

## David S. Martin, Ph.D., CHE

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### Education

Ph.D.	2007	Hotel and Restaurant Management	Auburn University
M.S.	2005	Hotel and Restaurant Management	Auburn University
B.S.	2001	Hotel and Restaurant Management	Auburn University

### Teaching Experience

August 2010-Present Associate Professor, Department of Nutrition, Dietetics and Hospitality Management, Auburn University

#### **Courses Taught:**

HOSP 3200 Hospitality Financial Management  
HOSP 4200 Hospitality Facilities Management  
HOSP 4300 Food and Beverage Management  
HOSP 4600 Beverage Appreciation  
HOSP 4920 Internship in Hospitality  
HOSP 5530/6530/6536 Science of Quality  
NUFS 5380 European Study Abroad  
HOSP 7000 Hospitality Enterprise  
HOSP 7146-Facilities Management for Brewers  
NUFS 7960 Special Problems  
NTRI 4930 Directed Studies  
NTRI 8976 Advanced Topics

August 2007-May-2010 Assistant Professor, Department of Hospitality and Tourism Management, San Francisco State University

#### **Courses Taught:**

HTM 561 Hotel Operations Management  
HTM 531 Services Marketing and Management  
HTM 421 Food Wine and Culture  
HTM 515 Hospitality Internship Program

### Grants-Submitted, Under Review

Examination of YCLP's Effects on Creating Leadership Capital and R.O.I. to Alabama Beef Producers and Chapter Communities.

Amount requested: \$10,000

CI

## **Grants-Funded**

Daniel F. Breeden Endowed Grant  
*Certified Hospitality Educator*  
Funded Amount: \$3,000.00  
Co-PI

Auburn University Intramural Grants Program  
Sports Branding and Marketing in the Human Brain  
Funded amount: \$7,500  
PI

## **Grants-Not Funded**

2015 NCAA Mind Matters Research Challenge: “*Utilizing F-MRI Technology and Neurofeedback Training to Test and Improve the NCAA-Mandated Concussion and Awareness Training in Student Athletes.*”

**Co-PI**

Amount Requested: **\$400,000.00**. Submitted January, 2015, rejection notice, August 1<sup>st</sup>, 2015.

## **Publications-\* Indicates graduate student at Auburn University**

1. **Martin, D.S.**, \*Townsend, K. & Desphande, G. (2018). “Corporate Sponsorship in College Football; An Fmri Study Measuring the Effectiveness of Corporate Branding across Rival Teams” Submitted: Sport Marketing Quarterly. (Accepted, In Press)
2. Daniel, T.A., \*Townsend, K., Wang, Y., Martin, D.S., Katz, j., & Deshpande, G. (2018). “North American Football Fans show Neurofunctional Differences in Response to Violence: Implications for Public Health and Policy”. *Frontiers in Public Health*. (≈ 50%: research design, data collection, manuscript preparation, response to reviewer comments).
3. \*Eyoum, K. & Martin, D.S. (2017). “Ethnic Food in the Journey of International College Students in the United States.” *The Journal of Foodservice Management and Education*. Vol 10, #2. (≈ 50%: research design, data collection, manuscript preparation, response to reviewer comments).
4. \*Dillette, A., Douglas, A. C., Martin, D.S., & O'Neill, M. (2016) “Resident Perceptions on Cross-Cultural Understanding as an Outcome of Volunteer Tourism Programs: The Bahamian Family Island Perspective.” *Journal of Sustainable Tourism*. (≈25%: research design & manuscript preparation).
5. \*Townsend, K., & Martin, D. S. (2016). “Confirming the Game-Day Satisfaction Construct—A Modeling Study of National Collegiate Athletic Association Game Day

