

EDUCATION

- Doctor of Education, 2001 - Educational Leadership.
Nova Southeastern University, Fort Lauderdale, Florida.
- Master of Business Administration, 1989.
Texas Tech University. Lubbock, Texas.
- Bachelor of Science, 1986 - Restaurant, Hotel & Institutional Management.
Texas Tech University. Lubbock, Texas

PROFESSIONAL EXPERIENCE

ADMINISTRATIVE APPOINTMENTS:

- Dean (May 2019 – present)
Faculty of Hospitality and Tourism Management
Macau University of Science and Technology
 - Chief Academic Officer for both graduate (Masters and Doctoral) and Undergraduate degrees totaling about 2,000 students
 - School consist of 50 FTE faculty (35 fulltime faculty)
 - Oversee operation of laboratories and guesthouse
 - Daily operation including academics, financial, technology, and facilities planning & management
- Assistant Dean & Director (Aug. 2014 – October 2018)
School of Hospitality and Tourism Management
College of Human Sciences, Oklahoma State University
 - Chief Academic Officer for both graduate (Masters and Doctoral) and Undergraduate degrees
 - School consist of 18 FTE faculty (21 head count, including adjunct faculty)
 - Oversee operation of two restaurants with annual sales of over \$1 million
 - Daily operation including academics, financial, technology, and facilities planning & management
- Associate Chairperson (Jan. 2008 – Dec. 2008)
Department of Nutrition, Hospitality, & Retailing
College of Human Sciences (COHS), Texas Tech University
 - Oversee the general operation including academics, financial, technology, and facilities planning.
 - Financial management for Skyviews Laboratory Restaurant.
- Associate Dean for Operations (2001 - 2004)
College of Human Sciences (COHS), Texas Tech University
 - Oversee the general operation of COHS, including financial, technology, and facilities planning.
 - Financial management for Skyviews Laboratory Restaurant.
- Assistant Chairperson: January 1992 - 2001
Department of Education, Nutrition and Restaurant/Hotel Management
College of Human Sciences (COHS), Texas Tech University
 - Department consist of 29 FTE faculty (40 head count, including part-time faculty, research, and teaching assistants.), 650 students, five staff members, three undergraduate programs, four masters programs, and two doctoral programs
 - Manage departmental budget of \$1.3 million

- Oversee over thirty additional departmental and scholarship accounts, including a revenue account with annual cash flow of about \$500,000
- Oversee operation of Skyviews, student operated laboratory restaurant open to the public. Responsible for activities of restaurant managers, teaching assistants, and 175 students working in restaurant each week (serve over 1,000 patrons weekly)
- Class scheduling and enrollment projection.
- Assistant Director: January 1991 - December 1991
Center for Restaurant, Hotel & Institutional Management, Texas Tech University
 - Primary responsibilities include managing departmental operation budget, faculty salary budget, and other operation related accounts.
 - Supervisor for all food laboratory related activities, including scheduling of teaching assistants, managing revenue accounts, and coordinating lab sites.
 - Other duties include class scheduling and supervising all teaching assistants.

TEACHING APPOINTMENTS:

Macau University of Science and Technology – Faculty of Hospitality and Tourism Management

- Professor (2019 – present)

Oklahoma State University – School of Hospitality and Tourism Management

- Professor (2014 – 2019)

Texas Tech University - Department of Nutrition, Hospitality & Retailing

- Professor (2012 – 2014)
- Associate Professor (2007 – 2012)
- Assistant Professor (2001 - 2007)
- Instructor (1989 - 2001)

Bangkok University – School of Hospitality and Tourism Management

- Fulbright Scholar (August, 2012 – January, 2013)

TEACHING ACTIVITIES:

- Courses Taught at Macau University of Science and Technology
 - Strategic Tourism Management (Doctoral)
 - Decision Making Accounting in Hotel Industry (Master)
 - Professional English for Hospitality (undergraduate)
- Courses Taught at Oklahoma State University:
 - Hospitality and Tourism Industry Speakers Series
 - Introduction to Hospitality Accounting
- Courses Taught at Texas Tech University:
 - Hospitality Cost Control I (Financial Accounting) *
 - Hospitality Cost Control II (Managerial Accounting) *
 - Hospitality Mentoring *
 - Hospitality Management

- Community Engagement
- Hospitality Entrepreneurship *
- Hospitality Field Study Tour *
- Contemporary Issues in Hospitality *
- Hospitality Cost Control III (Financial Management) *
- Perspective in RHIM
- Community Engagement *
- Hospitality Control *
- Advanced Hospitality Financial Management *
- Advanced Hospitality Control *
- Grants and Project Funding *
- Community Action, Involvement and Leadership *
- Research
- Dissertation

* Developed Course

DIRECTION OF GRADUATE STUDENTS:

Doctoral Committee Chair:

1. Chao-Jen (Frank) Tsai, Ph.D., 2003
2. Ning Kuang Chuang, Ph.D., 2004
3. Young Hoon Kim, Ph.D., 2007
4. Ju-Yu, Ho, Ph.D., 2008
5. Bobbi Padgett, Ph.D., 2009
6. Ho Kai Chan, Ph.D., 2010
7. Dean Yin, Ph.D., 2011
8. Joyce Huang, Ph.D., 2011
9. Kwang Woo Lee, Ph.D., 2012
10. Hyo Jin Kim, Ph.D., 2012
11. Ken Tsai, Ph.D., 2013
12. Ilhan Demirer, 2013
13. Hyun-Woo Joung, 2013
14. Nae-Hyun Jin, 2013
15. Bee-Lia Chua, 2014
16. Matt Haney , 2014

Doctoral Committee:

1. Hung Ching-Wen, Ph.D., 2006
2. Zhang Jianren, Ph.D., 2006
3. Sean Barth, Ph.D., 2007
4. Piyavan Sukalakamala, Ph.D., 2008
5. Sophie Chang Wang Ching, Ph.D., 2010
6. Elbia Galo, Ph.D., 2010
7. Sirijin Wongjarupun, Ph.D., 2010
8. Dong Soo Lee, Ph.D., 2011
9. Emily Lin, Ph.D., 2012
10. Eun-Kyong Choi, Ph.d.,2013
11. Danny Chang, Ph.D., 2014
12. Hyereon Lee
13. Harold Lee
14. Hyunsuk Choi, Ph.D., 2015
15. Matt Haney, Ph.D., 2014

Masters Student Committees:

1. Jill Godfrey, M.S., 2009
2. Christina Kayfus, M.S., 2009
3. Megan Smith, M.S., 2009
4. Amanda Kidwell Wilson, M.S., 2009
5. Celia Henley, M.S., 2009
6. Mario Garcia, M.S., 2010 [Chair]
7. Jo Jang Woo, M.S., 2014 (projected)

TEACHING AWARD AND HONORS:

Oklahoma State University:

- Lanphere Professor

Texas Tech University:

- College Nominee for the President's Academic Achievement Award, 2013.
- Fulbright Scholar, 2012 – Teaching and Research at Bangkok University, Bangkok, Thailand.
- Recipient of Kathryn Burrelson Faculty Service Award, 2011.
- Recipient of President's Excellence in Teaching Award, 1999 & 2010.
- College Nominee for the Chancellor's Distinguished Teaching Award, 2008.
- College Nominee for the President's Academic Achievement Award, 2004
- Recipient of Spencer Wells Excellence in Teaching Award 2001.
 - Nominated by faculty for creativity and excellence in teaching, as attested by students, faculty, and administrators.
- Member of the Texas Tech University Teaching Academy (1999 – present)
 - Nominated by current Academy member, must show evidence of teaching excellence and an interest in promoting teaching improvement.

