

DiPietro, Robin B.

Professor

Director of the International Institute for Foodservice Research and Education

School of Hospitality and Tourism Management (HTMT)

College of Hospitality, Retail and Sport Management (HRSM)

University of South Carolina Columbia Campus

DiPietro, Robin B.

VITA

Education History

Degree	Field	School	Year
PhD	Community and Human Resources	University of Nebraska-Lincoln	2003
MBA	Business Administration	University of Nebraska-Lincoln	1992
BS	Business Administration	University of Nebraska-Lincoln	1985

Employment History

Year - Year	Position
2009- present	Director of the International Institute for Foodservice Research and Education, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail and Sport Management (HRSM), University of South Carolina
2015- present	Professor, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail and Sport Management, University of South Carolina
2023-present	Faculty Ombudsman, University of South Carolina
2020- 2023	Director of the School of Hotel, Restaurant and Tourism Management
2018- 2020	PhD Program Director, School of Hotel, Restaurant and Tourism Management
2016-2017	Interim Director of the School of Hotel, Restaurant and Tourism Management
2015- 2018	Global Carolina Regional Director- Aruba and the Caribbean, University of South Carolina
2009- 2015	Associate Professor, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail and Sport Management, University of South Carolina
2007- 2009	Assistant Professor, Hospitality and Tourism Management Program, Department of Nutrition and Health Sciences, University of Nebraska-Lincoln
2003- 2007	Research Associate, Center for Multi-Unit Restaurant Management, Rosen College of Hospitality Management, University of Central Florida
2003- 2007	Assistant Professor, Rosen College of Hospitality Management, University of Central Florida
1994- 2003	Director of Training and Development/District Manager, Horizon Food Service, Inc. dba Burger King, Lincoln, NE
1987- 1994	Restaurant General Manager, Horizon Food Service, Inc. dba Burger King, Lincoln, NE
1985- 1987	Assistant Manager, Horizon Food Service, Inc. dba Burger King, Lincoln, NE

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Honors and Awards

Honor Name	Bestower	Year
Hospitality Educator of the Year	South Carolina Restaurant and Lodging Association	2021
Appel de Oro Award (Apple Award for Education)	Minister of Education- Aruba	2016
Research and Productive Scholar Award	Patricia J. Moody and the College of HRSM	2014
Global Scholar Award	Brian J. and Linda Mihalik and the College of HRSM	2014
Outstanding Reviewer of the Year	Emerald Literati Network- International Journal of Contemporary Hospitality Management	2012-2013
Finalist for Research and Productive Scholarship Award	College of Hospitality, Retail and Sport Management	2013
Finalist for Research and Productive Scholarship Award	College of Hospitality, Retail and Sport Management	2012
Ranked 12 th in the World for Hospitality Research Productivity	Journal of Culinary Science and Technology- citation is Way, K.A., Harrington, R. J., Ottenbacher, M.C. (2012). Hospitality author and University productivity in the 21 st century. <i>Journal of Culinary Science & Technology</i> , 10(3), 239-258.	2012
Conference Best Reviewer Recognition	International CHRIE	2010
International Franchise Association Educational Foundation's Arthur Karp Award for "Best Applied Paper"	International Franchise Association	2008
Best Collegiate Hospitality Sales and Marketing Association International (HSMIAI) Student Chapter- Small Chapter- Faculty Advisor	Hospitality Sales and Marketing Association International (HSMIAI)	2008
Contributions to Students Teaching Award	University of Nebraska-Lincoln	2008
Distinguished Researcher Award	University of Central Florida	2006-2007
Professor of the Year (Honorable Mention)	University of Central Florida's Hospitality Association	2003-2004
Faculty Member of the Semester	University of Central Florida's Hospitality Association	2003-2004

TEACHING

Summary of Courses Taught

Course Designator	Contact Hours	Course Title	Spring 2024	Fall 2023	Spring 2023	Fall 2022	Spring 2022	Fall 2021	Spring 2021	Fall 2020	Spring 2020	Fall 2019	Spring 2019**	Fall 2018	Spring 2018	Fall 2017	Spring 2017
Aruba	3	Restaurant Management													18		
HRTM 740	3	Advanced Service Management									17				9		
HRTM 570	3	Advanced Foodservice Operations*															
HRTM 490	3	Hospitality Management Strategies					34	36	49	47	29	16		35		37	40
HRTM 518	3	Training and Development in the Hospitality Industry*		34						9		15					
HRTM 795	3	Professional Consulting for Hospitality and Tourism	11														
HRTM 576	3	Franchising within the Hospitality Industry*												7			
HRSM 401	3	Leadership Development in HRSM*			18	15											

*Elective courses at University of South Carolina

**sabbatical for Spring 2019

Courses Taught at University of South Carolina (2009-2024)

HRTM 387- Cruise Line Management (elective, Undergraduate)

HRTM 440- Services Management for Hospitality and Tourism (elective, Undergraduate)

HRTM 490- Hospitality Management Strategies (required, Undergraduate)

HRTM 518- Training and Development in the Hospitality Industry (elective, Undergraduate/Graduate)

HRTM 570- Advanced Foodservice Operations (elective, Undergraduate/Graduate)

HRTM 576- Franchising within the Hospitality Industry (elective, Undergraduate/Graduate)

HRTM 740- Service Management (required, Graduate)

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HRTM 795- Professional Consulting for Hospitality and Tourism (required, Graduate)

HRTM 798- Independent Study- Cruise Line Management (elective, Graduate)

HRSM 401- Leadership Development in HRSM (elective, Undergraduate)

Courses Taught at University of Aruba, Visiting Professor:

Restaurant Management- (required, Undergraduate)

Service Management- (required, Undergraduate)

International Human Resource Management- (required, Graduate)

Leadership- (required, Graduate)

Research Design- (required, Graduate)

International Management- (required, Undergraduate)

Human Resource Management- (required, Undergraduate)

Business Research Methodology- (required, Undergraduate)

Courses Taught at University of Nebraska-Lincoln (2007-2009)

NUTR 285 Lodging and Hospitality (required, Undergraduate)

NUTR 289 Event Planning (required, Undergraduate)

NUTR 485 Advanced Lodging Operations (required, Undergraduate)

NUTR 489 Advanced Event Planning (required, Undergraduate)

NUTR 374 Guest Service Management (required, Undergraduate)

NUTR 474 Food and Beverage Management (required, Undergraduate)

NUTR 489 Research Experience (elective, Undergraduate)

NUTR 486 Study Tour (required, Undergraduate)

Courses Taught at University of Central Florida (2003-2007)

HFT 1000 Introduction to Hospitality (required, Undergraduate)

HFT 3261 Restaurant Management (required, Undergraduate)

HFT 3654 Restaurant Franchising (elective, Undergraduate)

HFT 3807 Seminar in Multi-Unit Foodservice Operations (elective, Undergraduate)

HFT 4295 Hospitality and Tourism Leadership and Strategic Management (required, Undergraduate)

HFT6228 Critical Issues in Hospitality Human Resources (required, Graduate)

HFT6227 Advanced Training and Development in the Hospitality Industry (elective, Graduate)

HFT 7876 Strategies and Tactics: Foodservice (elective, Graduate- PhD level)

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Supervision of Student Research

Doctoral Students

In Progress

Name	Year	Title or Topic
Alex Arhin	Expected Graduation 2025	Sustainable Tourism Resilience for the U.S. Lodging Industry
Katheldra Alexander	Expected Graduation 2026	Training and Development in Food and Beverage

Completed

Name	Year	Title or Topic
Somang Min	2023	Technology use in restaurants
Forest Ma	2023	Food and Beverage
Hyejo (Hailey) Shin	2021	Technology Use in Hospitality and Tourism
Dan Jin	2021	Service Failure and Recovery
Nazratun Nayeem Monalisa	2020	Influence of Children on Parent's Food Shopping for Children's Consumption
Mike Moody	2020	College Recruitment
Eunhye (Olivia) Park	2018	Consumers' Perceptions Related to Sustainable Practices in Restaurants
Scott Taylor	2018	Neolocalism in Breweries
Jamie Levitt (co-advising with Dr. Sandy Strick)	2018	Food Tourism
Yang Cao (co-advising with Dr. Robert Li)	Graduation December 2016	How to Make Destination Dining Experiences Memorable
Daniel Remar	Graduation May 2015	Sustainability in Restaurants
Diego Bufquin (co-advising with Dr. Charlie Partlow)	Graduation May 2015	Employee Turnover in the Foodservice Industry
Yong Chu	2012	Investigating content, format and placement of point-of-selection nutrition labels in a foodservice setting and its impact on patrons' purchasing behavior

