

D. Christopher Taylor, Ph.D.

dctaylor@uh.edu

EDUCATION

Doctor of Philosophy in Hospitality Administration, College of Human Sciences, 2008
Texas Tech University, Lubbock, Texas

Master of Arts in Management, College of Business Administration, 2004
Wayland Baptist University, Plainview, Texas (Human Resources Specialization)

Bachelor of Science, College of Human Sciences, 1992
Texas Tech University, Lubbock, Texas

ACADEMIC APPOINTMENTS

Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston
Director, Beverage Management Program and Fred Parks Wine Cellar
Associate Professor, 2018-present

Assistant Professor, 2013-2018; Earned/granted tenure and promotion, 2018

Courses Taught/Developed:

- Wine Appreciation (HRMA 3345/6345-Graduate); Fall/Spring 2013-19
- Marketing Strategies/Analysis (HRMA 4361/6361-Graduate); Fall 2013, Spring 2014, Summer 2015-17
- Beverage Marketing and Distribution (HRMA 4336); Fall/Spring 2014-19
- Texas Food and Wine Experience (HRMA 4397/6397-Graduate); Spring 2016-19
- Advanced Wine Appreciation (HRMA 6397-Global Masters); Fall 2016
- Hospitality Marketing Analysis (HRMA 7361-Executive Masters); Summer 2017-18
- Restaurant Marketing-Chicago Style (HRMA 3154); Summer 2018
- Beverage Management (HRMA 3336); Summer 2018

College of Business, Eastern New Mexico University

Interim Dean/Dean, 2010-12

MBA Program Director, 2009-11

Hospitality Management Program Coordinator, 2008-13

Assistant Professor of Management, 2008-13; Earned/granted tenure and promotion, 2013

Courses Taught/Developed:

- Hospitality Law (HRTM 315); Fall 2008 (live)
- Introduction to Business (BUS 151); Fall 2008, Spring 2009, Fall 2009 (live)
- Principles of Marketing (MKT 201); Fall 2008 (online)
- Restaurant Operations (HRTM 410); Fall 2009, 2010 (live)
- Hotel Operations (HRTM 400); Spring 2009-11 (live and online)
- Tourism Management (HRTM 450); Spring 2009, Fall 2010 (live and online)
- Entrepreneurship (BUS 305); Spring 2009 (live), Summer 2010 (online)
- Event and Festival Management (HRTM 493); Summer 2009, Summer 2011 (online)
- Beverage Management (HRTM 420); Summer 2009, Spring 2011-13 (live)
- Hospitality Internship (HRTM 489); 2009-13
- Club and Resort Management (HRTM 310); Fall 2009, 2011 (live and online)
- Luxury Hospitality Management and Marketing (HRTM 430); Spring 2010 (online)
- Wine Marketing and Tourism (HRTM 493); Summer 2012 (online)
- Human Resource Management (BUS 314); Fall 2012 (live)
- Eco-Tourism Management/Marketing (HRTM 593); Summer 2009 (online)-MBA course
- Research Methods (BUS 518); Fall 2009, Spring 2010, 2013 (live and online)-MBA course
- Wine Tourism (HRTM 593); Summer 2010 (online)-MBA course
- Business Leadership and Ethics (BUS 501); Fall 2012, Spring 2013 (live and online)-MBA course

Distance Education and Outreach, Eastern New Mexico University

Instructor

- Introduction to Wine Appreciation, 2008-10

Department of Nutrition, Hospitality and Retailing, Texas Tech University

Instructor

- Hotel Group Sales (RHIM 3308), Fall 2007 (live)
- Club and Resort Management (RHIM 3355), Fall 2007, Spring 2008 (live)
- Beverage Control Management (RHIM 4312), Spring 2007, Summer 2007 (live)
- Introduction to Beverage Management (RHIM 2312), Summer 2008 (live)

Department of Outreach and Distance Education, Texas Tech University

Instructor

- Introduction to Wine Appreciation (Wine 101), Fall 2006-Spring 2008

Texas Wine Marketing Research Institute, Texas Tech University

Research Assistant, 2007-08

Department of Nutrition, Hospitality and Retailing, Texas Tech University

Graduate Assistant, Recruitment and Internship Office, 2005

REFEREED PUBLICATIONS

Taylor, S., DiPietro, R., So, K., Taylor, D.C., & Hudson, S. (2018-Submitted). Building Consumer Brand Loyalty: An Assessment of the Microbrewery Taproom Experience. *International Journal of Hospitality Management*.

Madera, J., Taylor, D.C., & Barber, N. (2019-Submitted). Customer Service Evaluations of Employees with Disabilities: The Roles of Service Failure and Perceived Competence. *Cornell Hospitality Quarterly*.

