



Goh Kok Beng, Ben
Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Workforce Development● Strategic Organizational Management	<ul style="list-style-type: none">● Cost Control● Financial Management● Strategic Management

Qualifications

[Academic Qualifications]

2001	Ed.D/Educational Leadership/Nova Southeastern University
1989	Master of Business Administration / Texas Tech University
1986	Bachelor of Science / Restaurant, Hotel & Institutional Management / Texas Tech University

[Professional Qualifications]

Certified Diploma in Accounting and Finance (CDipAF) ACCA
Airport Planning and Operations Training - Level 1 IATA

Publications

[Journal Articles]

- Joung, H., Goh, B.K., Huffman, L., Yuan, J., & Surles, J. (In Press,2016) Investigating Relationships between Internal Marketing. International Journal of Hospitality and Tourism Administration.
- Joung, H.-W., Goh, B.K., Huffman, L., Yuan, J., & Surles, J. (In Press - 2016). Investigating relationships between internal marketing practices and employee organizational commitment in the foodservice industry. International Journal of Contemporary Hospitality Management, 28(2).
- Joung, H.-W., Choi, E.-K., & Goh, B.K. (2015). The impact of perceived service and food quality on behavioral intentions in continuing care retirement communities: A mediating effect of satisfaction. Journal of Quality Assurance in Hospitality and Tourism, 16(3).

- Jin, N., Goh, B.K., Huffman, L., & Yuan, J. (2015). Predictors of perceived restaurant innovativeness and innovative outcomes in chain restaurants: Moderating roles of age and gender. *International Journal of Hospitality Management*. 24(5), 457-485.
- Chua, B., Lee, S., Goh, B.K., & Han, H. (2015). Impacts of cruise service quality and price on vacationers' cruise experience: Moderating role of price sensitivity. *International Journal of Hospitality Management*, 44(2015), 131-145.
- Chua, B., Goh, B.K., Huffman, L., Jai, C., & Karim, S. (Accepted-2016). Cruise Passengers' Perception of Key Quality Attributes of Cruise Lines in North America. *Journal of Marketing and Management*.
- Chua, B., Goh, B.K., Jin, N., & Lee, S. (Accepted). Influence of mechanic, functional, and humanic clues on customers' experiential value and behavioral intention in full service restaurants. *Journal of Foodservice and Business Research*. 17(2)
- Padgett, B., Kim, H., & Goh, B.K. (2014). The usefulness of the theory of planned behavior: Understanding U.S. fast-food consumption of Chinese generation Yers. *Journal of Food Service Business Research*. 16(5), pp. 486-505
- Jin, N., Goh, B.K., & Line, N., (2013). Experiential Value, Relationship Quality, and Customer Loyalty in Full-Service Restaurants: The Moderating Role of Gender. *Journal of Hospitality Marketing and Management*. 22(7), pp.679-700.
- Goh, B.K., Garcia, M., Joung, H.W., & Fowler, D. (2013). Residents' satisfaction with foodservice at a continuing care retirement community: A pilot study. *Journal of Quality Assurance in Hospitality and Tourism*.14(2).
- Jin, N.H., Chua, B.L., & Goh, B.K. (2012). Experiential value, relationship quality, and customer loyalty in full-service restaurants: The moderating role of gender. *Journal of Hospitality Marketing and Management*. (Accepted)
- Fowler, D.C., Lauderdale, M., Goh, B. K., and Yuan, J.J. (2012). Safety Concerns of International Shoppers in Las Vegas. *International Journal of Culture, Tourism, and Hospitality Research* 6(3), pp.238 – 249.
- Yuan, J.J., Fowler, D.C., Goh, B. K. and Lauderdale, M. (2012). Mexican Cross-Border Shoppers' Motivations to the United States. *International Journal of Culture, Tourism, and Hospitality Research*. 6 (1). In press.
- Kim, Y.H., Kim, M., Goh, B.K., & Antun, J.M. (2011). The role of money: The impact on food tourists' satisfaction and intention to revisit food events. *Journal of Culinary Science and Technology*, 9(2), 85-98.
- Barber, N., Goodman, R.J., & Goh, B.K. (2011). Restaurant consumers repeat patronage: A service quality concern. *International Journal of Hospitality Management*, 30(2), 329-336.
- Kim, Y. H., Kim, M., & Goh, B. K. (2011). An examination of food tourist's behavior: Using the modified theory of reasoned action. *Tourism Management*, 32 (2011), 1159-1165.