Masters Students

Completed

Name	Year	Title or Topic
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Luenne Peters	2024	Perceptions of Tax Collections on Aruba
Nathania Taylor	2023	Online Recruiting Platforms
Brenda Croes	2022	Patient Satisfaction with Hospitals in Aruba
Jessica Valbueno	2022	Hiring Issues in Hotels on Aruba
Grixyeny Ponton	2022	Tourist Perception of Aruba
Alberto Falconi	2020	Technology Use in Education: Assessment and Influence- University of Aruba
Tiffany Avant	2013	Responding to Tripadvisor: How Hotel Responses to Online Reviews Effect Hotel Image, Purchase Intent, and Guest Intent to Return
Kristen Malek	2012	Management Training in the Hotel Environment and its Effects on Employee Turnover Intentions
Amy Jackson- University of South Carolina	2010	Hotel Guests' Intentions to Choose Green Hotels
Marcelino Kock- University of Central Florida	2007	Proposing an Alternative Framework for Feasibility Studies for Large Public Tourism Investments: A Quantitative Analysis for the Orange County Convention Center
Marta Godlewska- University of Central Florida	2006	Event Planners' Ratings of Destination Selection Variables: A Comparison Between Members of Three Professional Association Groups

Undergraduate Students

Completed

Name	Year	Title or Topic
Kevin Sicner- University of Nebraska-Lincoln	2010	Emotional Contagion in the Lodging Industry
Amanda Cayler- University of Nebraska-Lincoln	2008-2009	Green Tourism
Jeanette Reitz- University of Nebraska-Lincoln	2007	The Impact of Training Programs on Hourly Employees in Casual Dining Independent Restaurants

Graduate Student Research Projects

Name	Year	Title or Topic
Carrie Grieger	2015	Wine Bar Business Plan
Jeremy Keen	2013-2014	Employee Alienation and Engagement Related to Turnover Intention in the Restaurant Industry
Emily Thilo- University of	2012	Local Foods: Factors that Influence Customers' Willingness to Pay

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South Carolina		
Lauren Simons- University of South Carolina	2011	Current State of the Chain Restaurant Industry
Amy Jackson- University of South Carolina	2010	Going Green in Quick Service Restaurants: Customer Perceptions and Intentions
Diana Hough- Eastern Michigan University	2010	Restaurant Triple Bottom Line: Balance Between Economic, Social, and Environmental Policies
Amy Gregory- University of Central Florida	2010	Do QSC Inspections Lead to Better Financial Performance?
Gerald Kock- University of Central Florida	2010	Food and Tourism- Slow Food's Role in Promoting Sustainable Agriculture
Thorir Erlingsson- University of South Carolina	2009	How Can We Measure 'True' Guest Experience in the Restaurant Industry?
Manuel Rivera- University of Central Florida	2007	An Exploratory Case Study of Factors That Impact the Turnover Intentions and Job Satisfaction of Multi-Unit Managers in the Casual Theme Segment of the U.S. Restaurant Industry
Stan Suboleski- University of Nevada Las Vegas	2007	An Exploratory Study of Multi-Unit Restaurant Management Training
Amir Shani- University of Central Florida	2007	Vegetarians: A Typology for Foodservice Menu Development

SCHOLARSHIP AND RESEARCH

Statistical Summary of Scholarly Activities

Activity	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
Books														
Refereed Journal Articles		5	4	8	11	5	7	13	6	5	6	3	2	4
Unrefereed Journal Articles						1		1				1		2
Refereed Conference Articles (Proceedings)	1	3	7	1	6	6	4	9	8	5	4	4	4	2
Refereed Conference Posters						1	2	2	2	3	2	1	2	
Unrefereed Conference Articles (Extension Publications- University of Nebraska-Lincoln)														
Book Chapters						1				1	2	1	2	1
Book Reviews												1		
Invited Presentations	2	1			2	4			1	1	1	3	2	1
Contributed Presentations (Extension-UNL)														
Seminars/Workshops	2	2				1				4		3	1	
Proposals (funded)	2	2	2	1	3	8	2	1	3	1	4	1		3
Proposals (pending)														
Proposals (not funded)		1			2	3	4	3	2	3	4	3	2	3
Scholarly Exhibits														

Publications

Refereed Journal Articles

In Print or In Press

1. Monalisa, N.N.*, Frongillo, E.A., Blake, C.E., Steck, S.E., & DiPietro, R.B. (2023). Strategies Elementary School Children Use to Influence Mothers’ Food Purchasing Decisions. *Maternal and Child Nutrition*. <http://dx.doi.org/10.1111/mcn.13539>
2. Jin, D.*, **DiPietro, R.**, Kim, K. K., Meng, F., & Torres, E. (2023). An interactive service recovery framework combining demand and supply approaches. *International Journal of Hospitality Management*. [Impact factor: 10.54]. <https://doi.org/10.1016/j.ijhm.2022.103413>
3. Jin, D.*, **DiPietro, R. B.**, Kim, K., Meng, F., & Torres, E. N. (2023). Influence of customer value mind-set on affective and behavioral service outcomes: role of the scope

- and scale of service offerings at various touchpoints. *Journal of Hospitality Marketing & Management*, 1-23. [Impact factor: 10.44]
<https://doi.org/10.1080/19368623.2023.2173352>
4. Jadnanansing, M.*, **DiPietro, R.B.**, & Dedroog, M. (2023). Perceptions and Implications of Implicit Gender Bias in the Hotel Sector in Aruba. *International Hospitality Review*.
<https://www.emerald.com/insight/content/doi/10.1108/IHR-11-2022-0057/full/html>
 5. Ma, F.*, Li, J., **DiPietro, R.B.**, & Harris, K. (2023). Memorable Dining Experiences Amidst the COVID-19 Pandemic. Accepted by *International Journal of Contemporary Hospitality Management*, 35(3), 871-892.
 6. Levitt, J.A.*, **DiPietro, R.B.**, Strick, S., Meng, F., Barrows, C.W. (2022). What is Truly Representative: The Development of a Comprehensive Restaurant Authenticity Scale (RAS). *Journal of Foodservice Business Research*.
<https://doi.org/10.1080/15378020.2022.2101843>
 7. Shin, H., Jeong, M., So, K., & **DiPietro, R.B.** (2022). Consumers' Experience with Hospitality and Tourism Technologies: Measurement Development and Validation. *International Journal of Hospitality Management*, 106.
<https://doi.org/10.1016/j.ijhm.2022.103297>
 8. Li, J., Ma, F., & **DiPietro, R. B.** (2022). Journey to a fond memory: How memorability mediates a dynamic customer experience and its consequent outcomes. *International Journal of Hospitality Management*, 103. <https://doi.org/10.1016/j.ijhm.2022.103205>
 9. Sharma, A., Chiles, R.M., **DiPietro, R.**, Jayakumar, A., Jolly, P., Kesa, H., Monteiro, H., Roberts, K. and Saulais, L. (2022). Principles of Foodservice Ethics: A General Review. *International Journal of Contemporary Hospitality and Tourism*, 34(1), 135-158.
 10. Jeong, M., Kim, K., Ma, F., & **DiPietro, R.** (2021). Key factors driving customers' restaurant dining behavior during the COVID-19. *International Journal of Contemporary Hospitality Management*, 34(2), 836-858. <https://doi.org/10.1108/IJCHM-07-2021-0831>
 11. Levitt, J.*, & **DiPietro, R.B.** (2021). Authentic Restaurants and Food Tourism: Food Tourists Versus General Tourists. *Journal of Gastronomy and Tourism*, 5(4), 221-236.
 12. Chen, H.S., Severt, K., Shin, Y.H., & **DiPietro, R.B.** (2021). Invisible yet Powerful: The Unseen Obstacles Women Leaders Face in their Hospitality Careers. *Journal of Human Resources in Hospitality and Tourism*, <https://doi.org/10.1080/15332845.2021.1872258>
 13. Peterson, R.R., & **DiPietro, R.B.** (2021). Is Caribbean Tourism in Overdrive? Exploring the Antecedents and Effects of Overtourism in Sovereign and Non-Sovereign Small Island Tourism Economies (SITES). *International Hospitality Review*, 35(1), 19-40.

