Bill Ryan EdD, RD, LD

## Education

Doctor of Education: Occupational and Adult Education, Oklahoma State University, May 1992

Master of Science: Food Nutrition and Institution Administration, Oklahoma State University, May 1984

Bachelor of Science: Hotel and Restaurant Administration, Oklahoma State University, December 1981

**Academic Experience**

PROFESSOR July 2010 to Present

CHARLES W. LANPHERE PROFESSOR July 2010 to June 2014

*School of Hospitality and Tourism Management, Oklahoma State University*

ASSOCIATE PROFESSOR

*School of Hotel and Restaurant Administration, Oklahoma State University, July 2002 to June 2010*

ASSISTANT PROFESSOR

*School of Hotel and Restaurant Administration, Oklahoma State University, August 1996 to June 2002*

ADJUNCT FACULTY

*School of Hotel and Restaurant Administration, Oklahoma State University, August 1991 to May 1996*

## Academic Administrative Experience

INTERIM ASSOCIATE DIRECTOR

*School of Hospitality and Tourism Management, Oklahoma State University,*

*November 2018 to June, 2020*

DIRECTOR

*School of Hotel and Restaurant Administration, Oklahoma State University, January 2010 to July 2013*

INTERIM DIRECTOR

*School of Hotel and Restaurant Administration, Oklahoma State University,*

*August 1997 to December 1998 and February 2006 to June 2007 and June 2009 to December 2010*

ASSOCIATE DIRECTOR

*School of Hotel and Restaurant Administration, Oklahoma State University,*

*January 1999 to December 2009*

**Professional Experience**

ASSISTANT DIRECTOR

*Department of Residential Life, Oklahoma State University, November 1994 to August 1996*

MANAGER OF FOOD SERVICE

*Department of Residential Life, Oklahoma State University, July 1984 to October 1994*

FOOD PRODUCTION COORDINATOR

*University Food Service, Oklahoma State University, January 1982 to June 1984*

SUPERVISOR

*University Food Service, Oklahoma State University, January 1976 to December 1981*

Honors and Awards

* Nominated for the OSU Eminent Faculty Award, April, 2020
* Best Research Paper Award, with Yao-Chin Wang, and Chu-En Yang. (2017). *Hotel employees’ brand love and love behaviors: Organizational culture as the moderator.* The International Council on Hotel, Restaurant, and Institutional Education Annual Conference.
* Dr. Hai Sik Sohn Award for Best Research Paper, with Pimtong Tavitiyaman and Dr. Hailin Qu (2017). *Destination image of Thailand after natural disasters*, APac CHRIE and APTA Joint Annual Conference.
* Nominated for the HSCI Undergraduate Research Mentor Award, October 2016
* OSU Regents Distinguished Teaching Award, Fall 2006
* Outstanding Undergraduate Advisor, College of Human Environmental Sciences, 2005
* Graduate Faculty, Oklahoma State University: Full Member January 2004 – Present,

Associate Member Fall 1997 - December 2003

* Best Empirical Research Paper, with Dr. Cihan Cobanoglu, Dr. Patrick Moreo, Dr. Hailin

Qu, and Dr. Gail Sammons (2002). *The importance of hotel technology amenities in hotel selection by business travelers.* The International Council on Hotel, Restaurant, and Institutional Education Annual Conference.

* OSU Regents Distinguished Teaching Award, Fall 2001
* President’s Celebrate State Award for Commitment to Students in Advising and Mentoring,

April 2001

* Best Empirical Research Paper, with Cihan Cobanoglu and Jeff Beck (1999). *The impact of technology in lodging properties.* The International Council on Hotel, Restaurant, and Institutional Education Annual Conference.
* Nominated for Outstanding Graduate Student Mentor, College of Human Environmental

Sciences, 1998, 1999, 2000, 2002, 2003

* Nominated for Outstanding Undergraduate Advisor, College of Human Environmental

Sciences, 1997, 1998, 2004, 2005

* Kappa Omicron Nu academic honor society, elected 1984.

#### NACUFS Region VII Presidents Award, 1992 and 1994

#### Eagle Scout, November 1971

### Professional Certification

Registered and Licensed Dietitian (1989 – Present)

Recognized by the Commission on Dietetic Registration, and the Oklahoma State Board of Medical Licensure and Supervision.

## *INSTRUCTION*

**International Experience and Leadership**

International teaching experience in multiple European countries for 18 years.

**Invited Visiting Distinguished Faculty**

Robert Gordon University, Aberdeen Scotland; Turku University, Turku Finland; and Minzu University, Beijing China

**European Culture and Cuisine Study Abroad**

#### *Program Director 2005 – Present; Assistant Program Director 2003; Faculty -2001 and 2002*

**Venetian Cuisine, Ca’Tron Italy**

*Program Supervisor, 2005.*

**International Program Development**

Partnered with Dr Qu to create a 2+2 BS degree program with Sun-Yat-Sen University in Guangzhou, China. Helped create the articulation agreement, served as academic advisor to all the Chinese students, delivered educational programs in China and the US to the students and taught them in multiple HTM classes. Mentored seven cohorts with a total of 170 OSU-SYSU dual degree 2+2 program students. The majority of the graduates of the SYSU 2+2 program have pursued MS degrees at universities around the world bringing international recognition to OSU.

Actively participated development of OSU-Fudan University dual degree of Master’s Program.

