

**Drew Martin, Ph.D.**  
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### Academic Experience

- 8/17- School of Hospitality Management, University of South Carolina – Tenured 2017
- Professor of Tourism Marketing
  - Director of AI Research and Education
  - School Director (2017-2020)
  - Improved School's ranking on Shanghai Global Index (2017-2019) from 32nd to 15th globally and 12th to 7th nationally
  - Supervised 29 full-time faculty and staff at three locations; managed an annual budget over \$3.4M
  - Created formal relationships with top universities in China, Uzbekistan, and Vietnam
  - Developed partnerships with Electrolux (North American headquarters), ProModel, and National Cash Register
  - Reduced culinary program expenses by \$70,000 (67% reduction); decreased overall School expenses by 19%
  - Redesigned the MA program curriculum and changed delivery method to a hybrid model; program has grown from three to 40 students; ranked top MA program by Intelligent.com for 2022
  - Developed master schedule, assigned courses, hired adjunct lecturers, and annually evaluated faculty and staff
  - Increased employers attending the job fair by 20%; 100% of students complete two internships; 90% job placement with 90 days of graduation
  - Raised \$240,000 (cash and in-kind) in donations from National Cash Register and the Statler Foundation to remodel the student-run campus restaurant.
  - Hired 7 faculty and staff, 4 of the hires contributed to increasing workplace diversity.
  - Started military veteran training program and enrolled eight students
  - Signed memorandums of cooperation with top universities in China, Uzbekistan, and Vietnam
  - Developed corporate partnerships with Breakthru Beverage, Electrolux, National Cash Register, and Rational USA
  - Maintained strong undergraduate enrollments (700); freshmen to sophomore retention rate 90%
  - Co-chaired of International Conference on Tourism & Retail Management (2018 Macao; 2019 China)
  - Served as a board member for the South Carolina Restaurant and Lodging Association (2017-2020)
  - Certification in Hotel Industry Analytics (CHIA), 2021
  - Two Thumbs Up Award – Student Disability Resource Center (2024)
- 8/04- College of Business and Economics, University of Hawaii, Hilo – Tenured 2007
- Interim Dean (2016-2017)
  - Professor of Marketing (2011-16)
  - Associate Professor of Marketing (2007-11)
  - Assistant Professor of Marketing (2004-07)
  - Supervised 12 tenure line faculty, six lectures, and two staff
  - Managed a \$2M budget
  - Created master schedule, assigned courses, annually evaluated faculty and staff
  - Led the College through AACSB reaccreditation (2015-16); authored reaccreditation study
  - Developed partnerships with Cray (Hewlett Packard), Daito Bunka University (Japan), National Taiwan University, Yonsei University (Korea), and Massey University (NZ).

- Hosted first Big Island business plan competition (HIPLAN) with \$10,000 grand prize
  - Hired and mentored the first native Hawaiian faculty member at UH-Hilo.
  - Secured a \$40,000 donation for student scholarships from HPM Building Supply
  - Served as Internship Director (2012-2016)
  - Recruited students statewide, California, and Japan
  - Directed the design of experimental classrooms from a \$200,000 internal grant
  - Served on University Long-Term Budget Committee
  - Reviewed and approve all faculty travel requests for the University 2011-2016
  - Associate/Senior Associate Editor, *Journal of Business Research* (2009-2015), managed over 700 academic manuscripts, recipient of Michel Laroche Award
  - Guest-edited eight journal special editions
  - Board Member, Hawaii Small Business Development Center (2016-2017)
  - Visiting scholar, Massey University, New Zealand (June 2011)
- 8/99- College of Business Administration,      · Associate Professor of Marketing (2003-04)
- 6/04 North Dakota State University –      · Assistant Professor of Marketing (1999-03)
- Tenured 2003
- University International Advisory Council, 2001-04
  - Fellow of Center for Agricultural Policy and Trade Studies, 2001- 04
  - Microsoft mentorship program
- 9/97- Lundquist College of Business,      · Adjunct Assistant Professor of Marketing
- 6/99 University of Oregon                      and Decision Sciences
- Taught Principles of Marketing, Statistics, Business Ethics, and Internet Marketing
- 10/95- Faculty of Economics, Niigata      · Lecturer (Assistant Professor)
- 9/97 University, Japan
- Taught Business Writing
- 8/93- College of Business, University of      · Lecturer of Marketing
- 6/95 Hawaii, Mānoa                              · Lecturer of Hospitality & Travel Marketing
- Taught Principles of Marketing and Tourism Marketing
- 6/91- Edmonds College, Kobe, Japan      · Department Head of International Business
- 7/93    · Instructor of Business
- Designed curriculum and developed the College's largest Department
  - Created applied learning opportunities including students working at international trade shows.
  - Involved students in academic research projects
  - Advised Kobe's Trade, Exhibition, and Tourism Bureaus
- 3/86- Pierce College, Tacoma, Washington      · Adjunct Instructor of Business
- 12/88
- Taught Introduction to Business and Principles of Management to military veterans and non-traditional students.
  - Vocational Teaching certification

## Professional Experience

- 10/01- Microsoft Business Solutions, Fargo, North Dakota
- 5/02 · Promotions Mentor
- 4/90- City of Kobe, Trade, Exhibition, and Tourism Bureaus, Japan
- 8/93 · Trade and Tourism Consultant
- Organized Kobe International Boat Show
- 4/90- Office of the Governor, Hyogo Prefectural Government, Japan
- 6/91 · Governor's New Leader Fellow (only one chosen annually)
- Represented State of Washington businesses at international tradeshows
- 8/83- Department of General Administration, State of Washington
- 4/90 · Capitol Parking Manager (1989-90) – Designed and implemented zone parking system for Capitol campus, supervised five employees
- Strategic Planner (1988-89) – Facilitated the planning process for seven departments
- Surplus commodity manager (1983-89) – Developed state-wide food distribution network; sold surplus property; audited expenses and inventory at regional distribution centers (non-profit and county governments); managed \$1M budget.
- Burlington Northern Foundation grant (1987) \$50,000