- Jeon, M.-S., Lee, K.-W., and Goh, B. K. (2011). Increasing Student Learning: Factors Influencing Hospitality Students' Intention to Engage in Community Service. *Journal of Hospitality & Tourism Education*, 23(3).
- Joung, H.W., Kim, H.S., Choi, E.K., Kang, H.O., Goh, B. K. (2011). University Foodservice in South Korea: A Study of Comparison between University Operated Restaurant and External Foodservice Contractors. *Journal of Foodservice Business Research*, 14(4).
- Lauderdale, M., Fowler, D., Goh, B. K., & Yuan, J. (2011). Tourists' perception of personal safety in the United States: An international perspective. *Electronic Journal of Hospitality Legal, Safety and Security Research*, 5(1).
- Henley, C. D., Fowler, D., Yuan, J., Stout, B., & Goh, B.K. (2011). Label design: Impact on millennial's perceptions of wine. *International Journal of Wine Business Research*, 23(1).
- Kim, Y. H., Kim, M., & Goh, B. K. (2010). A comparison between first-timers and repeaters at a food event. *Journal of Culinary Science and Technology*, 7(4), 239-249.
- Kizildag, M., Barber, N., & Goh, B.K. (2010). Managing Investment Revenue (Restaurant). *International Journal of Revenue Management*. 4(2).
- Kim, Y. H., Goh, B. K., Yuan, J.J. (2010). Development of a multi-dimensional scale for measuring food tourist motivations at a food event. *Journal of Quality Assurance in Hospitality and Tourism*, 11(1), 56-71.
- Kim, Y.H., Kim, M.C., Goh, B.K., & Han, J.S. (2009). A Development of Instrument for Luxury Hotel Websites' Assessment: Using the Modified Balanced Scorecard and Analytical Hierarchy Process (BSCAHP). *Korean Journal of Hospitality Administration*, 18(5), 277-287.
- Kim, Y.H., Yuan, J., Goh, B.K., & Antun, J.M. (2009). Web Marketing in Food Tourism: A Content Analysis of Web Sites in West Texas. *Journal of Culinary Science & Technology*, 7(1), 52-64.
- Yuan, J., Wu, C.K., Zhang, J., Goh, B.K., & Stout, B. (2008). Chinese Tourist Satisfaction with Yunnan Province, China. *Journal of Hospitality & Leisure Marketing (special thematic issue on marketing in China)*, 16(1/2), 181-202.
- Chuang, N.K., Goh, B.K., Stout, B.L., Dellmann-Jenkins, M. (2007). Hospitality undergraduate students' career choices and factors influencing commitment to the profession. *Journal of Hospitality & Tourism Education*, 19(4), 28-37.
- Goh, B.K., & Stout, B.L. (2007). Interviews of Users of the Lubbock International Airport. *E-Review of Tourism Research*. 5(4), August 2007. <http://ertr.tamu.edu/futureissues.cfm>
- Tsai, Frank, Goh, B.K., & Huffman, L. (2007). Bridging Hospitality Education and The Industry: A Delphi Study of Competency Assessment for Lodging Entry-Level Management Trainees in Taiwan. *China Tourism Journal*, 3(2).
- Tsai, F., Goh, B.K., Huffman, L., & Wu, K. (2006) Competency Assessment for Entry-level Lodging Management Trainees in Taiwan. *The Journal of Chinese Economy*. 39(6).

