

Cristian Morosan, Ph.D.

Conrad N. Hilton Hotel & College
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CURRENT POSITION

Assistant Professor
Conrad N. Hilton College of Hotel & Restaurant Management
University of Houston

EDUCATION

- 2005 **Ph.D.**, Hotel, Restaurant and Institution Management
Iowa State University, Ames, IA
Dissertation: *Guests' reservation behavior in two online distribution channels*
- 2002 **M.S.**, Hotel, Restaurant and Institution Management
Iowa State University, Ames, IA
Thesis: *Adding value through diversification: The case of Marriott International, Inc.*
- 1997 **B.S.**, Tourism and Service Management
Stefan cel Mare University, Suceava, Romania
Thesis: *Promoting agri-tourism in Suceava Region, Romania.*

POSITIONS HELD

- 2012-present **Assistant Professor**
Conrad N. Hilton College of Hotel & Restaurant Management
University of Houston, Houston, TX
Teaching responsibilities:
Hospitality Cost Controls (undergraduate, online)
Online Data Analysis (graduate)
Research Methods (graduate)
Hospitality Information Technology (undergraduate, tech-based)
Innovative Hospitality Technologies (Global Masters, Executive Masters, online)
Marketing Analysis (graduate)
Strategic Management (graduate)
Research Methods (graduate)
- 2008-2012 **Assistant Professor**
Department of Management and Marketing, Cameron School of Business
University of St. Thomas, Houston, TX
Teaching responsibilities:
Fundamentals of Management (graduate)

Fundamentals of Marketing (graduate, hybrid)
Marketing Management (graduate, hybrid)
Seminar in Marketing (graduate)
Entrepreneurship (graduate)
Globalization of Business Management (Study Abroad) (graduate)
Principles of Marketing (undergraduate)
Marketing Research (undergraduate)

2006-2008

Assistant Professor

Department of Hotel, Restaurant, Institution Management and Dietetics
Kansas State University, Manhattan, KS

Teaching responsibilities:

Hospitality Sales and Marketing (undergraduate)

E-Commerce in Hospitality and Tourism (undergraduate)

Introduction to Tourism (undergraduate)

2005-2006

Post-Doc / Visiting Scholar

Program Director for Information Technology and Tourism

National Laboratory for Tourism & eCommerce

School of Tourism and Hospitality Management

Temple University, Philadelphia, PA

Responsible for teaching marketing and information systems and
conducting marketing research

Teaching responsibilities:

Marketing in Tourism and Hospitality (graduate)

Information Systems in Tourism and Hospitality Management
(undergraduate)

2002-2005

Teaching Assistant

Hotel, Restaurant, and Institution Management (HRIM)

Iowa State University, Ames, IA

Teaching responsibilities:

Lodging Operations Management (undergraduate)

Principles of Hospitality Management (undergraduate)

2002, May-August

Research Intern

Iowa Department of Economic Development Tourism Office, Des Moines,
IA

- Data analytics to determine trends in the travel industry with a focus on the state of Iowa.

HONORS AND AWARDS

- 2015 The iHITA/HFTP Best Research Paper Award, iHITA Conference, Austin, TX
- 2015 The Stephen Rushmore/HVS Research Excellence Award, University of Houston
- 2015 Provost's Certificate of Excellence in recognition of extraordinary achievements, University of Houston.
- 2011 Paper finalist for the Best Paper Award, Marketing Educators' Association Conference, San Diego, CA.
- 2010 ICUSTA Lecturer Exchange Program at St. Thomas University, Osaka, Japan
- 2009 Teaching Enhancement Award (title: "Center for Engagement of the Business Community"), Center for Teaching Excellence, University of St. Thomas
- 2007 Big 12 Faculty Fellowship Award, Kansas State University
- 2006 Barbara S. Stowe Endowed Faculty Development Award, Kansas State University
- 2006 Outstanding Reviewer in the Information Technology Area, International CHRIE Conference 2006
- 2006 Paper finalist for the Best Paper Award, ENTER 2006 Conference, Lausanne, Switzerland
- 2004-2005 Colonel Pride Scholarship, Iowa State University
- 2004, 2005 McKinley Scholarship, Iowa State University
- 2000-2005 Graduate College Scholarship, Iowa State University
- 1999 Award for Exceptional Achievement in Tourism Development, County Council Suceava, Romania
- 1992-1997 Merit Scholarship for Outstanding Scholarly Achievement, Stefan cel Mare University, Suceava, Romania