REFEREED ARTICLES:

- Agyeiwaah, E., Dayour, F., Otoo, F., & **Goh, B.K.** (2021) Understanding backpacker sustainable behavior using the tri-component attitude model. *Journal of Sustainable Tourism*, 29(7).
- Wu, J., Tang, J., & **Goh, B.K.** (2020) Exploring the Influence of Audiences' Subjective Well-Being in Sport Event: The Moderating Role of Leisure Engagement. *Tourism & Management Studies*, 16(1).
- Chua, Bee-Lia, **Goh, B.K.**, Huffman, Lynn; et al. (2016) Cruise Passengers' Perception of Key Quality Attributes of Cruise Lines in North America. *Journal of Hospitality Marketing and Management*, 25(3).
- Choi, E.K., Fowler, D., **Goh, B.K.**; et al. Social Media Marketing: Applying the Uses and Gratifications Theory in the Hotel Industry. *Journal of Hospitality Marketing and Management*, 25(7).
- Joung, H., **Goh, B.K.**, Huffman, L., Yuan, J., & Surles, J. (2016) Investigating Relationships between Internal Marketing. *International Journal of Hospitality and Tourism Administration*. 27(7).
- Joung, H.-W., **Goh, B.K.**, Huffman, L., Yuan, J., & Surles, J. (2016). Investigating relationships between internal marketing practices and employee organizational commitment in the foodservice industry. *International Journal of Contemporary Hospitality Management*, 28(2).
- Joung, H.-W., Choi, E.-K., & **Goh, B.K.** (2015). The impact of perceived service and food quality on behavioral intentions in continuing care retirement communities: A mediating effect of satisfaction. *Journal of Quality Assurance in Hospitality and Tourism*, 16(3).
- Jin, N., **Goh, B.K.**, Huffman, L., & Yuan, J. (2015). Predictors of perceived restaurant innovativeness and innovative outcomes in chain restaurants: Moderating roles of age and gender. *International Journal of Hospitality Management*. 24(5), 457-485.
- Chua, B., Lee, S., **Goh, B.K.**, & Han, H. (2015). Impacts of cruise service quality and price on vacationers' cruise experience: Moderating role of price sensitivity. *International Journal of Hospitality Management*, 44(2015), 131-145.

- Chua, B., **Goh, B.K.**, Huffman, L., Jai, C., & Karim, S. (Accepted-2016). Cruise Passengers' Perception of Key Quality Attributes of Cruise Lines in North America. *Journal of Marketing and Management*.
- Chua, B., **Goh, B.K.**, Jin, N., & Lee, S. (Accepted). Influence of mechanic, functional, and humanic clues on customers' experiential value and behavioral intention in full service restaurants. *Journal of Foodservice and Business Research*. 17(2)
- Padgett, B., Kim, H., & **Goh, B.K.** (2014). The usefulness of the theory of planned behavior: Understanding U.S. fast-food consumption of Chinese generation Yers. *Journal of Food Service Business Research*. 16(5), pp. 486-505
- Jin, N., **Goh, B.K.**, & Line, N., (2013). Experiential Value, Relationship Quality, and Customer Loyalty in Full-Service Restaurants: The Moderating Role of Gender. *Journal of Hospitality Marketing and Management*. 22(7), pp.679-700.
- **Goh, B.K.**, Garcia, M., Joung, H.W., & Fowler, D. (2013). Residents' satisfaction with foodservice at a continuing care retirement community: A pilot study. *Journal of Quality Assurance in Hospitality and Tourism*.14(2).
- Jin, N.H., Chua, B.L., & **Goh, B.K.** (2012). Experiential value, relationship quality, and customer loyalty in full-service restaurants: The moderating role of gender. *Journal of Hospitality Marketing and Management*. (Accepted)
- Fowler, D.C., Lauderdale, M., **Goh, B. K.**, and Yuan, J.J. (2012). Safety Concerns of International Shoppers in Las Vegas. *International Journal of Culture, Tourism, and Hospitality Research* 6(3), pp.238 – 249.
- Yuan, J.J., Fowler, D.C., **Goh, B. K.** and Lauderdale, M. (2012). Mexican Cross-Border Shoppers' Motivations to the United States. *International Journal of Culture, Tourism, and Hospitality Research*. 6 (1). In press.
- Kim, Y.H., Kim, M., **Goh, B.K.**, & Antun, J.M. (2011). The role of money: The impact on food tourists' satisfaction and intention to revisit food events. *Journal of Culinary Science and Technology*, 9(2), 85-98.
- Barber, N., Goodman, R.J., & **Goh, B.K.** (2011). Restaurant consumers repeat patronage: A service quality concern. *International Journal of Hospitality Management*, 30(2), 329-336.
- Kim, Y. H., Kim, M., & **Goh, B. K.** (2011). An examination of food tourist's behavior: Using the modified theory of reasoned action. *Tourism Management*, 32 (2011), 1159-1165.
- Jeon, M.-S., Lee, K.-W., and **Goh, B. K.** (2011). Increasing Student Learning: Factors Influencing Hospitality Students' Intention to Engage in Community Service. *Journal of Hospitality & Tourism Education*. 23(3).
- Joung, H.W., Kim, H.S., Choi, E.K., Kang, H.O., **Goh, B. K.** (2011). University Foodservice in South Korea: A Study of Comparison between University Operated Restaurant and External Foodservice Contractors. *Journal of Foodservice Business Research*, 14(4).
- Lauderdale, M., Fowler, D., **Goh, B. K.**, & Yuan, J. (2011). Tourists' perception of personal safety in the United States: An international perspective. *Electronic Journal of Hospitality Legal, Safety and Security Research*, 5(1).

- Henley, C. D., Fowler, D., Yuan, J., Stout, B., & **Goh, B.K.** (2011). Label design: Impact on millennial's perceptions of wine. *International Journal of Wine Business Research*, 23(1).
- Kim, Y. H., Kim, M., & **Goh, B. K.** (2010). A comparison between first-timers and repeaters at a food event. *Journal of Culinary Science and Technology*, 7(4), 239-249.
- Kizildag, M., Barber, N., & **Goh, B.K.** (2010). Managing Investment Revenue (Restaurant). *International Journal of Revenue Management*. 4(2).
- Kim, Y. H., **Goh, B. K.**, Yuan, J.J. (2010). Development of a multi-dimensional scale for measuring food tourist motivations at a food event. *Journal of Quality Assurance in Hospitality and Tourism*, 11(1), 56-71.
- Kim, Y.H., Kim, M.C., **Goh, B.K.**, & Han, J.S. (2009). A Development of Instrument for Luxury Hotel Websites' Assessment: Using the Modified Balanced Scorecard and Analytical Hierarchy Process (BSCAHP). *Korean Journal of Hospitality Administration*, 18(5), 277-287.
- Kim, Y.H., Yuan, J., **Goh, B.K.**, & Antun, J.M. (2009). Web Marketing in Food Tourism: A Content Analysis of Web Sites in West Texas. *Journal of Culinary Science & Technology*, 7(1), 52-64.
- Yuan, J., Wu, C.K., Zhang, J., **Goh, B.K.**, & Stout, B. (2008). Chinese Tourist Satisfaction with Yunnan Province, China. *Journal of Hospitality & Leisure Marketing (special thematic issue on marketing in China)*, 16(1/2), 181-202.
- Chuang, N.K., **Goh, B.K.**, Stout, B.L., Dellmann-Jenkins, M. (2007). Hospitality undergraduate students' career choices and factors influencing commitment to the profession. *Journal of Hospitality & Tourism Education*, 19(4), 28-37.
- **Goh, B.K.**, & Stout, B.L. (2007). Interviews of Users of the Lubbock International Airport. *E-Review of Tourism Research*. 5(4), August 2007. <http://ertr.tamu.edu/futureissues.cfm>
- Tsai, Frank, **Goh, B.K.**, & Huffman, L. (2007). Bridging Hospitality Education and The Industry: A Delphi Study of Competency Assessment for Lodging Entry-Level Management Trainees in Taiwan. *China Tourism Journal*, 3(2).
- Tsai, F., **Goh, B.K.**, Huffman, L., & Wu, K. (2006) Competency Assessment for Entry-level Lodging Management Trainees in Taiwan. *The Journal of Chinese Economy*. 39(6).
- Ho, J.Y., **Goh, B.K.**, Wu, K., & Yuan, J. (2006) A Preliminary Study On Local Employees' Equity Perception In International Tourist Hotels In Taiwan: An Equity Theory Perspective. *E-Review of Tourism Research*. <http://ertr.tamu.edu/index.cfm/>
- Ho, J.Y., **Goh, B.K.**, Wu, K., & Stout, B. (2006). Hotel Performance Reviews in the Greater China Area. *E-Review of Tourism Research*. <http://ertr.tamu.edu/index.cfm/>
- Blum, S.C., **Goh, B.K.**, and Lin, F.Y. (2003). Cultural diversity and mentoring: Tracking stereotype changes. *Journal of Hospitality and Tourism Education*. Fall 2003 Vol 15(3), 6-10.