## Education

- Ph.D. Political Science, University of Hawaii at Manoa, Honolulu, Hawaii, 1996
- M.A. Political Science, University of Hawaii at Manoa, Honolulu, Hawaii, 1995
- M.B.A. Business Administration, Pacific Lutheran University, Tacoma, Washington, 1985
- B.A. Business Administration, Pacific Lutheran University, Tacoma, Washington, 1983

## Training

- Building Supportive Communities: Clery Act and Title IX, 2024
- Preventing Harassment and Discrimination: Supervisors with Title IX/Clery Module, 2021
- Certified trainer in Hotel Industry Analytics, 2021
- Certificate of Online Learning and Teaching, 2020
- L.E.A.D. Supervisory Essentials Program, 2017-18
- fsQCA Workshop, December 2018

## University Service

### University of South Carolina

- College Distance Learning Advisory Board, 2023 to date
- College Mental Health Committee, 2022 to date
- University Appellate Committee, 2022 to date
- Instructor Award's Committee, 2022
- University's Faculty Grievance Committee, 2021-2022
- School Assessment Committee, 2021 to date
- Tenure and Promotion Committee 2017 to date
- Ph.D. Admissions Committee, 2020 to date
- Search Committee: Director of Director of Development, 2019
- Conference Co-Chair. *International Conference on Tourism and Retail Management*, Tianjin, China, October 27-28, 2019.
- Conference Co-Chair. *International Conference on Tourism and Retail Management*, Macao, SAR, December 3-4, 2018.
- School Assessment Coordinator, 2017-20

### University of Hawaii

AACSB Assessment Coordinator, 2012-16  
Applied Experimental Learning Board, 2014-16  
University Tenure and Promotion Committee (Chair) 2013-14  
University Grievance Committee, 2012  
College Assessment Committee, Chair, 2013-16  
College Curriculum Committee, Chair, 2013-2014  
College Internship Director, 2012-16  
College Scholarship Committee, 2014-16  
Faculty Senate Chair, College of Business and Economics, University of Hawaii, 2011-2012  
University Research Council 2011-16  
Advisory Committee on Academic Freedom, Chair, 2011  
Academic Policy Committee, 2008  
MBA Exploratory Committee, 2004-05  
Research Relations Funding Committee, 2007-10  
Student and Alumni Relations Committee 2005-09  
College Personnel Committee (tenure and promotion), 2008-16  
Hiring Committees: Marketing, Accounting, Economics, Chinese language

### North Dakota State University

University International Advisory Council, 2001-04  
Faculty Development Committee, 2001-04  
Assessment Committee, 2001-04  
Search Committees: Operations Management and Marketing

## **Professional Activities**

### Professional Organizations

Council on Hotel, Restaurant, and Institutional Education, 2017 to date  
International Society of Culture, Tourism, and Hospitality Research, 2007 to date.  
Travel and Tourism Research Association, 2017 to date.  
GAMMA, 2012 to date.  
Mu Kappa Tau, 1995  
Delta Sigma Pi, 2005  
Beta Gamma Sigma, 1985 (Vice President NDSU Chapter 2002-04)

### Fellowships and Affiliations

Fellow of the Center for Service Management, Tashkent State University, Uzbekistan, from 2018  
Affiliate Faculty of the Business Research Institute, Daito Bunka University, Tokyo, Japan, from 2014  
Research and Development Consultant Committee, College of Management, National Chiayi University, Taiwan, Republic of China, from 2012  
Affiliate Faculty, Center for Japanese Studies, University of Hawaii at Manoa, from 2005  
Fellow of Center for Agricultural Policy and Trade Studies, North Dakota State University, 2001- 04  
Fellow of Faculty Institute for Excellence in Learning, North Dakota State University, 2000-01

### Promotion and tenure external reviewer

Promotion, External Reviewer- University of Akron, 2023  
Promotion, External Reviewer- University of York, United Kingdom, 2021

Tenure and Promotion, External Reviewer- University of Alaska Anchorage, 2016, 2021  
 Promotion, External Reviewer – Indiana University, 2019, 2020  
 Tenure and Promotion, External Reviewer- North Dakota State University, 2016, 2020  
 Tenure and Promotion, External Reviewer – Florida International University, 2020  
 Tenure and Promotion, External Reviewer- Coastal Carolina University, 2012, 2019  
 Promotion, External Reviewer – Ruppin Academic Center, Israel, 2019  
 Promotion, External Reviewer – Kent State University, 2019  
 Promotion, External Reviewer – College of Charleston, 2018  
 Promotion, External Reviewer- Royal Holloway University of London, United Kingdom, 2013, 2018  
 Tenure and Promotion, External Reviewer- New York Institute of Technology, 2013, 2015, 2018  
 Promotion, External Reviewer- Durham University, United Kingdom, 2014  
 Promotion, External Reviewer- Massey University, New Zealand, 2013  
 Tenure and Promotion, External Reviewer- University of Washington, Tacoma, 2012  
 Tenure and Promotion, External Reviewer- Loyola Marymount University, 2011  
 Promotion, External Reviewer- Pacific Lutheran University, 2009

#### Editorial Duties

Senior Associate Editor of Buyer Behavior, *Journal of Business Research*, 2012-15.  
 Associate Editor of Buyer Behavior, *Journal of Business Research*, 2009-12.  
 Associate Editor of Culture, Leisure and Tourism Executive Training and Experimental Learning, *International Journal of Culture, Tourism and Hospitality Research*, 2007-13.  
 Guest Editor, Advances in Tourism and Retail Services, *Journal of Business Research*, 2020.  
 Guest Editor, Consumers Away: Consumer storytelling theory and research on tourists' humble-to-grand tours and place-brand experiences. *Journal of Global Scholars of Marketing Science*, in press 2020.  
 Guest Editor, Marketing anthropology research (MAR): artifacts/closet digs, field experiments, and direct observation of marketing and/or customer interactions and other behaviors, *Journal of Business Research*, 2017, 74.  
 Guest Editor, Research Frontiers in Cognitive, Behavioural, Social and Applied Psychology: Implications for Marketing Theory, Thought and Practice, *Journal of Marketing Management*, 2017, 33(11-12).  
 Guest Editor, Service Innovation, Renewal, and Adoption/Rejection, *Journal of Business Research*, 2016, 69(7).  
 Guest Editor, Consumer Behavior and International Tourism, *Journal of Business Research*, 2015, 68(9).  
 Guest Editor, Marketing Service Products Globally, *Journal of Business Research*, 2013, 66(6).  
 Guest Editor, Tourism and Hospitality Training, *International Journal of Culture, Tourism and Hospitality Research*, 2008, 3(4).  
 Guest Editor, Tourism and Hospitality Training, *International Journal of Culture, Tourism and Hospitality Research*, 2007, 1(4).

