

Dr. AJAY 'AJ' ALURI

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August 2018

ACADEMIC BACKGROUND

Doctor of Philosophy – Hospitality Administration **July 2012**

School of Hospitality and Tourism Management

Oklahoma State University, Stillwater, OK

Dissertation: Does embedding social media channels in hotel websites influence travelers' satisfaction and purchase intentions?

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 - International Studies **December 2007**

School of International Studies

Focus Area: International Human Relations, Society, and Education

Oklahoma State University, Stillwater, OK

Bachelor of Technology - Computer Science and Information Technology **April 2004**

Jawaharlal Nehru Technological University

Hyderabad, Andhra Pradesh, India

PROFESSIONAL POSITIONS

2018-present Associate Professor, Department of Management
College of Business & Economics, West Virginia University

2018-present Founding Director, Hospitality Innovation & Technology (HIT) Lab
College of Business and Economics, West Virginia University

- 2016-present** Director of Networking
International Council on Hotel, Restaurant, and Institutional
Education (ICHRIE)
- 2012-2018** Assistant Professor, Department of Management
College of Business & Economics, West Virginia University
- 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
- 2010-2011** Instructor of Record, School of Hospitality and Tourism
Management, College of Human Sciences, Oklahoma State
University
- 2009-2010** Research Assistant, School of Hospitality and Tourism
Management, College of Human Sciences, Oklahoma State
University
- 2009** Teaching Assistant, School of Hospitality and Tourism
Management, College of Human Sciences, Oklahoma State
University
- 2007** Teaching Assistant, School of International Studies
Oklahoma State University

ACADEMIC RESEARCH PUBLICATIONS

REFEREED JOURNAL PUBLICATIONS (PUBLISHED & ACCEPTED)

- 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.
- 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., 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.
- 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. Manuscript submitted to *International Journal of Tourism Anthropology*, 4, 1, 46-66.
- 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. (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.

REFEREED CONFERENCE PROCEEDINGS: STAND-UP PRESENTATIONS

- Aluri, A. (2018). *The importance of innovation and technology labs in the hospitality and tourism programs*. Presentation in the 2018 ICHRIE Annual Conference, Palm Spring, CA.
- Aluri, A. (2018). *Can Augmented reality change the way consumers connect, communicate, and carry on commerce in the hospitality industry?* Presentation in 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*. Proceedings of the 2017 ICHRIE Annual Conference, Baltimore, MD.

- Aluri, A., Price, B., & McIntyre, N. (2017, June). *Engaging customers in real-time by creating value in a loyalty program: A machine learning approach*. Proceedings of the 2017 iHITA Annual Conference, Toronto, CA.
- Austin, B., & Aluri, A. (2017, January). *Analyzing the Impact of Unrest on the Hotel Industry: Focus on Baltimore*. 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*. 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*. Proceedings of the 2015 ICHRIE Annual Conference, Orlando, FL.
- Aluri, A. (2015, July). *User acceptance and intentions to use wearables: Initial Findings*. 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*. Proceedings of the 2015 iHITA Annual Conference, Austin, TX
- Aluri, A. & Tucker, E. (2014, August). *Social influence and technology acceptance: Intentions to use personal social media as a career enhancement tool among college students*. Proceedings of the 2014 ICHRIE Annual Conference, San Diego, CA.
- Aluri, A. (2014, June). *Do you want to use Google Glass for cyber-tourism?* Proceedings of the 2014 iHITA Annual Conference, Los Angeles, CA.
- Aluri, A. (2013, December). *Exploring cyber-tourism use among college students*. 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*. Proceedings of the 2012 International Academic Conference, Las Vegas, NV.
- Aluri, A. (2012, June). *The influence of embedded social media channels on travelers' satisfaction and purchase intentions in the hotel industry*. Proceedings of the 2012 International Hospitality Information Technology Association Conference, Baltimore, MD.
- Aluri, A. (2011, June). *Social media quality and its influence on eCustomers in online travel industry*. 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*. 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*. Proceedings of the 22nd Hospitality Graduate Student Research Conference, Houston, TX.
- 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*. Proceedings of the 17st International Hospitality Information Technology Conference, Orlando, FA.
- Tucker, E., & Aluri, A. (2010, January). *Service quality attributes of boutique hotels and their relationship with overall customer satisfaction, likeliness to return and recommend*. 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*. Proceedings of the International Academy for Global Business and Trade, Stillwater, OK.
- Aluri, A., & Palakurthi, R. R. (2009, October). *A comparative study of consumer attitudes and intentions to use RFID technologies in the U.S. and Europe Hotel Industry*. Proceedings of the Annual Euro Council on Hotel, Restaurant, and Institutional Education, Helsinki, FI.