- Stout, B., **Goh, B.K.**, Wu, K., and Huffman, L. (2002). An assessment of self-awareness and personality type of participants in a hospitality training program. TAFCS Research Journal. 7-8.
- Blum, S., Dodd, T., and **Goh, B.K.** (2001). Hospitality executive perceptions of an on-line graduate degree program. FIU Hospitality Review, Fall (2001) Vol 18(2), 1-9.
- Blum, S.C., Dodd, T.H. and **Goh, B.K.** (2001). The development of a graduate distance education program in hospitality management. Journal of Hospitality and Tourism Education, 12(1).

INVITED SPEAKER:

- October 2021. United Nation World Tourism Organization and Pacific Asia Tourism Association – Forum on Tourism Trends and Outlook. Rural Tourism Development and Internship, Guilin, China.
- November 2021. Wynn Academy Distinguished Speaker Series: Food Service and Hospitality Trends – Post Pandemic. Macau SAR.
- October 2019. University of Seoul: Tourism Impact in Macau SAR. Seoul, South Korea.
- November 2019. Xiamen University: Tourism Impact in Macau SAR. Xiamen, China.

NON-REFEREED ARTICLES & INDUSTRY REPORTS:

- Lee, S.-M., Kim, H.-S., **Goh, B.K.**, Joung, H.-W. (2009). Menu engineering analysis for healthy (well-being) menus served by foodservice for business and industry. Hosteur. 18(2)
- Chan, H.K., Lauderdale, M., & **Goh, B.K.** (2007). Accessible Tourism in Taiwan: Attitudes and Perceptions of Lodging Personnel and People with Mobility Disabilities. Hosteur. 16(1).
- **Goh, B.K.**, Stout, B.L., Wu, K., & Yuan, J. (2006). Lubbock Preston Smith International Airport Survey. Lubbock Convention and Visitor Bureau, Technical Report.
- Tsai, F. & **Goh, B.K.** (2003). Economic Impact of the Vatican Exhibit on Lubbock's Economy. Lubbock Convention and Visitor Bureau, Technical Report.
- Adams, C., **Goh, B.K.**, and Blum, S. (2000). Preparing to Interview. Hosteur. 9(3).
- Shane, L.M. and **Goh, B.K.** (1999). Ethics in hospitality industry: Are you tuned in? ". Hosteur, 8(3). (Electronic journal - www.chrie.org)
- **Goh, B.K.** (1999). Management training: Is it necessary? Hosteur, 8(3). (Electronic journal - www.chrie.org)

BOOKS & COURSE MANUALS:

- **Goh, B.K.** 2011. Hospitality Managerial Cost Control. Great River Technology (Kendall Hunt). Dubuque, Iowa.
- **Goh, B.K.** 2011. Hospitality Financial Cost Control. Great River Technology (Kendall Hunt). Dubuque, Iowa.
- Fowler, D., & **Goh, B.K.** 2011. Category Management. Prentice Hall. Columbus, Ohio
- **Goh, B.K., & Fowler, D.** Retail Buying. Prentice Hall. Anticipated completion: Fall 2011.
- **Goh, B.K.** 2006. Hospitality Cost Control. Copy Outlet, Lubbock, Texas.
- **Goh, B.K.** 2005. Hospitality Managerial Cost Control. Copy Outlet, Lubbock, Texas.

REFEREED PRESENTATIONS & CONFERENCE PROCEEDINGS:

- Haney, M., **Goh, B.K.**, & Huffman, L. 2014. Back to Reality: An exploratory study of reality television tourism. Proceedings of 19th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas.
- Lee, H., **Goh, B.K.**, & Erdem, M. 2014. Analyzing User-Generated Social Media Content of Las Vegas Casino Resorts. 2014. Proceedings of 19th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas.
- Suttikan, C., & **Goh, B.K.** 2014. The Development of the Local Products Sales Center to Attract Tourist Nakha Village, Udon Thani Province, Thailand Proceedings of 19th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas.
- Joung, H.W., **Goh, B.K.**, Huffma, L. & Yuan, J. 2013. Investigating Relationships between Internal Marketing Practices and Employee Organizational Commitment in the Foodservice Industry. Proceedings of 18th Annual Graduate Student Research Conference, Seattle, Washington.
- Jin, N., Lee, D.S., & **Goh, B.K.** 2013. Predictors of perceived restaurant innovativeness and innovative outcomes in chain restaurants: Moderating roles of age and gender. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.
- Joung, H.W., Lee, D.S., & **Goh, B.K.** 2013. Evaluation of Utilizing Guest Speakers in Hospitality and Tourism Programs. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.
- Demirer, I., Memarzadeh, F., & **Goh, B.K.** 2013. Effectiveness of Asset and Cost Retrenchment in the Restaurant Industry. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.

- Jin, N., Ann, S.H., Line, N., & **Goh, B.K.** 2013. The full-service dining experience: An assessment of the generation-specific determinants of customer loyalty. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.
- Joung, H.W., & **Goh, B.K.** 2012. Conceptual framework of service quality, customer satisfaction, and behavioral intention in restaurant settings: The moderating role of surprise. CHRIE Conference, Providence, Rhode Island.
- Jin, N.H., Chua, B., Lee, S.M., & **Goh, B.K.** 2012. The impact of experiential values on relationship quality and customer loyalty: Moderating role of gender. CHRIE Conference, Providence, Rhode Island.
- Jin, N.H., Lee, S.M., & **Goh, B.K.** 2011. Green practice in hotels: Value-attitude behavior. CHRIE Conference, Denver, Colorado.
- Lee, K.W., Joung, H.W., & **Goh, B.K.** 2011. The effectiveness of guest speakers in the hospitality and tourism program. CHRIE Conference, Denver, Colorado.
- Joung, H.W., Choi, E.K., Lee, K.W., & **Goh, B.K.** 2011. Perceived quality, satisfaction, and behavioral intentions: The moderating role of health status in continuing care retirement communities. CHRIE Conference, Denver, Colorado.
- Kizildag, M., & **Goh, B.K.** 2011. Asset growth & the cross-section of hospitality stock returns. CHRIE Conference, Denver, Colorado.
- Choi, E.-K., Wilson, A., Fowler, D., & **Goh, B.K.** 2011. An analysis of freshmen students' motivation to eat at on-campus dining facilities. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.
- Joung, H.-W., Choi, E.-K., & **Goh, B.K.** 2011. Perceived service and food quality, satisfaction, and behavioral intentions in senior retirement communities. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.
- Choi, E.-K., Padgett, B.C., Fowler, D., & **Goh, B.K.** 2011. Applying the theory of planned behavior to Chinese millennial's purchase behavior on foreign fast food restaurants. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.
- Jin, N.-H., Choi, H.-S., & **Goh, B.K.** 2011. Examining the relationship among E-SERVICEQUAL, relational benefits, and relationship quality in online tourism portals: The moderating role of personality traits. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.
- Fowler, D., Celia, H.D., Yuan, J., Stout, B., & **Goh, B.K.** 2010. Wine marketing to millennials. CHRIE Conference, San Juan, Puerto Rico, USA.
- Demirer, I., Lee, D.S., & **Goh, B.K.** 2010. The effects of Financial Factors and Risk on Firm Performance: Evidence from U.S. Lodging Companies. CHRIE Conference, San Juan, Puerto Rico, USA.
- Kim, H.-S., Kim, H.-P., Kang, H.-O., & **Goh, B.K.** 2010. A Hotels' Financial Performance Using RevPar (Revenue Per Available Room). CHRIE Conference, San Juan, Puerto Rico, USA.