#### Academic Journal Boards

Senior Advisory Board, *Consumer Behavior in Tourism and Hospitality*  
 Editorial Review Board, *Journal of Research in Interactive Marketing*, (2020 to date)  
 Editorial Advisory Board, *Advances in Culture, Tourism and Hospitality Research* book series  
 Editorial Review Board, *Journal of Contemporary Marketing Science*, (2018- to date)  
 Editorial Review Board, *International Journal of Contemporary Hospitality Management* (2014-17)

Editorial Review Board, *International Journal of Culture, Tourism and Hospitality Research*  
 Editorial Review Board, *International Journal of Consumer Research* (2010-17)  
 Editorial Review Board, *Journal of Global Scholars of Marketing Science*

#### Conference Organizing Committees and Track Chairs

Conference Organizing Committee, *Advances in Tourism and Retail Services*, Columbia, SC, October 2022.  
 Scientific Committee, *MTCOON 2021*, The Association of Turkish Tourism Academics, Turkey, April 1-3, 2021.  
 Advisory Board and Scientific Committee, *MTCOON 2020*, The Association of Turkish Tourism Academics, Antalya, Turkey, April 2-5, 2020.  
 Track Chair, Wine, and Tourism Marketing, 2019 *Academy of Marketing Science*, Vancouver, B.C., Canada  
 Conference Co-Chair, *Advances in Tourism and Retail Services*, Macau, December 3-4, 2018.  
 Moderator, Tourism and Sustainability, Importance of Tourism and Ports in Economic Development: Best Practices in Oman and the USA. Columbia, SC, October 8, 2017.  
 Track Chair, Marketing Anthropology Research, 2016 *Global Marketing Conference*, Hong Kong, July 21-24, 2016.  
 Scientific Board Member, 9<sup>th</sup> *Biennial Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure of the International Academy of Culture, Tourism, and Hospitality Research*, Namur, Belgium, June 1-4, 2015.  
 Track Chair, Service Innovation, Renewal, and Adoption/Rejection Research, 2014 *Global Marketing Conference*, July 9-12, Singapore, 2014.  
 Scientific Committee, 5<sup>th</sup> *Advances in Tourism Marketing Conference*, Vilamoura, Algarve, Portugal, October 2-4, 2013.  
 Scientific Board Member, 8<sup>th</sup> *Biennial Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure of the International Academy of Culture, Tourism, and Hospitality Research*, Istanbul, Turkey, June 2-5, 2013.  
 Conference Committee, *Tourism and Hospitality Industry: Modern State, Problems and Perspectives*. Era University, Dehradun, India, May 11-12, 2013.  
 Track Chair, Marketing Service Products Globally: Destination Brands, Hospitality, Financial Service Products, and Events, 2012 *Global Marketing Conference*, July 19-21, Seoul, Korea.  
 Scientific Board Member, 7<sup>th</sup> *Biennial Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure of the International Academy of Culture, Tourism, and Hospitality Research*, Chiang Mai, Thailand, June 1-3, 2011.  
 Track Chair, International Tourism Behavior, 2010 *Global Marketing Conference*, July 19-21, Tokyo, Japan.  
 Track Chair, 2009 *World Marketing Congress*, Oslo, Norway, July 22-25, Academy of Marketing Science.  
 Scientific Board Member, 6<sup>th</sup> *Biennial Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure of the International Academy of Culture, Tourism, and Hospitality Research*, Vienna, Austria, June 1-3, 2009.

#### Other reviewing activities

*Business and Management, European Journal of Marketing, Tourism Management, Journal of Business Research, American Marketing Association Summer Educator's Conference, Global Marketing Conference, International Journal of Culture, Tourism and Hospitality Research, International Journal of Hospitality Management, International Journal of Tourism Anthropology, International Journal of Contemporary Hospitality Management, International Marketing Review, Tourism Analysis, Marketing Intelligence and Planning, Journal of Retailing and Consumer Science,*

*Association of Japanese Business Studies, World Graduate Research Conference in Tourism, Hospitality and Leisure, Global Marketing Conference (2014, 2016, 2018, 2020). Bearden, Ingram, and LaForge's Marketing, 3E, McGraw-Hill, April 2001*

## Teaching

### Courses

Principles of Marketing (undergraduate and graduate)  
Principles of Hospitality and Tourism Marketing  
Promotion Strategy (undergraduate and graduate)  
International Marketing (undergraduate and graduate)  
Services Marketing/ Services Management (undergraduate and graduate)  
Marketing Strategy  
Marketing Research  
Statistics  
Internet Marketing  
International Business  
International Relations  
Business Ethics  
Principles of Management  
Internship Coordinator (Business and Accounting)

### Thesis/Dissertation Supervision

Ali Alajmi, Ph.D. Communications, University of South Carolina, Committee Member.  
Sena Akkurt, M.A. Hospitality Management, University of South Carolina, Committee Member.  
Ghazal Shams, Ph.D. Hospitality Management, University of South Carolina, Committee Member.  
Damla Sonmez, Ph.D. Hospitality Management, University of South Carolina, Committee Co-Chair.  
Lali Odosashvili, Ph.D. Hospitality Management, University of South Carolina. Committee Chair.  
Swechchha Subedi, Ph.D. Hospitality Management, University of South Carolina, Committee Member.  
Xiaonan Zhang, Ph.D. Hospitality Management, University of South Carolina, 2023. "Decoding trustworthiness and helpfulness of online reviews." Committee Member.  
Madhu Jadnanansing, Ph.D. Hospitality Management, University of Aruba. 2021. "Female leaders in the Aruban lodging industry: An exploratory study of perceptions of second-generation gender bias." Committee Member.  
Victoria Pippen, BA. Business Administration, University of South Carolina, 2019. "Cantina 76: An examination of environmental differences and their relation to customer loyalty between locations."  
Loren Stangle, Ph.D. Marketing, Massey University (New Zealand), 2012. "Network relationships in international entrepreneurship: A multilevel analysis." Committee Member.  
Bernadette Tiapo, M.A. Communications, North Dakota State University, 2004. "Public relations, U.S. public diplomacy and the war on terrorism."  
Melissa Joy Carlson-Goodman, M.A. Agriculture and Applied Science, North Dakota State University, 2002. "Free trade area of the Americas: Effects on the U.S. sugar industry."