Strongly supported and participated in several of HRAD off-campus doctoral programs in Thailand, Hong Kong, Puerto Rico and Jamaica

**OSU Courses Taught**

BHON 4990 – Business Honors Thesis

HES 1111, and 3111 – Directions in Human Environmental Sciences

HES 2110 – Career Exploration In Human Environmental Sciences

###### HRAD 1103 – (I) Introduction to the Hospitality Industry

HRAD 2771 – Hospitality Speakers Series

###### HTM 3120 – Conference and Meeting Planning

###### HTM 3213 – Hospitality Management and Organizations

HRAD 3223 – (I) International Travel and Tourism

HTM 3473 – Mechanical Equipment and Facility Management

HRAD 3443 – Hospitality Industry Internship

HTM 3543 – Lodging Property Management

HRAD 3553 – Purchasing in the Hospitality and Food Service Industries

HRAD 3783 – Hospitality Industry Human Resource Management

HRAD 3943 – Lodging Property Management

HRAD 4090 – International Hospitality Studies

HTM 4093\* - (I) European Travel and Tourism

HTM 4193\* - (I) European Cuisine and Beverages

HRAD 4413\* – Lodging Operation Systems Analysis

HRAD 4443\* - Advanced Hospitality Management Internship

HRAD 4475\* – Hospitality Layout, Equipment and Furnishings

HRAD 4573\* - Non-Commercial, Institutional and Contract Services Hospitality

HRAD 4771\* – Hospitality Speakers Series

HRAD 4850 – Special Topics Independent Study Hotel and Restaurant Administration

HRAD 4850 – Freshman Research Scholar

HTM 4850 – Purchasing for Foodservice

HTM 4850 – Principles of property Management

HRAD 4883\* – Multi-Level Organizational Behavior

HRAD 4900\* - Honors Research

HRAD 5000\* and 6000\*– Master’s and Doctoral Research

HRAD 5030\* – Creative Component Research

HRAD 5213\* – Hospitality Technology Applications (course was renumbered at a later date to 5313)

HRAD 5213\* - Hospitality and Tourism Management

HRAD 5413\* – Leadership in a Diverse Society

HRAD 5423\* - Customer Development Strategies in Hospitality and Tourism

HRAD 5523\* – Critical Issues in Hospitality Administration

###### HRAD 6113\* - Hospitality and Tourism Education

###### HRAD 6433\* – Employee Development Issues In The Hospitality Industry

HRAD 6713\* - Contemporary Hospitality and Tourism Theory (co-taught with other HRAD faculty)

\* indicates the course was available for graduate credit

## *RESEARCH*

### Undergraduate Research Advisement

Honors Thesis Advisor for Rebecca Blundon, Spring 2020 – Co-taught with Catherine Curtis

Title: Repurposing Food Waste in the Hospitality Industry to Reduce Hunger and Environmental

Impact

Honors Contract Rebecca Blundon Spring 2019

Title: Creation of an Equipment Inventory and Preventative Maintenance Schedule for the HTM Experiential Learning Laboratories

Honors Thesis Advisor for Allison Lyon, Fall 2015

Title: An Exploratory Study of Wage Data Collection Processes in Oklahoma Hotels.

Honors Thesis Advisor for Leyla Simmons, Fall 2013

Title: Analysis of Gender Difference on the Skills Needed for Professional Success in the Hospitality Industry Among University Hospitality Education Students.

HES Freshman Research Scholar advisor for Tiffany Sheeran, 2007-08

Honors Thesis Advisor for Brandon Fimple, 2007-08

Title: Foundations of Economic Impact Studies in State and National Parks

### Graduate Research Advisement

***Doctoral Committee Chair - Graduated***

Zoe Santiago-Font, PhD, Hospitality Administration, May 2017

Dissertation: Competencies Required for Success at the Single and Multi-Unit Management Levels in Hotels

David W. Davis, PhD Hospitality Administration, December, 2016

Dissertation: Examining the Effects of Interdisciplinary Project-Based Learning on Students’ Twenty-First Century Skill Development Awareness and Intrinsic Motivation Orientation

Luz La Fontaine, PhD Hospitality Administration, May 2016

Dissertation: Employee Perception of Environmental Management Systems in Selected Hotels in Puerto Rico

Gilpatrick Hornsby, PhD Hospitality Administration, December, 2015

Dissertation: Examining the Minority Student Experience in Hospitality Education

Suzzette Goldmon, PhD Hospitality Administration, August, 2011

Dissertation: Role of Higher Education for Successful Managers in the Hospitality Industry

Yunkyong Kim, PhD Hospitality Administration, May 2007

Dissertation: A Study of Understanding the Impact of Physical Environment on Perceived Service Quality in the Hotel Industry

Naree Weerakit, PhD Hospitality Administration, August 2007

Dissertation: Leadership Competencies Required for Future Hotel General Managers Success in Thailand

Min-Yen Ku, PhD Hospitality Administration, May 2007

Dissertation: An Examination of Work-Family Conflict and Intention to Leave Among College and University Foodservice Managers

Dissertation Advisor -Graduated

Hyeon-Cheol Kim (Kevin), PhD Hospitality Administration, August 2004

Dissertation: Factors Affecting the Adoption of New Information Technology in College and University Foodservices

##### **Master’s Committee Chair - Graduated**

Rayna McGee, May 2021

Non-Thesis Option

Pei (Vedda) Hsu, MS Hospitality Administration, December 2009

Creative Component: How Mandatory Manager Food Safety Training Influences Food-Borne Illness Outbreaks and Health Department Inspection Violations

Jennifer Staton-Reynolds, MS Hospitality Administration, May 2009

Thesis: A Comparison of Skills Considered Important For Success as an Entry Level Manager In The Hospitality Industry According To Industry Recruiters And University Educators

Lydia Chao, MS Hospitality Administration, December, 2006

Creative Component: An Annotated Bibliography of Housekeeping Research in the Lodging Industry.

Fei-Min Chang, MS Hospitality Administration, December, 2004

Creative Component: Analysis of Hospitality Management Across Cultures and Continents

Njoki Mwarumba, MS Hospitality Administration, December, 2002

Thesis: Multicultural Diversity Competency of Hospitality Students in American Universities

Kelly Way, MS Hospitality Administration, December, 2002

Thesis: Examination of the Factors that Influence Air Rage

Hsiu-Chien Lin (Jessie), MS Hospitality Administration, May 2002

Creative Component: The Relationship Between Wireless Technology and Customer Service in the Lodging Industry.

