

Rohit Verma

Dean, Darla Moore School of Business
USC Educational Foundation Distinguished Professor
Professor of Management Science
University of South Carolina
Columbia, South Carolina, USA

ADMINISTRATIVE APPOINTMENTS

University of South Carolina (Columbia, South Carolina, USA)

- Dean, Darla Moore School of Business (August 1st, 2023 onwards)

VinUniversity (Hanoi, Vietnam) – on leave from Cornell University

(Established in strategic collaboration with Cornell University and University of Pennsylvania)

- Founding Provost (July 1st, 2019 – June 30th, 2023)
- Project Leader, Vietnam Smart Ocean City Educational Hub (January 2022 – June 2023)
- Dean of College of Business and Management (July 2019 – June 2020)
- Vice-Provost for Research & Innovation (July 2021 – June 2022)

Cornell University (Ithaca, New York, USA)

- Dean of External Relations, Cornell SC Johnson College of Business (May 1st, 2016 – June 30th, 2019)
- Founding Executive Director, Cornell Institute for Healthy Futures (July 1st, 2015 – June 30th, 2018)
- Executive Director, Cornell Center for Hospitality Research (July 1st 2009 – June 30th 2012)

ACADEMIC APPOINTMENTS

University of South Carolina, Darla Moore School of Business (August 2023+)

- USC Educational Foundation Distinguished Professor
- Professor of Management Science

Cornell University, Cornell SC Johnson College of Business (2006 - 2023)

- Singapore Tourism Board Distinguished Professor (2014-19)
- Professor / Associate Professor Operations Technology and Information Management (2006-2023)

University of Utah, David Eccles School of Business (2001-07)

- George S. Eccles Professor of Operations Management (2006-07)
- Professor / Associate Professor, Operations Management (2001 – 2007)

DePaul University, Kellstadt Graduate School of Business (1995-2001)

- Associate Professor / Assistant Professor (1995 – 2001)

EDUCATION

- **Ph.D.**, Business Administration, David Eccles School of Business, University of Utah, USA (1996)
- **M.S.**, Metallurgical Engineering, University of Utah, USA (1993)
- **B.Tech.**, Indian Institute of Technology, Kanpur, India (1990)

HONORS AND AWARDS

Leadership Awards

- **Excellent Leader Award (2021)** Vingroup Joint Stock Company, Vietnam.

Research Awards

- **Fellow**, Production and Operations Management Society (2023)
- **Fellow**, Decision Sciences Institute (2020)
- **Lifetime Achievement Award**, Production and Operations Management Society, College of Service Operations Management (2018)
- **Most Influential Service Operations Paper Award** Production and Operations Management Society, College of Service Operations Management (2019 and 2015)
- **Industry Relevance Award** Cornell Center for Hospitality Research (2009, 2011, 2014, 2017, and 2018)
- **Jack Meredith Best Paper Award** Journal of Operations Management (2014)
- **Christopher Lovelock Best Paper Award** Art & Science of Service Conference (2009)
- **Wickham Skinner Early Career Research Accomplishments Award** Production and Operations Management Society (2001)
- **Spirit of Inquiry Award** DePaul University (2000)
- **Best Paper Award** Service Management Association International Conference (1999)
- **Doctoral Dissertation Research Award** APICS and Marketing Science Institute (1994)

Teaching-related Awards

- **Teaching Excellence Award** Cornell School of Hotel Administration (2011)
- **Teaching Excellence Award** David Eccles School of Business, Univ of Utah (2007)
- **Teaching Innovation Award** Department of Management, DePaul University (1998)
- **Doctoral Student Teaching Award** David Eccles School of Business, Univ. of Utah (1995)
- **Best Case Study Award** CIBER and POMS (2006)

Service Awards

- **Professional Service Award** David Eccles School of Business, University of Utah (2006)

Scholarships

- **Graduate Research Fellowship** United States Bureau of Mines (1989-91).
- **National Talent Search Scholarship**, Government of India (1983-89)
- **State Talent Search Scholarship** State of Bihar, India (1983-85).

RESEARCH

Journal Articles

- Long, L., Hu., K., and Verma, R. (2022) "Service Chains' Operational Strategies: Standardization or Customization? Evidence from the Nursing Home Industry", *Manufacturing & Service Operations Management*.
- Zhong, L., Verma, R., Wei, W., Morrision, A.M., and Yang, L. (2022) "Multi-stakeholder perspectives on the impacts of service robots in urban hotel rooms, *Technology in Society*, Vol. 68.
- Lee, J., Han, S., Edvardsson, B., and Verma, R. (2021) "Mobile technology adoption among hotels: managerial issues and opportunities", *Tourism Management Perspectives*.
- Segarra-Ona, M., Peiro-Signes, A., and Verma, R. (2020). "Fostering Innovation through Stakeholders' Engagement at the Healthcare Industry: Tapping the Right Key", *Health Policy*, Vol. 124, No. 8.
- Secchi, E., Roth, A., and Verma, R. (2020). "The Effect of Service Improvisation Competence on Hotel Performance", *International Journal of Operations and Production Management*, Vol. 40, No. 3.