### Thesis/Dissertation External Examiner

Coral Palmer, MBus., Auckland Institute of Technology, 2014. "Ethnic minority advertising and cultural values: A Māori perspective."

Shih-Yun Hsu, Ph.D. Marketing, Auckland Institute of Technology, 2012. “Critical tests of alternative theories of cultural value orientations on consumers’ international service purchases and experiences.”

### **Awards**

Best Student-led Completed Paper, 8th Annual SECSA ICHRIE Conference. Orlando, FL, March 10-11, 2023.  
Emerald Publishing’s Outstanding Reviewer Award, *Journal of Research in Interactive Marketing*, 2022.  
Lambda Psi Outstanding Business Professor Award, November 13, 2016.  
The 2013 Michel Laroche Outstanding Journal of Business Research Associate Editor Award, (Third recipient in 20 years).  
Best Conference Paper Honorable Mention Award, 2012 Global Marketing Conference, Seoul, Korea, July 19-21, 2012.  
Best Track Chair Award, 2012 Global Marketing Conference, Seoul, Korea, July 19-21, 2012.  
Track Best Paper Award, American Marketing Association Summer Educator’s Conference, Sports Marketing Track, San Francisco, California, August 5-7, 2011.  
Who’s Who in America, 2011  
Who’s Who Executives and Professionals, 2009-2010  
Who’s Who in America, 2009  
Emerald Publishing’s Outstanding Reviewer Award, *International Journal of Culture, Tourism, and Hospitality Research*, 2008  
Best Paper Award: 5th Bi-Annual Symposium of the International Society of Culture, Tourism, and Hospitality Research, June 2007.  
NDSU College of Business Administration's Outstanding Research Award, 2002  
Young Scholar's Award, Association of Japanese Business Studies, 1996  
Outstanding Performance Award, 1988, State of Washington, Department of General Administration

### **Grants/Honoraria**

University of South Carolina HRSM Grants Program, “Mindfulness and sustainable behavior,” 2024, \$4,000  
U.S. Department of Commerce, Economic Development Administration, “Responding effectively to a crisis. Lessons learned from COVID-19 for South Carolina’s tourism and hospitality industry,” 2020- \$53,586  
U.S. Department of Commerce, Economic Development Administration, “Tourism and Economic Development Plan,” 2019- \$44,122  
University of South Carolina HRSM Grants Program, “Neuroscience in Service Industries,” 2018, \$7,000  
Korean Academy of Marketing Sciences, Research Travel Grant, 2016- \$1,000  
Research Relations Fund Grant, UHH Research Council, 2014 - \$2,200  
Daito Bunka University, Tokyo, Program Development, 2014- \$1,000  
Korean Academy of Marketing Sciences, Research Travel Grant, 2014- \$3,400  
Korean Academy of Marketing Sciences, Research Travel Grant, 2012- \$2,000  
Research Relations Fund Grant, UHH Research Council, 2011 - \$2,000  
Massey University, New Zealand, Research Travel Grant, 2011 - \$3,000  
Research Relations Fund Grant, UHH Research Council, Research Travel Grant, 2009 - \$2,000  
Research Relations Fund Grant, UHH Research Council, Research Travel Grant, 2007 - \$2,000  
University of Hawaii at Hilo, CoBE Micro-Grant, 2009 - \$300



Kitaro Watanabe Tourism Research Grant, 2006 - \$6,000  
 Faculty Research Grant, University of Hawaii at Manoa, Center for Japanese Studies, 2005 - \$500  
 Research Relations Fund Grant, UHH Research Council, Research Travel Grant, 2005 - \$2,000  
 Research Grant-in-Aid, North Dakota State University, 2003 – \$2,000  
 Electronic Commerce Development Grant, 2001-2002 - \$5,000  
 Faculty Institute for Excellence in Learning, 2000-2001- \$1,000  
 Pacific Asian Scholarship, University of Hawaii, 1993-1995  
 Hyogo Prefectural Government, Japan, Research Fellowship, 1990-91- \$25,000  
 Burlington Northern Foundation, 1987, \$50,000

