

## IMRAN RAHMAN

### *Office*

*Department of Nutrition, Dietetics, & Hospitality Management*

*College of Human Sciences*

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### EDUCATION

**Ph.D.**, Business Administration, (May 2014)

Washington State University, School of Hospitality Business Management, College of Business, Pullman, Washington

**M.S.**, Hospitality and Tourism Management, (August 2010)

University of Massachusetts, Department of Hospitality and Tourism Management, Isenburg School of Management, Amherst, Massachusetts

**B.S.**, Finance, (August 2007)

Louisiana State University, E.J. Ourso College of Business, Baton Rouge, Louisiana

### ACADEMIC EXPERIENCE

**Assistant Professor (tenure track)**, Auburn University, Department of Nutrition, Dietetics, and Hospitality Management, College of Human Sciences, Auburn, AL, August 2014 –

PRESENT

Courses include:

Advanced Tourism Analysis (HRMT 7010) *the purpose of this doctoral seminar is to familiarize students with theory, research and methodological issues, current issues, practices, and principles about travel and tourism behavior. Additionally, students learn the intricacies and dynamics of undertaking research projects in travel, tourism, and hospitality.*

Hospitality Law (HRMT 2300) *acquaints students with concepts and practice of Law as it applies to hospitality operators. Students develop competencies to make better decisions at the organizations and interpret situations more ethically.*

Lodging Operations (HRMT 2500) *provides students with a comprehensive understanding of hotel and restaurant operations. We concentrate our focus on key management functions relating to the planning and operational policies of various hotel departments and restaurants.*

Club Management *familiarizes students with the intricacies of managing clubs. Students learn about Club organization structure, operations, and service as part of this semester long offering.*

**Instructor of Hospitality Business Management**, Washington State University College of Business, School of Hospitality Business Management, Pullman, WA, August 2012 – May 2014

Courses include:

Hospitality Systems (HBM 280, sections 1 and 2) *provides students with a comprehensive understanding of hotel and restaurant operations. We concentrate our focus on key management functions relating to the planning and operational policies of various hotel departments and restaurants.*

**Teaching and Research Assistant**, Washington State University College of Business, School of Hospitality Business Management, Pullman, WA, August 2010 – May 2014 Courses include:

Hospitality Leadership and Organizational Behavior (HBM 381) *provides students with a comprehensive understanding of key leadership and management issues. We concentrate our focus on core areas, such as interpersonal skills and group dynamics. Related topics of discussion, including entrepreneurship, ethics, team building, and personal and corporate ethos, fit into diverse thematic frameworks.*

Managed Services (HBM 384) *introduces and explores fully the role of outsourcing in the on-site foodservice segment. Areas such as organizational structures and operational configurations, branding (among other revenue-maximization techniques), labor analysis and enhancement, and internal controls are discussed.*

Beverage Management (HBM 350) *instructs students in the science and art of managing a beverage operation, covering various categories of beverage alcohol and extending to key topics such as responsible beverage service, beverage-service operations, and beverage-alcohol pricing, positioning, and promotion.*

Hospitality Operational Analysis (HBM 491) *uses advanced management tools in analyzing operational effectiveness of hotel and restaurant organizations. We concentrate our focus on deeper facets of operations such as revenue management, accounting, investment, and decision-making.*

Research interests

My primary concentration pertains to lodging management in the areas of environmental management and green consumer behavior. Additional areas of interest include consumer behavior in regards to organic wine preference, diversity management in lodging organizations, sales forecasting in the restaurant industry, and hospitality curriculum development and needs assessment.

Major projects as a Research Assistant

Prepared supplementary materials (PowerPoint Slides, Instructor's Manual, and Study Guide) and participated in various research duties for two hospitality textbooks:

- Reynolds, D., & McClusky, K. (2014). *Foodservice management fundamentals*. Hoboken, NJ: Wiley.
- Barrows, C., Powers, T., Reynolds, D. (2015). *Introduction to management in the hospitality industry, 11<sup>th</sup> ed.* Hoboken, NJ: Wiley.