PUBLICATIONS

Journal articles

- Morosan, C., & DeFranco, A.** (accepted). It's about time: Revisiting UTAUT2 to examine consumers' intentions to use NFC mobile payments in hotels. *International Journal of Hospitality Management*.
- Morosan, C., & DeFranco, A.** (accepted). Co-creating value in hotels using mobile devices: A conceptual model and empirical validation. *International Journal of Hospitality Management*
- DeFranco, A., **Morosan, C.**, & Hua, N. (accepted). Moderating the Impact of E-Commerce Expenses on Financial Performance in American Upper Upscale Hotels: The Role of Property Size. *Tourism Economics*.
- Morosan, C.** (accepted). An empirical analysis of intentions to co-create value in hotels using mobile devices. *Journal of Hospitality & Tourism Research*.
- Atwood, M., & **Morosan, C.** (accepted). An Investigation of the Persuasive Effects of Firm-Consumer Communication Dyads Using Facebook. *Worldwide Hospitality and Tourism Themes, Special Edition on Social Media*.
- Morosan, C., & DeFranco, A.** (2015). Disclosing personal information via hotel apps: A privacy calculus perspective. *International Journal of Hospitality Management*, 47, 120-130.
- Hua, N., **Morosan, C.**, & DeFranco, A. (2015). The Other Side of Technology Adoption: Examining the Relationships between E-Commerce Expenses and Hotel Performance. *International Journal of Hospitality Management*, 45(1), 109-120.
- Morosan, C.** (2015). The Influence of Advertising on Specific Destination Visitation Behaviors. *Journal of Hospitality Marketing & Management*. 24(1), 47-75.
- Morosan, C.** (2015). Using Registered Traveler Biometric Systems to Co-Creat Value in Air Travel: Development of a Conceptual Model. *eReview of Tourism Research*, 6, 1-5.
- Morosan, C.** (2015). Understanding the Benefit of Purchasing Ancillary Air Travel Services via Mobile Phones. *Journal of Travel & Tourism Marketing*, 32(3), 227-240.
- Morosan, C., & DeFranco, A.** (2014). Understanding the Actual Use of Mobile Devices in Private Clubs in the U.S., *Journal of Hospitality and Tourism Technology*, 5(3), 278-298.
- Morosan, C., & DeFranco, A.** (2014). When Tradition Meets the New Technology: An Examination of the Antecedents of Attitudes And Intentions to Use Mobile Devices in Private Clubs. *International Journal of Hospitality Management*, 42, 126-136.

- Morosan, C.,** Bowen, J. T., & Atwood, M. (2014). The Evolution of Marketing Research. *International Journal of Contemporary Hospitality Management*, 26(5), 706-726.
- Zhu, W., & **Morosan, C.** (2014). An Empirical Examination of Guests' Adoption of Interactive Mobile Technologies on Hotels: Revisiting Cognitive Absorption, Playfulness, and Security. *Journal of Hospitality and Tourism Technology*, 5(1), 78-94.
- Morosan, C.** (2014). Toward an Integrated Model of Adoption of Mobile Phones for Purchasing Ancillary Services in Air Travel. *International Journal of Contemporary Hospitality Management*, 26(2), 246-271.
- Asatryan, V. S., Slevitch, L., Larzelere, R., **Morosan, C.**, & Kwun, D. (2014). Effects of Psychological Ownership on Students' Commitment and Satisfaction. *Journal of Hospitality & Tourism Education*, 25(4), 169-179.
- Morosan, C.** (2013). The impact of the destination's online initiatives on word of mouth. *Tourism Analysis*, 18(4), 415-428.
- Morosan, C.** (2013). An Analysis of The Relationship Between Travel Preferences and Intentions to Use Registered Traveler Biometric Systems in Air Travel. *Journal of Hospitality and Tourism Technology*. 4(1), 23-39. Distinguished as **Highly Commended Paper** by the *Journal of Hospitality and Tourism Technology*.
- Morosan, C.** (2012). Understanding The Antecedents of Perceived Value of Registered Traveler Biometric Systems. *Journal of Hospitality Marketing & Management*. 21(8), 872-896.
- Morosan, C.** (2012). Biometrics Solutions for Today's Travel Security Problems. *Journal of Hospitality and Tourism Technology*, 3(3), 176-195.
- Morosan, C.** (2012). Theoretical and Empirical Considerations of Guests' Perceptions of Biometric Systems in Hotels: Extending the Technology Acceptance Model. *Journal of Hospitality & Tourism Research*, 36(1), 52-84. Distinguished as a **Most-Read Paper** by the *Journal of Hospitality & Tourism Research*.
- Morosan, C.** (2012). Voluntary Steps toward Air Travel Security: An Examination of Travelers' Attitudes and Intentions to Use Biometric Systems. *Journal of Travel Research*, 51(4), 436-450.
- Taj, S., Motlagh, C. K., Hazen, M. A., & **Morosan, C.** (2011). Dependencies within Dimensions of Lean Manufacturing: Evidence from the Chinese Manufacturing Plants. *International Journal of Operations and Quantitative Management*, 17(4), 279-302.
- Morosan, C.** (2011). Customers' Adoption of Biometric Systems in Restaurants: An Extension of the Technology Acceptance Model. *Journal of Hospitality Marketing & Management*, 20(6), 661-690.

