

ROJAN BANIYA
Assistant Professor, Ph.D, CHIA
College of Human Sciences
Horst Schulze School of Hospitality Management
Auburn University
Auburn, Alabama, USA

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EDUCATION

Ph.D.

Aug 2018 – Aug 2022

University of Florida, Gainesville, Florida

College of Health and Human Performance
Department of Tourism, Hospitality and Event Management

Dissertation: The motivation factors and barriers influencing vacationers to make sustainable choices in vacation planning.

MMR

Dec 2009

Southern Illinois University Edwardsville, Edwardsville, Illinois

School of Business (AACSB)

Concentration: Marketing Research

Research Project: Segmentation Analysis, Psychographic Profiling and Social Media Plan for Reliv International, Chesterfield, MO, 2009.

MBA

Feb 2006

Kathmandu University, Kathmandu, Nepal

Kathmandu University School of Management

Concentration: Marketing

BSc. Computer Science

Apr 2003

Tribhuvan University

Patan Multiple Campus

Concentration: Computer and Statistics

TEACHING AND ACADEMIC SERVICE EXPERIENCE

Assistant Professor

Auburn University, Auburn, Alabama, US

(Aug 2024 – Present)

Visiting Assistant Professor & Program Manager

Hawaii Pacific University, Honolulu, Hawaii, US

(Aug 2022 – Aug 2024)

Taught Courses:

- MKTG 3000 Principles of Marketing (Summer 2024, Fall 2023)
- MKTG 3110 Marketing Research (Summer 2024, Spring 2024, Fall 2023)
- HTM 3210 Food and Beverage Management (Spring 2024, Spring 2023)
- HTM 3220 Special Events (Spring 2024, Spring 2023)
- HTM 3610 Travel Industry Marketing (Fall 2022, Fall 2023)
- HTM 3110 Hotel and Resort Management (Fall 2022, Fall 2023)

- BAN 6650 Marketing Analytics (Spring 2024)
- BUS 1000 Introduction to Business (Spring 2023)

Academic Service:

- Developed curriculum and course syllabus for hospitality, event and marketing
- Served on the course development committee for graduate and undergraduate levels
- Provided academic advice to students for successful graduation and career
- Represented the HTM in industry events and conferences
- Collaborated with local enterprises to generate experiential opportunities for students and internships
- Built relationships with community partners and industry like Hawaii Tourism Authority, Hawaii Lodging, and Tourism Association
- Liaised for student engagement, scholarships, and development like SKAL Scholarship, Generational Mentorship with the Hawaii Lodging and Tourism Association
- Provided academic advice to the student-led body – TIMSO
- Developed an online course MKTG 6111 – Marketing Research in collaboration with Pearson for new program – MS in Product Management

Instructor and Graduate Teaching & Research Assistant (Aug 2018 – Aug 2022)

University of Florida, Gainesville, Florida, US

Instructor of Record:

- LEI 3303 Fundamentals of Tourism Planning (Spring 2021, Spring 2022)

Teaching Assistant:

- HFT 3512 Event Promotion
- LEI 3360 Hospitality Management
- LEI 4880 Research Methods
- HFT 4743 Tourism and Hospitality Marketing
- HFT 4468 Hospitality Revenue Management (audited)
- HFT 3253 Lodging Operations and Management (audited)

Assistant Professor

(Jul 2013 - Aug 2018)

Kathmandu University School of Management
Kathmandu, Nepal

Taught Courses:

- MKT 531 Marketing Decisions and Analytics
- MKT 442 Marketing Research
- MKT 643 Services Marketing
- MKT 620 Consumer Behavior
- MMKT 444 Product and Brand Management
- MMKT 461 Social Marketing

Academic Service:

- Mentored graduate students to conduct business research and corporate projects for undergraduate and graduate students.
- Led Enterprise and Management Development Center (EMDC) (consulting, training, and research wing), Placement Cell (undergraduate and graduate placement services),

and MBA program (activities like exams, admissions, and trimester planning).