## Research and Intellectual Contributions

### Refereed Journal Articles

- Li, N. Q., Meng, F., and Martin, D. The distorted gaze: Examining travel photo editing in the social media age. Forthcoming: *Journal of Travel Research*.
- Jadnanansing, M., and Martin, D. (2024). Challenges of women working as leaders in Aruba's hotel industry. *CABI Tourism Cases*.
- Martin, D., Odosashvili, L., and Subedi, S. (2024). Understanding travelers' motivations and preferences relating to sustainable behavior: Configural analysis of traveler mindfulness. *Tourism Analysis*, 29, 159-174.
- Li, N., Meng, F., and Martin, D. (2023). The Influence of Travel Photo Editing on Tourists' Experiences. *Tourism Management*, 104762.
- Riboldazzi, S., Capriello, A., and Martin, D. (2021). The evolution of private label consumer studies: A thematic review and research agenda. *International Journal of Consumer Studies*, 45(4), 844-886.
- So, K.K.F.S., Wei, W., and Martin, D. (2021). Customer engagement: A latent profile analysis. *Journal of Business Research*, 129, 474-483.
- Hosany, S., Martin, D., and Woodside, A. (2020). Measuring emotions in tourism: Methods considerations and recommendations. *Journal of Travel Research*.  
 DOI:10.1177/0047287520937079
- Kim, J., Choi, S., and Martin, D. (2020). The halo effect of C2C interaction quality in prolonged close-proximity service settings. *Journal of Services Marketing*, 34(4), 459-472.
- Lee, C.S., Martin, D., Hsieh, P.F. and Wan-Chen Yu, W. C. (2020) Principles of value creation in event tourism: Enhancing the competitiveness of regional clusters, *Journal of Global Scholars of Marketing Science*, 30(4), 437-453.
- Kubickova, M. and Martin, D. (2020). Exploring the relationship between government and destination competitiveness: The TALC model perspective. *Tourism Management*, 78,  
<https://doi.org/10.1016/J.TOURMAN.2019.104040>.
- DiPietro, R. B., Martin, D., and Pratt, T. (2019). Surfacing nonconscious memories to understanding employee motivations in fine dining restaurants. *International Journal of Contemporary Hospitality Management*, 31(10), 4062-4085.
- Martin, D., Palakshappa, N., and Woodside, A. (2019). Consumer metaphoria: Uncovering the automaticity of animal, product/brand, and country meanings." *Australasian Marketing Journal*, 27, 113-125.
- Merchant, A., Rose, G., Martin, D., and Choi, S. (2017). Cross-cultural folk-tale-elicitation research on the perceived power, humanistic and religious symbolisms, and use of money. *Journal of Business Research*, 74, 113-119.
- Chaney, D. and Martin, D. (2017). Contributions of new institutional theory to understanding event tourism loyalty. *Journal of Travel Research*, 56(4), 507-520.

- Sun, P., Li, R., and Martin, D. (2016). Balancing Confucius and innovation: Trust's moderating effect on intra-firm conflict and innovation performance. *Journal of Global Scholars of Marketing Science*, 26(3), 227-247.
- Martin, D. (2015), "My Traditional Japanese Wedding?" *International Journal of Culture, Tourism and Hospitality Research*, 9(4), 423-432.
- Sirakaya-Turk, E., Ekinci, Y., and Martin, D. (2015). The efficacy of shopping value in predicting destination loyalty. *Journal of Business Research*, 68(9), 1878-1885.
- Martin, D. and Aluri, A. (2015). Etic interpreting of emic reports of tourism behavior: Cross-cultural introspections of Hawaii. *International Journal of Tourism Anthropology*, 4(1), 46-66.
- Gau, L. S., Woodside, A., and Martin, D. (2015). Explaining seemingly paradoxical consumer experiences: Conjoining weekly road rage and church attendance. *Journal of Religion and Health*, 54(1), 93-111.
- Jung, J. M., Hui, H. C., Min, K. S., and Martin, D. (2014). Does telic/paratelic user mode matter on the effectiveness of interactive Internet advertising? A reversal theory perspective." *Journal of Business Research*, 67(6), 1303-1309.
- Hosany, S., Prayag, G., Martin, D., and Lee, W. Y. (2013). Theories and strategies anthropomorphic brand characters from Peter Rabbit, Mickey Mouse, and Ronald McDonald, to Hello Kitty. *Journal of Marketing Management*, 29(1-2), 48-68.
- Martin, D. and Isozaki, M. (2013) Path analysis of multinational strategic marketing decisions: Asia-Pacific hotel chain strategies in turbulent times. *Journal of Business Research*, 66(9), 1544-1549.
- Min, K. S., Martin, D., and Jung, J. M. (2013). Designing effective visitor campaign goal messages to motivate visitors. *Journal of Business Research*, 66(6), 759-764.
- Rosenbaum, M. and Martin, D. (2012). Wearing community: Why customers purchase a service firm's logo products." *Journal of Services Marketing*, 26(5), 310-321.
- Martin, D. and Woodside, A. (2012). Structure and process models of leisure travel decisions and behavior: Mapping how visitors interpret own travel plans, actions, and outcomes. *International Journal of Contemporary Hospitality Management*, 24(6), 855-872.
- Martin, D. (2012). Foreign women role dynamics in Japanese television advertising: Content analyses probing a cultural convergence paradigm." *European Journal of Marketing*, 46(1/2), 157-176.
- Hosany, S. and Martin, D. (2012). Self-image congruence in consumer behavior. *Journal of Business Research*, 65(5), 685-691.
- Kozak, M. and Martin, D. (2011). Tourism life cycle and sustainability analysis: Profit-focused strategies for mature destinations." *Tourism Management*, 33(1), 188-194.
- Martin, D. and Woodside, A. (2011). Gestalt modeling of international tourism behavior: Advancing grounded theory following etic interpreting of stories Japanese tell about their visits to the United States. *Psychology & Marketing*, 28(10), 998-1026.
- Martin, D. and Woodside, A. (2011). Tourists' dual-process accounts of reasoning, judgment, and actions. *International Journal of Culture, Tourism and Hospitality Research*, 5(2), 195-212.
- Martin, D. and Woodside, A. (2011). Storytelling research on international visitors interpreting own experiences in Tokyo. *Qualitative Market Research: An International Journal*, 14(1), 27-54.
- Jalbert, T., Stewart, J., and Martin, D. (2010). The value of credit card benefits. *Financial Services Review*, 19, 227-244.
- Martin, D. (2010). Uncovering unconscious memories and myths for understanding international tourism behavior." *Journal of Business Research*, 63(4), 372-383.
- DeWitt, T. and Martin, D. (2009). Writing a credible form letter: Implications for hospitality and tourism service recovery. *International Journal of Culture, Tourism and Hospitality Research*, 3(4), 361-368.