- Jingjing L., Jiyoung, K., Verma, R. and Choi, S. (2020). "The Effect of Companion's Role-Play Quality on the Patient's Perceived Healthcare Service Quality, *Korean Journal of Service Management*, Vol. 21, No. 1.
- Solnet, D, Subramony, M., Golubovskaya, M, Snyder, H, Liberman, O, Gray, W. and Verma, R. (2020). "Frontline Service Worker Wellness: Lessons from Interactional Psychology", *Journal of Service management*, Vol. 31, No. 5.
- Secchi, E., Roth, A. and Verma, R. (2019). "The Impact of Service Improvisation Competence on Customer Satisfaction: Evidence for the Hospitality Industry", *Production and Operations Management*, Vol 28, No 6.
- Kong, L, Sadatsafavi, H and Verma, R (2019). "Usage and Impact of Information and Communication Technologies in Healthcare Delivery", *Service Science*, Vol 11, No. 3.
- McColl-Kennedy, J., Danaher, T., Gallan, A., Orsingher, C., Lervik-Olsen, L., and Verma, R. (2017) "How Do You Feel Today? Transforming Patient and Family Experiences in Health Care to Enhance Emotional Well-Being", *Journal Business Research*, Vol. 79.
- Dixon, M., Victorino, L., Kwortnik, R. and Verma, R. (2017) "Surprise, Anticipation, and Sequence Effects in the Design of Experiential Services", *Production and Operations Management*. Vol. 26, No. 5.
 - **Most Influential Service Operations Paper Award (2019)**
- Kim, S., Choi, S. and Verma, R. (2017) "Providing feedback to service customers: The effect of the presentation order and repetition of feedback types". *Journal of Service Management*, Vol. 28. No. 2.
- Xie, X, Anderson, C. and Verma, R. (2017) "Customer Preferences and Opaque Intermediaries". *Cornell Hospitality Quarterly*, Vol. 58, No. 4
- Brandan-Jones, A, Lewis, M., Verma, R, and Walsman, M. (2016) "Examining the characteristics and managerial challenges of professional services: An empirical study of management consultancy in the travel, tourism, and hospitality industry" *Journal of Operations Management*. Vol. 42-43.
- Xie, K., Anderson, C. and Verma R. (2016) "Demand growth in services: A discrete choice assessment of full information and opaque distribution channels" *Decision Sciences*. Vol 47, No. 3.
- Lee, M, Verma, R. and Roth, A. (2015). "Understanding customer value in technology-enabled services: A numerical taxonomy based on usage and utility" *Service Science*, Vol 7., No 3.
- Peiró-Signes, Ángel, Segarra-Oña, María-del-Val, Verma R. (2015). "The effect of tourism clusters on U.S. hotel performance", *Cornell Hospitality Quarterly*. Vol. 56, No. 2.
- Zhang, J., Joglekar, N. and Verma R. (2014) "An empirical test of service eco-certification signaling effect in services." *Journal of Service Management*. Vol. 25, No. 4.
- Dixon, M., Karniouchina, E., Rhee, van der B., Verma R., and Victorino, L. (2014) "The role of coordinated marketing-operations strategy in services: Implications for managerial decisions and execution." *Journal of Service Management*. Vol. 25, No. 2.
- Han, S. and Verma, R. (2014) "Why attend tradeshow? An assessment of exhibitor and attendees preferences" *Cornell Hospitality Quarterly*, Vol. 55, No. 3.
- Zhang, J., Joglekar, N., Heineke, J., and Verma, R. (2014) "Eco-efficiency of service co-production: connecting eco-certifications and resource efficiency in U.S. hotels" *Cornell Hospitality Quarterly*, Vol. 55, No. 3.
- Segarra-Oña, María-del-Val, Peiró-Signes, Ángel, Mondejar, Jose, Vargas Manuel, Verma, R. (2014) "The impact of environmental certification on hotel guest ratings." *Cornell Hospitality Quarterly*. Vol. 55, No. 1.
- Victorino, L., Verma, R. and Wardell D. (2013) "Script usage in customized and standardized service encounters: Implications for perceived service quality." *Production and Operations Management*, Vol. 22, No 3.
 - **Most Influential Service Operations Paper Award, POMS (2015)**
- Dixon, M. and Verma, R. (2013) "Sequence effects in service bundles: Implications for service design and scheduling." *Journal of Operations Management*, Vol. 31, No. 3.
 - **Jack Meredith Best Paper Award, AOM (2014).**
- Thakran, K and Verma R. (2013) "The emergence of hybrid online distribution channels in hospitality, travel and tourism." *Cornell Hospitality Quarterly*. Vol. 54, No. 3.
- Victorino, L., Verma, R., Bonner, B., and Wardell D. (2012) "Can customers detect script usage in service encounters? An experimental video analysis" *Journal of Service Research*, Vol. 15, No 4.
- Peiró-Signes, Ángel, Segarra-Oña, María-del-Val, Miret-Pastor, Luis, Verma, R. (2012) "The effects of localization on economic performance" *European Planning Studies*, Vol. 20, No 8.
- Zhang, Jie, Joglekar, N., and Verma, R. (2012) "Pushing the frontier of sustainable service operations management: evidence from US hospitality industry" *Journal of Service Management*, Vol. 23, 3.

