

HOSPITALITY
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Entrepreneurship & Small Business Management

IN THE HOSPITALITY INDUSTRY



DARREN LEE-ROSS • CONRAD LASHLEY



Entrepreneurship and Small Business Management in the Hospitality Industry

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Professor Conrad Lashley is Professor of Leisure Retailing, Centre for Leisure Retailing at Nottingham Business School, UK. His research interests have largely been concerned with service quality management, and specifically employee empowerment in service delivery. He works closely with several major industry organisations including the British Institute of Innkeeping, J D Wetherspoon Scottish and Newcastle Retail and McDonald's Restaurants Limited.

Entrepreneurship and Small Business Management in the Hospitality Industry

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