REFEREED CONFERENCE PROCEEDINGS: POSTER PRESENTATIONS

- Carrie, D., Flesche, N., & Aluri, A. (2018). *Is Pittsburgh the Next Regional Silicon Valley of the East?* Poster submitted 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 millennials 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.

ACADEMIC PRESENTATIONS BY INVITATION

- Aluri, A. (2018, February). *Power Point 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.

INDUSTRY PUBLICATIONS AND PRESENTATIONS

INDUSTRY PUBLICATIONS

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.

INDUSTRY PRESENTATIONS BY INVITATION

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.

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

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.

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

- Aluri, A. (2016, April). *The role of wearables in the IoT: Consumer behavior insights*. Innovation Enterprise: IoT Summit West, San Francisco, CA.
- 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.
- Aluri, A. (2015, June). *Wearable market: Initial insights for the hospitality industry*. Tech Talks speaker at the 2015 HITEC Show, Austin, TX.
- 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, NY.
- Aluri, A. (2014, June). *The impact of Google Glass in hospitality and tourism*. Tech Talks speaker at the HITEC 2014 Conference, Los Angeles, CA.
- 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.
- 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.
- 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.
- 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.

ACADEMIC TEACHING EXPERIENCE

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

HTOR 473-001: Hospitality Social CRM
HTOR 470-001: Tourism Management

Fall 2014 – Fall 2018
Spring 2013 – Fall 2018

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 2013
HTOR 493-001: Hospitality Social Media Management	Fall 2012
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
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INNOVATION / NEW TEACHING METHODS IN INSTRUCTION

HTOR 474-011: Hospitality Revenue Management Spring 2018

- For the group project, students examined Morgantown market and later offered insights to the Marriott Courtyard and Fairfield Inn properties. Students provided a revenue model based on the comp set analysis and insights on feeder markets in the region.

HTOR 376-001: Hospitality and Tourism Leadership Spring 2018

- For the individual project, students were given opportunity to select one the emerging innovative technology applications in the Hospitality Innovation and Technology (HIT) Lab including augmented reality, virtual reality, Internet of Things (IoTs), and Robotics.

Students offered recommendations on how to integrate these applications in the hospitality and tourism industry.

- For the group project, student had an opportunity to shadow hospitality and tourism organizations in the region. Some of the 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 role and responsibilities, level of experience and skills required by a manager.

HTOR 470-001: Tourism Management

Fall 2017

- For the individual project, students were given an opportunity 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, as well as visit the tourism businesses to collect data. Students were also able to make appointments with industry leaders to conduct research on individual tourism businesses. Students analyzed the data to build a concierge service between the tourism businesses and the CVB, with the goal of creating 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 the purpose, vision, and strategic goals of their campaign 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. They also developed a plan to grow sales and profitability to increase the organization's brand value, based on a customer-centric approach. At the end of the term, the students described plans for 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 gave students the opportunity to analyze the real-life STR data of greater Morgantown. Students presented their market trends and research to the

executive board of the CVB and offered insights on how to market the tourism in the region.

HTOR 376-001: Hospitality and Tourism Leadership **Spring 2017**

- Individual Project: Students were given an opportunity to travel to the Snowshoe resort to shadow the managers of the organization. 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 conducted a survey among app users to examine their usage, experiences, and behavioral intentions to use Pokémon GO as a travel guide. Students collected data and later analyzed the survey data and submitted a 2-page report and presented insights from the data.
- 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 as well as 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 given the opportunity 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 not only analyzed the impact of the floods, but also aided individual businesses to learn about the impact and formulate their own best practices and recommendations to overcome such an event in the future.

HTOR 473-001: Hospitality Social CRM **Fall 2016**

- For an individual project, students explored social media use among hospitality businesses and submitted a 15-minute video presentation. Students were given an opportunity to 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 its owner and partner, Danny Watts.

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

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

- Students in “HTOR 473: Hospitality Social CRM” were given an opportunity to do a real-life Social CRM campaign for a new Octane Coffee in Evansdale Crossing, Morgantown. They evaluated current social media channels and provided insights for a future social media campaign to its founder and CEO, Tony Riffel.