**Teaching Assistant**, University of Massachusetts Amherst, Department of Hospitality and Tourism Management, Amherst, MA September 2008 – May 2010 Courses Include:

Introduction to Hospitality and Tourism Management (*HTM 100*) covers the scope, components, development, and future of the hospitality industry. Students are provided with an extensive background on industry structure and an overview of specialized areas relating to the management of food service, lodging, and travel operations.

Hospitality Law (*HTM 320*) explores law in the context of hospitality industry. More specifically, students are provided with a detailed understanding of law as applied to hotel, food service establishments, and the travel industry. Areas such as bailment, contracts, torts, regulations, insurance, and sanitation are covered under this course.

Gaming and Social Policy (*HTM 419*) examines the external casino environment including the social, psychological, cultural, legal, and economic issues of gaming. The primary focus is on essential elements of gaming such as compliance laws and the societal impacts of gaming.

**Undergraduate Research Assistant**, Louisiana State University, Department of Accounting, Baton Rouge, LA, January – August 2007

**Student Media Writer**, Louisiana State University, Student Media – Gumbo, Baton Rouge, LA, September 2004 – May 2005

## PROFESSIONAL EXPERIENCE

**Night Auditor and Front-desk Supervisor**, Courtyard by Marriott, Hampshire Hospitality Group, Hadley, Massachusetts, June 2009 – June 2010

**Area Supervisor**, Residence Hall Security, University of Massachusetts, Amherst, October 2008 – December 2008

**Student Technician and Computer Lab Attendant**, Louisiana State University, Computing Services, Baton Rouge, Louisiana, December 2004 – May 2005

## PUBLICATIONS

### REFEERED JOURNAL ARTICLES

**Rahman, I.**, Park, J., & Chi, G. (2014) Consequences of “Greenwashing”: Consumers’ Reactions to Hotels’ Green Initiatives. *International Journal of Contemporary Hospitality Management*, 28 (1) (in press).

**Rahman, I.** & Reynolds, D. (2014). Wine: An Empirical Analysis of Intrinsic Attributes and Consumers' Drinking Frequency, Experience, and Involvement. *International Journal of Hospitality Management* (in press).

Reynolds, D., **Rahman, I.**, & Bradetich, S. (2014). Hotel managers' perceptions of the value of diversity training: An empirical investigation. *International Journal of Contemporary Hospitality Management*, 26 (3).

**Rahman, I.**, Stumpf, T., & Reynolds, D. (2014). A Comparison of the Influence of Purchaser Attitudes and Product Attributes on Organic Wine Preferences. *Cornell Hospitality Quarterly*, 55 (1), 127-134.

Reynolds, D., **Rahman, I.**, & Balinbin, W. (2013). Econometric modeling of the U.S. restaurant industry. *International Journal of Hospitality Management*, 34, 317-323.

Gursoy, D., **Rahman, I.**, & Swanger, N. (2012). Industry's expectations from hospitality schools: What has changed? *Journal of Hospitality and Tourism Education*, 24 (4).

**Rahman, I.**, Reynolds, D., & Svaren, S. (2012). How 'green' are North American hotels? An exploration of low-cost adoption practices. *International Journal of Hospitality Management*, 31 (3), 720-727.

#### MANUSCRIPTS UNDER REVIEW

**Rahman, I.** The influence of product involvement on green purchases: A three product comparative analysis. *Journal of Business Research*.

**Rahman, I.** & Reynolds, D. Predicting green hotel behavioral intentions using a theory of environmental commitment and willingness to sacrifice. *International Journal of Hospitality Management*.

**Rahman, I.** & Reynolds, D. The influence of values and attitudes on green consumer behavioral intentions: A conceptual model of green hotel patronage. *International Journal of Hospitality Management*.

**Rahman, I.** & Reynolds, D. General values and organic wine endorsement: An empirical assessment. *Cornell Hospitality Quarterly*.

Lu, Lu, **Rahman, I.**, & Chi, G. Can product identity and knowledge shift sensory perceptions and patronage intentions? The case of genetically modified wines. *Marketing Letters*.

#### REFEREED PRESENTATIONS AND/OR PROCEEDINGS

*Genetically Modified Wines: The role of perceived risks and emotion on consumer endorsement*—with Lu Lu, Twentieth Annual Graduate Education Research Conference in Hospitality & Tourism, 2015, Tampa, FL.

