

Dr. Bharath M. Josiam

Professor – Hospitality & Tourism Management

College of Merchandising, Hospitality & Tourism

University of North Texas

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Highlights of Achievements and Qualifications

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| Education: | Doctor of Philosophy in Business & Marketing Education |
| Teaching Experience: | 29 years in hospitality/tourism at universities in the USA |
| Industry Experience: | 7 years in international hospitality operations |
| Papers in Journals | 52 refereed journal papers |
| Other Papers | 50 other papers in journals, books, and proceedings |
| Conference Presentations | 100 presentations in international & national conferences |
| Citations: | All = 1,065; h-index = 17; i10-index = 22 (Google Scholar) RG Score = 20.22; Reads = 6,013 (Research Gate) |
| Reviewer: | Reviewer for refereed journals and conference papers |
| Citizenship: | United States of America |

Education:

University of Minnesota, Minneapolis/St. Paul, MN. **1999.**

Doctor of Philosophy in Business and Marketing Education

University of Massachusetts, Amherst, MA. **1987.**

Master of Science in Hotel, Restaurant & Travel Administration

Delhi University, Delhi, India. **1981.**

Bachelor of Commerce

Institute of Hotel Management, Catering & Nutrition, Delhi, India. **1978.**

3-Year Diploma in Hotel Management, Catering and Nutrition

Teaching Experience:

University of North Texas, Denton, TX. **Fall 2001 to Date.**

Professor – Fall 2010 to Date, **Associate Professor** – Fall 2003 to Spring 2010.

Assistant Professor – Fall 2001 to Spring 2003.

College of Merchandising, Hospitality & Tourism

- Research Applications (Graduate Class)
- Hotel & Restaurant Management Systems
- Management Foundation in Hospitality Industries
- International Travel & Tourism
- Presentation Techniques
- Hotel Operations

University of Wisconsin-Stout, Menomonie, WI. **Fall 1990 to Spring 2001**

Associate Professor, Fall 1995 to Spring 2001, **Assistant Professor**, Fall 1990 -- Spring 1995.

Department of Hospitality and Tourism

- Research Interpretations (Graduate Class)
- Hospitality Marketing and Sales
- Hospitality Organization Management
- Strategic Management in Hospitality & Tourism
- Integrated Management
- Services Marketing
- Development of Tourism Attractions
- Co-op & Field Experience

Johnson and Wales University, Providence, RI. **Fall 1987-1990.**

Instructor, 1987-1988, **Assistant Professor**, 1988-1990.

- Hotel Information Systems
- Front Desk Operations
- Dining Service Management
- Beverage Management
- Seminar in Strategic Management
- Hospitality Marketing
- Convention and Group Planning
- The Hospitality Field

University of Massachusetts, Amherst, MA. **1985-1987.**

Teaching Assistant and Teaching Associate, HRTA

- Travel & Tourism

Professional Experience:

Ashok Hotel, New Delhi, India. 1982-1984.

Flagship hotel of the Ashok Group — India's largest hotel chain.

A 5-Star deluxe property of 586 rooms with convention facilities and French, Indian, Cypriot, and Chinese restaurants.

Restaurant Manager. “Burgundy” — Gourmet French Restaurant.

Coffee Shop Manager. “Samovar” — 120 seats, 24-hour Coffee Shop.

Hotel Madurai Ashok, Madurai, India. 1980-1982.

A 3-Star hotel of the Ashok Group — Restaurant, Bar, Room Service.

Resident Assistant Manager. Responsible for Food & Beverages and Rooms Division. Recruited and trained staff. Set up Standard Operating Procedures.

Special Assignments:

Commonwealth Meet and Non-aligned Meet, New Delhi, India. 1983.

Assistant Manager. Planned, organized, and catered to Kings and Presidents from over 100 countries.

Asian Games, New Delhi, India. 1982.

Assistant Manager. Received individual recognition. Awarded a medal for outstanding contribution to the successful catering of 5,000 athletes and officials from 30 countries.

Training:

Ashok Group of Hotels, India. 1978-1980.

Junior Executive Trainee. Underwent intensive on-the-job training in a structured program.

Professional Skills:

Seven Years of Hospitality Operations Management in World Class Hotels building expertise in:

- Multi-Cultural, Multi-National Customer and Employee Handling
- Multi-Cuisine Food & Beverage Service Operations
- Service Management
- Marketing and Sales
- Public Relations
- Day to Day Supervision of Unionized Employees
- Planning, Organizing, and Executing Special Events
- Recruitment and Selection of Employees
- Training and Development of Employees

Communication Skills:

Twenty Eight Years of Management and Teaching Experience building expertise in:

- **Oral Communication**
Multi-lingual Customer, Employee, and Student Contact, Presentations at National and International Conferences
- **Written Communication**
Correspondence with Customers, Vendors, Associates, and Students, Write and Review Grants and Research Papers
- **Marketing and Sales Communication**
Development of Brochures, Sales Letters, Advertisements, and Menus

Computer Skills:

- **SPSS** — Statistical Analysis
- **Word** — Word-processing
- **Excel** — Spreadsheets, graphics
- **Blackboard** — On-line courseware
- **Firefox/IE** — Web Browsers
- **PowerPoint** — Presentations
- **Gmail/Outlook** — Email
- **TOH/HOTS** — Hotel Revenue Management Simulations

Language Skills:

- English
- Hindi
- French
- Tamil (In order of fluency)

Teaching Activities and Curriculum Innovations:

- Consistently taught full load of 11 to 12 credits per semester at UW-Stout, and 9 credits at UNT
- Developed and disseminated CD-ROMs with Power Point Chapter Outlines for three classes
 - Travel and Tourism, Hotel Operations, and Presentation Techniques
- Developed an EXCEL Spreadsheet program for Menu Engineering for Management Systems class
- Consistently rated “Excellent” or “Very Good” by at least 80% of students in every course.
- Advisor to 25 undergraduate students at UW-Stout
- Thesis Advisor and Committee Chair for graduate students at UW-Stout and UNT
- Developed and taught a computerized Graduate Research Interpretations class, integrating hands-on SPSS instruction and exercises with lecture material at UW-Stout and UNT
- Developed and taught “Strategic Management in H & T,” (A capstone course for seniors.) at UW-Stout
- Integrated regular use of “*Wall Street Journal*” with the Marketing & Sales class at UW-Stout
- Integrated cooperative learning groups in the Marketing & Sales class at UW-Stout
- Use “Structured Controversy” techniques in courses to increase student involvement and to enable students to learn better by developing analytical and people skills at UW-Stout.

Service Activities:

Committee Service

- SMHM – UNT Personnel Affairs Committee
- SMHM - UNT Scholarship Committee
- UNT University Mentor Committee
- SMHM – UNT Center for the Consumer Experience Committee
- SMHM - UNT PAC Ad-Hoc Committee on Instrument for Faculty Evaluation by PAC
- SMHM - UNT Executive-In- Residence Committee
- University Advisory Committee on B. S. Program in Service Management – UW-Stout
- Department Personnel Committee – UW-Stout
- Department Planning and Policy Committee– UW-Stout
- Department Ad-Hoc Committee on Instrument for Student Evaluation of Faculty– UW-Stout
- Department Ad-Hoc Committee on Revision of Department by-laws – UW-Stout

Media Publicity

- Received extensive publicity in the media on my Spring Break research. Associated Press wire services carried the article nation-wide, and over 10 newspapers printed it including The *St. Paul Pioneer Press*, and The *Chronicle of Higher Education*.
- Was interviewed as an “expert commentator” by the local TV station in Menomonie, WI in connection with McDonald Corporation’s introduction of the 55-cent hamburger.
- Have been interviewed and quoted by print media as an “expert commentator” in connection with hospitality management issues in Texas, while at UNT.
- Have been interviewed and quoted in the national magazine, ***Bloomberg BusinessWeek*** in their February 2, 2012 issue as an “expert commentator” on popularizing Indian cuisine in USA.

Service on Thesis Committees

- **Chair** – Ms. Bailey Moody, M.S. Candidate, Hospitality Management (2015/2016).
Thesis Topic – Comparison of customer perceptions of traditional paper menus with digital tablet menus.
- **Chair** – Ms. Stacey Wood, M.S. Candidate, Hospitality Management (2015/2016).
Thesis Topic – Comparison of recruiter and student perceptions of a “good” management hire in the hospitality industry.
- **Chair** – Ms. J. Leia Krier, M.S. Candidate, Hospitality Management (2014).
Thesis Topic – Considering Canine Companionship: Dog Owner Involvement and Motivation Regarding Leisure Travel Accommodations.