- Patrons.” *Journal of Sport in Society*. Manuscript ID 50665. ( $\approx 50\%$ : research design, statistical analysis, manuscript preparation, response to reviewer comments).
6. \*Murray, D., Martin, D. S., O’Neill, M. A. & \*Gogue, J. (2015). “Serious Leisure: The Sport of Target Shooting and Leisure Satisfaction.” *Journal of Sport in Society*. Manuscript ID FCSS-2015-0005. ( $\approx 40\%$ : research design, manuscript preparation, response to reviewer comments).
  7. Gale, A., Martin, D. S., Martin, K., & Duffey, M. (2014). “A Comparative Study of Student Attitudes Toward Environmental Sustainability and Collaborative Learning.” *Journal of Interior Design*, special issue, Vol. 39, #1. ( $\approx 25\%$ : research design, manuscript preparation, response to reviewer comments).
  8. Martin, D. S., \*Murray, D., O’Neill, M. A., McCarthy, M., & \*Gogue, J. (2014). “Target Shooting as a Serious Leisure Pursuit—An Exploratory Study of the Motivations Driving Participant Engagement.” *World Leisure Journal*, Vol. 56, #3. ( $\approx 40\%$ : research design, data collection, manuscript preparation).
  9. Ramamonjiarivelo, Z., Martin, D. S., & Martin, W. S. (2013). “The Determinants of Medical Tourism Intentions: Applying the Theory of Planned Behavior.” *Health Marketing Quarterly*, Vol. 32, #2. ( $\approx 45\%$ : idea generation, research design, data collection and analysis, manuscript preparation and revision).
  10. Martin, D. S., Howell, R., Newman, C., & Martin, K. (2012). “Validation of Eventserv-Short: A Brief Measure of Customer Satisfaction with Game Day Services.” *Journal of Managing Service Quality*, Vol. 22, #4. ( $\approx 60\%$ : idea generation, research design, data collection and analysis, manuscript preparation and revision).
  11. Martin, D. S., Ramamonjiarivelo, Z., & Martin, W. S. (2011). “Medtour: A Scale for Measuring Medical Tourism Intentions.” *Tourism Review*, special issue, Vol. 66, #1/2. ( $\approx 70\%$ : idea generation, research design, data collection and analysis, manuscript preparation and revision).
  12. Martin, D. S. & O’Neill, M. A. (2010). “Scale Development and Testing: A New Measure of Cognitive Satisfaction in Sports Tourism.” *Event Management*, Vol. 14, #1. ( $\approx 60\%$ : idea generation, research design, data collection and analysis, manuscript preparation and revision).
  13. Martin, D. S., Howell, R., & O’Neill, M. A. (2010). “The Impact of Positive Affect, Negative Affect, and Customer Satisfaction on the Future Behavioral Intentions of Sports Fans.” *International Journal of Sport and Society*, Vol. 1, #2. ( $\approx 60\%$ : idea generation, research design, data collection and analysis, manuscript preparation and revision).
  14. Wech, B. A., Martin, W. S., Martin, D. S., Dolowitz, A., & Sandefur, J. (2009). “A Comparison of Attitudes Toward Business Training Between African American and Caucasian Female Small Business Owners.” *Journal of Business and Entrepreneurship*, Vol. 21, #2. ( $\approx 30\%$ : research design, manuscript preparation and revision).

15. Martin, D. S., O'Neill, M. A., Hubbard, S. S., & Palmer, A. (2008). "The Role of Emotion in Explaining Consumer Satisfaction and Future Behavioral Intention." *Journal of Services Marketing*, Vol. 22, #3. (*≈60%: idea generation, research design, data collection and analysis, manuscript preparation*).

### **Submitted-Under Review**

1. Walls, A., **Martin, D. S.**, & Howell, R. (2018). "Happily Exploring Consumer Satisfaction—Revisiting the Traditional Business Model of Satisfaction and How It Applies to the World of Sports." Submitted: *International Journal of Event and Festival Management*.
2. \*Dillette, A., Douglas, A., & **Martin, D.S.** (2018). Do Vacations Really Make Us Happier? Exploring the Relationships between Wellness Tourism, Happiness and Quality of Life Submitted: *Tourism Analysis: An Interdisciplinary Journal*.
5. \*Stephen, J., **Martin, D.S.**, & Bourdeau, B. "Developing and Testing a Consumer Attributes Model to Measure the Effectiveness of Facility Naming Rights Sponsorships in a Professional Baseball Setting". Prepared for *Journal of Business Research*.

### **Works in Progress**

- \*Townsend, K., **Martin, D.S.** & Desphande, G. "Testing for Cross-Contamination in Sports Marketing and Branding; Differences between Local and Global Companies". Prepared for *The International Journal of Sports Marketing*.
- \*Stephen, J., **Martin, D.S.**, & Bourdeau, B. "Corporate Sponsorship in Major League Baseball; Does product type matter? Prepared for *Journal of Sport Management*.
- \*Bardwell, A.M., **Martin, D.S.**, Douglas, A., & Lee, Y.M. (2018). The rural tourist typology: Segmenting rural tourists using three-step latent class analysis. Prepared for *Journal of Tourism and Hospitality Research*.

### **Conference Proceedings**

Martin, D.S., \*Townsend, K., & Desphande, G. (2018) "Is College Football Its Own Worst Enemy? Using F-MRI Technology to Examine the Desensitization of College Football Fans to on-Field Violence". Spring 2018 SECHRIE Meeting in Knoxville, TN.