*A cross-cultural study of hospitality students' perceptions of responsible beverage-alcohol consumption*—with Thomas Leib, Susan Fornier, & Dennis Reynolds, EuroCHRIE, 2014, Dubai, UAE.

*The role of knowledge exposure and supreme wine attributes in genetically modified wine consumption*—with Lu Lu and Gengqing Chi, EuroCHRIE, 2014, Dubai, UAE.

*Predicting green hotel behavioral intentions using a theory of environmental commitment and willingness to sacrifice for the environment*—with Dennis Reynolds. ICHRIE, 2014, San Diego, California.

*The effect of drinking experience and involvement on perceived importance of intrinsic wine attributes: An empirical study*—with Dennis Reynolds. Nineteenth Annual Graduate Education Research Conference in Hospitality & Tourism, 2014, Houston, Texas

*Predicting Aggregate Monthly Restaurant Sales Using Macro-economic Predictors*—with Na Su and Dennis Reynolds. Eighteenth Annual Graduate Education Research Conference in Hospitality & Tourism, 2013, Seattle, Washington.

*Consumer Perceptions of Green Practices in Hotels: An Exploratory Study*—with Na Su and Dennis Reynolds. Eighteenth Annual Graduate Education Research Conference in Hospitality & Tourism, 2013, Seattle, Washington.

*The Influence of Ecocentric and Anthropocentric Attitudes and Intrinsic Product Attributes on Organic Wine Preferences*—with Tyler Stumpf and Dennis Reynolds. EuroCHRIE Conference, 2012, Lausanne, Switzerland.

*The Value of Diversity Training in the Hospitality Workplace*—with Dennis Reynolds and Stacey Bradetich. Advances in Hospitality and Tourism Marketing and Management Conference 2011, Istanbul, Turkey.

*The Negative Effect of Greenwashing Phenomenon in the lodging industry* —with Jeongdoo Park and Gengqing Chi. Seventeenth Annual Graduate Education Research Conference in Hospitality & Tourism, 2012, Auburn, Alabama.

*How “green” are North American hotels? An Exploration of Low-cost Adoption Practices*— with Dennis Reynolds and Stephanie Svaren. Sixteenth Annual Graduate Education Research Conference in Hospitality & Tourism, 2011, Houston, Texas.

*Assessing the Relationship between Waiting Services and Customer Satisfaction in Family Restaurants - A Survey Study*—with Choongbeom Choi and Atul Sheel. International Chrie, 2009, San Francisco, California

*Sustainability Issues in the World Fishing Industry: Is Aquaculture the Solution?*—with Choongbeom Choi. Northeastern Recreation Research Symposium (NERR), 2009, Bolton Landing, New York

*The Effects of Waiting Services on Customer Satisfaction in Family Restaurants*—with Choongbeom Choi and Atul Sheel. Fourteenth Annual Graduate Education Research Conference in Hospitality & Tourism, 2009, Las Vegas, Nevada.

### MASTER'S THESIS

Rahman, I. (2010). **Students' Perceptions of Effectiveness of Hospitality Curricula and Their Preparedness.** *Masters Theses*. Paper 497. University of Massachusetts, Amherst.

### DOCTORAL DISSERTATION

Rahman, I. (2014). **The influence of General Values and Attitudes on Green Consumer Behavioral Intentions: A three product analyses,** Washington State University.

### REVIEW RESPONSIBILITIES

Ad-hoc Reviewer for **International Journal of Hospitality Management**

Ad-hoc Reviewer for **Journal of Sustainable Tourism**

Ad-hoc Reviewer for **International Journal of Contemporary Hospitality Management**

Ad-hoc Reviewer for **Journal of Hospitality and Tourism Education**

Ad-hoc Reviewer for **Journal of International Business Studies**

Ad-hoc Reviewer for **International CHRIE Conference 2013, 2014**

Ad-hoc Reviewer for **Annual Graduate Education Research Conference in Hospitality & Tourism, 2011-2015**