- **Member** – Ms. Rebecca Melton, M.S. Candidate, Merchandising (2013).
Thesis Topic – Exploring the Impacts of a Blog’s Brand Messaging Signals on Consumer Response and Engagement Intention.
- **Member** – Ms. Kelly Cours Anderson, M.S. Candidate, Merchandising (2013).
Thesis Topic – Consumer Motivations to Connect with Retailers Using Social Media.
- **Member** – Ms. Yeo Jin (Joy) Jung, M.S. Candidate, Merchandising (2013).
Thesis Topic – Facebook Marketing for Fashion Brands: Effect of Other Consumer’s Postings and Type of Brand Comment on Brand Trust and Purchase Intention.
- **Member** – Mr. Hee Lye Park, M.S. Candidate, Hospitality Management (2011/2012).
Thesis Topic – Impact of Congruence Between Self-Disclosed Personal Information and Review on Source Credibility in Online Travel Reviews.
- **Member** – Ms. Jonelle Zimmerman M.S. Candidate, Merchandising (2011/2012).
Thesis Topic – Using the S-O-R Model to Understand the Impact of Website Attributes on the Online Shopping Experience.
- **Member** – Ms. Huang Ran, M.S. Candidate, Merchandising (2010/2011).
Thesis Topic – Transformation of Relational Social Capital to Purchase Intention in Virtual Engagements at QQ China.
- **Member** – Ms. Avantika Thombre, M.S. Candidate, Merchandising (2010/2011).
Thesis Topic – The Influence of Interactivity and On-Line Store Atmospherics of 3D Retail Stores In Second Life on Consumer Purchase Intention.
- **Member** – Ms. Davette Angelo, M.S. Candidate, Merchandising (2009/2010).
Thesis Topic - You are What You Wear: The Relationship between Fashion Leadership and General Leadership among African Americans and Caucasian Americans.
- **Member** – Ms. Raktida Siri, M.S. Hospitality Management (2008).
Thesis Topic - Indian Tourists’ Motivation, Perception, and Satisfaction of Bangkok, Thailand
- **Chair** – Ms. Tai-Yi Huang, M.S. Hospitality Management (2009).
Thesis Topic – Taiwanese Cruisers in North America: An Empirical Analysis of Their Motivation, Involvement, and Satisfaction.
- **Member** – Mr. Punit Sanghavi, M.S. Hospitality Management (2005).
Thesis Topic – Customer Perceptions of Fairness in Hotel Revenue Management.

External Reviewer for Thesis

- **External Examiner/Thesis Reviewer – Southern Cross University, Lismore, NSW, Australia.**
 - Ms. **Sabine Muschter**, Ph.D. Candidate in Tourism, 2015.
Thesis Topic – European Students’ Decision-Making Process When Choosing to Study in Australia and Their Travel Behavior During Their Stay.

- **External Examiner/Thesis Reviewer – Southern Cross University, Lismore, NSW, Australia.**
 - Ms. **Kathryn Payne**, MBus Candidate in Tourism, 2010.
Thesis Topic – Domestic Travel by International Students in New Zealand

Membership in Professional Organizations

- Council on Hotel, Restaurant, & Institutional Education
- International Society of Travel & Tourism Educators

Editorial Board of Refereed Journals

- **Associate Editor**-North America for *Journal of Vacation Marketing*.
- *Journal of Travel & Tourism Marketing*.
- *Journal of International Business and Entrepreneurship Development*
- *Journal of Services Research*

Occasional Reviewer for Refereed Journals

- *Journal of Hospitality & Tourism Research*. (Formerly *Hospitality Research Journal*)
- *Tourism Management*
- *Cornell Hospitality Quarterly*
- *International Journal of Contemporary Hospitality Management*
- *Anatolia: An International Journal of Tourism and Hospitality Research*

Reviewer for Conference Papers

- 20th Annual Graduate Education & Graduate Student Research in Hospitality and Tourism. Tampa, Florida, USA, January 2015.
 - Reviewed multiple conference submissions in 2014.
- World Conference on Hospitality, Tourism and Event Research & International Convention and Expo Summit 2013(WHTER-ICES). Bangkok, Thailand, May 2013.
 - Reviewed multiple conference submissions in 2013.
- 5th International Conference on Service Management, New Delhi, India, May 2011.
 - Reviewed multiple conference submissions in 2010 and 2011.
- Asia-Pacific Council on Hotel, Restaurant, & Institutional Education Conference, (APac-CHRIE) 2007 (Beijing), 2008 (Perth) & 2011 (Hong Kong).
- Council on Hotel, Restaurant, & Institutional Education Conferences, 1995 - 2001.
 - Awarded a plaque for being the *Outstanding Reviewer for 1998-99*.
- International Society of Travel & Tourism Educators Conferences, 1995 - 2004.
- Mid-year conference of the International Management Development Association, 1995.
- Society of Franchising Conferences, 1994-1995.

Grant Activities

Eco-tourism: Re-negotiating the human/nature relationship.
University of North Texas Scholarly and Creative Activity Grant. Fall 2014. (\$5,000) – Denied.
Marianna Strzelecka (PI) & **Bharath M. Josiam** (Co-PI).

Impacts of spring break tourism: A cross-national study of residents' perceptions in Mexico and the USA.
Joint Universidad Autónoma del Estado de México (UAEM) and University of North Texas (UNT) Research
Seed Funding Program. October, 2012. (\$10,000) – Funded.
Bharath M. Josiam, Daniel Spears, & Marianna Strzelecka (UNT Team) and Juan Carlos Monterrubio
Cordero, Martha Marivel Mendoza Ontiveros, & Gregoria Rodríguez Muñoz (UAEM Team).

The economic impact of *Main Street Days Festival* and attendees' behavior.
Grapevine Convention and Visitors Bureau at Grapevine, TX: March, 2012. (\$5,488) – Funded.
Young Hoon Kim, Daniel Spears, **Bharath M. Josiam**, Zheng Xiang, & Lea Dopson.

Enhancing the Appeal of Thailand for Indian Tourist by Better Understanding their Motivations, Perceptions,
and Satisfaction. The Charn Uswachoke International Development Fund at UNT 2012. (\$24,000) – Denied.
Daniel Spears, **Bharath M. Josiam**, Young Hoon Kim & Kannapa Pongponrat.

Residents' perceptions and attitudes of gaming in the DFW metroplex: Implications for legalized gaming in
Texas. William F. Harrah College of Hotel Administration Harrah Hospitality Research Center Grant Award
Program 2012. (\$30,000) - Denied.
Daniel Spears, Young Hoon Kim & **Bharath M. Josiam**.

Empirical Analysis of the Role of Bollywood on Indian Consumer's Fashion and Tourism Consumption.
Research Enabling Grant (REG), University of North Texas 2011. (\$7,480) – Denied.
Bharath M. Josiam, Sanjukta Pookulangara, Tammy Kinley, & Daniel Spears.

Residents' perceptions and attitudes of gaming in the DFW metroplex: Implications for legalized gaming in
Texas. William F. Harrah College of Hotel Administration Harrah Hospitality Research Center Grant Award
Program 2011. (\$28,700) - Denied.
Daniel Spears & **Bharath M. Josiam**.

Texas residents' perceptions and attitudes of gaming in contiguous states: Implications for legalized gaming
in North Texas. William F. Harrah College of Hotel Administration - Harrah Hospitality Research Center
Grant Award Program 2010. (\$27,500) - Denied.
Daniel Spears & **Bharath M. Josiam**.

e-POCE (Point of Consumer Experience): Marketing Information System for Retail & Hospitality -2008
Funded by University of North Texas – Research Infrastructure Support Initiative for 2008 (\$25,000)
Zheng Xiang, Hae Jung Kim, Dee knight, Hyewon Youn, JiYoung Kim, Sanjukta Pookalangara, Kiseol
Yang, Daniel Spears, and **Bharath M. Josiam**.

SMHM Global Consumer Experience Research Cluster- Spring 2008
Submitted to University of North Texas – Spring 2008 (\$258, 500) – Denied
Zheng Xiang, Hae Jung Kim, **Bharath M. Josiam**, and Judith Forney (Core Team).
Why and Where Tourists Shop: Motivations of Tourist-Shoppers and Their Preferred Shopping Center
Attributes - 2002.
Funded by the International Council of Shopping Centers Educational Foundation (\$15,000).
Tammy Kinley, **Bharath M. Josiam**, & Youn-Kyung Kim.

Health Risks of Black and White Spring Break Events- 2000.
Submitted to the NIH/National Institute of Child Health and Human Development (\$136,000).
George Smeaton & **Bharath M. Josiam**. (Proposal was rejected for technical reasons.)

Effects of Black and White Spring Break Events on STD Risk- 1998.
Submitted to the NIH/National Institute of Mental Health (\$742,658).
George Smeaton & **Bharath M. Josiam**. (Proposal was rejected in the second round.)

Sexual Behavior, and Substance Abuse among African-American University Students during the Atlanta Black Colleges Spring Break — 1998.
Funded by the University of Wisconsin System – Institute on Race and Ethnicity (\$1,200).
George Smeaton, **Bharath M. Josiam**, & Holly Sowell.

Unsafe Sexual Behavior, Sexual Aggression, and Alcohol Consumption Among College Students Spending Spring Break at Beachfront Resorts — 1996.
Dissemination Grant to present paper at World Leisure & Recreation Association Congress-1996. Funded by the Faculty Research Initiative: The University of Wisconsin-Stout (\$3,380).
George Smeaton & **Bharath M. Josiam**.

Unsafe Sexual Behavior, Sexual Aggression, and Alcohol Consumption Among College Students Spending Spring Break at Beachfront Resorts -- 1994.
Funded by the Faculty Research Initiative: The University of Wisconsin-Stout (\$9,397).
George Smeaton & **Bharath M. Josiam**.

Spring Break Student Travel Patterns -- 1993.
Funded by the Faculty Research Initiative: The University of Wisconsin-Stout (\$4,692).
Bharath M. Josiam, Christine J. Clements, & J. S. Perry Hobson.

Minority Development in Home Economics Careers.
Grant funded by USDA (\$12,500).
Judy Rommel, **Bharath M. Josiam**, Kenneth Heintz, Carolyn Barnhart, & Jane Henderson.

H. J. Heinz Graduate Degree Fellowships — 1992 and 1995.
Administered by the National Restaurant Association (\$2,000 and \$2,000). **Bharath M. Josiam**.

- **Publications — Doctoral Dissertation**

“Analyzing the Impact of Work on In-school Adolescents.” University Microfilms International, Ann Arbor, MI, 1999. **Bharath M. Josiam**.

➤ Dissertation was awarded *Neal E. Vivian Research Award* for 2000 by the Association for Career and Technical Education.

