

Dr. Bharath M. Josiam

Associate Professor – Hospitality Management
School of Merchandising & Hospitality Management
University of North Texas
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Highlights of Achievements and Qualifications

Education: Doctor of Philosophy in Education.
Teaching: 19 years in hospitality/tourism management
Experience: 7 years in international hospitality operations
Conferences: 45 presentations in international & national conferences
Papers: 63 papers in journals, books, and conference proceedings
Editor: Associate Editor- North America for *Journal of Vacation Marketing*
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.**

Associate Professor – Fall 2003 to Date, **Assistant Professor** – Fall 2001 to Spring 2003.
School of Merchandising and Hospitality Management

- Research Applications (Graduate Class)
- Hotel & Restaurant Management Systems
- Hotel Operations
- Travel & Tourism
- Presentation Techniques

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:

Fifteen 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
- **Astound** — Multi-media Presentations
- **HIS** — Hospitality Operations
- **PowerPoint** — Presentations
- **EUDORA/Outlook** — Email
- **NETSCAPE/IE** — Web Browsers

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
- Developed and taught a computerized Graduate Research Interpretations class, integrating hands-on SPSS instruction and exercises with lecture material
- Developed and taught "Strategic Management in H & T," (A capstone course for seniors.)
- Integrated regular use of "*Wall Street Journal*" with the Marketing & Sales class
- Developed and published consumable booklet of notes in Organizational Management and Marketing.
- Integrated cooperative learning groups in Organizational Management and Marketing & Sales classes
- Use "Structured Controversy" techniques in courses to increase student involvement and to enable students to learn better by developing analytical and people skills.

Service Activities:

Committee Service

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

Media Publicity

- My research activities on Spring Break received extensive publicity in the media in Spring 97. 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.

Editorial Board and Manuscript Review

- Associate Editor-North America for *Journal of Vacation Marketing*.
- Member of the Editorial Board for *Journal of Travel & Tourism Marketing*.
- Member of the Editorial Board for *Praxis – The Journal of Applied Hospitality Management*.
- Reviewer for *Journal of Hospitality & Tourism Research*. (Formerly *Hospitality Research Journal*)
- Reviewer for Council on Hotel, Restaurant, & Institutional Education Conferences, 1995 - 2001.
 - Awarded a plaque for being the *Outstanding Reviewer for 1998-99*.
- Reviewer for International Society of Travel & Tourism Educators Conferences, 1995 - 2004.
- Reviewer for the mid-year conference of the International Management Development Association, 1995.
- Reviewer for Society of Franchising Conferences, 1994-1995.

Membership in Professional Organizations

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

Research Activities:

• Grants

“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 National Institutes of Health/National Institute of Child Health and Human Development (\$136,000).

George Smeaton & Bharath M. Josiam. (Proposal was rejected for technical reasons. We are revising the proposal for re-submission with encouragement from NIH to re-submit.)

“Effects of Black and White Spring Break Events on STD Risk- 1998.”

Submitted to the National Institutes of Health/National Institute of Mental Health (\$742,658).

George Smeaton & Bharath M. Josiam. (Proposal cleared first round of screening but was rejected in the second round. We are revising the proposal for re-submission with encouragement from NIH to re-submit.)

“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 Fellowship — 1995.”

Administered by the National Restaurant Association (\$2,000).

Bharath M. Josiam.

“H. J. Heinz Graduate Degree Fellowship — 1992.”

Administered by the National Restaurant Association (\$2,000).

Bharath M. Josiam.