\*Eyoun, Khalid & Martin, D.S. (2014). "Exploring Ethnic Food Availability around U.S. University Campuses; Perception's, Dining Habits and educational experiences of International Students. Fall 2013 SECHRIE Meeting in Atlanta, GA

\*Eyoun, Khalid & Martin, D.S. (2014). "An Investigation of the Importance of Ethnic Food to International College Students in the United States". 19th Annual Graduate Student Research Conference in Hospitality and Tourism.

Walls, A, Martin, D.S., & Howell, R. (2013). "Happily exploring consumer satisfaction – Revisiting the traditional business model of satisfaction and the effect of valence on service perceptions". 2nd World Research Summit for Hospitality and Tourism, Orlando, Florida.

Ergul, M., Johnson, C., Cetinkaya, Al., Martin, D.S. (2012). Developing a Relevant Business Model for Competitive Advantage: Turkey as a Future Medical Tourism Hub. EuroCHRIE 2012 (Peer Reviewed).

Martin, D.S., \*Nemec, B., and O'Neill, M.A. (2011). Confirming the Game-day Satisfaction Construct-A Study of NCAA Game Day Patrons. *Research Proceedings: Southeast Council on Hotel, Restaurant & Institutional Education*, 15 (2), 22-27. (Peer Reviewed).

Martin, D.S. & Howell, R. (2010). Emotions and Satisfaction: Understanding Sports fans and their Future Behavioral Intentions. Conference of Sport and Society, Vancouver, Canada (Peer Reviewed).

Martin, D.S., Hu, B., Ergul, M. & O'Neill, M.A (2008). Evaluating Fan Satisfaction, A New Measure of the Game Day Experience. EuroChrie, Dubai (Peer Reviewed).

Martin, D.S., O'Neill, M.A., & Hubbard, S.S. (2007). The use of emotional scales in service settings-an examination of Russell's Circular Order of Affect. *Research Proceedings: Advances in Hospitality and Tourism Research, 12<sup>th</sup> Annual Hospitality and Tourism Graduate Student Education and Research Conference*. (Peer Reviewed).

Martin, D.S., O'Neill, M.A., & Hubbard, S.S. (2006). The Use of Importance-Performance Scales in the Arena of Event Management. *Research Proceedings: Southeast Council on Hotel, Restaurant & Institutional Education*, 10 (1), 9-13. (Peer Reviewed).

Martin, D.S., O'Neill, M.A., & Hubbard, S.S. (2006). Affect and Cognition-A Reexamination of the Customer Satisfaction Construct and its Influence upon Future Behavioral Intention, A Continuing Study. *Research Proceedings: Southeast Council on Hotel, Restaurant & Institutional Education*, 9 (1), 39-42. (Peer Reviewed).

Martin, D.S., O'Neill, M.A., & Hubbard, S.S. (2006). Emotions and Their role in the Formation of Customer Satisfaction. *Research Proceedings: Advances in Hospitality and Tourism Research, 11<sup>th</sup> Annual Hospitality and Tourism Graduate Student Education and Research Conference*, 11 (1), 53. (Peer Reviewed).

Martin, D.S., O'Neill, M.A., & Hubbard, S.S. (2005). Affect and Cognition-A Reexamination of the Customer Satisfaction Construct and its Influence upon Future Behavioral Intention.

Research Proceedings: *Spring Southeast Council on Hotel, Restaurant, and Institutional Education*, 8 (2), 26-28. (Peer Reviewed).

Martin, D.S., & O'Neill, M.A. (2005). Exploring the Effect of Emotion on Time-Elapsed Consumer Perceptions of Service Quality-A Reexamination of the Satisfaction Construct. Research Proceedings: *Advances in Hospitality and Tourism Research, 10th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, 10 (1), 31. (Peer Reviewed).

### **Professional Presentations**

Martin, D.S., \*Townsend, K., & Desphande, G. (2018) "Is College Football Its Own Worst Enemy? Using f-MRI Technology to Examine the Desensitization of College Football Fans to on-Field Violence". Spring 2018 SECHRIE Meeting in Knoxville, TN.

Martin, D.S., \*Nemec, B., and O'Neill, M.A. (2011). Confirming the Game-day Satisfaction Construct-A Study of NCAA Game Day Patrons. Southeast Council on Hotel, Restaurant & Institutional Education, Tuskegee, AL.