- **Publications — Book Chapters**

Bharath M. Josiam & J.S. Perry Hobson. “Consumer Choice in Context: The Decoy Effect in Travel & Tourism.” In *Consumer Behavior in Travel and Tourism*, Abraham Pizam & Yoel Mansfeld (Eds). Haworth, Binghamton, NY, USA, pp.169-184, 1999.

J.S. Perry Hobson & **Bharath M. Josiam**. “An Integrated Approach to Internationalizing the Hospitality and Tourism Curriculum in the USA.” *The Business of International Tourism: A Collection of Readings*, Zafar U. Ahmed, Ed. Minot State University, Minot, USA, pp.214-255, 1995.

Bharath M. Josiam, Christine J. Clements, & J. S. Perry Hobson. “Youth Travel in the USA: Understanding the Spring Break Market.” In *Tourism: The State of the Art*, A.V. Seaton, Ed. Wiley: Chichester, UK, pp. 322-331, 1994.

| Publications — Articles in Refereed Journals | |
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| 53 | <p>“Media Influence, Fashion, and Shopping: A Gender Perspective.” <i>Journal of Fashion Marketing and Management, Vol. 20, (1), 4-18.</i> DOI: 10.1108/JFMM-09-2014-0068 Arlesa J. Shephard, Sanjukta A. Pookulangara, Tammy R. Kinley, & Bharath M. Josiam</p> |
| 52 | <p>“Impact of Fashion Orientation on Hispanic and Non-Hispanic White Consumer Behavior.” <i>Hispanic Journal of Behavioral Sciences, Vol. 38, (1), 75-93, 2016.</i> DOI: 10.1177/0739986315613300 Arlesa J. Shephard, Sanjukta A. Pookulangara, Tammy R. Kinley, & Bharath M. Josiam</p> |
| 51 | <p>“Spring Break’s Social Impacts and Residents’ Attitudes in Cancun, Mexico: A Qualitative Approach.” <i>International Journal of Tourism Anthropology Vol. 4, (2), 145-16, 2015.</i> J. Carlos Monterrubio, Bharath M. Josiam & A. Pricila Sosa</p> |
| 50 | <p>“Using Structural Equation Modeling To Understand The Impact Of Bollywood Movies On Destination Image, Tourist Activity, and Purchasing Behavior Of Indians.” <i>Journal of Vacation Marketing, (2015).</i> DOI: 10.1177/1356766715573650 Bharath M. Josiam, Daniel L. Spears, Sanjukta A. Pookulangara, Kirti Dutta, Tammy Kinley & Jennifer L. Duncan</p> |
| 49 | <p>“Looking At Residents’ Attitudes towards Spring Break Tourism in Texas through the Lens of Community Attachment.” <i>Florida International University Hospitality Review, Vol. 31, (4), Article 4, 2015.</i> Marianna Strzelecka, Bharath M. Josiam, Daniel L. Spears & J. Carlos Monterrubio</p> |
| 48 | <p>“Using Factor-Cluster Analysis to Segment Patrons of Casual Dining Establishments in the United States.” <i>British Food Journal, Vol. 117, (4), 2015.</i> DOI:10.1108/BFJ-04-2014-0142 Jennifer L. Duncan, Bharath M. Josiam, Young Hoon Kim & Alexandria Kaldin</p> |
| 47 | <p>“Tequila at Sunrise: Spring Break Travel Motivations and Risk Behaviors of American Students in Acapulco, Mexico.” <i>Florida International University Hospitality Review Vol. 31, (4), Article 7, 2015.</i> Bharath M. Josiam, J. Carlos Monterrubio, & Jennifer L. Duncan.</p> |
| 46 | <p>“Using the Involvement Construct to Understand the Motivations of Customers of Casual Dining Restaurants in the USA.” <i>Florida International University Hospitality Review Vol. 31, (4), Article 9, 2015.</i> Bharath M. Josiam, Alexandra Kaldin, & Jennifer L. Duncan</p> |
| 45 | <p>“Spring Break e Impacto Social en Cancún, México. Un Estudio Para la Gestión del Turismo.” <i>Anuario Turismo y Sociedad, Vol. xv, November 2014, pp. 149-166.</i> <i>Journal Published by Universidad Externado de Colombia</i> J. Carlos Monterrubio, Pricila A. Sosa, & Bharath M. Josiam.</p> <hr/> <p>“Spring Break and Social Impact in Cancún, México: A Study for Tourism Management”. <i>Anuario Turismo y Sociedad, Vol. xv, November 2014, pp. 149-166.</i> <i>Journal Published by Universidad Externado de Colombia</i> J. Carlos Monterrubio, Pricila A. Sosa, & Bharath M. Josiam</p> |

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| 44 | <p>“The Intent to Purchase from 3-D Virtual Environments: An Exploratory Study.” <i>Journal of Global Fashion Marketing Vol. 5, (4), 268-281, 2014.</i> DOI: 10.1080/20932685.2014.927659 Sanjukta Pookulangara, Jiyoung Kim, Bharath M. Josiam, & Avantika Thombre</p> |
| 43 | <p>“Eatertainment: Utilitarian and Hedonic Motivations for Patronizing Fun Experience Restaurants.” <i>Procedia - 5th Asia Euro Conference May 2014, Social and Behavioral Sciences 144 (2014) 187 – 202,</i> Bharath M. Josiam & Wendy Henry.</p> |
| 42 | <p>“Assessing quality of food, service and customer experience at a restaurant: the case of a student run restaurant in the USA.” <i>Journal of Services Research, Vol. 14, April – September, 2014.</i> Bharath M. Josiam, Rosa Malave, Charles Foster & Watson Baldwin.</p> |
| 41 | <p>“<i>Namastey London: Bollywood Movies and Their Impact on How Indians Perceive European Destinations.</i>” <i>Florida International University Hospitality Review, Vol. 31, (4), 2, 2014.</i> Bharath M. Josiam, Daniel L. Spears, Kirti Dutta, Sanjukta Pookulangara & Tammy Kinley.</p> |
| 40 | <p>“Influence of Hedonic and Utilitarian Motivations on Retailer Loyalty and Purchase Intention: A Facebook Perspective.” <i>Journal of Retailing and Consumer Services, Vol. 21, 773-779, 2014.</i> DOI:10.1016/j.jretconser.2014.05.007 0969-6989. Kelley C. Anderson, Dee K. Knight, Sanjukta Pookulangara & Bharath M. Josiam.</p> |
| 39 | <p>“Fashion Leadership, Shopping Enjoyment, and Gender: Hispanic Versus Caucasian Consumers' Shopping Preferences.” <i>Journal of Retailing and Consumer Services, Vol. 21, 277-283, 2014.</i> DOI:10.1016/j.jretconser.2014.02.006 0969-6989. Arlesa Shephard, Tammy Kinley, & Bharath M. Josiam</p> |
| 38 | <p>“Personal Profile Information as Cues of Credibility in Online Travel Reviews.” <i>Anatolia: An International Journal of Tourism and Hospitality Research, Vol. 25, (1), pp. 13-23, 2014.</i> DOI:10.1080/13032917.2013.820203 Heelye Park, Zheng Xiang, Bharath M. Josiam, & Haejung Kim.</p> |
| 37 | <p>“Hollywood and Fashion: Influence of Apparel Purchase Decisions.” <i>International Journal of Sales, Marketing and Retailing, Vol. 2, (1), pp. 50-63, 2013.</i> Sanjukta Pookulangara, Tammy Kinley, Bharath M. Josiam, & Daniel L. Spears.</p> |
| 36 | <p>“For Whom The Menu Informs: A Market Segmentation Approach to Nutritional Information on Restaurant Menus.” <i>Tourismos: An International Multidisciplinary Journal of Tourism Vol. 7, (2), pp. 237-259, Autumn 2012</i> Bharath M. Josiam, Charles Foster, & Gauri Bahulkar.</p> |
| 35 | <p>“Hollywood and Tourism: The Influence of Hollywood Movies and Television on Tourism Engagement and Motivation.” <i>Florida International University Hospitality Review, Vol. 30, (1), pp. 53-74, 2012.</i> Daniel L. Spears, D., Bharath M. Josiam, Tammy Kinley, & Sanjukta Pookulangara.</p> |
| 34 | <p>“Segmenting Taiwanese Travelers on Cruises in North America: Comparing Involvement and Cluster Approach.” <i>Journal of China Tourism Research, Vol. 8 (1), pp.78-96, 2012.</i> Bharath M. Josiam, Tai-Yi Huang, Gauri Bahulkar, Daniel L. Spears, & Lisa Kennon.</p> |
| 33 | <p>“Indian Tourists' Satisfaction of Bangkok.” <i>Journal of Services Research Vol. 12, (1), pp.25-42, 2012.</i> Raktida Siri, Lisa Kennon, Bharath M. Josiam, & Daniel L. Spears.</p> |