- Verma, R., Stock, D., and McCarthy, L. (2012) "Customer preferences for online, social media, and mobile innovations in the hospitality industry" *Cornell Hospitality Quarterly*, Vol. 53, No. 3.
- Zhang, Jie, Joglekar, N., and Verma, R. (2012) "Exploring resource efficiency benchmarks for environmental sustainability in hotels" *Cornell Hospitality Quarterly*, Vol. 53, 3.
- Segarra-Oña, María-del-Val, Peiró-Signes, Ángel, Verma, R., and Miret-Pastor, Luis (2012) "Does environmental certification help the economic performance of hotels? Evidence from the Spanish hotel industry" *Cornell Hospitality Quarterly*, Vol. 53, No. 3.
- MacDonald, L., Anderson, C. K., Verma, R. (2012). "Using revealed- and stated-preference customer choice models for making pricing decisions in services: An illustration from the hospitality industry", *Journal of Revenue and Pricing Management*, Vol. 11. No. 2.
- Ding, X., Yang H., Verma R. (2011) "Customer experience in online financial services: A study of behavioral intentions for techno-ready market segments", *Journal of Service Management*, Vol. 22, No 3.
- Peiró-Signes, Ángel, Segarra-Oña, María-del-Val, Miret-Pastor, Luis, Verma, R. (2011) "Eco-innovation attitude and industry's technological level" *Environmental Engineering and Management Journal*, Vol. 10, No 12.
- Verma, R. (2010) "Customer choice modeling in hospitality services: A review of past research and discussion of some new applications", *Cornell Hospitality Quarterly*, Vol. 51, No. 4.
- Ding, D.X., Hu, P.J., Verma, R., and Wardell, D. (2010) "The impact of service system design and flow experience on customer satisfaction in online financial services", *Journal of Service Research*, Vol. 13, No 1.
- Kimes, S., Verma, R. and Hart, C. (2010) "Revenue management at the Hong Kong Grand: The dine in grandeur dilemma", *INFORMS Transactions on Education*, Vol. 10, No. 3.
- Rhee, B., Verma, R., and Plaschka, G. (2009) "Understanding tradeoffs in the supplier selection process: The role of flexibility, delivery, and value-added services/support", *International Journal of Production Economics*, Vol. 120, No. 1.
- Karniouchina, E., Moore, W.L., Rhee, B., and Verma, R. (2009) "Issues in the use of ratings-based versus choice-based conjoint analysis in operations management research", *European Journal of Operational Research*, Vol. 197, No. 1.
- Victorino, L., Verma, R., and Karniouchina, E. (2009) "Exploring the use of the abbreviated technology readiness index for hotel customer segmentation", *Cornell Hospitality Quarterly*, Vol. 50, No.3.
- Verma, R., Plaschka, G., Hanlon, B., Livingston, A, and Kalcher, K. (2008) "Predicting customer choices in services using discrete choice analysis", *IBM Systems Journal* (special issue on *Service Science, Management and Engineering*), Vol. 47, No. 1.
- Verma, R. (2008) "Outback steakhouse in Korea: A commentary", *Cornell Hospitality Quarterly* Vol. 49, No. 1.
- Metters, R. and Verma, R. (2008) "Service outsourcing: Historical perspectives and future research directions", *Journal of Operations Management* Vol. 26, No. 2.
- Youngdahl, W. and Verma, R. (2008) "Offshoring of service and knowledge Work", *Journal of Operations Management*, Vol. 26, No. 2.
- Ding, X., Verma, R. and Iqbal, Z. (2007) "Self-service technology and online financial service choice", *International Journal of Service Industry Management*, Vol. 18, No. 3.
- Van der Rhee, B., Verma, R., Plaschka, G., and Kickul, J. (2007) "Technology readiness, learning goals and eLearning: Searching for synergy", *Decision Sciences Journal of Innovative Education*, Vol. 5, No. 1.
- Gupta, S., Verma, R., Victorino, L. (2006) "Empirical research published in *Production and Operations Management* (1992-2005): Trends and future research directions", *Production and Operations Management*, Vol. 15, No. 3.
- Li, S., Madhok, A., Plaschka, G., and Verma, R. (2006) "Switching inertia and competitive asymmetry: A demand side perspective" *Decision Sciences*, Vol. 37, No. 4.
- Feickert, J., Verma, R., Plaschka, G., Dev, C. (2006) "Hotel security: Guest preferences and willingness to pay" *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 47, No. 3.
- Verma, R., Louviere, J., Burke, P. (2006) "Using market-utility-based approach to designing government and public services: Case illustration from United States Forest Service", *Journal of Operations Management*, Vol. 24, No. 4.
- Ding, X., Wardell, D., Verma, R. (2006) "An assessment of SPC-based approaches for charting student evaluation scores" *Decision Sciences Journal of Innovative Education*, Vol. 4, No. 2.
- Karniouchina, E.V., Victorino, L., Verma, R. (2006) "Product and service innovation: Ideas for future cross-disciplinary research", *Journal of Product Innovation Management*, Vol. 23, No. 3.
- Iqbal, Z., and Verma, R. (2006) "Competing online: Studying consumer choice drivers for online financial services", *Journal of Internet Commerce*, Vol. 5, No. 1.
- Verma, R., Youngdahl, W., McLaughlin, C. and Johnston, R. (2006) "Innovative operations management applications in not-

for-profit, public and government services”, *Journal of Operations Management*, Vol. 24, No. 4.