- Taj, S., & **Morosan, C.** (2011). The Impact of Lean Operations on the Chinese Manufacturing Performance. *Journal of Manufacturing Technology Management*, 22(2), 223 – 240.
- Morosan, C.** (2010). A Qualitative Analysis of Guests' Perceptions of Biometric Systems in Hotels. *International Journal of Global Business and Economics*, 3(2), 1-11.
- Morosan, C.**, Delcoure, N., Taj, S., & Mirshab, B. (2010). An Exploratory Study of the Factors that Influence MBA Students' Attitudes toward Their Areas of Concentration. *International Journal of Global Business and Economics*, 3(2), 35-45.
- Morosan, C.**, Hapenciuc C., & Burciu, A. (2009). Predicting Students' Intentions to Travel Internationally Using the Theory of Planned Behavior: Evidence from a Cross-Cultural Study. *International Journal of Global Business and Economics*, 2(1), 68-80.
- Morosan, C.** (2008). DMO Websites and the Role of Complementary Media in Tourism Advertising. *Journal of Hospitality Marketing & Management*, 17(1/2), 216-236.
- Morosan, C.**, & Jeong, M. (2008). Users' Perceptions of Two Types of Hotel Reservation Web Sites. *International Journal of Hospitality Management*, 27(2), 284-292.
- Morosan, C.**, & Jeong, M. (2008). The Role of the Internet in the Process of Travel Information Search. *Information Technology in Hospitality*, 5(1), 11-21.

Invited articles

- DeFranco, A., & **Morosan, C.** (2015). Mobile payments in hotels: Part 1. *The Bottomline*, 30(4), 37-41.
- DeFranco, A., & **Morosan, C.** (2015). Laptops, Tablets, and Phones! Oh My! *Hospitality Upgrade*, Summer 2005, 188-189.
- Morosan, C.**, & DeFranco, A. (2015). Are mobile payments (r)evolutionary? *HITEC Introduction to Mobile Payments theme, HITEC 2015 Special Report*.
- DeFranco, A., & **Morosan, C.** (2015). Make the experience a joint effort. *The Bottomline*, 30(3), 34-37.
- DeFranco, A., & **Morosan, C.** (2015). Laptops, Tablets, and Phones! Oh My! *The Bottomline*, 30(2), 45-50.
- DeFranco, A., & **Morosan, C.** (2014). Clubs and mobile apps in the year 2014: Part 2: Making the Inroads. *The Bottomline*, 29(3), 18-22.
- DeFranco, A., & **Morosan, C.** (2014). Country Clubs and Mobile Apps in the Year 2014 – Part I. *The Bottomline*.

Morosan, C. (2013). Hospitality software: Value proposition or fashion statement? *The Bottomline*, 28(4), 38-40.

Book chapters

Kim, D. Y., & **Morosan, C.** (2006). Playfulness on Web Site Interactions: Why Can't Recommendation Systems Be Fun? In Fesenmaier, D. R., Werthner, H., & Wöber, K. W. (Eds.). *Travel Destination Recommendation Systems: Behavioral Foundations and Applications*, (pp.190-201), CAB International, London.

Morosan, C. (2005). Department of International Relations and Tourism. In Gilmore, S. A., *Cases in Human Resource Management in Hospitality*, (pp. 421-426), Prentice Hall.

Morosan, C. (1999). European Funding Programs: An Alternative for Tourism in Suceava Region (Romania), in Tacu, A. P. & Glavan, V. (Eds.). *Rural Tourism: Actuality and Perspective*, (pp. 201-207), Iasi, Romania: Editura Pan Europe.