14. Harris, K., Taylor, Jr. S., & **DiPietro, R.B.** (2021). Antecedents and Outcomes of Restaurant Employees' Food Safety Intervention Behaviors. *International Journal of Hospitality Management*. <https://doi.org/10.1016/j.ijhm.2021.102858>
15. Jin, D.*, **DiPietro, R.B.**, & Watanabe, N. (2021). Customer Online Feedback with an Identity Versus No Identity: The Influence on Review Comments. *Journal of Hospitality and Tourism Research*, <https://doi.org/10.1177%2F1096348020988889>.
16. Jadnanansing, M.*, Nierop, T., & **DiPietro, R.B.** (2021). Women in Hospitality Leadership: Barriers and Best Practices of Aruba. *Journal of Human Resources in Hospitality and Tourism*, <https://doi.org/10.1080/15332845.2021.1872235>.
17. Levitt, J.A., **DiPietro, R.B.**, Meng, F., Barrows, C., & Strick, S. (2020). Restaurant Authenticity: An analysis of its influence on restaurant customer perceptions and behaviors. *Journal of Quality Assurance in Hospitality Management*, <https://doi.org/10.1080/1528008X.2020.1837048>.
18. Severt, K., Shin, Y.H., Chen, H.S., & **DiPietro, R.B.** (2020). Measuring the Relationships between Corporate Social Responsibility, Perceived Quality, Price Fairness, Satisfaction and Conative Loyalty in the Context of Local Food Restaurants. *International Journal of Hospitality and Tourism Administration*, <https://doi.org/10.1080/15256480.2020.1842836>.
19. **DiPietro, R.B.**, Harris, K. and Jin, D.* (2020). Employed in the foodservice industry: likelihood of intervention with food safety threats. *International Hospitality Review*. <https://doi.org/10.1108/IHR-07-2020-0021>
20. Harris, K., **DiPietro, R. B.**, Klein, J., & Jin, D.* (2020). The Impact of Social Norms and Risk Assessment on Diners' Reaction to Food Safety Concerns in Restaurants. *Journal of Foodservice Business Research*, 1-24.
21. King, C., So, K.K.F., **DiPietro, R.B.**, Grace, D. (2020). Enhancing employee voice to advance organization marketing capabilities. *International Journal of Hospitality management*, 91, 102657. <https://doi.org/10.1016/j.ijhm.2020.102657>
22. Peterson, R.R., **DiPietro, R.B.**, & Harrill, R. (2020). In Search of Inclusive Tourism: Insights from Aruba. *Worldwide Hospitality and Tourism Themes*, 12(3), 225-243. DOI: 10.1108/WHATT-02-2020-0009
23. Jin, D.*, Kim, K., **DiPietro, R.B.** (2020). Workplace Incivility in Restaurants: Who's the Real Victim? Employee Deviant Behavior and Customer Behavioral Reaction. *International Journal of Hospitality Management*, 86, 102459. <https://doi.org/10.1016/j.ijhm.2020.102459>
24. Taylor, Jr. S.*, **DiPietro, R.B.**, So, K.K.F., Hudson, S., Taylor, D.C. (2020). Will Travel for Beer: An Assessment of Beer Focused and Non-Beer Focused Tourists' Perceived

- Similarity, Brand Loyalty & Place Loyalty. *Journal of Destination Management and Marketing*, 15, 100405. <https://doi.org/10.1016/j.jdmm.2019.100405>
25. Taylor Jr., S.*, **DiPietro, R.B.**, So, K.K.F., Taylor, D.C., Hudson, S. (2020). Building Consumer Brand Loyalty: An Assessment of the Microbrewery Taproom Experience. *International Journal of Hospitality & Tourism Administration*, 1-23, DOI: 10.1080/15256480.2019.1708226
26. **DiPietro, R.B.**, Moreo, A., & Cain, L. (2020). Well-Being, Affective Commitment and Job Satisfaction: Influences on Turnover Intentions in Casual Dining Employees. *International Journal of Hospitality Marketing & Management*, 29(2), 139-163. DOI: 10.1080/19368623.2019.1605956
27. Jin, D.*, **DiPietro, R.B.**, Fan, A. (2020). The impact of customer controllability and service recovery type on customer satisfaction and consequent behavior intentions. *Journal of Hospitality Marketing & Management*, 29(1), 65-87. DOI: 10.1080/19368623.2019.1602095
28. Taylor, Jr. S.*, & **DiPietro, R.B.** (2020). Assessing Consumer Perceptions of Neolocalism: Making a Case for Microbreweries as Place-Based Brands. *Cornell Hospitality Quarterly*, 61(2), 183-198. DOI:10.1177/1938965519889292
29. Monalisa, N.N., Frongillo, E.A., Blake, C.E., Steck, S.E., & DiPietro, R.B. (2019). Satisfying Children's Desire: A Primary Value Driving Parents' Food Purchasing Decisions for Elementary School-Aged Children in South Carolina. *Current Developments in Nutrition*, 3(1). <https://doi.org/10.1093/cdn/nzz034.P10-043-19>
30. **DiPietro, R.B.**, Levitt, J.A.*, Taylor, Jr., S.*, & Nierop, T. (2019). First-time and Repeat Tourists' Perceptions of Authentic Aruban Restaurants: An Importance-Performance Competitor Analysis. *Journal of Destination Marketing and Management*, 14, 100366. <https://doi.org/10.1016/j.jdmm.2019.100366>
31. King, C., So, K.K.F., **DiPietro, R.B.**, Grace, D. (2019). Enhancing employee voice to advance organization marketing capabilities. *International Journal of Hospitality management*, 91, 102657. <https://doi.org/10.1016/j.ijhm.2020.102657>
32. **DiPietro, R.B.**, Martin, D., & Pratt, T.* (2019). Understanding Employee Longevity in Independent Fine Dining Restaurants: A Grounded Theory Approach. *International Journal of Contemporary Hospitality and Tourism*, 31(10), 4062-4085. DOI 10.1108/IJCHM-10-2018-0869
33. Cao, Y.*, Li, X., **DiPietro, R.B.**, & So, K.K.F. (2019). The Creation of Memorable Dining Experiences: Formative Index Construction. *International Journal of Hospitality Management*, 82, 308-317. <https://doi.org/10.1016/j.ijhm.2018.10.010>

34. Zhang, P.*, Levitt, J.L.*, **DiPietro, R.B.**, & Meng, F. (2019). An Analysis of Food Tourist Behavior Among Unobserved Heterogeneous Groups. *Tourism Analysis*, 24(2), 177-192. <https://doi.org/10.3727/108354219X15525055915527>
35. Taylor, Jr., S.*, & **DiPietro, R.B.** (2019). Segmenting Craft Beer Drinkers: An Analysis of Motivations, Willingness to Pay and Repeat Patronage Intentions. *International Journal of Hospitality and Tourism Administration*, 20(4), 423-448. DOI: 10.1080/15256480.2017.1397585
36. Harris, K., **DiPietro, R.B.**, Line, N., & Murphy, K.S. (2019). Restaurant Employees and Food Safety Compliance: Motivation Comes from Within. *Journal of Foodservice Business Research*, 22(1), 98-115. DOI: 10.1080/15378020.2018.1547037
37. Levitt, J.A.*, Meng, F., Zhang, P.*, & **DiPietro, R.B.** (2019). Examining factors influencing food tourist intentions to consume local cuisine. *Tourism and Hospitality Research*, 19(3), 337-350. DOI: 10.1177/1467358417742687
38. Malek, K., Kline, S.F., & **DiPietro, R.B.** (2018). Manager Training Matters: The Impact of Manager Training on Employee Turnover Intentions. *Journal of Hospitality and Tourism Insights*, 1(3), 203-219. DOI: 10.1108/JHTI-02-2018-0010
39. Taylor, Jr., S.*, **DiPietro, R.B.**, & So, K. (2018). Pop-Up Dining Experiences: Increasing Experiential Value and Relationship Quality. *International Journal of Hospitality Management*, 74, 45-56. <https://doi.org/10.1016/j.ijhm.2018.02.013>
40. Meng, F., **DiPietro, R.B.**, Gerdes, J., Kline, S., & Avant, T.* (2018). How Hotel Responses to Negative Online Reviews Affect Customers' Perception and Choice. *Tourism Review International*, 22, 23-39. DOI: <https://doi.org/10.3727/154427218X15202734130422>
41. **DiPietro, R.B.** (2018). Motorway Services Extraordinaire: Welcome Break Case Study. *Journal of Hospitality & Tourism Cases*, 6(4), 73-78.
42. Bufquin, D.*, **DiPietro, R.B.**, Orłowski, M., Partlow, C. (2018). Social evaluations of restaurant managers: The effects on frontline employees' job attitudes and turnover intentions. *International Journal of Contemporary Hospitality Management*, 30(3), 1827-1844. DOI: 10.1108/IJCHM-11-2016-0617
43. Liu, H.*, Li, H.*, **DiPietro, R.B.**, & Levitt, J.A. (2018). The Role of Authenticity in Mainstream Ethnic Restaurants: Additional Evidence from an Independent Full-service Italian Restaurant. *International Journal of Contemporary Hospitality Management*, 30(2), 1035-1053. DOI: 10.1108/IJCHM-08-2016-0410
44. Bufquin, D.*, **DiPietro, R.B.**, Partlow, C., & Smith, S. (2018). Differences in social evaluations and their effects on employee job attitudes and turnover intentions in a

restaurant setting, *Journal of Human Resources in Hospitality & Tourism*, 17(3), 375-396, DOI: 10.1080/15332845.2018.1449550