Yang, S., & Taylor, D.C. (2018-Submitted) Millennial Wine Consumers: Information Search in the Restaurant Setting. *Journal of Wine Research*.

Bauman, M., & Taylor, D.C. (2019- Revisions Submitted). An Exploratory Study on Wine Club Members' Intention to Remain. *International Journal of Wine Business Research*.

Galli, F., & Taylor, D.C., & Boger, C., Jr. (2019-Revisions Submitted). Rethinking Luxury for Segmentation and Brand Strategy: the Semiotic Square and Identity Prism Model for Fine Wines. *Beverages*.

Taylor, D.C., & Draper, J., & Hammond, R.K. (2018). Hotel Food and Beverage Services: Cannibalistic or Complimentary. *Journal of Gastronomy and Tourism*. 3(2), 123-129.

Taylor, D.C. (2018-Accepted). Wine Education from an Aesthetic Perspective. *Journal of Aesthetics Education*.

Taylor, D.C., Barber, N., & Deale, C, (2017). Guests Repeat Patronage of Pro-environmental Hotels. *Journal of Hospitality and Tourism Management*.

Parboteeah, D. V., Taylor, D. C., & Barber, N. A. (2016). Exploring impulse purchasing of wine in the online environment. *Journal of Wine Research*, 27(4), 322-339.

Taylor, C., & Barber, N. A. (2016). How will my wine purchase decision be viewed by others? *Journal of Wine Research*, 1-24.

- Barber, N. A., Taylor, D. C., Taylor, & Remar, D. (2016). Desirability bias and perceived effectiveness influence on willingness-to-pay for pro-environmental wine products. *International Journal of Wine Business Research*, 28(3), 206-227.
- Barber, N. A., Taylor, D. C., & Venkatachalam, V. (2016). Does the Product Really Matter? A Look at Mainstream Pro-Environmental Consumption Behavior. *Journal of Food Products Marketing*, 22(5), 521-554.
- Taylor, D.C., & Aday, J.B. (2016). Consumer Generated Restaurant Ratings: A Preliminary Look at OpenTable.com. *Journal of New Business Ideas & Trends*. 14(1); 13-21.
- Taylor, D.C., Snipes, M., & Barber, N. (2016). Indicators of Hotel Profitability: Model Selection Using Akaike Information Criteria. *Tourism and Hospitality Research*.
- Draper, J., Taylor, D.C., & DeKok, D. (2016). How Important is Wine at an Italian Festival? *Journal of Convention and Event Tourism*. 17(2); 95-111.
- Garzon, L., & Taylor, D.C. (2016). Loyalty Programs in the Alcohol Beverage Industry: A Preliminary Look. *Atlantic Marketing Journal*. 5(1); 89-105.
- Burusnukul, P., Taylor, D.C., & Broz, C. (2015). Relationships of Involvement, Ethnic Food Consumption, and Food Shows: An Initial Exploration. *International Journal of Hospitality and Tourism Systems*. 8(2); 32-38.
- Broz, C., Taylor, D.C., & Barr, J. (2015). Non-Stick “Green” Cookware: Does it Measure Up? *Journal of Tourism, Hospitality & Culinary Arts*. 7(1); 58-75.
- Taylor, D.C., Barber, N. A., & Deale, C. (2015). To Tweet Or Not To Tweet: That Is The Question For Hoteliers: A Preliminary Study. *Information Technology & Tourism*, 15(1), 71-99.
- Taylor, D.C., & Barber, N. (2014). Put A Cork In It: Attitudes Toward Corkage Fees in BYOB Situations. *Journal of Culinary Science & Technology*. 12(3); 242-257.
- Snipes, M., & Taylor, D.C. (2014). Model Selection and Akaike Information Criteria: An Example from Wine Ratings and Prices. *Wine Economics and Policy*. 2(3).
- Barber, N., & Taylor, D.C. (2013). Experimental Approach to Assessing Actual Wine Purchase Behavior. *International Journal of Wine Business Research*. 25(3).
- Taylor, D.C., Barber, N., & Deale, C. (2012). Influencing Consumer Wine Preferences Through Education. *Journal of the Wine Marketing Institute*. Vol. 2, Fall 2012.
- Taylor, D.C., & Barber, N. (2012). Measuring the Influence of Persuasion Marketing on Young Wine Consumers. *Journal of Food Products Marketing*. 18(1).
- Barber, N., & Taylor, D.C. (2011). Equity Benefits of Smaller Wine Regions and Lifestyles Segmentation. *Journal of Brand Management*. 1-18.
- Taylor, D.C., Parboteeah, D.V., & Snipes, M. (2010). Winery Websites: Effectiveness Explored. *Journal of Business Administration Online*. 9(2).
- Barber, N., Taylor, D.C. & Deale, C. (2010). Wine packaging: marketing towards consumer lifestyle to build brand equity and increase revenue. *International Journal of Revenue Management*. 4(3/4), 215-237.