- Verma, R. and Plaschka, G. (2005). “Predicting customer choices”, *MIT Sloan Management Review*, Vol. 47, No 1.
- Victorino, L., Verma, R., Plaschka, G., Dev, C. (2005) “Service innovation and customer choices in hospitality industry”, *Managing Service Quality*, Vol. 15, No. 6.
- Verma, R., McLaughlin, C., Johnston, R., and Youngdahl, W. (2005) “Research opportunities in not-for-profit, government and public services: Charting a new research frontier”, *Journal of Operations Management*, Vol. 23, No. 2.
- Verma, R., Iqbal, Z., and Plaschka, G. (2004). “Understanding customer choices in e-Financial services”, *California Management Review*, Vol. 46, No. 4.
- Verma, R. and Plaschka, G. (2003). “The art and science of customer choice modeling: reflections, advances, and managerial implications”, *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 44, No. 5-6.
- Goodale, J., Verma, R., and Pullman, M. (2003) “A market utility based model for capacity scheduling in mass services”, *Production and Operations Management*, Vol. 12, No.2.
- Iqbal, Z., Verma, R., and Baran, R. (2003) “Understanding customer choices & preferences for Transaction-based e-Services”, *Journal of Service Research*, Vol. 6, No. 1.
- Thompson, G.M., and Verma, R. (2003) “Computer simulation in hospitality: Teaching, practice and research”, *Cornell Hotel and Restaurant Administration Quarterly* Vol. 44, No. 2.
- Goodale, J., Verma, R. and Pullman, M. (2003) “Scheduling employees in hospitality services: The market utility-based approach”, *Cornell Hotel and Restaurant Administration Quarterly* Vol. 44, No. 1.
- Hill, A., Collier, D., Froehle, C., Goodale, J., Metters, R., and Verma, R. (2002) “Research opportunities in service process design”, *Journal of Operations Management*, Vol. 20, No. 2.
- Cook, L. and Verma, R. (2002) “Exploring the linkages between quality system, service quality, and performance excellence: Service providers’ perspectives”, *Quality Management Journal*, Vol. 9, No. 2.
- Verma, R., Plaschka, G. and Louviere, J. (2002) “Understanding customer choices: A key to successful management of hospitality services”, *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 43, No. 6.
- Verma, R., Fitzsimmons, J., Heineke, J. and Davis, M. (2002) “New issues and opportunities in service design research,” *Journal of Operations Management*, Vol. 20, No. 2.
- Verma, R., Thompson, G., Moore, W. and Louviere, J. (2001) “Effective design of products/services: An approach based on integration of marketing and operations management decisions”, *Decision Sciences*, Vol. 32, No. 1.
- Pullman, M., Verma, R. and Goodale, J. (2000) “Service design and operations strategy formulation in multicultural markets”, *Journal of Operations Management*, Vol. 19, No. 2.
- Verma, R. and Young, S.T. (2000) “Configurations of low-contact services”, *Journal of Operations Management*, Vol. 18, No. 6.
- Boyer K. and Verma, R. (2000) “Multiple raters in operations strategy research”, *Production and Operations Management*, Vol. 9, No. 2.
- Verma, R. and Boyer, K. (2000) “Service classification and management challenges”, *Journal of Business Strategies*, Vol. 17, No. 1.
- Verma, R. (2000) “An Empirical assessment of management challenges in service factories, service shops, mass services and professional services”, *International Journal of Service Industry Management*, Vol, 11, No. 1.
- Verma, R., Gibbs, G., and Gilgan, R. (2000) “Redesigning check processing operations using animated computer simulation”, *Business Process Management Journal*, Vol. 6, No. 1.
- Verma, R., Pullman, M., and Goodale, J. (1999) “Designing and positioning services for multicultural markets”, *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 40, No. 6.
- Verma, R., Thompson G., and Louviere, J. (1999) “Configuring service operations in accordance with customers’ needs and preferences”, *Journal of Service Research*, Vol. 1, No 3.
- Moore, W., Louviere, J. and Verma, R. (1999) “Using conjoint analysis to design product platforms”, *Journal of Product Innovation Management* Vol. 16, No. 1.
- Verma R. and Thompson, G. (1999) “Managing service operations based on customer preferences”, *International Journal of Operations and Production Management*, Vol. 19, No. 9.
- Verma, R. and Pullman, M. (1999) “An analysis of the supplier selection process”, *Omega: The International Journal of Management Science*, Vol. 26, No. 6.
- Verma, R. and Thompson, G. (1998) “Discrete choice analysis in hospitality management research”, *Journal of Hospitality and*

