

Baker Ayoun, Ph.D., CHE

Associate Professor

June M. Henton Endowed Professorship Graduate Programs Officer

Hospitality Management Program
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Educational Background

Doctor of Philosophy (Ph.D.) in Hospitality & Tourism Administration

School of Hotel and Restaurant Administration, Oklahoma State University, 2006.

Master of Business Administration (MBA)

Department of Business Administration, Yarmouk University, Jordan, 1999.

Bachelor of Business Administration (B.B.A)

Department of Business Administration, Mu'tah University, Jordan, 1996.

Industry Experience

Graduate Assistant Manager

Dinning Services, Oklahoma State University, (August 2003 – December 2006).

Responsibilities included daily operational management, customer service, training and staff development, production management, maintenance of health and safety standards, and catering and special events.

Graduate Intern

Sheraton Hotel – Oklahoma City, OK (May – August 2005).

Research Interests

International hospitality; Strategic management of hospitality business; Hospitality education.

Selected Publications

- Ayoun, B., Rowe, L., & Yassine, F. (2015). Is Workplace Spirituality Associated with Business Ethics? *International Journal of Contemporary Hospitality Management*, 27(5), 938-957.
- Ayoun, B., Rowe, L., & Eyoun, K. (2014). Tomorrow's Hospitality Leaders of America: Their Willingness to Accept a Future Expatriate Assignment. *Journal of Hospitality & Tourism Education*, 26(3), 113-124.
- Causin, G., & Ayoun, B. (2011). Packing for the Trip: A Model of Competencies for Successful Expatriate Hospitality Assignment. *International Journal of Hospitality Management*, 30(4), 795-802.
- Ayoun, B., Johnson, M., Van Hyfte, M., & O'Neill, M. (2010). A Comparison Study of U.S. and NonU.S. Education Internationalization Practices of Hospitality and Tourism Programs. *Journal of Teaching in Travel & Tourism*, 10(4), 335-361.
- Ayoun, B., & Moreo, P. (2008). The Influence of the Cultural Dimension of Uncertainty Avoidance on Business Strategy Development: A Cross-National Study of Hotel Managers. *International Journal of Hospitality Management*, 27(1), 65-75.

Awards & Recognitions

- Best Paper Award, ICHRIE Annual Conference, Palm Springs, California, 2018.
- 'Impact Award' for significant support of and contribution to industry relevant hospitality education, presented by Smith Travel Research ([str](#)) Share Center, 2017.
- Third Place Prize winner, ICHRIE Research Reports journal, 2016.
- 2016 Outstanding Graduate Mentor Award recipient, Auburn University's Graduate Student Council.
- Article of the Year Award, *Journal of Hospitality & Tourism Education*, 2015.
- "100 Graduates of Significance" by Oklahoma State University's Graduate College in celebration of 100 years of graduate education at OSU, during Spring 2012.
- Best Paper Award, the 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL, 2012.
- SGA Outstanding Faculty Member Award recipient for the College of Human Sciences, Auburn University, 2010-2011.
- A paper at the top of the 10 MOST POPULAR PAPERS published in the *Journal of Hospitality Financial Management*.
- The Emerald/EFMD Highly Commended Research Award, 2009.
- Best Application Paper Award and Best Hospitality Paper Award, Decision Sciences Institute (DSI) Conference, Baltimore, Maryland, 2008.
- Lanphere Research Scholar Award, Oklahoma State University, 2006.

Courses Taught/Supervised at Auburn

Undergraduate:

HOSP 1010 Introduction to Hospitality Management
HOSP 2500 Lodging Operations
HOSP 4500 Strategic Hospitality Management
HOSP 5570 Global Hospitality
HOSP 4920 Professional Internship
NTRI 4930 Directed Studies
HUSC 5940 Study and Travel in Human Sciences
IDSC 4930 Interdisciplinary Experience

Graduate:

HOSP 6570/6576 Global Hospitality
HOSP 8860/8866 Current Issues in Hospitality
NTRI 7960/7966 Special Problems
NTRI 7986 Non-Thesis Research NTRI
7990 Research and Thesis
HOSP 7920 Professional Internship in HOSP
NTRI 8970 Advanced Topics in NTRI
NTRI 8990 Research and Dissertation
HUSC 6940 Study and Travel in Human Sciences
NTRI 8910 Supervised Teaching
NTRI 7850/8850 Research Seminar for Master's and Ph.D. Programs