● **Publications—Papers in Refereed Journals**

- "Involvement and the Tourist Shopper: Using the Involvement Construct to Segment the American Tourist-Shopper at the Mall." *Journal of Vacation Marketing* Vol. 11, (2), pp 135-154, 2005. Bharath M. Josiam, Tammy R. Kinley, & Youn-Kyung Kim.
- "A Framework for Assessing National Convention Tourism Competitiveness: An Exploratory Study." *Journal of International Business and Entrepreneurship* 2 (1), pp 105-112, 2004. Wha-In Lee & Bharath M. Josiam.
- "The Historaunt: Heritage Tourism at Mickey's Dining Car." *Tourism Management* 25, pp 453-461, 2004. Bharath M. Josiam, Melissa Mattson, & Pauline Sullivan.
- "Tandoori Tastes: Perceptions of Indian Restaurants in America." *International Journal of Contemporary Hospitality Management* 16 (1), pp 18-26, 2004. Bharath M. Josiam & Prema A. Monteiro.
- "Why and Where Tourists Shop: Motivations of Tourist-Shoppers and Their Preferred Shopping Center Attributes." *Journal of Shopping Center Research* 10 (1), pp 7-28, Spring/Summer 2003. Tammy R. Kinley, Bharath M. Josiam, & Youn-Kyung Kim.
- "Marketing Malaysia to International Tourists." *Journal of International Business and Entrepreneurship*, 8 (1), pp.41-61, 2000. Mohammad Saeed, Bharath M. Josiam, & Ismadi Ismail.
- "The Impact of School Supervision of Work and Job Quality on Adolescent Work Attitudes and Job Behaviors." *Journal of Vocational Education Research*, 25 (4), pp.532-574, 2000. , James Stone III & Bharath M. Josiam.
- "India's Economic Reforms: Interpreting the Dynamics of Change from a Contextual Perspective." *Competitiveness Review*, 9 (1), pp.68-81, 1999. Bharath M. Josiam, Ravinder K. Zuthshi, & Zafar U. Ahmed.
- "Involvement: Travel Motivation and Destination Selection." *Journal of Vacation Marketing*, 5 (2), pp.167-175, 1999. Bharath M. Josiam, George Smeaton, & Christine J. Clements.
- "An analysis of the Sexual, Alcohol and Drug Related Behavioral Patterns of Students on Spring Break." *Tourism Management*, 19 (6), pp.501-513, 1998. Bharath M. Josiam, J. S. Perry Hobson, Uta C. Dietrich, & George Smeaton.
- "Student Recruitment: Marketing Strategies Based on the Decision-making Process." *Journal of Hospitality & Tourism Education*, 10 (1), pp.18-22, 1998. Priscilla Bloomquist, Christine J. Clements, & Bharath M. Josiam.
- "College Students' Binge Drinking at a Beach-Front Destination During Spring Break." *Journal of American College Health*, 46 (2), pp.247-254, 1998. George Smeaton, Bharath M. Josiam, & Uta Dietrich.
- "Economic Liberalization in India: Opportunities for Multi-National Corporations in the Hospitality and Tourism Sector." *Tourism Economics: The Business and Finance of Tourism and Recreation*, 2 (2), pp. 159-172, 1996. Bharath M. Josiam & Zafar U. Ahmed.
- "Restaurant Attrition: A Longitudinal Analysis of Restaurant Failures." *International Journal of Contemporary Hospitality Management*, 8 (2), pp.17-20, 1996. Wilke English, Jo Willems, Bharath M. Josiam, & Randall Upchurch.
- "Spring Break Travel: A Longitudinal Study." *Journal of Vacation Marketing*, 2 (1), pp.137-150, 1996. Bharath M. Josiam & J. S. Perry Hobson.
- "Role of Involvement in the Travel Decision." *Journal of Vacation Marketing*, 1 (4), pp. 337-348, 1995. Christine J. Clements & Bharath M. Josiam.

"Structured Controversy: Making the Hospitality & Tourism Classroom Come Alive." *The Hospitality & Tourism Educator*, 7 (2), pp. 54-55, 68, 1995. Bharath M. Josiam & Judy A. Jax.

"Consumer Choice in Context: The Decoy Effect in Travel and Tourism." *Journal of Travel Research*, 34 (1), 1995, pp. 45-50. Bharath M. Josiam & J. S. Perry Hobson.

"An Integrated Approach to Internationalizing the Hospitality and Tourism Curriculum in the USA." *Journal of Transnational Management Development*, 2 (1), pp.13-34,1995. J.S. Perry Hobson & Bharath M. Josiam.

"Training: Quantifying the Financial Benefits." *International Journal of Contemporary Hospitality Management*, 7(1), 1995, pp.10-15. Christine J. Clements & Bharath M. Josiam.

"Spring Break Student Travel: An Exploratory Study." *Journal of Travel and Tourism Marketing*, 1(3), 1992. J. S. Perry Hobson & Bharath M. Josiam.