Peer-reviewed proceedings

Morosan, C., & DeFranco, A. (2015). The role of involvement, personalization and privacy in influencing hotel guests' intentions to use hotel-branded mobile apps. Presented at the *2015 iHITA Conference, Austin, TX. Winner of the Best Research Paper.*

Mehrotra, A., Kumar, A., & **Morosan, C.** Emerging information technologies and their utilization in the classroom: Pedagogical and assessment perspectives. *ICHRIE 2015, Orlando, FL.*

Hua, N., **Morosan, C.,** & DeFranco, A. (2015). Moderating Impact of E-Commerce Expenses on Financial Performance: Examine the role of Size in American Upper Upscale Hotels. *Proceedings of the The 5th International Association for Tourism Economics (IATE)*, Hong Kong, SAR.

Morosan, C., & Dawson, M. (2015). A technology-based approach to active learning in hospitality education. Presented at the *Innovative Teaching and Learning Symposium, University of Houston, Houston, TX.*

Morosan, C. (2015). Using registered traveler biometric systems to co-create value in air travel: Development of a conceptual model. *Presented at the 2015 ENTER Conference, Lugano, Switzerland.*

Morosan, C. (2014). Opportunities and challenges of Consumers' Bringing Their Own Devices (BYOD) on Hotel Properties. Presented at the *2014 iHITA Conference, Los Angeles, CA.*

Morosan, C., & Dawson, M. (2014). A technology-based approach to active learning in hospitality education. Workshop presented at the *2014 I-CHRIE Conference, San Diego, CA.*

- Liu, L., & **Morosan, C.** (2014). An exploratory study of security and privacy perceptions of Bring-Your-Own-Device (BYOD) in hotels, Presented at the *19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.*
- Atwood, M., & **Morosan, C.** (2014). Understanding the Persuasive Effects of Social Media Efforts of Hotel Companies. Presented at the *19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.*
- Zhang, R., & **Morosan, C.** (2014). Privacy Concerns with the Disclosure of Private Information with Mobile Applications: Re-examining User Behavior, Presented at the *19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.*
- Zhang, D., & **Morosan, C.** (2014). Understanding the Perceived Value of In-Room Mobile Technology in Hotels, Presented at the *19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.*
- Hartley, A., & **Morosan, C.** (2014). The Profitability of Installing Charging Stations in the Hospitality Industry, Presented at the *19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.*
- Morosan, C.** (2013). Update on Technology in the Travel Industry, *Presentation at the 2013 Global Congress on Legal, Safety, and Security Solutions in Travel, Houston, TX.*
- Morosan, C.** (2013). Multimodal biometric system adoption of hotel guests: Branding, Psychographic, Behavioral, and Functional Effects. *International Hospitality Information Technology Association Conference, Minneapolis, MN.*
- Morosan, C.** (2013). Current issues and future opportunities for the use of biometric systems in travel/hospitality. *The Greater Western Travel and Tourism Research Association Conference, Berkeley, CA.*
- Luo, X. & **Morosan, C.** (2013). Toward a Broader Understanding of the Role of Online Hotel Reviews: The Reviewer's Perspective. *The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism Seattle, WA.*
- Chien, Y. T., & **Morosan, C.** (2013). How the Consumer Generated Content is Used in the Marketing Strategy of the DMO. *The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism Seattle, WA.*
- Morosan, C.** (2012). Latest in Biometric Technology in the Service of Travel Security. *Presentation at the 12th Global Congress on Legal, Safety, and Security Solutions in Travel, Houston, TX.*