Paul Sorrentino, MS Hospitality Administration, December 1999

Thesis: Identification and Comparison of the Management Skills Required for Single Unit Management and the Management Skills Required for Multi-Unit Management in a Segment of the Quick Service Restaurant Industry

Cihan Cobanoglu, MS Hospitality Administration, December 1998

Thesis: An Assessment of Effects of Technology in Oklahoma Lodging Properties.

Julia Ingrid Gosenar, MS Hospitality Administration, May 1998

Thesis: Assessment of the Understanding of the Differences Between Leadership and Management Among Members of the Oklahoma Restaurant Association (ORA), the Oklahoma Hotel and Motel Association (OHMA), and the Oklahoma Travel Industry Association (OTIA)

|  |  |
| --- | --- |
| ***Committee Chair – Current*** | |
| **Doctor of Philosophy** | **Master of Science** |
| Bonhak Koo  In Candidacy - A multilevel inquiry into artificial  intelligence friendly hotel brand experience:  Reciprocal effects between employees and guests  Choonghyoung Lee (Alexis)  In Candidacy - Examination of the use of voluntary  solitude as a recovery strategy from work stress  by hotel managers | Not chairing any MS committees at this time |

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| --- | --- |
| ***Committee Member – Current*** | |
| **Doctor of Philosophy** | **Master of Science** |
| Kai-Sean Lee  Kiyan Shafieizadeh  Jay West | Not serving on any MS committees at this time |

|  |  |
| --- | --- |
| ***Committee Member – Graduated*** | |
| **Doctor of Philosophy** | **Master of Science** |
| Salman Alotaibi, December 2019  Khaled Alsumait, December, 2019  Seza Zerman, May 2019 Noriel Jacob-Grey, December 2017Borham Yoon, August 2017Yao Chin Wang, August 2015Mei Leng Ng, December 2013Hye-Young Park, August, 2013 Jing Yang, August 2013  Aijing Liu, May 2013  Yinghua Huang, December 2012 Erin Tucker, August 2011 Yen Nee Ng (Christy), August 2010 Jintao Ma (Emily), May 2010Gina Causin, August, 2007 Kelly Way, December 2006  Dong Jim Kim, August, 2006 M. Shahrim Ab Karim, August 2006Shinyi Lin, May, 2006Shih-Ming Hu (OC), August 2005Kyung Ah Lee, May 2005Ronnie Yeh, August 2003Yen-Soon Kim, December 2002Cihan Cobanoglu, August, 2001 Ahmet Ozturk, December 2010 Saiphon Yuanlaie, May 2010 | Michael Kneip, December 2018  Ryan Hale, December 2011 Tenaz Soltani, May 2011Cheryl Dillard, August 2010 (DHM student) Jerome Keong, May 2009  Jeremy Carney, December 2009  Jeffery Howard, December 2008 Mathew Mann, May, 2007 Brandon Lilly, December, 2006  Joseph Moreo, December 2006  Yee Nee Ng, August 2005 April Meador, August 2005Silvio Ceschini, May 2005 Seungsuk Lee, December, 2004  Nardtaya Rattanawongpaisal, December 2004 Joshua Barnard, August 2004Gina Causin, May 2003 Yin Sik Or, December 2002 Dong Jim Kim, December 2002Rachel Mary Belvin-Condley (NSCI), May 2002Li Miao (Sherry), May 2002Wei Tang Hu, May 2002Amy Christine Bilger (DHM), December 2000Seung Mi Lee, December 1999 Sirintorn Sesavej, December 1999  Pamela Michele Slovak, August1999  John Burdge, August 1999  Claudia Silva, August 1999 Sarah Bryant, December 1998Tian Jing, December 1998 Balasubramaniam Ravishankar, December 1998 |

## *RESEARCH*

## Publications – Peer/Editorial Reviewed or Refereed - Published

\*Denotes graduate student

Koo, B. Curtis, C. and Ryan, B. (November 28, 2020, In Press On-Line; Published On-Line May, 2021) Examining the impact of artificial intelligence on hotel employees through job insecurity perspectives. *International Journal of Hospitality Management*, V 95, 102763.

Liu, A., Ma, E., Qu, H., and Ryan, B. (March 23, 2020, In Press On-Line; September, 2020, Published in Print) Daily Green Behavior as an Antecedent and a Moderator for Visitors’ Pro-environmental Behaviors. *The Journal of Sustainable Tourism, 28(9), pp 1390-1408.*

Wang, Y. C., Ryan, B. and Yang, C. E. (September, 2018 - In Press-Online; January, 2019 Published in Print). Employee Brand Love and Love Behavior: Perspectives of Social Exchange. *International Journal of Hospitality Management*, V77-January, pp. 458-467.

Hornsby, G. & Scott-Halsell, S., Curtis, C., Ryan, W., & Kirksey, J., (2017). Do I Fit In? The Impact of Race on Hospitality Student Perceptions of Departmental Climate. *Journal of Teaching in Travel & Tourism,* 17(4), pp. 219-236.

Ryan, B., Ma, E., Hsiao, A., & Ku, M. (2015). The Work-family Conflict of University Foodservice Managers: An Exploratory Study of Its Antecedents and Consequences. *Journal of Hospitality and Tourism Management*, (22) 10-18.

Tavitiyaman, P., Weerakit, N. & Ryan, B. (2014). Leadership Competencies for Hotel General Managers. *International Journal of Hospitality and Tourism Administration*, 15(2) 191-216.

Liu, A., Ryan, B., & Qu, Hailin (2012). Perceived Image of Chinese Restaurants in the USA. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 1(1), 47-64.