45. **DiPietro, R.B.**, & Bufquin, D.* (2018). Effects of work status congruence and perceived management concern for employees on turnover intentions in a fast casual restaurant chain. *Journal of Human Resources in Hospitality & Tourism*, 17(1), 38-59. DOI: <https://doi.org/10.1080/15332845.2017.1328260>
46. Harris, K.J., Murphy, K.S., **DiPietro, R.B.**, & Line, N.D. (2017). The antecedents and outcomes of food safety motivators for US restaurant workers: An expectancy framework. *International Journal of Hospitality Management*, 63, 53-62. <http://dx.doi.org/10.1016/j.ijhm.2017.02.004>
47. Peterson, R.R., Harrill, R., & **DiPietro, R.B.** (2017). Sustainability and resilience in Caribbean tourism economies: a critical inquiry. *Tourism Analysis*, 22(3), 407-419. DOI: <https://doi.org/10.3727/108354217X14955605216131>
48. Bufquin, D.*, **DiPietro, R.B.**, Park, J.Y., Partlow, C. (2017). Effects of Social Perceptions and Organizational Commitment on Restaurant Performance. *Journal of Hospitality Marketing and Management*, 26(7), 752-769. DOI <http://dx.doi.org/10.1080/19368623.2017.1293580>
49. **DiPietro, R.B.** & Peterson, R. (2017). Exploring Cruise Experiences, Satisfaction, and Loyalty: The Case of Aruba as a Small-Island Tourism Economy. *International Journal of Hospitality and Tourism Administration*, 18(1), 41-60. DOI: 10.1080/15256480.2016.1263170
50. Levitt, J.A.*, Zhang, P.*, Meng, F., & **DiPietro, R.B.** (2017). Food Tourist Segmentation: Attitude, Behavioral Intentions and Travel Planning Behavior Based on Food Involvement and Motivation. *International Journal of Hospitality and Tourism Administration*, 20(2), 129-155. DOI: <https://doi.org/10.1080/15256480.2017.1359731>
51. Blose, J.E., Frash, Jr., R., & **DiPietro, R.B.** (2017). A Top Box Analysis of DinEX to Improve Restaurant Efficiencies. *International Journal of Hospitality and Tourism Administration*, 20(2), 156-181. DOI: <https://doi.org/10.1080/15256480.2017.1359732>
52. **DiPietro, R.B.** & Levitt, J.A.* (2017). Restaurant Authenticity: Factors that Influence Perception, Satisfaction and Return Intentions at Regional American-style Restaurants. *International Journal of Hospitality and Tourism Administration*, 20(1),101-127. DOI: <https://doi.org/10.1080/15256480.2017.1359734>
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38. Remar, D.*, Taylor, Jr., S.*, **DiPietro, R.B.** (2016). Sustainability in University Foodservice: The Millennial Perspective. Accepted for paper and presentation at International CHRIE conference on July 28th, 2016.
39. Taylor, S.* & **DiPietro, R.B.** (2016). Craft Beer Drinkers' Motivation: An Exploratory Study. Accepted as a paper and presentation at the 21st Annual Hospitality Graduate Conference, Philadelphia, PA, January 7th-9th, 2016.
40. Taylor, S.* & **DiPietro, R.B.** (2016). Generational Perception & Satisfaction Related to Restaurant Service Environment. Accepted as a paper and presentation at the 21st Annual Hospitality Graduate Conference, Philadelphia, PA, January 7th-9th, 2016.
41. Liu, H.*, Li, H.*, & **DiPietro, R.B.** (2016). Impact of Perceived Authenticity: A Case Study of an Independent Italian Restaurant. Accepted as a paper and presentation at the 21st Annual Hospitality Graduate Conference, Philadelphia, PA, January 7th-9th, 2016.

42. Bufquin, D. *, **DiPietro, R.B.**, Partlow, C., Smith, S., & DiStefano, C. (2015). "How important is it for co-workers and general managers to be evaluated by employees as warm and competent individuals? The case of casual dining restaurants". Presented as paper and presentation at 3rd World Research Summit Conference hosted at University of Central Florida, Rosen College of Hospitality Management on December 15th, 2015.
43. Taylor, S.* & **DiPietro, R.B.** (2015). Foodservice and Retail Management Competencies: The C-Store Industry Evolution. Presented as paper and presentation at 20th Annual Hospitality Graduate Conference, Tampa, FL, January 8-10, 2015.
44. Levitt, J.*, Strick, S., & **DiPietro, R.B.** (2015). Knowledge and Perceptions of School Foodservice Employees Related to Farm to School Programs. Presented as paper and presentation at 20th Annual Hospitality Graduate Conference, Tampa, FL, January 8-10, 2015.
45. Costen, W., Daniell, R., **DiPietro, R.B.**, & Clifton, C. (2014). LGBT Tourists' Motivations: Exploring an Emerging Tourism Platform. Presented as paper and presentation to International CHRIE Conference for August 2014.
46. Remar, D.*, **DiPietro, R.B.**, & Parsa, H.G. (2014). Health Consciousness, Menu Information and Consumers' Purchase Intentions: An Empirical Investigation. Presented as paper and presentation to International CHRIE Conference for August 2014.
47. Bufquin, D. *, Partlow, C., & **DiPietro, R.B.** (2014). Influence of DinEX Performance Attributes on Customers' Satisfaction and Behavioral Intentions in a Casual Restaurant Setting. Paper and presentation at 19th Annual Hospitality Graduate Conference, Houston, TX, January 3-5, 2014.
48. Remar, D. *, & **DiPietro, R.B.** (2014). Predicting Sustainable Behavior: Students' Willingness to Participate in a Reusable Container Program. Paper and presentation at 19th Annual Hospitality Graduate Conference, Houston, TX, January 3-5, 2014.
49. Remar, D. *, & **DiPietro, R.B.** (2013). College students' perceptions and awareness of campus sustainability initiatives. Paper and presentation at SECHRIE Conference on February 22nd, 2013.
50. **DiPietro, R.B.** & Kline, S.F. (2013). Motivational factors for lodging employees in Aruba. Paper and presentation at SECHRIE Conference on February 22nd, 2013.
51. Malek, K., Kline, S., **DiPietro, R.B.**, Meng, F., & Dickson, D. (2013). Manager training in the hotel environment and its effect on employee turnover intentions. Paper and presentation at 18th Annual Hospitality Graduate Conference, Seattle, Washington, January 3-5, 2013.

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52. Cao, Y.*, **DiPietro, R.B.**, & Kock, G. (2013). Customer satisfaction and behavioral intentions: A case study of tourists in Aruba. Paper and presentation at 18th Annual Hospitality Graduate Conference, Seattle, Washington, January 3-5, 2013.
53. **DiPietro, R.B.**, & Partlow, C. (2012). Key Attributes of Casual Dining Restaurants: Guest Perceptions. Paper and presentation at SECHRIE Conference on February 17th, 2012.
54. **DiPietro, R.B.**, Kline, S.K., & Nierop, T. (2012). The Relationship of Generational Cohort and Motivation in Hotel Employees: A Pilot Study of Aruba. Paper and presentation at International CHRIE summer conference, August 2nd, 2012.
55. Chu, Y.H.*, Jones, S.J., Frongillo, E.A., Thrasher, J.F., & **DiPietro, R.B.** (2012). Modifying placement and simplifying menu labels in a foodservice operation reduces the energy content purchased by patrons. Paper and presentation for Experimental Biology Conference, June 2012.
56. Cao, Y.*, & **DiPietro, R.B.** (2012) Going green in university foodservice operations: Customer perceptions and purchase intentions. Paper and presentation at I-CHRIE Graduate Conference, January 5th, 2012.
57. **DiPietro, R.B.**, & Partlow, C. (2011). Perceptions of Green Practices in a University Foodservice Operation. Paper and presentation at SECHRIE Conference on October 14th, 2011.
58. Kock, G., Hara, T., Murphy, K.S., & **DiPietro, R.B.** (2011). "Food and Tourism- Slow Food's Role in Promoting Sustainable Agriculture". Accepted as paper and presentation at Food & Agriculture Under the Big Sky: People, Partnerships, Policies conference on June 9th, 2011.
59. **DiPietro, R.B.**, Gustafson, C., Crews, T., & Strick, S. (2010). "Social Networking: Is It All The Rage in Restaurants?" Paper and presentation at SECHRIE Conference on October 9th, 2010, pgs. 32-36.
60. **DiPietro, R.B.**, Gregory, A., & Parsa, H.G. (2010). "Do QSC Inspections Lead to Better Financial Performance?" Paper and presentation at International CHRIE Conference, July 2010.
61. **DiPietro, R.B.**, Gregory, S., & Jackson, A. (2010). "Going Green in Quick Service Restaurants: Customer Perceptions and Intentions". Paper and presentation at International CHRIE Conference, July 2010.
62. **DiPietro, R.B.**, McLeod, B. (2010). "An Exploration of Turnover Intention in Casual Dining Restaurant Employees". Paper and presentation at International CHRIE Conference, July 2010.