- Fowler, D.C., Wilson, A.K., Yuan, J.J., & **Goh, B.K.** 2010. University Food Service Attributes: Millennial's Preferences. CHRIE Conference, San Juan, Puerto Rico, USA.
- Chuang, N.K., Hu, S.M., Yeh, R. & **Goh, B.K.** 2010. Guest Complaints and Employee Training. CHRIE Conference, San Juan, Puerto Rico, USA.
- Joung, H.-W., Choi, E.-K., & **Goh, B.K.** 2010. Training Motivational Factors as Predictors of Employees' Training Satisfaction in Foodservice Operation. CHRIE Conference, San Juan, Puerto Rico, USA.
- Fowler, D.C., Henley, C.D., Yuan, J.J., Stout, B.L., & **Goh, B.K.** 2010. Marketing Wine to Millennials. CHRIE Conference, San Juan, Puerto Rico, USA.
- Kim, H.-S., Lee, S.-M., **Goh, B.K.**, & Yuan, J.J. 2010. Assessing College Students' Satisfaction with University Foodservice. Proceedings of 15th Annual Graduate Student Research Conference, Washington D.C.
- Joung, H.-W., Choi, E.-K., Kang, H.-O., & **Goh, B.K.** 2010. University Foodservice in South Korea: A Study of Comparison between University Operated Restaurant and External Foodservice Contractors. Proceedings of 15th Annual Graduate Student Research Conference, Washington D.C.
- Wu, T. H., **Goh, B.K.**, & Chan, H. K. 2009. Taiwanese Online Hospitality Shopper: Impact of Motivation and Concern. CHRIE Conference, San Francisco, California.
- Yin, D., Chuang, N. K., **Goh, B.K.**, Boyce, J. & Yuan, J. 2009. Competency Profiles among Hotel Chefs. CHRIE Conference, San Francisco, California.
- Ho, J. Y., **Goh, B.K.**, & Chuang, N. K. 2009. Hotel Expatriates Motivations to Work overseas and their Competencies for Success. CHRIE Conference, San Francisco, California.
- Chan, H.K., Wu, T.H., Lauderdale, M., & **Goh, B.K.** 2009. Customer Needs, Satisfaction and Loyalty Analysis of Travelers With Disability in the Lodging Industry. Proceedings of 14th Annual Graduate Student Research Conference, Las Vegas, Nevada.
- Kizildag, M., Yuan J., & **Goh, B.K.** 2008. Investment Decision Criteria of the U.S. Hotel Companies For Turkey. CHRIE Conference, Atlanta, Georgia.
- Yin, D., Boyce, J., **Goh, B.K.**, Yuan, J., & Chuang, N. K. 2008. Young Hotel Chefs' Self-Directed Career Development. Proceedings of 13th Annual Graduate Student Research Conference, Orlando, Florida. (pp. 308 -311)
- Kizildag, M. & **Goh, B.K.** 2008. Investment Decision Criteria of the U.S. Hotel Companies For Turkey. Proceedings of 13th Annual Graduate Student Research Conference, Orlando, Florida. (pp. 318 -320)
- Jeon, M.S., Kim Y.H., & **Goh, B.K.** 2008. An Evaluation of the Nutritional Quality of Lunch Meals Served by Elementary Schools in United States and Republic of Korea. Proceedings of 13th Annual Graduate Student Research Conference, Orlando, Florida. (pp. 1193 -1197)
- Ho, J. Y. & **Goh, B.K.** 2008. The internship experiences of hospitality students as hotel receptionists. Advances in Hospitality and Tourism Research Volume XIII. 13th Annual Graduate Conference.

- Yuan J., Lauderdale, M., **Goh, B.K.**, & Fowler, D. 2007. International Tourists' Perception of Personal Safety When Traveling in the United States. Society for Marketing Advances (SMA) Conference.
- **Goh, B.K.**, Fowler, D., Lauderdale, M., & Yuan J. 2007. Mexicans Shopping in the United States—An Economic Force in Texas. Society for Marketing Advances (SMA) Conference.
- Wongjarupun, S., Tsai, K., & **Goh, B.K.** 2007. Exploring Service Quality on Board the Nippon Maru: The Ship for Southeast Asian Youth Program (SSEAYP). In Zou Tongqian (Ed.) Proceedings of 13th Asia Pacific Travel Association and the 5th Asia Pacific CHRIE Joint Conference.
- Sukalakamala, S., **Goh, B.K.**, & Huffman, L. 2007. The Association Between Cost Analysis and Portion Size Offerings in the US Restaurant Industry. In Hsu, Cathy and Tsai, Henry (Eds.) Advances in Hospitality and Tourism Research Volume XII. (pp. 1299-1305)
- Ho, J., **Goh, B.K.**, Stout, B.L., & Kim, Y.H. 2007. Hotel Performance Reviews in China, Hong Kong, and Taiwan: The Impact of the SARS outbreak. In Hsu, Cathy and Tsai, Henry (Eds.) Advances in Hospitality and Tourism Research Volume XII. (pp. 1508-1512)
- Kim, Y.H., Tsai, F., & **Goh, B.K.** 2007. Why Extrinsic Motivation is Not Working for Hospitality Employees: An Internal Approach. In Hsu, Cathy and Tsai, Henry (Eds.) Advances in Hospitality and Tourism Research Volume XII. (pp. 1420-1423)
- Tsai, C.H., **Goh, B.K.**, & Stout, B.L. 2007. Visitors' Travel Experience in Lubbock, Texas and their Satisfaction with the Lubbock International Airport. In Hsu, Cathy and Tsai, Henry (Eds.) Advances in Hospitality and Tourism Research Volume XII. (pp. 1695-1700)
- Tsai, C.H., **Goh, B.K.**, & Fowler, D.C. 2007. Assessment of Mixed Use Shopping Centers: Key Factors of Success for Restaurants. In Hsu, Cathy and Tsai, Henry (Eds.) Advances in Hospitality and Tourism Research Volume XII. (pp. 1245-1250)
- Ho, Z., **Goh, B.K.**, & Chuan, N.K. 2006. Three Years of Hotel Performance Reviews in China, Hong Kong, and Taiwan. In Chen, Yulan, Chen, Jui-Mei, Ai, Hsinhsin and Yu, Su-Lin. (Eds.) Proceedings of 12th Asia Pacific Travel Association and the 4th Asia Pacific CHRIE Joint Conference. (pp. 2199-2205)
- **Goh, B.K.**, Stout, B.L., & Tsai, C.H. 2006. Lubbock International Airport Survey. In Chen, Yulan, Chen, Jui-Mei, Ai, Hsinhsin and Yu, Su-Lin. (Eds.) Proceedings of 12th Asia Pacific Travel Association and the 4th Asia Pacific CHRIE Joint Conference. (pp. 1997-2006)
- **Goh, B.K.**, Fowler, D.C., Huffman, V.L., & Tsai, C.H. 2006. Assessment of Mixed Use Shopping Centers: Key Factors of Success for Restaurants. In Chen, Yulan, Chen, Jui-Mei, Ai, Hsinhsin and Yu, Su-Lin. (Eds.) Proceedings of 12th Asia Pacific Travel Association and the 4th Asia Pacific CHRIE Joint Conference. (pp. 1881-1889)
- Harp, S., Padgett, B., Hong, S., & **Goh, B.K.** 2006. Challenges of Building Customer Loyalty in the U.S. College Bookstore Market. 13th Int. Conference of the European Institute of Retailing and Services Studies. Budapest, Hungary.
- Kim, Y.H., **Goh, B.K.**, & Chuang, N.K. 2006. Community Engagement Class For Hospitality Management Programs. Advances in Hospitality and Tourism Research Volume XI. (pp. 190-192 A)