- Taylor, D.C., Barber, N., & Broz, C. (2010). Sensory Evaluation of a Wine's Quality in the Preparation of a Reduction: A Subjective and Objective Study. *Journal of Culinary Science and Technology*. 8(4).
- Taylor, D.C., Barber, N., & Deale, C. (2010). Environmental Attitudes toward Wine Tourism. *International Journal of Wine Research*. 2, 1-14.
- Barber, N., Taylor, D.C. and Deale, C. (2010) Wine Tourism, Environmental Concerns and Purchase Intention. *Journal of Travel and Tourism Marketing*. 27, 146–165. (SSCI)
- Barber, N., Taylor, D. C., & Strick, S. (2010). Selective Marketing to Environmentally Concerned Wine Consumers: A Case for Location, Gender and Age. *Journal of Consumer Marketing*. 27(1), 64-75.
- Taylor, D.C. (2009). Identifying the Motivation to Attend Wine Education Courses. *Journal of Hospitality & Tourism Education*. 21(4), 65-71.
- Broz, C., Taylor, D.C., & Barber, N. (2009). Blanching bones in stock production: Is this a wasted step? *The Journal of Culinary Science and Technology*. 7(1).
- Barber, N., Taylor, D.C. & Strick, S. (2009). Wine consumers' environmental knowledge and attitudes: influence on willingness to purchase. *International Journal of Wine Research*. 2009(1), 59-72.
- Barber, N., Taylor, D.C., & Dodd, T. (2009). The importance of wine bottle closures in retail purchase decisions of consumers. *Journal of Hospitality Marketing and Management*. 18(4).
- Barber, N. & Taylor, C. (2009). Wine bottle closure: The importance to Millennials and Baby Boomers during purchase situations. *EnoMetrica*. 2(1), 67-86.
- Henrie, K. & Taylor, D.C. (2009). Use of Persuasion Knowledge by the Millennial Generation. *Young Consumers*. 10(1), 71-81.
- Barber, N., Taylor, D.C., & Dodd, T. (2009). Twisting Tradition: Consumers' Perceptions of Alternative Closures. *Journal of Food Products Marketing*. 15(1).
- Taylor, D.C., & Barber, N. (2008). Relationship of wine ratings and wholesale pricing, vintage, variety and region. *FIU Hospitality and Tourism Review*. 26(2), 10-18.
- Taylor, D.C., Dodd, T. & Barber, N. (2008). Impact of Wine Education on Developing Knowledge and Preferences: An Exploratory Study. *Journal of Wine Research*. 19(3), 193-207.
- Barber, N., Ismail, J., & Taylor, D.C. (2007). Label Fluency and Consumer Self Confidence. *Journal of Wine Research*. 18(2), 73-85.

REFEREED CONFERENCE PRESENTATIONS/PROCEEDINGS

- Taylor, D.C., Corsi, A., & Neal, J. What's Lurking in the Cellar: A Scientific Delve Into Wine Storage. International Council on Hotel, Restaurant & Institutional Education-Annual Conference. New Orleans, LA, July 2019. (Stand-up Submitted)
- Bauman, M.J., Taylor, D.C. & Schoffstall, D.G. Does Endorsement Matter? Exploring Consumer Perceptions of Wine Quality for Celebrities' and Winemakers' Signatures on Wine Labels. International Council on Hotel, Restaurant & Institutional Education-Annual Conference. New Orleans, LA, July 2019. (Poster Submitted)
- Madera, J., Taylor, D.C., & Barber, N. Customer Service Discrimination of Employees with Disabilities. APacCHRIE / EuroCHRIE Annual Conference. Hong Kong, China, May 2019. (Poster Submitted)