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63. Jackson, A., **DiPietro, R.B.**, & Gregory, S. (2010). "Who Cares? Consumer Perception of Green Practices in Quick Service Restaurants". Paper and presentation at the Hospitality Graduate Conference on January 7th, 2010.
64. Welsh, D.H.B., Raven, P.V., & **DiPietro, R.B.** (2007). "A Comparison of Entrepreneurial Traits Among Franchisees, Franchisors & Franchise Executives: A Surprising Finding". Paper and presentation for International Entrepreneurship Conference in Gdansk, Poland on July 8-11, 2007.
65. Murphy, K.S., **DiPietro, R.B.**, Rivera, M., & Muller, C.C. (2007). "An Exploratory Case Study of Factors That Impact the Turnover Intentions and Job Satisfaction of Multi-unit Managers in the Casual Theme Segment of the U.S. Restaurant Industry". Paper and presentation for the Hospitality and Leisure: Business Advances and Applied Research Conference on July 20th, 2007.
66. Dickson, D.R., **DiPietro, R.B.**, & Iskat, W. (2007). "Playing in the Classroom". Paper and presentation at EuroCHRIE on October 24th, 2007.
67. Welsh, D.H.B., **DiPietro, R.B.**, Raven, P.V., & Severt, D. (2007). "Self-Assessed Leadership Hope Level of Franchised Systems: Franchisees, Top Executives, and Franchisors". Paper and presentation for the International Society of Franchising Conference in Las Vegas, NV, February 22-24, 2007.
68. Grunhagen, M., **DiPietro, R.B.**, Stassen, R.E., Frazer, L. (2007) "The Effective Delivery of Franchisor Services: A Comparison of U.S. and German Support Practices for Franchisees". Paper and presentation for the International Society of Franchising Conference in Las Vegas, NV, February 22-24, 2007.
69. Suboleski, S., Kincaid, C.S., & **DiPietro, R.B.** (2007) "An Exploratory Study of Multi-Unit Restaurant Management Training". Paper and presentation at 9th Annual Graduate Education and Graduate Student Research Conference, Houston, TX, January 4-6, 2007.
70. **DiPietro, R.B.**, Wang, R., Rompf, P., Severt, D., & Cobos, L. (2006) "At Destination Visitor Information Search". Paper and presentation for International CHRIE Conference, July 26-29th, 2006.
71. Strate, M. & **DiPietro, R.B.** (2006) "Older Workers, New Directions". Paper and presentation for the Academy of Human Resource Development, February, 2006.
72. **DiPietro, R.B.**, Severt, D., & Welsh, D.H.B. (2005) "Self-Assessed Leadership Traits of Franchisees Versus Managers: Is There Hope?" Paper and presentation for United States Association of Small Business and Entrepreneurship, Annual Conference Presentation and Conference Proceedings, Indian Wells, CA, January 16, 2005.

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73. Condly, S.J., & **DiPietro, R.B.** (2005). "Motivation and Employee Turnover: Diagnostic and Prescriptive Technologies". Paper and presentation for American Society for Training and Development (ASTD) 2005 International Conference & Exposition.
74. **DiPietro, R.B.**, & Milman, A. (2005). "Retention Factors of Hourly Employees in the Casual Dining Restaurant Segment". Paper and presentation for International CHRIE Conference Proceedings, July 27-30, 2005.
75. Ricci, P., Tesone, D.V., & **DiPietro, R.B.** (2004). "Job competency expectations for lodging managers: A comparison of college graduates". Paper for Frontiers in Southeast CHRIE Hospitality and Tourism Research, 8(2).
76. Roseman, M., & **DiPietro, R.B.** (2004). "Quick service restaurants: Changing menus for changing times". Paper for Frontiers in Southeast CHRIE Hospitality and Tourism Research, 8(2).
77. Roseman, M., & **DiPietro, R.B.** (2004). "Content Analysis of Consumers' Attitudes Toward Healthy Eating". Paper for Frontiers in Southeast CHRIE Hospitality and Tourism Research, 8(2).
78. **DiPietro, R.**, Rompf, P., Ricci, P., & Severt, D. (2004). "Who is referring whom and to where: Visitor at-destination search activities for travel-related services". Paper and presentation for International CHRIE for conference proceedings at the CHRIE International Conference, July 28-31, 2004.
79. Tesone, D.V., Ricci, P., & **DiPietro, R.B.** (2004). "Hospitality employee privacy rights: Divided interpretations". Paper for Frontiers in Southeast CHRIE conference proceedings, 7(2).
80. Roseman, M. & **DiPietro, R.** (2004). "A study of consumers' response to fast food restaurants' healthy menu items". Paper for Frontiers in Southeast CHRIE conference proceedings, 7(2).
81. Severt, D., Rompf, P., Wang, R., & **DiPietro, R.B.** (2004). "Gratuitous Referrals: The At-Destination Traveler's Perspective". Paper for Frontiers in Southeast CHRIE conference proceedings, 7(2).
82. **DiPietro, R.B.** (2004). "Entrepreneur Education: A Comparison Study of Three Distinct Training Methods and Business Outcomes", Paper for United States Association of Small Business and Entrepreneurship, Annual Conference, Dallas, TX, January 16, 2004.
83. Tesone, D.V., **DiPietro, R.**, and Ricci, P., (2003). "Hospitality Student Success: Could It Be A Matter of Hope?", Paper for Frontiers in Southeast CHRIE Hospitality and Tourism Research, 7(1).

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84. **DiPietro, R.**, Ricci, P., and Rompf, P., (2003). “Who Is Referring Whom: A Gratuitous Referral Cross-Study Overview”, Paper for Frontiers in Southeast CHRIE Hospitality and Tourism Research, 7(1).

*Ph.D. Student

Refereed Conference Posters

1. Chen, H.S., Shin, Y.H., DiPietro, R.B., & Severt, K. (2021). Women leadership in the business event industry. Presented at ICHRIE conference on July 26th, 2021.
2. Monalisa, N.N.*, Frongillo, E.A., Blake, C.E., Steck, S.E., & **DiPietro, R.B.** (2019). Satisfying children’s desire: A primary value driving parents’ food purchasing decisions for elementary-school-aged children in South Carolina. American Society of Nutrition Conference.
3. Levitt, J. A., & **DiPietro, R.B.** (2018, January). *What is Truly Representative? A Proposed Study to Develop a Restaurant Authenticity Scale (RAS)*. Poster presented at The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX.
4. Jin D.*, Levitt, J.* & DiPietro, R.B. (2018). Caribbean Sea Jazz Festival: Customer Perceptions and Economic Impact on Aruba Tourism Development. Poster presented at the 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Fort Worth, TX, January 3-5, 2018.
5. Levitt, J., Zhang, P., & **DiPietro, R.B.** (2017). An Analysis of Factors Influencing Food Tourist Self-Identity. Accepted for poster presentation at the 22nd Annual Hospitality Graduate Conference, Houston, TX, January 5th-7th, 2017.
6. Taylor, Jr., S. & **DiPietro, R.B.** (2017). What’s That Smell? Effects of Ambient Scent on Restaurant Patrons’ Memory & Return Intentions. Accepted for poster presentation at the 22nd Annual Hospitality Graduate Conference, Houston, TX, January 5th-7th, 2017.
7. Zhang, P., Meng, F., Levitt, J.*, & **DiPietro, R.B.** (2016). Examining Food Tourists’ Intentions to Consume Local Cuisine. Accepted as poster at TTRA Conference on June 15th, 2016.
8. Levitt, J., **DiPietro, R.B.**, & Meng, F. (2016). An Analysis of Food Tourist Intentions to Consume Local Cuisine. Accepted as poster at the 21st Annual Hospitality Graduate Conference, Philadelphia, PA, January 7th-9th, 2016.
9. Remar, D. & **DiPietro, R.B.** (2015). Using Hierarchical Linear Modeling (HLM) to Explore Variations in Restaurant Consumers’ Willingness to Pay for Sustainable Practices. Accepted as poster at 20th Annual Hospitality Graduate Conference, Tampa, FL, January 8-10, 2015.

10. Remar, D. & **DiPietro, R.B.** (2015). The Effects of Local Food Descriptions and Related Menu Information on Consumers' Purchase Behavior and Attitudes Towards a Restaurant. Accepted as poster at 20th Annual Hospitality Graduate Conference, Tampa, FL, January 8-10, 2015.
11. Remar, D. & **DiPietro, R.B.** (2013). Generation Y: Perceptions and Awareness of Green Restaurant Practices. Accepted as poster presentation for 18th Annual Hospitality Graduate Conference, Seattle, Washington, January 3-5, 2013.
12. **DiPietro, R.B.** & Partlow, C. (2012). Customer Expectations of Casual Dining Restaurants: The Case of Liberty Tap Room. Accepted as poster presentation for International CHRIE summer conference on August 2nd, 2012.
13. Frash, R., **DiPietro, R.B.**, Smith, W., & Luce, N. (2012). Local Foods: Will Diners Pay More? Accepted as poster presentation for International CHRIE Conference, August 2nd, 2012.
14. Hough, D., Gregory, S., & **DiPietro, R.B.** (2010). "Restaurant Triple Bottom Line: Balance Between Economic, Social, and Environmental Policies". Accepted as poster presentation for International CHRIE Conference, July 28th-30th, 2010.
15. Erlingsson, T., & **DiPietro, R.B.** (2009). "How Can We Measure 'True' Guest Experience in the Restaurant Industry?" Accepted as poster presentation for EuroCHRIE Conference in Helsinki, Finland on October 22nd, 2009.
16. **DiPietro, R.B.** (2008). "Employee Alienation in the Quick Service Restaurant Industry". Presented as poster session at the College of Education and Human Sciences 2008 Showcase on November 14th, 2008.
17. **DiPietro, R.B.**, Iskat, W., & Dickson, D.R. (2007). "The Use of Interactive Role Play as a Teaching Method in Hospitality". Accepted as a poster presentation for Florida/Caribbean CHRIE meeting on March 31st, 2007.
18. **DiPietro, R.B.** (2006) "Management Retention Factors in School Foodservice" Accepted for International CHRIE Conference Poster Presentation, July 26-29th, 2006.
19. Murphy, K.S., **DiPietro, R.B.**, & Kaufmann, T.J. (2005). "A Proposed Research Agenda For Determining Best Human Resource Practices in U.S. Casual Dining Restaurants". Accepted for poster presentation at the 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5th, 2006.
20. **DiPietro, R.B.**, & Condly, S. (2005). "The Relationship of Motivation and Performance Variables in the Hospitality Industry: Fact or Fiction?" Accepted for poster presentation to International CHRIE Conference, July 27-30, 2005.