- Ho, J.Y., Goh, B.K., Wu, K., & Yuan, J. (2006) A Preliminary Study On Local Employees' Equity Perception In International Tourist Hotels In Taiwan: An Equity Theory Perspective. E-Review of Tourism Research. <http://ertr.tamu.edu/index.cfm/>
- Ho, J.Y., Goh, B.K., Wu, K., & Stout, B. (2006). Hotel Performance Reviews in the Greater China Area. E-Review of Tourism Research. <http://ertr.tamu.edu/index.cfm/>
- Blum, S.C., Goh, B.K., and Lin, F.Y. (2003). Cultural diversity and mentoring: Tracking stereotype changes. *Journal of Hospitality and Tourism Education*. Fall 2003 Vol 15(3), 6-10.
- Stout, B., Goh, B.K., Wu, K., and Huffman, L. (2002). An assessment of self-awareness and personality type of participants in a hospitality training program. *TAFCS Research Journal*. 7-8.
- Blum, S., Dodd, T., and Goh, B.K. (2001). Hospitality executive perceptions of an on-line graduate degree program. *FIU Hospitality Review*, Fall (2001) Vol 18(2), 1-9.
- Blum, S.C., Dodd, T.H. and Goh, B.K. (2001). The development of a graduate distance education program in hospitality management. *Journal of Hospitality and Tourism Education*, 12(1).

[Conference Papers]

- Haney, M., Goh, B.K., & Huffman, L. 2014. Back to Reality: An exploratory study of reality television tourism. *Proceedings of 19th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas.
- Lee, H., Goh, B.K., & Erdem, M. 2014. Analyzing User-Generated Social Media Content of Las Vegas Casino Resorts. 2014. *Proceedings of 19th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas.
- Suttikan, C., & Goh, B.K. 2014. The Development of the Local Products Sales Center to Attract Tourist Nakha Village, Udon Thani Province, Thailand *Proceedings of 19th Annual Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas.
- Joung, H.W., Goh, B.K., Huffma, L. & Yuan, J. 2013. Investigating Relationships between Internal Marketing Practices and Employee Organizational Commitment in the Foodservice Industry. *Proceedings of 18th Annual Graduate Student Research Conference*, Seattle, Washington.
- Jin, N., Lee, D.S., & Goh, B.K. 2013. Predictors of perceived restaurant innovativeness and innovative outcomes in chain restaurants: Moderating roles of age and gender. *Proceedings of 16th Annual Graduate Student Research Conference*, Houston, Texas.
- Joung, H.W., Lee, D.S., & Goh, B.K. 2013. Evaluation of Utilizing Guest Speakers in Hospitality and Tourism Programs. *Proceedings of 16th Annual Graduate Student Research Conference*, Houston, Texas.
- Demirer, I., Memarzadeh, F., & Goh, B.K. 2013. Effectiveness of Asset and Cost Retrenchment in the Restaurant Industry. *Proceedings of 16th Annual Graduate Student Research Conference*, Houston, Texas.

- Jin, N., Ann, S.H., Line, N., & Goh, B.K. 2013. The full-service dining experience: An assessment of the generation-specific determinants of customer loyalty. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.
- Joung, H.W., & Goh, B.K. 2012. Conceptual framework of service quality, customer satisfaction, and behavioral intention in restaurant settings: The moderating role of surprise. CHRIE Conference, Providence, Rhode Island.
- Jin, N.H., Chua, B., Lee, S.M., & Goh, B.K. 2012. The impact of experiential values on relationship quality and customer loyalty: Moderating role of gender. CHRIE Conference, Providence, Rhode Island.
- Jin, N.H., Lee, S.M., & Goh, B.K. 2011. Green practice in hotels: Value-attitude behavior. CHRIE Conference, Denver, Colorado.
- Lee, K.W., Joung, H.W., & Goh, B.K. 2011. The effectiveness of guest speakers in the hospitality and tourism program. CHRIE Conference, Denver, Colorado.
- Joung, H.W., Choi, E.K., Lee, K.W., & Goh, B.K. 2011. Perceived quality, satisfaction, and behavioral intentions: The moderating role of health status in continuing care retirement communities. CHRIE Conference, Denver, Colorado.
- Kizildag, M., & Goh, B.K. 2011. Asset growth & the cross-section of hospitality stock returns. CHRIE Conference, Denver, Colorado.
- Choi, E.-K., Wilson, A., Fowler, D., & Goh, B.K. 2011. An analysis of freshmen students' motivation to eat at on-campus dining facilities. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.
- Joung, H.-W., Choi, E.-K., & Goh, B.K. 2011. Perceived service and food quality, satisfaction, and behavioral intentions in senior retirement communities. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.
- Choi, E.-K., Padgett, B.C., Fowler, D., & Goh, B.K. 2011. Applying the theory of planned behavior to Chinese millennial's' purchase behavior on foreign fast food restaurants. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.
- Jin, N.-H., Choi, H.-S., & Goh, B.K. 2011. Examining the relationship among E-SERVICEQUAL, relational benefits, and relationship quality in online tourism portals: The moderating role of personality traits. Proceedings of 16th Annual Graduate Student Research Conference, Houston, Texas.
- Fowler, D., Celia, H.D., Yuan, J., Stout, B., & Goh, B.K. 2010. Wine marketing to millennials. CHRIE Conference, San Juan, Puerto Rico, USA.
- Demirer, I., Lee, D.S., & Goh, B.K. 2010. The effects of Financial Factors and Risk on Firm Performance: Evidence from U.S. Lodging Companies. CHRIE Conference, San Juan, Puerto Rico, USA.