- Bauman, M., Hu, X., & Taylor, D.C. Can Museum Restaurants' Wine Programs Drive Patrons? An Exploratory Study. International Council on Hotel, Restaurant & Institutional Education (ICHRIE) Western Federation Conference, Sonoma, CA, February 2019. (Stand-up Accepted)
- Galli, F., & Taylor, D.C. Italian Craft Beer industry: Can we Can? 13th International Trends in Brewing Symposium, Ghent, Belgium, April, 2018. (Stand Up)
- Bauman, M., & Taylor, D.C. Wine Clubs in Texas: An Initial Study on Member Retention and Churn Rates. The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Fort Worth, TX, January 2018. (Stand Up)
- Bauman, M., & Taylor, D.C. Exploring the Impact of Wine in Museum Restaurants. The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Fort Worth, TX, January 2018. (Poster)
- Boger, C., Jr., Taylor, D.C., & Galli, F. Rethinking Luxury for Segmentation and Brand Strategy: the Semiotic Square and Identity Prism Model for Fine Wines. VDQS 24th Annual Wine Economics Conference. Bologna, Italy, June 2017. (Stand Up)
- Su, Z., & Taylor, D.C. Perception Factors Influencing Exhibitors' Overall Satisfaction on Tradeshows. International Council on Hotel, Restaurant & Institutional Education-Annual Conference. Baltimore, MD, July 2017. (Poster)
- Galli, F., & Taylor, D.C. Consumer Hop-e. The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Houston, TX, January 2017. (Poster)
- Galli, F., & Taylor, D.C. Drink Your Health: Applying Health Based Marketing Approaches to Beer. The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Houston, TX, January 2017. (Poster)
- Galli, F., & Taylor, D.C. Reaching the U.S. Hispanic Craft Beer Market: Highlighting the Opportunities. The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Houston, TX, January 2017. (Poster)
- Bauman, M., & Taylor, D.C. Wine Clubs: Understanding the Reasons that make for Retention and Departure. The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Houston, TX, January 2017. (Poster)
- Bauman, M., & Taylor, D.C. Wine Clubs: Minimizing Churn. The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Houston, TX, January 2017. (Poster)
- Barber, N., & Taylor, D.C. Desirability Bias and Perceived Effectiveness Influence on Willingness-to-Pay for Normative Wine Products. VDQS 23rd Annual Wine Economics Conference. Colmar, France, May 2016. (Stand Up)
- Donovan, J., Barber, N., & Taylor, D.C. Will My Wine Purchase Be Viewed By Others Favourably? VDQS 23rd Annual Wine Economics Conference. Colmar, France, May 2016. (Stand Up)
- Deale, C., Taylor, D.C., & Barber, N. Winery Tasting Rooms: An Initial Study of Hiring and Training Needs. International Council on Hotel, Restaurant & Institutional Education-Annual Conference. Dallas, TX, July 2016. (Stand Up)

- Hu, X., & Taylor, D.C. Measuring the Influence of Persuasion Marketing on China's Millennial Wine Consumers. The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, PA, January 2016. (Poster)
- Hu, X., Johnston, N.E., & Taylor, D.C. The Perceived Value of Sommeliers, A Restaurant's Perception. The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, PA, January 2016. (Poster)
- Deale, C., Taylor, D.C., & Barber, N. Winery Tasting Room Practices: A Pilot Study of an Investigation of Hiring and Training Needs. 2016 Western Federation CHRIE Regional Conference. Denver, CO, February 2016. (Stand Up)
- Taylor, D.C., Barber, N., & Parboteeah, V. Exploring Impulse Purchasing of Wine in the Online Environment. VDQS 22nd Annual Wine Economics Conference. Brno, Czech Republic, May 2015. (Stand Up)
- Draper, J., Taylor, D.C., & DeKok, D. Exploring Prior Festival Experience Differences on the Importance of Wine at Festivals. International Council on Hotel, Restaurant & Institutional Education - Annual Conference. Orlando, FL, July 2015. (Poster)
- Draper, J., Taylor, D.C., & DeKok, D. Exploratory Study of the Relationships between Festival Attendee Motivation and the Importance of Wine. Travel and Tourism Research Association - 46th Annual International Conference. Portland, OR, June 2015. (Poster)
- Parboteeah, V., & Taylor, D.C. Online Impulse Purchasing of Wine: An Analysis using the Stimulus-Organism-Response Model. International Council on Hotel, Restaurant & Institutional Education - Annual Conference. Orlando, FL, July 2015. (Poster)
- Broz, C., & Taylor, D.C. Objective and Subjective Testing For the Dysphagia Diet in the Hospitality Industry. International Council on Hotel, Restaurant & Institutional Education - Annual Conference. San Diego, CA, July 2014. (Poster)
- Taylor, D.C., & Broz, C. Museum Destination Restaurants: Consumer Perceptions of Wine Choices. International Council on Hotel, Restaurant & Institutional Education - Annual Conference. San Diego, CA, July 2014. (Poster)
- Barber, N. and Taylor, D.C. BYOB: What Do Consumers Expect and Who Are They? VDQS 21st Annual Wine Economics Conference. Lyon, France, May 2014. (Stand Up)
- Taylor, D.C., Deale, & Barber, N. Tapping into Craft Beer Preferences and Consumption. International Council on Hotel, Restaurant & Institutional Education - Annual Conference. St. Louis, MO, July 2013. (Poster)
- Burusnukul, P., & Taylor, D.C. Media Effects, Involvement, and Ethnic Food Consumption. International Council on Hotel, Restaurant & Institutional Education - Annual Conference. St. Louis, MO, July 2013. (Poster)
- Taylor, D.C., Broz, C., & Wolf-Taylor, D. The Museum Restaurant as a Destination. International Council on Hotel, Restaurant & Institutional Education - Annual Conference. Providence, RI, August 2012. (Poster)
- Barber, N., Taylor, D.C., & Deale, C. Service Quality in Hospitality Higher Education: Student Perspective. International Council on Hotel, Restaurant & Institutional Education - Annual Conference. Providence, RI, August 2012. (Poster)

