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Bob has authored or coauthored numerous publications in both top research and practitioner journals. He serves on several editorial boards including Cornell Hospitality Quarterly, British Journal of Management, Journal of Leadership and Organizational Studies, Journal of Convention and Event Tourism, and Journal of Service Management. He has also published several books including Managing the Guest Experience in Hospitality, Achieving Service Excellence: Strategies for Health Care, Managing Destination Marketing Organizations, and The Fun Minute Manager.

Bob has been an active participant in many professional organizations. He has served the Academy of Management (AOM) as editor of The Academy of Management Executive, Director of Placement, board member of the HRM division, Division Chair for both its Management History and Management Education and Development divisions, a member of its Ethics Adjudication Committee, and a co-founder of the Community of Academy Senior Scholars. Bob has served the Southern Management Association (SMA) in every elective office including president. He was a founding member and Chair of the Accreditation Commission for Programs in Hospitality Administration and currently serves on the Destination Marketing Accreditation Program.

Bob has been recognized for his service by many organizations. He received the Distinguished Service Award from AOM’s MED, SMA’s Distinguished Service Award, and was elected to SMA Fellows. In recognition of his service to hospitality education, he was given the Paul Brown Award by the Florida Hotel and Lodging Association.

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