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 real hospitality and tourism businesses and interviewed the managers/employees in our local/regional area as part of their group project, including the following businesses: Hilton Garden Inn, Pies & Pints, Waterfront Place Hotel, & Lakeview Resort. Students also shadowed departmental managers of hospitality businesses in the Morgantown market, as part of their individual project.

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

- This online course is designed to identify hospitality industry best practices in managing social media and to 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 is designed to examine the growing role of Revenue Managers in the hospitality industry and to prepare students for career opportunities in revenue management. As part of the final individual project, students were given an opportunity

to partner with 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 hospitality industry best practices in managing social media and achieving the goals of Social Customer Relationship Management (CRM). Students provided social media campaign ideas for Hilton Hampton Inn at 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, where 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 a couple of 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 hospitality industry best practices in managing social media and to 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, where students conducted 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.

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' effectiveness on the job, career potential, and/or general well-being (as related to work/life balance).

SERVICE AND OUTREACH ACTIVITIES

BOARDS AND COMMITTEES

ACADEMIC JOURNALS

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

ORGANIZATION BOARDS AND COUNCILS

- **International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) (2016 – current)**
 - Appointed to the ICHRIE board by the President of the organization.
- **Southwest Airlines, Customer Advisory Council (2016 – current)**
 - Personal invitation from Southwest to join the customer advisory council
- **Advisory Council, Hospitality and Tourism Management (HTOR), College of Business and Economics, West Virginia University (2012-Present)**
 - Served in the advisory council to develop the HTOR program.
- **North East North American (NENA) Federation Board (2013-2016)**
 - Elected to the NENA Federation board.

ACADEMIC LEADERSHIP - PROGRAM INITIATIVES AND RESOURCES

- **Hospitality Innovation and Technology (HIT) Lab (2015-Current)**
 - 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
 - Prepared a proposal to launch a HIT Lab as part of the Hospitality and Tourism Management program
 - Provided the design and layout of the HIT Lab including the furniture and technology

- **College of Business and Economics, Study Abroad Program to India (2017-Current)**
 - Collaborated with the Director of Robbins Center for Global Business and Strategy in the College of Business and Economics to develop a study abroad program to India
 - Investigated study abroad programs from CEPA and TCI
 - Provided insights to WVU Education Abroad and WVU Global Affairs

- **Hospitality and Tourism Management Program and Minor (2017-Current)**
 - Involved in a team of College of Business and Economics administration to start a minor in the Hospitality and Tourism Management program
 - This minor will be 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

- **Hospitality and Tourism Management, Study Abroad + Internship (2017-Current)**
 - Initiated a Study Abroad + Internship opportunity for the 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

- **The Greenbrier Agreement, Hospitality and Tourism Management (2013-Current)**
 - Established the summer + semester internship experience for the students in the Hospitality and Tourism Management program at the Greenbrier
 - This Greenbrier Agreement was officially signed in Fall 2014 and was involved in meetings and discussions to re-establish this agreement in Fall 2017

- **Hospitality and Tourism Management Program (HTOR) and Major (2013-Current)**
 - With the success of the HTOR Area of Emphasis (AoE), I conducted a survey among College of Business and Economics students about their intentions to major in the HTOR program
 - Contributed to the HTOR major proposal along with the Associate Dean of the Undergraduate Academic Affairs
 - Developed new curriculum, courses, and program outcomes for the new HTOR major
 - Successfully launched the HTOR major in Fall 2014

- **Hospitality and Tourism Management (HTOR) Area of Emphasis (2011-2014)**
 - 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

ACADEMIC LEADERSHIP ROLES

- **Director of the HIT Lab** (2018-Current): WVU
- **Director of Networking** (2016-Current): ICHRIE Board of Directors
- **Director of Research** (2015-2016): NENA Federation, ICHRIE Organization
- **Director of Networking** (2013-2015): NENA Federation, ICHRIE Organization
- **President** (2009-2010): HRAD-GSA - Graduate Student Association, 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 ORGANIZATIONS AND COMMITTEES

- **Hospitality Programs in the Business Colleges (HpBc), Chair of the Special Interest Group (SIG, ICHRIE) (2018-Current)**
 - Chair of the SIG for all the hospitality programs in the business schools among member institutions of ICHRIE organizations
 - Led the group to create database of all HpBc's and offer resources to all hospitality programs within the business colleges
- **Special Interest Groups, Committee Co-Chair, International Council on Hotel Restaurant and Institutional Education (ICHRIE) (2016-present)**
 - Introduced the discussions forums on the ICHRIE website
 - Proposed SIG member profile and custom tab options for members
- **Networking Committee Chair, International Council on Hotel Restaurant and Institutional Education (ICHRIE) (2016-present)**
 - Worked 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
- **Conference Committee, International Council on Hotel Restaurant and Institutional Education (ICHRIE) (2016-present)**
 - 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
- **Hospitality Advisory Council Member, West Virginia University (2011-present)**