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| 32 | <p>"Exploring Indian Tourists' Motivation and Perception of Bangkok." <i>Tourismos: An International Multidisciplinary Journal of Tourism</i> Vol. 7, (1), pp.61-79, 2012. Raktida Siri, Lisa Kennon, Bharath M. Josiam, & Daniel Spears.</p> |
| 31 | <p>"Who Will Stay and Who Will Go: Predicting Club General Manager Turnover." <i>Tourismos: An International Multidisciplinary Journal of Tourism</i> Vol. 6, (2), pp. 17-31, 2011. Bharath M. Josiam, Joan Clay, & Scott Graff.</p> |
| 30 | <p>"Shopping Behavior and the Involvement Construct." <i>Journal of Fashion Marketing and Management</i>. Vol.14,(4), pp.562-575, 2010. Tammy Kinley, Bharath M. Josiam, & Fallon Lockett.</p> |
| 29 | <p>"Attitudes to Work of Generation Y Students in Hospitality Management: A Comparative Analysis of Students in England, Scotland & Northern Ireland." <i>Journal of Hospitality & Tourism Education</i>, Vol.22, (1), pp.44-53, 2010. Bharath M. Josiam, Frances G. Devine, Sumeetra Thozhur, Tom Baum, Christy Crutsinger, & Johnny Sue Reynolds.</p> |
| 28 | <p>"Nutritional Information on Restaurant Menus: Who Cares, and Why Restaurateurs Should Bother." <i>International Journal of Contemporary Hospitality Management</i>, Vol, 21(7), pp.876-891,2009. Bharath M. Josiam, & Charles Foster.</p> |
| 27 | <p>"An Empirical Study of the Work Attitudes of Generation Y College Students in the USA: The Case of Hospitality and Merchandising Undergraduate Majors." <i>Journal of Services Research</i>, Vol. 9(1), pp.5-30, 2009. Bharath M. Josiam, Christy Crutsinger, Johnny Sue Reynolds, Thao-Vi Dotter, Sumeetra Thozhur, Tom Baum, & Frances G. Devine.</p> |
| 26 | <p>"Understanding Ethnic Chinese Travelers on North American Cruise Tours: Motivations, Perceptions, and Satisfaction of Cruisers." <i>Journal of China Tourism Research</i>.Vol.5, (1), pp 77-101, 2009. Bharath M. Josiam, Tai-Yi Huang, Daniel L. Spears, Lisa Kennon, and Gauri Bahulkar.</p> |
| 25 | <p>"Attitudes to Work of Generation Y Students in Hospitality Management: A Comparative Analysis of Students in the United States and the United Kingdom." <i>Journal of Foodservice Business Research</i> Vol. 11, (3), pp 295-314, 2008. Bharath M. Josiam, Johnny Sue Reynolds, Sumeetra Thozhur, Christy Crutsinger, Tom Baum, & Frances G. Devine.</p> |
| 24 | <p>"Who Am I? Where Did I Come From? Where Do I Go To Find Out? Genealogy, The Internet, and Tourism." <i>Tourismos: An International Multidisciplinary Journal of Tourism</i> Vol. 3, (2), pp 35-56, 2008. Bharath M. Josiam & Richard Frazier.</p> |
| 23 | <p>"Curry Cuisine: Perceptions of Indian Restaurants in Malaysia." <i>Tourismos: An International Multidisciplinary Journal of Tourism</i> Vol. 2, (2), pp 25-37, 2007. Bharath M. Josiam, Sadiq M. Sohail & Prema Montiero.</p> |
| 22 | <p>"Involvement and the Tourist Shopper: Using the Involvement Construct to Segment the American Tourist-Shopper at the Mall." <i>Journal of Vacation Marketing</i> Vol. 11, (2),pp 135-154, 2005. Bharath M. Josiam, Tammy R. Kinley, & Youn-Kyung Kim.</p> |

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| 21 | <p>"A Framework for Assessing National Convention Tourism Competitiveness: An Exploratory Study." <i>Journal of International Business and Entrepreneurship</i> 2 (1), pp 105-112, 2004. Wha-In Lee & Bharath M. Josiam.</p> |
| 20 | <p>"The Historaunt: Heritage Tourism at Mickey's Dining Car." <i>Tourism Management</i> 25, pp 453-461, 2004. Bharath M. Josiam, Melissa Mattson, & Pauline Sullivan.</p> |
| 19 | <p>"Tandoori Tastes: Perceptions of Indian Restaurants in America." <i>International Journal of Contemporary Hospitality Management</i> 16 (1), pp 18-26, 2004. Bharath M. Josiam & Prema A. Monteiro.</p> |
| 18 | <p>"Why and Where Tourists Shop: Motivations of Tourist-Shoppers and Their Preferred Shopping Center Attributes." <i>Journal of Shopping Center Research</i> 10 (1), pp 7-28, Spring/Summer 2003. Tammy R. Kinley, Bharath M. Josiam, & Youn-Kyung Kim.</p> |
| 17 | <p>"An ounce of prevention: crime strategies in a tourist community." <i>Tourism Analysis</i>, 5 (1), pp. 37-48, 2000. Randall S. Upchurch, & Bharath M. Josiam.</p> |
| 16 | <p>"Marketing Malaysia to International Tourists." <i>Journal of International Business and Entrepreneurship</i>, 8 (1), pp.41-61, 2000. Mohammad Saeed, Bharath M. Josiam, & Ismadi Ismail.</p> |
| 15 | <p>"The Impact of School Supervision of Work and Job Quality on Adolescent Work Attitudes and Job Behaviors." <i>Journal of Vocational Education Research</i>, 25 (4), pp.532-574, 2000. James Stone III & Bharath M. Josiam.</p> |
| 14 | <p>"India's Economic Reforms: Interpreting the Dynamics of Change from a Contextual Perspective." <i>Competitiveness Review</i>, 9 (1), pp.68-81, 1999. Bharath M. Josiam, Ravinder K. Zuthshi, & Zafar U. Ahmed.</p> |
| 13 | <p>"Involvement: Travel Motivation and Destination Selection." <i>Journal of Vacation Marketing</i>, 5 (2), pp.167-175, 1999. Bharath M. Josiam, George Smeaton, & Christine J. Clements. ➤ Listed among 10 most cited articles from Journal of Vacation Marketing.</p> |
| 12 | <p>"An analysis of the Sexual, Alcohol and Drug Related Behavioral Patterns of Students on Spring Break." <i>Tourism Management</i>, 19 (6), pp.501-513, 1998. Bharath M. Josiam, J. S. Perry Hobson, Uta C. Dietrich, & George Smeaton.</p> |
| 11 | <p>"Student Recruitment: Marketing Strategies Based on the Decision-making Process." <i>Journal of Hospitality & Tourism Education</i>, 10 (1), pp.18-22, 1998. Priscilla Bloomquist, Christine J. Clements, & Bharath M. Josiam.</p> |
| 10 | <p>"College Students' Binge Drinking at a Beach-Front Destination During Spring Break." <i>Journal of American College Health</i>, 46 (2), pp.247-254, 1998. George Smeaton, Bharath M. Josiam, & Uta Dietrich.</p> |
| 09 | <p>"Economic Liberalization in India: Opportunities for Multi-National Corporations in the Hospitality and Tourism Sector." <i>Tourism Economics: The Business and Finance of Tourism and Recreation</i>, 2 (2), pp. 159-172, 1996. Bharath M. Josiam & Zafar U. Ahmed.</p> |
| 08 | <p>"Restaurant Attrition: A Longitudinal Analysis of Restaurant Failures." <i>International Journal of Contemporary Hospitality Management</i>, 8 (2), pp.17-20, 1996.</p> |

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| 07 | “Spring Break Travel: A Longitudinal Study.” <i>Journal of Vacation Marketing</i> , “ 2 (1), pp.137-150, 1996. Bharath M. Josiam & J. S. Perry Hobson. |
| 06 | “Role of Involvement in the Travel Decision.” <i>Journal of Vacation Marketing</i> ,” 1 (4), pp. 337-348, 1995. Christine J. Clements & Bharath M. Josiam . ➤ Listed among 50 most cited articles from Journal of Vacation Marketing. |
| 05 | “Structured Controversy: Making the Hospitality & Tourism Classroom Come Alive.” <i>The Hospitality & Tourism Educator</i> , 7 (2), pp. 54-55, 68, 1995. Bharath M. Josiam & Judy A. Jax. |
| 04 | “Consumer Choice in Context: The Decoy Effect in Travel and Tourism.” <i>Journal of Travel Research</i> , 34 (1), 1995, pp. 45-50. Bharath M. Josiam & J. S. Perry Hobson. |
| 03 | “An Integrated Approach to Internationalizing the Hospitality and Tourism Curriculum in the USA.” <i>Journal of Transnational Management Development</i> , 2 (1), pp.13-34, 1995. J.S. Perry Hobson & Bharath M. Josiam . |
| 02 | “Training: Quantifying the Financial Benefits.” <i>International Journal of Contemporary Hospitality Management</i> , 7(1), 1995, pp.10-15. Christine J. Clements & Bharath M. Josiam . |
| 01 | “Spring Break Student Travel: An Exploratory Study.” <i>Journal of Travel and Tourism Marketing</i> , 1(3), 1992, pp. 87-97. J. S. Perry Hobson & Bharath M. Josiam . |