- Martin, D. and Woodside, A. (2008). Grounded theory of international tourism behavior. *Journal of Travel and Tourism Marketing*, 24(4), 245-258.
- Woodside, A. and Martin, D. (2008). Applying ecological systems and micro-tipping point theory for understanding tourists' leisure destination behavior. *Journal of Travel Research*, 47(1), 14-24.
- Martin, D. and Woodside, A. (2007). Dochakuka: Meld global inside local. *Journal of Global Marketing*, 21(1), 19-32.
- Martin, D. (2007). Management learning exercise and trainer's note for building grounded theory in tourism behavior. *Journal of Business Research*, 60(7), 742-748.
- Martin, D., Woodside, A., and Dehuang, N. (2007). Etic interpreting of naïve subjective personal introspections of own tourism behavior: Visitors' lived experiences in Mumbai, Seoul, Singapore, and Tokyo. *International Journal of Culture, Tourism and Hospitality Research*, 1(1), 14-44.
- Martin, D. (2005). Advertiser acculturation in Japan: Examples from foreign actors. *Asia Pacific Journal of Marketing and Logistics*, 17(2), 71-83.
- Martin, D., Wilkinson, T., and d'Amico, M. (2005). Export promotion and FDI attraction in Japan: The impact of U.S. state based industrial policy. *International Journal of Management Practice*, 1(3), 251-262.
- Okigbo, C., Martin, D. and Amienyi, O. P. (2005). Contemporary American magazine ads: Our ads 'R Us. *Qualitative Market Research: An International Journal*, 8(3), 312-326.
- Martin, D. and Herbig, P. (2005). Cultural determinants of Japanese customer service. *Review of Business Research*, 5(1), 74-81.
- Martin, D. and Ciano, L. (2003). Relational and contextual analyses of customer satisfaction for Japanese lawyers. *Journal of Management Research*, 4, 23-31.
- Martin, D. (2003). What do state trade offices do best? *International Journal of Commerce and Management*, 13(2), 54-73.
- Martin, D. and Ciano, L. (2002). Social-cultural and structural influences on the use of Japanese lawyers. *International Journal of Commerce and Management*, 12(3-4), 1-13.
- Martin, D. and Herbig, P. (2002). Marketing implications of Japan's social-cultural underpinnings. *The Journal of Brand Management*, 9(3), 171-179.
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#### Refereed Proceedings and Presentations

- Martin, D., and Kubickova, M. Paths to higher destination performance: Complexity theory and qualitative comparative analysis. 2024 SECSA ICHRIE Conference, Columbia, SC, March 8-9, 2024.
- Subedi, S., Martin, D., and Kubickova, M. Traveler vulnerability and trust in government: A configural analysis of protective behavior. 2024 SECSA ICHRIE Conference, Columbia, SC, March 8-9, 2024.
- Odosashvili, L., Subedi, S., and Martin, D. Balancing the odds: Perceived benefits, costs, and power in New York residents' online gambling perceptions. 2024 SECSA ICHRIE Conference, Columbia, SC, March 8-9, 2024.
- Subedi, S., Odosashvili, L., Kubickova, M., Martin, D. Why do people travel? Shifts in the post-crisis era. 28<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 4-6, 2024.
- Odosashvili, L., Subedi, S., & Martin, D. Legalization of online gambling in New York: A Policy Perspective. 28<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 4-6, 2024.
- Subedi, S., Odosashvili, L., Kubickova, M. and Martin, D. (2023). Why do people travel? Shifts in post-crisis era. ICHRIE2023 (2023 Annual ICHRIE Summer Conference, Phoenix, AZ, July 19-21).
- Odosashvili, L., Subedi, S., and Martin, D. (2023). Mindful visitors: Is COVID-19 a social tipping point? 8<sup>th</sup> Annual SECSA ICHRIE Conference: The Universal Magic of Hospitality. Orlando, FL (March 10-11). BEST STUDENT PAPER AWARD
- Odosashvili, L., Subedi, S., and Martin, D. (2023). Applying complexity theory to consumers' preference for hotel versus Airbnb. The 28<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism, Pomona, CA (January 5-7).
- Martin, D., Ma, F., and DiPietro, R. (2022). Strategic decision making in turbulent times: A longitudinal case study of hotels' adaptations during the covid pandemic. *Advances in Tourism and Retail Services*, Columbia, SC, (October 19-20).
- Ma, F., Martin, D., and DiPietro, R. (2022). Understanding South Carolina hotels strategies and adaptation to the COVID-19 pandemic: A grounded theory approach. *27<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism* (January 7-8), Houston, Texas.
- Martin, D., DiPietro, R., and Pratt, T. (2018). Surfacing antecedents of employee longevity in fine dining restaurants. *International Conference on Tourism and Retail Management*, (December 2-4), Macao.

- Kubichova, M. and Martin, D. (2018). The role of government in destination competitiveness: The TALC model perspective. *International Conference on Tourism and Retail Management*, (December 2-4), Macao.
- So, K.K.F.S. and Martin, D. (2018). A latent profile analysis of customer engagement: Findings from multiple studies. *International Conference on Tourism and Retail Management*, (December 2-4), Macao.
- Merchant, A., Rose, G., Choi, S., Martin, D., and Gour, M. (2017). A cross cultural comparison of middle class meanings of money in India and South Korea. *2017 Academy of Marketing Science*, (May 24-26), Coronado Island, CA.
- Merchant, A., Rose, G., Choi, S., and Martin, D. (2016). The power of money: Comparing middle class attitudes in India and Korea. *2016 Global Marketing Conference*, (July 21-24), Hong Kong.
- Rosebaum, M., Martin, D., and Seger-Guttmann, T. (2016). Giving meaning to places of destruction: The impact of visiting holocaust sites on Israeli Jews. *2016 Global Marketing Conference*, (July 21-24), Hong Kong.
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- Min, K. S., Jung, J. M., and Martin, D. (2015). Why did you take the road that leads to many different cities? Cultural differences in variety-seeking." *2015 Association for Consumer Research*, (October 1-4), New Orleans, LA.
- Sun, P., Li, R., and Martin, D. (2014). Balancing innovation and conflict: Trust's moderating effect on intra-firm conflict and innovation performance." *2014 Global Marketing Conference*, (July 15-18), Singapore.
- Hosany, S., Martin, D., and Woodside, A. (2014). Emotionapps: Metrics, evidence, and contributions to theory and practice. *Academy of Marketing 2014*, (July 8-10), Bournemouth, UK.
- Min, K. S., Jung, J. M., and Martin, D. (2014). Cultural differences in designing a customized product. *Society for Consumer Psychology's Winter Conference*, (March 6-8), Miami, FL.
- Jung, J. M., Hui, C. C., Min, K. S., and Martin, D. (2012). Impact of metamotivational user mode on advertising interactivity's effectiveness. *2012 Direct/Interactive Marketing Research Summit*, (October 12-14), Las Vegas, NV.
- Jung, J. M., Hui, C. C., Min, K. S., and Martin, D. (2012). Does telic/paratelic user mode matter on the effectiveness of interactive Internet advertising? *2012 Global Marketing Conference*, (July 19-21), Seoul, Korea. BEST CONFERENCE PAPER HONORABLE MENTION
- Sirakaya-Turk, E., Ekinci, Y., and Martin, D. (2012). The efficacy of shopping value in predicting destination loyalty. *2012 Global Marketing Conference*, (July 19-21), Seoul, Korea.
- Rosenbaum, M. and Martin, D. (2011). The relationship between integration in a fitness-based service community and "wearing" community. *American Marketing Association Summer Educator's Conference*, (August 5-7), San Francisco, CA. BEST TRACK AWARD
- Gau, L. S., Woodside, A. G., and Martin, D. (2011). Profile the lives in a paradox between road rage and going church. *American Marketing Association Summer Educator's Conference*, (August 5-7), San Francisco, CA.
- Martin, D. and Isozaki, M. (2010). Multinational hotels' strategic marketing in turbulent times: Comparing unstructured decision-making processes in China, Japan, and Singapore. *2010 Global Marketing Conference*, (September 9-12), Tokyo, Japan.
- Min, K. S., Martin, D., and Jung, J. M. (2010). Designing advertising campaigns for destinations with mixed images: Using visitor campaign goal message to motivate visitors. *2010 Global Marketing Conference*, (September 9-12), Tokyo, Japan.

