Stowe Shoemaker, Ph.D.

I. Employment History

A. Academic Employment History

2023-Present	Special Assistant to UNLV Foundation President
2013-2023	Dean, Andrew and Peggy Cherng Deanship William F. Harrah College of Hospitality University of Nevada, Las Vegas
2012-2012	Full Professor with tenure, Lincy Professor William F. Harrah College of Hotel Administration University of Nevada, Las Vegas
2011-2012	Adjunct Professor University of Texas MD Anderson Cancer Center
2004-2012	Full Professor with tenure, Donald Hubbs Distinguished Professorship Associate Dean of Research University of Houston
1995-2004	Associate Professor with tenure William F. Harrah College of Hotel Administration University of Nevada, Las Vegas
1991-1995	Graduate Assistant, graduate research assistant for four years while earning Ph.D. School of Hotel Administration Cornell University

B. Academic Degrees, Dates, and Institutions Where

Major: Services Marketing; Minor: Statistics and Biometry; Consumer Behavior

D

issertation was entitled “The Impact of Different Types of Actions on Script Learning,” where scripts can be thought of as procedural knowledge -- the knowledge of how to do things. In the dissertation, I argued that for satisfaction to occur in a service situation, customers and employees must be working from the same script. If they are not, then management needs to correct or replace the ineffective script (of both employees and customers) while retaining the effective portions of the existing script. To understand how to best change these scripts, management needs to understand how consumers and employees learn scripts and the impact of different types of actions on this learning.

University of Massachusetts, Master of Science in Hotel Restaurant and Travel Administration (August 1986)

Master’s thesis entitled “Segmenting the Senior Citizen Market Based on Benefits Sought.” This study was one of the first in the travel and tourism literature to show that the senior market, defined as those 55 years of age or older, is not homogeneous in terms of their wants and needs when

C. Industry Employment History

1991 – 1986 *I/H/R Research Group: Vice-President - Tustin, California*
Full-service marketing research firm concentrating in the hospitality industry. Major clients included

B. Off-campus teaching (e.g., visiting professorships)

Cornell University, School of Hotel Administration. Member of the Executive Education Faculty; 1996-2021

Ecole Hôtelière de Lausanne. 1999-2008 Visiting Professor for different courses and modules

Deighton, J., & Shoemaker, S. (2001). Hilton HHonors Worldwide: Loyalty Wars. 50-010 Harvard Business School Publishing.

Deighton, J., & Shoemaker, S. (2001). Hilton HHonors Worldwide: Loyalty Wars. Teaching Note: (Case A) TN 5501059 Harvard Business School Publishing.

Shoemaker, S. (2000), "Segmentation of the Senior Pleasure Travel Market: 10 YearsLater," *Journal of Travel Research.* Vol. 39, pp.11-26.

Shoemaker, S. & Lewis, R. (1999), "Customer Loyalty in Hotels," *InternationalJournal of Hospitality Management.* Vol. 18, No. 4 pp. 345-370.

Shoemaker, S. (1998), "Strategic Approach to Segmenting the University Dining Population: It is More than Class Rank," *Journal of Restaurant & Foodservice Marketing,* Vol. 3, No. 1, pp.1-33.

Bowen, John & Shoemaker, S. (1998), "The Antecedents and Consequences of Customer Loyalty," February, *Cornell Hotel and Restaurant Administration Quarterly.*Vol. 39, No. 1, (February), pp. 12-25. (Note: authors contributed equally and are listed alphabetically).

Shoemaker, S. (1997), Guest Editor: *Hospitality Research Journal,* Vol. 21, No. 1.Lewis,

Robert C. & Shoemaker, S. (1997), "Value Pricing: Another View and a Research Example," *Cornell Hotel and Restaurant Administration Quarterly,* Vol. 38, No. 2, (April), pp. 44-54.

Shoemaker, Stowe (1996), "Scripts: Precursor of Consumer Expectations *l and Restaurant Administration Quarterly,* Vol. 37, No. 1, (February), pp.42-53.

Dev, Chekitan, Michael Morgan, and Stowe Shoemaker (1995), "Positioning Analysis of Hotel Brands Based on Travel Manager Perceptions," *Cornell Hotel Restaurant Administration Quarterly,* Vol. 36, No. 6, (December), pp. 48-55.

Shoemaker**,** Stowe (1994), "A Proposal to Improve the Overall Price Value Perception of a Product Line," *Journal of Restaurant & Foodservice Marketing,* Vol. 1, No. 1, pp. 89- 101.

