

**Baker Ayoun, Ph.D., CHE**

June M. Henton Endowed Professorship  
Graduate Programs Officer

Hotel and Restaurant Management Program  
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**Research Interests**

International hospitality; Strategic management of hospitality business; Hospitality education.

**Selected Publications**

- Ayoun, B., Rowe, L., & Yassine, F. (2015). Is Workplace Spirituality Associated with Business Ethics? *International Journal of Contemporary Hospitality Management*, 27(5), 938-957.
- Ayoun, B., Rowe, L., & Eyoun, K. (2014). Tomorrow's Hospitality Leaders of America: Their Willingness to Accept a Future Expatriate Assignment. *Journal of Hospitality & Tourism Education*, 26(3), 113-124.
- Ayoun, B., Johnson, M., Van Hyfte, M., & O'Neill, M. (2010). A Comparison Study of U.S. and Non-U.S. Education Internationalization Practices of Hospitality and Tourism Programs. *Journal of Teaching in Travel & Tourism*, 10(4), 335-361.
- Ayoun, B., & Moreo, P. (2008). The Influence of the Cultural Dimension of Uncertainty Avoidance on Business Strategy Development: A Cross-National Study of Hotel Managers. *International Journal of Hospitality Management*, 27(1), 65-75.

**Awards & Recognitions**

- Article of the Year Award, *Journal of Hospitality & Tourism Education*, 2015.
- *Phi Beta Delta*, the honor society for international scholars.
- 10 MOST POPULAR PAPERS published in the *Journal of Hospitality Financial Management*, based on the average number of full-text downloads per day since the paper was posted.
- Inaugural Fellow, 2013, Auburn University's Global Teaching Academy.
- "100 Graduates of Significance" by Oklahoma State University's Graduate College in celebration of 100 years of graduate education at Oklahoma State University.
- Best Paper Award, the 17<sup>th</sup> Annual Graduate Hospitality Conference, 2012.
- Auburn University Student Government Association Outstanding Faculty Member Award for College of Human Sciences, 2010-2011.
- The Emerald/EFMD Highly Commended Research Award, 2009.
- Best Application Paper Award and Best Hospitality Paper Award, Decision Sciences Institute (DSI) Conference, Baltimore, Maryland, 2008.
- Lanphere Research Scholar Award, Oklahoma State University, 2006.

## **Courses Taught/Supervised at Auburn**

### Undergraduate:

HRMT 1010 Introduction to Hospitality Management  
HRMT 2500 Lodging Operations  
HRMT 4500 Strategic Hospitality Management  
HRMT 5570 Global Hospitality  
HRMT 4920 Professional Internship  
NTRI 4930 Directed Studies  
HUSC 5940 Study and Travel in Human Sciences  
IDSC 4930 Interdisciplinary Experience

### Graduate:

HRMT 6570/6576 Global Hospitality  
HRMT 8860/8866 Current Issues in Hospitality  
NTRI 7960/7966 Special Problems  
NTRI 7986 Non-Thesis Research  
NTRI 7990 Research and Thesis  
HRMT 7920 Professional Internship in HRMT  
NTRI 8970 Advanced Topics in NTRI  
NTRI 8990 Research and Dissertation  
HUSC 6940 Study and Travel in Human Sciences  
NTRI 8910 Supervised Teaching