- Barber, N. and Taylor, D.C. Marketing towards consumer lifestyle to build brand equity and increase revenue. VDQS 19th Annual Wine Economics Conference. Coimbra, Portugal, May, 2012. (Proceedings)
- Taylor, D.C., Barber, N. & Deale, C. Educating Wine Consumers: Effective Functioning within the Marketplace. International Council on Hotel, Restaurant & Institutional Education - Annual Conference. Denver, CO, July 2011. (Poster)
- Deale, C., Taylor, D.C., & Barber, N. Consumer Perceptions of Alternative Wine Packaging. South East International Council on Hotel, Restaurant & Institutional Education - Fall Conference. University of Mississippi, October 2009. (Proceedings)
- Barber, N., Taylor, D.C., & Deale, C. A Case for Selective Marketing: Identifying the Ecological Wine Tourist. International Council on Hotel, Restaurant & Institutional Education - Annual Conference. San Francisco, CA, August 2009. (Proceedings)
- Barber, N., Taylor, D.C., & Strick, S. Environmental Knowledge and Attitudes: Influencing the Purchase Decisions of Wine Consumers. International Council on Hotel, Restaurant & Institutional Education - Annual Conference. San Francisco, CA, August 2009. (Proceedings)
- Taylor, D.C., Barber, N., & Henrie, K. Measuring the Influence of Persuasion Marketing on Young Wine Consumers. International Council on Hotel, Restaurant & Institutional Education - Annual Conference. San Francisco, CA, August 2009. (Stand Up)
- Barber, N. & Taylor, C. Who Are Ecological Wine Tourists: A Case for Selective Marketing. VDQS 16th Annual Wine Economics Conference. Namur, Belgium, May 2009. (**Keynote presentation, best paper award, and proceedings**)
- Barber, N., & Taylor, C. Wine bottle closure: The importance to Millennials and Baby Boomers during purchase situations. VDQS 16th Annual Wine Economics Conference. Namur, Belgium, May 2009. (Stand Up)
- Taylor, D.C. The Impact of Wine Education Courses on Developing Knowledge and Preferences. International Council on Hotel, Restaurant & Institutional Education (ICHRIE) - Rocky Mountain Chapter Regional Conference "Educators Connecting." Denver, CO, February 2009. (Stand Up)
- Broz, C., Taylor, D.C. & Barber, N. The effects of wine quality in reduction preparation: an objective and subjective study. The 14th Annual Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, NV, January 2009. (Proceedings)
- Broz, C., Taylor, D.C. & Barber, N. Blanching Bones in Stock Production: Is This Still a Wasted Step? The 14th Annual Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, NV, January 2009. (Proceedings)
- Barber, N., Taylor, D.C. & Dodd, T. Twisting Tradition: Consumers' Perceptions of Alternative Closures. VDQS 15th Annual Conference. Collioure, France, May 2008. (Proceedings)
- Taylor, D.C., Barber, N., & Dodd, T. The effects of knowledge on wine preference. Thirteenth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Orlando, FL, January 2008. (Proceedings)

- Taylor, D.C., Barber, N., & Kolyesnikova, N. Content analysis of wine ratings versus pricing. Thirteenth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Orlando, FL, January 2008. (Proceedings)
- Taylor, D.C., Barber, N., Boyce, J., & Broz, C. The effects of wine quality in sauce. Thirteenth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Orlando, FL, January 2008. (Proceedings)
- Taylor, D.C., Yuan, J., Kolyesnikova, N. & Dodd, T. The evaluation of Texas winery websites: An exploratory study. 12th Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Houston, TX, January 2007. (Poster)
- Taylor, D.C., Kolyesnikova, N. & Dodd, T. The effects of wine education on consumer preferences and evaluation of wine. 12th Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. Houston, TX, January 2007. (Stand Up)

AWARDS

2017 Stephen Rushmore Faculty Research Award, Conrad N. Hilton College, University of Houston.

2017 Emerald Publishing Literati Award “2017 Highly Commended Paper” for “Desirability bias and perceived effectiveness influence on willingness-to-pay for pro-environmental wine products,” published in the International Journal of Wine Business Research. (Awarded to two papers published in 2016.)

