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**Human Nutrition and Hospitality Innovation**

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**Education**

* B.S. Hotel and Restaurant Administration, Oklahoma State University
* M.S. Hospitality Administration, Oklahoma State University
* Ph.D. Human Environmental Sciences, Oklahoma State University

**Courses Taught**

* HOSP 2603 Foodservice Purchasing and Cost Control
* HOSP 2633 Introduction to Tourism
* HOSP 4653/5653 Global Travel and Tourism
* HOSP 4673/5673 Destination Marketing and Branding
* HOSP 4693 Hospitality Internship
* AFLS 400VH Leadership and Food Policy Series:  Raising a Foodie (Honors)

**Research Emphasis**

Consumer behavior, tourism, festivals, marketing and branding

**ARTICLES IN REFEREED PUBLICATIONS**

Way, K., Harrington, R., & Ottenbacher, M. (2012). Hospitality Author and University

Productivity in the 21st Century. *Journal of Culinary Science & Technology, 10:3,* p. 239-258.

Way, K. and Robertson, L. (2012). Shopping and Tourism Patterns of Attendees of the Bikes,

Blues, and Bar-B-Que Festival. *Journal of Hospitality Marketing and Management*.

Available online:  January 31st, 2012.  DOI: 10.1080/19368623.2012.627261

Way, K., Harrington, R.J., and Ottenbacher, M.C. (2012). Is crowdsourcing useful in enhancing

innovation and learning outcomes in culinary and hospitality education? *Journal of Culinary Science and Technology,* 9:4, 261-281.

Harrington, R.J., Way, K. and Ottenbacher, M.C. (2012). Quick service restaurant attributes: The

impact on restaurant consumers’ selection decision. *Journal of Quality Assurance in Hospitality and Tourism, 13:4.*

Chang, L., and Way, K. (2010). Individual employment characteristics of hotel employees that

play a role in employee satisfaction and work retention. *The International Journal of Hospitality Management*, *29*(3), 344-353.

Kim, D.J., Kim, W.G., and Way, K. (2009). Adapting the customer satisfaction index to the

lodging industry: foreign customers’ evaluations. *FIU Review, 27*(1), 18-36.

**REFEREED CONFERENCE PAPERS, PROCEEDINGS AND PRESENTATIONS**

Kesterson, K., Way, K., Harrington, R., Wiersma, J. (2014). Factors of Millennial Generation Tourists to Heritage Tourism Destinations:  Antebellum and Civil War Sites in the State of Arkansas. *Proceedings of the International Council of Hotel, Restaurant & Institutional Education, USA,* [*http://www.chrie.org/data/files/gallery/ContentGallery/2014\_ConferenceProceedings.pdf*](http://www.chrie.org/data/files/gallery/ContentGallery/2012_ConferenceProceedings.pdf)

Way, K., Hammond, R. (2014).  Saving Little Switzerland: Defining Today’s Eureka Springs

Tourist. *Proceedings of the International Council of Hotel, Restaurant & Institutional Education, USA,* [*http://www.chrie.org/data/files/gallery/ContentGallery/2014\_ConferenceProceedings.pdf*](http://www.chrie.org/data/files/gallery/ContentGallery/2012_ConferenceProceedings.pdf)

McGuire, A., Way, K., Edgar, L, & Harrington, R. (2012).  Crisis Communication Needs

Assessment to Enhance Instruction in Hospitality Curriculum. *Proceedings of the International Council of Hotel, Restaurant and Institutional Education, USA,* [*http://www.chrie.org/data/files/gallery/ContentGallery/2012\_ConferenceProceedings.pdf*](http://www.chrie.org/data/files/gallery/ContentGallery/2012_ConferenceProceedings.pdf)

Harrington, R.J., Ottenbacher, M.C. and Way, K. (2011, October). Crowdsourcing: is the

concept useful for enhancing learning outcomes in hospitality education? EuroCHRIE 2011, Dubrovnik, Croatia.

Mansker, V. and Way, K., Harrington, R. J. (2011, July). Factors in the Development of Wine

Tourism in Arkansas. Poster presentation at International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), Denver, CO.