- Kim, H.-S., Kim, H.-P., Kang, H.-O., & Goh, B.K. 2010. A Hotels' Financial Performance Using RevPar (Revenue Per Available Room). CHRIE Conference, San Juan, Puerto Rico, USA.
- Fowler, D.C., Wilson, A.K., Yuan, J.J., & Goh, B.K. 2010. University Food Service Attributes: Millennial's Preferences. CHRIE Conference, San Juan, Puerto Rico, USA.
- Chuang, N.K., Hu, S.M., Yeh, R. & Goh, B.K. 2010. Guest Complaints and Employee Training. CHRIE Conference, San Juan, Puerto Rico, USA.
- Joung, H.-W., Choi, E.-K., & Goh, B.K. 2010. Training Motivational Factors as Predictors of Employees' Training Satisfaction in Foodservice Operation. CHRIE Conference, San Juan, Puerto Rico, USA.
- Fowler, D.C., Henley, C.D., Yuan, J.J., Stout, B.L., & Goh, B.K. 2010. Marketing Wine to Millennials. CHRIE Conference, San Juan, Puerto Rico, USA.
- Kim, H.-S., Lee, S.-M., Goh, B.K., & Yuan, J.J. 2010. Assessing College Students' Satisfaction with University Foodservice. Proceedings of 15th Annual Graduate Student Research Conference, Washington D.C.
- Joung, H.-W., Choi, E.-K., Kang, H.-O., & Goh, B.K. 2010. University Foodservice in South Korea: A Study of Comparison between University Operated Restaurant and External Foodservice Contractors. Proceedings of 15th Annual Graduate Student Research Conference, Washington D.C.
- Wu, T. H., Goh, B.K., & Chan, H. K. 2009. Taiwanese Online Hospitality Shopper: Impact of Motivation and Concern. CHRIE Conference, San Francisco, California.
- Yin, D., Chuang, N. K., Goh, B.K., Boyce, J. & Yuan, J. 2009. Competency Profiles among Hotel Chefs. CHRIE Conference, San Francisco, California.
- Ho, J. Y., Goh, B.K., & Chuang, N. K. 2009. Hotel Expatriates Motivations to Work overseas and their Competencies for Success. CHRIE Conference, San Francisco, California.
- Chan, H.K., Wu, T.H., Lauderdale, M., & Goh, B.K. 2009. Customer Needs, Satisfaction and Loyalty Analysis of Travelers With Disability in the Lodging Industry. Proceedings of 14th Annual Graduate Student Research Conference, Las Vegas, Nevada.
- Kizildag, M., Yuan J., & Goh, B.K. 2008. Investment Decision Criteria of the U.S. Hotel Companies For Turkey. CHRIE Conference, Atlanta, Georgia.
- Yin, D., Boyce, J., Goh, B.K., Yuan, J., & Chuang, N. K. 2008. Young Hotel Chefs' Self-Directed Career Development. Proceedings of 13th Annual Graduate Student Research Conference, Orlando, Florida. (pp. 308 -311)
- Kizildag, M. & Goh, B.K. 2008. Investment Decision Criteria of the U.S. Hotel Companies For Turkey. Proceedings of 13th Annual Graduate Student Research Conference, Orlando, Florida. (pp. 318 -320)