PROFESSIONAL WORK EXPERIENCE

Senior Research Analyst, Statistician

Jun 2012 - Feb 2013

MMGY Global Inc., Orlando, FL

- Led custom and syndicated travel and hospitality research.
- Provided statistical and data analytics expertise to the project team.

Research Project Manager

May 2010 - May 2012

Brand Asset Consulting, New York, NY

- Managed custom research for top US brands (United Health Care, Microsoft, Avery, Samsung, etc.).
- Managed brand asset valuation database of 3500 US brands.
- Provided statistical expertise and data analytics support to the client service team.

Marketing Research Analyst

Aug 2008 - Dec 2009

Maritz Inc., St. Louis, MO

- Supported in customer satisfaction tracker study for reputed clients.
- Provided statistical and data analysis support to research teams.

Credit Card Officer

Aug 2006 - Dec 2007

Standard Chartered Bank Nepal Limited, Kathmandu, Nepal

- Managed the merchant acquiring and card issuance operations of the bank.
- Established Voice of Customers (VOC) through Complaint Tracking System.
- Initiated new programs like job rotation and multi-skilling.

PUBLICATIONS

REFEREED

- **Baniya, R.,** & Thapa, B. (2024). Conceptualizing visitors' experience in heritage hotels using big data. *Journal of Heritage Tourism*, 19(3), 451-469.
- **Baniya, R.,** Chaulagain, S., & Okumus, B. (2024). Examining Relationships Among Emotional Experience, Place Identity, and Destination Loyalty. *Advances in Hospitality and Tourism Research (AHTR)*, 12(2), 117-144.
- Chaulagain, S., Li, J., **Baniya, R.,** & Pizam, A. (2023). Should I stay or should I go back? Factors influencing snowbirds' permanent relocation intention. *Journal of Hospitality and Tourism Insights*.
- KC, B., **Baniya, R.,** Singh, H. B., & Chapagain, B. (2023). Human-wildlife conflicts in a Nepalese protected area: conservation challenges, mitigation strategies, and policy implications. *Geojournal*, 88(6), 5997-6010.
- **Baniya, R.,** An, Y., & Thapa, B. (2022) Green Hotel Selection: The Effects of Social Learning and Eco-labels. *Tourism Review*. <https://doi.org/10.1108/TR-04-2022-0178>