- Morosan, C.** (2011). Opportunities and Challenges for Biometric Systems in Travel: A Review. *Invited presentation at the Global Congress on Legal, Safety, and Security Solutions in Travel*, Houston, TX.
- Morosan, C.** (2011). Opportunities and Challenges for Biometric Systems in Travel. *Proceedings of the 2011 Travel and Tourism Research Association Conference*, London, ON.
- Morosan, C., Karns, G., & George, B.** (2011). A Study of Adoption of Electronic Textbooks in Marketing Classes. *Proceedings of the 2011 Marketing Educators' Association Conference*, San Diego, CA. Best Paper Award Finalist.
- Morosan, C.** (2010). Planning and Executing a Short-Term Study Abroad Program for MBA Students while in Recession. *Proceedings of the 2010 Marketing Educators' Association Conference*, Seattle, WA.
- Morosan, C.** (2010). A Qualitative Analysis of Guests' Perceptions of Biometric Systems in Hotels. *Proceedings of the Annual Conference of the Global Business Development Institute*, Las Vegas, NV.
- Morosan, C., Delcoure, N., Taj, S., & Mirshab, B.** (2010). An Exploratory Study of the Factors that Influence MBA Students' Attitudes toward their Areas of Concentration. *Proceedings of the Annual Conference of the Global Business Development Institute*, Las Vegas, NV.
- Morosan, C., Delcoure, N., & Mirshab, B.** (2009). Exploring Prospective Students' Decisions to Apply to Graduate Business Programs, *Presented at the 2009 Marketing Educators' Association Conference*, Newport Beach, CA.
- Morosan, C., Hapenciuc, V., & Burciu, A.** (2008). Predicting Students' Intentions to Travel Internationally Using the Theory of Planned Behavior: Evidence from a Cross-Cultural Study, *Presented at the Annual Conference of the Global Business Development Institute*, Las Vegas, NV.
- Asatryan, V., Slevitch, L., Kwun, D. & **Morosan, C.** (2008). This is My College: An Application of Psychological Ownership for Hospitality Education. *Presented at the 2008 I-CHRIE Conference*, Atlanta, GA.
- Morosan, C.** (2007). The Central Role of the DMO Website in Tourism Information Provisioning, *Presented at the 2007 ISTTE Conference*, Charleston, SC.
- Morosan, C., & Jeong, M.** (2007). Duplication of Tourism Information: State Tourism Office Web Sites vs. Vacation Guides. *Presented at the 2007 I-CHRIE Conference*, Dallas, TX.

- Slevich, L., & **Morosan, C.** (2007). The Downside of Hotel Loyalty Programs: Effects of Loyalty Programs Combined with Other Customer-Oriented Programs. *Presented at the 2007 I-CHRIE Conference*, Dallas, TX.
- Morosan, C.**, & Fesenmaier, D. R. (2007). A conceptual framework of persuasive architecture of tourism websites: Propositions and Implications. In Sigala, M., L. Mich, & J. Murphy (Eds.). *Information and Communication Technologies in Tourism 2007*, Springer-Verlag, Vienna, Austria.
- Kao, T., & **Morosan, C.** (2007). Modelling E-Trust in the Lodging Industry. *Proceedings of the 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX.
- Morosan, C.**, & Jeong (2006). Preliminary Analysis of Travelers' Perceptions of Hotel Reservations on the Internet. *Presented at the 25th ISTTE Conference*, Las Vegas, NV.
- Morosan, C.**, & Jeong, M. (2006). Travelers' Adoption of Two Online Distribution Channels. *Presented at the 2006 I-CHRIE Conference*, Alexandria, VA.
- Morosan, C.**, Barlow, S., & Fesenmaier, D. R. (2006). Tourism advertising effectiveness: A comparison of state campaigns in the United States. *Presented at the Travel and Tourism Research Association 37th Annual Conference*, Dublin, Ireland.
- Jeong, M., **Morosan, C.**, & Park, M. (2006). Understanding visitors' perception of a state tourism website by their socio-demographic profiles. *Proceedings of the Hospitality Information Technology Association (HITA) Conference 2006*, Minneapolis, MN.
- Morosan, C.**, & Jeong, M. (2006). Making hotel reservations online: A content analysis of U.S. travelers' comments. *Proceedings of the Conference on New Directions for Tourism Development in the Perspective of European and Global Integration*, Suceava, Romania.
- Morosan, C.**, & Jeong, M. (2006). Understanding travelers' adoption of hotel reservation Web sites. In M. Hitz, J. Murphy, M. Sigala & A. J. Frew (Eds.), *Information and communication technologies in tourism 2006*, (pp. 394-405). Springer-Verlag, Vienna, Austria. **Nominated for the Best Paper Award.**
- Morosan, C.**, & Jeong, M. (2005). Understanding travelers' information search behavior on the Internet. *Proceedings of the 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Myrtle Beach, SC.
- Morosan, C.**, & Jeong, M. (2004). Gender differences in online travel information search behavior. *Proceedings of the 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX.

Morosan, C. (2001). Practical solutions for agri-tourism development in the Region of Bucovina, Romania. *Proceedings of the Annual Tourism Research Seminar*, Suceava, Romania.

Morosan C. (1996). Training for agri-tourism in Bucovina, Romania. *Presented at the Tourism Research Conference "Agri-Tourism – A Chance for Youth"*, Vatra Dornei, Romania.

