- Award cited in News and Communications, Oklahoma State University (April 2011). 2011 Phoenix Award Winners Announced, available at https://news.okstate.edu/articles/communications/2011/2011-phoenix-award-winners-announced.html.
- School of International Studies Alumni – Ajay Aluri, available at http://ieo.okstate.edu/alumni.aspx (December 2007).