- Paudyal, R., **Baniya, R.**, Thapa, B., Neupane, S. S., & KC, B. (2022). Motivation and service quality relationship with visitor satisfaction and loyalty intentions in a mountainous protected area. *Journal of Ecotourism*, 1-18. <https://doi.org/10.1080/14724049.2022.2052080>
- Chhetri, S. B., & **Baniya, R.** (2022). Influence of student-faculty interaction on graduate outcomes of undergraduate management students: The mediating role of behavioral, emotional and cognitive engagement. *The International Journal of Management Education*, 20(2), 100640. <https://doi.org/10.1016/j.ijme.2022.100640>
- **Baniya, R.**, & Thapa, B. (2021). CSR Communication among Tourism SMEs through Their Websites. *Tourism and Hospitality*, 2(3), 319-326. <https://doi.org/10.3390/tourhosp2030020>
- **Baniya, R.**, Thapa, B., Paudyal, R., & Naupane, SS. (2021). Motive-based segmentation of international tourists at Gaurishankar Conservation Area, Nepal. *Journal of Mountain Science*, 18(1), 205-218. <http://doi.org/10.1007/s11629-020-6179-z>
- **Baniya, R.**, Dogru-Dastan, H., & Thapa, B. (2021). Visitors' experience at Angkor Wat, Cambodia: evidence from sentiment and topic analysis. *Journal of Heritage Tourism*, 16(6), 632-645. <https://doi.org/10.1080/1743873X.2020.1833892>
- **Baniya, R.**, & Rajak, K. (2020). Attitude, Motivation, and Barriers for CSR Engagement among Travel and Tour Operators in Nepal. *Journal of Tourism and Hospitality Education*, 10, 53-70. <https://doi.org/10.3126/jthe.v10i0.28733>
- **Baniya, R.**, Thapa, B.; Kim, M.-S. (2019) Corporate Social Responsibility Among Travel and Tour Operators in Nepal. *Sustainability* 11, 2771. <https://doi.org/10.3390/su11102771>
- **Baniya, R.**, Shrestha, U., & Karn, M. (2018). Local and Community Well-Being through Community Based Tourism—A Study of Transformative Effect. *Journal of Tourism and Hospitality Education*, 8, 77-96. <https://doi.org/10.3126/jthe.v8i0.20012>
- **Baniya, R.**, Adhikari, S. (2018). Mergers and Acquisitions of the Financial Institutions: Factors Affecting the Employee Turnover Intention, *NRB Economic Review*. 29 (2), 31-50. <https://doi.org/10.3126/jthe.v8i0.20012>
- **Baniya, R.** (2018). Relationship Between Perception of Service Quality and Students' Satisfaction – A Case Study of a Management School, *Journal of Education and Research*, 4(1), 77-92. <https://doi.org/10.3126/jer.v6i2.22149>
- **Baniya, R.** (2017). Components of Celebrity Endorsement Affecting Brand Loyalty of Nepali Customers. *Journal of Business and Management Research*, 2(1-2), 52-65. <http://dx.doi.org/10.3126/jbmr.v2i1-2.18151>
- **Baniya, R.** (2017). Hotel Attributes Influencing International Tourists' Satisfaction and Loyalty. *Journal of Tourism and Hospitality Education*, 7, 44-61. <http://dx.doi.org/10.3126/jthe.v7i0.17689>

- Rosenbaum, M. S., **Baniya, R.**, & Seger-Guttman, T. (2017). Customer responses towards disabled frontline employees. *International Journal of Retail & Distribution Management*, 45(4), 385-403. <https://doi.org/10.1108/IJRDM-08-2016-0133>
- **Baniya, R.**, Ghimire, S., & Phuyal, S. (2017). Push and Pull Factors and their effects on International Tourists' Revisit Intention to Nepal. *The Gaze: Journal of Tourism and Hospitality*, 8, 20-39. <http://dx.doi.org/10.3126/gaze.v8i0.17830>
- **Baniya, R.**, & Paudel, K. (2016). An Analysis of Push and Pull Travel Motivations of Domestic Tourists in Nepal. *Journal of Management and Development Studies*, Vol. 27, pp.16-30.
- Shrestha, A. K., & **Baniya, R.** (2016). Emotional intelligence and employee outcomes: Moderating role of organizational politics. *Business Perspectives and Research*, 4(1), 15-26. <http://dx.doi.org/10.1177/2278533715605426>

BOOK CHAPTER

- **Baniya, R.**, & Thapa, B. (2022). Corporate Social Responsibility for Sustainable Mountain Tourism in the Himalayan Region. In *Tourism and Development in the Himalaya* (pp. 245-264). Routledge.

CASE STUDY

- Upwardly mobile: The marketing opportunities of the shift in class structure in emerging markets, *Solomon, Consumer Behaviour 4e* published in August 2018.

RESEARCH PRESENTATIONS

- Li, J, Chaulagain, S., Pizam, A. & **Baniya, R.** (2023). Factors influencing snowbirds' intention to relocate to Florida permanently. The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism January 5-7, Orange County, CA, USA.
- An, Y., **Baniya, R.**, & Stepchenkova, S. (2022). Understanding the effect of pro-environmental behavior in sustainable mega-event attendance. The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. January 7-8, Virtual. Poster Presentation.
- **Baniya, R.**, & An, Y. (2021). Visitors' Sentiments Predicting Purchase Intention and Sustainable Consumption of Green Hotels. TTRA 2021 International Conference – Uncharted Territory: Reimagining Tourism for a New Era, Fort Worth, Texas, USA.
- **Baniya, R.**; Thapa, B. (2019) Role of Service Quality in Building Relationship Share and Loyalty for Hotels: Mediating Role of Customer Attitude. Fifth World Research Summit for Hospitality and Tourism. Orlando, US.
- **Baniya, R.**; Thapa, B.; Kim, M.-S. (2019) Corporate Social Responsibility Among

Travel and Tour Operators in Nepal. Fourth International Conference on Tourism and Leisure Studies. Miami, US.