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| 07 | Editorial: <i>Journal of Vacation Marketing</i> , 5 (4), p.317, September 1999. J.S. Perry Hobson & Bharath M. Josiam . |
| 06 | Editorial: Travel Marketing in Cyberspace.” <i>Journal of Vacation Marketing</i> , 3 (2), pp.101-103, April 1997. Bharath M. Josiam . |
| 05 | Conference Report: “Free Time and the Quality of Life for the 21st Century: 1996 World Congress of the World Leisure and Recreation Association.” <i>Journal of Vacation Marketing</i> , 3 (1), pp.89-92. December 1996. Bharath M. Josiam & Isabelle Frochot . |
| 04 | Conference Report: “Tuning up for the Future: 1995 Annual CHRIE Conference.” <i>Journal of Vacation Marketing</i> , 2 (2), pp.186-189, March 1996. Bharath M. Josiam & Carl Boger . |
| 03 | Conference Report: “Education through Experience: 1994 Annual CHRIE Conference.” <i>Journal of Travel & Tourism Marketing</i> , 4, (2), pp.121-124, 1995. Bharath M. Josiam . |
| 02 | Conference Report: “Education through Experience: 1994 Annual CHRIE Conference.” <i>Journal of Travel & Tourism Marketing</i> , 4, (2), pp.121-124, 1995. Bharath M. Josiam . |
| 01 | Conference Report: “Tourism at the Crossroads.” <i>Annals of Tourism Research</i> , 19 (3), 1992, Bharath M. Josiam & J. S. Perry Hobson . |

| Publications — Instructors’ Manual Supplement, Case Studies, Chapter Inserts in Books | |
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| 05 | Instructors’ Manual Supplement on website Bharath M. Josiam . Detailed Chapter Outlines in Power Point, Chapters 1 – 13, Electronic Publication on website. As supplement to Instructors’ Manual for Check-In Check-Out: Managing Hotel Operations, 9th Edition, Vallen, G.K., & Vallen, J.J. Prentice Hall: Upper Saddle River, NJ, 2012. |
| 04 | Instructors’ Manual Supplement on website Bharath M. Josiam . Detailed Chapter Outlines in Power Point, Chapters 1 – 14, Electronic Publication on website. As supplement to Instructors’ Manual for Check-In Check-Out: Managing Hotel Operations, 8th Edition, Vallen, G.K., & Vallen, J.J. Prentice Hall: Upper Saddle River, NJ, 2008. |
| 03 | Instructors’ Manual Supplement on CD-ROM Bharath M. Josiam . Detailed Chapter Outlines in Power Point, Chapters 1 – 14, Electronic Publication on CD-ROM. As supplement to Instructors’ Manual for Check-In Check-Out: Managing Hotel Operations, 7th Edition, Vallen, G.K., & Vallen, J.J. Prentice Hall: Upper Saddle River, NJ, 2005. |
| 02 | Case Study Bharath M. Josiam . The Superior Inn and Conference Center, Omaha, Nebraska. (pp. 131-135). In <i>Marketing Leadership in Hospitality: Foundations and Practices</i> , 2nd Edition, Lewis R. C, Chambers R. E, & Chacko H. E. Van Nostrand Reinhold: New York, 1995. |
| 01 | Chapter Insert Bharath M. Josiam and Christine J. Clements. <i>Service Management</i> . (pp. 9-11). In <i>Hospitality Management: A Human Resources Approach</i> , 2nd Edition, Laurie J. Mullins. Pitman, London, UK, 1995. |

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| 61 | <p>“Have Dog – Will Travel: An Examination of Dog Owner Travel Desires Using the Model of Goal-Directed Behavior ”</p> <p><i>The 13th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i></p> <p>Auckland, New Zealand, June 2015.</p> <p>J. Leia Krier & Bharath M. Josiam, & Hae Jung (Maria) Kim</p> |
| 60 | <p>“Malaysian Tourists’ Motivation and Involvement with Tourism in Southeast Asia: A case study of Singapore and Bangkok ”</p> <p><i>The 13th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i></p> <p>Auckland, New Zealand, June 2015.</p> <p>Daniel Spears, Bharath M. Josiam, , Amanda Ooi, & Pitchayapa Virojphan (Amy)</p> |
| 59 | <p>“Residents’ Perceptions of Spring Break Tourism: The Involvement/Empowerment Perspective.”</p> <p><i>The 13th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i></p> <p>Auckland, New Zealand, June 2015.</p> <p>Marianna Strzelecka, Bharath M. Josiam, Daniel Spears, & Juan Carlos Monterrubio</p> |
| 58 | <p>“Considering Canine Companionship: Dog Owner Involvement and Motivation Regarding Leisure Travel Accommodations”</p> <p><i>The 12th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i></p> <p>Kuala Lumpur, Malaysia, May 2014.</p> <p>J. Leia Krier & Bharath M. Josiam</p> |
| 57 | <p>“Community perceptions and attitudes towards spring break tourism.”</p> <p><i>The 12th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i></p> <p>Kuala Lumpur, Malaysia, May 2014.</p> <p>Bharath M. Josiam, Marianna Strzelecka, Daniel Spears, & Juan Carlos Monterrubio</p> |
| 56 | <p>“Attitudes to Work and Career Aspirations of Students in Hospitality & Tourism In India: An Empirical Analysis.”</p> <p><i>The 12th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i></p> <p>Kuala Lumpur, Malaysia, May 2014.</p> <p>Sumeetra Ramakrishnan, Kirti Dutta, Bharath M. Josiam, Young Hoon Kim & Yueying Cheng</p> |
| 55 | <p>“Exploring Students’ Current Work Perspectives Toward Their Career Expectation in the Hospitality Industry.”</p> <p><i>The 12th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i></p> <p>Kuala Lumpur, Malaysia, May 2014.</p> <p>Meichun Yang, Young Hoon Kim, Bharath M. Josiam, & Ben. K. Goh</p> |
| 54 | <p>“Eatertainment: Utilitarian and Hedonic Motivations for Patronizing Fun Experience Restaurants”</p> <p><i>The 5th Asia Euro Conference 2014 in Tourism, Hospitality and Gastronomy.</i></p> <p>Kuala Lumpur, Malaysia, May 2014.</p> <p>Bharath M. Josiam & Wendy Henry</p> <p>➤ Awarded – “Best Paper” designation for the conference.</p> |

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| 53 | <p>“Spring Breaks’ Social Impacts in Cancun: An Ongoing Qualitative Analysis of Local Views”</p> <p><i>The 6th International Colloquium on Tourism & Leisure (ICTL).</i> Bangkok, Thailand, August 2013. Juan Carlos Monterrubio, Marivel M. Mendoza, Pricila A. Sosa, & Bharath M. Josiam.</p> |
| 52 | <p>“Hospitality and Tourism Management Students’ Job Attitudes and Career Expectations: A Cross-cultural Study.”</p> <p><i>The 11th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Macau, SAR, China, May 2013. Carlye Greyer, Young Hoon Kim, Bharath M. Josiam, & J.S. Han.</p> |
| 51 | <p>“Using the Involvement Construct to Understand the Motivations of Customers of Casual Dining Restaurants in the USA.”</p> <p><i>The 11th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Macau, SAR, China, May 2013. Alexandria Kaldin, & Bharath M. Josiam.</p> |
| 50 | <p>“Using Structural Equation Modeling to Understand the Impact of Bollywood Movies on Destination Image, Tourist Activity & Purchasing Behavior of Indians.”</p> <p><i>The 11th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Macau, SAR, China, May 2013. Bharath M. Josiam, Daniel Spears, Kirti Dutta, Sanjukta Pookulangara, Tammy Kinley & Jennifer Duncan.</p> |
| 49 | <p>“An Understanding of Attendees at a Food Festival by the Levels of Involvement.”</p> <p><i>The World Conference on Hospitality, Tourism and Event Research & International Convention and Expo Summit 2013 (WHTER-ICES).</i> Bangkok, Thailand, May 2013. Jermaine Jamison, Young Hoon Kim, & Bharath M. Josiam.</p> <ul style="list-style-type: none"> ➤ Awarded – One of the “Highly Commended Paper” designation for the conference. |
| 48 | <p>“Namaste London; An Evening in Paris: Bollywood Movies and Their Impact on Gen Y Indians’ Perceptions of Europe.”</p> <p><i>The World Conference on Hospitality, Tourism and Event Research & International Convention and Expo Summit 2013(WHTER-ICES).</i> Bangkok, Thailand, May 2013. Bharath M. Josiam, Daniel Spears, Kirti Dutta, Sanjukta Pookulangara, & Tammy Kinley.</p> |
| 47 | <p>“Spring Break in Acapulco, Mexico: Motivations, Binge Drinking, Drug Abuse and Sexual Behavior.”</p> <p><i>The World Conference on Hospitality, Tourism and Event Research & International Convention and Expo Summit 2013 (WHTER-ICES).</i> Bangkok, Thailand, May 2013. Juan Carlos Monterrubio, Bharath M. Josiam, Marivel M. Mendoza, & Jennifer L. Duncan.</p> |
| 46 | <p>“Using Factor Cluster Analysis to Segment Patrons of Casual Dining Establishments Restaurants in the United States.”</p> <p><i>The 10th Annual World Congress of the Academy for Global Business Advancement (AGBA).</i> Bangkok, Thailand, June 2013. Jennifer Duncan, Bharath M. Josiam, Young Hoon Kim, & Alexandria Kaldin.</p> |