- Jeon, M.S., Kim Y.H., & Goh, B.K. 2008. An Evaluation of the Nutritional Quality of Lunch Meals Served by Elementary Schools in United States and Republic of Korea. Proceedings of 13th Annual Graduate Student Research Conference, Orlando, Florida. (pp. 1193 -1197)
- Ho, J. Y. & Goh, B.K. 2008. The internship experiences of hospitality students as hotel receptionists. *Advances in Hospitality and Tourism Research Volume XIII*. 13th Annual Graduate Conference.
- Yuan J., Lauderdale, M., Goh, B.K., & Fowler, D. 2007. International Tourists' Perception of Personal Safety When Traveling in the United States. Society for Marketing Advances (SMA) Conference.
- Goh, B.K., Fowler, D., Lauderdale, M., & Yuan J. 2007. Mexicans Shopping in the United States—An Economic Force in Texas. Society for Marketing Advances (SMA) Conference.
- Wongjarupun, S., Tsai, K., & Goh, B.K. 2007. Exploring Service Quality on Board the Nippon Maru: The Ship for Southeast Asian Youth Program (SSEAYP). In Zou Tongqian (Ed.) Proceedings of 13th Asia Pacific Travel Association and the 5th Asia Pacific CHRIE Joint Conference.
- Sukalakamala, S., Goh, B.K., & Huffman, L. 2007. The Association Between Cost Analysis and Portion Size Offerings in the US Restaurant Industry. In Hsu, Cathy and Tsai, Henry (Eds.) *Advances in Hospitality and Tourism Research Volume XII*. (pp. 1299-1305)
- Ho, J., Goh, B.K., Stout, B.L., & Kim, Y.H. 2007. Hotel Performance Reviews in China, Hong Kong, and Taiwan: The Impact of the SARS outbreak. In Hsu, Cathy and Tsai, Henry (Eds.) *Advances in Hospitality and Tourism Research Volume XII*. (pp. 1508-1512)
- Kim, Y.H., Tsai, F., & Goh, B.K. 2007. Why Extrinsic Motivation is Not Working for Hospitality Employees: An Internal Approach. In Hsu, Cathy and Tsai, Henry (Eds.) *Advances in Hospitality and Tourism Research Volume XII*. (pp. 1420-1423)
- Tsai, C.H., Goh, B.K., & Stout, B.L. 2007. Visitors' Travel Experience in Lubbock, Texas and their Satisfaction with the Lubbock International Airport. In Hsu, Cathy and Tsai, Henry (Eds.) *Advances in Hospitality and Tourism Research Volume XII*. (pp. 1695-1700)
- Tsai, C.H., Goh, B.K., & Fowler, D.C. 2007. Assessment of Mixed Use Shopping Centers: Key Factors of Success for Restaurants. In Hsu, Cathy and Tsai, Henry (Eds.) *Advances in Hospitality and Tourism Research Volume XII*. (pp. 1245-1250)
- Ho, Z., Goh, B.K., & Chuan, N.K. 2006. Three Years of Hotel Performance Reviews in China, Hong Kong, and Taiwan. In Chen, Yulan, Chen, Jui-Mei, Ai, Hsinhsin and Yu, Su-Lin. (Eds.) Proceedings of 12th Asia Pacific Travel Association and the 4th Asia Pacific CHRIE Joint Conference. (pp. 2199-2205)
- Goh, B.K., Stout, B.L., & Tsai, C.H. 2006. Lubbock International Airport Survey. In Chen, Yulan, Chen, Jui-Mei, Ai, Hsinhsin and Yu, Su-Lin. (Eds.) Proceedings of 12th Asia Pacific Travel Association and the 4th Asia Pacific CHRIE Joint Conference. (pp. 1997-2006)
- Goh, B.K., Fowler, D.C., Huffman, V.L., & Tsai, C.H. 2006. Assessment of Mixed Use Shopping Centers: Key Factors of Success for Restaurants. In Chen, Yulan, Chen, Jui-Mei, Ai, Hsinhsin and Yu,