Lin, S., Ryan, B, Qu, H., & Martin, L. (2010). A Study of the Relationship Between Hotel Informative Service Setting Items and Customer Satisfaction. *Journal of Quality Assurance in Hospitality and Tourism*, 11(2), 111-131.

Camillo\*, A. A., Kim W. G., Moreo, P. J. & Ryan, B. (2010). A model of historical development and future trends of Italian cuisine in America. *International Journal of Hospitality Management*, 29(4), 549-558.

Hu\*, S. M., Leong, J., Kim, W., Ryan, B. & Warde, B (2008). Senior citizens’ perceived service levels in three restaurant sectors. *Journal of Foodservice Business Research*, 11(2), 202-219.

Causin\*, G. G., Robertson, L. J. & Ryan, B. (2008). Courseware components and features: Preferences of faculty in the human sciences. *Journal of Family & Consumer Sciences,* *100*(2), 12-16.

Kim, W. G., Ryan, B. and Ceschini\*, S, (2007). Factors affecting systematic risk in the restaurant industry. *Tourism Economics*, 13 (2), 197-208.

Yeh\*, R. J., Martin, L., Moreo, P., Ryan, W., and Perry, K. (2005). Hospitality Educators’ Perceptions of Ethics Education and the Implications for Hospitality Educators, Practitioners, and Students. *Journal of Hospitality and Tourism Education*, 17(2), 25-35.

Martin, L., Ryan, B. Regna, A., and Regna, P. (2002). Curriculum review: A model. *FIU Hospitality Review,* 20, 1, 67-75.

Kim, Y.G., and Ryan, B. (2002). Educational effects of job attitudes among hospitality employees. *International Journal of Tourism Sciences*, 2, 1, 69-84.

Cobanoglu\*, C., Corbaci\*, K. and Ryan, B. (2001). A comparative study: The impact of technology in lodging properties in the United States and Turkey. *The International Journal of Hospitality Information Technology*, 2, 1, 23-40.

Qu, H., Ryan, B. and Chu\*, R. (2001). The perceived importance of job attributes among foodservice employees in Hong Kong hotel industry. *International Journal of Hospitality and Tourism Administration*, 2, 2, 57-76.

Qu, H., Ryan, B. and Chu\*, R. (2000). The importance of hotel attributes in contributing to travelers’ satisfaction in Hong Kong hotel industry. *The Journal of Quality Assurance in Hospitality and Tourism*, 1, 3, 65-83.

Ryan, B. (2000). Enhancing the partnership: Campus dining and hospitality education programs. *The Journal of the National Association of College and University Food Services*, 22, 72-84.

Cobanoglu\*, C. and Ryan, B. (1998). 71st World conference on club management: Take charge of tomorrow today. *Anatolia: An International Journal of Tourism and Hospitality Management*, 8, 4.

**Research - Editor - Book Chapters**

Feng, R., Wang, Y., & Ryan, B. (2018). Outcomes of business travelers’ perceived service experiences at luxury hotels. In Liping A. Cai & Pooya Alaedini (Eds.), *Bridging Tourism Theory and Practice (Volume 9: Quality Services and Experiences in Hospitality and Tourism)* (pp. 181-193). Bingley, UK: Emerald.

## Research – Peer/Editorial Reviewed or Refereed – In Process

Manuscripts Under Review

Lee, C. Song, J. and Ryan, B. (July, 27, 2021, under review). LMXSC; Malicious Envy; Benign Envy; Psychological Capital; Hotel Industry. *International Journal of Hospitality Management.*

Wang, Y.C., Chen, H., Ryan, B., Troxtel, C. and Cvar, M. (September 6, 2021 under review). Hotel general managers’ brand love: A thematic analysis. *Journal of Hospitality and Tourism Research*.

Manuscripts in Final Editing

Yoon, B. and Ryan, B. (In Final Editing, Planned Submission Summer 2022) Exploring US restraint industry practices to promote healthy eating: A content analysis of restaurant websites. Planned submission to: *International Journal of Contemporary Hospitality Management.*

Conference Presentations or Proceedings - Peer Reviewed or Refereed

\*Denotes graduate student

Lee\*, C., Song\*, J. and Ryan, B. (2020). *The relationships between LMXSC, envy, and psychological capital of hotel employees*. The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. 2020, Las Vegas, Nevada.

Moon\*, H., Koo\*, B., Kim\*, H. & Ryan, B. (2018). *The impact of alumni participation in class on students’ learning experiences in hospitality and tourism fields: Undergraduates’ and alumni’ perspectives.* 4th Hospitality Teaching & Learning Conference, University of North Texas, Denton, Texas;

Wang, Y., Ryan, B., & Yang, C. (2017). *Hotel employees’ brand love and love behaviors: Organizational culture as the moderator.* The International Council on Hotel, Restaurant, and Institutional Education Annual Conference, Baltimore, United States; July 26-28. ***Selected as a best empirical research paper.***

Davis, D.W., Curtis, C., & Ryan, B. (2017). *Examining the effects of interdisciplinary project-based learning on students’ intrinsic motivation orientation.* The International Council on Hotel, Restaurant, and Institutional Education Annual Conference, Baltimore, United States; July 26-28.

Yang\*, C., Wang, Y., Ryan, B. & Tsai, C. (2017), *Effects of employee brand love on supportive voice behavior, helping behavior, and forgiveness behavior: Comparing hotel employees in the U.S. and Taiwan*, 15th APacCHRIE Conference, Bali, Indonesia; May 31-June 2.

Wang, Y, Ryan, B. & Yang\*, C. (2016). *Social identity on supervising employee brand love: Parenting style and age gap as moderators.* The International Council On Hotel, Restaurant, and Institutional Education Conference.