- Verma, R. (1997) "Management science, theory of constraints/optimized production technology and local optimization", *Omega: The International Journal of Management Science*, Vol. 25, No. 2.
- Verma, R. and Thompson, G. (1996) "Basing service management on customer determinants: The importance of hot pizza", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 37, No. 2.
- Verma, R. and Goodale, J. (1995) "Statistical power in operations management research", *Journal of Operations Management*, Vol. 13, No. 2.
- Rajamani R. and Verman, R. (1995) "Environment dependent breakage rates in ball milling", *Powder Technology*, Vol. 84.
- Kapur, Velamakanni, B., Fuerstenau, D.W. and Verma, R. (1992) "Simulation of locked cycle grinding of multi-component feeds and its implication for stability and control of industrial comminution circuits", *Powder Technology*, Vol. 69, No. 1.

Textbooks

- Wirtz, J., Lovelock, C., Le Athi Phuong Dung, Phi Thi Linh Giang and Verma, R. "Strategic Service Marketing" (in Vietnamese), *Saigon Books (in collaboration with World Scientific Publishing Company)*, 2023.
- Wirtz, J., Lovelock, C., Le Athi Phuong Dung, Phi Thi Linh Giang and Verma, R. "Operational Service Marketing" (in Vietnamese), *Saigon Books (in collaboration with World Scientific Publishing Company)*, 2023.
- Enz, C., Kimes, S.E., Siguaw, J., Verma, R. and Walsh, K. "Achieving Success through Innovation: Cases and Insights from the Hospitality, Travel, and Tourism Industry", *Business Expert Press*, 2016.
- Sturman, M., Corgel, J., and Verma R. (eds.) "The Cornell School of Hotel Administration on Hospitality; Cutting Edge Thinking and Practice" *Wiley*, 2011.
- Boyer, K. and Verma, R. "Operations and Supply Chain Management for the 21st Century" *South-Western Cengage Learning*, 2009.
- Verma, R. and Boyer, K. "Operations and Supply Chain Management: World Class Theory and Practice" *South-Western Cengage Learning (International Edition)*, 2009

Book Chapters

- Zhong, L. and Verma, R. (2022) "Rise of Humanoid Robots in Hospitality Services". *Research Handbook on Services Management*.
- Pan, F. and Verma, R. (2022) "Service innovation process in creative-intensive business services organizations". *Research Handbook on Services Management*.
- Zhang, J. Han, S. H. and Verma, R. (2022) "Text analytics of service customer reviews and feedback: understanding customers emotions and cognition in the hospitality industry". *Research Handbook in Services Management*.
- Kong, L, Sadatsafavi, S, Verma, R. (2022) "Effective Service Operations Management: Aligning Priorities in Healthcare Operations with Customer Preferences". *The Palgrave Handbook of Service Management*.
- Strong, A. and Verma, R. (2019) "High-Tech vs. High Touch Service Design in Healthcare: A Case for Considering the Emotional Biorhythm of the Patient in Technology Interventions. *Handbook of Service Science, Volume II*.
- Peiró-Signes, A, Segarra-Oña, M, Verma, R and Miret-Pastor, L. (2018) "Where Should I Locate My Hotel? An In-Depth Analysis of the Cluster Effect on Hotel Performance. *Agglomeration and Firm Performance*.
- Verma, R., Kong, L. and Zhen, L. (2017) "Operations Management in Hospitality, Travel and Tourism" *Handbook of Operations Management*. (edited by Marty Starr and Sushil Gupta)
- Zhang, J., Joglekar, N. and Verma, R. (2013) "Sustainability Measurements in the Built Environment: Asset Ownership & Operational Choices in the U.S. Hospitality Industry" in *Constructing Green: Sustainability and the Places We Inhabit* (edited by Rebecca Henn and Andrew Hoffman), MIT Press.
- Sturman, M., Corgel, J., and Verma, R. (2011) "Four Paths to Success in the Hospitality Industry" *The Cornell School of Hotel Administration on Hospitality; Cutting Edge Thinking and Practice*. Wiley.
- Verma, R. (2011) "Understanding and Predicting Customer Choices" *The Cornell School of Hotel Administration on Hospitality; Cutting Edge Thinking and Practice*. Wiley.
- Verma, R. (2011) "The Hospitality Business Environment" *Cornell Handbook of Applied Hospitality Strategy*. Sage Publishers.
- Krueger, N., Kickul, J., Gundry, L, Verma, R. & Wilson, F. (2010) "Discrete Choices, Trade-offs & Advantages: Modeling Social

Venture Opportunities and Intentions”, *International Perspectives on Social Entrepreneurship Research*. Palgrave.