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21. **DiPietro, R.B.**, & Roseman, M. (2005). "An Exploration of Restaurants' Healthy Menu Offerings: How Restaurants Are Responding". Accepted for poster presentation to International CHRIE Conference, July 27-30, 2005.
22. **DiPietro, R.B.** (2004). "Hope in hospitality: Is there a relationship between hope and performance?" Accepted for poster presentation for CHRIE International Conference, July 28-31, 2004.

Unrefereed Conference Papers (Extension Publications- University of Nebraska-Lincoln)

NebGuides- Reviewed by two or more experts

1. **DiPietro, R.B.**, Cayler, A. (2008). "Going Green: Nebraska Lodging- A Practitioner's Guide". September, 2008
2. **DiPietro, R.B.**, Pennisi, L. (2008). "Nebraska's Hospitality and Tourism Industries: An Introduction". NebGuide, G1858, July, 2008.
3. **DiPietro, R.B.** (2008). "Retaining Hourly Employees: Nebraska's Quick Service Restaurant Industry Dilemma". NebGuide, G1829, March, 2008.

Educator Extra

1. **DiPietro, R.B.** (2009). "Green Lodging Practices Are Growing Across the World". Extension Educator, January edition.
2. **DiPietro, R.B.** (2009). "How Can A Hotel Go Green?" Extension Educator, January edition.
3. **DiPietro, R.B.** (2008). "Time is Money: Simple Techniques Will Help Manage Time in Hospitality and Tourism." Extension Educator, August edition.
4. **DiPietro, R.B.** (2008). "Nebraska Hospitality and Tourism Industry Strong, Degree Will Enhance It". Extension Educator, April edition.

EARS Reports- (Extension Accountability Reporting System)

1. **DiPietro, R.B.**, Reimers-Hild, C. (2009). "The Green Hospitality Experience". University of Nebraska-Lincoln EARS report 4990. <http://citnews.unl.edu/extension/ears/lib/showReport.cgi?RECORD=4990>
2. **DiPietro, R.B.** (2008). "21st Century Leadership". University of Nebraska-Lincoln EARS report 4669. <http://citnews.unl.edu/extension/ears/lib/showReport.cgi?RECORD=4669>

3. **DiPietro, R.B.** (2008). "Developing Bench Strength- Recruitment and Retention". University of Nebraska-Lincoln EARS report 4670.
<http://citnews.unl.edu/extension/ears/lib/showReport.cgi?RECORD=4670>
4. **DiPietro, R.B.**, Pennisi, L. (2008). "Creating the Nebraska Experience". University of Nebraska-Lincoln EARS report 4676.
<http://citnews.unl.edu/extension/ears/lib/showReport.cgi?RECORD=4676>
5. **DiPietro, R.B.** (2008). "Dealing With People: Difficult or Not". University of Nebraska-Lincoln EARS report 4745.
<http://citnews.unl.edu/extension/ears/lib/showReport.cgi?RECORD=4745>
6. **DiPietro, R.B.** (2008). "Nebraska Lodging Issues". University of Nebraska-Lincoln EARS report 4755.
<http://citnews.unl.edu/extension/ears/lib/showReport.cgi?RECORD=4755>
7. **DiPietro, R.B.** (2008). "Nebraska Event Production". University of Nebraska-Lincoln EARS report 4756.
<http://citnews.unl.edu/extension/ears/lib/showReport.cgi?RECORD=4756>

Book Chapters

1. **DiPietro, R.B.** (2019). To be Green or Not to be Green: Costs and Benefits Related to Sustainability Decision Making in the Restaurant Industry. In *Economic Costs and Benefits for Decision Making in Foodservice*. Edited by: Sharma, A. Oakville, Ontario: Apple Academic Press.
2. **DiPietro, R.B.** & Okumus, F. (2015). "Restaurant Management and Operations". In *Introduction to Hospitality Management* (book chapter), Ed. Fevzi Okumus.
3. **DiPietro, R.B.** (2014). "Training and Certification: In Researching the Hazard in Hazardous Foods". In *Food Safety: Researching the Hazard in Hazardous Foods*, Eds. Barbara Almanza and Richard Ghiselli, 169-190.
4. **DiPietro, R.B.** (2014, in press). "Franchising in the Restaurant Industry". In *Hospitality Management Competency Based Instructional Modules* (book chapter), Ed. Peter Szende.
5. **DiPietro, R.B.** (2013). "Multi-Unit Restaurant Management" in *Hospitality Management Competency Based Instructional Modules* (book chapter), Ed. Peter Szende.
6. **DiPietro, R.B.** (2012). "The Restaurant Industry and Restaurant Segments" in *Hospitality Management Competency Based Instructional Modules* (book chapter), Ed. Peter Szende.

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7. **DiPietro, R.B.** (2012). "Hotel Co-Branding Agreements" in Hospitality Management Competency Based Instructional Modules (book chapter), Ed. Peter Szende.
8. **DiPietro, R.B.** (2011). "Independent and Entrepreneurial Operations" in Hospitality: An Introduction (14th Edition), Ed. Robert Brymer, 43-53.
9. **DiPietro, R.B.** (2008). "Human Capital Development: A Return on Investment Perspective" in Handbook of Hospitality & Tourism Human Resource Management (book chapter), Eds. Abraham Pizam and Dana Tesone, 347-373.
10. Reynolds, D., & **DiPietro, R.B.** (2008). "Chain Restaurant Management", book chapter in Operations Management in the Hospitality Industry, Eds. Peter Jones and Abraham Pizam, 367-385.
11. Muller, C.C., & **DiPietro, R.B.** (2007). "A Theoretical Framework for Multi-Unit Management Development in the 21st Century". In D. Reynolds & K. Namasivayam (Eds.), Organizational behavior and human resource management in foodservice. New York: Haworth Press, 7-27. *Article reprint from Journal of Foodservice Business Research (2006), 9(2/3).
12. **DiPietro, R.B.**, & Strate, M. (2007). "Management Perceptions of Older Employees in the U.S. Quick Service Restaurant Industry". In D. Reynolds & K. Namasivayam (Eds.), Organizational behavior and human resource management in foodservice. New York: Haworth Press, 169-187. *Article reprint from Journal of Foodservice Business Research (2006), 9(2/3).

Invited Presentations

1. Pease, R., & **DiPietro, R.** (2024). Ombuds: Interesting Name and Serious Help! Invited presentation for the Women's Leadership Institute at University of South Carolina on April 24th, 2024.
2. **DiPietro, R.B.** (2024). Introduction to Research 101. Invited research presentation from University of Aruba. January 22nd, 2024.
3. **DiPietro, R.B.** (2023). Changing Landscape of Employment in Hospitality and Tourism. Invited research presentation at University of Aruba, September 11, 2023.
4. **DiPietro, R.B.** (2020). Food Insecurity and COVID-19 in South Carolina. Invited research presentation at Penn State University, October 30th, 2020.
5. **DiPietro, R.B.** (2020). "A Passion for Restaurants". Invited research presentation at Virginia Tech, Pamplin School of Business, September 18th, 2020.

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6. **DiPietro, R.B.** (2019). “Sustainability in Foodservice: The Role of Local Foods”. Invited presentation at Penn State, School of Hospitality Management Food Decisions Research Laboratory on April 26th, 2019.
7. **DiPietro, R.B.** (2019). “Good Governance and Integrity”. Invited presentation at the University of Aruba, April 1st, 2019.
8. **DiPietro, R.B.** (2019). “Women in Hospitality Leadership in Aruba” Invited presentation at University of Alabama for SEC Grant, March 7th, 2019.
9. **DiPietro, R.B.** (2019). “Local Foods and Authenticity in the Southeastern U.S.” Invited presentation at University of Alabama for SEC Grant, March 6th, 2019.
10. **DiPietro, R.B.** (2016). “Ethics Related to Sustainability Practices in Foodservice”. Invited presentation at Ethics in Foodservice Decisions: Interdisciplinary Research Symposium in Foodservice Decisions on December 9th, 2016.
11. **DiPietro, R.B.** (2015). “Positive Strategies to Motivate and Achieve Maximum Results”. Invited workshop/presentation at the Hielan Restaurants (Chili’s franchisee) summer General Manager meeting in July, 2015.
12. **DiPietro, R.B.** (2014). “Talent Management and Developing Human Capital for Sustainable Hospitality Operations”. Invited workshop/presentation at the AMISTAD (Aruba Management Institute of Sustainable Tourism and Development) Conference in Aruba.
13. **DiPietro, R.B.** (2013). “The Changing Role of Universities and Best Practices in Leading Innovation”. Invited keynote presentation at the 1st annual Education Summit 2013 in Aruba sponsored by the University of Aruba and the Government of Aruba.
14. **DiPietro, R.B.** (2013). “Taking Service Quality to the Next Level: Creating an “Experience” for Guests” presented to University of Netherlands Antilles (University of Curacao) Conference on Quality Assurance on March 15th, 2013.
15. **DiPietro, R.B.** (2013). “Teamwork and Communication” presented to the Nebraska Judicial Court System on June 20th, 2013.
16. **DiPietro, R.B.** (2012). “All Stressed Out” and “Using Teamwork to Create a Positive Work Environment” presented to Nebraska Judicial Court System on May 30th, 2012.
17. **DiPietro, R.B.** (2012). “Serv Safe Food Safety Training” presented to Orange County Public Schools on May 2-5th, 2012.
18. **DiPietro, R.B.** (2011). “Serv Safe Food Safety Training” presented to Orange County Public Schools on April 27-30th, 2011, May 18-22nd, 2011 and October 19-22nd, 2011.