- Zhang, H., Stout, B., Wu, C.K., **Goh, B.K.**, & Yuan, J. 2006. Recording Of American Volunteer Group Memories An Evaluation Of The Victory 60 Years of Anti Fascist War Veterans Reunion---Yunnan Tour. *Advances in Hospitality and Tourism Research Volume XI.* (pp. 24-29 C)
- Ho, J.Y., **Goh, B.K.**, Wu, C.K., Yuan, J., & Stout, B. 2006. Performance Reviews of Hotels in Greater China Area. *Advances in Hospitality and Tourism Research Volume XI.* (pp. 36-40)
- Ho, J.Y., **Goh, B.K.**, Wu, C.K., & Yuan, J. 2006. A Preliminary Study On Local Employees' Equity Perception In International Tourist Hotels In Taiwan: An Equity Theory Perspective. *Adv. in Hospitality and Tourism Research Volume XI.* (pp. 37-40 C)
- Padgett, B.C., **Goh, B.K.**, & Harp, S. 2006. A Marketing Research Approach to Building a Customer Profile for a Casual Dining Restaurant. *Advances in Hospitality and Tourism Research Volume XI.* (pp. 21-24)
- McDaniel, S., Tsai, K., **Goh, B.K.**, Yuan, J. & Wu, C.K. 2006. Determining the Customer Based Image Perception of a Restaurant Chain. *Advances in Hospitality and Tourism Research Volume XI.* (pp. 36-41)
- Yuan, J., Zhang, H., Wu, C.K., **Goh, B.K.**, & Stout, B. 2005. Tourist Satisfaction with Yunnan Province, China. In Qu, Hailin. (Ed) *Proceedings of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference.* (pp. 456-460)
- **Goh, B.K.**, Tsai, F., & Huffman, L. 2005. Competency Assessment for Entry-level Lodging Management Trainees in Taiwan. In Qu, Hailin. (Ed) *Proceedings of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference.* (pp. 414-421)
- Kim, Y. & **Goh, B.K.** 2005. Impacts Of Brand Marketing In Hospitality Industry: The Methods Of Menu Strategy And Consumer Behavior In A Medium-sized City. In Mills, J., Lalopa, M., & Kline, S. (Eds.) *Advances in Hospitality and Tourism Research Volume X.* (pp. 422-424)
- Tsai, F., **Goh, B.K.**, & Huffman, L. 2005. Bridging Hospitality Education And The Industry: A Delphi Study Of Competency Assessment For Lodging Entry-level Management Trainees In Taiwan. In A Medium-sized City. In Mills, J., Lalopa, M., & Kline, S. (Eds.) *Advances in Hospitality and Tourism Research Volume X.* (pp. 988-999)
- Chuang, N.K., **Goh, B.K.**, & Stout, B. 2005. Factors that Affect Hospitality Undergraduate Students' Career Intentions in the Hospitality Industry after Graduation. In Mills, J., Lalopa, M., & Kline, S. (Eds.) *Advances in Hospitality and Tourism Research Volume X.* (pp. 235-238)
- Chuang, N.K., & **Goh, B.K.** 2005. Hospitality Undergraduate Students Commitment toward their Career Choices in the Hospitality Industry after Graduation. In Mills, J., Lalopa, M., & Kline, S. (Eds.) *Advances in Hospitality and Tourism Research Volume X.* (pp. 230-234)
- Huffman, L., & **Goh, B.K.** 2004. An analysis of external funding in hospitality programs. CHRIE Conference, Philadelphia, PA.
- Chuang, N.K., **Goh, B.K.**, Blum, S., & Watts, E. 2004. The effectiveness of government tourism websites as a marketing Tool - A Content Analysis. In DeFranco, A. and Abbot, J. (Eds.) *Advances in Hospitality and Tourism Research Volume IX.* (pp. 162-168)

- Tsai, F., **Goh, B.K.**, & Watts, E. 2004. Analysis of Research Themes, Methodologies, and Statistical Techniques through Content Analysis of Two Leading Hospitality Management Journals. In DeFranco, A. and Abbot, J. (Eds.) *Advances in Hospitality and Tourism Research Volume IX*. (pp. 769-776)
- Harp, S. S. Payne, K. J. **Goh, B.K.** & Sanchez, A. 2003. Service Learning in the Merchandising Curriculum: Creating Community Alliances for Student Learning. International Textile and Apparel Association Annual Meeting, Savannah, Georgia.
- Tsai, F., **Goh, B.K.**, Wu, C., & Stout, B. 2003. Impact of a Special Exhibit at a University Affiliated Museum on the Local Economy. In Qu, H. and Moreo, P. (Eds.) *Advances in Hospitality and Tourism Research Volume VIII*. (pp. 671-674)
- Chuang, N.K., Wu, C.K., Stout, B., & **Goh, B.K.** 2003. Factors Influencing Taiwan Outbound Package Tour Satisfaction Level. In Qu, H. and Moreo, P. (Eds.) *Advances in Hospitality and Tourism Research Volume VIII*. (pp. 103-106)
- May, J., Sanchez, A., & **Goh, B.K.** 2003. Perceptions of Physical Dining Environment and Plate Waste in Middle/Junior High Schools. In Qu, H. and Moreo, P. (Eds.) *Advances in Hospitality and Tourism Research Volume VIII*. (pp. 445-448)
- Ninov, I., Tsai, F. Sanchez, A., & **Goh, B.K.** 2003. Alcohol Consumption and Tipping Behavior in Restaurants. In Qu, H. and Moreo, P. (Eds.) *Advances in Hospitality and Tourism Research Volume VIII*. (pp. 449-451)
- Lai, H.S., Wu, K., Stout, B., & **Goh, B.K.** 2003. Analysis of Taiwanese Hospitality Students' Learning Styles and Personality Type. In Qu, H. (Ed.) *Proceedings of CHRIE Conference, Palm Spring, California*.
- Tsai, F., **Goh, B.K.**, Wu, C., & Stout, B. 2003. Impact of a Special Exhibit at a University Affiliated Museum on the Local Economy. In Qu, H. (Ed.) *Proceedings of CHRIE Conference, Palm Spring, California*.
- Lin, F., Blum, S., & **Goh, B.K.** 2002. Cultural Diversity and Mentoring. In DeFranco, A. and Abbott, J. (Eds.) *Advances in Hospitality and Tourism Research Volume VII*. (pp. 396-398)
- Tsai, F., West, J., Carter, C., Wu, K., & **Goh, B.K.** 2002. Identifying Local Restaurant Industry Perceptions of a Special Event in Miami-Dade County, Florida. In DeFranco, A. and Abbott, J. (Eds.) *Advances in Hospitality and Tourism Research Volume VII*. (pp. 542-550)
- Leibfarth, J., Adams, C., **Goh, B.K.**, & Harrelson, B. 2002. Road Trips: The Secret of Effective College Recruitment. In DeFranco, A. and Abbott, J. (Eds.) *Advances in Hospitality and Tourism Research Volume VII*. (pp. 390-392)
- Rocha, J., Stout, B., **Goh, B.K.**, Wu, K., & Huffman, L. 2002. An Assessment of Self-Awareness and Personality Type of Participants in a Hospitality Training Program. In DeFranco, A. and Abbott, J. (Eds.) *Advances in Hospitality and Tourism Research Volume VII*. (pp. 469-474)
- Lin, F., Blum, S., & **Goh, B.K.** 2002. Cultural Diversity and Mentoring: Tracking the Changes on Stereotype. CHRIE Conference, Orlando, Florida.

- Tsai, F., **Goh, B.K.**, Wu, K., West, J., & Carter, C. 2002. Identifying Local Restaurant Industry Perceptions of a Special Event in Miami-Dade County, Florida. CHRIE Conference, Orlando, Florida.
- Blum, S., **Goh, B.K.**, & Huffman, L. 2001. Hospitality Management Education: Realignment of Industry and Program Expectations. Program Book and Exhibit Guide, CHRIE International Conference, Toronto, Canada.
- Hutchinson, M., **Goh, B.K.**, Stout, B., & Huffman, L.M. 2000. Hospitality Management Program: Becoming a Learning Organization. In C. Mock and A. DeFranco (Eds.) *Advances in Hospitality and Tourism Research Volume V*. (pp. 217-219)
- Wu, C.K., **Goh, B.K.**, Goh, B.Y., & Anderson, L.E. 2000. Investigate the Relationship between Customer Satisfaction Level and Profitability of a University Operated for Profit Restaurant/Laboratory. In C. Mock and A. DeFranco (Eds.) *Advances in Hospitality and Tourism Research Volume V*. (pp. 208-210)
- O'neil, G., Huffman, L.M., & **Goh, B.K.** 2000. Implementing the Vision for Moody Hospitality Institute: A first hand analysis of the Strategies and Actions to Make a Partnership Between a Commercial Hotel and a Community College a Successful Reality. In C. Mock and A. DeFranco (Eds.) *Advances in Hospitality and Tourism Research Volume V*. (pp. 448-450)
- Fickes, D., **Goh, B.K.**, & Blum, S.H. 2000. A Survey Model for an Industry Assessment of Hospitality Education. In C. Mock and A. DeFranco (Eds.) *Advances in Hospitality and Tourism Research Volume V*. (pp. 439-441)
- **Goh, B.K.**, & Blum, S.H. 2000. A Model for Hospitality Skills Assessment by Industry Recruiters. CHRIE Conference, New Orleans, Louisiana.
- **Goh, B.K.**, Huffman, L.M. & Chen, P. 1999. Fund Raising: An Alternative Approach. In J. Miller (Ed.) *Advances in Hospitality and Tourism Research Volume IV*. (pp. 92-95)
- Huffman, L.M., **Goh, B.K.** & Longren, C. 1999. The community, the University and the Industry: Partners for the Future. In J. Miller (Ed.) *Advances in Hospitality and Tourism Research Volume IV*. (pp. 54-60)
- Dodd, T.H., Michaud, M. & **Goh, B.K.** 1999. Identification of stakeholders and the marketing and public policy implications of an economic impact analysis. Travel and Tourism Research Association Annual Meeting.
- Blum, S.H, Dodd, T.H., & **Goh, B.K.** 1999. Establishment and appraisal of a graduate distance education curriculum for hospitality executives. CHRIE Annual Meeting. Albuquerque, New Mexico.