Su-Lin. (Eds.) Proceedings of 12th Asia Pacific Travel Association and the 4th Asia Pacific CHRIE Joint Conference. (pp. 1881-1889)

- Harp, S., Padgett, B., Hong, S., & Goh, B.K. 2006. Challenges of Building Customer Loyalty in the U.S. College Bookstore Market. 13th Int. Conference of the European Institute of Retailing and Services Studies. Budapest, Hungary.
- Kim, Y.H., Goh, B.K., & Chuang, N.K. 2006. Community Engagement Class For Hospitality Management Programs. *Advances in Hospitality and Tourism Research Volume XI*. (pp. 190-192 A)
- Zhang, H., Stout, B., Wu, C.K., Goh, B.K., & Yuan, J. 2006. Recording Of American Volunteer Group Memories An Evaluation Of The Victory 60 Years of Anti Fascist War Veterans Reunion---Yunnan Tour. *Advances in Hospitality and Tourism Research Volume XI*. (pp. 24-29 C)
- Ho, J.Y., Goh, B.K., Wu, C.K., Yuan, J., & Stout, B. 2006. Performance Reviews of Hotels in Greater China Area. *Advances in Hospitality and Tourism Research Volume XI*. (pp. 36-40)
- Ho, J.Y., Goh, B.K., Wu, C.K., & Yuan, J. 2006. A Preliminary Study On Local Employees' Equity Perception In International Tourist Hotels In Taiwan: An Equity Theory Perspective. *Adv. in Hospitality and Tourism Research Volume XI*. (pp. 37-40 C)
- Padgett, B.C., Goh, B.K., & Harp, S. 2006. A Marketing Research Approach to Building a Customer Profile for a Casual Dining Restaurant. *Advances in Hospitality and Tourism Research Volume XI*. (pp. 21-24)
- McDaniel, S., Tsai, K., Goh, B.K., Yuan, J. & Wu, C.K. 2006. Determining the Customer Based Image Perception of a Restaurant Chain. *Advances in Hospitality and Tourism Research Volume XI*. (pp. 36-41)
- Yuan, J., Zhang, H., Wu, C.K., Goh, B.K., & Stout, B. 2005. Tourist Satisfaction with Yunnan Province, China. In Qu, Hailin. (Ed) Proceedings of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference. (pp. 456-460)
- Goh, B.K., Tsai, F., & Huffman, L. 2005. Competency Assessment for Entry-level Lodging Management Trainees in Taiwan. In Qu, Hailin. (Ed) Proceedings of International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) Conference. (pp. 414-421)
- Kim, Y. & Goh, B.K. 2005. Impacts Of Brand Marketing In Hospitality Industry: The Methods Of Menu Strategy And Consumer Behavior In A Medium-sized City. In Mills, J., Lalopa, M., & Kline, S. (Eds.) *Advances in Hospitality and Tourism Research Volume X*. (pp. 422-424)
- Tsai, F., Goh, B.K., & Huffman, L. 2005. Bridging Hospitality Education And The Industry: A Delphi Study Of Competency Assessment For Lodging Entry-level Management Trainees In Taiwan. In A Medium-sized City. In Mills, J., Lalopa, M., & Kline, S. (Eds.) *Advances in Hospitality and Tourism Research Volume X*. (pp. 988-999)
- Chuang, N.K., Goh, B.K., & Stout, B. 2005. Factors that Affect Hospitality

Undergraduate Students' Career Intentions in the Hospitality Industry after Graduation. In Mills, J., Lalopa, M., & Kline, S. (Eds.) *Advances in Hospitality and Tourism Research Volume X*. (pp. 235-238)

- Chuang, N.K., & Goh, B.K. 2005. Hospitality Undergraduate Students Commitment toward their Career Choices in the Hospitality Industry after Graduation. In Mills, J., Lalopa, M., & Kline, S. (Eds.) *Advances in Hospitality and Tourism Research Volume X*. (pp. 230-234)

- Huffman, L., & Goh, B.K. 2004. An analysis of external funding in hospitality programs. CHRIE Conference, Philadelphia, PA.