• Other Publications in Refereed Journals

Editorial: *Journal of Vacation Marketing*, 5 (4), p.317, September 1999. J.S. Perry Hobson & Bharath M. Josiam.

Editorial: "Travel Marketing in Cyberspace." *Journal of Vacation Marketing*, 3 (2), pp.101-103, April 1997. Bharath M. Josiam.

Conference Report: "Free Time and the Quality of Life for the 21st Century: 1996 World Congress of the World Leisure and Recreation Association." *Journal of Vacation Marketing*, 3 (1), pp.89-92. December 1996. Bharath M. Josiam & Isabelle Frochot.

Conference Report: "Tuning up for the Future: 1995 Annual CHRIE Conference." *Journal of Vacation Marketing*, 2 (2), pp.186-189, March 1996. Bharath M. Josiam & Carl Boger.

Conference Report: "Education through Experience: 1994 Annual CHRIE Conference." *Journal of Travel & Tourism Marketing*, 4, (2), pp.121-124, 1995. Bharath M. Josiam.

Conference Report: "Building for Tomorrow." *Annals of Tourism Research*, 22 (1), 1995, pp. 213-215. Jerome F. Agrusa & Bharath M. Josiam.

Conference Report: "Tourism at the Crossroads." *Annals of Tourism Research*, 19 (3), 1992, Bharath M. Josiam & J. S. Perry Hobson.

• 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— Instructors' Manual Supplement, Case Studies and Chapter Inserts in Books**

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.

Case Study

Bharath M. Josiam. The Superior Inn and Conference Center, Omaha, Nebraska. (pp. 131-135). In *Marketing Leadership in Hospitality: Foundations and Practices*, 2nd Edition, Lewis R. C, Chambers R. E, & Chacko H. E. Van Nostrand Reinhold: New York, 1995.

Chapter Insert

Bharath M. Josiam and Christine J. Clements. Service Management. (pp. 9-11). In *Hospitality Management: A Human Resources Approach*, 2nd Edition, Laurie J. Mullins. Pitman, London, UK, 1995.

• **Publications— Papers in Refereed Conference Proceedings**

"Attitudes to Work of Generation Y Students in Hospitality Management: A Comparative Analysis of Students in the USA & UK."

Proceedings of The 2nd International Conference on Services Management.

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.

"Attitudes to Work of Generation Y Hospitality Management Students in South Korea."

Proceedings of The Fifth Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.

Beijing, China, May 2007.

Bharath M. Josiam, Johnny Sue Reynolds, Wha-In Lee, Sumeetra Thozhur, Christy Crutsinger, Tom Baum, & Frances G. Devine.

"An Empirical Study of the Work Attitudes of Generation Y College Students in the USA: The Case Hospitality and Merchandising Undergraduate Majors"

Proceedings of The Joint World Congress of the Academy for Global Business Advancement and the Asian Academy of Management : Business and Entrepreneurship Development in a Global Era.

Penang, Malaysia, May 2007.

Bharath M. Josiam, Johnny Sue Reynolds, Christy Crutsinger, Thao-Vi Thi Dotter, Sumeetra Thozhur, Tom Baum, & Frances G. Devine.

"An Empirical Analysis of Determinant Factors in the Selection of a Hospitality Management Program on an American Campus."

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"Nutritional Labeling on Menus in Full Service Restaurants in the USA: An Empirical Analysis of Consumer Attitudes and Intended Usage."

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Charles R. Foster & Bharath M. Josiam.

"Attitudes to Work of Generation Y Students in Hospitality Management in the USA: An Empirical Analysis."

Proceedings of The Seventh Biennial Conference on Tourism in Asia: Development Marketing & Sustainability.

Jeonju, Korea, May 2006.

Bharath M. Josiam, Johnny Sue Reynolds, Sumeetra Thozhur, Tom Baum, Frances G. Devine, & Christy Crutsinger.

"Customer Perceptions of Variable Pricing in the Lodging Industry: An Investigation of the Role of Loyalty Programs."

Proceedings of The Seventh Biennial Conference on Tourism in Asia: Development Marketing & Sustainability.