Martin, D.S. & Howell, R. (2010). Emotions and Satisfaction: Understanding Sports fans and their Future Behavioral Intentions. Paper presented at The Conference of Sport and Society, Vancouver, Canada.

Martin, D.S. (2008). Evaluating Fan Satisfaction, A New Measure of the Game Day Experience. Paper presented at the EuroChrie Conference, Dubai.

Martin, D.S. (2007, January). The Use of Emotional Scales in Service Settings-an Examination of Russell's Circular Order of Affect. Paper presented at the 12<sup>th</sup> Annual Hospitality and Tourism Graduate Student Education and Research Conference, Houston, TX.

Martin, D.S. (2006, September). Affect and Cognition-A Reexamination of the Customer Satisfaction Construct and its Influence upon Future Behavioral Intention, a Continuing Study. Paper presented at the Fall Southeast CHRIE Conference, Atlanta, GA.

Martin, D.S. (2006, February). The Use of Importance-Performance Scales in the Arena of Event Management. Paper presented at the Spring Southeast CHRIE Conference, Atlanta, GA.

Martin, D.S. (2006, January). Emotions and Their role in the Formation of Customer Satisfaction. Paper presented at the 11<sup>th</sup> Annual Hospitality and Tourism Graduate Student Education and Research Conference, Seattle, WA.

Martin, D.S. (2005, September). Affect and Cognition-A Reexamination of the Customer Satisfaction Construct and its Influence Upon Future Behavioral Intention. Paper presented at the Fall Southeast CHRIE Meeting, Auburn, AL.

Martin, D.S. (2005, February). Exploring the Effect of Emotion on Time-Elapsed Consumer Perceptions of Service Quality-A Reexamination of the Satisfaction Construct. Paper presented at the Spring Southeast CHRIE Meeting, Atlanta, GA.

Martin, D.S. (2005, January). Exploring the Effect of Emotion on Time-Elapsed Consumer Perceptions of Service Quality-A Reexamination of the Satisfaction Construct. Poster session presented at the 10<sup>th</sup> Annual Hospitality and Tourism Graduate Student Education and Research Conference, Myrtle Beach, SC.

### **HONORS AND AWARDS**

- a. Associate Editor, *The Journal of Sports Management and Commercialization*, Volume 6, Issue 2, 2015.
- b. Scientific Advisory Board member for the 9th International Conference on Culinary Arts and Sciences, 2015.
- c. Editorial Advisory Board member for the *Research in Hospitality Management Journal*, 2014–present.
- d. Auburn University Student Government Association Outstanding Faculty Member for the College of Human Sciences, 2014.
- e. Past president, the Southeast Federation of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), 2014. Previous positions include president, 2013, vice-president, 2012, and secretary, 2011.
- f. College of Human Sciences Camp War Eagle representative, Session 10, 2013.
- g. Certified Hospitality Educator since June 2012.
- h. Board of Directors for the Alabama Restaurant and Hospitality Alliance, member, 2011–2015.

### **Graduate Students Currently Serving**

Andrew Barnes (Ph.D) Chair  
Johnathan Floody (Master's-Non Thesis).

### **Thesis/Dissertations-Completed**

Stephan, John, 2017: Developing and Testing a Consumer Attributes Model to Measure the Effectiveness of Facility Naming Rights Sponsorships in a Professional Baseball Setting. (Chair).

Bardwell, Amy, 2017: Rural Tourism: An examination of the factors Influencing Revisit Intention to The Southeastern United States. (Chair)

Ghezzi, Sara, 2017: An Assessment of Food Safety Practice and Training of Food Truck Employees: Initiating a Specialized Food Safety Training Manual (Committee Member).

Townsend, Kyle, 2016: An fmri Study of Cross Contamination Effects in Sports Marketing & Desensitization of Football Fans to Violence. (Chair)

Benjamin Nemec, 2011: Tailgating at Collegiate Sporting Events: Investigating its Effects on Satisfaction and Future Behavioral Intentions. (Chair).

Dillette, Alana, 2012: Volunteer Tourism Exploring the Perceptions of Bahamian Islanders and Student Volunteer Tourists (Committee Member).

Jessica Henry, 2012: Career Technical Education's Effect upon High School Students' Attendance: Focusing on Alabama Hospitality and Tourism Pathways. (Non-Thesis Research Project-Committee Member).

Tuo Sun, 2012: The Effect of Organizational Commitment on Word-of-Mouth Intentions in Recruitment in China (Committee Member).

Kate Kirby, 2012; A review of the Effects of Creatine Supplementation on muscle and Brain (Non-Thesis Research Project-Committee Member).