Wang, Y, Ryan, B. & Yang\*, C. (2016). *Hotel Managers’ Brand Love and Health*. The 6th Advances in Hospitality & Tourism Marketing and Management Conference (AHTMM), Guangzhou China.

Hornsby\*, G. and Ryan, B. (2015) *Am I Prepared to Enter the Industry? A Study of Potential Hospitality Education Graduates and Their Future within the Industry.* The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.

Scott-Halsell, S.A., Wang\*, Y.C. & Ryan, B. (2013) *Socio-cultural adaptation of international students studying abroad: Problems and coping strategies*. Asia Pacific Council on Hotel Restaurant and Institutional Education Conference, Macao, China.

Aijing\*, L. and Ryan B. (2013). The role of daily green practices in theory of planned behavior regarding traveler’s destination green behavior. The 18th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.

Aijing\*, L. and Ryan B. (2012). Explain Chinese traveler’s purchasing behavior with construal level theory. The International Council On Hotel, Restaurant, and Institutional Education Conference.

Ryan, B., Tavitiyaman\*, P., & Weerakit, N. (2009). The impact of gender, age and education related to leadership competencies needed for success as a hotel general manager. The International Council On Hotel, Restaurant, and Institutional Education Conference.

Ryan, B., Ma\*, J., & Ku, M. (2009). Role conflict, role ambiguity and work-family conflict among university foodservice managers. The International Council On Hotel, Restaurant, and Institutional Education Conference.

Staton-Reynolds\*, J. and Ryan, B. (2009). A comparison of skills considered important for success as an entry level manager in the hospitality industry vs. the skills Recent graduates possess. The International Council On Hotel, Restaurant, and Institutional Education Conference.

Weerakit\*, N., Ryan, B. and Chaisawat, M (2008). A study of gender differences and the perception of leadership competencies in Thailand’s hotel industry. APacCHRIE Conference & THE-ICE Panel of Experts Forum

Causin\*, G. Moreo, P. Ryan, B. Hu, B. & Robertson, L. (2008). A model for successful hospitality expatriate executives assignment. The International Council On Hotel, Restaurant, and Institutional Education Conference.

Tavitiyaman\*, P., Qu, H. & Ryan, B. (2007) Destination image of Thailand after natural disasters. APac CHRIE and APTA Joint Annual Conference. ***Selected as the Dr. Hai Sik Sohn best empirical research paper.***

Weerakit\*, N. and Ryan, B. (2007). Leadership competencies required for success as a general manager in Thailand. APac CHRIE and APTA Joint Annual Conference.

Camillo\*, A, Moreo, P. Ryan, B. and Kim, W (2007). An exploratory study of the historical development and trend analysis of restaurant cuisine. The International Council On Hotel, Restaurant, and Institutional Education Conference.

Online distribution: who is in control? (2007). Kim, W.G., Gazzoli\*, G., and Ryan, B. Hospitality & Leisure: Business Advances and Applied Research Conference.

Causin\*, G., Moreo, P., Ryan, B., Hu, B., and Robertson, L., (2006). Expatriate hospitality executives; How should they be prepared? The International Council On Hotel, Restaurant, and Institutional Education Conference.

Hu\*, S.M., Leong, J., Kim, W.G., Ryan, B., and Warde, W. (2006) A structural equation model of the senior citizens purchasing process in foodservice market. The International Council On Hotel, Restaurant, and Institutional Education Conference.

Ab Karim\*, S., Leong, J., Moreo, P., Ryan, B. and Warde, W. D. (2006). Culinary tourism as a destination attraction: An empirical examination of the role of food in tourist’s destination choice. Advances In Hospitality and Tourism Research. Advances In Hospitality and Tourism Research. Proceedings of the Eleventh Annual Graduate Education and Graduate Student Research Conference.

Ryan, B. and Kim\* H. C, (2005). College and university foodservice administrators perceptions of technology. The International Council On Hotel, Restaurant, and Institutional Education Conference.

Mwarumba\*, N. and Ryan, B. (2004). Multicultural Diversity Competency of Hospitality Students in American Universities. The MultiCultural Foodservice and Hospitality Alliance National Conference.

Kim\*, H. and Ryan, B. (2004). Measuring student’s perceptions of critical competencies required in hospitality operations: A longitudinal perspective. Advances In Hospitality and Tourism Research. Proceedings of the Ninth Annual Graduate Education and Graduate Students Research Conference.

Kim\*, H. and Ryan, B. (2003). The impact of an intermediate level management course on hospitality students; Perceptions of managerial and leadership competencies. The International Council On Hotel, Restaurant, and Institutional Education Conference.

Kim\*, H. and Ryan, B. (2003). Identification of human induced factors affecting airline safety. The International Council On Hotel, Restaurant, and Institutional Education Conference.

Kim\*, D. J., Kim, W. G., Moreo, P. J. and Ryan, B. (2003). Customer–based brand equity and financial performance in the hospitality industry. The International Council On Hotel, Restaurant, and Institutional Education Conference.

Kim\*, H. and Ryan, B. (2003). Conceptualizing hospitality students' perceptions and attitudes toward management principles and skills: A pre and post-test approach. 14th Annual Graduate Research Symposium, Graduate College, Oklahoma State University.

Way\*, K. and Ryan, B. (2003). Traveler’s perceptions of air rage prior to and after September 11, 2001. Advances In Hospitality and Tourism Research. Proceedings of the Eighth Annual Graduate Education and Graduate Student Research Conference.

Kim\*, H. and Ryan, B. (2003). A study of the perceptions of managerial and leadership competencies by hospitality students prior to and after taking a university course in hospitality management. Advances In Hospitality and Tourism Research. Proceedings of the Eighth Annual Graduate Education and Graduate Student Research Conference.