- Chuang, N.K., Goh, B.K., Blum, S., & Watts, E. 2004. The effectiveness of government tourism websites as a marketing Tool - A Content Analysis. In DeFranco, A. and Abbot, J. (Eds.) *Advances in Hospitality and Tourism Research Volume IX*. (pp. 162-168)

- Tsai, F., Goh, B.K., & Watts, E. 2004. Analysis of Research Themes, Methodologies, and Statistical Techniques through Content Analysis of Two Leading Hospitality Management Journals. In DeFranco, A. and Abbot, J. (Eds.) *Advances in Hospitality and Tourism Research Volume IX*. (pp. 769-776)

- Harp, S. S. Payne, K. J. Goh, B.K. & Sanchez, A. 2003. Service Learning in the Merchandising Curriculum: Creating Community Alliances for Student Learning. International Textile and Apparel Association Annual Meeting, Savannah, Georgia.

- Tsai, F., Goh, B.K., Wu, C., & Stout, B. 2003. Impact of a Special Exhibit at a University Affiliated Museum on the Local Economy. In Qu, H. and Moreo, P. (Eds.) *Advances in Hospitality and Tourism Research Volume VIII*. (pp. 671-674)

- Chuang, N.K., Wu, C.K., Stout, B., & Goh, B.K. 2003. Factors Influencing Taiwan Outbound Package Tour Satisfaction Level. In Qu, H. and Moreo, P. (Eds.) *Advances in Hospitality and Tourism Research Volume VIII*. (pp. 103-106)

- May, J., Sanchez, A., & Goh, B.K. 2003. Perceptions of Physical Dining Environment and Plate Waste in Middle/Junior High Schools. In Qu, H. and Moreo, P. (Eds.) *Advances in Hospitality and Tourism Research Volume VIII*. (pp. 445-448)

- Ninov, I., Tsai, F. Sanchez, A., & Goh, B.K. 2003. Alcohol Consumption and Tipping Behavior in Restaurants. In Qu, H. and Moreo, P. (Eds.) *Advances in Hospitality and Tourism Research Volume VIII*. (pp. 449-451)

- Lai, H.S., Wu, K., Stout, B., & Goh, B.K. 2003. Analysis of Taiwanese Hospitality Students' Learning Styles and Personality Type. In Qu, H. (Ed.) *Proceedings of CHRIE Conference, Palm Spring, California*.

- Tsai, F., Goh, B.K., Wu, C., & Stout, B. 2003. Impact of a Special Exhibit at a University Affiliated Museum on the Local Economy. In Qu, H. (Ed.) *Proceedings of CHRIE Conference, Palm Spring, California*.