Ad-hoc Reviewer for **South-east CHRIE conference, 2014**

### CITATIONS IN THE POPULAR PRESS

**WSU News, College of Business Recognizes Faculty, Staff, Students,** May 29, 2013.

**Tri-City Herald**, *Chain Hotels Going Green, WSU Study Shows*, November 8, 2011.

**Green Hotelier**, *Chain Hotels Lead the Way in Sustainability*, November 4, 2011.

**Northwest Public Radio**, *WSU Report: Hotel Chains Become 'Greener,'* October 26, 2011.

**Science Daily**, *Chain Hotels Lead the Way in Going Green, Analysis Finds*, October 25, 2011.

**WSU News**, *Chain Hotels Lead the Way in Going Green*, Eric Sorensen, October 25, 2011.

#### AWARDS, HONORS, AND GRANTS

**Best Paper Award Finalist**, EuroCHRIE, 2014, DUBAI, UAE

**Outstanding Graduate Researcher Award**, College of Business, Washington State University, Pullman, 2013

**W.Terry Umbreit Distinguished Fellowship**, School of Hospitality Business Management, Washington State University, Pullman, 2011

**Rod and Janet Church Scholarship**, College of Business, Washington State University, Pullman, 2010

**Assistantship** 2010-2014, Washington State University, Pullman, 2010

**Assistantship** 2008-2010, University of Massachusetts, Amherst, 2008

**Non-resident Tuition fee Waiver Award** 2004-2008, Louisiana State University, Baton Rouge, 2004

**The National Daily Star Award** for excellence in 2002-2003 GCSE "O" Level Examinations, The Daily Star Newspaper, Dhaka, Bangladesh, 2003

#### STUDENT ORGANIZATIONS

Currently serving as the faculty advisor of Auburn University **CMAA (Club Management Association of America) student chapter**

Served as a member of **Graduate Hospitality Business Association**, University of Massachusetts, Amherst, 2009-2010

Served as a **Member of International Students Association**, University of Hawaii, Hilo, Hawaii

Served as a **Member of Bangladesh Student Association**, Louisiana State University, Baton Rouge, LA

Served as a **Member of Leo Club**, Dhaka, Bangladesh.

### EXPERIENCE (OTHERS)

Consultant (voluntary course project) – **Website marketing and development**, Interstate Manufacturing Company, Agawam, Massachusetts, fall 2009

Consultant (voluntary course project) – **Hotel social media marketing**, Hampshire Hospitality Group, Hadley, Massachusetts, spring 2010

Consultant (voluntary course project) – **Website marketing and development**, Greenfield Visitor Center, Greenfield, Massachusetts, spring 2009

Collaborated on preparing a **Teaching Resource Document** for University Teaching Assistants, Washington State University, College Teaching Seminar, 2011.

Participated in **National Student Exchange Program** in University of Hawaii, Hilo, Hawaii. (Fall 2006).

Participated in **Voluntary works during the aftermath of hurricane Katrina**, 2005

### EXPOSITIONS, COMPETITIONS, & SKILLS

Participated in **Academic Showcase**, Washington State University, 2012-2014.

Participated in **The Washington Association of Wine Grape Growers Conference**, 2014.

Participated in **Wiley Research Exposition**, Washington State University, 2014.

Participated in **UMass Amherst Business Plan Competition**, 2010.

Served as **Captain of a cricket team in Amherst Premier League**, University of Massachusetts, Amherst, 2009-2010.

Proficient in **3 languages**: English, Bengali, and Hindi.



GRANTS APPLIED

American Hotel & Lodging Educational Foundation for \$55000

Project: Hotels' environment-friendly practices: Comparing perceptions of consumers and managers

Intramural Seed Grant, Auburn University for \$10000

Project: Green Signaling in Green Hotels: An Empirical Investigation

Innovative Research Grant, Auburn University with Dr. Alecia Douglas & Dr. Onikia Brown for \$25000

Project: Investigating the Use of Mobile Augmented Reality Technologies in Full-Service Restaurant Menu Labeling: The Effects on Menu Information Processing, Menu Choice, and Purchase Behavior

STUDENTS SUPERVISED AND/OR CURRENTLY SUPERVISING

<u>Name</u>	<u>Graduation Institution</u>	<u>Purpose</u>	<u>Role</u>
Amy Holbrook	2014 Washington State University	Undergraduate Honors Thesis	Committee Member
Aahed Al Khlifaf	2015 Auburn University	Doctoral Dissertation	Committee Member
Cheng Wang	2016 Auburn University	Master's Thesis	Chair