- Developed the hospitality and tourism major in the Department of Management, College of Business & Economics, WVU
- Participate in and provide input for program concentration, curriculum development, and contributions to student placements and industry collaborations
- **Technology Committee, College of Business and Economics (2012-present)**
 - Review the current issues with IT operations in the college
 - Responsible for finding solutions to meet the needs of the faculty, staff, and students
 - Provide updates on the issues in meetings with WVU's Academic Computing Advisory Committee
- **Hospitality Curriculum Development Committee member (2011-present)**
 - Design course curriculum (syllabi, course descriptions, and objectives) for new courses in the hospitality and tourism program
 - Conducted a benchmarking study to analyze the hospitality and tourism programs in the U.S. and courses offered as part of the major and degree
- **Hospitality Club – Faculty Co-Advisor (2011-present)**
 - Serve as faculty advisor for the new hospitality club in 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)**
 - Worked with the Director of Research of ICHRIE in 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 use by ICHRIE 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 in 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 on NENA, 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 the creation of 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)**
 - Provided guidance for the structure, functions, and management of a new trading room within the College of Business and Economics
 - Conducted a benchmark study of trading rooms in the other business schools in the U.S. to determine the size, location, usage, and specifications of the room and design
 - Developed a strategic plan and timeline for the trading room, with a cost-analysis and a written report to the Dean and Associate Deans in the college
- **Graduate College Dean Selection Committee, Oklahoma State University, 2011**
 - Served as GPSGA committee member to review candidates for graduate college dean
 - Provided feedback and comments for each candidate
- **HRADGSA Election Committee, Oklahoma State University, 2010-2011**
 - Supervised and conducted elections by being part of the election committee
- **HRADGSA Travel Funding Committee, Oklahoma State University 2009-2010**
 - Raised more than \$6,000 in funding for the organization while serving as president of HRADGSA
 - Offered travel funding and scholarships to members of the HRADGSA

ACADEMIC HONORS AND AWARDS

- **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 online in January 2018, <https://doi.org/10.1177/1096348017753521>.
- **Recipient of "2018 Outstanding JHTE Reviewer of the Year," Journal of Hospitality and Tourism Education, ICHRIE, July 2018**
 - Served as an ad hoc reviewer for JHTE between 2016-2018.
- **Awarded "Friend of ProStart," West Virginia Hospitality Education and Training (WV HEAT), West Virginia Department of Education, March 2018**
 - In recognition to commitment and support to the ProStart students of West Virginia at the Hospitality Cup 2018, Charleston WV.
- **Excellence in Hospitality and Tourism Education Award, West Virginia Hospitality and Tourism Association (WVHTA), State of West Virginia, January 2018**
 - Award presented to Dr. Aluri for the excellence in hospitality and tourism education at the 2018 Hospitality University conference from WVHTA.
- **Recipient of WVU 150th Anniversary Commemorative Gold Coin, College of Business and Economics, West Virginia University, January 2018**
 - Given to people who exemplify the WVU values of service, curiosity, respect, accountability, and appreciation; 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**
 - 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 West Virginia Department of Education, Hospitality HEAT**
 - Contributions and support for the ProStart Program, Hospitality Cup 2012
- **Citation of Congratulations from the Great State of Oklahoma, Spring 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**
 - Award given by the Graduate College and GPSGA, Oklahoma State University
- **Research Symposium & Outstanding Presentation Award 2010**
 - Award given by the Graduate College and GPSGA, Oklahoma State University
- **Excellence Award 2009-2010 - Pat Moreo Distinguished Graduate Fellowship**
 - College of Human Sciences for excellence in academics and research
- **Best Paper Award 2009**
 - International Academy for Global Business and Trade Conference, Stillwater, OK
- **Hospitality Days Scholarship Award 2008**
 - For contributions to Web Registration: Hospitality Days event, spring 2008

RESEARCH GRANTS

- 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

- 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 JOURNAL AND CONFERENCE REVIEWER

- 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
- International Hospitality Information Technology Association
- 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