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- Martin, D. (2009). Using YouTube for teaching travel marketing. *6th Bi-Annual Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure*, (June 1-3), Vienna, Austria.
- Martin, D. and DeWitt, T. (2009). Credible form letters for hospitality and tourism services recovery strategy. *6th Bi-Annual Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure*, (June 1-3), Vienna, Austria.
- Dewitt, T. and Martin, D. (2008). Perceived credibility and the form letter: Implications for CRM strategy. *2008 Global Marketing Conference*, (March 20-23), Shanghai, China.
- Martin, D. (2007). Toward a Grounded Theory of International Tourism Behavior: Building Propositions from Emic Interpretations of Japanese Travelers Visiting the United States. *5th Bi-Annual Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure*, (June 4-6), Charleston, SC. BEST CONFERENCE PAPER AWARD
- Martin, D. (2005). Foreign actor acculturation in Japanese television advertisements. *Association of Japanese Business Studies*, (July 8), Quebec City, Canada.
- Aaltio-Marjosolo, I., Jacobson, S. W., and Martin, D. (2000). Images of aging in organizations. *International Symposium of Work Life in the 21st Century*, (July 20-23), Kobe, Japan.
- Martin, D. (1998). Does U.S. state government fit into the export equation? The relationship between international contact and international trade. *Fifth Annual South Dakota International Business Conference*, (October 1-3), Rapid City, SD.
- Martin, Drew, (1996). U.S. state promotional offices in Japan: Evidence of a closer business-government relationship? *Academy of International Business*, (September 26-29), Banff, Canada.
- Martin, D. (1996). The impact of structures and strategies on cooperation in Japan. *Association of Japanese Business Studies*, (June 10-12), Nagoya, Japan.

#### Poster Presentations

- Odosashvili, L. and Martin, D., (2024). Tourist evolution in Post-Soviet States: A comparative systematic literature review of English and Russian literature from 1991-2024. The 2024 Annual ICHRIE Summer Conference, July 24-24, 2024.
- Subedi, S., Odosashvili, L., Kubickova, M., & Martin, D., (2023). Why do people travel? Shifts in the post-crisis era. The 2023 Annual ICHRIE Summer Conference, July 19-21, 2023.
- Odosashvili, L., Subedi, S., & Martin, D., (2023). Applying Complexity Theory of Travelers' Preference for Hotel versus Airbnb. 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 6-7, 2023.

#### Books/Book Chapters

- Ma, F. and Martin, D. (2024). Hotel managers' strategic decisions during turbulent time: An evolutionary economic geography approach. In Rami, I.K., Maingi, S.W., & Gowresunkaar, V. (Eds.). *Tourism Safety, Security and Resilience: Integrated Community-Based Approaches*. Routledge.
- Martin, D. and Gibson, S. (2023). Solving the drive-through crisis. In S. K. Dixit and P. Kenthikumaran (Eds.) *Teaching Cases in Tourism and Hospitality*. CABI.
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- Jung, J. M., Min, K. S., and Martin, D. (2017). The role of reversal theory in digital advertising. In S. L. Rodgers and E. L. Thorson (Eds.), *Digital Advertising*. Routledge, 124-143.
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- Martin, D. and Woodside, A. G. (2010). Acculturation marketing theory and practice: Content evidence from longitudinal research on foreign actor's role assimilation in Japanese television advertising. In M. Gueldry (Ed.), *How Globalizing Professions Deal with National Languages: Studies in Cultural Studies and Cooperation*. Edwin Mellen, 189-211.
- Woodside, A. G. and Martin, D. (2008). Tourism management theory, research, and practice." In A. Woodside and D. Martin (Eds.), *Tourism Management: Analysis, Behavior and Strategy*. CABI, 1-13.
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#### Non-refereed Publications and Presentations

- Hudson, S., DiPietro, R., Martin, D., Li, J., Ma, X., and Subedi, S. (2021). Strategic adaptation during the COVID-19 pandemic: Best practices from the tourism and hospitality industry. University of South Carolina for the Department of Commerce's Economic Development Administration.
- Hudson, S., Meng, F., So, KKF, Dipietro, R., Martin, D., Li, J. Iskender, A., and Zhang, X. (2020). Workforce development challenges in the tourism and hospitality sector in South Carolina. University of South Carolina for the Department of Commerce's Economic Development Administration.
- Martin, D. (2019). Bringing people back into behavioral research. PLENARY PRESENTATION, *Fourth International Conference on Tourism and Leisure Studies*, Miami, FL, May 16-17.