2014 Emerald Publishing Literati Award “2014 Highly Commended Paper” for “Experimental approach to assessing actual wine purchase behaviour,” published in the International Journal of Wine Business Research. (Awarded to three papers published in 2013.)

Presidential Award for Excellence in Research, Eastern New Mexico University, 2012-13. (Awarded to one faculty member per year.)

Best Paper Award with Nelson Barber, Ph.D. for, “Who Are Ecological Wine Tourists: A Case for Selective Marketing” - VDQS 16th Annual Wine Economics Conference. Namur, Belgium, May 2009.

OTHER PUBLICATIONS

Barber, N., Taylor, D.C., Kolyesnikova, N. & Dodd, T. (2007). Consumer Attitudes towards Texas Wines. *Texas Wine Marketing Research Institute*.

Taylor, C. (2006, December). Celebrate the holidays with a great effervescent wine for under \$20. *Lubbock Avalanche Journal*, Lubbock, Texas.

OTHER SCHOLARLY ACTIVITIES/CONFERENCE PRESENTATIONS

Texas Alcoholic Beverage Commission “Retail Executive Summit.” Houston Texas, September 2018. (Invited Presentation)

Wine Marketing & Tourism Conference. “Working Effectively With Your Local University Wine Program.” Fredericksburg, TX, November 2016. (Invited Presentation)

Club Managers Association of America. Wine Education and Training. November 2014.

Wine and the Hospitality Industry. The 38th Annual Conference of Texas Wine and Grape Growers Association, Dallas, TX, February 2014. (Invited Presentation)

Wine Preferences, Education and Other Consumer Buying Behaviors. ENMU Faculty Lectureship Series, Peer Reviewed Presentation Invitation. 38th Annual ENMU Student Research Conference. April 2012.

(Keynote Speaker)

Effects of wine education on preferences. The 32nd Annual Conference of Texas Wine and Grape Growers Association. Houston, TX, February 2008. (Invited Presentation)

Champagne or sparkling wine for New Year's? "Living Section" interview *Lubbock Avalanche Journal*. Lubbock, TX, December 29, 2007. (Article)

Wine Research-Front page cover story. *Lubbock Avalanche Journal*, and syndicated by *Associated Press*. Lubbock, TX, June 2007. (Article)

Texas Wine Sales Data. The 31st Annual Conference of Texas Wine and Grape Growers Association, Houston, TX, February 2007. (Invited Presentation)

ACADEMIC SERVICE

University of Houston

- Faculty Senate, 2014-present; Undergraduate Curriculum Committee, 2014-present; Vice Chair, 2016-present
- Vice Provost's New Faculty Orientation Task Force, 2014

Conrad N. Hilton College of Hotel and Restaurant Management

- Ad-Hoc Annual Evaluation Committee, Service Chair, 2018-present
- College Curriculum Committee, 2013-present; Chair, 2017-present
- Space Allocation Committee, 2015-2017
- Ad-Hoc Committee for Rewriting the Hilton College Tenure and Promotion Guidelines, 2015
- Director, Fred Parks Wine Cellar, 2014-present
- Director, Beverage Management Program, 2014-present
- Advisor, Hall of Honor and Gourmet Night beverage teams, 2014-present
- Faculty Search Committee, 2014-15
- Ad-Hoc Committee on Course Load Release Policies, 2014
- Dean Search Committee, 2014
- Chair, Beverage Curriculum Committee, 2013-2017

Graduate Supervision

- PhD advisor: Federica Galli, 2016-2017
- Professional paper chair
 - Sophie Yang, Sean McNeely and Matthew Bauman, 2016-2017
 - Amanda Hu and Haoyu Wang, 2016
 - Lillion Garzon, 2014
- Dissertation Committee: Scott Taylor, Jr., University of South Carolina, School of Hotel, Restaurant & Tourism Management. Dissertation: *Building Consumer Brand Loyalty And Behavioral Intentions By Increasing Brand Attachment And a Sense of Community: The Experiential Value of Local Microbrewery Taprooms*, 2017-2018

Eastern New Mexico University

- Student Advising, Fall 2008-13
- College of Business Assessment Committee, 2008-10
- Faculty Advisor to the Hospitality Club, Student Organization, 2008-13
- College of Business Scholarship Committee, 2008-10
- ENMU Special Committee on Faculty Evaluation Guidelines, 2009
- Conference Judge - 35th Annual Student Research Conference, April 2009
- College of Business Faculty Evaluation Committee, 2009-10
- University Undergraduate Admissions and Standards Committee, 2009-10