Yeh\*, J., Leong, J., and Ryan, B. (2003). Manager’s ethical business perceptions and practices on multiculturally diversity (sic) employees in the hospitality industry. Advances In Hospitality and Tourism Research. Proceedings of the Eighth Annual Graduate Education and Graduate Student Research Conference.

Causin\*, G., Martin, L., Weber, M., and Ryan, B. (2003) Assessment of selected courseware used for online delivery of distance education courses. Advances In Hospitality and Tourism Research. Proceedings of the Eighth Annual Graduate Education and Graduate Student Research Conference.

Ryan, B. and Sorrentino\*, P. (2002). Identification of the skills required for single versus multi-unit management in a segment of the quick service restaurant industry. The Council On Hotel, Restaurant, and Institutional Education Conference.

Cobanoglu\*, C., Moreo, P., Qu, H., Ryan, B., and Sammons, G. (2002). The importance of hotel technology amenities in hotel selection by business travelers. The Council On Hotel, Restaurant, and Institutional Education Conference. ***Selected as a best empirical research paper.***

Lin\*, J. and Ryan, B. (2002). The Impact of Moral Decision-Making Versus Profit Based Decision-Making on Management and Leadership. Advances In Hospitality and Tourism Research. Proceedings of the Seventh Annual Graduate Education and Graduate Students Research Conference.

##### Marumba\*, N. and Ryan, B. (2001) An Assessment of Employee Development Program Response To Multicultural Diversity in Dining Service Departments Within Four Year Colleges

##### Advances In Hospitality and Tourism Research. Proceedings of the Sixth Annual Graduate Education and Graduate Students Research Conference, 6.

Cobanoglu\*, C., Corbaci, K. and Ryan, B. (2000). A comparative study: The Impact of Technology in Lodging Properties In the United States and Turkey. Proceedings of The Technology Impact on Tourism Conference.

Qu, H., Chu\*, R. and Ryan, B. (2000). A study of travelers’ satisfaction levels in Hong Kong: Three hotel market segments. The Council On Hotel, Restaurant, and Institutional Education Conference.

Cobanoglu\*, C., Corbaci, K. and Ryan, B. (2000). The impact of technology in lodging properties in Turkey. Advances In Hospitality and Tourism Research. Proceedings of Fifth Annual Graduate Student and Graduate Students Research Conference.

##### Ryan, B. (2000). Five Things You Need To Know To Get Promoted. National Association of College and University Food Services National Conference.

# Ryan, B. (2000). Ten Ways To Make Sure Your Customers Never Come Back. National Association of College and University Food Services National Conference.

Cobanoglu\*, C., Ryan B., and Beck J. (1999). The impact of technology in lodging properties. The Council On Hotel, Restaurant, and Institutional Education Conference. ***Selected as a best empirical research paper.***

Ryan, B. (1999). Professional Practices In College And University Food Services: Self-Assessment Is The Key To Success. National Association of College and University Food Services National Conference.

# Ryan, B. (1998). Ten Ways To Make Sure Your Customers Never Come Back. National Association of College and University Food Services National Conference.

Cobanoglu\*, C. and Ryan, B. (1998). Preliminary Results: An assessment of the effect of the technology in Oklahoma Lodging Properties. Fifth Annual Student Research Conference at West Texas A&M University, Canyon, TX.

# Ryan, B. (1998). An Action Research Project Integrating Academics and Lodging Operations. Council On Hotel, Restaurant, and Institutional Education Conference.

# Ryan, B. (1998). Implementing Principles of Professional Practice In College and University Food Service. National Association of College and University Food Services National Conference.

Robertson, L. and Ryan, B. (1998). The Integration of Distance Education Into the Mission of the Land-Grant University: A Model of Scholarship for Reappointment, Promotion, and Tenure. Co-Developed with Dr. Lona Robertson, DHM Faculty, SYLLABUS 98 National Conference.

Robertson, L. and Ryan, B. (1998). Faculty Perceptions of Challenges and Barriers to Distance Education. AAFCS National Conference.

Ryan, B. (1997). Leading A Diverse Workforce. National Association of College and University Food Services National Conference

## Editorial Board Membership and Reviewer

* Research Paper Reviewer, I-CHRIE, 2009 - Present
* Research Paper Reviewer, Graduate Conference in Hospitality and Tourism, August 2006 - Present
* Reviewer, International Journal of Hospitality and Tourism Management, 2015 - 2017
* Reviewer, Journal of Quality Assurance in Hospitality and Tourism, 2005-2016
* Reviewer, Journal of Hospitality and Tourism Research, 2006- 2015
* Academic Research Paper Reviewer, EuroCHRIE Dubai Conference, May – July, 2008
* Editorial Review Board, Hosteur, 2005 - 2007
* Editorial Board, The Journal of the National Association of College and University Food Services, 1998 – 2002

### Funded Research

Co-Principle Investigator $14,434.20

*Cushing Pipeline Interpretive Center Feasibility Study*

Cushing Chamber of Commerce, January 2014 – June 2014

Principle Investigator $480,000.00

*The H.O.T.E.L. Atlantis Project. Higher Opportunities for Training, Education, and Languages*

Fund for the Improvement of Post-Secondary Education, US department of Education in cooperation with the Education, Audiovisual, and Culture Executive Agency, EU-US Cooperation Atlantis Program, Brussels Belgium*.* Four years $480,000 USD and €480,000 Euro, plus year five an additional $120,000 USD and €120,000 Euro September 2010 – September 2013. Assumed PI role, in August 2010.