GRANTS

- 2015 Co-Principal Investigator (with Agnes DeFranco) – *Determinants of mobile device usage practices in hotels – security, privacy, and bottom line implications*
Funded by Hospitality Financial and Technology Professionals; \$25,000
- 2014 Co-Principal Investigator (with Agnes DeFranco) – *Understanding the opportunities and challenges of mobile payments in hotels*
Funded by Hospitality Financial and Technology Professionals; \$15,000
- 2013 Principal Investigator (with Agnes DeFranco) - *Determinants of hotel/club guests' product/service buying using their mobile devices*
Funded by Hospitality Financial and Technology Professionals; \$10,000
- 2013 Principal Investigator (with Mary Dawson) – *Enhancing Students' First Year Experience through Technology-Mediated Active Learning: Redesigning a 1000-level Information Technology Course in Hospitality*
Funded by Faculty Development Initiative Program (FDIP) at University of Houston; \$26,047
- 2011 Principal Investigator – *Assessment of Advertising Effectiveness in Lawrence, KS*
Funded by Lawrence, KS Convention and Visitors Bureau; \$8,500
- 2009 Principal Investigator – *East Montrose Management District Image Study*
Funded by the East Montrose Management District, Houston; pro bono
- 2007 Principal Investigator – *Convention Market Assessment Study – Manhattan, KS Convention and Visitors Bureau*
Funded by Manhattan, KS Convention and Visitors Bureau; \$10,800
- 2007 Principal Investigator – *An Empirical Investigation of the Demand for Eco-Tourism in Kansas*
Funded by USRG, Kansas State University; \$1,000
- 2006 Principal Investigator – *Assessment of Advertising Effectiveness in Lawrence, KS*

- Funded by Lawrence, KS Convention and Visitors Bureau; \$13,200
- 2000 Principal Investigator – *The Promotion of Bucovina's Economic Unfavorable Area*
Funded by the European Union; \$11,000
- 1999 Principal Investigator – *Modules of Promotion and Information Dissemination in Tourism*
Funded by the European Union; \$40,000
- 1999 Principal Investigator – *Celebrating the Day of Europe in Romania*
Funded by the European Union; \$3,000
- 1999 Co-Principal Investigator – *Hutzulka (Promotion of Tourism in Bucovina, Romania)* Funded by the European Union; \$7,000
- 1998 Team member, implementation – *Reco-Tour (Design of a Strategic Plan for Tourism in Bucovina, Romania)* Funded by the European Union; \$23,000

INVITED TALKS

- 2014 Information Technology Trends 2014 – Moderator Industry Panel. HFTP Annual Convention, *Presented at the HFTP Annual Convention*, New Orleans, LA.
- 2014 Current issues in higher education, University Al. I. Cuza, Iasi, Romania
- 2014 Forward Thinking: Preparing for the New Service Industry, University Al. I. Cuza, Iasi, Romania
- 2014 Forward Thinking: Preparing for the New Service Industry, University Stefan cel Mare Suceava, Romania
- 2014 Developing an instrument to evaluate hotels' satisfaction with newly installed systems, Hospitality Technology Vendors' Summit, New Orleans, LA.
- 2014 Hospitality Financial & Technology Professionals – Education Advisory Council, New Orleans, LA.
- 2014 Hospitality Information Technology – Texas Hotel & Lodging Association Short Course.
- 2013 Taking advantage of BYOD in hotels. Hospitality Finance and Technology Professionals (HFTP) Webinar Series.

- 2013 Software adding value to hospitality operations. Annual Hospitality Finance and Technology Professionals (HFTP) Annual Convention, Dallas, TX
- 2013 Information technology and the strategic advantages it brings to hospitality – Hospitality Finance and Technology Professionals, Houston, TX
- 2013 IT in Hospitality: Hard Rock Café Casino Training
- 2013 Strategic Use of Information Technology in Hospitality – Texas Hotel & Lodging Association Short Course
- 2012 Hospitality Sales & Marketing Association International (HSMAI). Panelist – 2012 Revenue Management Webinar Series - Keeping Up With Trends (Webinar series developed by HSMAI, HotelNewsNow, and Smith Travel Research).
- 2012 Latest in Biometric Technology in the Service of Travel Security. Invited Presentation at the Global Congress on Legal, Safety, and Security Solutions in Travel, Houston, TX.
- 2011 *Opportunities and Challenges for Biometric Systems in Travel: A Review.* Invited Presentation at the Global Congress on Legal, Safety, and Security Solutions in Travel, Houston, TX.
- 2011 *An Assessment of Advertising Effectiveness in Lawrence, KS* Lawrence, KS Convention & Visitors Bureau Board of Directors Meeting
- 2010 *The Impact of the Internet on Consumers* St. Thomas University, Osaka, Japan
- 2009 *Online Consumer Experiences in Hospitality and Tourism* Conrad Hilton College of Hospitality Management, University of Houston, Main Campus, Houston, TX
- 2007 *A Conceptual Framework of Persuasive Architecture of Tourism Websites* Texas A&M University, College Station, TX
- 2007 *Tourism Marketing in Romania*, Texas A&M University, College Station, TX
- 2007 *Measuring Your Marketing Efforts...A Practical Guide to Research (Panel)* Kansas Tourism Conference, Topeka, KS

