

2019 STHM **FACULTY EXPERT GUIDE**



TEMPLE
UNIVERSITY

School of Sport, Tourism
and Hospitality Management

The School of Sport, Tourism and Hospitality Management (STHM) at Temple University is the largest provider of tourism, hospitality, sport, and recreation management education in the Philadelphia region, and an international model for innovative teaching and research.

STHM is home to nearly 30 full-time faculty who are teaching and research leaders in their respective fields. They direct innovative undergraduate and graduate programs, conduct leading research, and can provide insightful, engaging commentary on timely subject matter.

TO SCHEDULE AN INTERVIEW OR TO REQUEST MORE INFORMATION, CONTACT:

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Faculty experts are listed by academic department, with their respective areas of expertise listed to the right.

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JOHN ALLGOOD, MS

Assistant Professor & Academic Director of Executive Master of Science in Sport Business

New and expansion sport franchises, franchise relocation, public and private partnerships for stadium construction, NCAA crisis management



DEBRA BLAIR, PHD

Associate Professor

Diversity, ethics, and disability awareness in sport and recreation management



GEORGE DIEMER, PHD

Assistant Professor

Sport finance, sport economics, sport betting, fantasy sports



JORIS DRAYER, PHD

Associate Professor

Ticketing strategies and price determination in the primary and secondary ticket markets, ticket scalping, fantasy sports, sport marketing



DANIEL FUNK, PHD

Professor; Director of PhD Programs; Director of the Sport Industry Research Center

Personal, psychological, and environmental factors of consumer behavior in sport



AMY GIDDINGS, PHD

Associate Professor & Academic Director of Master of Science in Sport Business

Lifecycle of coaching (recruitment, retention, retirement), sport-based youth development, sport for development and peace, coach education, leadership, leadership development



CAROLINE HEFFERNAN, PHD

Assistant Professor

Allyship in sport, gender in sport leadership and leadership



GARETH JONES, PHD

Assistant Professor

Sport-based youth development, youth sports, sport for development of community and social justice, recreation management



JEREMY S. JORDAN, PHD

Associate Dean; Associate Professor

Sport events, sport organizations, large-scale participation in sporting events, sport tourism, corporate social responsibility in sport



JOSEPH MAHAN, PHD

Associate Professor & Department Chair

Sport consumer behavior, sport marketing, sport betting, digital social media in sport, fantasy sports



AUBREY KENT, PHD

Senior Associate Dean

Professional sports, college athletics, sport management, sport industry employment, sport leadership, sport marketing



ELIZABETH TAYLOR, PHD

Assistant Professor

Women in sport, sexual harassment, incivility in sport, athletes and alcohol consumption, diversity and inclusion in sport



THILO KUNKEL, PHD

Assistant Professor

Sport and event consumer attitudes and behavior, sport branding, consumer experience, engagement between sport and community, digital and social media in sport, sport technology and start-ups



BENJAMIN ALTSCHULER, PHD

Assistant Professor & Academic Director of Master of Science in Travel and Tourism

Culture and its influence on tourism in Asia, specifically in China, utilizing sociological and social psychological concepts related to culture and identity to understand touristic-related behaviors



CERIDWYN KING, PHD

Associate Professor & Department Chair

Tourism, services management, brand equity, employee perspectives, service management, marketing strategy



ELIZABETH H. BARBER, PHD

Associate Professor & Executive Director for Business Development and Partnerships

Customer satisfaction, personnel satisfaction, instructional excellence



ROBERT LI, PHD

Professor; Director of the U.S.-Asia Center for Tourism and Hospitality Management

Destination marketing, tourist behavior, international destination branding, customer loyalty, Asian tourism, Chinese outbound tourism



CHRISTINE CLEAVER, MS

Assistant Professor

Event management, hospitality operations, tourism, business of sport, program planning



LU LU, PHD

Assistant Professor

Food and beverage marketing, impact of sustainable food on consumer experience, restaurant decision making, sensory evaluation, purchase behavior, consumer food and beverage decision making, service marketing



MICHAEL OK, PHD

Associate Professor

Customer relationship management, emotional labor, emotional intelligence, employee knowledge-sharing, service excellence, senior citizens' attitudes and behaviors in hospitality



MICHAEL SHERIDAN, MTHM, CHIA

Assistant Professor & Academic Director of the Master of Science in Hospitality Management

Revenue management, inventory control, marketing-segment pricing, statistical analysis and demand stimulating initiatives, marketing and sales



WESLEY ROEHL, PHD

Professor

Tourism, convention centers, event management, gaming, casinos



YANG YANG, PHD

Associate Professor

Tourism growth and impact analysis, finance and revenue management in hospitality, big data analytics in tourism and hospitality



IRA ROSEN, CFEE

Assistant Professor

Event production, entertainment booking, client account management, service consulting



LAURIE WU, PHD

Assistant Professor

Service experience design and marketing, service technology and innovation



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