- College of Business Accounting Faculty Search Committee, 2009
- College of Business Information Systems Faculty Search Committee, 2009-10
- College of Business Marketing Faculty Search Committee, 2010
- Instructional Designer University Search Committee, 2010
- Graduate Council, 2009-10
- Program Review Committee, 2010-13
- Dean's Council, 2010-12
- Guest Chef for Annual Alumni Shrimp Boil, August 2011
- Sodexo Executive Advisory Board, 2011-13
- Academic Affairs Administrative Review, 2011-12
- Etiquette Dinner planning committee and host, 2011-13
- Chair, Resource Faculty Development Committee, 2012
- Sodexo Battle-of-the-Chefs competition, 2012

Journals/Conferences

- Co-Managing Editor, International Journal of Hospitality Beverage Management, 2016-present
- Editorial Board Member, *Beverages*, 2016-present
- Editorial Board for the Journal of Hospitality & Tourism Education, 2012-present
- Moderator for the 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Houston, TX, January 2017
- Teaching Academy Co-Chair with Donna Quadri-Felitti; International Council on Hotel, Restaurant & Institutional Education; Conference. Orlando, FL, July 2015
- Teaching Academy Co-Chair with Nelson Barber; International Council on Hotel, Restaurant & Institutional Education; Conference. San Diego, CA, July 2014
- Session Moderator; 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, 2014
- Track chair and reviewer; Southwest Academy of Management Conferences, 2012-13, 2013-14
- Board member, ACBSP Annual Edition, 2011

Reviewer

- Event Management, 2018
- Journal of Hospitality, Leisure, Sport & Tourism Education, 2016-present
- Wine Economics and Policy, 2016-present
- Tourism Management, 2016-present
- Journal of Hospitality Marketing & Management, 2016-present
- International Council on Hotel, Restaurant & Institutional Education - Annual Conference. Dallas, TX, July 2016
- Book entitled "The Wine Value Chain in China: Global dynamics, marketing and communication in the contemporary Chinese wine market," 2016
- Journal of Marketing Theory and Practice (JAMS journal), 2015-present
- Hospitality and Tourism Research, 2015-present
- Chandos Publishing, Book Review: Wine Consumption in China, 2015
- International Council on Hotel, Restaurant & Institutional Education - Annual Conference. Orlando, FL, July 2015
- Beverages, 2015-present
- International Journal of Hospitality Management, 2014-present
- International Council on Hotel, Restaurant & Institutional Education - Annual Conference. San Diego, CA, July 2014
- Nutrition and Food Science Journal, 2013-15
- International Council on Hotel, Restaurant & Institutional Education - Annual Conference. St. Louis, MO, July 2013
- Management Research Review, 2013-present

- The 18th, 19th, 20th, 21st & 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, 2011-16
- Journal of International Food & Agribusiness Marketing, 2012-present
- Environmental Engineering and Management Journal, 2012-present
- Journal of Advertising, 2011
- Journal of Quality Assurance in Hospitality and Tourism, 2011-present
- International Research Journal of Management and Business Studies, 2011
- Journal of Food Products Marketing, 2010-present
- Journal of Foodservice, 2009-present
- Journal of Brand Management, 2010-present
- International Journal of Wine Research, 2010-present
- Journal of Wine Research, 2010-present
- Journal of Hospitality & Tourism Education, 2008-present

Other Selected Professional Service

- Director of Research, International Council on Hotel, Restaurant & Institutional Education; 2018-2020
- External Examiner, University of Technology, Jamaica, Hospitality and Tourism Management; 2019-2023
- Expert Witness, Lawsuit Barfield v. Wyndham, et al; 2018
- Panelist, Nos Caves Vin - Wine Business Roundtable, June 2016, April 2017
- Speaker, Comissão de Viticultura da Região dos Vinhos Verdes, 2016-present
- Advisor, Wines of San Juan, Argentina, 2016
- Speaker, Finca Tres Robles urban farm, 2015-present
- Advisory Committee, Culinary Institute of America, Greystone, Advanced Wine and Beverage Program, 2014-present
- International Council on Hotel, Restaurant, and Institutional Education; Education Committee, 2013-present; Marketing Committee, 2012-13
- Presenter/Wine Educator, MainStreet Wine Festival, Clovis, NM, 2012
- Portales MainStreet Board, 2010-13
- City of Portales Economic Development Finance Review Committee, 2010-13
- New Mexico MainStreet Committee for Entrepreneur Development, 2010-13
- Portales Quality of Life Task Force, 2010-13
- Clovis Community College Business Advisory Committee, 2010-13
- Portales Arts Council, 2008-present; President, 2009-12
- Medici Circle for the Texas Tech University School of Art, 2006-09; President, 2007-08; President-elect and event director, 2006-07
- Faculty Advisor, HSMAI student organization, Texas Tech University, 2006-08
- Founder and President, Society for Human Resource Management, Wayland Baptist University chapter, 2002-04
- Board Member, Center for Contemporary Art, Abilene, TX, 2002-04
- Leader and lecturer for monthly wine tasting groups, 2001-06
- Founding member, auxiliary for monthly cultural and business venue "Artwalk," Abilene, TX, 2000-02
- Volunteer committee for zoological park's fundraising events, Abilene, TX, 1999-02
- Board member and officer, fraternal housing corporation, Texas Tech University, 1996-04