Robertson, L.J, Way, K., and Turner, M.J. (2011, July). The shopping motivations of female

attendees at a motorcycle rally. Presented at American Association of Family and Consumer Sciences, 2011 Conference, Phoenix, AZ.

Way, K., Robertson, L.J. and Turner, M.J. (2011, June). Brand loyalty in festivals can it be

duplicated? Bikes, Babes, and Bling: An exploratory study. Presented at Caesars Research Summit 2011, Las Vegas, NV.

Way, K., Robertson, L.J, and Turner, M.J. (2011, April). Developing a true demographic of the

female biker attendee of festivals. Accepted as paper presentation at the Popular Culture and American Culture Association, San Antonio, TX.

Harrington, R., Ottenbacher, M. and Way, K. (2010, August). Key restaurant attributes and the role of gender, age and dining frequency. Presented at ICHRIE, 2010 Conference, Puerto Rico.

Way, K., Robertson, L.J., and Turner, M.J**.** (2010, June). Travel and spending characteristics of the nature biker: An exploratory study. Presented at theHarrah’s Hospitality Research Summit 2010, Las Vegas, NV.

Capps, B., and Way, K. (2008, January). Service standards that allow servers to receive a tip of

20% or more. Poster Presentation at the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Orlando, Fl.

Ogbeide, G., Way, K. (2008, July). Are hospitality curricula meeting the industrial needed skills?

Poster Presentation at International Council on Hotel, Restaurant and Institutional Education Conference, Atlanta, GA.

Way, K. (2008, July). Hospitality education branding of programs and students. Poster Presentation at International Council on Hotel, Restaurant and Institutional Education Conference, Atlanta, GA.

Way, K., Powell, F., and Warnock, M. (2008, July). Collaborative efforts involving Hospitality and Restaurant Management students, the University of Arkansas Economic Development Institute, the City of Eureka Springs, and the Arkansas Hospitality Industry. Symposium Roundtable Presentation at International Council on Hotel, Restaurant and Institutional Education Conference, Atlanta, GA.

Way, K. (2007, July). Hospitality Curriculum: A foundational perspective. Accepted as Poster

Presentation at the International Council on Hotel, Restaurant, and Institutional Education

Conference, Dallas, TX.

Way, K., (2006, January). Student assessment in hospitality: Is a final examination necessary?

Poster Presentation at the 10th Annual Graduate Research and Graduate Education Conference, Houston, TX.

Way, K., Causin, G., and Moreo, P. (2005, January). Does Emotional Intelligence make you a

better manager? Accepted to the 10th Annual Graduate Research and Graduate Education Conference, Myrtle Beach, SC.

Way, K., Causin, G., and Moreo, P. (2005, July). Does Emotional Intelligence make you a better

manager? Poster Presentation at the International Council on Hotel, Restaurant, and

Institutional Education Conference, Las Vegas, NV.

Way, K. (2004, January). Perceptions of marketing techniques by Quick-Service Restaurants that influence parental patronage. Poster Presentation at the 9th Annual Graduate Research and Graduate Education Conference, Houston, TX.

Way, K. (2004, January). Undergraduate mentoring in a research environment. Accepted to the 9th Annual Graduate Research and Graduate Education Conference, Houston, TX.

Way, K. and Ryan, W. (2003, January). Travelers’ perceptions of air travel prior to and after

September 11, 2001. Stand-up Presentation at the 8th Annual Graduate Research and

Graduate Education Conference, Las Vegas, NV.

Way, K. and Ryan, W. (2002, January) An Examination of violence on commercial airlines.

Accepted to the 7th Annual Graduate Research and Graduate Education Conference, Houston, TX.

Causin, G., Way, K., Ah, K., and Im, H. (2001, January) Changes in restaurant patron’s behavior, attitudes, and feelings concerning smoking bans in the State of Oklahoma. Round-table Presentation at the 7th Annual Graduate Research and Graduate Education Conference, Houston, TX.

**TEXTBOOKS AND TEXTBOOK CHAPTERS**

Researching the Hazard in Hazardous food. Various authors. (2013).   *Travel Health Concerns.*

Chapter 24 by Kelly A. Way, Ph.D.