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19. Crews, T. B., & **DiPietro, R.B.** (2010). "Using Facebook and Twitter as Marketing Tools". South Carolina Business Education Association (SCBEA) Convention, Myrtle Beach, SC, February, 2010.
20. **DiPietro, R.B.** (2009). "The Current State of the U.S. Quick Service Restaurant Industry". Invited presentation for University of Nevada-Las Vegas, Singapore, October 13th, 2009.
21. **DiPietro, R.B.** (2009-2010). "Current Trends in the Foodservice Industry: Focus on Service". Invited presentation SSP International multi-unit managers in June and October, 2009 and October 2010 (Orlando, FL and Paris).
22. **DiPietro, R.B.** (2008). "Hospitality, Restaurant and Tourism Management". Invited presentation for the Metropolitan Hospitality Association on May 20th, 2008.
23. **DiPietro, R.B.** (2008). "Hospitality, Restaurant and Tourism Management: A Partnership for the Future". Invited presentation for the Nebraska Hotel and Motel Association on March 18th, 2008.
24. **DiPietro, R.B.** (2008). "Employee Alienation in the Quick Service Restaurant Industry". Invited presentation at the Midwest Association of Hospitality Educators Spring Conference on February 18th, 2008.
25. **DiPietro, R.B.** (2008). "Creating the Midwest Experience". Invited Presentation at the Midwest Fruit Growers Association Conference on January 16th, 2008.

Contributed Presentations (Extension Presentations- University of Nebraska- Lincoln)

1. May, 2009- "Going Green For Good"- workshop presented in Nebraska City, Nebraska
2. October, 2008- Presented at the "Nutrition Update Conference", workshop titled, "Green Hospitality and Tourism", with the Nutrition Health Sciences Specialists at the University of Nebraska-Lincoln.
3. October, 2008- "Green Tourism" presentation for the Fruit and Nut Jam workshop
4. June, 2008- Lawn and Garden Radio Show, Fairbury, NE- talked about the Hospitality, Restaurant and Tourism Management program and potential careers in the various industries of the hospitality and tourism fields.
5. May, 2008- "Dealing With Guests- Difficult or Not" presented to the Nebraska State Judicial System new employee orientation.
6. March, 2008- "Creating the Nebraska Experience" presented in Minden, NE to the Chamber of Commerce and other business people in the area trying to promote tourism in the area.

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7. March, 2008- Breeze Session- “Ecotourism/Hospitality Management”- 18 participants to educate people on the various opportunities in hospitality and tourism.
8. January, 2008- “Creating the Midwest Experience” presented to the Midwest Fruit Growers Association.
9. December, 2007- “Building Bench Strength- Retention and Recruitment” presented to the Nebraska State Judicial System professional development program.
10. November, 2007- “The Experience Economy” presented in Minden, NE as a portion of the Red Carpet Guest Service program
11. October, 2007- “21st Century Leadership” presented to the Nebraska State Management Association.

Seminars/Workshops

1. **DiPietro, R.B.** (2024). “Principles of Hospitality Management” Two 3 hour workshops for leadership at Sandal’s Resorts online during May and July, 2024.
2. **DiPietro, R.B.** (2023). “Principles of Hospitality Management” Two 3 hour workshops for leadership at Sandal’s Resorts online during October and November, 2023.
3. **DiPietro, R.B.** (2019). “Developing Communication Skills for Conflict Resolution”. Half day workshop for assistant managers of Lizard’s Thicket restaurant group in September 2015.
4. **DiPietro, R.B.** (2015). “Developing Communication Skills for Conflict Resolution”. Half day workshop for general managers of Lizard’s Thicket restaurant group in September 2015.
5. **DiPietro, R.B.** (2015). “Creating a Positive Work Environment Through Teamwork and Effective Communication”. Half day workshop presented to Nebraska District Court Clerk Supervisors on July 9th, 2015.
6. **DiPietro, R.B.** (2015). “Building Bench Strength and Developing Teams”. Half day workshop for Welcome Break (UK foodservice operations) in February and April, 2015.
7. Knapp, W., **DiPietro, R.B.**, & Strick, S. (2013-2015). “Farm to School”. Series of twelve workshops throughout the Columbia area on local foods and demonstrations with local foods recipes held in August and October.
8. **DiPietro, R.B.** (2013). “Building Bench Strength”. Half day workshop for SSP International in June, 2013.

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9. **DiPietro, R.B.** (2012). “Building Bench Strength”. Half day workshop for SSP International in October, 2012.
10. **DiPietro, R.B.** (2008-2010). “Building Bench Strength”. Half day workshop for SSP International in February, April and June, 2008; June and October, 2009; October 2010.
11. **DiPietro, R.B.** (2010). “Foodservice Trends”. Full day workshop for the South Carolina Association for the Blind, September 30th, 2010.
12. **DiPietro, R.B.** (2006). “Teaching Using Case Studies”. Workshop for faculty members at Rosen College of Hospitality Management, University of Central Florida, September, 2006.
13. **DiPietro, R.B.** (2005). “Teaching as an Adjunct Instructor”. Seminar/workshop for new adjunct instructors at Rosen College of Hospitality Management, University of Central Florida.

Grants and Contracts

Grants and Contracts Received

Project Title	Role	Sponsor	Share of Funding	Start Year	End Year
University of Aruba Project- Teaching and Research Grant	PI	University of Aruba	100% of \$683,424	2025	2028
Development of a Food Security Certificate Program	Co-PI	USDA-HEC	\$202,178 of \$750,000	2024	2026
Advancing Environmental Sustainability	Co-PI	USDA-HEC	\$150,000 of \$300,000	2021	2024
Recruiting URMs in Hospitality and Tourism	PI	Statler Foundation	\$75,000	2022	2023
Recruiting URMs in Hospitality and Tourism- Phase 2	Co-PI	Statler Foundation	\$125,000	2023	2024
EDA online training program	Co-PI	EDA	\$151,800	2022	2023
Aruba Timeshare Association 2020 Update Project	Co-PI	ATSA	25% of \$5000 (funded research)	2020	2021
Women Leadership in the Business Events Industry	Co-PI	PCMA	25% of \$7500 (funded)	2020	2020

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Project Title	Role	Sponsor	Share of Funding	Start Year	End Year
			research)		
SEC grant Women in Leadership	PI	USC	100% of \$1500	2019	2019
University of Aruba Project- Teaching and Research Grant	PI	University of Aruba	100% of \$854,280	2020	2024
Aruba Fishing Coop Feasibility Study	Co-PI	Government of Aruba	25% of \$5000 (funded research)	2019	2020
Restaurant Economic Impact on Aruba	PI	Aruba Food and Beverage Association	50% of \$3500 (funded research)	2019	2019
Tourist Satisfaction Study	Co-PI	Aruba Hotel and Tourism Association	20% of \$2100 (funded research)	2019	2019
Department of Commerce's Economic Development Administration (EDA)- Developing a Hospitality and Tourism Plan for South Carolina	Co-PI	EDA	15% of \$88,244	2019	2020
Aruba Gastronomic Association (AGA)- Restaurant Economic Impact on Aruba	PI	AGA	50% of \$3500 (funded research)	2019	2019
Seed Grant Funding- Incivility in Management	Co-PI	HRSM internal	50% of \$4055.55	2018	2019
SEC Travel Grant, University of Alabama	PI	USC	100% of \$1790	2019	2019
Aruba Tourism Authority: Restaurant Gap Analysis	PI	Aruba Tourism Authority	100% of \$19,998	2016	2016
Sodexo- Sustainability Research Project	PI	Sodexo Foodservice	100% of \$10,000	2016	2016
University of Aruba Project- Teaching and Research Grant	PI	University of Aruba	100% of \$854,280	2015	2019
National Association of Convenience Stores (NACS)	PI	NACS	75% of \$19,942	2014	2014
USDA- Farm to School Grant with Lexington-Richland 5 School District	PI	USDA	50% of \$19,405	2014	2015
Aruba Port Authority- Feasibility Study for Food and Beverage and	Co-PI	Aruba Port Authority	50% of \$2700	2014	2014