- Tsai W., Schmidt, G. and Verma, R. (2007) “New Service Development”, *Handbook of New Product Development*, Elsevier.
- Plaschka, G., Verma, R. and Squeo D. (2005) ““Seen, but not heard!” Assessing merger outcomes from a Market and Customer Perspective”, *Transatlantic Mergers & Acquisitions*.
- Verma, R. (2001) “Services Marketing”, *Handbook of Logistics and Supply Chain Management*, Ed. Brewer, A.M., and Hensher, D.A. Pergamon.
- Pullman, M.E., Goodale, J. and Verma, R. (2000) “Service Capacity Design with Integrated Market-Utility Based Method”, *Service Product Development*, Eds: James Fitzsimmons, Sage Publications, Thousand Oaks, CA.
- Verma, R., Maher, T., and Pullman, M (1998). “Effective Product and Process Development Using Quality Function Deployment”, *Integrated Product and Process Development: Methods, Tools, and Technologies*, John Wiley and Sons.
- Rajamani R., and Verma, R. (1992) “Effect of Milling Environment on the Breakage Rates in Dry and Wet Grinding”, *Comminution: Theory and Practice*, The Society of Mining & Met. Engineers.

Cases

- Kimes, S. Verma R., Hart, C.H. and Wirtz, J. (2016) “The Royal Dining Membership Program Dilemma” in *Essentials of Services Marketing text (2nd edition) and 8th edition of Services Marketing: People, Technology, Strategy*.
- Newman, S., Grikscheit G., Verma, R. and Malapati, V. (2007) “eBay Trust, Safety and Fraud”, (*unpublished*). (Finalist, DSI Case Competition, 2007).
- Newman, S., Grikscheit, G., Verma, R., and Malapati, V. (2006) “eBay Customer Support Outsourcing”, *European Case Clearing House*, 2006. (Winner, POMS and CIBER case competition, 2006)

Industry Articles/Reports

- Verma, R. and Strong, A (2020). “From Wellness to Well-being”, *Hotel Yearbook 2020*.
- Zhong, L. and Verma, R (2019) “Robot Rooms”: How Guests Use and Perceive Hotel Robots”, *Cornell Hospitality Reports*, Vol 19, No. 2.
- Verma, R. and Walsman, M. (2018). “Hoteliers are investing in Sustainability: Where Does it go from here?”, *Hotel Yearbook 2018*.
- Zhang, J. and Verma R (2017) “What Matters Most for Your Guests: An Exploratory Study of Online Reviews”, *Cornell Hospitality Reports*, Vol. 17, No. 4.
- Han, H., Mankad, S., Gavirneni, N., and Verma R (2016) “What Guests Really Think of Your Hotel: Text Analytics of Online Customer Reviews”, *Cornell Hospitality Reports*, Vol. 16, No. 2.
 - **Industry Relevance Award, Cornell Center for Hospitality Research, 2017.**
- Secchi, E., Roth, A. and Verma, R (2016) “The Role of Service Improvisation in Improving Hotel Customer Satisfaction”, *Cornell Hospitality Reports*, Vol. 16, No. 1.
- Bruns-Smith, A., Choy, V., Chong, H., and Verma, R. (2015) “Environmental Sustainability in the Hospitality Industry: Best Practices, Guest Participation, and Customer Satisfaction”, *Cornell Hospitality Reports*, Vol. 15, No. 3.
 - **Industry Relevance Award, Cornell Center for Hospitality Research, 2018.**
- Verma, R and Withiam, G. (2015) “Hospitality Trends for 2015: Blending Order and Chaos”, *Hotel Yearbook 2015*.
- Walsman, M, Dixon, M, Rush, R. and Verma, R. (2014) “It’s More than Just a Game: The Effect of Core and Supplementary Services on Customer Loyalty”, *Cornell Hospitality Reports*, Vol. 14, No. 23.
- Walsman, M., Verma, R. and Muthulingam, S. (2014) “The Impact of LEED Certification on Hotel Performance”, *Cornell Hospitality Reports*, Vol. 14, No. 15.
- Han, S. and Verma, R. (2014) “The Future of Tradeshows: Evolving Trends, Preferences, and Priorities”, *Cornell Hospitality Reports*, Vol. 14, No. 13.
- Segarra-Ona, M., Piero-Signes, A., Verma, R., Mondéjar-Jiménez, J., and Vargas-Vargas, M. (2014) “Environmental Management Certification (ISO 14001): Effects on Hotel Guest Reviews”, *Cornell Hospitality Reports*, Vol. 14, No. 8.
- Zhang, J., Joglekar, N., and Verma, R. (2014) “Exploring the Relationship between Eco-certifications and Resource Efficiency in U.S. Hotels”, *Cornell Hospitality Reports*. Vol. 14, No 7.
- Verma, R. and Withiam, G. (2014) “Hotel Trends 2014: The Industry Moves Forward”, *Hotel Yearbook 2014*.