- 2007 *An Assessment of Advertising Effectiveness in Lawrence, KS*
Lawrence, KS Convention & Visitors Bureau Board of Directors Meeting
- 2007 *The Convention Market of Manhattan, KS*
Manhattan, KS City Commission Meeting, Manhattan, KS
- 2006 *Guests' Reservation Behavior in Two Online Distribution Channels*
Kansas State University, Manhattan, KS
- 2005 *The Current State of Higher Education in Tourism and Hospitality*
Drexel University, Philadelphia, PA
- 2005 *Conducting Research as a Graduate Student*
Fox Business School Graduate Seminar Series
Temple University, Philadelphia, PA
- 2002 *Market Trends in Iowa Travel*
Iowa Department of Economic Development
Tourism Office, Des Moines, IA

MEDIA APPEARANCES

2015

Wolfe, F. (2015). Is your hotel ready for mobile payments? *Hotel Management*,
<http://www.hotelmanagement.net/technology/is-your-hotel-ready-for-mobile-payments-33293>

Ramirez, M. & Houston Public Media / NPR (2015). UH Moment. UH Moment: 'Hotel App': A study from the UH Conrad N. Hilton College of Hotel and Restaurant Management shows hotels how a simple phone app can play an important role in the complex competition for hotel guests.
<http://www.houstonpublicmedia.org/news/uh-moment-hotel-app/>

Wiley, T. (2015). Mobile Apps Can Offer Guests Personalized Hotel Experiences in Exchange for Personal Info. – Conrad N. Hilton Press Release. <http://www.uh.edu/hilton-college/News-Events/Press-Releases/aug17-2015/>

Morosan, C., & DeFranco, A. (2015). Mobile Apps Can Offer Guests Personalized Hotel Experiences in Exchange for Personal Information. Hotel-Online.
http://www.hotel-online.com/press_releases/release/mobile-apps-can-offer-guests-personalized-hotel-experiences-in-exchange-for?utm_medium=email&utm_source=Offer&utm_campaign=8-18-2015

Within 48 hours, this release was found on 233 websites, with a potential total audience of 21,613,000 unique visitors per day. It has generated 387 release reviews, 187 of which are from the PR Newswire for Journalists service. Web crawlers have crawled this release 5,912 times. And the potential audience from tweets is 31,479 followers.

Morosan, C., & DeFranco, A. (2015). Hotel Apps: *Are Guests More Willing to Share Personal Info Today?* Travel Pulse
<http://www.travelpulse.com/news/travel-technology/hotel-apps-are-guests-more-willing-to-share-personal-info-today.html>

2013

Morosan, C. (2013). Social media-themed hotels. Interview for *Success Magazine*, New York, NY.

PROFESSIONAL POSITIONS HELD

- 2005, May-August **Management Trainee**
Hilton Hotels Corporation – Hampton Inn Ames, Iowa
- 2004-2005 **Front of the House Manager/Teaching Assistant**
Tearoom Restaurant, Foodservice & Lodging Management Program, Iowa State University, Ames, Iowa
- 2000-2004 **Night/Weekend Manager**
Iowa State Memorial Union, Ames, Iowa
- 2003, May-August **Front Desk Agent**
2002, May-August Iowa State Memorial Union Hotel, Ames, Iowa
- 1998-2000 **Tourism and Hospitality Inspector – Destination Development**
County Council Suceava, Romania (regional government)

ACADEMIC SERVICE

- 2012-present **University of Houston**
Academic advising
Master's level theses and professional papers: approximately 3-6 students per year (Master's level)
- 2008-2012 **University of St. Thomas**
Academic advising
Undergraduate students: 40 students per year (undergraduate)
Graduate students (independent study supervisor): 1 student per semester
Undergraduate internship supervisor: 4 students per semester
Freshmen and transfer student advisor: 20 students per year (undergraduate)
- Academic committee membership**

Committee Member, Marketing Task Force to increase admissions to University of St. Thomas (2010-2012)
Consultant, Center for International Studies, Small Business Initiative (2009-2011)
Organizer, Cameron School of Business Brownbag Series (2010-2012)
Committee Member, President's Scholarship Colloquium Series (2009-2012)
Committee Member, AACSB Assessment Committee (2008-2012)