- Martin, D. (2018). Off the scale behavior: Surfacing complexities of visitors' travel-related behavior using marketing anthropology research methods. KEYNOTE PRESENTATION, *International Conference on Tourism and Retail Management*, Macao, December 2-4.
- Wells, V. and Martin, D. (2017). Research frontiers in cognitive, socio-cognitive, behavioural, social and applied psychology: Implications for marketing theory and consumer research. *Journal of Marketing Management*, 33(11-12), 873-877.
- Martin, D. and Woodside, A. (2017). Learning consumer behavior using marketing anthropology methods. *Journal of Business Research*, 74, 110-112.
- Martin, D., Gustafsson, A., and Choi, S. (2016). Service innovation, renewal, and adoption/rejection research in dynamic global contexts. *Journal of Business Research*, 69(7), 2397-2400.
- Martin, D., Rosenbaum, M., and Ham, S. (2015). Marketing service products globally: Introduction to the special issue. *Journal of Business Research*, 68(9), 1819-1821.
- Woodside, A. and Martin, D. (2015). The tourist gaze 4.0: Introducing the special issue on uncovering non-conscious meanings and motivations in the stories tourists tell of trip and destination experiences. *International Journal of Tourism Anthropology*, 4(1), 1-12.
- Martin, D., Palakshappa, N., and Woodside, A. (2014). Applying zoomorphic forced-metaphor-elicitation for surfacing consumers' unconscious country-brand assessments: Examples with emic interpretations, product applications, and consequences for China, New Zealand, UK, and the USA. *American Marketing Association-Conference Event on Social Values*, August 1.
- Martin, D. (2014). Meet the editors: Tips to help you succeed. *2014 Global Marketing Conference*, Singapore, July 15-18.
- Martin, D. (2014). Cross-cultural introspections about Hawaii: Interpreting reports on tourism behavior. Daito Bunka University, Tokyo, Japan, July 8.
- Martin, D., Sirakaya-Turk, E., and Choe, W. (2013). International tourism behavior in turbulent times: Introduction to the special Issue. *Journal of Business Research*, 66(6), 689-691.
- Martin, D. (2012). Publishing in academic journals: Tips to help you succeed. *2012 Global Marketing Conference*, Seoul, Korea, July 19-21.
- Martin, D. and Woodside, A. (2009). Moving beyond pedagogy to andragogy: Experimental learning exercises for tourism/hospitality executive training. *International Journal of Culture, Tourism and Hospitality Research*, 3(4), 283-286.
- Martin, D. (2009). Moving beyond the consumer decision funnel: Introducing the structure and process model for travelers' decision making process, University of Florida Department of Tourism and Sport Management Seminar Series, September 14.
- Martin, D. and Woodside, A. (2007). Experiential learning exercises for tourism and hospitality executive training: Introduction to a special issue on tourism management. *International Journal of Culture, Tourism and Hospitality Research*, 1(4), 269-272.
- Martin, D. (2008). Mapping Japanese tourism behavior. In S. Onkvist and J. Shaw, *International Marketing*, 5e, Routledge.
- Martin, D. (2006). Kanoielehua Industrial Area Association Membership Survey, Hilo, Hawaii, May 4.
- Martin, D. (2005). MBA Exploratory Study, University of Hawaii at Hilo, October 13.
- Ciano, L. and Martin, D. (2002). The foreign lawyer law in Japan: Legitimate complaints or red herrings?" *Journal of Inquiry and Research*, 76, 1-16.
- Martin, D. (2002). The contextual influence on international business buying behavior for commercial services. 2002 Research Issue. American Marketing Association's Global Marketing Special Interest Group (October).
- Martin, D. (2001). Globalization versus differentiation in the EU. Tri-College University World Studies Seminar: Doing Business in the New Europe, North Dakota State University, October 10.



- Martin, D. (2001). External influences on procuring legal services in Japan. Faculty Symposium, North Dakota State University, Fargo, North Dakota, March 21.
- Ciano, L. and Martin, D. (1999). Japan's foreign lawyer law: What the customers are saying. *Ritsumeikan Law Review*, 15, 1-10.
- Martin, D. (1998). The overseas economic development activities of U.S. states: The case of Japan. *Kaezaigaku Nenpo*, 22 (Annual Review of Economics), 41-58.
- Martin, D. (1996). Culture, structure, and relationships: Are Japan and the U.S. significantly different? *Kaezaigaku Nenpo* (Annual Review of Economics), 2 (December), 111-128.
- Martin, D. (1996). Survey of the American state offices in Japan. American State Offices Association, Tokyo, Japan, March 13.
- Martin, D. G. (1996). Foreign economic development activities of the U.S. states: The case of Japan-based offices. Dissertation for Doctor of Philosophy, University of Hawaii at Manoa, no. 3380.
- Martin, D. (1995). The impact of industry structure at the subnational level. Niigata University, Niigata, Japan, November 24.

#### Working Papers in-progress

- Odosashvili, L., and Martin, D. Reviving Soviet-Era Tourism: A Systematic Review of Transformation and Continuity. First review: *International Journal of Tourism Sciences*.
- Martin, D., Kubickova, M. and Subedi, S. Examining complex influences on tourists' protective behavior: A configural analysis. First review: *Journal of Business Research*.
- Arhin, A., Sarfo, G., and Martin, D. Empowering workers in hospitality and tourism: A systematic review and future research suggestions. First review: *International Journal of Contemporary Hospitality Management*.
- Kubickova, M., and Martin, D. Effective destination competitiveness. Second review: *Journal of Hospitality and Tourism Research*
- Seger-Guttmann, T., Medler-Liraz, and Martin, D. Transforming One's Role in the Universe: The Case of Two Spiritual Journeys. Second review: *Journal of Heritage Tourism*.
- Smith, S. and Martin, D. Causal recipes for hotel success and failure.
- Martin, D. and Sonmez, D. Surfacing unconscious employee impressions of organizational equilibrium in a fine dining restaurant: A zoomorphic metaphor-elicitation approach.