Principle Investigator $37,606.00

*The Economic Value of Oklahoma’s State Park System*

Department of Tourism and Recreation, State of Oklahoma, August 2007 – June 2008

Co-Investigator $120,021.05

*A Statewide Inventory and Potential Development of Agritourism Businesses in Oklahoma.*

USDA-Hatch Program, August 2006

Co-Investigator and Consultant $25,000.00

*Claremore City Research Proposal-A Study of the Potential for Meetings, Lodging, and Restaurants.*

City of Claremore, Oklahoma, July, 2006

Co-Investigator $68,402.00

*Economic Feasibility of Using Fats, Oils, and Greases Generated in Oklahoma as Biodiesel Feedstock*

OSU Agricultural Experiment Station TIP Program, February, 2006

Principle Investigator $3,615.60

*Development and Analysis of the Aeronautical Center*

Mike Monroney Aeronautical Center, Federal Aviation Administration, December, 2002

Principle Investigator $12,048.00

*Renovation of Employee Services Facilities at the Mike Monroney Aeronautical Center*

Federal Aviation Administration, Oklahoma City, November, 1999

Principle Investigator $5,000.00

*Development of an Internet Based Professional Practices (Accreditation) Manual*

National Association of College and University Food Services, January 1999 – February 2000

Principle Investigator $15,533.00

*Research and Consultation for Employee Services Programs at the Mike Monroney Aeronautical Center*

Federal Aviation Administration, Oklahoma City, February 1999 – August 1999

Principle Investigator $4,000.00

*Strategic Recommendations for the Improvement of Employee Services at the Mike Monroney Aeronautical Center*

Federal Aviation Administration, Oklahoma City, (Second phase) May 1998 - December 1998

Principle Investigator $28,743.20

*Strategic Recommendations for the Improvement of Food Service Operations at the Mike Monroney Aeronautical Center*

Federal Aviation Administration, Oklahoma City, August 1997- May 1998

### *OUTREACH and SERVICE*

### *Development and Administrative Funds Generated\**

*\*Includes cooperative efforts in donor development and outreach programs as an administrator and member of the HTM faculty, along with individual extramural fund generation*

**2019-20**

Student Scholarships $2,700.00

**2018-19**

European Cuisine and Culture Study Abroad (Program Director) $61,400.00

Student Scholarships $2,700.00

**2017-18**

European Cuisine and Culture Study Abroad (Program Director) $57,600.00

Student Scholarships $2,700.00

**2016-17**

European Cuisine and Culture Study Abroad (Program Director) $22,900.00

Student Scholarships $2,700.00

Banfi Vintners Educational Foundation $13,000.00

**2015-16**

Hospitality Studies in Europe (Program Director) $52,500.00

Student Scholarships $2,700.00

SONIC donation to new building (with Stephanie Vogel and others) $344,940.30

***2014-15***

Hospitality Studies in Europe (Program Director) $89,650.00

Student Scholarships $2,700.00

***2013-14***

Hospitality Studies in Europe (Program Director) $89,650.00

Marriott Foundation donation for the new building $1,000,000.00

(In partnership with Stephanie Vogel and others)