Selected Memberships

- Society of Fellows of the Honors College, University of Houston, 2016-present
- International Council on Hotel, Restaurant and Institutional Education, 2007-present
- Southwest Business Deans' Association, 2010-12

GRANT WRITING

University of Houston

- *Developing a Generation of Agricultural Change Agents in the Battles for Food Security through Capacity Building.* USDA grant with Texas Tech University. \$749,404. Received 2016; Funded 2017-2020.

- Tour of Texas Food and Wine: Grant from the Wine and Food Foundation of Texas. \$30,000 grant request, 2015. \$4,325 received, 2016.
- The International Wine & Food Society - Houston Chapter. Endowed with a \$15,000 grant, and \$15,000 matching grant from the Hilton Foundation to support undergraduate scholarships for wine students, 2015; proposal approved 2016.
- Tour of Texas Food and Wine: Proposal to the Fred Parks Foundation with Matching from the Hilton Foundation. \$10,000 grant request to support a new three credit elective, class-based and field trip course for 2016. Received 2015.

Eastern New Mexico University

- Faculty Competitive Research Grant: Wine Consumption and the Law, a Comparative Study. Received 2010.
- Faculty Competitive Instructional Grant: HRTM 420 Bar and Beverage Management. Received 2010.
- Faculty Competitive Research Grant: Environmental Concerns of Wine Tourists and Their Willingness to Visit. Received 2008.

Fellowships

- Helen Devitt Jones Fellowship, Fall 2005-Spring 2008, \$30,000
- Chancellor's AT&T Fellowship, Fall 2005-Spring 2008, \$9,000

PROFESSIONAL HOSPITALITY EXPERIENCE

Glazer's Wholesale, Domaines and Estates Fine Wine Division Regional Key-Accounts Manager, 2006

- Sales manager for fine wine division covering all of West Texas
- Provided wine/wine list consulting to restaurants and retail outlets
- Conducted wine dinners and seminars for wine consumers
- Provided wine service training to restaurant staff
- Developed sales staff to better promote the wine portfolio
- Increased division wine sales in West Texas

Gratis Catering

Director/Event Planner/Chef, 2004-13

- Event coordinator/caterer for an annual Texas Tech scholarship fundraiser
- Chef services provider to Haute Goat Creamery
- Guest chef for "Red Raider Wine" launch party/fundraiser
- Guest chef/caterer of a development party for Texas Tech's President and guests
- Wine service management for the Underwood Center for the Arts
- Guest chef for special events at the Underwood Center for the Arts
- Guest chef services for the Charles Adams Project, Lubbock, Texas

OTHER PROFESSIONAL EXPERIENCE

Texas Attorney General's Office

Regional Management Analyst, 2002-05

Unit Manager, 1998-2002

Program Administrator, 1997-98

Unit Supervisor, 1996-97

Child Support Review Officer, 1995-96

Child Support Officer IV, 1994-95

Child Support Officer III, 1993-94

Child Support Officer II, 1992-93

Intern, summer 1991

Management

- Successfully managed field offices of up to 32 professional staff
- Conducted management analysis for an 86 county region
- Provided management consulting to field managers
- Lead and motivated staff to exceed legislative and executive goals
- Ensured that policies and laws were followed by 185 field staff
- Coached field managers to reach a regional production goal of \$138 million
- Budget responsibility for field office

Human Resources

- Conducted ongoing professional and executive training for staff
- Carried out interviews and selected applicants for field offices
- Performed all hiring and termination procedures

Project Management

- Created a regional call center by selecting staff, training management and staff
- developing standard operating procedures and monitoring operations
- Developed a successful pilot project for intensive collections that was integrated into a new office and which became part of a regional operating plan
- Monitored operation plan performance of offices
- Worked on statewide integration and rollout of a new computer system
- Implemented a regional quality control program

Customer Service

- Maintained trusting relationships with Federal and State legislators as a regional liaison
- Handled difficult customer service issues as the Regional Ombudsman
- Monitored offices and staff for quality customer service and addressed all complaints
- Set expectations and delivered training on providing quality customer service
- Conducted legal negotiations and mediation

Other Professional Development/Training

- Graduate of Chamber of Commerce “Leadership Abilene” program, 2002
- Graduate of George W. Bush’s *Governor’s Management Development Program*, 1998
- Texas Mediation Certification Program, 1995