NON-REFEREED PRESENTATIONS:

- Joung, H.-W., Choi, E.-K., **Goh, B.K.** 2011. Perceived service and food quality, satisfaction, and behavioral intentions in senior retirement communities. Tenth Annual Graduate Student Research Poster Competition. Texas Tech University.
- Lee, K.W., Joung, H.-W., **Goh, B.K.** 2011. The effectiveness of guest speakers in the hospitality and tourism program. Tenth Annual Graduate Student Research Poster Competition. Texas Tech University.
- Joung, H.-W., Choi, E.-K., **Goh, B.K.** 2010. Training Motivational Factors as Predictors of Employees' Training Satisfaction in Foodservice Operation. Ninth Annual Graduate Student Research Poster Competition. Texas Tech University.
- Sohn, E.M. & **Goh, B.K.** 2009. Transition in the Korean Business Community: Why do Korean Americans look to American Franchise Businesses? Eighth Annual Graduate Student Research Poster Competition. Texas Tech University.
- Sukalakamala, S., **Goh, B.K.**, & Huffman, L. 2007. The Association between Cost Analysis and Portion Size Offerings in the US Restaurant Industry. Sixth Annual Graduate Student Research Poster Competition. Texas Tech University.
- Kim, Y.H., **Goh, B.K.**, Yuan, J., Dodd, T. H. & Stout, B. L. 2007. An investigation of food tourism at food event: an examination of food tourist behavior. Sixth Annual Graduate Student Research Poster Competition. Texas Tech University.
- Kim, Y.H., Yuan, J., & **Goh, B.K.** 2006. Promoting Food Tourism on World Wide Web: An Investigation of Hill Country and Big Bend Areas in Texas. Texas CHRIE, Lubbock, Texas.
- Kim, Y. H., Yuan, J., & **Goh, B.K.** 2006. An examination of food tourism Web-marketing in Texas. Fifth Annual Graduate Student Research Poster Competition. Texas Tech University.
- Kim, Y. H. & **Goh, B.K.** 2006. The community engagement course development in hospitality programs. Fifth Annual Graduate Student Research Poster Competition. Texas Tech University.
- Stout, B. L., **Goh, B.K.**, Tsai, C.H., Wu, C.K., & Yuan J. 2006. Lubbock International Airport Customer Survey. Texas CHRIE, Lubbock, Texas.
- Ho, Z., **Goh, B.K.**, Wu, C.K., & Yuan, J. 2006. A Preliminary Study on Local Employees' Equity Perception in International Tourist Hotels in Taiwan: An Equity Theory Perspective. Texas CHRIE, Lubbock, Texas.
- Kim, Y.H. & **Goh, B.K.** 2006. The Application of Community Engagement in Hospitality Programs. Texas CHRIE, Lubbock, Texas.
- Zhang, J., Stout, B. L., Wu, C.K., **Goh, B.K.**, & Yuan, J. 2006. Demographic and Geographic Characteristics Affecting Yunnan Proving Tourists' Satisfaction with All-inclusive Package Tours. Texas CHRIE, Lubbock, Texas.
- Chan, C.Y., Ho, Z., Lee, Y.Y., Yuan, J., & **Goh, B.K.** 2006. Local Students' Motivations Towards Attending Marital Art Event in Lubbock. Texas CHRIE, Lubbock, Texas.

- Chan, H.K., Wu, T. H., **Goh, B.K.**, & Lauderdale, M.F. 2006. The Perception and Attitude Toward Accessible Tourism by Lodging Personnel and People with Disability in Taiwan. Texas CHRIE, Lubbock, Texas.
- Kim, Y. H., Yuan, J., & **Goh, B.K.** 2006. Promoting food tourism on World Wide Web: an investigation of Panhandle, Big Bend area and Hill Country. College of Human Science Week Poster Session, Lubbock, Texas.
- Kim, Y. H. & **Goh, B.K.** 2006. The community engagement class and its important role in hospitality programs. College of Human Science Research Poster Presentation. Texas Tech University.
- Yu, A., Wu, C.K., Yuan, J., & **Goh, B.K.** 2005. Chinese American Preferences about Beef Purchasing and Consumption in Retail and Restaurant Settings. Texas CHRIE, Dallas, Texas.
- Kim, Y.H., Yuan, J., & **Goh, B.K.** 2005. Promoting Food Tourism on World Wide Web: An Investigation of Panhandle Area in West Texas. Texas CHRIE, Dallas, Texas.
- Wu, C.K., Yuan, J., & **Goh, B.K.** 2005. Determining the Customer-Based Image Perception of a Restaurant Chain. Texas CHRIE, Dallas, Texas.
- Kim, Y. H. & **Goh, B.K.** 2005. Impacts of brand marketing in hospitality industry: the methods of menu strategy and consumer behavior in a medium-sized city. College of Human Science Research Poster Presentation. Texas Tech University.
- Tsai, F., & **Goh, B.K.** 2004. Analysis of Research Themes, Methodologies, and Statistical Techniques through Content Analysis of Two Leading Hospitality Management Journals. College of Human Science Research Poster Presentation. Texas Tech University.
- Liu, M., **Goh, B.K.**, Blum, S., & Shumate, S. 2003. Hospitality management education: Realignment of industry and program expectations. Human Sciences Week, Texas Tech University, Lubbock, TX.
- Chuang, N., Lai, H., **Goh, B.K.**, & Wu, C.K. 2003. The Comparison of Effectiveness Between Computer Assisted Instruction and Traditional Based Lecture in a Hospitality Management Course. College of Human Science Research Poster Presentation. Texas Tech University.
- May, J., Sanchez, A., & **Goh, B.K.** 2003. Alcohol Consumption and Tipping Behavior in Restaurants. College of Human Science Research Poster Presentation. Texas Tech University.
- Liu, M., **Goh, B.K.**, & Blum, S. 2003. Hospitality Management Education: Realignment of Industry and Program Expectations. College of Human Science Research Poster Presentation. Texas Tech University.
- Galo, E., Attebury, G., Park, O.H., Wongkerd, N., & **Goh, B.K.** 2003. Impact of Student Attendance on Final Grade. College of Human Science Research Poster Presentation. Texas Tech University.
- Pitcock, C., Li, Z., Liu, M., Villavicencio, C., Towle, J., & **Goh, B.K.** 2003. An Analysis of Grade and Attendance Correlations in Two Hospitality Control Courses. College of Human Science Research Poster Presentation. Texas Tech University.

- Cheng, S.S., Hung, C.W., Shankaralingam, P., Lee, Y.Y., & **Goh, B.K.** 2003. Correlation of Pre-test and Scores and Final Grade in a Hospitality Control Course at Texas Tech University. College of Human Science Research Poster Presentation. Texas Tech University.
- Tsai, F., **Goh, B.K.**, Stout, B., & Wu, C.K. 2003. Impact of a Special Exhibit at a University Affiliated Museum on the Local Economy. College of Human Science Research Poster Presentation. Texas Tech University.
- Chang, Y.T., Tsai, C.J., Woo, Y., Zhang, J., **Goh, B.K.**, and Huffman, L. 2002. Student and Industry Perception of Hospitality Management Education at Texas Tech University. College of Human Science Research Poster Presentation. Texas Tech University.
- Chuang, N.K., Guo, L., Yasiri, C., Young, K., May, J., **Goh, B.K.**, & Huffman, L. 2002. Parents of East Lubbock Schools Survey: Attitude towards Texas Tech University. College of Human Science Research Poster Presentation. Texas Tech University.
- Sanchez, C., and **Goh, B.K.** 2002. Physical Environment and Plate Waste in Junior High School Foodservice. Texas Tech Undergraduate Research Poster Session.
- Blum, S., & **Goh, B.K.** 2001. Ethnic diversity and mentoring: A welfare-to-work case study. Human Sciences Week, Texas Tech University, Lubbock, TX
- Rocha, J., **Goh, B.K.**, Stout, B., and Huffman, L. 2001. An Assessment of Self-Awareness and Personality Type of Participants in a Hospitality Training Program. College of Human Sciences Research Poster Presentation. Texas Tech University.
- Hutchinson, M., **Goh, B.K.**, Stout, B., and Huffman, L. 2000. Hospitality management program: Becoming a learning organization. College of Human Sciences Research Poster Presentation. Texas Tech University.
- Fickes, D., Blum, S., & **Goh, B.K.** 1999. An industry assessment of hospitality education. Human Sciences Week, Texas Tech University, Lubbock, TX
- Huffman, L., & **Goh, B.K.** 1997. Perceptions of leadership styles: Manager and student. Human Sciences Week, Texas Tech University, Lubbock, TX