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| 45 | <p>“Using the Involvement Construct to Understand the Impact of Bollywood on the Activities and Behaviors of Indian Tourists: An Empirical Study.” <i>The 10th Annual World Congress of the Academy for Global Business Advancement (AGBA).</i> Bangkok, Thailand, June 2013. Bharath M. Josiam, Daniel Spears, Kirti Dutta, Sanjukta Pookulangara, & Tammy Kinley. ➤ Awarded – One of the “Best Paper” designation for the conference.</p> |
| 44 | <p>“Fashion Involvement and Shopping Preferences of Generation Y.” <i>The 10th Annual World Congress of the Academy for Global Business Advancement (AGBA).</i> Bangkok, Thailand, June 2013. Tammy Kinley & Bharath M. Josiam.</p> |
| 43 | <p>“Building Online Brand Experience: Driving Traffic to Online and Offline Stores.” <i>The 10th Annual World Congress of the Academy for Global Business Advancement (AGBA).</i> Bangkok, Thailand, June 2013. Jonelle Zimmerman, Kiseol Yang, Hae Jung Kim, & Bharath M. Josiam.</p> |
| 42 | <p>“Personal identity information as cues of credibility in online travel reviews.” <i>In Information and Communication Technologies in Tourism ENTER 2013 – Proceedings of the International Conference (pp. 230-241) in Innsbruck, Austria, Vienna-New York: Springer. (R)</i> Innsbruck, Austria, January 2013. HeeLye Park, Zheng Xiang, Bharath M. Josiam, & Hae Jung Kim,</p> |
| 41 | <p>“Attitudes to work and Career Aspirations of Students in Hospitality and Tourism in England: An Empirical Analysis.” <i>Tenth Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Manila, Philippines, June 2012. Sumeetra Ramakrishnan & Bharath M. Josiam.</p> |
| 40 | <p>“Using Structural Equation Modeling to Understand the Impact of Hollywood Movies and Television on Destination Image, Tourist Activity & Purchasing Behavior.” <i>Tenth Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Manila, Philippines, June 2012. Daniel Spears, Bharath M. Josiam, Sanjukta Pookulangara, & Tammy Kinley. ➤ Awarded – “Best Paper- 1st Place” designation for the conference.</p> |
| 39 | <p>“Development of the Hospitality & Tourism Industry in India In The Context Of Economic Liberalization: Opportunities For MNCs.” <i>Tenth Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Manila, Philippines, June 2012. Bharath M. Josiam & Parikshat Singh Manhas.</p> |
| 38 | <p>“Love in Tokyo or An Evening in Paris: Bollywood and International Tourism by Indians Worldwide.” <i>The 5th International Conference on Services Management</i> Delhi (NCR), India, May 2011. Bharath M. Josiam, Daniel Spears, Sanjukta Pookulangara, & Tammy Kinley.</p> |
| 37 | <p>“We Have Seen it in the Movies – Now Let’s See if it’s True: Hollywood and Tourism.” <i>The 5th International Conference on Services Management</i> Delhi (NCR), India, May 2011. Daniel Spears, Bharath M. Josiam, Sanjukta Pookulangara, & Tammy Kinley.</p> |

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| 36 | <p>“Alcohol Consumption and Drug Use On Spring Break in a Mexican Tourism Destination.” <i>The 4th International Colloquium on Tourism & Leisure.</i> Bangkok, Thailand, July 2010. J. Carlos Monterrubio, M. Marivel Mendoza, & Bharath M. Josiam.</p> |
| 35 | <p>“For Whom the Menu Informs: A Market Segmentation Approach to Nutritional Information on Restaurant Menus.” <i>The 68th Tourism Society of Korea (TOSOK) International Conference.</i> Buan, Jeonbuk, Korea, July 2010. Bharath M. Josiam, Charles Foster, & Gauri Bahulkar.</p> |
| 34 | <p>“Diner Perceptions of Food, Service, and Experience at a Student-Run Restaurant in an American Hospitality Management Program: A Market Segmentation Approach.” <i>The 68th Tourism Society of Korea (TOSOK) International Conference.</i> Buan, Jeonbuk, Korea, July 2010. Bharath M. Josiam, Charles Foster, Rosa Malave, Watson Baldwin, & Danielle Micun.</p> |
| 33 | <p>“Analyzing the Impact of Bollywood Movies on Tourism by Indians and the Indian Diaspora Worldwide.” <i>The 68th Tourism Society of Korea (TOSOK) International Conference.</i> Buan, Jeonbuk, Korea, July 2010. Bharath M. Josiam, Daniel Spears, Sanjukta Pookulangara, & Tammy Kinley.</p> |
| 32 | <p>“Shopping Behavior and the Involvement Construct.” <i>The American Collegiate Retailing Association (ACRA) Winter 2009 Conference.</i> New York, USA, January 2009. Tammy Kinley, Bharath M. Josiam, & Fallon Lockett.</p> |
| 31 | <p>“Understanding Ethnic Chinese Travelers on North American Cruise Tours: Motivations, Perceptions, and Satisfaction of Cruisers.” <i>The 5th China Tourism Forum.</i> Huang Shan, China, December 2008. Tai-yi Huang, Bharath M. Josiam, Daniel Spears, Lisa Kennon, & Gauri Bahulkar</p> |
| 30 | <p>“Attitudes to Work of Generation Y Students in Hospitality Management: A Comparative Analysis of Students in England, Scotland & Northern Ireland.” <i>Sixth Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Perth, Australia, May 2008. Bharath M. Josiam, Frances G. Devine, Sumeetra Thozyur, Tom Baum, Christy Crutsinger, & Johnny Sue Reynolds.</p> |
| 29 | <p>“Attitudes to Work of Generation Y Students in Hospitality Management: A Comparative Analysis of Students in the USA & UK.” <i>The 2nd International Conference on Services Management.</i> New Delhi, India, June 2007. Bharath M. Josiam, Johnny Sue Reynolds, Sumeetra Thozhur, Christy Crutsinger, Tom Baum, & Frances G. Devine. ➤ Received a certificate of appreciation award as an “outstanding” paper.</p> |
| 28 | <p>“Attitudes to Work of Generation Y Hospitality Management Students in South Korea.” <i>The Fifth Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Beijing, China, May 2007. Bharath M. Josiam, Johnny Sue Reynolds, Wha-In Lee, Sumeetra Thozhur, Christy Crutsinger, Tom Baum, & Frances G. Devine.</p> |

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| 27 | <p>“An Empirical Study of the Work Attitudes of Generation Y College Students in the USA: The Case Hospitality and Merchandising Undergraduate Majors” <i>The Joint World Congress of the Academy for Global Business Advancement and the Asian Academy of Management : Advancement in Global Business Research.</i> Penang, Malaysia, May 2007. Bharath M. Josiam, Johnny Sue Reynolds, Christy Crutsinger, Thao-Vi Thi Dotter, Sumeetra Thozhur, Tom Baum, & Frances G. Devine.</p> |
| 26 | <p>“An Empirical Analysis of Determinant Factors in the Selection of a Hospitality Management Program on an American Campus.” <i>The Fourth Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC CHRIE) Conference.</i> Hualien, Taiwan, June 2006. Bharath M. Josiam, Johnny Sue Reynolds, Priscilla Bloomquist, & Christy Crutsinger.</p> |
| 25 | <p>“Nutritional Labeling on Menus in Full Service Restaurants in the USA: An Empirical Analysis of Consumer Attitudes and Intended Usage.” <i>The Fourth Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Hualien, Taiwan, June 2006. Charles R. Foster & Bharath M. Josiam.</p> |
| 24 | <p>“Attitudes to Work of Generation Y Students in Hospitality Management in the USA: An Empirical Analysis.” <i>The Seventh Biennial Conference on Tourism in Asia: Development Marketing & Sustainability.</i> Jeonju, Korea, May 2006. Bharath M. Josiam, Johnny Sue Reynolds, Sumeetra Thozhur, Tom Baum, Frances G. Devine, & Christy Crutsinger.</p> |
| 23 | <p>“Customer Perceptions of Variable Pricing in the Lodging Industry: An Investigation of the Role of Loyalty Programs.” <i>The Seventh Biennial Conference on Tourism in Asia: Development Marketing & Sustainability.</i> Jeonju, Korea, May 2006. Punit Sanghavi, Johnny Sue Reynolds & Bharath M. Josiam.</p> |
| 22 | <p>“Global Tourism and Shopping: Opportunities and Challenges in South Korea.” <i>The Third Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Kuala Lumpur, Malaysia, May 2005. Eun Young Kim, Bharath M. Josiam, & Se Hee Jung.</p> |
| 21 | <p>“Using the Involvement Construct to Segment the Tourist Shopper.” <i>The Second Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Phuket, Thailand, May 2004. Bharath M. Josiam, Tammy Kinley, & Youn-Kyung Kim.</p> |
| 20 | <p>“Perceptions of a Student-Run Restaurant in an American Campus.” <i>The Second Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Phuket, Thailand, May 2004. Bharath M. Josiam, Priscilla Connors, Cynthia Simons, and Su-Su Juan</p> |
| 19 | <p>“A Framework for Assessing National Convention Tourism Competitiveness: An Exploratory Study.” <i>The Annual Conference of the International Society of Travel & Tourism Educators.</i> Providence, RI, October 2003. Wha-In Lee & Bharath M. Josiam.</p> |

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| 18 | <p>“Curry Cuisine: Perceptions of Indian Restaurants In Malaysia.” <i>The First Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (CHRIE) Conference.</i> Seoul, South Korea, May 2003. Bharath M. Josiam, Sadiq M. Sohail & Prema Montiero.</p> |
| 17 | <p>“The Historaunt: Heritage Tourism at Mickey’s Dining Car.” <i>The Annual Conference of the International Society of Travel & Tourism Educators.</i> Salt Lake City, UT, October 2002. Melissa Mattson, Bharath M. Josiam, & Pauline Sullivan.</p> |
| 16 | <p>“Who am I? Where did I come from? Where do I Go to Find Out? : Genealogy, the Internet, and Tourism.” <i>The Annual Conference of the International Society of Travel & Tourism Educators.</i> Salt Lake City, UT, October 2002. Richard Frazier & Bharath M. Josiam.</p> |
| 15 | <p>“Tandoori Tastes: Perceptions of Indian Restaurants In America.” <i>The Fifth Biennial Conference on Tourism in Asia: Development Marketing & Sustainability.</i> Hong Kong SAR, Peoples Republic of China, May 2002. Prema Montiero & Bharath M. Josiam.</p> |
| 14 | <p>“Marketing Malaysia to International Tourists.” <i>The South East Asia Chapter’s Annual Conference of the Academy of International Business.</i> Jakarta, Indonesia, July 2001. Mohammed Saeed, Bharath M. Josiam, & Ismadi Ismail.</p> |
| 13 | <p>“Involvement: Travel Motivation and Destination Selection.” <i>The Annual Conference of the International Society of Travel & Tourism Educators.</i> San Diego, CA, October 1997. Bharath M. Josiam, George Smeaton, & Christine J. Clements.</p> |
| 12 | <p>“Student Recruitment: Marketing Strategies Based on the Decision-making Process.” <i>The Annual Conference of the International Society of Travel & Tourism Educators.</i> San Diego, CA, October 1997. Priscilla Bloomquist, Christine J. Clements, & Bharath M. Josiam.</p> |
| 11 | <p>“Binge Drinking and Drug Abuse among College Students during a Spring Break at a Beach-Front Destination.” <i>The 23rd Annual Alcohol Epidemiology Symposium of the Kettil-Brun Society.</i> Reykjavik, Iceland in June 1997. Uta Dietrich, George Smeaton, & Bharath M. Josiam.</p> |
| 10 | <p>“Sex, Drugs, and Alcohol on the Beach: Where the Boys Are in the Age of AIDS.” <i>The World Leisure and Recreation Association International Congress.</i> Cardiff, Wales, UK, July 1996. Bharath M. Josiam, George Smeaton, & J.S. Perry Hobson.</p> |
| 09 | <p>“Opportunities for Multi-National Corporations in the Hospitality and Tourism Sector in India: An International Business Perspective.” <i>Mid-year conference of the International Management Development Association.</i> Orlando, Florida, November 1995. Zafar U. Ahmed & Bharath M. Josiam.</p> |
| 08 | <p>“Integration of the Indian Economy with the Global Economy: A Historical International Business Perspective.” <i>Mid-year conference of the International Management Development Association.</i> Orlando, Florida, November 1995. Bharath M. Josiam & Zafar U. Ahmed.</p> |

