

David S. Martin, Ph.D., CHE
Assistant Professor
Department of Nutrition, Dietetics and Hospitality Management
328b Spidle Hall
Auburn, AL 36849-5605
334-844-3291
martida@auburn.edu

Courses currently being taught by Dr. Martin:

HRMT 3200: Hosp. Finance
HRMT 4300: Food and Beverage
HRMT 4600: Beverage Appreciation
HRMT 4920: Internship
NUFS 5380: Study Abroad
HRMT 5530: Science of Quality
HRMT 7000: Hosp. Enterprises

Leadership:

Faculty Advisor for the Auburn Chapter of the National Society of Minorities in Hospitality
Chair-Hotel and Restaurant Management Career and Internship Fair
Member-College of Human Sciences Scholarship Selection Committee
Member-Board of Directors, the Alabama Restaurant Association
Chair-Accreditation Commission for Programs in Hospitality Administration (ACPHA) Committee

Published Articles:

Gale, A., **Martin, D.S.**, Martin, K., and Duffey, M. (Accepted, in press). "A Comparative Study of Student Attitudes toward Environmental Sustainability and Collaborative Learning". *Journal of Interior Design*, special issue.

Ramamonjarivelo, Z., **Martin, D.S.**, & Martin, W.S. (2013). "The Determinants of Medical Tourism Intentions: Applying the Theory of Planned Behavior." *Health Marketing Quarterly*, Vol. 31, Number 4 .

Martin, D.S., Murray, D., O'Neill, M.A., McCarthy, M & Gogue, J. (2013). "Target Shooting as a Serious Leisure Pursuit - An Exploratory Study of the Motivations Driving Participant Engagement." **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, No 4 pp. 386-398.

Martin, D.S., Ramamonjarivelo, Z., Martin, W.S. (2011). "Predicting Medical Tourism of Americans: An Application of the Theory of Planned Behavior." *Tourism Review, Special Issue*. Vol. 66. No ½ pp. 45-57.

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. No 1 pp. 1-15.

Martin, D.S., Howell, R. & Martin, O'Neill. (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), 101-116.

Peer Reviewed Conference Proceedings:

Townsend, Kyle* & **Martin, D.S.** (2014). "Confirming the Game-day Satisfaction Construct: A modeling Study of National Collegiate Athletic Association Game Day Patrons" Fifth International Conference on Sport and Society. July 16-17th, Rio DE Janiero, Brazil.

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.

Martin, D.S., Nemeč, B., & 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.

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

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.

Grants:

2012/2013 Auburn University Intramural Grants Program entitled "*Sports Branding and Marketing in the Human Brain*"

Funded amount: \$7,500.

PI

2011-2012 Daniel F. Breeden Endowed Grant entitled "*Certified Hospitality Educator*"

Funded amount: \$3,000.00. Money used to fund CHE training for the entire HRMT faculty.

Co-PI