GRANTS AND EXTERNAL FUNDING ACTIVITIES:

FUNDED GRANTS:

- Changzhou Project: MICE and Tourism Development of the West Lake District. RMB¥350,000. Xu, Ye, & **Goh, K.B.** 2019 – 2021.
 - Description: Evaluate and exploring the potential of MICE industry expansion in the West Lake area of Changzhou.
- Greater Bay Area Project: Tourism Development of Greater Bay Area during Covid-19. RMB¥250,000. Zhang, Yang, & **Goh, K.B.** 2020-2021.
 - Description: Multi facets study of the tourism development of 9 major cities of Greater Bay Area.
- Evaluation of Residents' Satisfaction with Dining Services. Carillon Senior Community, Lubbock, Texas. \$3,500. **Goh, B.K.**, Joung, H.-W., & Choi, E.-K. May 2010 – September 2010.
 - Description: Evaluate Carillon's current situation and propose ways to improve residents' satisfaction and behavioral intention, explore how service and food qualities influence residents' satisfaction and behavioral intention, and investigate the relationship between retention to restaurant and retention to Carillon.
- Interview Users of Lubbock International Airport. Lubbock International Airport and Lubbock Convention and Visitor Bureau. \$17,000. Stout, B.L., **Goh, B.K.**, Wu, C.K., & Yuan, J. September 2005 – May 2006.
 - Description: Interview departing passengers on their perception and satisfaction of services and facilities provided by Lubbock International Airport. Also to survey perception of non-resident passengers on their perception of Lubbock and spending habits while in Lubbock.
- Service Skills Preparation Project. Worksource of the South Plains, Lubbock, Texas. \$50,000. **Goh, B.K.**, Huffman, L., Lan, W., Tsai, F., and Chuang, N., April – October 2004.
 - Description: provide life skills and service industry job training to chronically unemployed individuals. Classroom training was conducted at the Texas Tech Community and Workforce Academy. On site job training was coordinated with local businesses. Community work was a requirement for participants in this project.
- Computer Learning Lab Project. CH Foundation, Lubbock, Texas. \$35,000. **Goh, B.K.** and COHS. January - December 2003.
 - Description: Provide teaching and laboratory equipment for the set-up of a computer lab at Texas Tech Community and Workforce Academy, located at the former Hunt Elementary School. The computer lab was set-up in response to the East Lubbock community needs.
- Hospitality Skills Preparation Project. South Plains Regional Workforce Development Board, Lubbock, Texas. \$50,000. **Goh, B.K.**, Sanchez, A. and Adams, C., January - May, 2003.
- Hospitality Skills Preparation Project. South Plains Regional Workforce Development Board, Lubbock, Texas. \$180,000. **Goh, B.K.**, Adams, C., Wu, C.K., and Stout, B.L. March - December, 2002.
- Hospitality Skills Preparation Project. South Plains Regional Workforce Development Board, Lubbock, Texas. \$175,000. **Goh, B.K.**, Huffman, L., Adams, C., Wu, C., and Stout, B. March 2001 - February 2002.
 - Description: Provide life skills and hospitality job training to welfare recipients. Classroom training was conducted at the Texas Tech Community and Workforce Academy. On site job training was coordinated with local hotels and restaurants. Placement of participants was integrated into the project. Placement and retention rates were tracked at over 70% six months after completion of training.

- Hospitality Skills Preparation Project. Texas Workforce Commission. \$156,000. **Goh, B.K.** and Huffman, L. 1999 - 2001.
 - Description: Provide life skills and hospitality job training to welfare recipients. Classroom training was conducted at the College of Human Sciences and on site job training was coordinated with local hotels and restaurants.
- Curriculum Alignment for Hospitality Services. Texas Higher Education Coordinating Board. \$65,506. Huffman, L. and **Goh, B.K.** 2002 - 2003.
 - Description: The objective of this project was to create a standardized transfer credit agreement among 2-year colleges and 4-year universities in Texas. In-depth studies of curriculum from each college was performed, recommendation were made to the Texas Higher Education Coordinating Board.
- Posey Micro-Enterprise Incubator Program. Texas Workforce Commission and South Plains Regional Workforce Development Board, Lubbock, Texas. \$250,000. **Goh, B.K.**, Sanchez, A., Blum, S., McComb, R.P., and Fody, M.H. June 1, 2002 - May 31, 2003.
 - Description: The purpose of this project is to provide training to welfare recipients in starting their own business.
- Profiling Food Donors to Charitable Organizations. Kraft Food Foundation. \$18,720. In conjunction with South Plains Food Bank. Dodd,T., **Goh, B.K.**, and Blum, S. 2001.
 - Description: The purpose of this study is to profile restaurants and other food service establishments most likely to donate to charitable organizations such as the Food Bank. The goal was to provide the profile to other charitable organizations to better target their solicitation efforts.

INTERNAL AND OTHER SERVICE GRANTS:

- Developing a One-Stop Workforce Center. College of Human Sciences – Faculty Seed Grant. \$9,000. **Goh, B.K.** 2003, 2004.
- Impact of the Texas Tech University Museum Vatican Exhibit on the Local Economy. College of Human Sciences - Dean's Office. \$1,600. Tsai, C.J., **Goh, B.K.**, Wu, C., and Stout, B. 2002.
- Hospitality Skills Training Project - Partnership with Texas Cities. College of Human Sciences - Multidisciplinary Seed Grant. \$10,000. **Goh, B.K.** and Adams, C. 2001.
- RHIM Becoming a Learning Organization - phase III. Texas Tech University - Southwestern Bell CLEAR Project. \$3,000. 2002. **Goh, B.K.** And Stout, B.
- RHIM Becoming a Learning Organization - phase II. Texas Tech University - Southwestern Bell CLEAR Project. \$3,000. 2001. **Goh, B.K.** And Stout, B.
- RHIM Becoming a Learning Organization - phase I. Texas Tech University - Southwestern Bell CLEAR Project. \$3,000. 2000. **Goh, B.K.** And Stout, B.
- Developing and Testing a Computer Based Interactive Multimedia Tutorial Program to Improve Learning in Hospitality Purchasing Class. Texas Tech University Teaching, Learning, and Technology Center. \$4,750. September 1997-August 1998. Wu, C.K., Huffman, L.M., Hoover, L. and **Goh, B.K.**

NON-FUNDED GRANTS:

- Implications of Pedal Valve Actuated Faucets to Promote Water Conservation Measures and Potential Energy Savings in Hotel Guest Room Sinks: A Pilot Study. Harrah Research Center. \$49,994. **Goh, B.K.** & Adams, C. March 2011.
- Financial Implications for Hotels Becoming Green: How does a Sustainability Strategy Impact the Bottom Line? Harrah Research Center. \$36,714. Fowler, D., Kim, J., & Goh, B. K. March 2010.
- International Tourists: Their Perceptions of Safety, Their Shopping Behaviors, & Their Economic Impact. \$32,690. **Goh, B.K.**, Yuan. J., Lauderdale, M., & Fowler, D. Texas Tech Competitive Grant. October, 2007.
- International Tourists: Their Perceptions of Safety, Their Shopping Behaviors, & Their Economic Impact. \$237,940. **Goh, B.K.**, Yuan. J., Lauderdale, M., & Fowler, D. Texas Tech Competitive Grant. October, 2006.
- Assessment of Mixed Use Projects: Key Factors of Success for Retailers and Restaurants. \$13,060. Fowler, D. & **Goh, B.K.** International Council of Shopping Centers Education Foundation. March 2006.
- U.S. Institutions and Kien Giang Community College Partnership Project: International Tourism and Hospitality Workforce Development USAID – 2006 Vietnam Project. \$125,000. Reckner, James, Le, K., & **Goh, B. K.**
- North East Lubbock Community Outreach Partnership Center. U.S. Housing & Urban Development. \$319,555. **Goh, B. K.**, Huffman, L., Reed, D., & Sanchez, A. July, 2005.
- Texas Tech University Even Start. Texas Education Agency. \$99,749. **Goh, B.K.**, Sanchez, A., & Yuan, J. June, 2005.
- North East Lubbock Community Outreach Partnership Center. U.S. Housing & Urban Development. \$358,264. **Goh, B. K.**, Huffman, L., & Sanchez, A. July, 2004.
- Hospitality Skills Training. Community Service Block Grant – City of Lubbock. \$76,190. **Goh, B. K.**, Huffman, L., & Sanchez, A. October, 2003.
- North East Lubbock Community Outreach Partnership Center. U.S. Housing & Urban Development. \$398,452. **Goh, B. K.**, Huffman, L., & Sanchez, A. July, 2003.
- Violence and Substance Abuse (VISA) Center. Texas Department of Human Services. \$448,906. **Goh, B. K.**, & Sanchez, A. July, 2003.
- Campus Partners in Harwell Youth Development. U.S. Department of Justice. \$219,887. Adams, C., **Goh, B. K.**, & Stout, Betty. April, 2002.
- Youth Computer Literacy Program. Community Service Block Grant – City of Lubbock. \$85,211. Adams, C., **Goh, B. K.**, Sanchez, A., & Stout, Betty. March, 2002.
- Hospitality Skills Training. Community Service Block Grant – City of Lubbock. \$69,925. Adams, C., **Goh, B. K.**, Huffman, L., & Sanchez, A. March, 2002.

COMMITTEES AND COMMUNITY SERVICE ACTIVITIES:

UNIVERSITY:

Macau University of Science and Technology

- University Senate (2019-present)
- University Executive Council (2019 – present)
- University Accreditation Task Force (2020-present)
- Teaching Academic Committee (2019-present)
- University Graduate Studies Council (2019-present)

Oklahoma State University:

- Academic Leadership Development Committee (2017-present)
- Global Affairs Committee (2015-2017)

Texas Tech University:

- Awards and Honors Council Committee (2008 – 2012)
- University Convocation Committee (1996 – 1998, 2007 - 2010)
- International Travel Advisory Committee (2006 – 2008)
- Student Media Committee (2003 - 2006)
- Faculty Incentive Grant Review Panel (2002 - 2005)
- TTU Committee on Distance Learning with Foreign Institutions. (2002 - 2004)
- TTU - Facilities Allocation Council. (2002 – 2004)
- Alumni Abroad Committee (2002)
- Steering Committee for Horizon Campaign Victory Celebration (2002)
- Texas Tech University (TTU) Distance Education Marketing Committee (2001 - 2002)
- University Campus Hotel and Conference Development Committee (2000 - 2002)
- Serve as Graduate School representative at doctoral student defense (4)

COLLEGE COMMITTEES:

Oklahoma State University:

- Community and Industry Engagement Task Force (2015-present)
- Human Sciences Cooperative Extension Committee (2014-present)

Texas Tech University:

- Curriculum Committee (2012 – 2014)
- Teaching Effectiveness Committee (2012 – 2014)
- Tenure and Promotion Committee (2009 – 2011)
- Scholarship Committee (2009 – 2010)
- Technology Users Committee (1998 – 2000, Chair: 2001 – 2004, 2008 - present)
- Faculty Council (2005 – 2007)
- Development and External Relations Committee (2006 – 2009)
- Facilities Planning Committee (Chair: 2001 – 2004, 2006 - 2009)
- Executive Council (2001 - 2004)

- Administrative Committee (2001 - 2004)
- International Week Committee, COHS- TTU (Chair, 1994 - 2004)
- Strategic Planning Committee (2001)

DEPARTMENTAL & PROGRAM COMMITTEES:

Texas Tech University:

- ACPHA Self-Study Steering Committee (Chair, 2013 – 2014)
- NHR Peer Review Committee (2013 – present)
- NHR Policy Review Committee (2009 – present)
- NHR Scholarship Committee (Chair, 2009 – 2010)
- RHIM Graduate Admission Committee (2007 – present)
- NHR Faculty Handbook Development Committee (2008 – 2009)
- RHIM Reunion Steering Committee (Chair, 2008)
- RHIM Retreat Planning Committee (2005 – 2009)
- NHR Web-Development Committee (Chair, 2006 – 2010)
- Skyviews Development and Planning Committee. (1999 - 2009)
- RHIM Curriculum Planning Committee (1999 - 2006)
- RHIM Scholarship Committee (1999 - 2004)
- RHIM Strategic Planning Committee (2001)
- RHIM Technology Planning Committee (2001)
- Faculty Search Committee (12 different searches, chair of 7)

COMMUNITY & OTHER COMMITTEES:

- Volunteer, Stubbs Early Head Start Program (2009 - 2010)
- Committee, Lubbock Big Brother, Big Sister Annual Fundraiser Event (2008)
- Fundraising Committee, Parkway-Guadalupe Neighborhood Centers (2006 – present)
- Board Member, South Plains Community Resource and Education (2007 – 2009)
- Hospitality Business Incubator Project (2007)
- Academy of Hospitality and Tourism Advisory Council, Dallas ISD (2004 - 2005)
- Steering Committee - Progress Lubbock, Chamber of Commerce (2003 - 2004)
- East Lubbock Initiative Steering Committee – TTU Service Learning Initiative (2002)
- Committee on Champion for Prosperity, South Plains WorkSource (2002 - 2004)
- Corn Bread Club – promoting social gatherings of diverse ethnic groups (2001 – 2003)

PROFESSIONAL MEMBERSHIP AND SERVICE:

- Oklahoma Restaurant Association (2014-present)
- Oklahoma Hotel and Lodging Association (2014-present)
- Oklahoma Tourism Industry Association (2014-present)
- Hubert Humphrey Fellowship Selection Committee (Thailand – 2013)
- Thailand Fulbright Scholar Selection Committee (2012)
- Thailand Junior Fulbright Researcher Selection Committee (2012)
- CPR Certification – American Heart Association (2011-present)

- Guest Editor, Int. Journal of Revenue Management, Special Hospitality Issue (2009 -2010)
- Journal Reviewer for the Journal of Quality Assurance in Hospitality and Tourism (2011-present)
- Journal Reviewer for the International Journal of Hospitality Management (2011-present)
- Editorial Board for International Journal of Revenue Management (2008 - present)
- Journal Reviewer for International Journal of Services Technology and Management (2008)
- Hospitality Educator Association of Texas (Board, 1994 – 2000; member - present)
- Lubbock Hotel and Motel Association (Ex-officio board member)
- Texas Hotel and Motel Association (Board member, 1996 - 1998)
- Lubbock Restaurant Association (Ex-officio board member)
- Texas Restaurant Association
- National Restaurant Association
- Council on Hotel, Restaurant, and Institutional Education (CHRIE)
- Texas CHRIE, Central CHRIE
- American Management Association
- American Hospitality Financial Management Society
- Eta Sigma Delta (International Hospitality Honorary Society)
- Beta Gamma Sigma, Honor Society for Business School
- Phi Beta Delta, Honor Society of International Scholars (**President**, 2003 - 2004)
- National Association for Minorities in Hospitality
- Texas Tech Multicultural Faculty and Staff Association
- Lubbock Convention and Visitor Bureau Advisory Board (2001)
- Skyline High School Hospitality Advisory Board, Dallas. Board member (2002)
- Tripoli Rocketry Association
- Consultant to community college hospitality programs:
 - Galveston Community College, Collin County Community College, North Lake Community College
 - Palo Alto College, Skyline High School, Monterey High School, Coronado High School
- Conference program reviewer for Hospitality Conference on Graduate Education & Research (2002, 2009, 2010)
- Comprehensive textbook reviewer for John Wiley and Sons, Prentice Hall, Von Nostrand Reinhold, and Southwest Publishers.
- Private consulting. Specializing in management training, organization restructuring, menu design and cost control.
- Certificate of completion in Applied Foodservice Sanitation. The National Institute for the Foodservice Industry (NIFI).
- Certification in teaching Front Office Procedure. The American Hotel & Motel Association.

OTHER:

- Language: Speak and write fluently in English, Mandarin and Malay, also able to speak fluently in Cantonese and Taiwanese
- Immigration Status: Citizen of United States of America