- Lee, M. J., **Baniya, R.**, Bhakti, B. Lee, S., (2019) A Comparative Content Analysis of Crisis Response Strategies Between the USA and India, International Public Relations Research Conference (IPRRC) in Orlando, US.
- Rosenbaum, M. S., **Baniya, R.** and Seger-Guttmann, T. (2016) Disabled Frontline Employees and Service Quality. The third Colloquium on European Research in Retailing Conference, Toulouse, France.
- Shrestha, A., **Baniya, R.** (2015) Emotional Intelligence and Employee Outcomes: Moderating role of Organizational Politics. 2nd International HR Conference on Emotional Intelligence, K. J. Somaya Institute of Management Studies and Research, Mumbai, India.

GRANTS SECURED

- **Primary Investigator (\$500)** THEM Annual Bill Sims Endowment Student Research Award.
- **Baniya, R. (PI)** and Thapa, B. (2020). The motivation for Tourism SME in Developing Countries to Engage in CSR practices based on Sustainability– a Case of Nepal.
- **Primary Investigator (NPR 50,000):** Faculty Research Grant, Kathmandu University
- **Baniya, R. (PI)**, Karna, M. and Shrestha, U. (2017). Transformative Service Effect of Community Based Tourism, Kathmandu University School of Management.
- **Primary Investigator (NPR 200,000)** Faculty Research Grant, University Grant Commission
- **Baniya, R. (PI)** and Chhetri, B.S. (2016). Learning Environment and Student Outcomes: Mediating role of Student Engagement for management undergraduate students, University Grants Commission, Nepal.

AD-HOC JOURNAL AND CONFERENCE REVIEWER

- International Journal of Contemporary Hospitality Management
- International Journal of Hospitality Management
- Member of the Academic Review Committee for the TTRA 2021 Annual Conference
- Journal of Services Marketing
- Sustainability
- Tourism Management Perspective

HONORS/AWARDS/ SCHOLARSHIPS

- Sidney J. Gefen, Barbara & Larry Jaffe Graduate Scholarship, University of Florida, September 2022, Gainesville, Florida
- Certificate of Outstanding Merit 2021, The International Center, University of Florida.
- Bill Sims Scholarship: College of Health & Human Performance, University of Florida, May 2020, Gainesville, Florida.
- Graduate School Funding Award from the University of Florida 2018 – 2022.
- Best paper prize (second), 2nd International HR Conference on Emotional Intelligence, K. J. Somaya Institute of Management Studies and Research, Mumbai, India, 2015.
- Graduate Student Scholarship – Southern Illinois University Edwardsville, IL, USA, 2008-2009.
- Vice President – Event Management, MMRSA, Southern Illinois University Edwardsville, IL, USA, 2008-2009.
- Top Management Student – Awarded by BOSS Top Ten Business Excellence Award, Kathmandu, Nepal, 2004-2005.
- Magna Cum Laude – Dean’s Merit List’ - MBA, Kathmandu University School of Management, Kathmandu, Nepal, 2004 – 2006.

SKILLS

- Statistical Package: SPSS Advanced, AMOS
- Social Network Software – UCINET
- Text Analysis Software – MAXQDA, Rapid Miner

CERTIFICATIONS

- Sustainable Tourism Destination Management, Cornell University, July 2023
- Certification in Hotel Industry Analytics (CHIA), American Hotel & Lodging Association, October 2022