Jeonju, Korea, May 2006.

Punit Sanghavi, Johnny Sue Reynolds & Bharath M. Josiam.

"Who Will Stay – Who Will Go, and Why: An Empirical Analysis of Management Turnover in the Private Club Industry in the USA."

Proceedings of The Annual Conference of the International Society of Travel & Tourism Educators.

Chicago, IL, October 2005.(Abstract of Poster)

Bharath M. Josiam & Scott Graff

"Global Tourism and Shopping: Opportunities and Challenges in South Korea."

Proceedings of The Third Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference:

Kuala Lumpur, Malaysia, May 2005.

Eun Young Kim, Bharath M. Josiam, & Se Hee Jung.

"Using the Involvement Construct to Segment the Tourist Shopper."

Proceedings of The Second Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.

Phuket, Thailand, May 2004.

Bharath M. Josiam, Tammy Kinley, & Youn-Kyung Kim.

"Perceptions of a Student-Run Restaurant in an American Campus."

Proceedings of The Second Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.

Phuket, Thailand, May 2004.

Bharath M. Josiam, Priscilla Connors, Cynthia Simons, and Su-Su Juan.

"A Framework for Assessing National Convention Tourism Competitiveness: An Exploratory Study."

Proceedings of The Annual Conference of the International Society of Travel & Tourism Educators.

Providence, RI, October 2003.

Wha-In Lee & Bharath M. Josiam

"Involvement and the Tourist Shopper."

Proceedings of The Annual Conference of the International Society of Travel & Tourism Educators.

Providence, RI, October 2003.(Abstract of Poster)

Bharath M. Josiam, Tammy Kinley & Youn-Kyung Kim

"Curry Cuisine: Perceptions of Indian Restaurants In Malaysia."

Proceedings of The First Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (CHRIE) Conference.

Seoul, South Korea, May 2003.

Bharath M. Josiam, Sadiq M. Sohail & Prema Montiero.

"The Historaunt: Heritage Tourism at Mickey's Dining Car."

Proceedings of The Annual Conference of the International Society of Travel & Tourism Educators.

Salt Lake City, UT, October 2002.

Melissa Mattson, Bharath M. Josiam, & Pauline Sullivan.

"Who am I? Where did I come from? Where do I Go to Find Out? : Genealogy, the Internet, and Tourism."

Proceedings of The Annual Conference of the International Society of Travel & Tourism Educators.
Salt Lake City, UT, October 2002.

Richard Frazier & Bharath M. Josiam.

"Tandoori Tastes: Perceptions of Indian Restaurants In America."

Proceedings of The Fifth Biennial Conference on Tourism in Asia: Development Marketing & Sustainability.

Hong Kong SAR, Peoples Republic of China, May 2002.

Prema Montiero & Bharath M. Josiam.

"Marketing Malaysia to International Tourists."

Proceedings of The South East Asia Chapter's Annual Conference of the Academy of International Business.

Jakarta, Indonesia, July 2001.

Mohammed Saeed, Bharath M. Josiam, & Ismadi Ismail.

"Involvement: Travel Motivation and Destination Selection."

Proceedings of The Annual Conference of the International Society of Travel & Tourism Educators.
San Diego, CA, October 1997.

Bharath M. Josiam, George Smeaton, & Christine J. Clements.

"Student Recruitment: Marketing Strategies Based on the Decision-making Process."

Proceedings of The Annual Conference of the International Society of Travel & Tourism Educators.
San Diego, CA, October 1997.

Priscilla Bloomquist, Christine J. Clements, & Bharath M. Josiam.

"Binge Drinking and Drug Abuse among College Students during a Spring Break at a Beach-Front Destination."

Proceedings of The 23rd Annual Alcohol Epidemiology Symposium of the Kettil-Brun Society.

Reykjavik, Iceland in June 1997.

Uta Dietrich, George Smeaton, & Bharath M. Josiam.

"Sex, Drugs, and Alcohol on the Beach: Where the Boys Are in the Age of AIDS."

Proceedings of The World Leisure and Recreation Association International Congress.
Cardiff, Wales, UK, July 1996.

Bharath M. Josiam, George Smeaton, & J.S. Perry Hobson.