- Tourism Management

ACADEMIC SERVICES AND MODERATOR

- 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

- **2018 Hospitality Innovation and Technology (HIT) Lab Opening and Demo Day:** Trained students in the Hospitality and Tourism Management program to do demos of the HIT Lab technologies and devices including robots, augmented reality, virtual reality, internet of things, and 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 at the URDC for a research poster presentation, which will be held in January 2018 in Charleston, WV.
- **2017 STR Market Study Competition, 1st Place:** Served as a faculty advisor and head coach to a team of six students to participate in the STR Market Study Competition. Our team received 1st place in this international competition, out of 31 top hospitality programs from all over the world. The team picked Pittsburgh as a market and have 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).

- **Graduate Research, 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 Fall 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 the student team to help them analyze real-life data. Our team received 3rd place in this international STR Market Study competition, out of 28 participating teams from all over the world. The team picked Rio De Janeiro to review the impact of the 2016 Summer Olympics on the hotel market.
- **Graduate Research:** 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) - Mentored Brianna Austin, undergraduate student double-majoring in Accounting and the Hospitality & Tourism Management program, helping her to 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 at the URDC for a poster presentation.
- **2015 Inaugural STR Market Study Competition, Honorable Mention:** In Fall 2015, our student team in the Hospitality and Tourism Management program 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.
- **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.

- **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.
- **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 Center for Entrepreneurship and Innovation, College of Business and Economics, West Virginia University.
- **Graduate Research:** Joseph Clutter (Spring 2013) - Worked on a research paper to publish in a graduate conference for hospitality and tourism management.
- **Undergraduate Research:** Jessica Lowe (Spring 2011) - Presented a research paper to the ICHRIE Central Federation Undergraduate Research Symposium at Missouri State University, Springfield, MO.

PROFESSIONAL DEVELOPMENT

Conferences Attended

- 2018 ICHRIE Annual Conference, Palm Springs, CA
- 2018 Hospitality University Conference, White 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, White 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

- Consortium for the Advancement of Research Methods and Analysis (CARMA), January 2013-Current.
- STR Share Center Workshops (2014 – Present)
- ICHRIE 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
- Hospitality Programs in the Business Schools, Special Interest Group, ICHRIE 2017
- Deans and Directors Meeting and Professional Development, ICHRIE 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

- Judge at the 2017 West Virginia State Business Plan Competition, Hospitality and Tourism track, Morgantown, WV (Spring 2018)
- 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 - Present)
- Studied the impact of West Virginia floods in the Tourism Industry through a research report with the partnership of the WV Division of Tourism and the Bureau of Business and Economics Research (Fall 2016 - Present)
- 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 – Present)
- Hospitality Talks—Introduced a panel with 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 – Present)
- Involved in the committee to create a Pierpont and WVU Articulation Agreement (2014 - Present)
- Hospitality Cup—Judge and Mentor to the high school West Virginia ProStart Restaurant Management Competition (2012 - Present)
- 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 - Present)
- 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 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 Scout of America
- Volunteered for Mitten Hat Drive Fall (2009 - 2010)—a fundraising event to support and help children in Stillwater who were affected by domestic violence.
- Served as a Volunteer for HRADGSA in OSU Athletics (2008 - 2010)— during football season, logged a total of more than 250 hours of volunteering activity and helped the organization to 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 major events including Wait, Wait, Don't Tell Me...
- Managed the Allegiance database software in terms of database management
- Conducted all the transaction activities related to checks, credit card, EFT & PDD transactions and reports

Guest Services Associate

May 2009 - August 2009

IHG's Holiday Inn Express & Suites – Ponca City, 74601, OK

- Responsible for the front desk operations, customer service and support
- Managed and maintained the customer reservations database
- Conducted all auditing functions and reconciling of 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, 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 to work on the backup, restore and deployment of the servers
- Developed budget templates, financial reports, and consolidation reports in 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

- 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 Next Generation (HTNG)
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- International Hospitality Information Technology Association (iHITA)
- 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

- WVU business school program recognized with award from state Hospitality and Travel Association, WVU Today, available at <https://wvutoday.wvu.edu/stories/2018/01/31/wvu-business-school-program-recognized-with-award-from-state-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/about/news/features/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 in national PBS channel in 2018]
- 5 things to know about AI's potential in hotels, Hotel New 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\"}](http://www.mydigitalpublication.com/publication/?i=419801&view=contentsBrowser - {\)
- 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>

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