***2012-13***

Hospitality Studies in Europe (Program Director) $67, 585.00

Charlie Duty Memorial Scholarship $31,000.00

Wine Forum of Oklahoma, Auctions and Sponsorships $235,000.00

***2011-12***

Atherton Legacy Guest Program $12,000.00

Hospitality Studies in Europe (Program Director) $65,400.00

Victor and Nancy Jorns Scholarship $500,000.00

The two scholarships below were created using the PLSM program through OSUF

Wine Forum of Oklahoma Endowed Scholarship $525,000.00

Jim and Jane Anderson Distinguished Chef Series Scholarship $680,000.00

***2010-11***

Hospitality Studies in Europe (Program Director) $57,700.00

Bryan Close Lab Scholarship $10,000.00

Gold and Silver Plate Scholarship $1,000.00

Bill Ryan Distinguished Graduate Fellowship (funded by a donor) $55,000.00

Student Scholarships $40,000.00

Wine Forum of Oklahoma $135,000.00

***2009-10***

Hospitality Studies in Europe (Program Director) $58,200.00

Student Scholarships $7,500.00

Tom and Gay Winslow Scholarship $25,000.00

Jim Anderson Distinguished Hospitality Scholarship $25,000.00

Endowments and General Donations $1,000.00

Jorns International Hospitality Studies Scholarship Endowment $500,000.00

***2008-09***

Hospitality Studies in Europe (Program Director) $67,800.00

Student Scholarships $9,200.00

Meeting of the Minds Scholarship, Texas $2000.00

***2007 - 2008***

Hospitality Studies in Europe (Program Director) $61,300.00

Banfi Vintners Educational Foundation $18,500.00

Student Scholarships $9,200.00

***2006 - 2007***

Hospitality Studies in Europe (Program Director) $68,000.00

Student Scholarships $6,000.00

Endowments and General Donations $3,000.00

***2005 – 2006***

Student Scholarships $23,260.00

#### Endowments and General Donations $51,000.00

#### Hospitality Studies in Europe (Program Director) $64,500.00

Banfi Vintners Educational Foundation $17,900.00

***2004 - 2005***

Micros Point of Sale Software Donation (State Room and Taylor’s) $9,645.00

Micros Point of Sale Hardware Donation (State Room and Taylor’s) $5,764.00

Student Scholarships $23,200.00

#### Hospitality Studies in Europe (Program Director) $69,000.00

Venetian Cuisine, Ca’Tron Italy (On-Site Supervisor) $9,000.00

***2003 - 2004***

Student Scholarships $22,900.00

James Beard Foundation Dinner $1,100.00

Jane Harrison Struthers Distinguished Chef Series Scholarship $25,600.00

Micros Point of Sale Software Donation (Westside and Taylor’s) $9,935.00

Micros Point of Sale Hardware Donation (Westside and Taylor’s) $6,384.00

#### Janet and Jay Schrock Scholarship (with Pat Moreo) $4,000.00

#### Hospitality Studies in Europe (Associate Program Director) $52,200.00

***2002 - 2003***

Overview of Beverages (Instructor of Record) $10,981.55

#### Hospitality Studies in Europe $57,500.00

Student Scholarships $18,400.00

***2001 – 2002***

#### European Cuisine and Restaurant Management $42,200.00

Student Scholarships $15,900.00

***2000 – 2001***

#### European Cuisine and Restaurant Management $49,200.00

Student Scholarships $15,400.00

***1999-2000***

Hospitality Days 2000 $16,209.00

Advanced Conference Planning $1,648.20

Advanced Conference Management $1,318.56

Student Scholarships $15,400.00

***1998-1999***

Hospitality Days 1999 $13,053.98

Advanced Conference Planning $1381.68

Advanced Conference Management $767.50

Beverages In The Hospitality Industry, with John Burge (Fall) $11,998.16

Beverages In The Hospitality Industry, with John Burge (Spring) $16,082.64

#### Survey of Beverages In The Hospitality Industry, with John Burge $2,212.34

Student Scholarships $15,400.00

#### Refurbishment of HTM facilities $16,624.00

American General Hospitality, July 1998

***1997-1998***

Hospitality Days 1998 $12,131.25

Beverages In The Hospitality Industry, with John Burge (Spring) $19,602.54

Student Scholarships $12,500.00

***1996-1997***

Hospitality Days 1997 $14,331.00

Innovative Instruction Award $4,777.00

*Development of a Web-Based Instruction Graduate Level Course*

USDA Agricultural Telecommunications Great Plains Consortium, May 1997

***Outreach***

**Invited Keynote / Research Presentations / International Scholarship**

Invited Keynote Presentation, *Human Resources, Present Challenges and Future Solutions*.

World Conference on Hospitality Tourism and Event Research & International Convention and Expo Summit, Bangkok Thailand, May 2013. Facilitated additional discussion among a distinguished panel of experts; Imtiaz Muqbil – CEO Travel Impact Newswire, Christoph Voegeli - GM Royal Cliff Hotels Group, and Kevin Murphy – President & CEO Asiawide Hospitality Solutions

Visiting Distinguished Faculty, Robert Gordon University, Aberdeen Scotland, March 2013 and October 2010

Visiting Distinguished Faculty, Turku University, March 2012 and October 2010

Invited Distinguished Faculty, China Minzu University, Beijing China, May 2013

Invited Distinguished Faculty, Department of Nutrition, Dietetics, and Hospitality Management, Auburn

University, October, 2012

Invited Publications

Ryan, B, (2001) Ten ways to make sure your customers never come back. Electronic publication: <http://www.nacufs.org/forums/>

Ryan, B. and Cobanoglu, C. (2000). Professional Practices In College and University Food Services, 3rd edition (Version 4.3) [Computer Program]. East Lansing, MI: The National Association of College and University Food Services. *\*Conceptual design and principle author.*

Ryan, B. (Ed.) (1998). Professional Practices In College and University Food Services (3rd ed.). East Lansing, MI: The National Association of College and University Food Services.

# \*Conceptual design, principle author, and editor.

Ryan, W. (1996). Professional standards: An academic approach. National Association of College and University Food Services News Wave, 29, 27.

#### Ryan, B. (1991). Single and multi-unit management skill: Is there a difference in college and university food services? National Association of College and University Food services

News Wave, 24, 28.

*Service*

***PROFESSIONAL***

* International Assessor for Reappointment and Promotion, Department of Food Service and Management; Universiti Putra Malaysia, September 2015 - Present
* Food Service Advisory Committee to the Oklahoma State Board of Health, 1999 - 2019
* Board of Directors, Oklahoma Hotel and Lodging Association, 2008 - 2014
* Board of Directors, Oklahoma Restaurant Association, 2008 - 2014
* Vice-Chair, Industry Research Committee, National Association of College and University Food Services, July 2007 - 2010
* Academic Advisory Committee, Educational Institute of the American Hotel and Lodging Association, August 2006 – 2010

###### *UNIVERSITY*

#### General Education Advisory Council 2014 - 2019

#### Regents Distinguished Teaching Award Selection Committee, 2010

#### Fulbright Scholarship Selection Committee, 2009

#### Academic Integrity Facilitator, 2006-Present

* CHES faculty co-representative, Institute for Teaching and Learning Excellence, April 2005 - 2015
* Executive Committee, School of International Studies, Fall 2006 – August 2008

#### University Scholarship Committee, 2003-2006

#### Budget Committee, OSU Faculty Council, 1999 - 2002

###### *COLLEGE*

* Member, Spears School of Business Core Curriculum Advisory Committee, 2019 – Present
* Member, Spears School of Business Curriculum Committee, 2020 – Present
* Fall Retreat Speaker, College of Human Sciences,
* Plan Review, Design Development Phase for the new building August 2013 – December 2014
* Director, School of Hotel and Restaurant Administration, 1/2010- 8/2013
* Interim Director, School of Hotel and Restaurant Administration, 6/09-12/09, 2/2006 - 6/2007 and 8/1997 - 12/1998
* Associate Director, School of Hotel and Restaurant Administration, 1/1998 – 12/2009
* Student Recognition Committee, 1998 – 2005, (Chair 2000-2002)

###### *SCHOOL*

* Chair, HTM Reappointment, Promotion, Tenure Committee, 2005 – 2009, 2014, 2015, 2018-19

(member. 2002 – 2005, 2016-Present)

* Chair, HTM Undergraduate Curriculum Committee 2018-Present
* Chair, HTM Strategic Planning & Priorities Committee, 2021-Present
* Chair, Task Force for Revising the Culinary and Restaurant Management Curriculum, 2020
* Chair, HTM Assessment Committee, 2018-2019
* Co-Chair, Weidner Property Management Planning Committee, 2018-2020
* Co-Faculty Advisor, Hospitality Days, 2019-2020
* Member, HTM Scholarship Committee, 2018-2021
* Member, HTM Graduate Curriculum Committee, 2021-Present