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| 07 | <p>“Internationalizing the Hospitality and Tourism Curriculum in the USA: Lessons from Other Countries.” <i>Annual Conference of the Institute for International Business.</i> Minot State University, Minot, North Dakota, March 1995. J.S. Perry Hobson & Bharath M. Josiam.</p> |
| 06 | <p>“Spring Break Travel: A Longitudinal Study.” <i>The Annual Conference of the Society of Travel and Tourism Educators.</i> Lexington, Kentucky, October 1994. Bharath M. Josiam & J. S. Perry Hobson.</p> |
| 05 | <p>“The Role of Involvement in the Spring Break Travel Decision.” <i>Annual Conference of the Society of Travel and Tourism Educators.</i> Lexington, Kentucky, October 1994. Christine J. Clements & Bharath M. Josiam.</p> |
| 04 | <p>“To Train or Not to Train? Quantifying the Financial Benefits of Training.” <i>Annual Conference of the Society of Franchising.</i> Las Vegas, Nevada, February 1994. Bharath M. Josiam & Christine J. Clements.</p> |
| 03 | <p>“Consumer Choice in Context: The Decoy Effect in Travel and Tourism.” <i>Annual Conference of the Society of Travel and Tourism Educators.</i> Miami, Florida, October 1993. Bharath M. Josiam & J. S. Perry Hobson.</p> |
| 02 | <p>“Youth Travel in the USA: Understanding the Spring Break Market.” <i>Tourism: The State of the Art: Conference at University of Strathclyde.</i> Glasgow, UK, July 1994. Bharath M. Josiam, Christine J. Clements, & J. S. Perry Hobson.</p> |
| 01 | <p>“Spring Break Travel: An Exploratory Study.” <i>Annual Conference of the Society of Travel and Tourism Educators.</i> Indianapolis, Indiana, October 1991. J. S. Perry Hobson & Bharath M. Josiam.</p> |

| Conference Presentations not resulting in complete papers in proceedings | |
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| 36 | <p>“Who Will Use Nutritional Information on Restaurant Menus in South Korea: A Cluster Segmentation Approach (Abstract in proceedings) <i>The 13th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.</i> Auckland, New Zealand, June 2015. Young Hoon Kim, Bharath M. Josiam, Hakeseon Kim, Mary Bruce, Yazhi Zhao, & Jiaoyang Sun.</p> |
| 35 | <p>“The Indian Consumer Experience: Shopping Behavior and the Involvement Construct.” (Poster Presentation - Abstract in proceedings). <i>The 2014 Annual Conference of the International Textile and Apparel Association.</i> Charlotte, NC, November 12 - 16, 2014. Tammy Kinley, Bharath M. Josiam & Kirti Dutta</p> |
| 34 | <p>“Impactos sociales del Spring Break en Cancún México.” (Abstract in proceedings) <i>8° Congreso Internacional de Turismo en el Caribe: hacia nuevos escenarios del saber turístico</i> Cozumel, Mexico, June 18-21, 2014. J. Carlos Monterrubio, A. Pricila Sosa Ferreira, & Bharath M. Josiam</p> |
| 33 | <p>“Tourism and Perceived Social Change: A Mixed-Method Study on Spring Break in Mexico.” (Abstract in proceedings) <i>The 2014 International Conferences on Tourism (ICOT).</i> Dalian, China, June 25-28, 2014. Juan Carlos Monterrubio, Bharath M. Josiam, Marianna, Strzelecka & Daniel L. Spears</p> |
| 32 | <p>“Facebook marketing for fashion apparel brands: effect of other consumer's postings and type of brand comment on brand trust and purchase intention” (Abstract in proceedings). <i>The 2014 Annual Conference of the American Collegiate Retailing Association (ACRA)</i> Dallas, TX, USA, March 26-29, 2014. Yeo Jin (Joy) Jung, Jiyoung Kim, Judith Forney, & Bharath M. Josiam.</p> |
| 31 | <p>“Exploring the impacts of fashion blog type and blog message type on female consumer response toward the brand.” (Abstract in proceedings). <i>The 2014 Annual Conference of the American Collegiate Retailing Association (ACRA)</i> Dallas, TX, USA, March 26-29, 2014. Rebecca Melton, Jiyoung Kim, Sanjukta Pookulangara, & Bharath M. Josiam.</p> |
| 30 | <p>“Motivations for consumer intention to purchase from Facebook retailers.” (Abstract in proceedings). <i>The 2014 Annual Conference of the American Collegiate Retailing Association (ACRA)</i> Dallas, TX, USA, March 26-29, 2014. Kelly Cours, Dee Knight, Sanjukta Pookulangara, & Bharath M. Josiam.</p> |
| 29 | <p>“Gender Matters: Examining Influence of gender on purchase influence, fashion orientation and shopping channel choice.” (Abstract in proceedings). <i>The 2014 Annual Conference of the American Collegiate Retailing Association (ACRA)</i> Dallas, TX, USA, March 26-29, 2014. Arlesa Shephard, Sanjukta Pookulangara, Tammy Kinley, & Bharath M. Josiam.</p> |

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| 28 | <p>“Comparing Shopping Channel Preferences: Hispanic and Caucasian Consumers.” (Abstract in proceedings). <i>The 2013 Annual Conference of the International Textile and Apparel Association.</i> New Orleans, LA, October 14 - 18, 2013. Arlesa Shephard, Sanjukta Pookulangara, Tammy Kinley, & Bharath M. Josiam.</p> |
| 27 | <p>“Online Store Attributes: Building Trust and Repatronage Intention.” (Abstract in proceedings). <i>The 2013 Annual Conference of the European Institute of Retailing and Services Studies(EIRASS)</i> Philadelphia, PA, USA, July 7-10, 2013. Jonelle Zimmerman, Kiseol Yang, Hae Jung Kim, & Bharath M. Josiam.</p> |
| 26 | <p>“Gender Matters: Examining Influence of Bollywood on Purchase of Fashion.” (Abstract in proceedings). <i>The 2013 Annual Conference of the European Institute of Retailing and Services Studies(EIRASS)</i> Philadelphia, PA, USA, July 7-10, 2013. Sanjukta Pookulangara, Tammy Kinley Bharath M. Josiam, Daniel Spears, & Kirti Dutta.</p> |
| 25 | <p>“Hispanic Versus Caucasian Consumers: Fashion Leadership and Shopping Enjoyment.” (Abstract in proceedings). <i>The 2013 Annual Conference of the European Institute of Retailing and Services Studies(EIRASS)</i> Philadelphia, PA, USA, July 7-10, 2013. Arlesa Shephard, Tammy Kinley, & Bharath M. Josiam.</p> |
| 24 | <p>“Understanding Indian Tourists in Thailand: Motivations, Perceptions and Satisfaction with Bangkok.” (Abstract in proceedings) <i>The 9th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education Conference.</i> Hong Kong, SAR, China, June 2011. Raktida Siri, Lisa Kennon, Bharath M. Josiam, & Daniel Spears.</p> |
| 23 | <p>“Using Structural Equation Modeling to Understand the Impact of Hollywood on Fashion Purchases.” (Abstract in proceedings). <i>The 5th International Conference on Services Management</i> Delhi (NCR), India, May 2011. Sanjukta Pookulangara, Tammy Kinley, Bharath M. Josiam, & Daniel Spears.</p> |
| 22 | <p>“Fashion Personality Characteristics and Shopping Behaviors among African American and Caucasian American College Students.” (Abstract in Proceedings) <i>The 2010 Annual Meeting of the International Textile and Apparel Association.</i> Montreal, Quebec, Canada, October 2010. Davette Angelo, Tammy Kinley, Bharath M. Josiam, & Christy Crutsinger.</p> |
| 21 | <p>“Nutritional Information on Restaurant Menus: Identifying Correlates of Demand, Usage Intention, & Lifestyle.” (Working paper) <i>The 7th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education Conference.</i> Singapore, May 2009. Charles R. Foster, Bharath M. Josiam, & Gauri Bahulkar.</p> |
| 20 | <p>“Segmenting Taiwanese Travelers on Cruises in North America: Comparing Involvement and Cluster Approach.” <i>The 27th Annual Conference of the European Council on Hotel, Restaurant, & Institutional Education</i> Helsinki, Finland, October 2009. (EURO-CHRIE). Tai-yi Huang, Bharath M. Josiam, Daniel Spears, Lisa Kennon, & Gauri Bahulkar.</p> |