Shoemaker, Stowe (1994), "Understanding the Marketing Research Process: A Guide to Using an Outside Supplier," *International Journal of Hospitality Management,* Vol. 13, No. 1, pp. 39-56.

Shoemaker, Stowe (1994), "Segmenting the U.S. Travel Market Based Upon Benefits Realized," *Journal of Travel Research,* Vol. 32, No. 3, (Winter), pp. 8-21.

Shoemaker, Stowe (1989), "Segmentation of the Senior Pleasure Travel Market," *Journal of Travel Research,* Vol. 27, No. 3 (Winter), pp. 14-21.

Shoemaker, Stowe (1984), "Marketing to Older Travelers," *Cornell Hotel Restaurant Administration Quarterly,* Vol. 25 No. 2, (August), pp. 84-91.

2. Books

Shoemaker, Stowe and Yesawich, Peter (2023). Hospitable Healthcare: Just what the patient ordered! Indigo River Publishing. Pensacola, FL.

Shoemaker, Stowe and Shaw, Margaret (2007). Marketing Essentials in Hospitality and Tourism: Foundations and Practices. Upper Saddle River, NJ: Prentice Hall.

Shoemaker, S.; Lewis, R. C., & Yesawich, P. C. (2006). Mark*eting leadership in hospitality and tourism: Strategies and tactics for a competitive advantage.* UpperSaddle River, NJ: Prentice Hall.

3. Chapters of Books

Shoemaker, S. & Gorin, T (2008) Pricing and Re[redacted] *Operations Management* – Peter Jones Editor.

LaQuinta Hotels and Resorts and GreenPoints.Com Amount given: $25,000 ($15,000 from LaQuinta and $10,000 from GreenPoints.com). To provide money to study customer loyalty and the value of frequency programs. $19,000 matched by UNLV for total budget of $44,000. Spring 2000

Funded grant from the William F. Harrah College of Hotel Administration to examine customer loyalty among Australian business travelers. Funding also received from Hilton Australia. (Hilton to pay majority of costs.) With John Bowen. Stowe Shoemaker 100% responsible for grant application and money from Hilton.

Gaming Manufacturers Association Amount given: $10,000. To provide money to conduct a needs assessment of industry. $6,000 matched by UNLV for total budget of $16,000. Spring 2000

Game Works, Inc. Amount given: $5,300. Understand gaming customers reactions to a new gambling device. Fall 1998

Rio Suites Hotel and Casino Amount given: $12,000. Study the Las Vegas gamingmarket. This amount matched by UNLV for total budget of $24,000. Fall 1998

MARS Electronics Amount given: $30,000. Study alternative payment systems incasinos. This amount matched by UNLV for total budget of $60,000. Spring 1998

Hyatt Hotels and Resorts Amount given: $28,000. Study antecedents and consequencesof customer loyalty in business class segment. With John Bowen. This amount matched by UNLV for total budget of $56,000. Summer 1998

Lady Luck Gaming Corp Amount given: $2,000. Study psychology of blackjackplayers. This amount matched by UNLV for total budget of $4,000. Fall 1997

Caesars Palace Amount given: $2,100. Study business traveler needs for a businesscenter. Spring 1997

Kotschevar Fund Amount given: $1,430. (Professional development fund awarded by William F. Harrah College of Hotel Administration) Used to for professional development in Spring and Fall 1998

Barrit Travel Grant Amount given: $700. (Professional development fund awarded bythe University of Nevada, Las Vegas). $350 in Fall 1995 and $350 in Fall 1996

William F. Harrah College of Hotel Administration Amount given: $1,200. Study Segmentation of the Elderly. Fall 1996

Center for Hospitality Research at Cornell University Amount given: $17,700. Study the Antecedents and Consequences of Loyalty. With John Bowen. Fall 1995

4. Non-refereed publications: A Variety Available by Contacting Stowe Shoemaker directly

5. Proceedings and abstracts: A Variety Available by Contacting Stowe Shoemaker directly

V. Industry/Professional Services:

Executive Education Faculty Cornell University: Teach a variety of courses around the world 1996 - current

Executive Education on Behalf of University of Houston:

Memorial Herman Healthcare	One	3-day course on customer loyalty
British Airways	Two	3-day classes on pricing
	Six	1-day classes in 2007
Conrad Hilton Uruguay	One	3-day course on strategy
Orbis Hotel Group Poland	Three	3-day class in 2007
Romania Hotel Group	One	3-day class in 2007