- Lin, F., Blum, S., & Goh, B.K. 2002. Cultural Diversity and Mentoring. In DeFranco, A. and Abbott, J. (Eds.) *Advances in Hospitality and Tourism Research Volume VII*. (pp. 396-398)
- Tsai, F., West, J., Carter, C., Wu, K., & Goh, B.K. 2002. Identifying Local Restaurant Industry Perceptions of a Special Event in Miami-Dade County, Florida. In DeFranco, A. and Abbott, J. (Eds.) *Advances in Hospitality and Tourism Research Volume VII*. (pp. 542-550)
- Leibfarth, J., Adams, C., Goh, B.K., & Harrelson, B. 2002. Road Trips: The Secret of Effective College Recruitment. In DeFranco, A. and Abbott, J. (Eds.) *Advances in Hospitality and Tourism Research Volume VII*. (pp. 390-392)
- Rocha, J., Stout, B., Goh, B.K., Wu, K., & Huffman, L. 2002. An Assessment of Self-Awareness and Personality Type of Participants in a Hospitality Training Program. In DeFranco, A. and Abbott, J. (Eds.) *Advances in Hospitality and Tourism Research Volume VII*. (pp. 469-474)
- Lin, F., Blum, S., & Goh, B.K. 2002. Cultural Diversity and Mentoring: Tracking the Changes on Stereotype. CHRIE Conference, Orlando, Florida.
- Tsai, F., Goh, B.K., Wu, K., West, J., & Carter, C. 2002. Identifying Local Restaurant Industry Perceptions of a Special Event in Miami-Dade County, Florida. CHRIE Conference, Orlando, Florida.
- Blum, S., Goh, B.K., & Huffman, L. 2001. Hospitality Management Education: Realignment of Industry and Program Expectations. Program Book and Exhibit Guide, CHRIE International Conference, Toronto, Canada.
- Hutchinson, M., Goh, B.K., Stout, B., & Huffman, L.M. 2000. Hospitality Management Program: Becoming a Learning Organization. In C. Mock and A. DeFranco (Eds.) *Advances in Hospitality and Tourism Research Volume V*. (pp. 217-219)
- Wu, C.K., Goh, B.K., Goh, B.Y., & Anderson, L.E. 2000. Investigate the Relationship between Customer Satisfaction Level and Profitability of a University Operated for Profit Restaurant/Laboratory. In C. Mock and A. DeFranco (Eds.) *Advances in Hospitality and Tourism Research Volume V*. (pp. 208-210)
- O'neil, G., Huffman, L.M., & Goh, B.K. 2000. Implementing the Vision for Moody Hospitality Institute: A first hand analysis of the Strategies and Actions to Make a Partnership Between a Commercial Hotel and a Community College a Successful Reality. In C. Mock and A. DeFranco (Eds.) *Advances in Hospitality and Tourism Research Volume V*. (pp. 448-450)
- Fickes, D., Goh, B.K., & Blum, S.H. 2000. A Survey Model for an Industry Assessment of Hospitality Education. In C. Mock and A. DeFranco (Eds.) *Advances in Hospitality and Tourism Research Volume V*. (pp. 439-441)
- Goh, B.K., & Blum, S.H. 2000. A Model for Hospitality Skills Assessment by Industry Recruiters. CHRIE Conference, New Orleans, Louisiana.

- Goh, B.K., Huffman, L.M. & Chen, P. 1999. Fund Raising: An Alternative Approach. In J. Miller (Ed.) *Advances in Hospitality and Tourism Research Volume IV*. (pp. 92-95)
- Huffman, L.M., Goh, B.K. & Longren, C. 1999. The community, the University and the Industry: Partners for the Future. In J. Miller (Ed.) *Advances in Hospitality and Tourism Research Volume IV*. (pp. 54-60)
- Dodd, T.H., Michaud, M. & Goh, B.K. 1999. Identification of stakeholders and the marketing and public policy implications of an economic impact analysis. *Travel and Tourism Research Association Annual Meeting*.
- Blum, S.H, Dodd, T.H., & Goh, B.K. 1999. Establishment and appraisal of a graduate distance education curriculum for hospitality executives. *CHRIE Annual Meeting*. Albuquerque, New Mexico.
- Yau, Chuk and Cheng, Vincent, Measuring decision support system in the development process, *Third International Conference on Decision Support System*

[Books and Course Manuals]

- Goh, B.K. 2011. *Hospitality Managerial Cost Control*. Great River Technology (Kendall Hunt). Dubuque, Iowa.
- Goh, B.K. 2011. *Hospitality Financial Cost Control*. Great River Technology (Kendall Hunt). Dubuque, Iowa.
- Fowler, D., & Goh, B.K. 2011. *Category Management*. Prentice Hall. Columbus, Ohio
- Goh, B.K., & Fowler, D. *Retail Buying*. Prentice Hall. Anticipated completion: Fall 2011.
- Goh, B.K. 2006. *Hospitality Cost Control*. Copy Outlet, Lubbock, Texas.
- Goh, B.K. 2005. *Hospitality Managerial Cost Control*. Copy Outlet, Lubbock, Texas.

Membership of Academic and Professional Associations

- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- Pacific Asia Travel Association
- Eta Sigma Delta (International Hospitality Honorary Society)
- Beta Gamma Sigma, Honor Society for Business School
- Phi Beta Delta, Honor Society of International Scholars (President, 2003 - 2004)
-