2006-2008

Kansas State University

Academic Advising

Doctoral students: 1 student;

Master's students: 1 student

Undergraduate students: 60 students

Department of Hotel, Restaurant, Institution Management and Dietetics (HRIMD), Kansas State University

Academic committee membership

Curriculum Committee, Dept. of HRIMD

Diversity and Internationalization Committee, College of Human Ecology

Rural Tourism Initiative, Kansas State University

2005-2006

Temple University

Academic committee membership

Undergraduate Education Committee

Information Technology Committee

School of Tourism and Hospitality Management, Temple University

2004-2005

Iowa State University

Academic committee membership

Curriculum Committee,

College of Family and Consumer Sciences, Iowa State University

SERVICE TO THE UNIVERSITY AND COLLEGE

Member: Advisory Board for the Center on Faculty Engagement and Development, University of Houston

Member: Candidacy Exam Committee, Conrad N. Hilton College

Faculty Advisor: Disney College Program, University of Houston

Co-Organizer: RESEARCH COLLOQUIUM SERIES (Series of talks geared toward gaining unique insight into exemplary publication practices)

Co-Advisor/Moderator: Hall of Honor 2014. Organized and moderated a panel of industry experts on latest Information Technology trends.

Moderator: Hall of Honor 2012. Moderated a panel on destination marketing.

SERVICE TOWARD PEER REVIEWED PUBLICATIONS (in alphabetical order)

Editorial board member:

International Journal of Contemporary Hospitality Management

Journal of Hospitality & Tourism Technology

Tourism Review International

Journal of Hospitality Marketing & Management (in process)

Reviewer:

AHLIST Conference 2011 – Track Chair, Information Technology in Hospitality and Tourism Research Track

Asia Pacific Journal of Tourism Research: since 2010

Cornell Hospitality Quarterly: since 2013

ENTER Conference: since 2008

Graduate Student Conference in Hospitality and Tourism: since 2006

iHITA Conference: since 2012

Information Technology & Tourism: since 2006

International Journal of Contemporary Hospitality Management: since 2011

International Journal of Hospitality Management: since 2010

International-CHRIE Conference: since 2006

ISTTE Conference: since 2006

Journal of Hospitality & Tourism Marketing: since 2010

Journal of Hospitality & Tourism Research: since 2012

Journal of Hospitality Marketing & Management: since 2007

Journal of Manufacturing Technology Management: since 2012

Journal of Quality Assurance in Hospitality and Tourism: since 2011

Journal of Teaching in Travel & Tourism: ad-hoc 2009

Marketing Educators' Association Conference: since 2009

Tourism Analysis: since 2012

Tourism Review: since 2013

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

International Hospitality Information Technology Association (iHITA) Active Member

Hospitality Finance and Technology Professionals (HFTP) Active Member

Hotel Technology Next Generation (HTNG) Active Member

WORKSHOPS, CONTINUOUS IMPROVEMENT, AND CERTIFICATION PROGRAMS

- 2013 **Certified Hospitality Educator Workshop (CHE)**
American Hotel & Lodging Association, York, PA
- 2009 **Engagement – The Third Mission of Universities**
PASCAL, University of British Columbia, BS, Canada
- 2009 **Teaching Enhancement Workshop**
Marketing Educators’ Conference, Newport Beach, CA
- 2008 **AACSB Continuous Improvement Conference**
AACSB, Atlanta, GA
- 2006-2007 **New Faculty Institute**
Kansas State University, Manhattan, KS
- 2001-2002 **Preparing Future Faculty Program**
Iowa State University, Ames, IA
- 2002 **Syllabus Writing Seminar**
Center for Teaching Excellence, Iowa State University, Ames, IA
- 1999 **Grant Writing Training Program "Management of Grants"**
The Center for the Implementation of Advanced Management, Bucharest, Romania.
- 1998 **Training Program in Information Technology and Tourism: "Internet for Tourism"**
Microsoft and Norbert Computer Romania, Brasov, Romania.

SERVICE TO THE INDUSTRY

- 2015 Invited to participate to the HFTP Leadership Summit 2015, Dallas, TX.
- 2014 – present Vice Chair on the HFTP CHTP Advisory Council
Member, Board of Directors Nominating Committee
- 2013 – 2014 HFTP Academic Educational Council
Contributed to the organization of the Technology Trends 2014 and sessions.

LANGUAGES SPOKEN

English, French, Italian, Spanish, and Romanian (native)