- Chong, H. and Verma, R. (2013) “Hotel Sustainability: Financial Analysis Shines a Cautious Green Light”, *Cornell Hospitality Reports*. Vol. 13, No 10.
- Verma, R, Gupta, R, and Denison, J. (2012) “Connecting Customer Value to Social Media Strategies: Focus on India” 2012 *Cornell Hospitality Roundtable & Conference Proceedings*.
- Hollis, B. and Verma, R. (2012) “The Intersection of Hospitality and Healthcare: Exploring Common Area of Service Quality, Human Resources, and Marketing” 2-12 *Cornell Hospitality Roundtable & Conference Proceedings*.
- Han, S., and Verma, Rohit (2012) “The Effect of Corporate Culture and Strategic Orientation on Financial Performance: An Analysis of South Korean Upscale and Luxury Hotels” Vol 12, No 4, *Cornell Hospitality Reports*.
- Verma, R. and Withiam, G. (2012) “Eight Trends for the Hotel Industry in 2012”, *Hotel Yearbook 2012*.
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 - **Industry Relevance Award, Cornell Center for Hospitality Research, 2014.**
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- Victorino, L., Verma, R. and Wardell, D. (2008) “Scripting the Service Encounter: Some Guidelines for the Hospitality Industry”, Vol. 8., No. 20. *Cornell Hospitality Reports*.
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- Karniouchina K., Mishra H., and Verma R. (2008) “Exploring Consumer Reactions to Tipping Guidelines”, Vol. 8., No. 8. *Cornell Hospitality Reports*.
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- Verma R. (2007) “Unlocking the Drivers of Customer Choices: Assessing Desirability and Willingness to Pay for Hospitality Services”, Vol. 7, No. 2. *Cornell Hospitality Reports*.
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- Verma, R. “iChoose—What Mobile Phone Customers Really Want”, *Booz Allen and Hamilton* (September 2007) (with Harter, G., Heistermann, S., and Plaschka, G.)
- “Throttling the Customer”, *MIT Sloan Management Review*, Intelligence Section, Summer 2006 (written by SMR staff David Wagner – based on series of research conversations with Rohit Verma during May – June 2006).
- “Understanding and Managing Obnoxious Customers”, *MIT Sloan Management Review*, Intelligence Section, Winter 2005

(written by SMR staff Lauren Keller Johnson – based on a October 2004 white paper by Ray Coye and Rohit Verma).

- “How to make an Online Business Click”, *MIT Sloan Management Review*, Intelligence Section, Summer 2004 issue. (written by SMR staff Alden Hayashi -- based on a January 2004 white paper by Rohit Verma, Zafar Iqbal and Gerhard Plaschka).
- “Using Choice Modeling in Service Management”, *MIT Sloan Management Review*, Intelligence Section, 2003, 44 (2) (written by SMR staff Lauren Keller Johnson -- based on a Aug 2002 white paper by Rohit Verma and Gerhard Plaschka).
- “Effective Design of Products/Services: An Approach based on Integration of Marketing and Operations Management Decisions” Research Paper Series of *APICS Education and Research Foundation*, #07016, 1999 (with Thompson, G.M., Moore, W.L., and Louviere, J.J.)
- “Using Conjoint Analysis to Design Product Platforms” *Marketing Science Institute Research Paper Series* 98-113 (with Moore, W.L. and Louviere, J.J.).
- “Want to Launch a Successful Academic Career? Then Build a Multi-Disciplinary Foundation”, *Decision Line*, July 2003.
- “International Teaching Early in Academic Career”, *Decision Line*, Vol. 30, No. 5, pp. 4-6, 1999 (with Boyer, K.K. and Youngdahl, W.)
- “My Operations Management Students’ Love Linear Programming”, *Decision Line*, Vol. 28, No. 4, 1997, pp. 9-12.

TEACHING

Instructional Improvement Grants

- *University Minor in Health, Hospitality and Design*. Engaged Curriculum Grant, Cornell University (2017-19)
- *Designing Online Learning Environments*. Faculty Institute, Academic Technology Development, DePaul University (1/99 - 6/99).
- *Service Process Improvement Using Computer Simulation*. College of Commerce Technology Grant, DePaul University (6/98).
- *Incorporating Spreadsheet-based Quantitative Methods in Management Courses*. Instructional Quality Improvement Council, DePaul University (95-97)

Ph.D. Student Supervision

Chair / Co-Chair

- Bo van der Rhee (Ph.D. Univ. of Utah, David Eccles of Business, 2007)
Professor, Nyenrode Business Univ., The Netherlands
- Liana Victorino (PhD, Univ. of Utah, David Eccles School of Business, 2008)
Associate Professor, Univ. of Victoria, Canada
- Michael Dixon (PhD, Cornell Univ., School of Hotel Admin., 2011)
Associate Professor, Utah State University, USA.
- Matthew Walsman (PhD, Cornell Univ., School of Hotel Admin., 2016)
Assistant Professor, Rutgers University
- Lu Kong (Ph.D. Cornell Univ. Cornell SC Johnson College of Business, 2020)
Assistant Professor, University of South Florida
- Alexis Strong (Ph.D. Cornell Univ. Cornell SC Johnson College of Business, 2021)