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| 19 | <p>“Satisfaction of Indian Tourists with Bangkok Area Hotels.” <i>The Annual Conference of International Society of Travel and Tourism Educators</i>, San Antonio, Texas, USA. October, 2009. (Poster.) Raktida Siri, Lisa Kennon, Bharath M. Josiam , & Daniel Spears.</p> |
| 18 | <p>“Understanding Taiwanese Travelers on Cruise Tours in North America: Motivations, Involvement, Perceptions, and Satisfaction of Cruisers.” (Working paper) <i>The 7th Asia Pacific Forum for Graduate Students’ Research in Tourism</i>. Kuala Lumpur, Malaysia, June 2008. Tai-yi Huang, Bharath M. Josiam, & Daniel Spears.</p> |
| 17 | <p>“GEN Y Work Attitudes: Understanding the Career Development of Merchandising Students” <i>The 2007 Annual Meeting of the International Textile and Apparel Association</i>. Los Angeles, USA, November 2007. Bharath M. Josiam, Christy Crutsinger, Johnny Sue Reynolds, & Thao-Vi Dotter.</p> |
| 16 | <p>“Undergraduate Program Selection: Understanding the Decision-Making Process for Merchandising Students” <i>The 2007 Annual Meeting of the International Textile and Apparel Association</i>. Los Angeles, USA, November 2007. (Poster Presentation) Bharath M. Josiam, Christy Crutsinger, Johnny Sue Reynolds, Priscilla Bloomquist, & Thao-Vi Dotter.</p> |
| 15 | <p>“Who Will Stay – Who Will Go, and Why: An Empirical Analysis of Management Turnover in the Private Club Industry in the USA.” <i>The Annual Conference of the International Society of Travel & Tourism Educators</i>. Chicago, IL, October 2005.(Poster Presentation) Bharath M. Josiam & Scott Graff.</p> |
| 14 | <p>“The Situational Disinhibition Scale: A Pilot Validation Study.” <i>The Seventy Seventh Annual Meeting of the Midwestern Psychological Association</i>: Chicago, IL, May 2005. (Poster Presentation) George Smeaton, & Bharath M. Josiam.</p> |
| 13 | <p>“Involvement and the Tourist Shopper.” <i>The Annual Conference of the International Society of Travel & Tourism Educators</i>. Providence, RI, October 2003.(Poster Presentation) Bharath M. Josiam, Tammy Kinley & Youn-Kyung Kim.</p> |
| 12 | <p>“Marketing Malaysia to International Tourists.” <i>The South East Asia Chapter’s Annual Conference of the Academy of International Business</i>. Jakarta, Indonesia, July 2001. Mohammed Saeed, Bharath M. Josiam, & Ismadi Ismail.</p> |
| 11 | <p>“Sex Tourism: An Interdisciplinary Analysis ” <i>Symposium at the Annual Conference of The Society for the Scientific Study of Sexuality</i>. Orlando, FL, November 2000. George Smeaton, Bharath M. Josiam: Symposium Co-Chairs Stephen Clift, Nicholas Ford, Ed Herold, & Eleanor Maticka-Tyndale: Participants</p> |
| 10 | <p>“Sexuality and Racial Diversity in Tourist Behavior: A comparison between White and Black college students attending Spring Break events.” <i>Annual Conference of The Society for the Scientific Study of Sexuality Eastern Region Meeting</i>. Philadelphia, PA, May 1999. George Smeaton, Bharath M. Josiam, & Holly Sowell.</p> |
| 09 | <p>“The Impact of Job Quality on Adolescent Work Attitudes and Job Behaviors.” <i>Annual Conference of The American Education Research Association</i>. Montreal, Canada, April 1999. James Stone III & Bharath M. Josiam.</p> |

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| 08 | <p>“Legal Issues in Teaching on the Internet.” <i>Panel Discussion at The Annual Conference of the International Society of Travel & Tourism Educators.</i> Cleveland, OH, October 1998. Carl Boger, Jeanna Abbot, Steve Abbot, William Chernish, & Bharath M. Josiam.</p> |
| 07 | <p>“Legal Issues in Teaching on the Internet.” <i>Panel Discussion at The Annual Conference of the Council on Hotel, Restaurant & Institutional Education.</i> Providence, RI, August 1997. Carl Boger, Randall Upchurch, Jeanna Abbot, Steve Abbot, Linda Eingahagen, & Bharath M. Josiam.</p> |
| 06 | <p>“Sex in the Springtime: The Sexual Behavior of College Students during a Spring Break Vacation.” <i>The Annual Conference of the Society for the Scientific Study of Sex.</i> Houston, TX, November, 1996. George Smeaton & Bharath M. Josiam.</p> |
| 05 | <p>“Restaurant Attrition: A Longitudinal Analysis of Restaurant Failures.” <i>Computerized Presentation at Hospitality Industry: Strategies for the Future-Internet Conference.</i> Organized by Napier University, Edinburgh, UK, September 1995. Wilke English, Bharath M. Josiam, Randall Upchurch, & Jo Willems.</p> |
| 04 | <p>“Violent Crime in the Workplace: Protecting the Hospitality Industry's Employees, Guests, and Assets.” <i>The Annual Conference of the Council on Hotel, Restaurant & Institutional Education.</i> Nashville, Tennessee, August 1995. J.S. Perry Hobson & Bharath M. Josiam.</p> |
| 03 | <p>“Collaborative Partnerships between Hospitality & Tourism Programs and Outside Organizations.” <i>Panel Discussion at The Annual Conference of the Council on Hotel, Restaurant & Institutional Education.</i> Nashville, Tennessee, August 1995. Carl Boger, Christine Clements, James Buegermeister, Linda Eingahagen, & Bharath M. Josiam.</p> |
| 02 | <p>“Structured Controversy: Making the Hospitality & Tourism Classroom Come Alive.” <i>What's New in Family and Consumer Education Conference.</i> Menomonie, Wisconsin, September 1994. Bharath M. Josiam & Judy A. Jax.</p> |
| 01 | <p>“Cooperative Learning: Implementing a New Paradigm in the Hospitality Classroom.” <i>Round-table presentation at the Annual Conference of the Council on Hotel, Restaurant & Institutional Education.</i> Indian Wells, California, August 1994. Bharath M. Josiam & Judy A. Jax.</p> |

| Invited Presentations | |
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| 09 | <p>“Understanding the Impact of Bollywood Movies on Purchasing Behavior and Tourism.” <i>Indian Institute of Management – Bangalore.</i> Bangalore, India, December 2014. Bharath M. Josiam, Daniel Spears, Sanjukta Pookulangara, Kirti Dutta, & Tammy Kinley.</p> <ul style="list-style-type: none"> ➤ IIM-B is an elite management institution established by the Government of India. ➤ It is in the <i>Top 75 Global MBA Rankings in 2014</i> by the <i>Financial Times</i> of UK. |
| 08 | <p>“Namaste London”; “An Evening in Paris”: Bollywood Movies and Their Impact on Gen Y Indians’ Perceptions of Europe.” <i>National Institute of Development Administration (NIDA) – A Graduate University in Thailand under the Ministry of Education.</i> Bangkok, Thailand, May 2013. Bharath M. Josiam, Daniel Spears, Sanjukta Pookulangara, Kirti Dutta, & Tammy Kinley.</p> |
| 07 | <p>“Consumer Choice in Context: The Decoy Effect in Travel & Tourism.” <i>National Institute of Development Administration (NIDA) – A Graduate University in Thailand under the Ministry of Education.</i> Bangkok, Thailand, May 2013. Bharath M. Josiam, & J.S. Perry Hobson</p> |
| 06 | <p>“Leveraging Synergies in Global Collaborative Research- A Personal Journey.” <i>National Institute of Development Administration (NIDA) – A Graduate University in Thailand under the Ministry of Education.</i> Bangkok, Thailand, May 2013. Bharath M. Josiam</p> |
| 05 | <p>“The Impact of Hollywood Movies and Television on Destination Image, Tourist Activity & Purchasing Behavior.” <i>EfD Seminar Series 2012: Programa de Investigacion en Desarrollo, Economia y Ambiente 2012. CATIE,</i> CATIE, Turrialba, Costa Rica, July 2012. Daniel Spears, Bharath M. Josiam, Sanjukta, Pookulangara, & Tammy Kinley.</p> |
| 04 | <p>“Trends in International Travel & Tourism.” <i>Lecture Series 2012: 50th Anniversary Distinguished Alumni Programme of the Institute of Hotel Management, Catering & Nutrition (IHMC & N), Pusa, New Delhi, India.</i> New Delhi, India, March 2012. Bharath M. Josiam.</p> |
| 03 | <p>“Trends in International Travel & Tourism.” <i>Institute for International Management & Technology – Oxford Brookes University.</i> Gurgaon, NCR-New Delhi, India, March 2012. Bharath M. Josiam.</p> |
| 02 | <p>“Improving Pedagogical Strategies for Business Courses.” <i>Faculty Development Workshop: Invited Presentation at the 9th Annual World Congress of the Academy for Global Business Advancement (AGBA).</i> Ajman, United Arab Emirates, March 2012. Bharath M. Josiam.</p> |
| 01 | <p>“Leveraging synergies in global collaborative research- a personal journey.” <i>Hospitality & Tourism Program of University of Gothenburg, Sweden.</i> Gothenburg, Sweden, October 2009. Bharath M. Josiam.</p> |