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Project Title	Role	Sponsor	Share of Funding	Start Year	End Year
Retail Operations					
Sodexo- Sustainability Research Project	PI	Sodexo Foodservice	100% of \$10,000	2014	2015
Sodexo- Sustainability Research Project	PI	Sodexo Foodservice	100% of \$10,000	2013	2014
Sodexo- Sustainability Research Project	PI	Sodexo Foodservice	100% of \$10,000	2012	2013
Lake City Restaurant Focus Group Grant	Co-PI	Palmetto Institute	50% of \$9,900	2012	2012
Bernie's Chicken funded research gift	PI	Bernie's Chicken	100% of \$1000	2011	2012
University of Aruba Project- Teaching and Research Grant	PI	University of Aruba	50% of \$683,424	2010	2014
Bonnaroo Group (Chili's Restaurants) Research Grant/Funding Gift	PI	Bonnaroo Group	100% of \$25,000	2010	2020
"The Use of Social Networking Sites in the Restaurant Industry"	Co-PI	Alfred P. Sloan Foundation Travel and Tourism Industry Center Grant	25% of \$10,000	2009	2009
Orange County Public Schools- School Foodservice	Co-PI	Great American Bake Sale	10% of \$10,000	2009	2009
Hooter's Management Company funded research project	PI	Hooter's Restaurants	100% of \$4033	2009	2009
"The Impact of Human Resource Policies and Practices on the Motivation and Employee Turnover Intent in the Hospitality Industry"	PI	Agriculture Research Division HATCH Grant	100% of \$120,000	2008	2013* *left UNL in 2009
Green Tourism in the State of Nebraska: Extending and Improving Resources	Co-PI	University of Nebraska-Lincoln Extension Work Team Grant	40% of \$7300	2008	2009

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Project Title	Role	Sponsor	Share of Funding	Start Year	End Year
Hooter's Management Company funded research project	PI	Hooter's Restaurants	100% of \$4070	2008	2008
National Association of Catering Executives	Co-PI	National Association of Catering Executives	25% of \$66,950	2007	2007
Hooter's Management Company funded research project	PI	Hooter's Restaurants	100% of \$5639	2007	2007
Society for Incentive Travel Executives Foundation Grant	Co-PI	SITE Foundation	30% of \$15,000	2004	2005

SERVICE

Statistical Summary of Service Activities

Activity	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Greater Community		2	2	2	2	2	2	2	2	2	1	1	1
Professional Community	14	14	16	16	16	16	16	16	16	15	13	15	15
University	1	1	1	3	5	5	3	3	3	4	5	4	4
College	1	2	2	2	2	2	2	2	2	1	1	2	3
Department	1	2	1	1	6	6	3	4	5	3	2	4	4

**Greater Community
Dates Duties**

Recompense

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Dates	Duties	Recompense
2015- 2023	City of Cayce- Zoning Appeals Board	None
2010-2023	Sierra Club- Columbia, SC Chapter, Member	None
2007-2009	Wilderness Ridge Homeowner Association, Member	None
2004-2007	Hunter's Creek (Glenhurst) Neighborhood Association Social Committee Member	None
2000-2002	Lincoln Literacy Council Tutoring	None

Professional Community

Dates	Duties	Recompense
2012-2014 2011-2012 2010-2011 2005-2006 2004-2005 2003- present	International Council of Hotel, Restaurant and Institutional Education (I-CHRIE) Conference Symposium Track Chair President – SE Federation Vice President- SE Federation President- Florida-Caribbean Chapter of CHRIE Vice President- Florida-Caribbean Chapter of CHRIE Member	None
2010- present	National Restaurant Association	None
2008- 2010	American Hotel and Lodging Association	None
2008- 2010	Hospitality Sales and Marketing Association International- Advisory Board	None
2005-2008	Florida Restaurant Association- Member and Honorary Board of Directors	None
2004- present	USASBE- United States Association of Small Business and Entrepreneurship	None
2003- 2008	American Society for Training and Development	None
Scholarly Services		
2016-2023	Editor: Journal of Foodservice Business Research	Stipend
2014-present	Ad Hoc Reviewer: Journal of Retailing and Consumer Services	None
2012- present	Editorial Review Board- International Journal of Hospitality Management	None
2010- present	Editorial Review Board- International Journal of Contemporary Hospitality Management	None
2010	Editor Special Issue: Worldwide Hospitality and Tourism Themes: How has the use of technology in the US hospitality industry affected human resource practices and guest satisfaction levels in the industry?	Stipend
2009- present	Reviewer: Asia-Pacific Council on Hotel, Restaurant and Institution Education	None
2006- present	Reviewer: Hospitality and Tourism Graduate Research Conference	None
2005- present	Reviewer: Competitive papers for International Council	None

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	on Hotel, Restaurant and Institutional Education	
2005- present	Editorial Review Board: Journal of Foodservice Business Research	None
2005- present	Editorial Review Board: International Journal of Hospitality and Tourism Administration	None
2004-2005	Reviewer: Competitive papers for United States Association for Small Business and Entrepreneurship (USASBE) conference	None
2004-2005	Ad Hoc Reviewer: Journal of Small Business Management	None
2004- present	Ad Hoc Reviewer: Human Resource Development Review	None
2004- present	Ad Hoc Reviewer: International Journal of Hospitality and Tourism Research	None
2004- present	Ad Hoc Reviewer: Cornell Hotel and Restaurant Administration Quarterly	None
2004- present	Ad Hoc Reviewer: Journal of Quality Assurance in Hospitality and Tourism	None

University

Dates	Duties	Recompense
2023-present	USC Faculty Ombudsman	2 course releases and summer stipend
2020-2022	University Tenure and Promotion Committee	None
2019-2022	University Graduate Council	None
2019-2021	University Curriculum Committee- Humanities Chair	None
2015-2017	Global Carolina Regional Director- Aruba and the Caribbean	1 course release
2014-2015	HRSM Dean's Search Committee	None
2014-2017	Committee on Academic Responsibility	None
2012-2013	HRSM Dean's Review Committee	None
2011- present 2013-2018	Provost's Advisory Committee on Women's Issues Chair of the Subcommittee- New and Existing Policies	None
2011- present	President's University Safety Committee	None
2010- 2013	Faculty Senate member- University of South Carolina	None
2007-2009	University of Nebraska- Lincoln Honor's Program Representative	None
2007-2009	Faculty Senate alternate- University of Nebraska- Lincoln	None
2006-2007	Faculty Senate alternate- University of Central Florida	None
2005-2007	Research Week Committee- University of Central Florida	None
2005-2007	Faculty Center for Teaching and Learning Committee- University of Central Florida	None
2005-2006	Faculty Senate- University of Central Florida	None

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2004-2006	Founder's Day Committee- University of Central Florida	None
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College

Dates	Duties	Recompense
2015-2022	HRSM College Scholastic Standards and Petitions Committee	None
2012-present	HRSM Promotion and Tenure Committee	None
2010- 2012	HRTM Director Search Committee	None
2010-2011	SPTE Faculty Search Committee	None
2009- 2013	College Curriculum Committee- Chair	None
2007-2009	College Awards Committee- University of Nebraska-Lincoln	None
2007-2009	Community Resource and Development Action Team- University of Nebraska-Lincoln	None
2007-2009	Nutrition Action Team- University of Nebraska-Lincoln	None
2007-2009	Experiential Tourism Work Team- University of Nebraska-Lincoln	None
2004-2007	Member/Chairperson of College Award Committee- University of Central Florida	None
2004-2007	Faculty Advisor for College Hospitality Association	None
2004-2007	Graduate Curriculum Committee- University of Central Florida	None
2003-2006	Faculty Development Committee- University of Central Florida	None

Department

Dates	Duties	Recompense
2020-2023	HRTM School Director	Stipend/course release
2018-2020	HRTM PhD Program Coordinator	\$5000 stipend
2018-2019	HRTM Faculty Search Committee Chair	None
2019-2020	McCutchen GM Search Chair	None
2016-2017	Interim Director School of HRTM	\$7,500 stipend
2015	HRTM McCutchen Director Search Committee Chair	None
2009-present	HRTM Graduate Faculty Committee	None
2012- 2014	HRTM IIFRE Search Committee Chair	None
2010- 2020	Faculty Advisor for Eta Sigma Delta- University of South Carolina	None
2009- 2013	Department Curriculum Committee- University of South Carolina	None
2007-2009	Faculty Advisor for Hospitality Sales and Marketing Association- University of Nebraska-Lincoln	None
2007-2009	Graduate Committee- University of Nebraska-Lincoln	None

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2007-2009	Department Chairperson Advisory Board- University of Nebraska-Lincoln	None
2007	Department Ad Hoc By-Laws Committee- University of Nebraska-Lincoln	None
2005-2006	Department Curriculum Committee- University of Central Florida	None
2004-2007	Faculty/Lab Manager Search Committees- 6 faculty members and 1 lab manager- University of Central Florida	None