Committee Member

- David Ding (PhD, Univ. of Utah, David Eccles School of Business, 2007)
Associate Professor, Rutgers University.
- Iris Lui (PhD, Cornell Univ., School of Hotel Administration, 2009)
Associate Professor, Ming Chuan University, Taiwan.
- Jie Zhang (DBA, Univ. of Boston, School of Management, 2011)
Associate Professor, Univ. of Victoria, Canada
- Jin-Kyung Kwak (PhD, Cornell Univ., Johnson Graduate School of Management, 2011)
Associate Professor, Ehwa Women’s University, S. Korea

- Enrico Secchi (PhD, Clemson Univ., College of Business and Behavioral Science, 2012)
Sr. Lecturer, University College, Dublin, Ireland.
- Subharshee Sundar (PhD, Univ. of Utah, David Eccles School of Business, 2014)
Associate Professor, University of Utah, USA
- Min Lee (Ph.D., Clemson University, College of Business and Behavioral Science, 2018)
Assistant Professor, Baylor University, USA

PROFESSIONAL SERVICE ACTIVITIES

- Co-Chair of QUIS Conference: 2012 (host), 2014, 2016, 2018, 2020-21, 2023 (host).
- Co-Chair (host): Supply Chain Thought Leadership Summit (2023).

Editorial Appointments

- *Department Editor: Service Science.* (19+)
- *Guest Editor: Service Science: Reimagining the Science of Service in a Post-Pandemic World: Part 1 & 2* (21-22).
- *Guest Editor: Journal of Service Management. "Service Imperatives in Hospitality, Health and Design"* (19-22)
- *Guest Editor: Cornell Hospitality Quarterly. Special issue on "QUIS16"* (19)
- *Guest Editor: Journal of Service Management. Special issue on "QUIS13"* (16-17)
- *Guest Editor: Service Science. Special issue on "CHRS 2014"* (15-16)
- *Guest Editor: Cornell Hospitality Quarterly. Special issue on "QUIS13"* (13 onwards)
- *Guest Editor: Journal of Service Management. Special issue on "QUIS12"* (11-12)
- *Guest Editor: Cornell Hospitality Quarterly. Special issue on "QUIS12"* (11-12)
- *Special Topics Forum Associate Editor: Decision Sciences. "Service Innovation"* (07-09).
- *Guest Editor: Journal of Operations Management. Special issue on "Off-shoring of Knowledge and Service Operations"* (05-07)
- *Guest Editor: Journal of Operations Management. Special issue on "Operations Management in Not-For-Profit, Public, and Government Services"* (03-05)
- *Guest Editor: Journal of Operations Management. Special issue on "Operations Management in Not-For-Profit, Public, and Government Services: Innovative Applications and Case Studies"* (03-05)
- *Guest Editor: Journal of Operations Management. Special issue on "New Issues and Opportunities in Service Design Research."* (01-02)
- *Editor: POMS Chronicle* (03 - 06)
- *Senior Editor: Production and Operations Management* (04 onwards).
- *Associate Editor: Journal of Operations Management* (03-09); *Associate Editor: Decision Sciences* (05 onwards); *Associate Editor: Operations Management Research* (07-09)

Decision Sciences Institute (major responsibilities)

- Vice President and Member of DSI Board, 11 - 13
- New Faculty Consortium Co-Coordinator, 10
- Chair, Doctoral Dissertation Competition, 07
- Chair, DSI Mini-conference Student Scholarship Competition, 07
- Faculty and Professional Development Program Co-Coordinator, 03
- New Faculty Consortium Co-Coordinator, 03
- Services Management Mini-conference Co-Coordinator, 02, 01

Production & Operations Management Society (major responsibilities)

- Vice President (Colleges) and Member of POMS Board, 11-13
- Vice President (Education) and Member of POMS Board, 06-09
- VP Meetings, College of Service Operations, 05-07
- Editor, POMS Chronicle

Academy of Management (major responsibilities)

- Coordinator Professional Development Workshop, Academy of Management Annual Meeting, 03, 02, 01, 99

Selected University Service

Cornell University (7/06-6/19)

- Faculty Fellow, North Campus Residence Halls (17-19)
- Member, University Internationalization Council (16-19)
- Member, Provost's Public Engagement Committee (13-19)
- Member, Presidential Sustainability Committee (11-15)
- Coordinator, Latin Honors Thesis Program (11 - 16)

University of Utah, David Eccles School of Business, Salt Lake City, USA (7/01 – 6/07)

- Vice-President, DESB Faculty (05 – 06)
- Area Coordinator, Operations Management (7/03 – 6/06)
- Co-Chair, Product and Service Innovation Conference, Park City (04, 05, 06)
- Coordinator (DESB), University Masters in Statistics Committee (7/05 – 6/06)
- Co-Chair, Engineering-Business Joint (pilot) Program (7/04 – 6/06)
- Chair, University Technology Transfer Committee (7/04-6/05)

DePaul University, Department of Management, Chicago, USA (9/95 onwards)

- Director, Technology and e-Learning Taskforce (00 – 01)