Yang Cao, 2011: Service Quality, Comparing Licensed and Franchised Units within the same Brand. (Committee Member).

Kyle Townsend, 2011: Identifying Critical Success Factors in Alabama Wine Tourism: A Case Study of the Providers. (Non-Thesis Research Project-Committee Member).

### **Service**

Member, 2017-Present	Teaching Effectiveness Committee
Chair, 2010-Present	ACPHA Accreditation Committee
Member, 2014-2017	Undergraduate Curriculum Committee
Member-Board of Directors 2011-2014	Alabama Restaurant Association
Faculty Representative 2011 &2018	Governors' Conference on Tourism



Chair, 2012-2013	Faculty Search Committee (HRMT)
Member, 2011-2012	Faculty Search Committee (Extension Services)
Chair, 2011-2012	Faculty Search Committee (HRMT)
Member, 2010-2011	Faculty Search Committee (HRMT)
Member, 2011-2012	Graduate Conference Planning Committee
Chair, 2011-Present	HOSP Career and Internship Fair
Member, 2010-Present	Scholarship Selection Committee
Advisor, 2010-2013	National Society of Minorities in Hospitality
Member, 2013-2016	Undergraduate Curriculum Committee
Faculty Representative 2010-present	Certified Specialist of Wine Educational Trip

### **Professional Associations**

International Council for Hotel, Restaurant, Institutional Education (I-CHRIE).

### **Professional Experience**

August 2006-August 2007     **Research Assistant, Hotel and Restaurant Management Program, Auburn University.**

Conducted quantitative data gathering through observation and employee interviews. Developed and delivered a multi-site employee training program with a focus on customer service, service recovery, service systems, and service delivery.

Re-wrote the standard operating procedures for the Alabama State Parks System in order to update and implement a usable set of operating procedures for the state parks. Research methods included interviews, on-site observations and correspondence with managers and employees. Emphasis was on front desk operations, restaurant management, customer service and human resources.

- August 2005-May 2006 **Research Assistant, Hotel and Restaurant Management Program, Auburn University.**
- Developed an employee satisfaction survey, conducted statistical analysis and prepared final reporting for a longitudinal study. The purpose of the study was to measure employee satisfaction with on-site dining facilities.
- January-June 2006 **Teaching Assistant, Summer Abroad Travel Program, Hotel and Restaurant Management Program, Auburn University.**
- Assisted with classroom and planning activities surrounding a 28 day backpacking trip across Central Europe. Duties included advising students, grading assignments, and assisting the professor of record with maintaining the budget and itinerary.
- August 2005-May 2006 **Teaching Assistant, Hotel and Restaurant Management Program, Auburn University.**
- Led lab and classroom instruction, maintained inventory for a commercial grade kitchen, corresponded with industry professionals and assisted with student certifications for safe food handling.
- August-November 2005 **Supervised Teaching, Hotel and Restaurant Management Program, Auburn University.**
- Lectured advanced students in hotel and restaurant management in the areas of quality award systems, benchmarking, service recovery and employee satisfaction.
- November 2002-May 2003 **Director, Front Office Operations, the Wynfrey Hotel, Birmingham, AL.**
- Led the following departments: front desk, PBX, bell-stand, transportation, concierge, and club level. Managed day to day operations of all departments, developed training programs for employees and managers, implemented and oversaw a new computer system, reviewed all hiring and firing for each department and assisted the rooms division manager with on-going projects.
- May -November 2002 **Assistant Front Office Manager, The Eldorado Hotel, Santa Fe, NM.**
- Assisted the front office manager with the day-to-day operations of the front desk. Additional duties included interviewing potential employees, training all new employees, acting as a liaison between

the conference service managers and the front desk and assisting the Manager On Duty with night-time duties.

August 2001-May 2002

**Conference Service Manager, The Auburn University Hotel and Dixon Conference Center, Auburn, AL.**

Conducted the booking, detailing and execution of multiple event types including: business meetings, association events, weddings and family reunions. Also assisted the Director of Sales and Marketing in cold calls and developing new business.

February -July 2001

**Rooms Intern, The Ritz-Carlton, Naples, FL.**

Fully trained in the following departments: front desk, PBX, concierge, club level concierge and housekeeping. Also assisted the Director of Housekeeping with the re-writing and updating of housekeeping standard operating procedures.

Sept 1999-August 2000

**Manager on Duty, The Auburn University Hotel and Dixon Conference Center, Auburn, AL.**

Oversaw the operation of the front desk from 3-11 pm. Other duties included generating nightly reports, training new staff, conducting security rounds and checking end of shift reports.