"Opportunities for Multi-National Corporations in the Hospitality and Tourism Sector in India: An International Business Perspective."

Proceedings of the mid-year conference of the International Management Development Association.
Orlando, Florida, November 1995.

Zafar U. Ahmed & Bharath M. Josiam.

"Integration of the Indian Economy with the Global Economy: A Historical International Business Perspective."

Proceedings of the mid-year conference of the International Management Development Association.
Orlando, Florida, November 1995.

Bharath M. Josiam & Zafar U. Ahmed.

"Internationalizing the Hospitality and Tourism Curriculum in the USA: Lessons from Other Countries."

Proceedings of the conference organized by the Institute for International Business.

Minot State University, Minot, North Dakota, March 1995.

J.S. Perry Hobson & Bharath M. Josiam.

“Spring Break Travel: A Longitudinal Study.”
Proceedings of the Annual Conference of the Society of Travel and Tourism Educators.
Lexington, Kentucky, October 1994.
Bharath M. Josiam & J. S. Perry Hobson.

“The Role of Involvement in the Spring Break Travel Decision.”
Proceedings of the Annual Conference of the Society of Travel and Tourism Educators.
Lexington, Kentucky, October 1994.
Christine J. Clements & Bharath M. Josiam.

“To Train or Not to Train? Quantifying the Financial Benefits of Training.”
Proceedings of the Annual Conference of the Society of Franchising.
Las Vegas, Nevada, February 1994.
Bharath M. Josiam & Christine J. Clements.

“Consumer Choice in Context: The Decoy Effect in Travel and Tourism.”
Proceedings of the Annual Conference of the Society of Travel and Tourism Educators.
Miami, Florida, October 1993.
Bharath M. Josiam & J. S. Perry Hobson.

“Spring Break Travel: An Exploratory Study.”
Proceedings of the Annual Conference of the Society of Travel and Tourism Educators.
Indianapolis, Indiana, October 1991.
J. S. Perry Hobson & Bharath M. Josiam.

• Conference Presentations

“Attitudes to Work of Generation Y Students in Hospitality Management: A Comparative Analysis of Students in the USA & UK.”

The 2nd International Conference on Services Management.
New Delhi, India, June 2007.

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“An Empirical Study of the Work Attitudes of Generation Y College Students in the USA: The Case Hospitality and Merchandising Undergraduate Majors”

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Bharath M. Josiam, Johnny Sue Reynolds, Christy Crutsinger, Thao-Vi Thi Dotter, Sumeetra Thozhur, Tom Baum, & Frances G. Devine.

“An Empirical Analysis of Determinant Factors in the Selection of a Hospitality Management Program on an American Campus.”

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“Nutritional Labeling on Menus in Full Service Restaurants in the USA: An Empirical Analysis of Consumer Attitudes and Intended Usage.”

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Charles R. Foster & Bharath M. Josiam.

“Attitudes to Work of Generation Y Students in Hospitality Management in the USA: An Empirical Analysis.”

The Seventh Biennial Conference on Tourism in Asia: Development Marketing & Sustainability.

Jeonju, Korea, May 2006.

Bharath M. Josiam, Johnny Sue Reynolds, Sumeetra Thozhur, Tom Baum, Frances G. Devine, & Christy Crutsinger.

“Customer Perceptions of Variable Pricing in the Lodging Industry: An Investigation of the Role of Loyalty Programs.”

The Seventh Biennial Conference on Tourism in Asia: Development Marketing & Sustainability.

Jeonju, Korea, May 2006.

Punit Sanghavi, Johnny Sue Reynolds & Bharath M. Josiam.

“Who Will Stay – Who Will Go, and Why: An Empirical Analysis of Management Turnover in the Private Club Industry in the USA.”

The Annual Conference of the International Society of Travel & Tourism Educators.

Chicago, IL, October 2005.(Poster Presentation)

Bharath M. Josiam & Scott Graff.

“Global Tourism and Shopping: Opportunities and Challenges in South Korea.”

The Third Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference.

Kuala Lumpur, Malaysia, May 2005.

Eun Young Kim, Bharath M. Josiam, & Se Hee Jung.

The Situational Disinhibition Scale: A Pilot Validation Study.

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